



PG & RESEARCH DEPARTMENT OF MANAGEMENT STUDIES

BRIDGE COURSE SYLLABUS 2024-2025

Foundations of Business Studies

**Learning Objective**

LO1: To learn about businesses, their types, why ethics are important, and how the economy affects them.

LO2: To understand how to track money in a business, make financial statements, and analyze basic financial data.

LO3: To discover what managers do, how they help businesses, and what skills they need.

LO4: To get comfortable using computers for business tasks, improve typing, and learn basic data skills.

LO5: To improve communication skills for business, both writing and speaking, and start planning your career

**Unit 1: Introduction to Business Studies**

**6 HRS**

Overview of business functions and their interdependencies- Introduction to various types of businesses (sole proprietorship, partnership, corporation) Understanding the economic environment and its impact on business decisions- Basics of business ethics and social responsibility

**Unit 2: Fundamentals of Accounting**

**6 HRS**

Introduction to accounting principles and concepts- Recording transactions: journals, ledgers, and trial balance- Preparation and interpretation of financial statements (income statement, balance sheet, cash flow statement) Introduction to budgeting and financial analysis techniques

**Unit 3: Principles of Management**

**6 HRS**

Management – An Emerging Profession, Definition, Nature, Scope, Purpose, and characteristics of Management, Functions, roles, skills of an effective Manager.

**Unit 4: Computing and Statistics**

**6 HRS**

Introduction to business computing tools (e.g., Microsoft Excel) - Business English Skills: How to Write Effective Openings and Closings to Emails- Basic Typing skill - Basic statistical concepts: measures of central tendency, dispersion, and correlation -Data analysis techniques: creating charts and graphs.

**Unit 5: Business Communication Skills & Career Ladder****6 HRS**

Importance of effective communication in business- Written communication: business letters, emails, reports- Verbal communication: presentations, meetings, negotiations- Interpersonal skills and conflict resolution techniques- SWOT OF BBA.

**Course Outcome**

**CO1:** Gain a foundational understanding of business operations, ethics, and economic dynamics.

**CO2:** Develop proficiency in financial record-keeping, statement preparation, and basic analysis.

**CO3:** Acquire knowledge of managerial roles, functions, and essential skills for effective leadership.

**CO4:** Become adept at using computer tools for business tasks and basic data analysis.

**CO5:** Enhance communication skills for professional contexts and initiate career planning.

**BRIDGE COURSE****Subject Allocation:**

S.NO	UNIT	FACULTY NAME
1	Introduction to Business Studies	Dr.G.Deepalakshmi
2	Fundamentals of Accounting	Dr.A.Rakini
3	Principles of Management	Ms.A.Athiyaveni
4	Computing and Statistics	Ms.B.Mubeen Taj
5	Business Communication Skills & Career Ladder	Ms.P.Indhumathi

  
HOD 20/12/20

  
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MARUDHAR KESARI JAIN COLLEGE FOR WOMEN (AUTONOMOUS)



VANIYAMBADI


PG & RESEARCH DEPARTMENT OF MANAGEMENT STUDIES

BRIDGE COURSE TIME TABLE 2024-2025

CLASS : I BBA

Day Order	1	2	3	4	5	6
1	Communica tive English	Foundation of Business Studies	Communica tive English	Foundatio n of Business Studies	Foundation of Business Studies	Sports
2	Foundation of Business Studies	Communica tive English	Foundation of Business Studies	Sports	Foundation of Business Studies	Communica tive English
3	Communica tive English	Foundation of Business Studies	Communica tive English	Foundatio n of Business Studies	Sports	Foundation of Business Studies
4	Foundation of Business Studies	Foundation of Business Studies	Communica tive English	Foundatio n of Business Studies	Sports	Communica tive English
5	Foundation of Business Studies	Foundation of Business Studies	Foundation of Business Studies	Communi cative English	Sports	Communica tive English

