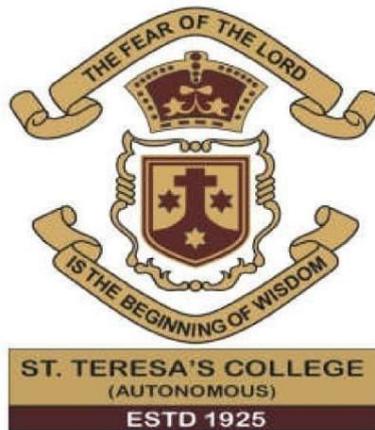


**ST. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM**

**(Affiliated to Mahatma Gandhi University, Kottayam)**



**CURRICULUM AND SYLLABUS OF DIPLOMA IN  
BUSINESS ADMINISTRATION**

**(Under Credit and Semester System)**

**2024 Admissions**

**DEPARTMENT OF COMMERCE**

## **PREFACE**

The curriculum, which encompasses the totality of student experience, should ensure a collective and dedicated effort to birth an inspiring academic culture in a campus. It is this vision of quality knowledge, its production and transmission that has fuelled the Teresian quest for essential and elemental student development. St. Teresa's College has taken meticulous care in the conception of the new well-balanced curriculum by retaining the fundamental prerequisites mentioned by the University/Higher Education Council. With the constraints of a prescribed syllabus in mind, we have created an academic sanctuary, where a deeper access to knowledge is achievable to students and teachers as well.

The Syllabus approved instigates opportunities of real-world learning to equip a modern scholar with the practicality of experience. As an autonomous institution under Mahatma Gandhi University, St. Teresa's College offers a significant number of Programmes with definite placement windows to the learners. Student knowledge and training across a range of subject areas is efficiently enriched by engaging them in work-based learning, as provided by the revised and restructured curriculum.

The indefatigable effort taken by the teachers in developing Programmes and Course outcomes is commendable. The blossoming of the cognitive and intellectual skills of the scholars and pragmatic skill sets to venture out confidently into a professional space, are the core off-shoots that are anticipated.

I congratulate the efforts taken by the Principal Dr. Alphonsa Vijaya Joseph and her team for structuring the syllabus in keeping with the latest demands in academia. We look forward to sharing the outcomes of our restructured curriculum and the positive changes that would reshape the academic lives of all our scholars.

**Dr. Sr. Vinitha CSST**

**Manager**

## **FOREWORD**

The most significant characteristic of an autonomous college is its commitment to curriculum according to demand of the society. Academic autonomy has granted the college the freedom to fine tune the syllabus keeping in mind the changing needs of the new generation of students, the new educational scenario in the global context and incorporation of skill based curricula. The syllabus implies responsibility and accountability and this in turn leads to excellence in academics and proactive governance. Education in the current scenario throws up a multitude of challenges and the curricula and syllabi ought to reflect the paradigm shift that has occurred in the various disciplines.

The three themes under Higher Education relevant to policy initiatives for structuring of the curriculum i.e., integrating skill development in higher education, linking higher education to society and integration of new knowledge are considered with utmost importance during revision of the syllabus.

Outcome-Based Education emphasizes that the learning process is innovative, interactive and effective, where the main goal is student achievement at the end of the learning period. St. Teresa's College in its pursuit of imparting quality education has adopted an Outcome Based Education (OBE) system that involves structuring of curriculum, academic processes, teaching methodologies, assessment and evaluation systems in education to reflect the achievement of high order learning. It is a student-centric instruction model that focuses on measuring student performance through outcomes that include knowledge, skills and attitudes.

The syllabus and curriculum is the result of the combined efforts of the members of the academic Council, curriculum expert committee and the syllabus committee who worked as a team to implement the syllabus and curriculum in the stipulated period. Active consultations were held with various stakeholders to elicit multiple perspectives in higher education which were incorporated in the new curriculum.

With sincere gratitude I acknowledge the instinct support and constant guidance extended by Rev. Dr. Sr. Vinitha-Provincial Superior and Manager, Rev. Sr. Emeline- Director, Dr. Sajimol Augustine M-Senior Administrator, Dr.Kala M.S Vice-Principal and Dr. Beena Job-Dean of self-financed programmes. I specially thank the team headed by Dr. Mary Sruthy Melbin,(Department of Commerce) , Rev. Sr.Jane CSST Head of Community College and all the faculty members of Community College for their diligence, commitment and exceptional contribution towards this endeavor..

**Dr. Alphonsa Vijaya Joseph**  
**Principal**

## **ACKNOWLEDGEMENT**

There are many scholarly, insightful people whose relentless support and guidance made the structuring of the syllabus. I take this opportunity to express my sincere appreciation to all those who were part of this endeavor for framing the syllabus of Diploma in Professional Accounting and Taxation programme under the Department of Commerce, St. Teresa's College (Autonomous), Ernakulam affiliated to Mahatma Gandhi University, Kottayam.

I express profound gratitude to the Director Rev. Sr. Dr. Vinitha, Principal Prof. Alphonsa Vijaya Joseph and the Academic Council for their sincere cooperation and guidance for completion of this work. I would also like to acknowledge with much appreciation the crucial role of the members of the academic council and the guidelines and expertise provided by them. I also appreciate the efforts and the valuable suggestions of members of the syllabus committee. I am thankful to Rev. Sr. Jane CSST, head of Community College and the faculty members of the Department of Commerce and Community College who worked hard in preparing this syllabus and curriculum for the College.

I also place on record my gratitude to all professionals, academicians and other stakeholders who gave valuable suggestions in this regard.

**Smt. Elizabeth Rini K.F**

**HOD Department of Commerce**

## CURRICULUM AND SYLLABUS 2024 ADMISSION ONWARDS

SL NO	CONTENTS
1	Preamble
2	Programme Outcome
3	Programme Specific Outcome
4	Eligibility
5	Structure of Skill Based Programmes
6	Programme Design
7	Course Code Format
8	Structure of Diploma in Digital Marketing
9	Scheme of the Programme
10	Distribution of Courses and Credits
11	Examinations
12	Syllabus

## **PREAMBLE**

The University Grants Commission (UGC) had launched a scheme on 27 February, 2014 for skills development based higher education as part of college/university education leading to Certificate, Diploma, Advanced Diploma, B.Voc Degree, P.G Diploma, M.Voc degree and Research. Diploma in Business Administration is a one year full time credit based modular programme wherein banking of credits for skill and general education components shall be permitted so as to enable multiple exit and entry.

The Department of Commerce points to its vision 'To be the Centre of Commerce & Management Education' by its mission as molding empowered, committed and socially responsible women leaders. The department frames its motto as 'Excelsior – ever upwards'. Commerce has been a versatile subject of study right from its beginning. The Board of Studies in Commerce has designed the curriculum with an aim to support and encourage the revitalization of the Commerce programme with a view to increase the employability of Commerce students.

With today's career oriented generation, there is a dire need for acquiring skills in Business to keep students engaged and focused on their goals. The concept of Business Principles holds a great significance in defining the future of The concept of knowledge-based learning aims to develop an understanding of the theoretical concepts in a linear framework of delivering facts; however, the skill-based learning methodology is more of practical learning.

Considering that the skill-based education system can help students build specific skill sets that are required in the corporate environment, the Board of Studies of Commerce has designed the curriculum of this programme so as to enrich the students with digital marketing skills by incorporating practical and internships.

# PROGRAMME OUTCOME

The Department of Commerce is committed to provide an enriched educational experience to develop the knowledge, skills and attributes of students to equip them for life in a complex and rapidly changing world. On completion of Diploma in Business Administration, our students will be able to demonstrate the programme outcomes listed below:

## **PO1. Professional Knowledge**

- *Demonstrate knowledge of facts, principles, and general concepts of Business*

## **PO2. Professional Skill**

- *Demonstrate a range of cognitive, employable and certifiable skills based on National Occupational Standards (NOSs)*

## **PO3. Entrepreneurial Skill**

- *Develop entrepreneurial orientation along with managerial skill training for self-employment and overall development in the area of Business Administration.*

## **PO4: Communication Skill**

- *Develop language proficiency through interactions embedded in meaningful Contexts.*

## **PO5. Leadership, Teamwork and Interpersonal Skills**

- *Function effectively both as leader and/or member of a team.*
- *Collaborate and interact effectively with others*

## **PO6. Moral & Ethical Awareness and Social Responsibility**

- *Demonstrate social and national responsibility.*
- *Engage in activities that contribute to the betterment of society, with a preferential option for the economically challenged and the marginalized.*

## **PROGRAMME SPECIFIC OUTCOME**

The syllabus is framed in such a way that it provides skill based education to students currently pursuing higher education but actually interested in entering the workforce at the earliest opportunity.

### **At the end of the programme, the students should able to**

- **PSO1.**Demonstrate a general knowledge framework to understand the key functions in management.
- **PSO2.**Acquire in-depth knowledge in management principles to exercise critical judgment in making business decisions
- **PSO3.**Conduct research to identify and analyze the needs and wants in business environment and make appropriate decisions
- **PSO4.** Develop managerial and communication skills to manage the ethical issues in the workplace
- **PSO5.** Develop a new, or evolve an existing career path in the field of Business

### **CAREER OPPORTUNITIES:**

- Business Consultant
- Business Analyst
- Financial Advisor
- Business Development Manager
- Human Resource manager
- Project Manager
- Marketing Manager
- Operations Manager
- Marketing Professionals
- Accountant
- Business Strategist
- Financial Planner
- Financial Administrator
- Management Consultant
- Human Resource coordinator
- Administrative Assistant
- System Administrator
- Document Controller
- Business Management Executive
- Office Manager

## **Eligibility for Admission**

The minimum educational qualification for admission under this scheme will be 10+2 pass or equivalent from any recognized board or university.

## **PROGRAMME DESIGN DIPLOMA IN BUSINESS ADMINISTRATION**

Diploma in Business Administration is an under graduate level programme that focuses on the broad concepts of management and business as an entry level to the world of business and administration. It includes various aspects of management fundamentals in General Management, Finance, HR, Operations and Marketing Management. This course involves both the theoretical and practical perspective of Business Administration. Through the course, one will be able to accept the challenges of business and management and have an idea of how to transform that condition into an opportunity.

This course provides managerial training to the candidate and aims to enhance their thinking and achievements through different exposures. It is beneficial for those candidates who want to learn about the basic business ethics and managerial skills in a short duration.

## **COURSE CODE FORMAT**

The programme is coded according to the following criteria. The first character indicates the discipline, second character indicates the programme, third for semester, fourth for course category, next characters for serial no of the course, sixth character specifies the type of course, seventh specifies the diploma and eighth indicates the year of implementation.

**Eg:** VBA1G01D24, VBA1SP01D24, VBA2SI01D24

V → Vocational Studies

PA → Business Administration

1 /2 → Semester 1 or 2

G / SP /SI/ S → General Education Component (G)/ Skill Practical (SP)/Skill Internship (SI)/ Skill Course (S)

01 → serial no of the course

D → Diploma

24 → Year of implementation

## **DURATION OF THE PROGRAMME**

Duration of Diploma in Business Administration is two semesters which is distributed over a period of one academic year. Each semester shall have 90 working days inclusive of all examinations. Students having a minimum of 75% average attendance for all the courses only, can register for the examination.

## **STRUCTURE OF DIPLOMA IN BUSINESS ADMINISTRATION**

The programme shall include general education components and skill components. The programme also includes assignment/seminar/practical/ internship/field placement etc. The total credit for the programme is fixed at 60.

