

HAJEE KARUTHA ROWTHER HOWDIA COLLEGE

(An Autonomous Institution Affiliated to Madurai Kamaraj University, Madurai.)
(Re-Accredited at "A" Grade, CGPA of 3.26 out of 4.00 by NAAC, Bangalore)
Uthamapalayam - 625533.

BACHELOR OF BUSINESS ADMINISTRATION

COURSE STRUCTURE AND SCHEME OF EXAMINATION

2014 - 2015 ONWARDS



DEPARTMENT OF BUSINESS ADMINISTRATION

HAJEE KARUTHA ROWTHER HOWDIA COLLEGE

(AUTONOMOUS)

UTHAMAPALAYAM

Choice Base Credit System

DEPARTMENT OF BUSINESS ADMINISTRATION

B.B.A (Semester)

Course Scheme & Scheme of Examinations

(From the academic year 2014– 2015 onwards)

QUALIFICATION :

Passed in H.Sc., or any other Examination accepted by the Syndicate as Equivalent.

OBJECTIVE OF THE COURSE:

The objective of the course is to enhance the quality of the students to face the competitive world in the present scenario. Both commerce and Administration are two sides of a coin. Therefore B.B.A is a course which aims to inculcate the necessary skills and knowledge to shine in the society.

This course Aims

- 1) To make the students to improve the knowledge in recent trends both in Business and Administration.
- 2) To encourage the students to realize their individuality.
- 3) To gain knowledge not only in Administration but also in other field of study through Non-major subject and skill based subjects.
- 4) To equip the students with the required skills to compete with the challenging Job opportunities.
- 5) To empower themselves through a vast knowledge of Business and Administration through research work in their final semester.

SUBJECTS OF STUDY:

- I. Part – I- In lieu of Language Tamil
- Part – II - English
- Part – III - i) Core Subjects
- ii) Allied Subjects
- iii) Elective Subjects

- Part – IV i) Non- major Subjects
 ii) Skill based Subjects
 ii) Environmental Studies
 iv) Value Education
Part – V Extension Activities

Internal 25 marks will be as follows:

15 marks for Test (Two Test`s – Average to be taken)

5 marks for Assignment (average of Two assignments) and

5 marks for Seminar.

External 75 marks will be as follows:

Section – 10 x 1 = 10 (Objective type – Multiple choice.

Two questions from each Unit)

Section B – 5 x 7 = 35 (Either A (or) B ,from all five units.)

Section C – 3 x 10 = 30 (Three out of five questions – one from each unit)

There is no Internal Passing minimum:

Course	Passing Minimum	Passing Minimum over all
UG	27 marks	40 marks

**BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) – MAJOR
UNDER GRADUATE PROGRAMME
COURSE CONTENT 2014-2015**

SEMESTER - I

SUBJECT CODE	Title of the Paper	Credit	Hours	Marks allotted	
				Internal	External
JVK14L11	Part I Vaniga Kadithangal	3	6	25	75
14UENL21	Part II English – Paper I	3	6	25	75
	Part III				
14UBAC11	Core I – Principles of Management	4	5	25	75
14UBAC12	Core II – Financial Accounting I	4	5	25	75
14UBAA11	Allied I – Business Economics	5	6	25	75
14UBAN11	NME – Business Administration	2	2	25	75
	TOTAL	21	30		

SEMESTER –II

JVK14L21	Part I Aluvalaga Melanmai	3	6	25	75
14UENL22	Part II English – Paper II	3	6	25	75
	Part III				
14UBAC21	Core III- Business Environment	4	5	25	75
14UBAC22	Core IV – Financial Accounting II	4	6	25	75
14UBAA21	Allied II – Money and Banking	5	5	25	75

	14UBAN210	NME-Customer relationship management	2	2	25	75	
		TOTAL	21	30			
	SEMESTER –III						
		Part III					
	14UBAC31	Core V – Business Law I	4	5	25	75	
	14UBAC32	Core VI – Entrepreneurship	4	5	25	75	
	14UBAC33	Core VII – Cost Accounting	4	6	25	75	
	14UBAC34	Core VIII – Computer Application in Business I	4	6	25	75	
	14UBAA31	Allied III- Business statistics	5	6	25	75	
	14UBAS31	PART IV – SBS -I Personality Development	2	2			
		TOTAL	23	30			
	SEMESTER -IV						
		Part III					
	14UBAC41	Core IX – Business Law II	4	5	25	75	
	14UBAC42	Core X – Organisational Behaviour	4	5	25	75	
	14UBAC43	Core XI – Management Accounting	4	6	25	75	
	14UBAC44	Core XII - Computer Applications in Business II	4	6	25	75	
	14UBAA41	Allied IV – Business Mathematics	5	6	25	75	
	14UBAS41	PART IV –SBS-II –Communicative skills	2	2	25	75	
		TOTAL	23	30			
	SEMESTER-V						
		Part III					

		14UBAC51	Core XIII -Operations management	4	5	25	75
		14UBAC52	Core XIV – Marketing Management	4	5	25	75
		14UBAC53	Core XV – Human Resource Management	4	5	25	75
		14UBAC54	Core XVI - Financial Management	4	5	25	75
		14UBAE51	Elective I – Research Methodology	5	6	25	75
		14UBAS51	SBS III - Principles of Insurance	2	2	25	75
		14UEVS51	Environmental Science	2	2	25	75
			TOTAL	25	30		
		SEMESTER -VI					
			Part III				
		14UBAC61	Core XVI I – Management Information Systems	3	6	25	75
		14UBAC62	Core XVIII –Consumer Behaviour	4	5	25	75
		14UBAE61	Elective II – Retail marketing and Management	5	5	25	75
		14UBAP61	Elective III –Field study report	5	6	25	75
		14UBAS61	SBS IV - Interview Procedure	2	2	25	75
		14UBAS62	SBS V - Group Discussion skill	2	2	25	75
		14UBAS63	SBS VI -Internal Audit	2	2	25	75
		14UVED61	Value Education	2	2	25	75
			PART V- Extension Activities	2	-	25	75
			TOTAL	27	30		
		6					

B.B.A SEMESTER I

PART I – PAPER I

வணிக கடிதங்கள்

பகுதி - அ

வணிக கடிதங்கள் - தேவை மற்றும் முக்கியத்துவம் - நோக்கங்கள் - அடிப்படை கூறுகள் கடித வகைகள் - வணிக கடிதங்கள் - பொது அமைப்பு - படிவங்கள்.

