DON BOSCO ARTS & SCIENCE COLLEGE ANGADIKADAVU

(Affiliated to Kannur University Approved by Government of Kerala) ANGADIKADAVU P.O., IRITTY, KANNUR – 670706



COURSE PLAN

BBA (2020 – 23)

SEMESTER - III

ACADEMIC YEAR - (2021-22)

	III Semester BBA (2020 - 23)					
SL. No.	Name of Subjects with Code	Name of the Teacher	Duty Hours per week			
1.	3B04BBA -FINANCIAL ACCOUNTING	Meenu Maria Tom	6			
2.	3B05BBA -MARKETING MANAGEMENT	Sunitha K S	5			
3.	3A11BBA -NUMERICAL SKILLS	Ramya Raj	6			
4.	3A12BBA -PERSONALITY DEVELOPMENT ANDCOMMUNICATION SKILLS	Vidya K P	4			
5.	3C04BBA -LEGAL ASPECTS OF BUSINESS	Sapana John & Jisna Mathew	5			
	Name of Class Incharge	Sunitha K S				

TIME TABLE

Day	, 09.50 Am - 10.45 Am	10.45 Am -11.40 Am	11.55 Am -12.50 Pm	01.40 Pm - 02.35 Pm	02.35 Pm - 03.30 Pm
1	3B05BBA - MARKETING MANAGEMENT	3B04BBA - FINANCIAL ACCOUNTING	3A11BBA - NUMERICAL SKILLS	3C04BBA -LEGAL ASPECTS OF BUSINESS	3A12BBA - PERSONALITY DEVELOPMENT ANDCOMMUNI CATION SKILLS
2	3B05BBA - MARKETING MANAGEMENT	3A12BBA - PERSONALITY DEVELOPMENT ANDCOMMUNIC ATION SKILLS	3A11BBA - NUMERICAL SKILLS	3B04BBA - FINANCIAL ACCOUNTING	3C04BBA - LEGAL ASPECTS OF BUSINESS
3	3B04BBA - FINANCIAL ACCOUNTING	3B05BBA - MARKETING MANAGEMENT	3A11BBA - NUMERICAL SKILLS	3C04BBA -LEGAL ASPECTS OF BUSINESS	3B04BBA - FINANCIAL ACCOUNTING
4	3A12BBA - PERSONALITY DEVELOPMENT ANDCOMMUNIC ATION SKILLS	3B05BBA - MARKETING MANAGEMENT	3B04BBA - FINANCIAL ACCOUNTING	3A11BBA - NUMERICAL SKILLS	3C04BBA - LEGAL ASPECTS OF BUSINESS
5	3A12BBA - PERSONALITY DEVELOPMENT ANDCOMMUNIC ATION SKILLS	3B04BBA - FINANCIAL ACCOUNTING	3A11BBA - NUMERICAL SKILLS	3C04BBA -LEGAL ASPECTS OF BUSINESS	3B05BBA - MARKETING MANAGEMENT

Subject Code:	3B04BBA		
Subject Name:	Financial Accounting		
No. of Credits:	4		
No. of Contact Hours:	108		
Hours per Week:	6		
Name of the Teacher:	Meenu Maria Tom		

COURSE OUTCOME

CO1: Understands accounting concepts and principles

CO2: Apply knowledge regarding concepts in the preparation of final accounts of sole traders

CO3: Understands the basic concepts of company, shares and share capital

CO4: Demonstrates skills in preparation of final accounts of companies

Module I: Introduction To Accounting: Meaning and Definition of Accounting, Objectives of Accounting, Accounting Cycle or Process, Branches of Accounting, Functions of Accounting, Users of Accounting, Limitations of Accounting and Generally Accepted Accounting Principles- Accounting Concepts, Principles and Conventions only. (30 hours)

Module II: Final accounts of sole trading concern: Preparation of Manufacturing, Trading and Profit and Loss Accounts and Balance Sheets with Adjustments for Outstanding and Prepaid Expenses, Accrued and Unearned incomes, Depreciation, Bad and Doubtful Debts and Closing Stock. (30 hours)

Module III: Company accounts: Meaning and Definition of Companies, Characteristics of Companies, Types of Companies, Meaning of Shares and Share Capital, Types of Shares, Accounting Entries for Issue of Shares for Cash, Forfeiture of Shares, and Re-issue of Shares. (25 Hours)

Module IV: Final accounts of companies: Preparation of Balance Sheet and Statement of Profit and Loss Accounts, Corporate Dividend Tax (CDT), Internal and External Reconstruction- Amalgamation, Merger and Acquisition (Theory Only).