### **Theory Courses**

There are 6 theory courses which are under general education components and these are distributed in the first and second semester. There are 5 skill components which are also distributed in both the semesters.

### **Practical**

The second semester will have courses on practical. There is a practical course which is under skill component in the second semester. The practical examinations will be conducted by external and internal examiner appointed by the controller of examinations at the end of each semester.

### **Internship**

An internship in Business Administration at a collaborative firm for duration of 3 weeks must be completed in the second semester based on the elective. A report of internship should be submitted for viva voce at the end of internship.

### **Viva Voce**

A viva voce examination will be conducted by internal and external examiners at the time of evaluation of the project and internship reports.

## SCHEME OF THE COURSES

Skill Component Credits	General Education Credits	Normal Calendar Duration
18	12	First Semester
18	12	Second Semester

PAPER NO.	PAPER TITLE	THEORY/ PRACTICAL	CREDIT S	TOTAL NUMBER OF HOURS
<b>SEMESTER I</b>				
<b>GENERAL EDUCATION COMPONENTS</b>				
1	English For Business Communication I	THEORY	4	72
2	Business Management	THEORY	4	72
3	Functional Areas of Management	THEORY	4	72
	<b>TOTAL</b>		<b>12</b>	
<b>SKILL COMPONENTS</b>				
4	Practical Accounting for Managers	SKILL	6	108
5	Areas of Financial Decisions	SKILL	6	108
6	Organizational Behaviour and Stress Management	SKILL	6	108
	<b>TOTAL</b>		<b>18</b>	
	<b>TOTAL (General Education Component + Skill Component)</b>		<b>30</b>	

<b>SEMESTER II</b>				
<b>PAPER NO.</b>	<b>PAPER TITLE</b>	<b>THEORY/ PRACTICAL</b>	<b>CREDITS</b>	<b>TOTAL NUMBER OF HOURS</b>
<b>GENERAL EDUCATION COMPONENTS</b>				
7	English For Business Communication II	THEORY	4	72
8	Research Methodology	THEORY	4	72
9	Business Taxation	THEORY	4	72
	<b>TOTAL</b>		<b>12</b>	
<b>SKILL COMPONENTS</b>				
10	Strategic Management	SKILL	5	90
11	Counselling Skills for Managers	SKILL	5	90
12	Computerized Accounting	SKILL PRACTICAL	6	108
13	Internship ( Based on Specialization)	SKILL INTERNSHIP	2	36
	<b>TOTAL</b>		<b>18</b>	
	<b>TOTAL (General Education Component + Skill Component)</b>		<b>30</b>	
	<b>TOTAL FOR SEMESTER I AND II</b>		<b>60</b>	

### **DISTRIBUTION OF COURSES AND CREDITS**

The total credit for the programme is fixed at 60. The distribution of credit points in each semester and allocation of the number of credit for skill components and general education components, practical, internship, and viva are as follows

SEMESTER	TITLE OF THE COURSE	COURSE DESCRIPTION	COURSE CODE	CREDITS & HOURS				TOTAL MARKS	
				SKILL		GENERAL		ISA	ESA
				CREDITS	HOURS	CREDITS	HOURS		
I	English For Business Communication I	General education component	VBA1G01D24			4	4	40	60
	Business Management	General education component	VBA1G02D24			4	4	40	60
	Functional Areas of Management	General education component	VBA1G03D24			4	4	40	60
	Practical Accounting for Managers	Skill Course	VBA1S01D24	6	6			40	60
	Areas of Financial Decisions	Skill Course	VBA1S02D24	6	6			40	60
	Organizational Behaviour and Stress Management	Skill Course	VBA1S03D24	6	6			40	60
		<b>TOTAL (SEMESTER I)</b>			<b>18</b>		<b>12</b>		
II	English for Business Communication II	General education component	VBA2G04D24			4	4	40	60
	Research Methodology	General education component	VBA2G05D24			4	4	40	60
	Business Taxation	General education component	VBA2G06D24			4	4	40	60
	Strategic Management	Skill course	VBA2S04D24	5	5				
	Counselling Skills for Managers	Skill course	VBA2S05D24	5	5			40	60
	Computerized Accounting (PRACTICAL)	Skill Practical	VBA2SP01D24	6	6			40	60
	Internship ( Based on Specialization)	Skill Internship	VBA2SI01D24	2	2			40	60
	<b>TOTAL (SEMESTER II)</b>			<b>18</b>		<b>12</b>			
<b>TOTAL CREDITS (SEMESTER I + II)</b>				<b>36</b>		<b>24</b>			

## **EXAMINATIONS**

The external theory examination of all semesters shall be conducted by the College at the end of each semester. Internal evaluation is to be done by continuous assessment.

Examinations have two parts: Internal or In-Semester Assessment (ISA) & External or End–Semester Assessment (ESA). The ratio between ISA and ESA shall be 2:3. Both internal and external marks are to be rounded to the next integer.

### **INTERNAL ASSESSMENT TEST PAPERS**

Two internal test papers are to be attended in each semester for each paper. The evaluations of all components are to be published and are to be acknowledged by the candidates. All documents of internal assessments are to be kept in the college for two years. The responsibility of evaluating the internal assessment is vested on the teacher (s) who teaches the course

### **END –SEMESTER ASSESSMENT:**

The End-Semester examination of all courses shall be conducted by the College on the close of each semester. For reappearance/ improvement, students can appear along with the next batch.

### **MARKS DISTRIBUTION FOR ESA AND ISA**

Marks distribution for ESA and ISA and the components for evaluation with their marks are shown below:

#### **For all Courses**

- a) External examination: 60 marks
- b) Internal evaluation: 40 marks

### Internal Evaluation:

#### For all Theory Courses

Internal Assessment Components	Marks
Test Papers	20
Assignment	10
Field visit / Seminar/Viva	10
<b>Total</b>	<b>40</b>

#### For all Practical Courses

Internal Assessment Components	Marks
Practical Sessions/Lab Involvement	15
Record*	25
<b>Total</b>	<b>40</b>

#### For Internship

Components of Internal Evaluation of Internship	Marks
Lab Involvement	25
Attendance	10
Punctuality	5
<b>Total</b>	<b>40</b>

### External Evaluation :

#### For Practical Courses:

External Assessment Components	Marks
Viva	5
Record	15
Practical Sessions	40
<b>Total</b>	<b>60</b>

#### For Internship:

Components of External Evaluation of Internship Report	Marks
Practical lab	30
Internship Report*	10
Viva	10
Presentation of Internship Outcome	10
<b>Total</b>	<b>60</b>

\*Bonafide reports of the internship done shall be submitted at the time of examination

#### Attendance:

% of Attendance	Marks
90 and above	5
85 to below 90	4
80 to below 85	3
75 to below 80	2
Below 75	0

### **PATTERN OF QUESTION PAPERS (THEORY)**

A question paper shall be a judicious mix of short answer type, short essay type/ problem solving type and long essay type questions.

For each course the End-semester Assessment is of 3 hours duration. The question paper has 4 parts. Part A contains 20 objective type questions. Part B contains 7 short questions of which 5 are to be answered. Part C has 6 short essay questions of which 4 are to be answered.

Part D has 2 essay questions of which 1 has to be answered.

<b>Part</b>	<b>No. of Questions</b>	<b>No. of questions to be answered</b>	<b>Marks(for courses without practical)</b>
A (Objective type)	20	20	$20 \times 1 = 20$
B (Short Questions)	7	5	$5 \times 2 = 10$
C (Short Essay)	6	4	$4 \times 5 = 20$
D (Essay)	2	1	$1 \times 10 = 10$

### **PATTERN OF QUESTION PAPERS (PRACTICAL)**

The question paper has only one part consisting of 2 questions of which one should be answered. For each course, the End-semester Assessment is of 3 hours duration. Pattern of questions for end- semester assessment of practical papers will be decided by the concerned Board of practical examination.

<b>No. of Questions</b>	<b>No. of questions to be answered</b>	<b>Marks</b>
2	1	$1 \times 40 = 40$

### **INDUSTRIAL INTERNSHIP**

An internship in Professional Accounting at a collaborative firm for duration of 3 weeks to be completed. A report of internship to be submitted for viva voce at the end of internship.

## **GRADE**

A 7-point scale based on the total percentage of marks (ISA + ESA) for all courses (theory, practical, project)

<b>% of marks</b>	<b>Grade</b>	<b>Credit point</b>
<b>95 and above</b>	<b>S - Outstanding</b>	<b>10</b>
<b>85 to below 95</b>	<b>A<sup>+</sup> - Excellent</b>	<b>9</b>
<b>75 to below 85</b>	<b>A - Very good</b>	<b>8</b>
<b>65 to below 75</b>	<b>B<sup>+</sup> - Good</b>	<b>7</b>
<b>55 to below 65</b>	<b>B - Above average</b>	<b>6</b>
<b>45 to below 55</b>	<b>C - Satisfactory</b>	<b>5</b>
<b>35 to below 45</b>	<b>D - Pass</b>	<b>4</b>
<b>below 35</b>	<b>F - Failure</b>	<b>0</b>
	<b>Ab - Absent</b>	<b>0</b>

*the students obtaining Grade F and Ab shall be considered failed and she will be required to reappear in the examination.*

## **PASS CRITERIA:**

- A separate minimum of 30% marks each for internal and external (for both theory and practical) and aggregate minimum of 35% for a pass in a course.
- For a pass in a programme, a separate minimum of Grade D is required for all the individual courses.
- If a candidate secures F Grade for any one of the courses in a semester/programme, only F grade will be awarded for that semester/programme until she improves this to D Grade or above within the permitted period.
- Students who complete the programme with D grade will have one betterment chance within 12 months, immediately after the publication of the result of the whole programme.

## **CREDIT POINT AND CREDIT POINT AVERAGE:**

**Credit Point (CP) of a course is calculated:**

$$CP = C \times CP$$

C = Credit; CP = Credit point

*Semester Credit Point Average (SCPA) of a semester:*

$$SCPA = TCP/TC$$

TCP = Total Credit Point of that semester

TC = Total Credit of that semester

*Cumulative Credit Point Average (CCPA) is calculated:*

$$CCPA = TCP/TC$$

TCP = Total Credit Point of that programme

TC = Total Credit of that programme

*CREDIT POINT AVERAGE (CPA)*

CPA of different courses is calculated:

$$CPA = TCP/TC$$

TCP = Total Credit Point of a course

TC = Total Credit of that course

Grades for the different courses, semesters and overall programme are given based on the corresponding GPA:

<b>CPA</b>	<b>Grade</b>
<b>9.5 and above</b>	<b>S- Outstanding</b>
<b>8.5 to below 9.5</b>	<b>A<sup>+</sup> - Excellent</b>
<b>7.5 to below 8.5</b>	<b>A - Very good</b>
<b>6.5 to below 7.5</b>	<b>B<sup>+</sup> - Good</b>
<b>5.5 to below 6.5</b>	<b>B - Above average</b>
<b>4.5 to below 5.5</b>	<b>C - Satisfactory</b>
<b>3.5 to below 4.5</b>	<b>D - Pass</b>
<b>below 3.5</b>	<b>F - Failure</b>

- Notionally registered candidates can also apply for the said supplementary examinations
- A student who registers her name for the external exam for a semester will be eligible for promotion to the next semester

- A student who has completed the entire curriculum requirement, but could not register for the Semester examination can register notionally, for getting eligibility for promotion to the next semester
- A candidate who has not secured minimum marks/credits in internal examinations can re-do the same registering along with the End Semester Assessment for the same semester, subsequently
- There shall be no improvement for internal evaluation

### **PRACTICAL EXAMINATIONS:**

The practical examination are to be conducted at the end of every semester by the institution. The external examiner shall be selected by the institution. The students are required to maintain a record of all the articles mentioned in the syllabus in prescribed size and scale. The record has to be got certified from the concerned faculty of the institution. The students have to present the record for attending the practical examination

# **SYLLABUS OF SEMESTER I COURSES**

## **SEMESTER I**

**Name of the Course : ENGLISH FOR BUSINESS COMMUNICATION I**

**Course Code : VBA1G01D24**

**Credits : 4**

**Total Lecture Hours: 90**

### **Course Overview:**

The course will provide students with a strong foundation in the English language. The course will focus on essential vocabulary, usage and syntactical structures to help students communicate effectively.