  
HOD 20/12/24

  
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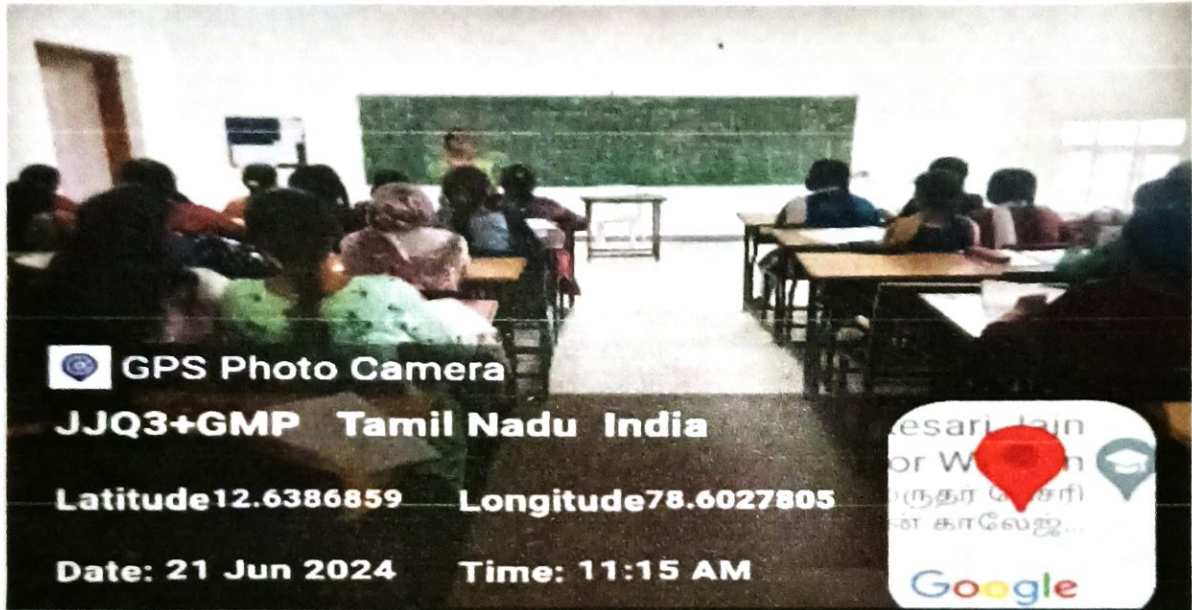


