



MARUDHAR KESARI JAIN COLLEGE FOR WOMEN, VANIYAMBADI



PG & RESEARCH DEPARTMENT OF BUSINESS ADMINISTRATION

BRIDGE COURSE SYLLABUS 2023-2024

Course Objective:

- To familiarize the students with basics of Management.
- To acquire Accounting Concept
- To Familiarize the Planning importance and application in Managerial decision making
- To make them to know the Career Prospects

UNIT –I

FUNCTIONS OF MANAGEMENT

Management- Importance- Definition- Nature and Scope of Management- Process- Role and Functions of a Manager- Levels of Management- Management Arts and Science- Management as a Profession.

UNIT- II

PLANNING & DECISION MAKING

Planning- Nature- Importance- Forms- Types- Steps in Planning- Objectives- Policies- Procedures- and Methods- Decision Making- Process of Decisions making- Types of Decision Making.

UNIT-III

ACCOUNTING CONCEPTS

Accounting Concepts- Conventions- Objectives of Accounting- Rules- Principles of Double entry System- Journal-ledger- Subsidiary Book- Purchase Book- Sales Book- Returns Book- and Cash books.

Principal
Marudhar Kesari Jain College
for Women
Vaniyambadi-632 751
Tamil Nadu District

UNIT-IV

PROMOTION & MARKETING RESEARCH

Promotion- Advertising- Designing a copy- Media Selection- Sales Promotion Strategies- Marketing Research- Process- Sales Forecasting techniques.

UNIT-V

GOAL SETTING & MOTIVATION

Goal setting- SWOT Analysis- Role Play- Motivation- Nature- Importance- Process of Motivation- Theories of Motivation overview.

UNIT-VI

CAREER PROSPECTS

Career Prospective- Highlights of the Course- Scope of the program- job opportunities- Career Opportunities- Higher Education- Competitive Exams.

Course Outcome:

- Understand the basic concepts of Management.
- Learn the Accounting basics.
- Understand the importance of Planning and Decision making.
- Learn the Highlights of the course.
- Familiarize the Subjects in the course


HOD


PRINCIPAL
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Marudhar Kesari Jain College
for Women
Vaniyambadi-635 751.
Tirupattur District.



MARUDHAR KESARI JAIN COLLEGE FOR WOMEN, VANIYAMBADI

PG & RESEARCH DEPARTMENT OF BUSINESS ADMINISTRATION

BRIDGE COURSE SYLLABUS (2023-2024)

DAY ORDER	I	II	III	IV	V	VI
I	Functions of Management	Communicative English	Accounting Concepts	Career Prospects	Sports	Personality
II	Placement Training	Communicative English	Career Prospects	Accounting Concepts	Sports	Counseling
III	Goal Setting and Motivation	Communicative English	Planning and Decision Making	Promotion & Marketing Research	Sports	Stress
IV	Planning and Decision Making	Communicative English	Goal Setting and Motivation	Career Prospects	Sports	Nutrition
V	Promotion & Marketing Research	Communicative English	Functions of Management	Planning and Decision Making	Sports	Counseling

Name of The Handling Staff:

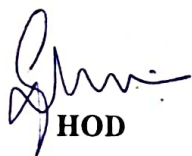
Functions of Management – A.Athiyaveni

Accounting Concepts – S.Ranjitha

Planning and Decision Making– D.Kamala Priya

Goal Setting and Motivation – Dr.A.Rakini

Promotion and Marketing Research, Career Prospects –A.Dixitha & V.Tamilarasi


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PG & RESEARCH DEPARTMENT OF BUSINESS ADMINISTRATION
BRIDGE COURSE – 2023-2024



JJQ3+GMP, Peddakallupalli, Tamil Nadu 635751, India

Latitude
12.6387328°

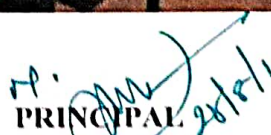
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GMT 08:09:09 AM

Longitude
78.6029093°

Altitude 390 meters
Wednesday, 05.07.2023




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Vaniyambadi - 635 751.