(33 Hours)

No of Weeks	Dates	Session	Торіс
		1	Syllabus Introduction
		2	Meaning and Definition of Accounting
	12-07-2021	3	Objectives of Accounting
1	То	4	Accounting Cycle or Process
	17-07-2021	5	Branches of Accounting
		6	Branches of Accounting
		7	Functions of Accounting
		8	Users of Accounting
		20 July	Bakrid- Holiday
		9	Limitations of Accounting
	19-07-2021	10	Generally Accepted Accounting Principles- Accounting
2	То	10	Concepts
	24-07-2021	24-07-2021	Generally Accepted Accounting Principles - Principles
			and Conventions
		12	Class Test
		13	Meaning of Sole Trading Concern
		14	Characteristics and features of Accounting
		15	Introduction of Journal
	26-07-2021	16	Problem
3	То	17	Problem
	31-07-2021	18	Introduction of Ledger
		19	Problem
		20	Problem
		21	Trial Balance
		22	Problem
	02-08-2021	23	Problem
4	То	24	Manufacturing Account
	07-08-2021	25	Preparation of Manufacturing Account
		26	Problem
		27	Trading Account- Meaning, Objectives and Uses

No of Weeks	Dates	Session	Торіс
	09-08-2021 To 14-08-2021	28	Profit and Loss Account
		29	Problem
		30	Problem
5		31	Balance Sheet
		32	Problem
		33	Problem
		34	Adjustments - Closing Stock
		35	Problem
		36	Adjustments – Outstanding and Prepaid
	16-08-2021	37	Adjustments – Outstanding and Prepaid
6	То	38	Problem
	21-08-2021	19 August	Moharam/Onam Vacation
		20 August	Onam Vacation
		21 August	Onam Vacation
		23 August	Onam Vacation
	23-08-2021 To 28-08-2021	24 August	Onam Vacation
7		25 August	Onam Vacation
		26 August	Onam Vacation
		27 August	Onam Vacation
		28 August	Onam Vacation
		30 August	Onam Vacation Study Leave
	30-08-2021 To 04-09-2021		Study Leave
8			Study Leave
	06.00.0001		Study Leave
0	06-09-2021		I Sem University Examination
9	To		I Sem University Examination
	11-09-2021		I Sem University Examination
			I Sem University Examination
	13-09-2021		I Sem University Examination
	To		I Sem University Examination
10	10 18-09-2021		I Sem University Examination
			I Sem University Examination
			I Sem University Examination

No of Weeks	Dates	Session	Торіс
			I Sem University Examination
		39	
		21 September	Sree Narayana Guru Samadhi
	20-09-2021	40	
11	То	41	Adjustment – Accrued and Unearned Income
	25-09-2021	42	Adjustment – Accrued and Unearned Income
		43	Problem
		44	Adjustment – Depreciation
		45	Problem
		46	Adjustment – Bad Debt
	27-09-2021	47	Problem
12	То	48	Problem
	02-10-2021	49	Problem
		50	Problem
		2 October	Gandhi Jayanthi
		51	Revision
		52	Class Test
10	04-10-2021	53	Meaning and Definition of Companies
13	То	54	Characteristics of Companies
	09-10-2021	55	Types of Companies
		56	Types of Companies
		57	Meaning of Shares and Share Capital
		58	Types of Shares
		59	Accounting Entries for Issue of Shares for Cash
	11-10-2021	60	Problem
14	То	61	Problem
	16-10-2021	14 October	Mahanavami
		15 October	Vijayadasami
		62	Forfeiture of Shares
		63	Problem
	18-10-2021	19 October	Milad-i-Sherif
15		64 65	Problem
15	To	65 66	Problem
	23-10-2021	67	Problem Problem
		68	Problem
16	25-10-2021	 69	Problem
10	23-10-2021	0)	

No of Weeks	Dates	Session	Торіс
	То	70	Re-issue of Shares
	30-10-2021	71	Problem
		72	Problem
		73	Problem
		74	Presentation
		75	Presentation
		76	Presentation
		77	Revision
	01-11-2021	78	Class Test
17		79	Final Accounts Of Companies – Introduction
1/	To 06-11-2021	80	Preparation of Balance Sheet and Statement of Profit and Loss Accounts
		81	Preparation of Balance Sheet and Statement of Profit and Loss Accounts
		82	Problem
			I Internal Examinations
			I Internal Examinations
	08-11-2021		I Internal Examinations
18	То	83	Problem
	13-11-2021	84	Problem
		85	Problem
		86	Problem
		87	Problem
		88	Problem
10	15-11-2021	89	Problem
19	То		Study Leave
	19-11-2021		Study Leave
			Study Leave
			Study Leave
			II Semester University Examination
	22-11-2021		II Semester University Examination
20	То		II Semester University Examination
	26-11-2021		II Semester University Examination
			II Semester University Examination
			II Semester University Examination
	29-11-2021	90	Corporate Dividend Tax (CDT
21	То	91	Corporate Dividend Tax (CDT
		92	Problem

No of Weeks	Dates	Session	Торіс
	03-12-2021	93	Problem
		94	Problem
		95	Problem
		96	Problem
		97	Internal and External Reconstruction- Amalgamation
	06-12-2021	98	Internal and External Reconstruction- Amalgamation
22	To	99	Internal and External Reconstruction- Merger
22	10-12-2021	100	Internal and External Reconstruction- Merger
	10-12-2021	101	Internal and External Reconstruction- Acquisition
		102	Internal and External Reconstruction- Acquisition
		103	Class Test
		104	Revision
		105	Revision
	13-12-2021	106	Revision
23	To	107	Previous Year QP Discussion
23	17-12-2021	108	Previous Year QP Discussion
	17-12-2021		II Internal Examination
			II Internal Examination
			II Internal Examination
			II Internal Examination
	20-12-2021		II Internal Examination
24	То		II Internal Examination
	24-12-2021	23-12-2021	Christmas Celebration
			Christmas Vacation
			Christmas Vacation
			Christmas Vacation
25			Christmas Vacation
			Christmas Vacation
			Christmas Vacation