MARUDHAR KESARI JAIN COLLEGE FOR WOMEN  
(AUTONOMOUS), VANIYAMBADI



PG & RESEARCH DEPARTMENT OF MANAGEMENT STUDIES

BRIDGE COURSE PHOTOS 24-25

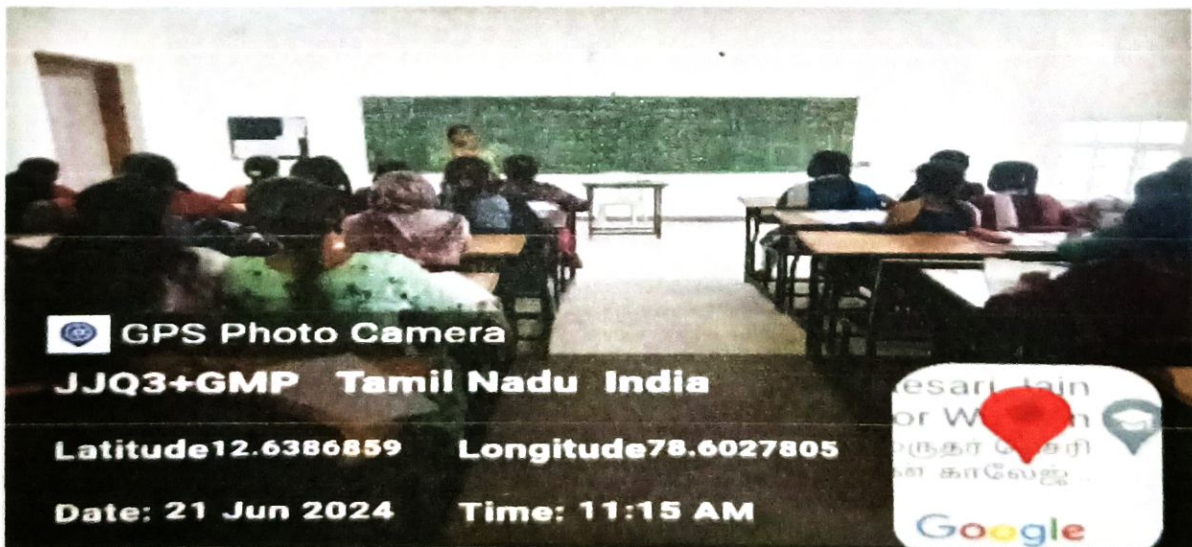


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JJQ3+GMP Tamil Nadu India

Latitude 12.6386859 Longitude 78.6027805

Date: 21 Jun 2024 Time: 11:15 AM



GPS Photo Camera

JJQ3+GMP Tamil Nadu India

Latitude 12.6386859 Longitude 78.6027805

Date: 21 Jun 2024 Time: 11:15 AM



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**MARUDHAR KESARI JAIN COLLEGE FOR WOMEN (AUTONOMOUS) VANIYAMBADI**  
**BRIDGE COURSE ATTENDANCE**



**Department : Management Studies**

**Academic Year: 2024-2025**

**Class: I BBA**

**Course Name: Foundation of Business Studies**

S.No	Name of the Student	20.06.2024	21.06.2024	24.06.2024	25.06.2024	26.06.2024
1	AARADHANA S	Aarad	Aarad	Aarad	Aarad	Aarad
2	AARTHI S	Aarthi	Aarthi	Aarthi	Aarthi	Aarthi
3	AFNAN BANU S	Afnan	Afnan	Afnan	Afnan	Afnan
4	AYESHA SIDDIQUA S	Aisha	Aisha	Aisha	Aisha	Aisha
5	AYSHA ZUHA B	Ayesha	Ayesha	Ayesha	Ayesha	Ayesha
6	BABYSHALINI P	Baby	Baby	Baby	Baby	Baby
7	BAVIYA S	Baviya	Baviya	Baviya	Baviya	Baviya
8	BHUVANA S	Bhuv	Bhuv	Bhuv	Bhuv	Bhuv
9	BRINDHA S	Brindha	Brindha	Brindha	Brindha	Brindha
10	DEEPA S	Deepa	Deepa	Deepa	Deepa	Deepa
11	DEVISRI R	Devi	Devi	Devi	Devi	Devi
12	DHEEKSHANA S	Dheek	Dheek	Dheek	Dheek	Dheek
13	DHIVYASRI V S	Dhivy	Dhivy	Dhivy	Dhivy	Dhivy
14	DIVYADHARSHINI A	Divya	Divya	Divya	Divya	Divya
15	ELLAMMAL G	Ellam	Ellam	Ellam	Ellam	Ellam
16	FATHIMA BEE H	Fathim	Fathim	Fathim	Fathim	Fathim
17	FIRTHOSH SULTHANA S	Firth	Firth	Firth	Firth	Firth
18	HASHVINI S	Hash	Hash	Hash	Hash	Hash
19	HASINA J	Hasina	Hasina	Hasina	Hasina	Hasina
20	HASINI N D	Hasini	Hasini	Hasini	Hasini	Hasini
21	S HEMALATHA	Hema	Hema	Hema	Hema	Hema
22	D HEMAVATHI	Hemav	Hemav	Hemav	Hemav	Hemav
23	JANAPRIYA M	Janap	Janap	Janap	Janap	Janap
24	KANIMOZHI V	Kanimo	Kanimo	Kanimo	Kanimo	Kanimo
25	JOTHIKA M	Jothika	Jothika	Jothika	Jothika	Jothika
26	KANMANI M	Kanmani	Kanmani	Kanmani	Kanmani	Kanmani
27	KARTHIKA K	Karthi	Karthi	Karthi	Karthi	Karthi
28	KAVIYA SHREE S	Kaviya	Kaviya	Kaviya	Kaviya	Kaviya
29	KEERTHIKA G	Keerthi	Keerthi	Keerthi	Keerthi	Keerthi
30	KRISHA S G	Krish	Krish	Krish	Krish	Krish
31	E LAVANYA	Lavanya	Lavanya	Lavanya	Lavanya	Lavanya
32	MADHU SHREE J	Madhu	Madhu	Madhu	Madhu	Madhu
33	MADHUMITHA L	Madhum	Madhum	Madhum	Madhum	Madhum
34	MALARVIZHI K	Malar	Malar	Malar	Malar	Malar
35	MEYYARASI R	Meyyar	Meyyar	Meyyar	Meyyar	Meyyar
36	MONISHA P	Monisha	Monisha	Monisha	Monisha	Monisha