### **COURSE OUTCOMES:**

**CO1:** Understand basic English vocabulary and phrases in daily conversation (Understand)

**CO2:** Employ proper usage of grammar in Business Communication (Apply)

**CO3:** Explain the various barriers to effective communication (Understand)

**CO4:** Develop speaking ability in English in terms of fluency and comprehensibility (Create)

**CO5:** Assess the different forms of communication to be applied according to the required situation (Evaluate)

### **Syllabus Content:**

#### **Module-1**

**(20 hours)**

**Learning English:** The importance of English, uses of English- Importance of Vocabulary while speaking, writing and listening - Synonyms, Antonyms, idioms and phrases- technical words necessary for the course

#### **Module-2**

**(15 Hours)**

**Essentials of English Grammar:** Sentences: Types of Sentences- Articles- Paragraph Writing –parts of Speech – noun, verb, adjectives, propositions, tenses- Conjunction-Punctuation- passive and Active Voice – Reported Speech – Prefixes and Suffixes

**Module-3****(25 hours)**

**Introduction to Communication-** Meaning and Definition of Communication-Need and Importance of Communication-Principles and Process of Communication-Types – 7C's of Communication- Channels of Communication-Barriers to effective Communication-Gateway to effective Communication

**Module-4****(30 hours)**

**Verbal and Non-Verbal Communication-**Soft Skills for presentations –Power point Presentations- Body language and non- verbal Communication- Choosing appropriate medium for Communication

**Learning Resources:**

- Keerthi.C.(1999).ComprehensionSuccess, FrankEducationalAidsPublishers.
- Lana.I. (2014).Learning Vocabulary, Singapore Asia Publishers, Ltd, Singapore.
- Nesfield J.C .English Grammar Composition & Usage(English).Revised & updated edition, Macmillan Publishers
- Suganthi.N.(2002).EnglishGrammarWorkbook,SuryabooksPvt.Ltd,Chennai.ISBN:81-7478-136-6.
- Wren And Martin, High School English Grammar and Composition, revised by N.D.V. Prasada Rao, S. Chand Publications, New Delhi.

**Model question paper**  
**ST. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM**  
**COMMUNITY COLLEGE**  
**SEMESTER-I**  
**VBA1G01D24:ENGLISH FOR BUSINESS COMMUNICATION I**

**MARKS:60**

**TIME: 3 hours**

**PART A**

***(Choose the correct answer from the bracket.)***

1. Communication is a \_\_\_\_\_ way process  
(One-way, two-way ,three-way, four way)
2. Memo is an example of \_\_\_\_\_ communication  
(Internal, external, lateral, vertical)
3. The information that the receiver gets is \_\_\_\_\_  
(Message, input, output, source)
4. The words that have more than one meaning are called \_\_\_\_\_  
(equivocal terms, jargon, trigger words , Biased language)
5. Telephonic conversation is a \_\_\_\_\_  
(Verbal communication, non- verbal communication, visual communication, written communication)

**Match the following**

6. Dialog listening	a. Mental disturbances
7. Distraction	b. List of words
8. Dunning letters	c. Active listening
9. Glossary	d. Courtesy
10. conciseness	e. Collection letters

**Answer the following statement as True or False**

11. Lateral Communication is between superior and subordinate
12. Gossip and rumor are part of informal communication
13. Telephonic conversation is a non-verbal communication
14. Good punctuation will not involve re-reading
15. Informal communication is known as Grapevine

**Write the following answer with articles**

16. Copper is \_\_\_\_\_ useful metal.
17. He is not \_\_\_\_\_ honorable man.
18. Sam is \_\_\_\_\_ tallest boy in our class.
19. We visited Hampi on \_\_\_\_\_ last day of our tour.
20. \_\_\_\_\_ apple \_\_\_\_\_ day, keeps the doctor away

**PART B**

**(Answer any 5 questions each carry 2 marks.)**

21. What are the benefits of using role play in language learning?
22. Frame a telephone conversation between you and an intimate friend of yours about your career interests.
23. Define "Communication".
24. What are antonyms?
25. What are synonyms?
26. What is non-verbal communication?
27. What is vocabulary?

**PART C**

**(Answer any 4 questions each question carry 5 marks)**

28. What is the importance of English language?
29. Explain the process of communication?

**30. Read the following sentences and mark whether Declarative, Interrogative, Imperative or Exclamatory.**

1. Do you drink milk daily?
2. Stars are twinkling in the sky.
3. Ah! What a lovely rose.
4. Let us go for a river bath.
5. Let us go to the river to swim.

**31. Use appropriate punctuation marks in the following sentences.**

1. We had a great time in France the kids really enjoyed it
2. Some people work best in the mornings others do better in the evenings
3. What are you doing next weekend
4. Mother had to go into hospital she had heart problems
5. Did you understand why I was upset

32. What are the channels of communication?

33. State the importance of communication?

**PART D**

*( Answer any 1 question. 10 marks)*

34. What are the barriers to effective communication?

35. Write an essay on a festival of your choice.

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**BLUEPRINT**

**VBA1G01D24 : ENGLISH FOR COMMUNICATION I**

Module	Hours	Part A (20mark ) 20/20	Part B (10 marks) 5/7	Part C (20 marks) 4/6	Part D (10 marks) 1/2
1	20	5	2	2	0
2	15	5	2	1	1
3	25	5	2	2	1
4	30	5	1	1	0

## **SEMESTER I**

**Name of the Course : BUSINESS MANAGEMENT**

**Course Code : VBA1G02D24**

**Credits : 4**

**Total Lecture Hours: 72**

### **Course Overview and Context:**

The objective of the course is to impart elementary knowledge of the Management principles and the various theories and practices of management

### **Course Outcomes:**

**CO1:** Explain the meaning, scope and practices of Business Management. ( Understand)

**CO2:** Explain various concepts like Planning, Organizing, Directing. ( Understand)

**CO3:** Illustrate few major theories of Management. ( Understand)

**CO4:** Apply few major theories of Motivation and Leadership in Business Decision making process ( Apply)

**CO5:** Identify various controlling techniques used in management subjects ( Understand)

### **Syllabus Content:**

#### **Module 1**

**15 Hours**

**Introduction Business Management** : Meaning, scope and functions of Business Management – Distinction between Administration and Management – Levels of Management – Functions of Management -Skills of a Manager – Managerial Roles

#### **Module 2:**

**18 Hours**

**Theories of Management** : Classical Theories: Weber's Bureaucratic Approach- Taylor's Scientific Management Approach- Administrative Theory by Fayol- Neo classical Approach: Hawthorne Experiments- Modern Theory: System Approach

#### **Module 3:**

**26 Hours**

**Major Concepts in Management :**Planning: meaning-Planning Process-Types of Plan: Single use and Multi use- MBO-Coordination-Organizing-Types of organization: line, Functional, Line and Staff , Project, Matrix, committee.- Direction Motivation- Theories of Motivation: Need Hierarchy Theory , Motivation Hygiene theory- Leadership : Leadership styles, Managerial Grid- Likert's System Management( Four level model)- Theories of Leadership: Trait, Behavioural and Situational Theories- Controlling- Types of control Feedback, Concurrent and Feed Forward- Management by Exception- Zero Base Budgeting, Budgetary control, Modern Budgetary control Techniques: Management Audit, ROI, Responsible Accounting, MIS, PERT, CPM

**Module 4:**

**13 Hours**

**Management Techniques :** Quality Circle, TQM, Business Process Reengineering, Six Sigma, Kaizen

**Learning Resources:**

- C B Gupta, (2012),” Management Theory and Practice” , Sultan Chand & Sons
- L M Prasad, (2013) ,”Principles and Practice of Management”- Sultan Chand & Sons
- T N Chhabra, (2018)”Principles and Practice of Management- Dhanpat Rai & Co
- Manmohan Prasad, (2009) Management Concepts and Practice- Himalaya Publishing

**Model question paper**

**ST. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM**

**COMMUNITY COLLEGE**

**SEMESTER-1 :**

**VBA1G02D24 :BUSINESS MANAGEMENT**

MARKS:60

TIME: 3 Hours

**PART A**

**Choose the correct answer from the bracket.**

1. Who defined Management as “ the art of getting things done through people”  
( Henri Fayol, Luther Gulick, Mary Parker Follett, Koontz O' Donnel)
2. Who is associated with the basic elements of work known as “therblings”  
( Henry L Gantt, Frank B Gilbreth , F W Taylor, Hugo Munsterberg)
3. Which of the following principle of organization means that no employee should report more than one manager is called to  
( scalar principle, Span of control, unity of command, Unity of direction)

4. Motion study was propounded by

( Louis D Brandies, Frank B Gilbert, Elton Mayo, Henry Gantt)

5. which of the following is not one of the role performed by Managers, according to Henry Mintzberg (Decisional, Informational, Interpersonal, Supervisory)

**Match the following**

6. Planning	a) Getting others to get the job done
7. Organizing	b) Setting standards such as sales quotas, quality standards etc
8. Leading	c) Establishing goals and standards
9. Controlling	d) Giving each subordinate a specific task
10. Directing	e) Concern with leadership, motivation and supervision

**Answer the following statement as True or False**

11. Management is the art of knowing what you want to do and then seeing that it is done in the best and the cheapest way
12. F W Taylor is the father of Administrative Management theory.
13. Staff and line are the names given to different types of functions in organizations. The function of staff is Advisory.
14. Departmentalization is grouping of job on some basis
15. The full form of PDCA is Plan , Do, Check and Act

**Write the following answer in one word**

16. Japanese word “Kaizen” means
17. Six Sigma was introduced by which company
18. who defined five functions or elements of management: Planning, organizing, commanding, coordinating and controlling
19. Who had propounded the system approach
20. who said “ Fair day’s pay for a fair day’s work”

**PART B**

**Answer any 5 questions each carry 2 marks.**

21. What is meant by a Plan
22. What is an objectives
22. What is meant by strategies.
- 23 what is line function
- 24 Define Quality Circle.
- 25 what is Mental Revolution?

26 what is piece rate system?

27 what is work study?

**PART C**

**Answer any 4 questions each question carry 5 marks**

28. Explain the Managerial role by Henry Mintzberg

29. Explain Zero Based Budgeting

30 write a note on Need Hierarchy Theory

31 Explain Managerial Grid

32 Explain Business Process Reengineering

33 Explain the various steps in TQM

**PART D**

**Essay. Answer any 1 question. 10 marks**

34. write an essay on the General Principles of Management.