Subject Code:	3B05BBA		
Subject Name:	MARKETING MANAGEMENT		
No. of Credits:	4		
No. of Contact Hours:	90		
Hours per Week:	5		
Name of the Teacher:	Sunitha K S		

Module I: Introduction to Modern Marketing: Definition-Nature and Importance of marketing, evolution of marketing, Marketing environment; Macro and Micro environment, important marketing concepts-selling and marketing-Marketing mix, consumer behaviour, market segmentation; bases for market segmentation; Target Market ;Branding –definition, importance , branding strategies and packaging.

(20 Hours)

Module II: Product Decision: Concept of product; Product Dimension; Concept of product mix, Product line and Product Items; Product mix Dimensions; New product concept and reasons of failure of the new product; Product Life cycle- Concept of pricing; significance of price in marketing; Pricing objectives; Factors affecting price; discounts and rebates; pricing strategies;

price discrimination

(20 Hours)

Module III: Market Promotion : Concept of market promotion; Objectives of Market Promotion; Elements of Market Promotion mix: advertising, personal selling, sales promotion, publicity and public relations; Advertising : functions of advertising; advertisement copy, advertising media; types of advertising media; characteristics of effective media ; ethical aspects of advertising; Personal selling : Concept, Features and Significance; Difference between advertising and personal selling ; functions of a salesman; characteristics of a good salesman;

Distribution decision: Physical distribution; channel of distribution; Types of channel distribution; Sales promotion: sales promotion schemes; sample; coupon; price off; premium plan; trade fairs and exhibitions. (30 Hours)

Module IV: New Marketing Realities: Direct marketing and online marketing: Concept of Direct and online Marketing; Activities; Benefits and limitations; Green Marketing: Concepts; Need and Importance; Green Marketing efforts and managerial Implications; Customer Relationship Marketing(CRM): Concept and importance; Components of CRM Programme; Concept of e-CRM; Common draw backs of CRM Programme. (20 Hours)

References:

- 1. Philip Kotler, Marketing Management- Prentice Hall
- 2. Stanton, Etzel and Walker, Marketing Management-McGraw Hill
- 3. R. Saxena, Marketing Management- Tata McGraw Hill
- 4. Majumdar, Marketing Research
- 5. Marketing Management : RSN Pillai and Bagavathy
- 6. Marketing Management : SP Bansal

No of Weeks	Dates	Session	Торіс
		1	Introduction to the syllabus
	12.07.2021	2	Introduction to Modern Marketing
1	12-07-2021 То	3	Definition, Nature and Importance of marketing
-	17-07-2021	4	Evolution of marketing
		5	Marketing environment
		6	Macro environment
	19-07-2021 To 24-07-2021	7	Micro environment
		20 July	Bakrid- Holiday
2		8	Important marketing concepts
2		9	Selling and marketing
		10	Modern Marketing Concepts
		11	Marketing mix
	26-07-2021	12	Consumer behaviour
3	To	13	Definition, Importance
5	31-07-2021	14	Factors effecting Consumer Behaviour
		15	Steps in consumer behaviour

No of Weeks	Dates	Session	Торіс
		16	Types of Consumer Behaviour
		17	Branding strategies
		18	Packaging
	02-08-2021 To 07-08-2021	19	Features of packaging
4		20	Market segmentation
-		21	Bases for market segmentation
		22	Factors affecting Market Segmentation
		23	Objectives of market segmenatation
		24	Target Market
	09-08-2021	25	Importance of target market
5	To	26	Branding
J	14-08-2021	27	Objectives Of Branding
	14-00-2021	28	Difference between trade mark and brand name
		29	Features of Branding
		30	Class Test
	16-08-2021	31	Seminar
6	To 21-08-2021	32	Seminar
U		19 August	Moharam/Onam Vacation
		20 August	Onam Vacation
		21 August	Onam Vacation
		23 August	Onam Vacation
	23-08-2021	24 August	Onam Vacation
7	To 28-08-2021	25 August	Onam Vacation
'		26 August	Onam Vacation
		27 August	Onam Vacation
		28 August	Onam Vacation
		30 August	Onam Vacation
	30-08-2021		Study Leave
8	To		Study Leave
0	04-09-2021		Study Leave
	04-09-2021		Study Leave
			Study Leave
			Study Leave
	06-09-2021		Study Leave
9	To 11-09-2021		I Sem University Examination
,			I Sem University Examination
			I Sem University Examination
			I Sem University Examination