37	MUSABIHA FATHIMA V	Musa	Musa	Musa	Musa	Musa
38	NABEELAH AMBAREEN A	Rabbi	Rabbi	Rabbi	Rabbi	Rabbi
39	NANDHIKA D	Dandhi	Dandhi	Dandhi	Dandhi	Dandhi
40	NATTAMKAR ZUBAIDA HIBA	Lubi	Lubi	Lubi	Lubi	Lubi
41	NEHA KULSUM C	NEHA-C	NEHA-C	NEHA-C	NEHA-C	NEHA-C
42	NISHA S	Nisha	Nisha	Nisha	Nisha	Nisha
43	NIVATHA S	Nivi	Nivi	Nivi	Nivi	Nivi
44	NUHA AAISHA K	Nuha	Nuha	Nuha	Nuha	Nuha
45	POOJA M	Pooja	Pooja	Pooja	Pooja	Pooja
46	PRAMITHA P	Pri	Pri	Pri	Pri	Pri
47	PRIYADHARSHINI B	Priyad	Priyad	Priyad	Priyad	Priyad
48	PRIYANKA K	Priya	Priya	Priya	Priya	Priya
49	RABIA BASHRI A	Rabi	Rabi	Rabi	Rabi	Rabi
50	RAFIYA B	Raf	Raf	Raf	Raf	Raf
51	ROOHI NAAZ A	Roohi	Roohi	Roohi	Roohi	Roohi
52	SANDHIYA A	Sandhya	Sandhya	Sandhya	Sandhya	Sandhya
53	SANIYA ANJUM S R	Sani	Sani	Sani	Sani	Sani
54	SANIYA BEGUM A	Sani	Sani	Sani	Sani	Sani
55	SATHIYAPRIYA K	Sathi	Sathi	Sathi	Sathi	Sathi
56	SHALINIPRIYA V	Shalini	Shalini	Shalini	Shalini	Shalini
57	TAMILSELVI A	Tamil	Tamil	Tamil	Tamil	Tamil
58	TEJA SREE G	Teja	Teja	Teja	Teja	Teja
59	UDHAYANILA K	Udhaya	Udhaya	Udhaya	Udhaya	Udhaya
60	UMA MAGESHWARI S	UMA	UMA	UMA	UMA	UMA
61	VAISHNAVI K	Vaish	Vaish	Vaish	Vaish	Vaish
62	VAISHNAVI S	Vaish	Vaish	Vaish	Vaish	Vaish
63	YUSRA IRITHIQUA K	Yusra	Yusra	Yusra	Yusra	Yusra
64	YUVAALAKSHMI E B	Yuvaa	Yuvaa	Yuvaa	Yuvaa	Yuvaa
65	ZEHR FATHIMA M K	Zehra	Zehra	Zehra	Zehra	Zehra

P. Lathi  
17/12/20  
Class Incharge

S. M.  
20/12/20  
HOD

M. M.  
20/12/20  
Principal

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**MARUDHAR KESARI JAIN COLLEGE FOR WOMEN (AUTONOMOUS) VANIYAMBADI**  
**BRIDGE COURSE FEEDBACK**