35. write an essay on Six Sigma

**BLUEPRINT**

**VBA1G02D24: BUSINESS MANAGEMENT**

<b>Module</b>	<b>Hours</b>	<b>Part A (20mark ) 20/20</b>	<b>Part B (10 marks) 5/7</b>	<b>Part C (20 marks) 4/6</b>	<b>Part D (10 marks) 1/2</b>
<b>1</b>	<b>15</b>	<b>5</b>	<b>2</b>	<b>2</b>	<b>0</b>
<b>2</b>	<b>18</b>	<b>5</b>	<b>2</b>	<b>1</b>	<b>1</b>
<b>3</b>	<b>26</b>	<b>5</b>	<b>2</b>	<b>2</b>	<b>1</b>
<b>4</b>	<b>13</b>	<b>5</b>	<b>1</b>	<b>1</b>	<b>0</b>

## SEMSTER – I

Name of the Course : **FUNCTIONAL AREAS OF MANAGEMENT**

Course Code : **VBA1G03D24**

Credits : **4**

Total Lecture Hours: **72**

### Course Overview and Context:

The Course allows the students to understand the various functional areas of management and how these functional areas are required for planning of activities, organization of resources and the control of operations for the realization of its goals and objectives

### Course Outcomes:

CO1: Explain the basic concepts and importance of Human Resource Management ( Understand)

CO2: Examine the various types of selection and training adopted by the organizations ( Understand)

CO3: Explain the various types of plant layout and plant location( Understand)

CO4: Analyze the marketing environment and the process of selling ( Analyze)

CO5: Analyze the approaches of customer relationship management and the factors affecting its success (Analyze )

### Syllabus Content:

#### Module 1

**18 Hours**

**Human Resource Management:** Meaning –Definition-Nature and Scope-Functions and Importance of HRM, Recruitment –Selection-types of Interviews-Methods and types of Training-Job Analysis and Evaluation-Performance Appraisal –Merit Rating- Recent Trends- MBO-BPO –KPO

#### Module 2

**20 Hours**

**Marketing Management** :Definition-Concepts-Importance and Functions-Difference between selling and marketing-Marketing Environment-market Segmentation-Factors affecting Consumer Behaviour-Marketing Mix-Concept of Product life Cycle-Basics of Pricing

#### Module 3

**18 Hours**

**Production Management** :Concept-Objectives-Functions-Factors considered while designing a new product- product development process-Characteristics of good Product design-Factors affecting plant location-types of plant layout-Quality control-SQC

#### Module 4

**16 Hours**

**Customer Relationship Management** : Definition- Scope-Importance-History and Evaluation of CRM- Transactional Vs. Relationship Approach-Elements and Process of CRM-Success factors of CRM

**Learning Resources:**

- Philip Kotler, (2003), “Marketing Management :Eleventh Edition”, Pearson Education, New Delhi
- Prasad L,M (2019) ,” Principles and Practices of Management”, Sultan Chand &Sons, New Delhi
- William Werther &Keith Davis , (2003), “Human Resource and Personnel Management “,Fifth Edition , Tata McGraw Hill
- Chary S, (2017), “ Production and Operations Management “Fifth Edition, Tata McGraw Hill

**Model question paper**

**ST. TERESA’S COLLEGE (AUTONOMOUS), ERNAKULAM**

**COMMUNITY COLLEGE**

**SEMESTER-I**

**VBA1G03D24: FUNCTIONAL AREAS OF MANAGEMENT**

**MARKS:60**

**TIME: 3 hours**

**PART A**

**Choose the correct answer from the bracket.**

1. \_\_\_\_\_department is responsible for assessing customer wants and needs . (HR, Finance, Operation, Marketing )
2. \_\_\_\_\_is the management of system that creates goods and services. (Operations ,Finance, Marketing, all of the above )
3. HRM doesn’t include  
(HRP, Budgeting, Training, Recruitment)
4. Who developed the 4 P’s of Marketing  
(JR Betty, Hanson, Mc Carthy, Peter F Drucker)
5. \_\_\_\_\_implies face to face contact between buyer and seller  
( Sales Promotion ,Personal selling, Publicity Advertising)

**Match the following**

6)Product Designing	a)type of CRM
7)Vestibule	b)modified product in new category
8)Analytical	c)Form and Functions
9)Brand extension	d) awareness of product
10)Introduction stage of product	e) Type of training

**Answer the following statement as True or False**

11. Staffing is the process by which goods and services are created. 12. Managers should have control on wastages. 13. Market expansion is usually achieved by cutting prices and more effective use of advertising. 14. Marketing is responsible for assessing customer wants and need. 15. Finance is the part of management concerned with people at work

**Write the following answer in one word**

16. Man, Machine, Material, Information and capital are known as what in production process? 17. The profit at break even point is \_\_\_\_\_ 18. The fourth stage of Product life cycle is \_\_\_\_\_ 19. The part of management concerned with people at work. 20. Conversion of material from one form to another is known as \_\_\_\_\_

(20 x 1 = 20)

**PART B**

**(Answer any 5 questions; each carry 2 marks.)**

21. State the functions of management . 22. State the marketing mix. 23. What is pricing? 24. Define “Quality Control”. 25. What is Human Resource Management? 26. What is BPO? 27. Define “ Customer relationship management”.

(5 x 2 = 10)

## PART C

(Answer any 4 questions :each question carry 5 marks)

28. Discuss the factors considered while designing a new Product.
29. Explain the history and evaluation of CRM?
30. Explain the various types of interviews.
31. State the difference between selling an marketing.
32. What are the factors affecting plant location.
33. Explain the success factors of CRM.

( 4 x 5 = 20)

## **PART D**

( Answer any 1 question. It carries 10 marks)

34. What is training? What are the different types of training?
35. What are the factors affecting the consumer buying decisions?

(1 x 10= 10)

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### **BLUEPRINT**

#### **VBA1G03D24 : FUNCTIONAL AREAS OF MANAGEMENT**

<b>Module</b>	<b>Hours</b>	<b>Part A (20mark ) 20/20</b>	<b>Part B (10 marks) 5/7</b>	<b>Part C (20 marks) 4/6</b>	<b>Part D (10 marks) 1/2</b>
<b>1</b>	<b>18</b>	<b>5</b>	<b>2</b>	<b>2</b>	<b>0</b>
<b>2</b>	<b>20</b>	<b>5</b>	<b>2</b>	<b>1</b>	<b>1</b>
<b>3</b>	<b>18</b>	<b>5</b>	<b>2</b>	<b>2</b>	<b>1</b>
<b>4</b>	<b>16</b>	<b>5</b>	<b>1</b>	<b>1</b>	<b>0</b>

## **SEMSTER – I**

**Name of the Course : PRACTICAL ACCOUNTING FOR MANAGERS**

**Course Code : VBA1S01D24**

**Credits : 6**

**Total Lecture Hours: 108**

### **Course Overview and Context:**

This course allows the students to understand the objectives of preparing financial statements, the concept of cash flow statements and the role of computer in accounting.

### **Course Outcomes :**

**CO1:** Explain the underlying Principles of Accounting (Understand)

**CO2:** Explain the process of accounting of entries (Apply )

**CO3:** Analyze the treatment of different items in the preparation of financial statements ( Analyze)

**CO4:** Examine the effect of various adjustments in preparation of financial statements ( Apply)

**CO5:** Interpret the results of financial statement on the performance of the company (Apply)

**CO6:** Examine the process of computerized accounting and accounting software packages. ( Apply)

### **Syllabus Content:**

**Module 1** **30 Hours**

**Financial Accounting :** Concept- Importance and scope-Accounting Principles

**Module 2.** 40 Hours

**Accounting Process:** Recording of entries – Journal- Ledger – Trail Balance

**Module 3** **20 Hours**

**Preparation of Financial Statements :** - Trading- Profit and Loss Account-Balance Sheet( Basic Adjustments)

**Module 4** **18 Hours**

**Computer Processes** (software packages) Spreadsheets -databases -word processors, software packages for accounting

**Learning Resources:**

Maheshwari.S.N.and S.K. Maheshwari (2008) Financial Accounting ,4th revised and enlarged edition.New Delhi  
Vikas publishing house Pvt Ltd.

Maheshwari S.N. and S.K.Maheshwari (2005) . An Introduction to accountancy,9th edition New Delhi ; Vikas  
Publishing House pvt .Ltd.

**Model question paper**

**ST. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM**

**COMMUNITY COLLEGE**

**SEMESTER-1**

**VBA1S01D24 :PRACTICAL ACCOUNTING FOR MANAGERS**

**MARKS:60**

**TIME:3hrs**

**PART A**

**Choose the correct answer from the bracket**

1. Contingent liabilities are shown as a foot note in the balance sheet as per \_\_\_\_\_accounting principles.  
(Full disclosure, Objectivity, Materiality, Consistency)
2. The process of recording transactions chronologically in the journal is called  
(journalizing, Posting, Balancing, account)
3. Capital = -----  
(capital=Asset-liabilities, asset +liabilities ,current asset -liabilities)
4. Sales book makes a record of \_\_\_\_\_  
(Total sales, Cash sales, Credit sales ,None of these )
5. The statement containing various ledger balances on a specific date is known as \_\_\_\_\_  
(Trial balance, cash book, journal, ledger)

**Match the following**

6.Cash Account	a) Personal
7. Wages account	b) Personal Account
8. Capital Account	c) Real Account
9.Good will account	d) Nominal account
10. bank account	e) Real account

**Answer the following statement as True or False**

11. Invoice is a verifiable evidence of a business transactions.
12. In accounting , all business transactions recorded are having dual aspects.
- 13.cash book is a journal.
14. The sales book makes a record of all sales.
15. Balance sheet is prepared to ascertain the net profit/net loss.

**Write the following answer in one word**

16. \_\_\_\_\_ are all the assets which are expected to be realized or sold or consumed within one year.
17. The accounting process starts with the recording of transactions in the form of \_\_\_\_\_.
18. After the preparation of ledgers, the next step is the preparation of \_\_\_\_\_.
19. In order to balance the difference of balances in the trial balance \_\_\_\_\_ account is opened.
20. \_\_\_\_\_ is the difference between sales and cost of sales.

**PART B**

**Answer any 5 questions each carry 2 marks.**

21. what is ledger?
22. what is trial balance?
23. what is journal proper?
24. write the accounting equation.
25. write the journal entry for the purchase of furniture Rs.4,00,000.

26. Distinguish between Trading account and profit and loss account

27. State the importance of Balance sheet?

### **PART C**

**Answer any 4 questions each question carry 5 marks**

28. What are the importance of Journal?

29. Distinguish between real account and nominal account.

30. Explain the objectives of preparation of trial balance.

31. Write a short note on classification of accounts.

32. What are the various kinds of cash book?

33. Write the classification of assets and liabilities

### **PART D**

**Answer any 1 question. It carries 10 marks**

34. Journalise the following Transactions, Post the entries into the respective ledger accounts and balance the accounts at the end of the month.

