

B.B.A

1. SCOPE OF THE COURSE

B.B.A. is a high profile undergraduate program aimed to create enhanced competence of career positioning tied up with opportunity to become a global business and management professional. The program expects a serious commitment of the student to take up challenging study schedules and assignments. The course involves a blend of theoretical education and practical training which run concurrently for a period of three years and equips a student with knowledge, ability, skills and other qualities required for professional executives.

The uniqueness of the program is its content and topic coverage, the teaching methodology and the faculty. The syllabus has been designed at a level equal to that of professional courses. The teaching methodologies include classroom lectures, industrial visits, orientation, internship, case study and research work. Focus is also on developing soft skills of the students. For Core subjects, Outsource Guest Lectures by Industrialists and Professional Men will be arranged to enable the students to get wider exposure. Students joining in this program can also enroll for any one of the professional courses offered like MBA, MIBA ,etc.

2. SALIENT FEATURES

- ✓ Course is specially designed for a higher level Career Placement and to get in-depth knowledge to meet the demand of the current education scenario..
- ✓ Special Guest lectures from Industrialists, Bankers, and Business Executives will be arranged.
- ✓ Exclusively caters to students interested in pursuing professional courses like MBA, MIBA.
- ✓ Special Industry Orientations and Training are parts of the Degree Course.
- ✓ Project work is included in the syllabus to enhance conceptual, analytical & deductive skills.

3. OBJECTIVES OF THE COURSE

- ❖ To enable the students to acquire professional knowledge over Business and other related subjects.
- ❖ To impart knowledge in advanced concepts and applications in various fields of Management.

- ❖ To embed practical knowledge in the minds of students through industrial visits and various training programmes.
- ❖ To enable the students to gain knowledge over the recent developments in the various areas of Management.
- ❖ To orient the students in the applied aspects of different advanced business practices.
- ❖ To equip the students to occupy important positions in Business, Industries and related organizations.
- ❖ To inspire the students to apply their knowledge gained for the development of society in general.

4. ELIGIBILITY FOR ADMISSION

Candidates seeking admission to the first year Degree course **B.B.A.** shall be required to have passed

- a) Higher Secondary Examination (Academic or Vocational Stream) conducted by the Government of TamilNadu.
- (or)
- b) Any examination accepted as equivalent thereto by the syndicate of Periyar University. Preference will be given to those who have taken commerce as a subject in the qualifying examination.

5. TRANSITORY PROVISIONS

Candidates who have undergone the UG Course of study before 2017-18 shall be permitted to appear for the examinations under the same regulations for a period of three years i.e., upto and inclusive of the examination of April/May 2019-20. Thereafter, they will be permitted to appear for the examination only under the regulations then in force. Supplementary examinations will be conducted within a month. In case of failure she has to complete within 5 years.

6. CHOICE BASED CREDIT SYSTEM

Choice Based Credit System is a flexible system of learning. It allows different weightages in different courses based on the utility in the over all structure of curriculum. It permits the students to

1. Choose electives from wide range of elective courses.
2. Undergo additional courses and acquire more than the required number of credits.
3. Adopt an inter – disciplinary approach in learning.

7.ELIGIBILITY FOR AWARD OF DEGREE

A student is eligible for the award of the degree only if she has undergone the prescribed course of study in the college for a period of three academic years (UG) / two academic years (PG) and passed the examinations of all the semesters prescribed earning 140 credits for U.G. and 90 credits for P.G.

8. DURATION

The total period of study for each programme is as below U.G. Three years - 6 semesters P.G. Two years - 4 semesters Each academic year is divided into two semesters. The total number of working days is 90 days for each semester.

a) CURRICULUM

U.G. Programme

Part – I : Tamil / Hindi / Malayalam / any other

Part – II : English

Part – III : Core Subjects

Allied Subjects

Electives

Project – Individual / Group Project

Part – IV : Skill Based Electives
Non – Major Electives
Environmental Studies
Value Educations

Part – V - Extension activities

b) Extension Activities

All students should enroll in **Part V Vivekanandha Outreach Programme** – to enable her to complete a degree course. Active participation of the student throughout the year in the extension activities of her choice is mandatory. **(1 Credit in VI Semester)**

9.THE MEDIUM OF INSTRUCTION AND EXAMINATIONS

The medium of instruction and examinations, for the papers under part I and II shall be in the language concerned. For part III and IV the medium of instruction and examinations shall be English.