பகுதி - ஆ

வியாபாரக் கடிதங்கள் - முனைவு கடிதங்கள் மற்றும் விசாரனைகள் - விலைபுள்ளிகள் - ஆணையுறுகள் - ஆணை உறு நிறைவேற்றுதல்.

பகுதி- இ

வணிகவிசாரனை கடிதங்கள்- வியாபார விசாரனை - வங்கி விசாரனை - புகார்கள் - சரிகட்டல்கள் - நிலுவை தொகை நினைநுவுத்தல் - வசூல்செய்தல்.

பகுதி - ஈ

சுற்றுக் கடிதங்கள் - விற்பனைக் கடிதங்கள் - அரசுத் துறை சார்ந்த கடிதங்கள்- பொதுத் தேவை அமைப்பு கடிதங்கள்.

பகுதி - உ

வணிக கடிதங்கள் - காப்பீடு கடிதங்கள் - வேலை வேண்டும் கடிதம் அனுப்புதல் - விற்பனை குறித்து பத்திரிகை ஆசிரியர்கள் கடிதம் அனுப்புதல்.

பரிந்துரைக்கப்படும் புத்தகங்கள்:

1. வணிக தகவல் தொடர்பு- திரு. கதிரேசன் மற்றும் முனைவர் ராதா
2. வணிக தகவல் தொடர்பு- முனைவர் வி.எம். செல்வராஜ்
3. வணிகக் கடிதத் தொடர்பு- திரு எஸ். முத்தையா
4. வணிக கடிதங்கள்- முனைவர் ந . முருகேசன் மற்றும் திரு மனோகர்

I B.B.A SEMESTER I

PART I – PAPER I

I B.B.A SEMESTER I

Core Course I

PAPER 3- PRINCIPLES OF MANAGEMENT

OBJECTIVE: The objective of this course is to develop a basic understanding about the management concepts as well as of human in various managerial processes in organisation.

UNIT 1

Management- Nature and Definition-Functions of management. Management: Art, Science and profession. Administration Vs Management Functional Areas of Management -Managerial Skills: Technical, Human, Conceptual and Decision making Levels of Management: Top -Level, Middle Level and Lower level.

UNIT 2

Planning -Definition, Importance and Characteristics. Planning process-Type of Plans -Merits and limitations of planning. Objectives-Definition and Features - process of MBO .Business Forecasting-Definition and Methods. Decision Making-Nature, Importance and Steps-Decision Making techniques.

UNIT 3

Organizing: Meaning, Definition and principles. Organizational climate- Developing a sound climate. Organizational climate- Developing a sound climate .Organization Structure and Charts-Features of good organization: Line and staff, Committee-Merits and Demerits of line and line&Staff, Departmentation-Process and Methods. Process and Methods. Span of Management-Factors influencing span V.A Graicuna's Formula.

UNIT 4

Delegation of authority-Definition, Need and Principles. Centralization and Decentralization-Merits and Demerits Staffing –Steps and Importance. Directing Definition and Principles Motivation- Types and Needs –Theories of Maslow, McGregor and Herzberg Control-Definition, Steps and Techniques.

UNIT 5

Evolution of Management –F.W Taylor and scientific Management, Contributions of Fayol, Mayo, Follett, Likert, Bernard and Drucker. Schools of Management Thought: Management process Empirical, Human Behavior, Social system and Decision Theory.

Text books:

1. Principles of Management- R.K.Sharma and Shashi K.Gupta, Kalyani Publishers.
2. Principles of Management – L.M.Prasad
3. Principles of Management_ Dr. P.C.Seker.

CORE II - FINANCIAL ACCOUNTING- I

Objective: To enable the students to gain basic knowledge and skill relating to fundamental accounting principles and practices.

UNIT 1

Fundamentals of book –Keeping Meaning –Systems of Book – Keeping –Accountancy-Meaning –Accountancy-Meaning Accounting concepts and conventions Kinds of Accounts Journalizing Rules.

UNIT 2

Subsidiary Books –Ledger Postings-Trial Balance and Rectification of Errors –Bank Reconciliation statement-Format of final accounts (Manufacturing, Trading, Profit and Loss Account and Balance Sheet)

UNIT 3

Final accounts –Elementary problems with simple adjustment –Capital expenditure –Revenue expenditure and Deferred Revenue Expenditure Meaning and distinction.

UNIT 4

Depreciation-Meaning, Causes and need Methods (Straight Line Method and WDV Method)- Theory only.

UNIT 5

Accounts of Non –trading concerns –receipts and payments and payments Account –Income and Expenditure Account and Balance sheet.

Text Books:

Advanced Accounts-M.C.Shukla and Grewal.

Advanced Accounts-Jain and Narang

IBBA – SEMESTER I
ALLIED COURSE- I
BUSINESS ECONOMICS

Objective: To enable the student to make informed decisions in the everyday business of living, which contributes to the student's understanding of the world of business, which encourages a positive attitude to enterprise and which develops appropriate skills in that field.

UNIT – I

Definition of Business Economics – Nature, Scope, Importance, and Limitations – Role of Business Economics – Economics Vs Business Economics.

UNIT – II

Utility Analysis – Law of Diminishing Utility – Demand – Types – Measurement of Elasticity of Demand uses and factors affecting Elasticity of Demand. Demand Forecasting – Measuring – Demand Forecasting for new products Established Products.

UNIT – III

Costs – Concepts – Types – Cost Curves – Revenue Concepts, Equilibrium – Meaning – Conditions – Break – Even – Analysis.

UNIT – IV

Market Structures – Perfect competition – Imperfect Monopoly, discriminating monopoly – Monopolistic market – Excess capacity – Oligopoly.

UNIT – V

Pricing: Meaning – objectives of Pricing Policy – Types of Pricing Methods – Profit Forecast – Methods.