2018		Rs
June 1	Started Business with cash	45000
1	Paid into bank	25000
2	Goods purchased for cash	15000
3	Purchase of furniture and payment by cheque	5000
5	Sold goods for cash	8500
8	Sold goods to Aravind	4000
10	Goods purchased from Mohan	7000
12	Goods returned to Mohan	1000
15	Goods returned by Aravind	200
18	Cash received from Aravind Rs.3760 and Discount Allowed Rs.40	
21	Withdrew from bank For Private use Withdrew from bank for use in business	1000 5000
25	Paid telephone rent	400
28	Cash paid to Mohan in full settlement of his account	5940
30	Paid for stationery	200
30	Rent	1000
30	Salaries To staff	2500

35. Prepare Trading and Profit and Loss Account for the year ending 31<sup>st</sup> December ,2013 and a Balance sheet as on that date.

Capital		47500
Stock	9000	
Premises	12000	
Purchases	28000	
Sales		42000
Purchase Return		550
Sales Return	450	
Wages	1000	
Carriage Inwards	450	
Salaries	700	
Bills Receivable	9500	
General Expenses	500	
Discount	400	
Drawings	800	
Sundry Debtors	5150	
Cash at bank	16690	
Insurance	360	
commission		300
Bills Payable		7500
Creditors		2150
Furniture	2000	
Plant and Machinery	13000	
	1,00,000	1,00,000

#### Additional Information

Stock in hand on 31<sup>st</sup> Decemeber,2013 Rs 11500

Wages outstanding Rs 200

Salary outstanding Rs 300

Rent due Rs 4000

**BLUEPRINT**

**VBA1S01D24 : PRACTICAL ACCOUNTING FOR MANAGERS**

<b>Module</b>	<b>Hours</b>	<b>Part A (20marks ) 20/20</b>	<b>Part B (10 marks) 5/7</b>	<b>Part C (20 marks) 4/6</b>	<b>Part D (10 marks) 1/2</b>
<b>1</b>	<b>30</b>	<b>5</b>	<b>2</b>	<b>2</b>	<b>0</b>
<b>2</b>	<b>40</b>	<b>5</b>	<b>2</b>	<b>1</b>	<b>1</b>
<b>3</b>	<b>20</b>	<b>5</b>	<b>2</b>	<b>2</b>	<b>1</b>
<b>4</b>	<b>18</b>	<b>5</b>	<b>1</b>	<b>1</b>	<b>0</b>

## **SEMESTER I**

**Name of the course: AREAS OF FINANCIAL DECISIONS**

**Course Code: VBA1S02D24**

**Credits: 6**

**Total Lecture Hours:108**

### **Course Overview and Context:**

This course familiarize students in key financial control and policy making areas of business. They will get knowledge about various techniques that can be used in taking decisions with reference to financial matters.

### **Course Objectives:**

- CO1.** Explain the concepts of Management Accounting ( Understand)
- CO2.** Analyze key decision making areas of Cost Accounting (Analyze)
- CO3.** Compute the financial results of a company using various ratios. (Apply)
- CO4.** Prepare cash and fund flow statements (Apply)
- CO5.** Analyze the elements of costing including Marginal Cost (Analyze)
- CO6.** Examine the functioning of Budgetary Control ( Apply)

### **Syllabus Content:**

#### **Module – 1**

**20 Hours**

Financial Statement Analysis – Ratios – Common size statement – trend analysis – (Basic problems only)

#### **Module – 2**

**20 Hours**

Cash Flow – fun flow – budgetary control – types of budgets – cash budget / fixed / flexible

#### **Module – 3**

**34 Hours**

Cost accounting – basic concepts – cost sheet preparation – cost ascertainment – different elements of cost – material / labour / overhead

#### **Module – 4**

**34 Hours**

Marginal & variable cost – basic concepts – break even analysis – PV ratio – margin of safety – break even diagram

**Learning Resources:**

1. J Madegowda – Advanced Management Accounting, (2020), Himalaya Publications, Mumbai
2. S.N.Maheswari – Basic of Cost Accounting, (2021), Sultan Chand & Sons, New Delhi
3. Arora H.N. – Advanced Cost Accounting, (2021) Sultan Chand & Sons, New Delhi

**Model Question Paper**  
**ST. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM**  
**COMMUNITY COLLEGE**  
**SEMESTER-I**  
**VBA1S02D24:AREAS OF FINANCIAL DECISIONS**

**MARKS:60**

**TIME: 3 hours**

**PART A**

**Choose the correct answer from the bracket.**

*Choose the correct answer from the following.*

1. Who plays important role in management accounting?
  - a. Investors
  - b. Managers
  - c. Suppliers
  - d. Customers
2. Management accounting deals with
  - a. Decision making
  - b. Raising finance
  - c. Tax remittance
  - d. Final accounts preparation

3. Overhead cost is a
  - a. Direct cost
  - b. Indirect cost
  - c. Both direct & indirect cost
  - d. Specific cost
4. Management accounting deals with
  - a. Ratio Analysis
  - b. Cash flow statements
  - c. Trend projection
  - d. All of the above
5. Wages relating to production is
  - a. Sunk cost
  - b. Direct cost
  - c. Imputed cost
  - d. Indirect cost

***Match the following***

- |                      |   |                        |
|----------------------|---|------------------------|
| 6. Budgetary control | - | A. Profitability Ratio |
| 7. Ratio Analysis    | - | B. Halsey Plan         |
| 8. Material cost     | - | C. P/V Ratio           |
| 9. Contribution      | - | D. LIFO                |
| 10. Labour cost      | - | E. Cash Budget         |

***Say whether the following are True / False***

11. Cashflow statement deals with cash transaction only.
12. Tools of management accounting helps customers in making choice of their product.
13. Marginal cost is also known as variable cost.

14. Break even point is a technique of budgetary control.
15. Ratios express financial figures of a concern in a manner to facilitate financial decisions.

***Fill in the blanks with one word.***

16. Budget prepared according to the level of activity is called \_\_\_\_\_.
17. \_\_\_\_\_ determine future cash requirements of a firm.
18. Trend analysis is a tool used in \_\_\_\_\_.
19. Total of all direct cost is called \_\_\_\_\_.
20. Bin card is a \_\_\_\_\_ cost control tool.

**Part B**

**Answer any 5 questions. Each carry 2 marks.**

21. What is Budgetary control?
22. Explain current ratio.
23. What is margin & safety?
24. What does a Break even chart indicate?
25. Name any 3 methods used to fix Labour rate.
26. Write any two difference between management accounting & cost accounting.
27. Compute contribution & P/V Ratio.

Sales	- 10,000
Variable cost	- 8,000

**Part C**

**Answer any four questions. Each question carry 5 marks.**

28. Write any 5 limitations of financial statement analysis.
29. Write difference between allocation & absorption of overhead.
30. Compute Current Ratio

Plant	- 24,000
Land	- 40,000
Stock	- 12,000
Debtor	- 12,000

Cash in hand	- 12,000
Bank O/D	- 4,000
Creditors	- 16,000
Provision for tax	- 2,000

31. Compute funds from operation from the following statement.

Particulars	31.03.2006	31.03.2007
General Reserve	30,000	40,000
Profit & Loss Appropriation	20,000	25,000
Goodwill	10,000	5,000
Preliminary Exp	6,000	4,000
Provision for depreciation	10,000	12,000

32. Explain different levels of stocks to be maintained in material control.

33. Find EOQ from the following data

Annual consumption in units	-	6000
Cost of ordering	-	Rs.60/order
Carrying cost	-	Rs.2/order

#### Part D

*Answer any one from the following questions. Each carry 10 marks.*

34. What are the different types of budgets used in budgetary control?

35. Summarise various ratios used in Financial Statement Analysis?

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#### BLUEPRINT

#### VBA1S02D24 : AREAS OF FINANCIAL DECISIONS

Module	Hours	Part A (20marks ) 20/20	Part B (10 marks) 5/7	Part C (20 marks) 4/6	Part D (10 marks) 1/2
1	20	5	2	2	0
2	20	5	2	1	1
3	34	5	2	2	1
4	34	5	1	1	0

## SEMSTER – I

**Name of the Course :ORGANIZATIONAL BEHAVIOUR AND STRESS MANAGEMENT**

**Course Code : VBA1S03D24**

**Credits : 4**

**Total Lecture Hours: 72**

### **Course Overview and Context:**

This course aims at positive inter and intra personal relationship which is a vital component in an organization. Various theories in Organizational Behaviour and Stress management help in understanding the behaviour of employee and employers.

### **Course Outcomes:**

**CO1:** Explain the concept of organizational behaviour and the diverse organizational environment.(Understand)

**CO2:** Discuss the implications of individual and group behaviour in organization.(Understand)

**CO3:** Apply motivational theories at the workplace.(Apply)

**CO4:** Explain major personality theories(Understand)

**CO5:** Observe the various types of stress in workplace.(Understand)

**CO6:** Explain the role of communication in managing stress(Understand)

### **Syllabus Content:**

#### **Module 1:**

**18 Hours**

**Introduction to Organisational Behaviour** :, Nature and scope of organizational behaviour, Models of Organizational Behaviour. Leadership: Managerial Grid. Theories of Leadership: Trait, Behavioural, Situational Contingency and emerging leadership theories.

#### **Module 2:**

**18 Hours**

**Personality:** Personality orientation, Personality theories: Type A and Type B, Big Five Model, Holland's Personality job fit theory, Johari Window, Freudian Psychoanalytic theory of Personality

#### **Module 3:**

**18 Hours**

**Motivation** : Early Theories :Hierarchy of Need Theory, Theory X and Theory Y, Theory Z, Two Factor Theory, Contemporary Theories: ERG Theory, McClelland 's Theory. Group Dynamics: Types.

**Module 4:****18 Hours**

Stress : Meaning and Nature of stress-Eustress and Distress-Meaning of Stressors – Stressors at Workplace- Consequences of Stress-Sources of Stress-Types of Stress- Role of Communication in managing Stress and Work Performance

**Learning Reference:**

- Stephen P Robbins, Timothy A. Judge & Seema Sangh (2010), Essentials of Organizational Behaviour, - Pearson, 10th edition
- Bhattacharya,(2009),”Organizational behaviour”, Oxford university Press
- LM Prasad (2005) , “Organization behaviour”, Sultan Chand & Sons
- Dutta P.K ,”(2010), “ Stress Management “, Himalaya Publishing House
- Roy S, (2012), “ Managing Stress, Sterling Publication
- S.S.Khanka, (2000) ,”Organisational Behaviour”- S.Chand Publishing

**Model question paper****ST. TERESA’S COLLEGE (AUTONOMOUS), ERNAKULAM****COMMUNITY COLLEGE****SEMESTER-1****VBA1S03D24:ORGANISATIONAL BEHAVIOUR AND STRESS MANAGEMENT****MARKS:60****TIME: 3 Hours****PART A****Choose the correct answer from the bracket**

- 1 Which of the following models of Organizational Behaviour supports the principle of mutual contribution by employee and employer  
(Autocratic, Custodial, Supportive, collegial)
2. When we judge someone on the basis of our perception of the group to which he or she belongs, we are using the shortcut called  
(Selective Perception, Halo effect, contrast effect, stereotyping)
3. Forming a fixed opinion or attitude towards a single person or object is termed as (Perception defence, Stereotyping, The Halo effect, The perceptual set)

4. which is not a factor of attribution as per Attribution Theory  
( Distinctiveness, Consensus, Consistency, Collaboration)
5. A relatively stable set of characteristics that influence an individual’s behaviour is known as  
( Attitude, Learning, Perception, Personality)

**Match the following**

6) Managerial Skill	a) Ivan Pavlov
7) Classical Conditioning	b) Robert Katz
8) Managerial Grid	c) Blake and Mouton
9) Need Hierarchy Theory	d) Mc Gregor
10) Theory X and Y	e) Abraham Maslow

**Answer the following statement as True or False**

- 11) `Individual who achieve the goal through other people are Groups
- 12) Evaluate statements concerning objects, people or events are called Attitude
- 13) Working conditions, status and salary are Hygiene factors
- 14) Theory Z is related to Japan
- 15) Perceived conflict is the first stage of conflict.