Department : Management Studies

Academic Year: 2024-2025

Class: I BBA

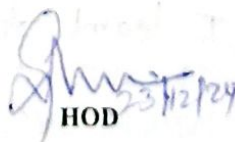
Course Name: Foundation of Business Studies


S.No	Name of the Student	Feedback
1	AARADHANA S	Learned basics of Management
2	AARTHI S	Through this I know my Strength
3	AFNAN BANU S	I gained about PPT
4	AYESHA SIDDIQUA S	Learned about Business Ethics
5	AYSHA ZUHA B	Learned about leadership
6	BABYSHALINI P	session was very informative
7	BAVIYA S	Learned basics of Management
8	BHUVANA S	It enhanced my communication
9	BRINDHA S	I started my career planning
10	DEEPA S	I like the topics what I analysed
11	DEVISRI R	I started my future planning
12	DHEEKSHANA S	I gained more knowledge
13	DHIVYASRI V S	Learned about management
14	DIVYADHARSHINI A	I like the topics what I analysed
15	ELLAMMAL G	I learned about tools used in computer
16	FATHIMA BEE H	It improves my communication
17	FIRTHOSH SULTHANA S	It improve my communication skill
18	HASHVINI S	I learn basic knowledge
19	HASINA J	Learned about types of business
20	HASINI N D	It improves my interpersonal skill
21	S HEMALATHA	I learned about manager
22	D HEMAVATHI	Learn about Business Ethics
23	JANAPRIYA M	Learned about leadership
24	KANIMOZHI V	Learned accounting Principles
25	JOTHIKA M	I learn basic analysis
26	KANMANI M	I learnt to use computer tools
27	KARTHIKA K	It was so Informative
28	KAVIYA SHREE S	Learned basic knowledge of accounts
29	KEERTHIKA G	I learn basic Analysis
30	KRISHA S G	I learnt the basic of finance
31	E LAVANYA	I learnt accounts
32	MADHU SHREE J	I understand the concepts of business
33	MADHUMITHA L	I got some tips about accounts



34	MALARVIZHI K	Gained knowledge about accounts
35	MEYYARASI R	I learn Types of Business
36	MONISHA P	Gain knowledge about Accounts
37	MUSABHA FATHIMA V	It Improve Communication
38	NABEELAH AMBAREEN A	To learn about Management
39	NANDHIKA D	Learned about Conflict Resolution
40	NATTAMKAR ZUBAIDA HIBA	I learnt the importance of communication
41	NEHA KULSUM C	Learned about leadership
42	NISHA S	Useful session.
43	NIVATHIA S	Gain knowledge about Accounts
44	NUHA AAISHA K	I learnt about Presentation
45	POOJA M	I learned basic Accounts.
46	PRAMITHA P	Learned about statistical Concept
47	PRIYADHARSHINI B	I learn lot
48	PRIYANKA K	Useful session
49	RABIA BASHRI A	I learned about management.
50	RAFIYA B	I know the Roles of manager during this course
51	ROOHI NAAZ A	Learned about Business letter.
52	SANDHIYA A	I learned lot.
53	SANIYA ANJUM S R	I learned the skill of effective manager
54	SANIYA BEGUM A	Gained knowledge about verbal communication
55	SATHIYAPRIYA K	I know about my strength and weakness
56	SHALINI PRIYA V	Gained knowledge about accounts
57	TAMILSELVI A	I learnt tools for Business task
58	TEJA SREE G	Acquire Knowledge of Managerial Skills
59	UDHAYANILA K	USEFUL SESSION
60	UMA MAGESHWARI S	Learned about data analysis techniques.
61	VAISHNAVI K	I gained knowledge in the field of excel
62	VAISHNAVI S	useful session
63	YUSRA IRITHIQUA K	Develop proficiency in finance
64	YUVAALAKSHMI E B	It Enhance my Communication Skill
65	ZEHRA FATHIMA M K	Gain knowledge about basic account

P. Lathi  
23/12/24  
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