No of Weeks	Dates	Session	Торіс
	13-09-2021 To		I Sem University Examination
			I Sem University Examination
10			I Sem University Examination
10	18-09-2021		I Sem University Examination
			I Sem University Examination
		33	I Sem University Examination Seminar
		21 September	
		21 September	Sree Narayana Guru Samadhi Product Decision, Concept of product; Product
11	20-09-2021 То	34	Dimension.
	25-09-2021	35	Concept of product mix
		36	Product line and Product Items
		37	Product mix Dimensions
		38	New product concept and
	27-09-2021 To 02-10-2021	39	Reasons of failure of the new product
		40	Product Life cycle
12		41	Concept of pricing
		42	significance of price in marketing
		2 October	Gandhi Jayanthi
		43	Pricing objectives
	04-10-2021 To 09-10-2021	44	Factors affecting price
13		45	Discounts and Rebates
10		46	Pricing strategies
		47	Price discrimination
		48	Seminar
		49	Seminar
	11-10-2021	50	Seminar
14	То	51	Class Test
	16-10-2021	14 October	Mahanavami
		15 October	Vijayadasami
		52	Market Promotion - Concept of market promotion
15	18-10-2021	53	Objectives of Market Promotion
10	То	19 October	Milad-i-Sherif

No of Weeks	Dates	Session	Торіс
	23-10-2021	54	Elements of Market Promotion mix
		55	Functions of advertising
		56	Advertisement copy, Advertising media
		57	Types of advertising media
		58	Characteristics of effective advertisement media
	25-10-2021	59	Ethical aspects of advertising
16	То	60	Personal selling
	30-10-2021	61	Concept, Features and Significance
		62	Difference between advertising and personal selling
		63	Functions of a salesman
		64	Characteristics of a good salesman
		65	Publicity and public relations
	01-11-2021	66	Distribution decision
17	To 06-11-2021	67	Physical distribution
		68	Channel of distribution
		69	Types of channel distribution
	08-11-2021 To	70	I Internal Examinations
		71	I Internal Examinations
18		72	I Internal Examinations
10	13-11-2021	73	Sales promotion
	10 11 2021	74	Sales promotion schemes.
		75	Sample, coupon, price off
		76	Premium plan, trade fairs and exhibitions
	15 11 2021	77	Class Test
19	15-11-2021		Study Leave
	То		Study Leave
	19-11-2021		Study Leave
			Study Leave
			II Semester University Examination
	22-11-2021		II Semester University Examination
20	То		II Semester University Examination
	26-11-2021		II Semester University Examination
			II Semester University Examination II Semester University Examination
	20 11 2021	78	Seminar
21	29-11-2021	10	Schinia

No of Weeks	Dates	Session	Торіс
	То	79	New Marketing Realities.
	03-12-2021	80	Direct marketing and online marketing
		81	Concept of Direct and online Marketing
		82	Activities; Benefits and limitations
		83	Green Marketing Concepts
		84	Need and Importance Green Marketing efforts and managerial Implications,
	06-12-2021	85	Customer Relationship Marketing(CRM)
22	То	86	Components of CRM Programme; Concept of e-CRM; Common draw backs of CRM Programme
	10-12-2021	87	Question Paper discussion
		88	Question Paper discussion
		89	Revision
		90	Revision
	13-12-2021		II Internal Examination
23	То		II Internal Examination
	17-12-2021		II Internal Examination
			II Internal Examination
			II Internal Examination
	20-12-2021		II Internal Examination
24	То		II Internal Examination
	24-12-2021	23-12-2021	Christmas Celebration
			Christmas Vacation
			Christmas Vacation
			Christmas Vacation
25			Christmas Vacation
			Christmas Vacation
			Christmas Vacation

Subject Code:	3A11BBA	
Subject Name:	NUMERICAL SKILLS	
No. of Credits:	4	
No. of Contact Hours:	90	
Hours per Week:	6	
Name of the Teacher:	REMYA RAJ	

Module I:

Arithmetic : Average, mixtures- Ratios and proportions- Computation of interest, Simple Interest, compound interest, effective yield- future value, present value -Amortization, Depreciation, Continuous compounding

Module II:

Algebra: Real and imaginary number- Rational and Irrational Number- Set Theory and simple application of Venn Diagram- Elements of Co-ordinate system· Matrices, Fundamental ideas about Matrices and their operational rules – Inverse of a Matrix.

Module III:

Theory of equations: meaning, types of equations - simple linear and simultaneous equations (only two variables) eliminations and substitution method only. Quadratic equation factorization and formula method (ax2+bx+c=0 form only) Problems on business application.

Module IV:

Progression: Arithmetic progressions finding the nth term of an AP and also sum to n terms of AP. Insertion of Arithmetic means in given terms of AP and representation of AP. Geometric progression. Finding the nth term of GP. Insertion of GMs in given GP and also representation of GP - Mathematics of finance simple and compound interest. (Simple problems only).

References:

1. Applied Numerical Analysis P.K Kandasamy, K.Thilakavathi, Gunavathi:

2. Numerical Methods: Gerald.

3. Essentials of college mathematics for Business, Economics, life Science and Social Sciences : Raymond Barnett, Michael Ziegler.