BOOKS FOR REFERENCE

- | | | |
|---------------------------|---|--------------|
| 1. Business Economics | - | A.L.Ahuja |
| 2. Business Economics | - | N.Srinivasan |
| 3. Micro Economics Theory | - | T.N.Hajela |
| 4. Micro Economics Theory | - | A.L.Ahija |

IBBA SEMESTER I
Non Major Elective Course I
BUSINESS ADMINISTRATION

UNIT-I

Management-Definition –Nature of Business Administration- Universality of Management Principle –Planning – Definition- Characteristic, Importance, Advantage and Limitations-Steps in Planning.

UNIT-II

Organizing –Definition-Steps in organizing, Importance of organizing Bases of organizing Function, Territory- Customer-Uses of Staff –Delegation of authority.

UNIT III

Staffing - Definition – Recruitment - Sources, Selection – techniques, Training- methods, performance Appraisal and its importance.

UNIT IV

Directing – Definition – elements of direction – orders – motivation – meaning and importance, Leadership – Meaning, styles and importance, Communication – meaning - process and importance. Barriers in communication and ways to overcome.

UNIT V

Controlling – Meaning, Steps in controlling, qualities of a good control system – benefits of controlling.

BOOKS FOR REFERENCE:

Principles of Management – C.B. Gupta

Principles of Management – K.P. Ganesan

Principles of Management – L.M. Prasad

Class – I – B.B.A

SEMESTER – II

Title of the Paper - அலுவலகமேலாண்மை

பகுதி- அ

அலுவலக மேலாண்மை இலக்கணம் - நவீன அலுவலகத்தின் அமைப்பு முறைகள். நவீன அலுவலகத்தின் செயல்பாடுகள் மற்றும் முக்கியத்துவம் - அலுவலக முறை மற்றும் நடவடிக்கைகள்- அதிகாரத்தைப் பரவலாக்குதல் - அலுவலக வல்லமை வகைகள் -அலுவலகத்தின் இடவசதி - பணிக்கு எற்ப சூழ்நிலை - பணியை எளிதாக்குதல்.

பகுதி - ஆ

கடித போக்குவரத்து மற்றும் பதிவேடுகளைப் பராமரித்தல் தபால்களைக் கையாளுதல் - அஞ்சல் துறையை அமைத்தல் - மையப்படுத்தப்பட்டப்பணி - உள் மற்றும் வெளி தொடர்பு வாய்மொழி தகவல் தொடர்பு மற்றும் எழுத்து மூலம் தகவல் தொடர்பு - எழுத்து பணிகள் - அலுவலக அறைகள் வடிவைப்பு -தொடர்பு எழுதுப் பொருள்.

பகுதி - இ

கோப்பிடுதல் - கூறுகள் - அம்சங்கள் - வகைபடுத்துதல் - வரிசைபடுத்துதல் -முறைகள் - மையக் கோப்பீடு முறை - பரவலாக்கப்பட்ட கோப்பீடு.

பகுதி - ஈ

அலுவலக இயந்திரங்களும் சாதனங்களும் - பல்வேறு சாதனங்கள் - அடிப்படை கோட்பாடு - கணிப்பொறி மற்றும் புள்ளிவிபரம்.

பகுதி - உ

அலுவலக அறிக்கைகள் - அறிக்கைகள் - வகைகள், அமைப்பு மற்றும் - அலுவலக செயலாக்கம்.

Class – I – B.B.A
SEMESTER – II
CORE III BUSINESS ENVIRONMENT

Objective: To impart a basic knowledge in business strategies, problems and analyse the environmental factors.

UNIT I

Business- meaning – scope- characteristics of modern business, changing business- business environment- meaning – features- need for environmental analysis- benefits and limitations.

UNIT II

External factors affecting business- economic, political, legal, social and cultural, competitive, ecological and technological factors.

UNIT III

New industrial policy 1991- Recent changes in industrial licensing, Privatisation of public sector undertakings- arguments for and against Privatisation- social responsibilities of business.

UNIT IV

Foreign Private investment- forms – merits – demerits – government policy on foreign capital – multinational corporations in India.

UNIT V

Industrial sickness – definition- causes – small scale sectors- problems of small scale industries – incentives to small scale sector.

BOOKS RECOMMENDED

Business environment – Dr. V. Alagappan and Dr. Chidambaram.

Business environment – Francis Cherunilam

Essential of Business Environment – K. Aswathappa

Class – I – B.B.A

SEMESTER – II

Core IV FINANCIAL ACCOUNTING – II

Objective: To impart basic knowledge of accounting procedure and practices relating to the chapters mentioned below.

UNIT – I

Consignment Account – Invoicing goods at cost price – proforma Invoice price – valuation of unsold stock – loss of stock – Accounting treatment of normal loss and abnormal loss.

Joint venture account – Recording in individual venture book – Recording in separate set of books.

UNIT – II

Branch Account – Types of branches (excluding foreign and independent branches) – Debtors system – Goods invoiced to branch at selling price.

UNIT – III

Departmental Account – Allocation of Expenses – Inter – departmental transfers.

UNIT – IV

Single Entry or Account from incomplete records – methods of ascertainment of profit – Net worth method – conversion method.

UNIT – V

Bill of Exchange – Trading and Accommodation Bill – Renewals – Dishonour due insolvency – Retiring of Bills.

Problems : 60%

Theory : 40%

BOOK:

1. Advanced Accaintancy - R.L.Gupta & Radhaswamy
2. Advanced Accaints - S.P.Jain & K.L.Narang

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Class – I – B.B.A
SEMESTER – II
ALLIED II MONEY AND BANKING

Objective: To develop the students to understand the structure of financial markets, money and its components and how interest rates are determined the banking system, the Federal Reserve System and the role of monetary policy.

UNIT – I

Definition of Money – Difficulties of Banker system – kinds of money – Functions of money – significance of importance of money – money in a Developing Economy circulations of money.

UNIT – II

Gold Standard – Definition types characteristics working of gold standard – Principles and methods of note issue – Indian present currency system.

UNIT – III

Quantity Theory – Translation Approach assumptions, orifices the cash balance approach - marshal, pigou Robertson Keynes equation, income theory , value of money inflation – meaning – kinds of inflation inflationary Gap – consequences of inflation deflation trade cycles meaning phases of a trade cycle.

UNIT – IV

Functions and Role of Commercial Banks – Bank assets and Liabilities creation of credit – process of credit creation – Limitation of credit creations – Banking facilities to business agriculture and small entrepreneurs.