**Write the following answer in one word**

- 16) “General and Industrial management” is the famous work of
- 17) Scientific Management theory was propounded by
- 18) Five forms of organizational structure was developed by
- 19) The Word MBO stands for
- 20) The leadership that is also referred as fatherly leadership

**PART B**

**(Answer any 5 questions each carry 2 marks.)**

- 21) what are the four windows of Johari window?
- 22) What is theory Z
- 23) what is Trait theory
- 24) what is Stress Management
- 25) what is a conflict
- 26) what is a Group
- 27) what is meant by negotiation

**PART C**

**(Answer any 4 questions each question carry 5 marks)**

- 28) Explain Personality fit theory
- 29) Explain the two factor theory
- 30) Explain contingency leadership theory
- 31) Explain organizational conflict
- 32) Explain need hierarchy theory
- 33) Explain organizational change

**PART D**

**( Answer any 1 question. 10 marks)**

- 34) Explain Managerial grid
- 35) Explain the role of communication in handling stress.

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**BLUEPRINT**

**VBA1S03D24 : ORGANIZATIONAL BEHAVIOUR AND STRESS MANAGEMENT**

<b>Module</b>	<b>Hours</b>	<b>Part A (20mark ) 20/20</b>	<b>Part B (10 marks) 5/7</b>	<b>Part C (20 marks) 4/6</b>	<b>Part D (10 marks) 1/2</b>
<b>1</b>	<b>18</b>	<b>5</b>	<b>2</b>	<b>2</b>	<b>0</b>
<b>2</b>	<b>18</b>	<b>5</b>	<b>2</b>	<b>1</b>	<b>1</b>
<b>3</b>	<b>18</b>	<b>5</b>	<b>2</b>	<b>2</b>	<b>1</b>
<b>4</b>	<b>18</b>	<b>5</b>	<b>1</b>	<b>1</b>	<b>0</b>

## **SYLLABUS OF SEMESTER II COURSES**

## **SEMSTER – II**

**Name of the Course : ENGLISH FOR BUSINESS COMMUNICATION II**

**Course Code : VBA2G04D24**

Credits : 4

**Total Lecture Hours: 72**

### **Course Overview :**

This course will hone the language skills of the learners and equip them to write for academic and professional, or personal purposes. The course will focus on writing, Public speaking, and advanced reading comprehension.

### **Course Outcomes:**

**CO1:** Understand basic English vocabulary and phrases while engaging in conversations. ( Understand)

**CO2 :** Develop proper speaking skills in group Communication ( Apply)

**CO3:** Examine the various modes of written communication (Understand)

**CO4:** Develop leadership skills needed in a business environment (Create)

**CO5:** Write business reports and letters. ( Create)

### **Syllabus Content**

#### **Module-1**

**15 Hours**

**Speaking** - Describing places, Events and Things- Self Introduction- participating in conversations –Telephonic conversations- Interviewing skills

#### **Module-2**

**15 Hours**

**Written Communication Skills-** Business Letter Writing-Parts and layout of business letters-Business enquiry letters-grievances and redressals-Job application letters-Resume-CV-Reference and Recommendations-Online Application- Filling Application Forms

**Module-3****20 Hours**

**Group Discussions-** How to engage in group discussions-being assertive- etiquette to be followed while engaging in group discussions- team leadership skills

**Module-4****22 Hours**

**Business Correspondence and Report Writing** - Notice-Agenda-Minutes- Resolutions

-Seminars and Conference- Report Writing-Procedure for drafting and regulating speech

**Learning Resources**

- a. Anuradha .S. (1999). Comprehension Success 2, Frank Educational Aids.
- b. Patricia. A.B. (2003). Grammar Made Easy 2. Vikas Publishing House Pvt Ltd. New Delhi.
- c. Poonam. L. (2006). My big book of Comprehension, RatnaSagar Pvt. Ltd. Hyderabad.  
ISBN.81-8332-063-5
- d. Sasikumar V., KiranmaiDutt .P and Geetha R.(2002). Communication Skills in English,  
published by Cambridge University Press India Pvt. Ltd. Under the imprint of FoundationBooks.

**Model question paper****ST. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM****COMMUNITY COLLEGE****SEMESTER-II****VBA2G04D24:ENGLISH FOR BUSINESS COMMUNICATION II****MARKS:60****TIME: 3 hours****PART A**

*(Choose the correct answer from the bracket.)*

1. \_\_\_\_\_ is the main part of a report  
(Conclusion, Description, Recommendations, References)
2. Language used in writing should be \_\_\_\_\_  
(Simple, difficult, ambiguous , confidential)

3. Minutes of a meeting is only \_\_\_\_\_  
(Recorded, developed, authenticated, avoided)

4. \_\_\_\_\_ report can be denied anytime  
(oral, written, business, formal)

5. \_\_\_\_\_ is the most important part of a letter  
(Heading, date, body, post script)

**Match the following**

6.FOGINDEX	a. Decisions of the meeting
7.Dunning letters	b. to remember
8.Memorandum	c. readability of the message
9. minutes	d. arrangement of personal space
10. Proxemics	e. collection of letters

**Answer the following statement as True or False**

11.Lateral Communication is between superior and subordinate

12.Resolution contains the decisions of the meeting

13.Telephonic conversation is a non-verbal communication

14.Glossary is the list of words

15.Biodata is enclosed with the application letter.

**Write the following answer with articles**

16 The number of members necessary for a meeting is called as \_\_\_\_\_

17. \_\_\_\_\_ is done by drawing list of items to be transacted at the meeting.

18. \_\_\_\_\_ is the study of body's physical movements.

19. \_\_\_\_\_ is usually indicated if anything is to be attached to a letter.

20. A group of people coming together to talk about a specific topic is known as \_\_\_\_\_.

**(20 x 1 = 20)**

**PART B**

**(Answer any 5 questions each carry 2 marks.)**

21. What are grievances and redressals?

22. Enumerate the characteristics of a good speech.

23. Define "Memos".

- 24. What is a report?
- 25. What is a meeting?
- 26. What are leadership skills?
- 27. What is an interview?

( 5 x 2=10)

**PART C**

**(Answer any 4 questions each question carry 5 marks)**

- 28. What are the advantages and disadvantages of a meeting?
- 29. Write a letter to the Principal of any school seeking details of class X course, fee and other requirements.
- 30. Elaborate various types of reports.
- 31. Examine the steps involved in designing and delivering business presentations.
- 32. Write a note on group discussions.
- 33. Discuss the structure of a good business letter.

(4 x 5 = 20)

**PART D**

**(Answer any 1 question. 10 marks)**

- 34. Describe a place you visited recently for a holiday.
- 35. Draft a notice and an agenda of the first Board meeting of a company .

(1 x 10 = 10)

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**BLUEPRINT**

**VBA2G04D24: ENGLISH FOR COMMUNICATION II**

Module	Hours	Part A (20mark ) 20/20	Part B (10 marks) 5/7	Part C (20 marks) 4/6	Part D (10 marks) 1/2
1	20	5	2	2	0
2	16	5	2	1	1
3	20	5	2	2	1
4	16	5	1	1	0

## **SEMSTER – II**

**Name of the Course : RESEARCH METHODOLOGY**

**Course Code : VBA2G05D24**

**Credits : 4**

**Total Lecture Hours: 72**

### **Course Overview and Context :**

To provide an insight into the fundamentals of social science research and to impart practical knowledge and required skills in carrying out research project independently.

### **Course Outcomes:**

**CO 1:** Explain the basic concepts in Research ( Understand)

**CO 2:** Employ various skills in carrying out research project independently ( Apply)

**CO3:** Express various fundamentals of social science research ( Understand)

**CO4:** Describe various types of Research ( Understand)

**CO5:** Write the research reports ( Apply)

### **Syllabus Content:**

#### **Module 1**

**20 Hours**

**Research-** Meaning, Types of Research- Fundamental, Applied, Exploratory, Descriptive, Predictive, Analytical, Experimental, Diagnostic, Qualitative and Quantitative Research- Ex-post Facto Research – Case Study- Censes Study- Action Research- Surveys and Field Studies –Research Process and its Steps.

#### **Module 2**

**16 Hours**

Identifying a Research Problem – Selecting a research problem - Setting of Objectives and Hypotheses - Research Design- Steps in developing a Research Design – Qualities of Good Research Design.

#### **Module 3**

**20Hours**

**Sources of Data** – Primary and Secondary Data –Tools for Data Collection- Tests, Observations, Interviews, Surveys, Questionnaire, –Sampling- Probability and Non-Probability Sampling Techniques

#### **Module 4**

**16 Hours**

**Hypothesis** – Null and Alternative hypothesis . Type 1 and Type 2 error- level of significance- Power of the test- Interpretation and report writing

### **Learning Resources:**

1. Naresh Malhotra, John Hall, Mike Shaw & Peter (2002), Market Research, Second Edition, Prentice Hall.
2. Kothari, C. R. (2009), Research Methodology- Methods and Techniques, Second Edition, New Age International, New Delhi.
3. Krishnaswamy OR & Ranganatham, M. (2007), Research Methodology in Social Science, Himalaya, New Delhi
4. Panneerselvam, R. (2005), Research Methodology, Prentice Hall, New Delhi

### **Model question paper**

**ST. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM**

**COMMUNITY COLLEGE**

**SEMESTER-II**

**VBA2G05D24:RESEARCH METHODOLOGY**

**MARKS:60**

**TIME: 3 Hours**

### **PART A**

**Choose the correct answer from the bracket**

1 Who defined “ Research is a systematic, controlled, empirical and critical investigation of hypothetical relations among natural phenomena”

(Black and Champion, Kerlinger, Creswell, L V Redman and AVH Morry)

2 which of the following research is also known as Collaborative research ( Analytical, Applied, Action, Descriptive)

3 Cross sectional surveys are divided into two types, which are they

( Exploratory and causal, Functional and Dysfunctional, Relational and logic, Descriptive and analytical)

4 The notion of “ thick description” is related to

( life history, case study, Ethnography, content analysis)

5 The discovery of grounded theory was written by

( Alan Bryman, Barney Glaser and Anselm Strauss, Theodor w Adorno , Thorstein Veblen)

**Match the following**

6) Method of Tenacity	a) Truth is established through trusted source like God
7) Method of Authority	b) Truth is known to individual since time
8) Method of Intuition	c) Naïve reality
9) Scientific method	d) Truth is discovered through personal logic
10) Positivism	e) Truth that provides results verifiable by others

**Answer the following statement as True or False**

6. Research refers to a series of systematic activity or activities undertaken to find out the solution of a problem
7. Research is a systematic, logical and an unbiased process wherein verification of Hypothesis, data analysis, interpretation and formation of principles can be done
8. Research is an intellectual enquiry or quest towards truth
9. Historical research can be generalized to other situation.
10. The Principles of fundamental research are used in applied research

**Write the following answer in one word**

11. Name the type of research studies concentrating on some natural Phenomenon.
12. which research include survey and fact finding
13. what is the other name of conceptual research
14. which research says about improving their own method
15. which research aim at identifying the causes of a problem and possible research.