No of Weeks	Dates	Session	Торіс
	12-07-2021	1	Real and imaginary number- Rational and Irrational Number
		2	Set Theory-definition of a set,methods of describing a set,types of sets,
1	To	3	examples of set Subset, supersets, propersubsets,
T	17-07-2021	4	powerset, universal set, disjoint sets
	17-07-2021	5	Set operations-union, intersection,
		6	difference, compliment of a set , Important laws of set operation,
		7	problems based on set operations, Venn diagrams-
	10.07.0001	20 July	Bakrid- Holiday
2	19-07-2021 To	8	simple application of venn diagrams ,Elements of coordinate system,
	24-07-2021	9	Problems
		10	Revision
		11	Class test
	26-07-2021 To 31-07-2021	12	Matrices, basic terms
		13	Fundamental ideas about Matrices and their operational rules
3		14	Addition and subtraction of matrices -problems
		15	Problems
		16	Matrix multiplication problems
		17	Problems related to matrix operation
		18	Problems
	02-08-2021	19	Inverse of a matix-problems
A		20	Problems, Class test
4	To	21	Problems
	07-08-2021	22	Class test
		23	Equations-meaning, types of equations - simple linear and simultaneous equations (only two variables)problems
5	09-08-2021	24	simultaneous equations (only two variables)-problems
5	09-08-2021	25	Problems

No of Weeks	Dates	Session	Торіс
	То	26	simple linear equations – problems,
	14-08-2021	27	Problems,
		28	Quadratic equation factorization method-problems
		29	Problems
		30	Problems,
	16-08-2021	31	Formula method-problems.
6	То 00 2021	32	Problems
U	21-08-2021	19 August	Moharam/Onam Vacation
	21-08-2021	20 August	Onam Vacation
		21 August	Onam Vacation
		23 August	Onam Vacation
	23-08-2021	24 August	Onam Vacation
7	25 00 2021 То	25 August	Onam Vacation
,	28-08-2021	26 August	Onam Vacation
	28-08-2021	27 August	Onam Vacation
		28 August	Onam Vacation
	30-08-2021 To 04-09-2021	30 August	Onam Vacation
			Study Leave
8			Study Leave
0			Study Leave
	06-09-2021 To 11-09-2021		Study Leave
9			I Sem University Examination
,			I Sem University Examination
			I Sem University Examination
			I Sem University Examination
			I Sem University Examination
	13-09-2021		I Sem University Examination
10	То		I Sem University Examination
10	18-09-2021		I Sem University Examination
			I Sem University Examination
			I Sem University Examination
	20-09-2021	33	More problems on quadratic equations
11	To	21 September	Sree Narayana Guru Samadhi
11	25-09-2021	34	Problems on business applications
	23-09-2021	35	Problems,

No of Weeks	Dates	Session	Торіс
		36	Average, problems
		37	Problems,
		38	Mixtures, problems
	27-09-2021 To	39	Problems,
12		40	Ratios , definition, problems
12	02-10-2021	41	problems
	02-10-2021	42	Problems
		2 October	Gandhi Jayanthi
		43	Proportion, problems
	04-10-2021	44	Problems,
13	To	45	Class test
13	09-10-2021	46	effective yield-problems present value –definition,problems-
	09-10-2021	47	future value-problems
		48	Problems,
		49	Amortization – definition, problems
	11-10-2021	50	Problems,
14	To To 16-10-2021	51	Depreciation, definition, problems
14		14 October	Mahanavami
		15 October	Vijayadasami
		52	Problems
	18-10-2021 To 23-10-2021	53	Problems, Continuous compounding, problems
		19 October	Milad-i-Sherif
15		54	Problems,
15		55	sum to n terms of AP,problems
		56	Problems
		57	,problems
		58	Insertion of Arithmetic means in given terms of AP and representation of AP, problems
	25-10-2021	59	Insertion of GMs in given GP and also representation of GP
16	То	60	Problems
	30-10-2021	61	Geometric progression. Finding the nth term of GP
		62	Problems
		63	Problems,
		64	Problems
	01-11-2021	65	Problems
17	То	66	Sum of n terms of a GP, problems
	06-11-2021	67	Problems
		68	Problems

No of Weeks	Dates	Session	Торіс
		69	Problems
		70	I Internal Examinations
	08-11-2021	71	I Internal Examinations
18	То	72	I Internal Examinations
10	13-11-2021	73	Mathematics of finance simple and compound interest
	13-11-2021	74	Problems
		75	Problems
		76	Problems
		77	Problems
19	15-11-2021		Study Leave
	То		Study Leave
	19-11-2021		Study Leave
			Study Leave
			II Semester University Examination
	22-11-2021		II Semester University Examination
20	22 II 2021 То		II Semester University Examination
20	26-11-2021		II Semester University Examination
			II Semester University Examination
			II Semester University Examination
		78	Revision of module 1
	29-11-2021	79	Revision of module 1
21	To 03-12-2021	80	Revision of module 1
41		81	Revision of module 2
		82	Revision of module 2
		83	Revision of module 2
		84	Revision of module 2
	06-12-2021	85	Revision of module 3
22		86	Revision of module 3
22	To	87	Revision of module 3
	10-12-2021	88	Revision of module 4
		89	Revision of module 4
		90	University question paper discussion
	13-12-2021		II Internal Examination
23	То		II Internal Examination
	17-12-2021		II Internal Examination
	17-12-2021		II Internal Examination
			II Internal Examination
24	20-12-2021		II Internal Examination

No of Weeks	Dates	Session	Торіс
	То		II Internal Examination
	24-12-2021	23-12-2021	Christmas Celebration
			Christmas Vacation
			Christmas Vacation
			Christmas Vacation
25			Christmas Vacation
			Christmas Vacation
			Christmas Vacation

Subject Code:	3A12BBA
Subject Name:	PERSONALITY DEVELOPMENT AND COMMUNICATION SKILLS
No. of Credits:	3
No. of Contact Hours:	4
Hours per Week:	72
Name of the Teacher:	VIDYA K P

COURSE OUTCOMES

CO1: Understand the 'self' through analysis of one's own strengths, weaknesses, opportunities and threats to face the challenging and competitive world.