10. EVALUATION OF THE STUDENTS

The evaluation of the students in a particular course is based on their performance in (i) the Continuous Internal Assessment (CIA) and (2) the End Semester Examinations. (ESE)

For each theory paper the maximum marks for Continuous Internal Assessment and End Semester Examinations are 25 and 75 respectively and for **practical paper** the corresponding marks are 40 and 60 in both U.G. and P.G. courses.

11. CONTINUOUS INTERNAL ASSESSMENT (CIA)

For theory papers two CIA tests with duration of One hour each and one Model Examination with **Three hours** duration will be conducted every semester. **For practical it is as decided by the respective Board of Studies.** CIA test and Model Examinations will be conducted as per End semester Examination pattern.

Schedule of Internal Assessment Tests and Model Examinations are decided in advance by the Principal in consultation with the Controller of Examinations and Heads of the departments and is given in the Hand book.

Every candidate is required to get prior permission (before the test / model examination is conducted) from the Head of the Department and the Principal to write the test at a later date on valid reasons/ medical grounds. Where no such permission is obtained, the decision of the Head of the Department and the Principal, to hold or not to hold separate examination for any such candidate shall be final.

The valued answer script of CIA tests (1&2) and Model Examination shall be given to the candidates within 5 days after completion of the tests and examination for their personal verification during the class hours and collected back with the signature. The tests marks should be submitted to the office of the Controller of the Examinations immediately after getting the signature from the students.

12. CONTINUOUS INTERNAL ASSESSMENT

The weightage assigned to various components of the Continuous Internal Assessment is as follows.

| | | UG | PG |
|------------------------------|----|----|----|
| 1. CIA Test I & II (Average) | 5 | 5 | |
| 2. Model Examination | 10 | 5 | |
| 3. Assignment | 5 | 5 | |
| 4. Seminar | 0 | 5 | |

5. Attendance

| | | | |
|---------------|---|-----------|-----------|
| Upto 75% - 0 | } | | |
| 76 – 80% - 1 | | | |
| 81 – 85% - 2 | | | |
| 86 – 90% - 3 | | 5 | 5 |
| 91 – 95% - 4 | | | |
| 96 – 100% - 5 | | | |
| | | ----- | ----- |
| | | 25 | 25 |
| | | ----- | ----- |

CIA marks are calculated by the teacher concerned, entered in the register, signed by the candidates and approved by the Heads of Departments and the Principal.

The hard copy and the soft copy (through email) of the CIA marks are submitted to the office of the Controller of Examinations before the last working day of every semester.

13. END SEMESTER EXAMINATIONS

End Semester Examinations will be conducted for both **theory** and **practical papers** at the end of each semester (in the month of November for odd semester and April – May for the even semester).

14. END SEMESTER EXAMINATIONS SCHEDULE

The schedule for End Semester Examinations is fixed by the Controller of Examinations in consultation with the Principal and Heads of the Departments and is displayed on the notice board and also is circulated to the staff and students through College website (www.vicas.org).

15. ATTENDANCE

The guidelines of attendance requirement issued by the Periyar University are adopted by the college.

| SNO | Percentage of attendance | Remarks |
|-----|---|--|
| 1 | Secured not less than 75% of attendance of the 90 working days during the semester. (67.5 days) | Students are permitted to take the End Semester Examinations of any semester |

| | | |
|---|--|---|
| 2 | Secured attendance between 74% and 65% | Students can write the exam after paying the condonation fee. |
| 3 | Secured attendance between 64% and 50% | Compensate the shortage in attendance in the subsequent semester and appear for both semester papers together at the end of the latter semester with condonation fee. |
| 4 | Secured below 50% attendance | not eligible to write the End Semester Examinations and she has to rejoin the same semester. |

16. QUESTION PAPER

Question Papers for the End Semester Examinations theory papers are set by the external question paper setters and are scrutinized by a team of external experts in the discipline concerned.