UNIT – V

Money Market Definition, Composition – Characteristics of Developed of under Developed money markets – Importance of money market – central Banks Nature and Functions – method of credit control – Quantitative and Qualitative – RBI.

BOOKS FOR REFERENCE :

- a) Money and Banking International Trade – M.L.Seth
- b) Money and Banking – Public Finance – K.P.M.Sundaram
- c) Monetary Economics – T.N. Hajela
- d) Monetary Economics – R.L. Verma

PART IV

NME II – CUSTOMER RELATIONSHIP MANAGEMENT

UNIT- I

Introduction to CRM: Meaning-need-nature-importance of CRM.

Unit-II

Implementation of Customer Relationship Management, Strategies for building relationship-CRM and competitors, cost supply chain, employees, partnership with customers.

Unit-III

Customer interaction management, Routes to CIM-factors influencing CIM-electronic data interchange (EDI)-specific skills for CIM.

Unit-IV

E-CRM: introduction to e-CRM-CRM vs.-CRM-Need to move onlineCRM-Basic requirements of e-CRM, future of e-CRM.

UNIT-5

Enterprise Resource Planning (ERP) -Meaning-Characteristics- Benefits-Disadvantages.

Books Recommended

- 1.Alexis Leon,2005,ERP,TataMc Graw Hill Publication company,Ltd,New Delhi.
- 2.Graham Roberts,Phillps, 2003,Crm, VivaBook Pvt Ltd.,Chennai

Class: IIBBA

SEMESTER III

Core V: BUSINESS LAW-I

Objective: The objective of the course is to develop a cadre of students by imparting professional knowledge and training considered pre-requisite for functioning of a Company Secretary.

UNIT-I

Business Law – P.C.Tulsian (TMH) Law of contract – Nature – Definition of Contract – Essential Elements of Valid contract of classification of contracts – Indian contract Act, 1872.

UNIT-II

Offer, Acceptance offer – Legal rules of offer – Consideration, Free Consent – Coercion – Misrepresentation – Mistake – Fraud.

UNIT-III

Performance, Discharge, remedies for Breach of Contract and quasi contract – Void Agreements, Performance of contract – Damages, Penalty – Case laws.

UNIT-IV

Special contracts: Indemnity and Guarantee – Surety – Bailment – Agency.

UNIT-V

Sale of goods Act and law of partnership.

BOOKS FOR REFERENCE :

1. Elements of Mercantile law – N.D.Kapoor
2. Indian Mercantile law – Davar

Class: IIBBA
SEMESTER III
CORE VI – ENTREPRENEURSHIP

Objective: The purpose of this paper is to prepare a ground where the students view Entrepreneurship as a desirable and feasible career option. In particular the paper seeks to build the necessary competencies and motivation for a career in Entrepreneurship

UNIT-I

Entrepreneur – Meaning – Characteristics – Functions and Types – Entrepreneur Vs Manager - Entrepreneur Vs Intrapreneur – Entrepreneurship – Role of Entrepreneurship in Economic Development.

UNIT-II

Entrepreneurship Development programmes – Meaning and Objectives – Phases, Institutions for EDP: NIESBUD, NAYE & TCOs, and Women Entrepreneurs.

UNIT-III

SSIs – Meaning – Importance and Problems – Steps – Forms of Ownership, Features, Merits and Demerits.

UNIT-IV

Project Identification – Project Classification – Project cycle – Project Report – Project Appraisal – Feasibility Analysis of Market, Technical, Financial, Economic, Managerial and Social.

UNIT-V

Institutional support: SIDO, SISI, NSIC, SIDCO, DIC – Incentives –
Sickness – Measures to prevent sickness in Small Units.

Reference Books :

1. Entrepreneurial Development, S.S. Khanka, S. Chand & Co., New Delhi
2. Small Scale Industries and Economics Development, C.S.V. Kboorthy, HPH
3. Entrepreneurial Development, C.B. Gupta and W.P. Sultan and Son

Class: IIBBA
SEMESTER III
Core VII - COST ACCOUNTING

Objective: To understand the various techniques of cost accounting in business decision making process.

UNIT-I

Cost Accounting – Meaning – Objectives – Importance – Cost Accounting Vs Financial Accounting – Cost Accounting Vs Management Accounting – Advantages and limitations of Cost Accounting.

UNIT-II

Material Control – Objectives – Purchase Control – Stock Levels and Economic order Quantity – ABC Analysis – Bin Card – Stores Ledger – Material Issues – FIFO, LIFO, Simple Average and Weighted Average Methods.

UNIT-III

Labour: Direct and Indirect Labour – Labour Turnover – Methods of Wage Payments – Premium and Bonus Plans.

UNIT-IV

Overhead– Meaning – Allocation and Apportionment – Importance – Classifications – Methods – Machine Hour Rate.

UNIT-V

Operating Costing : Contract Costing – Profit Reconciliation Statement.

Problems: 60 %

Theory: 40 %

Reference Books:

1. Cost Accounting, Jain and Narang
Advanced Cost Accounting, R.S.N. Pillai and V. Bagavathi

Class: IIBBA

SEMESTER III

Allied IV: COMPUTER APPLICATIONS IN BUSINESS-I

Objective: Computer Applications is a course designed to teach students how to use the computer as a business and personal tool through the use of applications software.

UNIT-I

Introduction to computers – Generation of computers – Classification of computers –Types of Computers – overview of computer system.

UNIT-II

Operating system concepts – System software and Application Software – Function of Operating system – DOS internal commands – DOS external command.

UNIT-III

WINDOWS-XP – Introduction to Windows XP – Features – Basic Components – Windows Explorer – Internet Explorer – Control Panel – Shortcut – Briefcase.

UNIT-IV

MS-WORD – Introduction to Word Processing and MS WORD – Creating Word documents – Copying and Moving text – Creating Tables and Working with Tables – Mail Merge.

UNIT-V

MS-EXCEL – Introduction to Spread Sheet – Components of EXCEL – Building Worksheet and Entering data in Worksheet – Functions in Excel – Database in EXCEL – Graphs and Charts – Types of Charts – Elements of a Chart – Creating a Chart.

