



MAR ELIAS COLLEGE

Kottappady, Kottappady (P.O), Kothamangalam
Ernakulam Dist., Kerala State Pin -686692
Affiliated to MG University and Approved by Govt. of Kerala
Established in 2006



BACHELOR OF BUSINESS ADMINISTRATION

BBA (HONOURS) 2024-2027 BATCH

PROGRAMME OBJECTIVES

1. To develop an appreciation of what a business
2. To make the students understand about the nature and significance of management
3. To provide basic knowledge about the principles and functions of management
4. To help the students to develop cognizance of the importance of accounting in organization
5. To provide the basic knowledge of accounting principles and practice
6. To understand the basic concepts of mathematics

BRIDGE COURSE
SYLLABUS
FUNDAMENTALS OF BUSINESS AND MANAGEMENT

1. Economic activities and Business

- 1.1 Introduction
- 1.2 Meaning of economic activities- distinction between economic and non- economic activities
- 1.3 Types of economic activities-Profession, Employment and Business
- 1.4 Business activities- Industry and Commerce
- 1.5 Characteristics of business
- 1.6 Social objectives of business (4 Hours)

2. Introduction to management

- 2.1 Introduction
- 2.2 Meaning of management
- 2.3 Nature of management
- 2.4 Objectives and importance of management
- 2.5 Distinction between Management and Administration
- 2.6 Levels of management
- 2.7 Basic functions of management
- 2.8 Basic principles of management (4 Hours)

FUNDAMENTALS OF ACCOUNTING

1. Accounting

- 1.1. Introduction
- 1.2. Meaning-Definition
- 1.3. Different Accounting Terms
- 1.4. Importance
- 1.5. Functions
- 1.6. Limitations
- 1.7. Branches of Accounting
- 1.8. GAAP
- 1.9. Golden Rules of Accounting
- 1.10. Journal
- 1.11. Ledger
- 1.12. Trial Balance
- 1.13. Various Financial statements (9 Hours)

FUNDAMENTALS OF MATHEMATICS

1. Number system

- 1.1 Different types of numbers, prime and composite, operations on negative
- 1.2 positive numbers, Factorial of a number, lcm of two numbers

(2 HOURS)

2. Fractions

- 2.1. Types of fractions
- 2.2. Operations on fractions

(1 HOURS)

3. Linear Equations

- 3.1. General form
- 3.2. Solution of a system of linear equation in two unknowns

(2 HOURS)

4. Quadratic equations

- 4.1 General form
- 4.2 Solution of Quadratic equation by using formula
- 4.3. By Factorization

(3 HOURS)

PROGRAMME OUTCOME

After attending this bridge course a student will be able to

1. Enumerate the types of economic activities
2. Understand the basic concepts of business and differentiate business and other economic activities
3. Understand the nature and significance of management and its basic principles and functions
4. Understand the importance and basic principles of accounting
5. Understand the basics concepts of mathematics

Teacher in charges

Management	-	Praveen Kumar K.P
Accounting	-	Riya Susan Skaria
Mathematics	-	Mini Alias

**THE MAHATMA GANDHI UNIVERSITY
UNDERGRADUATE PROGRAMMES (HONOURS)
BRIDGE COURSE SYLLABUS
MGU-UGP (Honours)**

(2024 Admission Onwards)



Faculty: Technology and Applied Sciences

BoS: Computer Application

Programme: BCA(Hons)

**Mahatma Gandhi University
Priyadarshini Hills
Kottayam – 686560, Kerala, India**

Introduction to Problem Solving and Web Designing

Course Type: Bridge Course

Semester: 1

Total Hours: 20

Objective:

- Introduce Programming Concepts and Problem-Solving Skills.
- Introduce the basics of web page designing

MODULE 1: Introduction to Computing and problem solving (10 Hours)

Basics of computing- bit, byte, data and information, Types of computing devices, Computer as a data processing machine.

Problem Solving Life Cycle – Understanding the Problem Statement, Analysing the problem, Planning Program design using Hierarchy charts, Top-down approach, Bottom-up approach.

Understanding basic Problem-Solving Tools:

Algorithms: Definition & its attributes, algorithm, constructs, Statements: Input-Output, Decision-Making, & Looping, Examples

Flowchart: Definition & its attributes, symbols, Statements: Input-Output, Decision-Making & Looping, Module representation, Drawing conventions and standards, Examples.

Introduction to Programming : Computer program. Classification of computer languages-machine, assembly and high-level languages, Language translators (Assembler, Compiler, Interpreter), Linker, Testing and debugging, Types of errors- Syntax errors, Logical errors and Runtime errors. Use of comments or documentation in a computer program.

Practical applications of problem-solving techniques:

1. Identify a simple real-world problem in the relevant area of study, describe it in the form of a problem statement, Analyse the problem, identify the related input and output of the problem, break the problem down into smaller, manageable components, and provide its solution in terms of algorithm and flowchart.
2. Describe a problem statement in the relevant areas of study whose solution involves iterative steps. Design algorithm and flowchart. Analyze the algorithms and flowcharts for different possible input values. Identify exceptional inputs if any.