Marudhar Kesari Jain College for Women, Vaniyambadi
Bridge Course Attendance



Department : Business Administration

Academic Year :2023-2024

Class: I BBA

Course Name: Basics of Management

S.No	Name of the Student	Signature					
		03.07.2023	04.07.2023	05.07.2023	06.07.2023	07.07.2023	08.07.2023
1	AAFIYA SUMAN.B	Afiya	Afiya	Afiya	Afiya	Afiya	Afiya
2	AFI NABAHA.O	Afiya	Afiya	Afiya	Afiya	Afiya	Afiya
3	AKEEFA.S	AB	AB	AB	AB	AB	AB
4	ARCHANA.N	Archana	Archana	Archana	Archana	Archana	Archana
5	ARFA MARIYAM	Arfa	Arfa	Arfa	Arfa	Arfa	AB
6	ARUFA MARIYAM VARDAPALIYAM	Arufa	AB	Arufa	Arufa	Arufa	Arufa
7	AYSHA RAAKIYA.K	Aysha	Aysha	Aysha	Aysha	AB	Aysha
8	AYSHA SHAJEEAH.T	AB	Aysha	Aysha	AB	AB	AB
9	BHAVNA GURJAR.H	Bhavna	Bhavna	Bhavna	Bhavna	Bhavna	Bhavna
10	CHAITHANYA.S.K	AB	AB	AB	Chait	Chait	Chait
11	DEEPIKA.MANOKARAN	M.Deepika	M.Deepika	M.Deepika	M.Deepika	M.Deepika	M.Deepika
12	DEEPIKA.MURALI	M.Deepika	M.Deepika	M.Deepika	M.Deepika	M.Deepika	M.Deepika
13	DHAANUSRI.P	P.Dhaanusi	P.Dhaanusi	P.Dhaanusi	P.Dhaanusi	P.Dhaanusi	AB
14	DHANUSHIYA.S	S.Dhanushya	S.Dhanushya	S.Dhanushya	S.Dhanushya	S.Dhanushya	S.Dhanushya
15	DHARSHINI.C	Darshini	Darshini	Darshini	Darshini	Darshini	Darshini
16	DHIVIJASRI.A	A.Dhivijasti	A.Dhivijasti	A.Dhivijasti	A.Dhivijasti	A.Dhivijasti	A.Dhivijasti
17	GAJALAKSHMI S	S.Gajalakshmi	S.Gajalakshmi	S.Gajalakshmi	S.Gajalakshmi	S.Gajalakshmi	S.Gajalakshmi
18	GAYATHRI MALI.G	Gayathri	AB	Gayathri	Gayathri	AB	Gayathri
19	GAYATHRI.S	Gayathri	Gayathri	Gayathri	Gayathri	Gayathri	Gayathri

20	HARSHINI.K	Harsini K	Harsini K	Harsini K	Harsini K	Harsini K	Harsini K
21	HEMA.B	Hema B	Hema B	Hema B	Hema B	Hema B	Hema B
22	JANANI PRIYA G	Janani Priya G	Janani Priya G	Janani Priya G	Janani Priya G	Janani Priya G	Janani Priya G
23	JAYAPRIYA.S	J. Jayapriya S	J. Jayapriya S	J. Jayapriya S	J. Jayapriya S	J. Jayapriya S	J. Jayapriya S
24	JEEVA PRIYA.S	AB	AB	AB	AB	AB	AB
25	JEEVITHA.K	Jeevitha K	AB	AB	AB	Jeevitha K	Jeevitha K
26	KARTHIYAYINLS	Karthiyayinls	Karthiyayinls	Karthiyayinls	Karthiyayinls	Karthiyayinls	Karthiyayinls
27	KAVIYA.M	Kaviya M	Kaviya M	Kaviya M	Kaviya M	Kaviya M	Kaviya M
28	KAYALVIZHIL.D	Kayalvizhil D	Kayalvizhil D	Kayalvizhil D	Kayalvizhil D	Kayalvizhil D	Kayalvizhil D
29	KEERTHIKA.R	Keerthika R	Keerthika R	Keerthika R	Keerthika R	Keerthika R	Keerthika R
30	KIRUTHIKA.K	AB	AB	AB	AB	AB	AB
31	LAVANYA.V	V. Lavanya	V. Lavanya	V. Lavanya	V. Lavanya	V. Lavanya	V. Lavanya
32	MINHAJ TASKEEN.V.A	M. T. V. A	AB	AB	M. T. V. A	M. T. V. A	AB
33	MONIKA.K	K. Monika	K. Monika	K. Monika	K. Monika	K. Monika	K. Monika
34	NAFIYA SAMER.V	AB	N. V. A	AB	N. V. A	N. V. A	N. V. A
35	NANDHINI.L	AB	AB	Nandhini	Nandhini	Nandhini	Nandhini
36	NARMATHA.G	Narmatha	Narmatha	Narmatha	Narmatha	Narmatha	Narmatha
37	NAVALI AMINA SHIMRA	N. Amina	N. Amina	N. Amina	N. Amina	N. Amina	N. Amina
38	NISHA.J	J. Nisha	J. Nisha	J. Nisha	J. Nisha	J. Nisha	J. Nisha
39	NITHYA SHREE.J	Nithya J	Nithya J	Nithya J	Nithya J	Nithya J	Nithya J
40	NUSRAH FATHIMA.A	Nusraha	Nusraha	Nusraha	Nusraha	Nusraha	AB
41	RASHIQUA HARMAN.C	Rashiqua C	Rashiqua C	Rashiqua C	Rashiqua C	Rashiqua C	Rashiqua C
42	RITHIKA.G	G. Rithika	G. Rithika	G. Rithika	G. Rithika	G. Rithika	G. Rithika
43	RINKU KUMARI	AB	AB	AB	AB	AB	AB
44	SAARA DANISH.K	S. D. K	S. D. K	S. D. K	S. D. K	S. D. K	S. D. K
45	SAI NANDHITHA.S	S. Nanditha	S. Nanditha	S. Nanditha	S. Nanditha	S. Nanditha	S. Nanditha
46	SAMAR KHATIJ.A	Samar	Samar	Samar	AB	AB	Samar
47	SAMITHRA.B	Samithra	Samithra	Samithra	Samithra	Samithra	Samithra
48	SANAIYA SADAF.G.S	S. Sadaf	S. Sadaf	S. Sadaf	S. Sadaf	S. Sadaf	AB
49	SANDHIYA.B	S. B	S. B	AB	S. B	S. B	S. B
50	SANDHIYA.M	M. Sandhya	M. Sandhya	M. Sandhya	M. Sandhya	M. Sandhya	M. Sandhya
51	SANIA FARHEEN.S	S. Farheen	S. Farheen	AB	S. Farheen	S. Farheen	S. Farheen