Reference Books :

1. Fundamentals of Computer: V. Rajaraman, Prentice Hall of India
2. Fundamentals of Computer: P.K. Sinha

Class: IIBBA

SEMESTER III

Allied III: BUSINESS STATISTICS

Objective: The objective of this course is to have a general understanding of Research Methodology and Statistics as applicable to Business Management and its use and relevance in areas of Management Research. While mathematical material will be covered, the major goal is for the students to develop a set of skills and tools which will be important in their management careers.

UNIT-I

Definition – Application of Statistics in Various fields – Collection of Data – Framing of Questionnaire – Sampling – Frequency Distribution – Tabulation – Simple Problems.

UNIT-II

Diagrammatic Presentation – Types – Graphic Presentation – Graphs of frequency Distribution – Simple Problems.

UNIT-III

Measures of Central Tendency – Mean, Median, Mode – Geometric Mean, Harmonic Mean – Quartiles – Merits and Demerits – Problems.

UNIT-IV

Measures of Dispersion – Methods – Range, Inter Quartile range, Mean Deviation, Standard Deviation – Loren 2 curve – Coefficient of Variation.

UNIT-V

Index Numbers – Types – Weighted Index Numbers – Test of Consistency of Index Numbers.

Reference Books :

Elementary Statistical Method: S.P. Gupta, Sultan Chand & Sons,
New Delhi

PART IV

SBS I - PERSONALITY DEVELOPMENT

Objective:

- 1) To help students understand the concept of all round development of personality.
- 2) To make students aware of various methods and approaches to an all-round development of personality.
- 3) To help students develop physically, mentally, emotionally intellectually and spiritually.

UNIT-I

Personality Development; understanding Individual Behaviour

UNIT-II

Factors influencing individual behavior – Models of Man.

UNIT-III

Importance of Physical exercise, Asanas – Yoga and Meditation.

UNIT-IV

Meaning and definition of Personality – Determinants of Personality.

UNIT-V

Personality traits – Perception – Factors influencing perceptual set – Perceptual errors and distortion.

Reference Books :

1. Organisational Behaviour, L.M. Prasad

Personality Development, Dr. T. Bharath & E.G. Parameswaran

II BBA
SEMESTER IV
CORE VIII: BUSINESS LAW-II

Objective: This course provides an overview of the laws that shape the way business is carried on, the manner in which contracts are made and enforced by law.

UNIT-I

Factories Act, 1948 – Inspecting Staff – Health-Safety – Welfare – Working Houses of Adults – Industrial Disputes Act – Grievance Settlements – Tribunal – Retirement – Penalties.

UNIT-II

Industrial Employment Act, 1946 & Trade Unions Act, 1926 – Standing Orders – Trade Union – Amalgamation and Dissolution.

UNIT-III

Payment of Wages Act – Inspectors – Advisory Boards – Payment of Gratuity – Employees Provident Fund Scheme – Pension Scheme – Insurance Scheme.

UNIT-IV

Workmen's compensation Act 1923, Amount of compensation – Distribution of compensation – Enforcement of Act.

UNIT V

Payment of Bonus Act – Meaning, Definition – Eligibility for Bonus – Disqualification for bonus – Consumer Protection Act.

Reference Books :

1. Elements of mercantile law – N.D. Kapoor Sultan Chand & son's
2. Indian Mercantile Laws, Davar

II BBA

SEMESTER IV

Core IX - ORGANISATIONAL BEHAVIOUR

Objective: It enables the students to understand the individual's contribution to organisational behaviour and performance by recognizing the importance of personality, perception, Attitudes and learning.

UNIT-I

Organisational Behaviour – Definition – Features – Various approaches – Process and Models of Organisational Behaviour.

UNIT-II

Group Dynamics – Definition – Types of groups – Group norms – Group cohesiveness – Five stages of group development – Group decision making – Types – Steps – Techniques.

UNIT-III

Definition of Motivation – Nature of Motivation – Importance – Techniques - Types of Motivation – Morale – Conflict Management.

UNIT-IV

Stress Management – Meaning and definition – Nature of Stress – Source – Coping strategies for Stress – Individual and Organization approaches.

UNIT-V

Meaning of Change – Types of Changes – Meaning and definition of Organizational development – Characteristics – Need – benefits – Steps in Organization Development.

Reference Books :

1. Organisational Behaviour, C.M. Prasad, Sultan Chand & Sons
Organisational Behaviour, Dr. P. Sekar

II BBA
SEMESTER IV
CORE X -MANAGEMENT ACCOUNTING

Objective: The objective is to introduce the basic concepts in accounting which can be applied in managing the funds of a firm.

Unit – I

Management Accounting – Meaning, Nature, Functions, Scope, Advantages and Disadvantages. Management Accounting Vs. Financial Accounting and Cost Accounting. Financial Statement Analysis Comparative, Common size and Trend Percentages.

Unit – II

Ratio Analysis – Meaning, Mode of Expression, Merits and Demerits – Classification of ratios. Du Pont Control Chart.

Unit – III

Fund Flow Statement – Meaning , Merits and demerits – preparation of fund flow statement. Cash flow statement – meaning, merits and demerits – preparation of cash flow statements.

Units – IV

Marginal costing – Meaning, merits and demerits. Differences between absorption costing and marginal costing. Breakeven chart – Assumptions, merits and demerits. Application of marginal costing.

Unit – V

Budgetary control-meaning, objectives, merits and demerits, steps in Budgetary control – classification of Budgets. Zero Base Budgeting.

Note: 60marks are allotted to the problems and 40 marks to the theory questions in the question paper.

Text Books:

1. Management Accounting - R.S.N.Pillai and Bagavathi

2. Management Accounting – S.N.Maheswari
3. Management Accounting – Khan and Jain (TMH)
4. Management Accounting – Manmohan and Goyal.

Class: II BBA

SEMESTER IV

ALLIED V - BUSINESS MATHEMATICS

Objective: It is the application of statistical techniques to a business decision problem depends on the availability and reliability of statistical data.

UNIT-I

Set Theory – Set Definition – Operations on sets – Venn Diagrams – Law of Sets – Verification of Laws by Venn diagrams and Examples.

UNIT-II

Elements of Co-ordinate geometry – Distance between two points – Break Even Analysis.