CO2: Set new goals specific, measurable, achievable, realisable and time-bounded to reshape the personality and identify the shortcomings to be corrected.

CO3: Develop inter personal skills and problem solving skills.

CO4: Understand the role of body language in effective communication.

CO5: Critically evaluate the need for stress management and experience the essence of different techniques in reducing stress.

CO6: Perform effectively the assigned work to the fullest satisfaction; with utmost concentration and self-motivation to achieve success in near future.

Module I:

Introduction to Personality Development: Definition of Personality- Human Growth and Behaviour- Importance of Personality Development- Techniques in Personality development a) Self-confidence through SWOC b) Mnemonics c) SMART Goal setting d) Time Management and effective planning.

Module II:

Communication Skills: a) Intra personal communication and types of Body Language b) Inter personal Communication and Relationships c) Leadership Skills d) Team Building and public speaking, Written communication- Basics of Letter writing, memorandum, notice, email, and report writing- Resume writing.

Module III:

Etiquettes and Manners: Social etiquettes, phone etiquettes, Customer interaction etiquette, Dining- Business etiquettes- Professional etiquette tips- Boss Management.

Module IV:

Presentation skills: How to face an Interview? - Preparations before, during and after interview, DO's and Don'ts for interviewee- Group Discussions- problem solving, Creativity and Leadership skills.

Module V:

Stress Management: Concentration and Relaxation exercises: Yoga, Meditation-Need for Work Life Balance- Role of Emotional Intelligence and Spiritual Intelligence in Self-Acceptance and Self-Growth.

References

1. Personality Development and Communication Skills by S.S. Narula; reprinted 2013.

2. Communicating at Work – Principles and Practices for Business and the Professions by Adler, The McGraw Hill Company, 9th Edition

3. Business Communication and Personality Development by Biswajit Das & Ipseeta Satpathy, The Excel Publications, 1st Edition

4. Developing Soft Skills by Robert M. Sherfield, Rhonda J., Patricia J. Moodi; Cornerstone Publications.

5. "The Art of Stress-Free Living" by Sri Sri Ravi Shankar. 5. Winning at Interviews by Edger Thorpe, Showik Thorpe; Pearson Publications, 1st Edition.

6. "How to stop worrying and start living" by Dale Carnegie.

7. Complete Guide to Relieving Stress and Living A Peaceful Life - 2015 Edition by Jen Steifer.

No of Weeks	Dates	Session	Торіс
	12-07-2021	1	Introduction to Personality Development: Definition
		2	Human Growth and Behaviour
1	То	3	Importance of Personality Development-
	17-07-2021	4	Techniques in Personality development a) Self- confidence through SWOC
		5	Self-confidence through SWOC
		6	Mnemonics
	19-07-2021	20 July	Bakrid- Holiday
2	То	7	SMART Goal setting
	24-07-2021	8	Time Management and effective planning
		9	Time Management and effective planning
		10	Class test
	26-07-2021	11	Communication Skills
3	То	12	Intra personal communication
	31-07-2021	13	Types of Body Language
		14	Inter personal Communication and Relationships
	02-08-2021 To 07-08-2021	15	Leadership Skills
		16	Team Building
4		17	Public speaking
		18	Written communication
		19	Forms of Written Communication - Letter writing
		20	Memorandum
	09-08-2021	21	Public speaking
5	To 14-08-2021	22	Notice
		23	Email
		24	Report writing
		25	Resume writing
	16-08-2021	26	Class test
6	То	19 August	Moharam/Onam Vacation
	21-08-2021	20 August	Onam Vacation
		21 August	Onam Vacation
	23-08-2021	23 August	Onam Vacation
7		24 August	Onam Vacation
	То	25 August	Onam Vacation

No of Weeks	Dates	Session	Торіс
	28-08-2021	26 August	Onam Vacation
		27 August	Onam Vacation
		28 August	Onam Vacation
		30 August	Onam Vacation
	30-08-2021		Study Leave
8	To		Study Leave
0	04-09-2021		Study Leave
	04-09-2021		Study Leave
			Study Leave
			Study Leave
	06-09-2021		Study Leave
9	То		I Sem University Examination
-	11-09-2021		I Sem University Examination
	11 09 2021		I Sem University Examination
			I Sem University Examination
	12.00.0001		I Sem University Examination
	13-09-2021		I Sem University Examination
10	То		I Sem University Examination
	18-09-2021		I Sem University Examination
			I Sem University Examination
			I Sem University Examination
		27	Etiquettes and Manners
	20-09-2021	21 September	Sree Narayana Guru Samadhi
11	То	28	Social etiquettes
	25-09-2021	29	Phone etiquettes
		30	Customer interaction etiquette
		31	Professional etiquette tips
	27-09-2021	32	Boss Management
12	То	33	Class test
	02-10-2021	34	Presentation skills
		2 October	Gandhi Jayanthi
		35	Interview and its types
	04-10-2021	36	How to face an Interview?
13	То	37	Preparations before, during and after interview,
	09-10-2021	38	Preparations before, during and after interview
		39	Preparations before, during and after interview