For End Semester Practical examinations, setting of question paper, conduct of examinations and valuations are done by both internal and external examiners.

17. HALL TICKETS AND INSTRUCTIONS

Hall Ticket which contains Subject code, title, Date, Session, Block name, Hall number & seat number for the End Semester Examinations will be issued to eligible students on time before the End Semester Examinations. Students must bring the Hall Ticket and the college ID Card to every session of the End Semester Examinations for verification.

No student enters the Examination Hall after ½ hour from the commencement of the Examination.

Students can bring to the examination hall only ordinary scientific calculator. They can use the mathematical, statistical or any other table (if required) provided by the college during the End Semester Examinations.

Students are not allowed to bring programmable calculators / Mobile phones or any other unwanted materials inside the Exam Hall.

18. MALPRACTICE

Any kind of malpractice during the End Semester Examinations / Practical Examinations is strictly prohibited. If it is found she will be debarred from writing that particular paper in that semester or all the papers in that semester based on the nature of the malpractice. A Complaint regarding the End Semester Examinations Question Papers must be brought to the Controller of Examinations on the same day of the examination by the HOD concerned or the class teacher concerned.

19. EVALUATION

After giving dummy numbers the answer scripts are valued by 100% external examiners. The End Semester Examinations results are published in the college website within 10 – 15 days from the date of last examination and it is also put up on the notice board.

a) REVALUATION AND TRANSPARENCY

Provision is available for Improvement / Retotalling / Revaluation / obtaining photo copy of the valued answer scripts for current semester papers.

Students can apply for obtaining photo copy of valued answer scripts to the Controller of Examinations through the Principal in the prescribed format along with the prescribed fee within five working days from the date of publication of results.

After scrutinizing the paper they can apply for revaluation within **three days** (after obtaining the photo copy).

If the marks scored in the revaluation are less than the original marks, original marks will be considered. If the mark scored in the revaluation is higher than the original marks the marks obtained in the revaluation shall stand.

If the difference in marks in the original valuation and the revaluation is more than 10, a third valuation will be done and the average of the nearest two marks shall be the final marks awarded.

c) PASSING MINIMUM

There is no minimum pass marks for CIA The minimum mark to obtain a pass in UG Programme is 40% in ESE and 40% in the aggregate of CIA+ESE. The minimum mark to obtain a pass in PG Programme is 50% in ESE and 50% in the aggregate of CIA+ESE.

d) MODERATION

A maximum of 8 marks shall be awarded as moderation to each candidate/per semester in the ESE Theory Papers as well as revaluation papers, subject to the following limits: For a maximum of 100 marks - Not exceeding 5 marks/paper For a maximum of 75 marks – Not exceeding 4 marks/paper For a maximum of 50&55 marks – Not exceeding 3 marks/paper.

e) IMPROVEMENT

A student who obtains a pass mark in a paper in the first attempt can appear for the same paper only in the immediate next semester. Reappearance for improvement is allowed only in theory papers. The highest marks whether the original or improvement will be considered as the final mark. However the improvement marks will be considered only for classification and not for ranking. When there is no improvement there will not be any change in the original mark, already awarded.

f) SUPPLEMENTARY EXAMINATIONS

In order to provide an opportunity to the failed final U.G. and P.G. students to complete the programme in the same year without any loss of time supplementary examinations are conducted within 20 days from the date of publication of even semester results of the final year.

1. Student who has cleared all the papers of earlier semesters (First to fifth Semester U.G. / First to Third Semester P.G.) but has failed in one or two papers written in the final semester will be allowed.
2. Student who has cleared all the papers except only one paper in all the semesters can also apply to the supplementary examinations. Student can apply for Supplementary Examinations to the Controller of Examinations through the Principal in the prescribed format along with prescribed fee within seven working days from the date of publication of results.

g) REAPPEARANCE OF FAILED STUDENTS

A student failed in the End Semester Examinations can appear for the papers in the subsequent End Semester Examinations. Failure in any paper / papers in the ESE or absence from the ESE shall not cause detention of the candidate in that semester. All the registered candidates shall be promoted to the next semester.