UNIT-III

Differentiation – Applications of Derivative – Marginal Cost – Marginal Revenue – Maxima and Minima conditions – Problems.

UNIT-IV

Simple Interest – Compound Interest – Discount on Bills – True Discount – Bankers Discount – Bankers Gain-Present Value.

UNIT-V

Matrix – Definition – Types – Matrix Equation – Transpose of Matrix – Inverse of Matrix.

Reference Books :

BUSINESS MATHEMATICS (Third Edition), Dr. P.R. Vittal, Margam Publications, Chennai.

Class: II BBA

SEMESTER IV

ALLIED VI - COMPUTER APPLICATIONS IN BUSINESS-II

Objective: To enable the students to acquire basic knowledge in the fundamentals of computers and its applications in the various areas of business.

UNIT-I

MS-Power Point – Meaning and Features – Presentation – Inserting – Running.

UNIT-II

MS ACCESS – Introduction to Access and Database – Creating tables – data types – Creating Forms – Creating queries – Types of queries – Creating reports.

UNIT-III

Introduction to Internet – History of Internet – Uses and advantages of Internet – Connection of Internet – WWW – Web Pages – Email and Voicemail.

UNIT-IV

E-Commerce – Introduction, definition – Nature and Scope of E-Commerce – E-Commerce Models.

UNIT-V

Electronic Payment Systems – Types – Electronic Fund Transfer – Smart Cards and Debit Cards on Internet – Electronic Data Interchange – Value Added Networks.

Reference Books :

1. MICROSOFT OFFICE: Ginicourter and Annette Marquis, BPB Publications, New Delhi
2. MICROSOFT OFFICE FOR WINDOWS: Steve Sagman, Peach pit Press
Computer Application in Business: S.V. Srinivasa Vallabhan,
Sultan Chand & Sons, New Delhi

PART IV

SBS II COMMUNICATIVE SKILLS

Objective : The objective of the course is to acquaint the students with the basic concepts and techniques of communication that are useful in developing the skills of communicating effectively, and also for giving basic ideas of research methods and their reporting.

UNIT-I

Pronunciation of Words – Correct Pronunciation – Phonetic Symbols and Sounds.

UNIT-II

Communication – Process – Importance – Barrier – Oral Communications skill – Meeting, Seminar and Conferences.

UNIT-III

Dialogue – Telephone Conversation – Master to correct grammar, Pronunciation, Stress and Intonation.

UNIT-IV

To learn new words from the programmes – Exercise in Work-Making – Antonyms – Prefixes and Suffixes – Crossword Puzzles.

UNIT-V

Non Verbal Communication Skills: Postures, Gestures.

Books and Audio-Visual Aids Recommended:

1. Power Vocabulary, Visual & Media Works, Chennai
Learn to Speak English, Visual & Media Works, Chennai

Class: III B.B.A

SEMESTER - V

CORE XI- OPERATIONS MANAGEMENT

Course Objective: Upon completing this course, students should be able to:

- understand the strategic role of operations management in creating and enhancing a firm's competitive advantages
- understand the interdependence of the operations function with the other key functional areas of a firm
- apply analytical skills and problem-solving tools to the analysis of the operations problems

UNIT-I

Operation Management – Definition – Importance – Functions – Advantages
– Production Systems – Process – Product – Continuous – batch – job order
operating – Scheduling, routing Procedures – PERT- CPM.

UNIT-II

Plant location – Factors affecting plant location – Plant layout – Types of
layout

UNIT-III

Plant Maintenance – Merits and demerits – Production Planning and Control
– Objectives – Work study – Method study and work measurement.

UNIT-IV

Stores – Stores Organization – Inventory Control Techniques – ABC
Analysis – Productivity improvement – Operations Strategy.

UNIT-V

Material handling – Objectives – Principles – Equipments – Quality Control
– Control Charts – Value Analysis and Waste Control.

Reference Books:

1. Production and Operations Management, Dr. B.S. Goel
2. Production Management, Elwood Buffa
3. Integrated Materials Management, Gopalakrishnan

Class: III B.B.A

SEMESTER - V

CORE XII - MARKETING MANAGEMENT

Objective: It is designed to serve as an introduction to the theory and practice of marketing. We will explore the theory and applications of marketing concepts through a mix of cases, discussions, lectures, guest speakers, individual assignments, and group projects. We will draw materials from a variety of sources and settings including services, consumer and business-to-business products.

UNIT-I

Marketing – Definition – Nature and Scope – Marketing Management – Consumer Behaviour – Consumer Decision Making.

UNIT-II

Product – Product Classification – Product Policies – Product Planning and Development – Product life cycle.

UNIT-III

Pricing – Pricing Objectives – Kinds of Pricing – New Product Pricing – Channels of distribution – Channels function – Retailing and Wholesaling.

UNIT-IV

Advertising – Meaning and Importance – Types of advertising – Advertising Media – Media Selection – Advertising budget – Advertising agency.

UNIT-V

Sales Promotion – Objectives – Kinds of Sales Promotion.

Reference Books :

1. Marketing – Dr. N. Rajan Nair
 2. Marketing Management – Philip Kotler
- Marketing Management – Dr. P.C. Sekar:

Class: III B.B.A

SEMESTER - V

CORE XIII - HUMAN RESOURCE MANAGEMENT

Objective : The objective of the course is to teach the basic principles of strategic human resource management—how an organization acquires, rewards, motivates, uses, and generally manages its people effectively.

UNIT-I

Human Resource Management – Meaning and Definition – Objectives – Scope and Importance – Functions – Role of Human Resource Manager – Human Resource Policies – Challenges.

UNIT-II

HRD – Meaning and definition – Objectives- Needs and importance – Process – Job Analysis – Components – Contents – Job Evaluation.

UNIT-III

Recruitment – Internal and External Sources – Factors affecting Recruitment – Selection – Methods – Process – Placement and Socialisation – Training – Purpose – Principles and benefits – Types.

UNIT-IV

Wage and Salary Administration – Principles – Components – Rewards – Motivation Theories – Career Management – Industrial Relations & Grievances – Scope and importance – Causes and Remedies – Procedure.

UNIT-V

Performance Appraisal – Objectives – Methods – Importance –
Participate Management – Knowledge Management – Basic Concepts.