MODULE 2: Introduction to Web Designing (10 Hours)

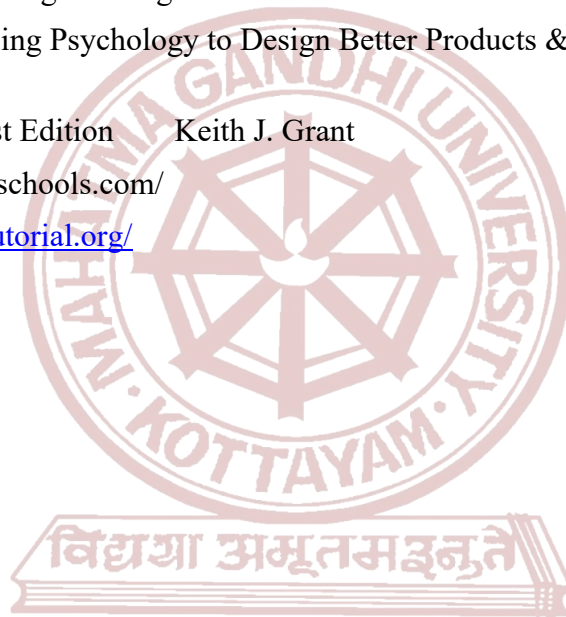
Basic Concepts: World Wide Web, Internet Addressing, Browser, URL, Web server, website, homepage, Domain Name.

Introduction to Web Designing and applications: How to design a website, Creating different themes for different layouts, How to design the look and feel of a website, Multimedia and its Applications. What are the design principles used when creating web pages. Introduction to HTML and CSS, Basic concepts of web publishing, criteria for evaluating the quality of website.

Group project: Webpage development.

SUGGESTED READINGS

1. Pradeep K. Sinha and Priti Sinha, "Computer Fundamentals -Concepts, Systems & Applications", 8th Edition, BPB Publications, 2004
2. HTML and CSS: Design and Build Websites Jon Duckett
3. Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability Steve Krug
4. Learning Web Design: A Beginner's Guide Jennifer Neiderst Robbins
5. Laws of UX: Using Psychology to Design Better Products & Services Jon Yablonski
6. CSS in Depth 1st Edition Keith J. Grant
7. <https://www.w3schools.com/>
8. <https://spoken-tutorial.org/>



MGU-UGP (HONOURS)

Syllabus

Fundamentals of Computers

Course Type: Bridge Course

Semester: 1

Total Hours: 20

Course Objectives:

The main objective is to introduce computer to all undergraduate students, regardless of their specialization.

Unit – I

Introduction to Computers: Introduction, Characteristics of Computer, Block diagram of computer systems, Classification of Computers, Applications of Computer,

Input and Output devices, Computer Virus and Antivirus.

Number System- Base or radix, Positional number system, Popular number systems (Decimal, Binary, Octal and Hexadecimal), Concept of binary addition and subtraction

Unit – II

Memory: Concept of primary & secondary memory, RAM, ROM, types of RAM and ROM, Cache Memory. Secondary storage devices, Virtual memory.

Software & Operating System: Software & its types, Operating System & its functions.

Computer Network: Concept of Networking, Types of Networks, Network topology

Unit – III

ICT: Introduction, ICT tools and terminology. Basics of Internet, Intranet, E-mail, Audio and Video-conferencing. Digital initiatives- SWAYAM, National digital library.

Unit IV

Introduction to **word processing:** Toolbars, Creating & Editing Document, Formatting Document and printing document. **Spreadsheet:** Introduction to MS-Excel, Feature of MS-Excel, Creating & Editing Worksheet, Formatting and Essential Operations and **presentation tools:** Starting MS–Power Point, working with power point, Creating, Saving and Printing a presentation, adding a slide to presentation.

Unit V

Introduction to AI and ML: Basics of Artificial Intelligence- What is AI, Definition of AI through Problems, History of AI, AI problems and techniques. Introduction to Machine Learning, Examples of Machine Learning applications, Types of learning: supervised, unsupervised, semi-supervised learning

Cyber security Fundamentals: Introduction, importance of cyber security, basic security measures

Suggested Reading:

1. Gill Nasib Singh: Handbook of Computer Fundamentals, Khanna Book Publishing Company (Pvt.) Limited, New Delhi.

2. Balagurusamy E: Computing Fundamentals and C Programming, Tata McGraw Hill.
3. Norton, Peter: Introduction to Computer, McGraw-Hill
4. Ethem Alpaydın, Introduction to Machine Learning (Adaptive Computation and Machine Learning), MIT Press, 2004
5. Lavika Goel, "Artificial Intelligence Concepts and Applications" First Edition, Wiley India Publications



MGU-UGP (HONOURS)

Syllabus

BRIDGE COURSE-MATHEMATICS (BCA)

Introduction to Discrete Mathematics

Course Type: Bridge Course

Semester 1

Total Hours: 20

Objective:

1. To develop basics of Logic via Truth table
2. To familiarise the concepts of Matrix Algebra

Unit 1: Basics of Set Theory and Truth Table (8 hours)

Set and Set theoretical operations, General concepts of Truth table, Truth Tables of AND, OR, Complementation and XOR, Prove Basic set theoretic rules like distributive laws, De Morgan laws etc. using truth table. Tautologies, prove some Tautologies using the truth table.