**PART B**

**(Answer any 5 questions each carry 2 marks)**

16. what is a Hypothesis?
17. what a null Hypothesis?

18. what is an Action research?
19. What is meant by Field investigation?
20. what is Expost facto research?
21. what is Type I and Type II errors?
22. What is Alternative Hypothesis?

**PART C**

**(Answer any 4 questions each question carry 5 marks)**

23. Explain 4 Parametric Tests
24. What are the procedure for conducting test of hypothesis
25. Explain Chi- Square test
26. Explain F Test
27. Explain ANOVA
28. Explain Wilcoxon Matched Pair Test

**PART D**

**(Answer any 1 question. 10 marks)**

29. Give an essay on the various Non Parametric tests
30. Give an essay on various types of research

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**BLUEPRINT**

**VBA2G05D24: RESEARCH METHODOLOGY**

<b>Module</b>	<b>Hours</b>	<b>Part A (20mark ) 20/20</b>	<b>Part B (10 marks) 5/7</b>	<b>Part C (20 marks) 4/6</b>	<b>Part D (10 marks) 1/2</b>
<b>1</b>	<b>20</b>	<b>5</b>	<b>2</b>	<b>2</b>	<b>0</b>
<b>2</b>	<b>16</b>	<b>5</b>	<b>2</b>	<b>1</b>	<b>1</b>
<b>3</b>	<b>20</b>	<b>5</b>	<b>2</b>	<b>2</b>	<b>1</b>
<b>4</b>	<b>16</b>	<b>5</b>	<b>1</b>	<b>1</b>	<b>0</b>

## **Semester II**

**Name of the course : BUSINESS TAXATION**

**Course Code: VBA2G06D24**

**Credits: 4**

**Total Lecture Hours:72**

### **Course Overview and Context:**

This course aims to provide an overall knowledge in the various taxation areas of a company so that students can handle tax related matters effectively.

### **Course Outcomes:**

**CO1.** Describe the various concepts of Income Tax ( Understand)

**CO2.** Determine the residential status and tax incidence of assessee (Apply)

**CO3.** Compute tax of individual under different heads of Income ( Apply)

**CO4.** Examine the mode of payment in GST, CGST, SCST ( Apply)

**CO5.** Compute the tax of individuals. (Apply)

### **Syllabus Content :**

#### **Module – 1**

**26 Hours**

**Income Tax :** Basic concepts of Income Tax - Heads of Income (Introduction & overall concepts only – Residential status

#### **Module – 2**

**26 Hours**

**Computation of Tax :** Total Income –Deductions – tax computation of individual

#### **Module – 3**

**10 Hours**

**GST :** concepts and applications – stage of levy & GST – CGST – SGST – input tax credit – credit notes

#### **Module – 4**

**10 Hours**

**Customs and Excise :** levy – basic concepts and incidences of levy – excise duty and Incidence of levy

### **Learning Resources :**

1. Vinod K.Singhnia (2023)– Direct Tax Laws
2. Bare Act of Income Tax (2023)
3. Bare Act of Customs Act, (2023)

4. Bare Act of GST(2023)
5. Bare Act of Excise Act (2023)

**Model Question Paper**  
**ST. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM**  
**COMMUNITY COLLEGE**  
**SEMESTER-II**  
**VBA2G06D24:BUSINESS TAXATION**

**MARKS:60**

**TIME: 3 hours**

**PART A**

**Choose the correct answer from the bracket.**

1. GST is levied on the supply of all goods & services except
  - a. Alcohol
  - b. Tobacco
  - c. Health & service
  - d. All of the above
2. Taxability is very less for
  - a. Resident & ordinarily resident
  - b. Non Resident
  - c. Resident but not ordinary resident
  - d. Indian Resident
3. Minimum GST payable by law is
  - e. 18%
  - f. 20%

g. 40%

h. 28% + cess

4. Standard deduction is claimed under the head

e. House property

f. Capital Gain

g. Salary

h. Other Sources

5. Excise duty Act come into force from the year.

e. 1956

f. 1952

g. 1948

h. 1944

**Match the following**

- |                               |   |                                   |
|-------------------------------|---|-----------------------------------|
| 6. Excise Duty                | - | A. Anti dumping duty              |
| 7. Agricultural Income        | - | B. 1985                           |
| 8. House property             | - | C. Goods moved within the country |
| 9. Customs Duty               | - | D. Exempted Income                |
| 10. Central Excise Tariff Act | - | E. Annual Value                   |

**Say whether the following are True / False**

11. CGST cannot be adjusted against IGST.
12. Protective duty is excise duty.
13. Capital gain is computed on capital is computed on capital asset.
14. All Indian companies are Resident in India.
15. Excise duty is also known as CENVAT.

**Fill in the blanks with one word.**

16. Due date of filing monthly GSTR – I is \_\_\_\_\_.
17. Value of supply u/s. 15(1) is \_\_\_\_\_ value of goods.

18. \_\_\_\_\_% of Gross annual value is deducted in computation of income from house property.
19. Dividend income will come under the head\_\_\_\_\_.
20. In India tax of individual is computed using\_\_\_\_\_rates of tax.

**Part B**

**Answer any 5 questions. Each carry 2 marks.**

21. How will you compute GST payable?
22. What is ITC?
23. What is long term capital asset?
24. List any 5 incomes taxed under income from other sources.
25. What is protective duty?
26. What are deduction permissible in computation of Income from house property.
27. Explain slab system of taxation of individual with relevant rates.

**Part C**

**Answer any four questions. Each question carry 5 marks.**

28. Explain GST number.
29. Is excise duty / customs duty, Indirect tax why?
30. What is meant by GST compliance?
31. Write the format of computation of long term capital gain.
32. Explain the provision relating to residential status determination of Individual.
33. Compute Annual value of the property

Municipal value	60,000
Fair rent	70,000
Standard rent	80,000
Actual rent	2000/month
Vacancy	1 month

**Part D**

**Answer any one from the following questions. Each carry 10 marks.**

34. In which all cases GST registration is compulsory.  
35. What are the different types of customs duty prevailing in India?

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**BLUEPRINT**

**VBA2G06D24: BUSINESS TAXATION**

<b>Module</b>	<b>Hours</b>	<b>Part A (20mark ) 20/20</b>	<b>Part B(10 marks) 5/7</b>	<b>Part C (20 marks) 4/6</b>	<b>Part D (10 marks) 1/2</b>
<b>1</b>	<b>26</b>	<b>5</b>	<b>2</b>	<b>2</b>	<b>0</b>
<b>2</b>	<b>26</b>	<b>5</b>	<b>2</b>	<b>1</b>	<b>1</b>
<b>3</b>	<b>10</b>	<b>5</b>	<b>2</b>	<b>2</b>	<b>1</b>
<b>4</b>	<b>10</b>	<b>5</b>	<b>1</b>	<b>1</b>	<b>0</b>

## **Semester II**

**Name of the course : STRATEGIC MANAGEMENT**

**Course Code: VBA2S04D24**

**Credits: 5**

**Total Lecture Hours:90**

### **Course Overview and Context:**

The Course provides the students the exposure to different strategies used in the business and develop strategic thinking and decision making abilities of students ,especially in relation to understanding the employability of various strategies in different situations.

### **Course Outcomes:**

CO1: Explain the Meaning, Concept and process of strategy ( Understand)

CO2: Discuss the External and Internal Environment of Business ( Understand)

CO3: Discuss the various Business and Corporate level Strategies ( Understand)

CO4: Explain CSR and Ethics in the Corporate environment ( Understand)

CO5:Discuss the environment sustainability issues in Strategic Management ( Understand)

## **Syllabus**

### **Module I**

**( 24 Hours)**

Introduction to strategic Management: Strategy: Meaning, Concept and Process of Strategy, Overview of Strategic Management, Meaning and Characteristics- Strategic Management Process Model – Meaning of Mission, Vision, Critical Success Factors (CSF) ,Key Performance Indicators (KPI), Key Result Areas (KRA)

### **Module 2**

**(24 Hours)**

Analyzing the environment: External Environment Analysis –Porter’s Five Forces Analysis , Internal – SWOT Analysis, Competitive Advantages, Core Competence, Business Portfolio Analysis : BCG ,Ansoff ,GE 9 Cell Model

### **Module 3**

**(22 Hours)**

Types of Strategies: Business Level Strategy: Cost-Leadership, Focus, Differentiation – Corporate Level Strategy :Intensive Growth ( Expansion), Diversification, Modernization, External Growth Strategy : Mergers and Joint Ventures – Functional and Operating level Strategy

### **Module 4:**

**(18 Hours)**

Blue and Red Ocean Strategy-Corporate Social Responsibility(CSR)- Ethics and Values-Environment sustainability issues in Strategic Management

**Learning References:**

- Shailesh Sreedharan Nair ,(2013), “ Strategic Management , Kalyani Publishers, New Delhi
- Prasad L M ,(1995), “Business Policy and Strategy”, Sultan Chand & Sons ,NewDelhi

**Model question paper**

**ST. TERESA’S COLLEGE (AUTONOMOUS), ERNAKULAM**

**COMMUNITY COLLEGE**

**SEMESTER-II**

**VBA2S04D24:STRATEGIC MANAGEMENT**

**MARKS:60**

**TIME: 3 hours**

**PART A**

**Choose the correct answer from the bracket.**

- 1.** The fundamental purpose for the existence of any organization is described by its  
( policies , mission , procedures , strategy)
- 2.** The acronym SWOT stands for  
(Special Weapons for operations timeliness, services world wide optimization and Transport  
Strengths worldwide overcome threats , strengths weakness opportunities and threats)
- 3.** \_\_\_\_\_ is the foundation of blue ocean strategy  
(Innovation, value creation, value innovation , value cost trade off)
- 4.** The primary focus of strategic management is  
(strategic analysis total organization, strategy formulation , strategy implementation )
- 5.** The goal of the organization’s \_\_\_\_\_ is to capture the hearts and minds of employees,  
challenge them, and evoke their emotions and dreams.  
(vision, mission culture, strategy )

**Match the following**

6.Strategic Information	a) Joint Venture
7. Question Mark	b) Environment
8.Maruti Suzuki	c) Direction
9.PEST Analysis	d)A type of Information
10.Strategy	e) Market Share

**Answer the following statement as True or False**

11. Another name for GE cell matrix is stop light matrix.
12. Market penetration strategy can be executed by increasing prices.
13. Policies are guides to decision making
14. Stability strategy is a functional level strategy
15. Strategies are means by which long term objectives can be achieved.

**Write the following answer in one word**

16. What does dogs in BCG matrix symbolizes
17. Who introduced the principle of competitive advantage.
- 18.
19. In GE cell matrix, what is the label of horizontal axis?
20. BCG in BCG matrix stands for\_\_\_\_\_

**PART B**

**Answer any 5 questions each carry 2 marks.**

21. Define the term “ strategy”.
22. What is a mission?
23. What is business ethics?
24. What is red ocean strategy?
25. What is SWOT analysis?
26. What is Corporate level strategy?
27. What do you mean by competitive advantage?