Class: III B.B.A

SEMESTER - V

CORE XIV - FINANCIAL MANAGEMENT

Objective: The objective of this paper is to highlight the students the importance of financial management.

UNIT – I

Nature of financial management – objectives of the firm: profit maximization Vs. Wealth maximization. Functions of finance investment decision, financing decision and dividend decision organization of the finance function controller Vs. Treasure.

UNIT – II

Source of capital – long term , intermediate term and short term- types of securities – dept equity and preferred stock – capital structure planning – effect of leverage of EPS – EBIT – EPS analysis.

UNIT – III

Working capital and cash management – working capital policies, management and determinants of working capital. Importance, advantages and disadvantages of working capital.

UNIT – IV

Management of receivables – nature, goals and cost of maintaining receivables. Aspects of credit policy, credit terms credit standards and collection policy- credit procedures for individual accounts cost of capital: cost of debt, cost of equity, cost of retained earnings and weighted average cost of capital.

UNIT – V

Techniques of capital budgeting – capital budgeting process. Time value of money- investment evaluation methods: payback period accounting rate of return , net present value and internal rate of Return. Dividend decision – factors affecting dividend decision.

Note : theory 40 % problem 60%.

Text book:

1. Financial management- I M Pandey (Vikas publishing House Pvt. Ltd)
2. Financial management – Principles and practices – Dr.S.N.Maheshwari
(sultan chand & sons)

Class: III B.B.A

SEMESTER - V

CORE XV RESEARCH METHODOLOGY

Objective: The aim of the course is to give the research student primary:

- Understanding of statistical theory and methodology and its application in statistical surveys and analyses.
- Ability to conduct basic statistical surveys, calculations and analyses
- And a deeper understanding of statistical methods relevant for the students research area.

UNIT-I

Research Methodology – Meaning – Importance – Types – Approaches – Criteria of Good Research – Problems encountered by Researchers in India – Research Process.

UNIT-II

Sampling fundamentals – Samples Design – Measurement and Scaling Techniques.

UNIT-III

Methods of Data Collection – Questionnaire construction – Methods.

UNIT-IV

Hypothesis – Importance – Types – Functions – Characteristics – Process and Analysis of Data.

UNIT-V

Interpretation and Report Writing – Using Library and Internet in Research.

Reference Books:

Research Methodology: Methods and Techniques, Kothari, Wiley Easter Ltd Publications.

Class: III B.B.A

SEMESTER - V

SBS III – PRINCIPLES OF INSURANCE

Objective: It enables Students to be aware of unforeseen risk in the near future.

UNIT – I

Insurance – Definition, nature, evolution, role and importance of insurance – insurance contract – Insurance Act 1938.

UNIT – II

Life Insurance – Definition, Nature- types of policies- annuities – selection of risk, measurement of risk and mortality table – calculation of premium – sub standard risk – the reserve – investment of funds – policy condition – life, 1956-progress.

UNIT III

Marine Insurance : Nature – types of policy – policy conditions, premium calculation – marine losses – payment of claims – Marine Insurance Act 1963 – progress.

UNIT – IV

Fire Insurance: Nature – Fire insurance contract – types of policy – policy condition – rate fixation – payment of claims – reinsurance – general insurance business nationalization Act 1972- progress.

UNIT-V

Miscellaneous Insurance: Motor Insurance, burglary and personal accident insurance- rural insurance – urban nontraditional insurance – prospects of insurance – privatisation of insurance industry.

TEXT BOOKS: Insurance Principles and Practices – M.N> Misara, S. Chand and co, Delhi, 2003.

III BBA

Class: III B.B.A

SEMESTER – VI

Core XVI – MANAGEMENT INFORMATION SYSTEM

Objective: comprises an introduction to the foundations, technology and applications of Management Information Systems (MIS). The course emphasizes 'Systems Thinking;' *i.e.*, the conceptualization of Information Systems as structured configurations of elements behaving collectively to serve the information needs of an organization.

UNIT – I

MIS: Concept, definition, and Role of the Management Information system – Management Information System and Computer. MIS and the User. Strategic Management – Types of Strategies: Overall Company Growth, Product and Market.

UNIT II

Decision making: Rational Decision Making – Problems in making rational decisions – Herbert Simon's Decision Model Methods for decision alternatives. Meaning of Information – Quality of Information – Parameters of Quality – Classification of Information.

UNIT III

Development of MIS – Contents of MIS plan – Ascertaining the class of Information Organisation Functional. Knowledge Decision support and operational. Prototype Approach and Life Cycle Approach. Implement of the MIS Factors of success Failure in the MIS.

UNIT IV

Project planning and control models; mathematical programming and linear programming. Inventory control models; ABC Analyses, MRP system. Artificial

Intelligence System – Three Categories. Knowledge Based Expert System – Components.

UNIT V

Database Management system: meaning of database & DBMS-contents of DBMS. Database Models; Hierarchical, Network and Relational. Security in the Database Environment. RDBMS –: Meaning – Twelve Rules.

Text Book:

Management Information Systems - W.J.Jawadekar (TMH)

Reference Book:

1. Management Information Systems - Gordon B.avis and Margrethe H.Olson T

DEPARTMENT OF BUSINESS ADMINISTRATION

COURSE: III BBA

Semester: VI

Paper: CORE- XVIII

Code : 14UBAC62

No. Of credits : 4

No. Of hours allotted : 5

Title of Paper : CONSUMER BEHAVIOUR

Objectives: On successful completion of the course the students should have:

Understood consumer motivation and perception

Learnt consumer learning and attitude

Learnt consumer decision making

UNIT – I

Introduction - Consumer Behaviour – definition - scope of consumer behaviour – Discipline of consumer behaviour – Customer Value Satisfaction – Retention – Marketing ethics.

UNIT – II

Consumer research – Paradigms – The process of consumer research - consumer motivation – dynamics – types – measurement of motives – consumer perception.

UNIT – III

Consumer Learning – Behavioural learning theories – Measures of consumer learning – Consumer attitude – formation – Strategies for attitude change

UNIT – IV

Social Class and Consumer Behaviour – Life style Profiles of consumer classes – Cross Cultural Customers Behaviour Strategies.