14	11-10-2021 To 16-10-2021 18-10-2021 To	40 41 14 October 15 October 42 43 44	DO's and Dont's for interviewee DO's and Dont's for interviewee Mahanavami Vijayadasami Group Discussions Group Discussions
14	To 16-10-2021 18-10-2021	14 October15 October4243	MahanavamiVijayadasamiGroup Discussions
	16-10-2021 18-10-2021	15 October 42 43	Vijayadasami Group Discussions
	18-10-2021	42 43	Group Discussions
		43	
			Group Discussions
		11	T. T
		44	Problem solving
15		19 October	Milad-i-Sherif
	23-10-2021	45	Problem solving
	23-10-2021	46	Creativity and Leadership skills.
		47	Creativity and Leadership skills.
		48	Class test
	25-10-2021	49	Stress Management
16	То	50	Types of stress
	30-10-2021	51	Causes of stress
		52	Concentration and Relaxation exercises: Yoga
		53	Concentration and Relaxation exercises: Yoga
	01-11-2021	54	Meditation
17	То	55	Meditation
	06-11-2021	56	Work Life Balance
		57	Need for Work Life Balance
	09 11 2021		I Internal Examinations
	08-11-2021		I Internal Examinations
18	То	5 9	I Internal Examinations
	13-11-2021	<u>58</u> 59	Emotional Intelligence Role of Emotional Intelligence
		<u> </u>	Spiritual Intelligence - Self-Acceptance Self Growth.
	•	00	Study Leave
19	15-11-2021		Study Leave
17	То		Study Leave
	19-11-2021		Study Leave
			II Semester University Examination
			II Semester University Examination
	22-11-2021		II Semester University Examination
20	То		II Semester University Examination
	26-11-2021		II Semester University Examination
			II Semester University Examination
21	29-11-2021	61	Seminar

No of Weeks	Dates	Session	Торіс
	То	62	Seminar
	03-12-2021	63	Seminar
		64	Seminar
		65	Class test
		66	Question paper discussion
	06-12-2021	67	Revision
22	То	68	Revision
	10-12-2021	69	Revision
		70	Revision
		71	Revision
	13-12-2021	72	Revision
23	То		II Internal Examination
	17-12-2021		II Internal Examination
			II Internal Examination
			II Internal Examination
			II Internal Examination
	20-12-2021		II Internal Examination
24	То		II Internal Examination
	24-12-2021	23-12-2021	Christmas Celebration
			Christmas Vacation
			Christmas Vacation
25			Christmas Vacation
25			Christmas Vacation Christmas Vacation
			Christmas Vacation Christmas Vacation
			Christinas vacation

Subject Code:	3CO4BBA		
Subject Name:	LEGAL ASPECTS OF BUSINESS		
No. of Credits:	4		
No. of Contact Hours:	90		
Hours per Week:	5		
Name of the Teacher:	SAPNA JOHN		

Syllabus

Module I: Indian Contract Act ,1872: Law of contract, Definition of contract, Basic concepts of contract- Valid contract, Void, voidable and illegal contract, offer, acceptance, consideration, capacity of parties to contract, free consent- coercion, undue influence, misrepresentation, fraud - breach of contract – remedies of breach of contract. (20 Hours)

Module II: Companies Act: Definition of Company, essential features of company, Types of companies - Private Limited Company and Public limited company- Companies Act 2013 (Amendments), Important documents: Memorandum and Articles of Association, Prospectus-Promotion and Incorporation of company- Steps in the formation of company-Share capital of company- Shares, Debentures and its classification. (25 Hours)

Module III: The Sale of Goods Act: Sale of goods Act- Formation of sale of contract- sale and agreement to sell-Implied conditions and warranties-Sale by non-owners-transfer of property title of goods- Rights of unpaid seller-Remedies for breach of Contract of Sale of goods- Goods and service Tax- Basic concepts- Challenges and opportunities-Applicability of CGST and SGST. (25 Hours)

Module IV: Consumer Protection Act: Objectives of the Act-Rights of a Consumer-Consumer Protection Council- Central council and State council-Dispute Redressal Agencies –District forum, State Commission and National Commission-Filing of complaints- Procedure of Filing Complaint. (20 Hours)

References

- 1. Kapoor. N.D, Business Law, Sulthan Chand Publication
- 2. Tulsian. P.C, Business Laws, Tata McGraw-Hill Publishing Co. Ltd
- 3. Kuchal. M.C, Business Law
- 4. Sharma. S.C, Business Laws, International Publishers, Bengaluru

No of Weeks	Dates	Session	Торіс
	12-07-2021 To 17-07-2021	1	Law: Meaning and definition
		2	Contract: Meaning and definition
I		3	Nature of the contract
		4	Types of contracts
		5	Offer: Meaning and definition