Unit 2: Introduction to Matrices (12 hours)

Definition and Different types of matrices, Symmetric and Skew Symmetric Matrices ,Matrix operations, Matrix inverse, Solution of a system of equations by Matrix method and Cramer's rule.



MGU-UGP (HONOURS)

Syllabus

BRIDGE COURSE-STATISTICS (BCA)

Total Hours: 20

- Introduction to Statistics
- Population and Sample
- Collection of data- Different Methods- Drafting questionnaire
- Census and sampling
- Methods of sampling- Probability and Non probability sampling
- Types of data (four types)
- Classification and Tabulation (Formation of frequency tables using raw data)
- Diagrammatic representation- Bar diagrams, Pie diagrams
- Graphs
- Preparation of project report (group wise) on a topic by designing questionnaire.
- Probability-Definitions
- Results from Combinations
- Problems in probability
- Addition theorem, Multiplication Theorem
- Conditional Probability
- Baye's Theorem, Applications



MGU-UGP (HONOURS)

Syllabus

BRIDGE COURSE-ENGLISH

English for professionals

Unit 1 (5 Hours)

Job application letter and email

- Components of a job application letter.
- How to write an effective job application letter
- How to write a follow-up letter

Dos and don'ts in a job application letter

Unit 2 (5 Hours)

Resume and CV

- Significance
- Components/structure
- How to prepare an attractive Resume

What not to write in a Resume

Unit 3 (5 Hours)

Interview skills

- Types and significance of job interviews
- Preparing for a job interview
- Major questions asked at job interviews and how to answer them effectively
- Creating the best impression

Interview etiquette: Dos and Don'ts

Unit 4 (5 Hours)

Group discussion

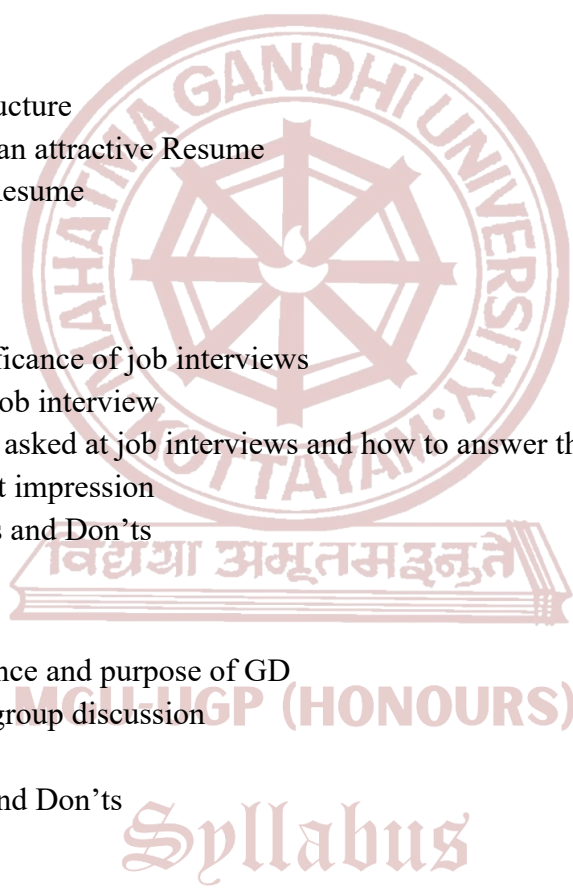
- Types, significance and purpose of GD
- Preparing for a group discussion
- Skills required
- Etiquette: Dos and Don'ts

Unit 5 (5 Hours)

Language skills for workplace

- Letters for various purposes (leave application, transfer requests, application for promotion, business letters etc.)
- Notices
- Memos
- Orders
- Agendas
- Reports

Social media management



SUGGESTED READINGS

Barker, Alen. *Improve Your Communication Skills*. Kogan-Page. 2007

Trought, Francis. *Brilliant Employability Skills*. Pearson Education Ltd. 2017

Holmes, Karen. *What Employers Want: The Employability Skills Handbook*. Trotman Education. 2017

Ryan, Robin. *60 Seconds and You're Hired!*. Penguin. 2016

Hunting, Jim. *Interview Preparation: How to Improve your Job Interview Skills and Be Yourself*. Amazon Digital Services LLC. 2019

Winter, Sean. *Job Interview Preparation and communication Skills*. Native Publisher. 2020

Hitchens, Paul. *The one Page CV*. Pearson. 2013



MGU-UGP (HONOURS)

Syllabus