UNIT – V

Consumer Decision Making – Opinion Leadership – Dynamics – Types of consumer decision making – A Model of Consumer Decision Making

REFERENCE BOOKS:

Leon G. Schiffman and Leslie Lazar Kanuk, Consumer Behaviour, Prentice – Hall of India, Sixth Edition, 1998.

Paul Green Berg – Customer Relationship Management – Tata Mc Graw Hill , 2002

Barry Berman and Joel R Evans – Retail Management – A Strategic Approach- Prentice Hall of India, Tenth Edition, 2006

Gibson G Vedamani – Retail Management – Functional Principles and Practice, Jaico Publishing House, Second Edition,

DEPARTMENT OF BUSINESS ADMINISTRATION

COURSE: III BBA

Semester: VI

Paper: ELECTIVE -II

Code : 14UBAE61

No. Of credits : 5

No. Of hours allotted : 5

Title of Paper : RETAIL MARKETING AND MANAGEMENT

Objective: It is designed to serve as an introduction to the theory and practice of Retail marketing.

UNIT –I:

Managing Retail Business – Retail Organisation and HRM – Operations management - Financial and operations dimension –Managing retail services – Service characteristics – Branding perceptions of service quality – Sales force management.

UNIT –II:

Retail management situation analysis – Retail institutions by stores based strategy mix – web – non stores based and other forms of non – traditional retailing –Trading marketing trading area analysis.

UNIT –III:

Retail pricing – concept – element of retail price – Determining the price – Retail pricing policy strategy – adjustment to retail price.

UNIT –IV:

Retail marketing – Role of marketing in retail, marketing mix in retail – Retail image , communication mix, advertising ,sales promotion , personal selling , POP (Point Of Purchase),Display.

UNIT –V:

Importance of IT in retail – factors affecting the use of technology – internet retailing – international and globalization – shopping at world stores – going international process – culture business and international management.

TEXT BOOK :

1. Swapna Pradhan - Retail Management – Tata McGraw Hill – 2009

REFERENCE BOOKS :

1. Rajan Nair - Marketing Management - Sultan Chand & Sons – 1997
2. Cundiff & Still - Fundamentals of modern marketing - Sultan Chand & Sons - 1997

DEPARTMENT OF BUSINESS ADMINISTRATION

COURSE: III BBA

Semester: VI

Paper: SBS IV

Code : 14UBAS61

No. Of credits : 2

No. Of hours allotted : 2

Title of Paper : INTERVIEW PROCEDURE

Objective:

Interview procedure demonstrate self-motivation, the ability to motivate others, results and the ability to solve problems.

UNIT- I :

Elements of interview - Oral , Observational , face to face , conversational, Personal evaluation.

UNIT –II :

Pre interview stage : Self assessment , Factors considered in selecting a company factors in choosing a job for applying certificate arrangement.

UNIT- III :

Preparing for interview : Dress code , need for punctuality , Avoiding tensions and nervousness. Qualities observed during the interview.

UNIT- IV:

How to answer the questions , Commonly asked questions , need for preparation ,Post interview behavior.

UNIT -V:

Attitude formation – Reasons for negative attitude , Components , functions and developing positive mental attitude.

Reference Books :

- 1.Preparing for your interview - Diane Berk (Viva books Pvt Ltd.,)
2. Planning career in 21st
Century job market – Farhathullah (Boston Publishers)
- 3.How to succeed at interviews - Sudhir Andrews (Tata Mcgraw Hill)

DEPARTMENT OF BUSINESS ADMINISTRATION

COURSE: III BBA

Semester: VI

Paper: SBS V

Code : 14UBAS62

No. Of credits : 2

No. Of hours allotted : 2

Title of Paper : GROUP DISCUSSION SKILLS

Objective :

Group discussion is a prevalent tactic used as an important tool for personality assessment. This is commonly used method to evaluate the overall personality of Students.

UNIT -I

Self assessment : Preparing Bio data , Curriculum vitae , Resumes – Functional ,Chronological.

UNIT- II

Group discussion – Meaning , Uses , Objectives.

UNIT- III

Preparing for discussion – Leading the discussion.

UNIT- IV

Answering questions , Accepting other views and summarizing.

UNIT- V

Post Discussion Behaviour - Evaluation of Merits & Pitfalls in Discussion.

REFERENCES:

1. Group discussions at a Glance - Competition success Review
2. Self Analysis - L.Ron Hubbard
3. Group discussions & Interviews - BR.Kishore & D.Baul.

DEPARTMENT OF BUSINESS ADMINISTRATION

COURSE: III BBA

Semester: VI

Paper: SBS VI

Code : 14UBAS63

No. Of credits : 2

No. Of hours allotted : 2

Title of Paper : INTERNAL AUDIT

Objective: This *course* helps the students to understand the , concepts, principles, and techniques of *internal auditing*.

UNIT I

The nature of internal auditing - Definition of and reason for internal

Auditing - objectives, scope, responsibility and authority/independence and

Objectivity – fraud - ethics.

UNIT II

Administration of the internal auditing department - Reporting status -selection of staff - orientation and training of staff, staff guidelines -evaluation of staff- long range audit .

. UNIT III

Internal Control - Systems development controls/organizational controls

procedural controls, Control in an EDP system - The auditor's environment.

UNIT IV

Tools and techniques of Internal audit - Audit programmes-audit .

UNIT V

Organisational planning and development - personnel administration - physical distribution - production planning and control.

References

1 Edds J. Auditing for Management, Toronto Ontarios, Sir Isaac Pitman Ltd., Latest edition

2 Mints F: Behavioural Patterns in internal Audit Relationships, Orlando, Florida: Institute of Internal Auditors Inc., Latest edition

3 Brink V: The Internal Auditor, Review of Organisational Control, Florida. The Institute of Internal Auditors Inc Latest edition

4 Brink V. Cawhin J & Witt H: Modern Internal Auditing 3rd

Ed., New York,

Ronald Press, Latest edition

5 Sawyer L.B: The Practice of Modern Internal Auditing, Orlando, Florida : Institute of Internal Auditors Inc Latest edition.

6 V.S. Agarwal, "Internal Auditing", Professional book publishers

7 Arora R.C., "Internal Auditing, Principles and practices, ILBC Publisher