**PART C**

**Answer any 4 questions each question carry 5 marks**

- 28. Explain the BCG matrix and its limitations.
- 29. What are the Environment sustainability issues in Strategic Management .
- 30. What are characteristic of Strategic Management?
- 31. Explain Porter’s Five Forces Analysis.
- 32. Explain the terms : Critical Success Factors (CSF) ,Key Performance Indicators (KPI), Key Result Areas (KRA)
- 33. What are mergers and joint ventures?

**PART D**

**Answer any 1 question. 10 marks**

- 34. Explain the types of Strategies.
- 35. What is red ocean theory and blue ocean theory?

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**BLUEPRINT**

**VBA2S04D24 : STRATEGIC MANAGEMENT**

Module	Hours	Part A (20mark ) 20/20	Part B (10 marks) 5/7	Part C (20 marks) 4/6	Part D (10 marks) 1/2
1	24	5	2	2	0
2	24	5	2	1	1
3	22	5	2	2	1
4	18	5	1	1	0

## **SEMESTER II**

**Name of the Course : COUNSELLING SKILLS FOR MANAGERS**

**Course Code : VBA2S05D24**

**Credits : 4**

**Total Lecture Hours: 72**

### **Course Overview and Context:**

This Course allows the students to learn the basics of Managerial Counselling, characterize the factors associated with it and help the students to understand how to handle the problems that pop up in the workplace

### **Course Outcomes:**

- CO1:** Explain the need, importance and process of Counselling ( Understand)
- CO2:** Examine the qualities and attitudes required by a counsellor( Understand)
- CO3:** Explain the Counselling Therapies and strategies ( Understand)
- CO4:** Cite the advantages of Employee Counselling in an organization ( Understand)
- CO5:** Discuss the barriers that affect therapeutic counselling ( Understand)

### **Syllabus Content:**

#### **Module 1**

**(18 Hours)**

**Introduction to Counselling:** Meaning and Definition-Objectives-Functions-Types of Counselling- Approaches to Counselling- Counselling Skills-Counsellor Qualities-Counsellor Attitudes and skills- Counselling Therapies

#### **Module 2**

**(18 Hours)**

**Counselling Process :** Beginning ,Developing an Terminating a counselling and follow up-Counselling Procedures-Principles of Counselling-Counselling Environment-Guidelines for Effecting Counselling- Barriers in Counselling (5D)

#### **Module 3**

**(20 Hours)**

**Selecting Counselling Strategies and Interventions:** Counsellor-Characteristics of good therapeutic relationship-Understanding client's behaviour-assessing problems-Counselling Therapies-strategies and interventions –special areas in Counselling

## Module 4

( 16 Hours)

**Need for Counseling in the Organization:** Employee Counselling-benefits-need of work place counselling-application of counselling in an organization-group counselling-T-group-skills in Change management

### Learning References:

- Kavita Singh, (2007) ,”Counselling Skills for Managers, Pearson Education
- Sharma R.A, (2001)” Fundamentals of Guidance and Counselling , Meerut: R Lall Book Depot
- Caroll, M (1996)” Workplace Counselling : A systematic Approach to Employee Care . London: Sage
- Sharma, Ramnath and Sharma , Rachna (2010),Guidance and Counselling in India , Atlantic Publishers, New Delhi
- Gibson D (2007) , “ Introduction to Counselling and Guidance”, New Delhi : Pearson Education

### Model question paper

**ST. TERESA’S COLLEGE (AUTONOMOUS), ERNAKULAM**

**COMMUNITY COLLEGE**

**SEMESTER-II**

**VBA2S05D24 : COUNSELLING SKILLS FOR MANAGERS**

**MARKS:60**

**TIME: 3 hours**

### **PART A**

***(Choose the correct answer from the bracket.)***

1. Which of the following is not an element of counselling

(Interview, Confidence, Professional Growth ,Communication)

2. Which is not a characteristic of counselling

(Personal Interview, Event Building, Counsellor’s involvement, Opportunity for free expression)

3. \_\_\_\_\_ is the basis of Counselling

(Trust, Good Objective listening, Empathy, sympathy)

4. The approach to counselling in which the therapeutic process is directed along lines considered relevant by the counsellor is named as

(Directive, Vocational, Non Directive, Eclectic)

5. Which skill is not required in managing ones' emotions  
(Self Awareness, Communication, Motivation, Self Regulation)

**Match the following**

6.Directive Counselling	a)Function of Counselling
7. Communication	b)Force field analysis
8.Kurt Lewin	c)Other person's point of view
9.Blind Spot	d)Type of Counselling
10. Empathy	e) not aware of inner feelings

**Answer the following statement as True or False**

11. Counselling is lively , human and personal experience between two people.
12. A counsellor should minimize client's problems
13. Emotions and mood are not same.
14. Listening prepares the counsellor for emphatic response to the client
15. In Directive Counselling, counsellor plays an active role

**Write the following answer in one word**

16. What is client-Counsellor relationship popularly known
17. The ability to communicate with the client's internal frame of reference
18. The ability to state a key idea from what a client has said
- 19 Who Formulated Relational Emotive Behaviour Therapy
20. In \_\_\_\_\_counselling, the goal is the independence and integration of the client.

**PART B**

**(Answer any 5 questions each carry 2 marks.)**

21. What do you mean by Counselling?
22. State any two needs for Counselling.
23. What are the assumptions of Behavioural Approach.
24. What is Cognitive Learning?

- 25. State two assessment tools of effective counselling.
- 26. What are the three important qualities a counsellor needs?
- 27. What is id, ego and super ego?

**PART C**

**(Answer any 4 questions each question carry 5 marks)**

- 28. What are the functions of Counselling?
- 29. Explain the process of Counselling
- 30. Differentiate between verbal and non-verbal communication
- 31. state the seven crucial stages of change process
- 32. What is the need for organizational counselling?
- 33. What are the roles and support provided by a counsellor.?

**PART D**

**(Answer any 1 question. It carries 10 marks)**

- 34. Explain the various approaches to Counselling.
- 35. Explain the following strategy/ interventions
  - a) Adaptive b) Symbolic c) Interpersonal Coping d) Affective Intervention e) Behavioural intervention

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**BLUEPRINT**

**VBA2S05D24 : COUNSELLING SKILLS FOR MANAGERS**

Module	Hours	Part A (20mark ) 20/20	Part B (10 marks) 5/7	Part C (20 marks) 4/6	Part D (10 marks) 1/2
1	18	5	2	2	0
2	18	5	2	1	1
3	20	5	2	2	1
4	16	5	1	1	0

## **SEMSTER – II**

**Name of the Course : COMPUTERIZED ACCOUNTING**

**Course Code : VBA2SP01D24**

**Credits : 5**

**Total Lecture Hours: 90**

### **Course Overview and Context:**

A computerized Accounting system is a software application that automates financial records and reporting process to make them faster, more accurate, and easy to manage. It reduces the manual entry of data eliminates redundant operations and reduces error risk within built in control.

### **Course outcomes:**

**CO1:** Employ the Theoretical and Practical application of creation of company (Apply)

**CO2:** Discuss the various steps to create ledgers, vouchers ( Understand)

**CO3:** Practice in preparation of profit and loss account and balance sheet (Apply)

**CO4:** Explain the Inventory, Stock groups, Inventory reports ( Understand)

**CO5:** Practice in preparation of accounts with inventory, stock groups, Inventory reports (Apply)

**CO6:** Explain the Payroll, and pay heads, payroll vouchers. ( Understand)

### **Syllabus Content:**

**Module 1** (25 Hours)

**Computerized Accounting** : Theory- Company creation, selecting a company, creation details,F11 Features,F12 Features.

**Module 2.** (22 Hours)

**Accounts and vouchers**-Account groups and ledgers-creating Budget generating reports, Balance sheet ,profit and loss account- List of accounts

**Module 3.** (22 Hours)

**Accounts with Inventory** -Stock category, Stock group, altering and deleting stock groups, Cost categories, Cost centres, inventory reports, stock summary, inventory books, statement of inventory.

**Module 4** (21 Hours)

**Payroll** : Enabling pay roll, creating p ay heads, groups Creation of Employee head , Salary details, Gratuity calculation, generating a sample pay slip, Employee loan and salary advance management.

**Learning Resources:**

Behera, Soumyaranjan ,(2014), “Learn Tally, First Edition , Bhubaneswar : B.K Publications Pvt. Ltd. E-Book source; <http://tallyerp9book.com/>

**MODEL QUESTION PAPER****ST. TERESA’S COLLEGE (AUTONOMOUS).ERNAKULAM****VBA2SP01D24:COMPUTERISED ACCOUNTING****SEMESTER II****TIME: 3Hours****Maximum marks:40**

Balance sheet of AB Traders 01-01-2019

Liability		Asset	
Capital	25000	Furniture	20000
Reserves	10000	Equipments	7000
Creditors:		Stock:	
Jaic	2000	Colgate Tooth paste 25 Dozen	5000
Jose	5000	Soap: Lux International 15 Dozen	2000
		Pears 15 Dozen	3000
		Cash	5000
	42000		42000

5/1 Cash Paid to Jaic &amp; Jose Rs.1000,Rs.2000

Respectively 10/1 15 Dozens of tooth paste @Rs.300

Purchased from Jaic.

10 Dozens of pears purchased @rs 420 from jose.

15/1 Sold to x Traders:

12 Dozens of

[Pears@Rs.475](#). 8

dozens of

[lux@Rs.360](#) 20/1

Sold to y Traders:

20 Dozens of Tooth Paste @RS.350.

25/1 Cash Received From X RS.4000 and Y

Rs.7000 30/1 Wages Paid Rs.2000

Salary Paid

Rs.2000 Sundry

Expenses Rs.750

Prepare Accounts and Reports in Tally.

Or

1.Prepare payroll sheet

Company name Mr. Deha

Traders Date : 1<sup>st</sup> April

2023

Employee Details

Employee Group	Employee Name
1.Sales Department	Rahul

2.Production Department	Murali
3.Hr Department	Aparna
4.Finance Department	Geetha

List of Pay head

Pay head	Rahul	Murali	Aparna	Geetha
Basic Pay	40000	30000	38000	25000
DA	10%	10%	10%	10%
HRA	15%	15%	15%	15%
Variable Pay	3500	2500	2000	1500
Conveyance	5000	4000	3500	3000
Over Time	15	13	10	7
EPF	12%	12%	12%	12%
Esi	13%	13%	13%	13%
Professional Tax	2000	2500	1000	1500

Attendance list of Employees

Attendance Type	Rahul	Murali	Aparna	Geetha
Present	28	29	30	29
Absent	2	1	-	3
Over Time	15	3	10	7

(1x40 Marks)

Record -15 Marks

Viva-5 Marks

**BLUEPRINT**

**VBA2SP01D24: COMPUTERIZED ACCOUNTING**

Module	Hours	40 marks
1	25	40
2	22	0
3	22	40
4	21	0

## **SEMSTER – II**

**Name of the Course : INTERNSHIP ( BASED ON SPECIALIZATION)**

**Course Code : VBA2SI01D24**

**Credits : 2**

**Total Lecture Hours: 36**

### **Course Overview and Context :**

This Course allows the students to do an internship and Project work on the selected area of Specialization (Finance/ Human Resource Management / Marketing )

### **Course Objectives:**

**CO1:** Integrate the knowledge gained and the skills developed to undertake an academic project based on specialization and develop an opportunity for independent study (Apply)

**CO2:** Apply multidisciplinary concepts, tools and techniques to solve an organizational problem (Apply)

**CO3:** Develop experience through in-depth study of research topic in order to add value to their career (Create)

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