52	SANIYA ARFA.B	P. Saniya	P. Saniya	P. Saniya	P. Saniya	P. Saniya	P. Saniya
53	SANTHIYA SRI.R	R. Sankhya	R. Sankhya	R. Sankhya	R. Sankhya	R. Sankhya	R. Sankhya
54	SANTHIYA.R	R. Sankhya	R. Sankhya	R. Sankhya	R. Sankhya	R. Sankhya	R. Sankhya
55	SARASWATHI.R	R. Sankhya	R. Sankhya	R. Sankhya	R. Sankhya	R. Sankhya	R. Sankhya
56	SATHIYA.L	L. Sankhya	L. Sankhya	L. Sankhya	L. Sankhya	L. Sankhya	L. Sankhya
57	SHAFFIN.S	S. Shaffin	S. Shaffin	S. Shaffin	S. Shaffin	S. Shaffin	AB
58	SHARMILA.K	K. Sharmila	K. Sharmila	K. Sharmila	K. Sharmila	K. Sharmila	K. Sharmila
59	SHARUFA KULSUM.N	N. Sharufa	N. Sharufa	N. Sharufa	AB	AB	N. Sharufa
60	SHEEMA SAMEEN.B	B. Sheema	B. Sheema	B. Sheema	B. Sheema	B. Sheema	B. Sheema
61	SINDHUJA.T	AB	AB	Sindhuja.T	Sindhuja.T	Sindhuja.T	Sindhuja.T
62	SRILATHA.R	R. SriLatha	R. SriLatha	R. SriLatha	R. SriLatha	R. SriLatha	R. SriLatha
63	SRILEKHA.R	R. SriLekha	R. SriLekha	R. SriLekha	R. SriLekha	R. SriLekha	R. SriLekha
64	SUHHA MARYAM.V	V. Suhha Maryam	V. Suhha Maryam	V. Suhha Maryam	AB	AB	V. Suhha Maryam
65	SUJITHA.P	P. Sujitha	P. Sujitha	AB	P. Sujitha	P. Sujitha	P. Sujitha
66	SUMAIYA ANJUM.S	S. Sumaiya	S. Sumaiya	S. Sumaiya	S. Sumaiya	S. Sumaiya	S. Sumaiya
67	SWATHI.S	S. Swathi	S. Swathi	S. Swathi	S. Swathi	S. Swathi	S. Swathi
68	SWETHA SHREE.J	J. Swetha	J. Swetha	J. Swetha	J. Swetha	J. Swetha	J. Swetha
69	SWETHA.M	M. Swetha	M. Swetha	M. Swetha	M. Swetha	M. Swetha	M. Swetha
70	TAMIZHSELVI.S	S. TamizhSelvi	AB	AB	AB	AB	AB
71	THAMARAI.R	R. Thamarai	R. Thamarai	R. Thamarai	R. Thamarai	AB	R. Thamarai
72	THILAGAVATHI.R	R. Thilaga	R. Thilaga	R. Thilaga	R. Thilaga	R. Thilaga	R. Thilaga
73	VANI SREE.J	J. Vanisree	J. Vanisree	J. Vanisree	J. Vanisree	J. Vanisree	J. Vanisree
74	VINITHA.V	V. Vinitha	V. Vinitha	V. Vinitha	V. Vinitha	V. Vinitha	V. Vinitha

Class Incharge

HOD

Principal
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Vaniyambadi-635 751.
Tirupattur District.



Bridge Course Feedback



Department : Business Administration

Academic Year :2023-2024

Class: I BBA

Course Name: Basics of Management

S.No	Name of the Student	Feedback
1	AYSHA SHAJEEAH.T	Bridge course was very useful and Excellent
2	DHAANUSRI.P	It was very interesting and excellence Bridge course
3	GAYATHRI MALI.G	It was very useful and good
4	NANDHINI.J	It was amazing
5	NITHYA SHREE.J	Fantastic class
6	MINHAJ TASKEEN.V.A	It was Appreciating and Informative
7	SARASWATHI.R	It is good & usefully.
8	SHARUFA KULSUM.N	It is very useful for us
9	SUHHA MARYAM.V	Bridge course was Very useful
10	SUMAIYA ANJUM.S	It was good.

D/A
8/1/23

Class Incharge


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