No of Weeks	Dates	Session	Торіс
		6	Essentials
2	19-07-2021 To 24-07-2021	7	Acceptance
		20 July	Bakrid- Holiday
		8	Essentials
2		9	Consideration
	24-07-2021	10	Definition and essentials
		11	Stranger to contract
		12	Contracts without consideration
	26-07-2021	13	Capacity of parties
3	To	14	Position of minor
5	31-07-2021	15	Persons of unsound mind
	51-07-2021	16	Persons disqualified by law
		17	Free consent
		18	Coercion
	02-08-2021	19	Undue influence
4	To	20	Fraud
-	07-08-2021	21	Misrepresentation
		22	Mistake
		23	Breach of contract and remedies
	09-08-2021 To 14-08-2021	24	Rescission of contract
		25	Suit for damages
5		26	Suit upon quantum meruit
•		27	Suit for specific performance
		28	Injunction
		29	Class Test
	16-08-2021 To 21-08-2021	30	Definition of company
		31	Features
6		32	Types of companies
Ŭ		19 August	Moharam/Onam Vacation
		20 August	Onam Vacation
		21 August	Onam Vacation
		23 August	Onam Vacation
	23-08-2021	24 August	Onam Vacation
7	To 28-08-2021	25 August	Onam Vacation
		26 August	Onam Vacation
		27 August	Onam Vacation
		28 August	Onam Vacation
8	30-08-2021	30 August	Onam Vacation

No of Weeks	Dates	Session	Торіс
	То		Study Leave
	04-09-2021		Study Leave
			Study Leave
	06-09-2021		Study Leave
9	То		I Sem University Examination
9	11-09-2021		I Sem University Examination
	11-09-2021		I Sem University Examination
			I Sem University Examination
			I Sem University Examination
	13-09-2021		I Sem University Examination
10	То		I Sem University Examination
10	18-09-2021		I Sem University Examination
			I Sem University Examination
			I Sem University Examination
	20-09-2021 To 25-09-2021	33	Public company and private company-Differences
		21 September	Sree Narayana Guru Samadhi
11		34	Privileges of a private company
11		35	Formation of a company
		36	Promotion
		37	Incorporation
	27-09-2021 To 02-10-2021	38	Raising of capital
		39	Commencement of business
12		40	Important documents
14		41	Memorandum of association
		42	Contents
		2 October	Gandhi Jayanthi
		43	Alteration
	04-10-2021 To 09-10-2021	44	Articles of association
13		45	Contents
15		46	Differences
	07-10-2021	47	Doctrine of ultra-vires
		48	Alteration of Articles
	11-10-2021	49	Restriction on alteration
14	Т-10-2021 То	50	Constructive notice
		51	Indoor management

No of Weeks	Dates	Session	Торіс
	16-10-2021	14 October	Mahanavami
		15 October	Vijayadasami
		52	Class Test
		53	Lifting corporate veil
	18-10-2021	19 October	Milad-i-Sherif
15	To 23-10-2021	54	Judicial interpretations
15		55	Prospectus
	23-10-2021	56	Types of prospectus
		57	Rules regarding prospectus
		58	Misstatement in prospectus
	25-10-2021	59	Shares
16	То	60	Types
10	30-10-2021	61	Debentures
	30-10-2021	62	Classification
		63	Sale of goods Act
		64	Essentials
	01-11-2021	65	Sale and agreement to sell
17	To 06-11-2021	66	Conditions
17		67	Warranties
	00 11 2021	68	Sale by non- owners
		69	Transfer of title of goods
			I Internal Examinations
	08-11-2021 To 13-11-2021		I Internal Examinations I Internal Examinations
18		70	Rights of unpaid seller
		70	Remedies for breach of contract
		71 72	Goods and service taxes
		73	Challenges and opportunities
	15 11 2021	74	Applicability of CGST and SGST
19	15-11-2021 To		Study Leave
			Study Leave
	19-11-2021		Study Leave
			Study Leave
	22 11 2021		II Semester University Examination
20	22-11-2021 To 26-11-2021		II Semester University Examination
20			II Semester University Examination
			II Semester University Examination
			II Semester University Examination

No of Weeks	Dates	Session	Торіс
			II Semester University Examination
21	29-11-2021 To	75	Consumer Protection Act
		76	Objectives
		77	Rights of consumers
21	03-12-2021	78	Consumer protection council
	03-12-2021	79	Central council
		80	State council
		81	Dispute redressal agencies
	06-12-2021	82	Filing of complaints
22	To	83	Procedure for filing complaints
	10-12-2021	84	Class Test
		85	Revision
		86	Revision
		87	Revision
	13-12-2021		II Internal Examination
23	To 17-12-2021		II Internal Examination
			II Internal Examination
			II Internal Examination
			II Internal Examination
	20-12-2021		II Internal Examination
24	To 24-12-2021		II Internal Examination
		23-12-2021	Christmas Celebration
			Christmas Vacation
			Christmas Vacation
			Christmas Vacation
25			Christmas Vacation
			Christmas Vacation
			Christmas Vacation