20 . CREDIT FOR UG COURSE

| Credit for U.G. Course Part | Particulars | Credit | |
|-----------------------------|---|---------------|--|
| | | B.A., /B.Sc., | B.Com., / B.Com (CA) / B.B.A., / B.B.A (CA), / B.C.A., |
| Part I | Foundation Tamil / Hindi / Malayalam / French | 12 | 6 |
| Part II | Foundation English | 12 | 6 |
| Part III | Core | 63 | 75 |
| | Allied/ Allied Practical (16+12) | 28 | 28 |
| | Electives(2) | 6 | 6 |
| Part IV | Skill Based Electives (4) | 8 | 8 |
| | Non Major Electives (2) | 4 | 4 |
| | Environmental Studies/ Yoga | 4+2 | 6 |
| Part V | Extension Activities | 1 | 1 |
| TOTAL | | 140 | 140 |

21. CREDIT FOR PG COURSE

| Particulars | credit |
|----------------------------|--------|
| Core, Elective and Project | 90 |
| Human Rights | 1 |
| TOTAL | 91 |

The only credit earned for Part V Extension Activities of a successful student shall not be taken into consideration for classification / Ranking / Distinction.

22. MARK STATEMENT

Mark Statement Issued at the end of each semester will indicate the credits and marks / grades obtained in each course.

a)CLASSIFICATION, GRADE, GRADE POINT, GPA & CGPA

The grades are given on the basis of the percentage of marks scored by the students as shown below:

| CGPA | Grade | Classification of Final Result |
|-----------------------------|-------|--------------------------------|
| 9.5 – 10.0 | O+ | First Class – Exemplary * |
| 9.0 and above but below 9.5 | O | |
| 8.5 and above but below 9.0 | D++ | First Class – Distinction * |
| 8.0 and above but below 8.5 | D+ | |
| 7.5 and above but below 8.0 | D | |
| 7.0 and above but below 7.5 | A++ | First Class |
| 6.5 and above but below 7.0 | A+ | |
| 6.0 and above but below 6.5 | A | |
| 5.5 and above but below 6.0 | B+ | Second Class |
| 5.0 and above but below 5.5 | B | |
| 4.5 and above but below 5.0 | C+# | Third Class |
| 4.0 and above but below 4.5 | C# | |
| 0.0 and above but below 4.0 | U | Re - appear |

* The candidates who have passed in the first appearance and within the prescribed semester of the U.G. & P.G. Programme (Major, Allied and Elective courses alone) are eligible.

Only applicable to U.G. programme.

In the consolidated mark sheet issued, the class in which the candidate has passed will be given separately for Part I, II and III. Grade Point Average (GPA) will be given for Part III (Including only core & allied courses) as well as for all the components of the curriculum separately for UG Programme and for the PG programme based on all the subjects studied by the student.

The Grade Point Average (GPA) will be calculated as follows at the end of the Programme.

C_i = Credits earned for course i in any semester

G_i = Grade Point obtained for course i in any semester

n refers to the semester in which such courses were credited

For a Semester :

$$\text{GRADE POINT AVERAGE [GPA]} = \frac{\sum C_i G_i}{\sum C_i}$$

Sum of the Multiplication of grade points by the credits of the courses

$$\text{GPA} = \frac{\text{Sum of the Multiplication of grade points by the credits of the courses}}{\text{Sum of the credits of the courses in a semester}}$$

For the entire programme :

CUMULATIVE GRADE POINT AVERAGE [CGPA = $\frac{\sum_n \sum_i C_{ni} G_{ni}}{\sum_n \sum_i C_{ni}}$]

CGPA = $\frac{\text{Sum of the multiplication of grade points by the credits of the entire programme}}{\text{Sum of the credits of the courses of the entire programme}}$

b) CRITERIA FOR RANK

1. Marks secured in all the papers are considered for P.G. programmes and marks secured in core and allied courses that is Part – III are considered for U.G. programme.
2. Student must have passed all papers in the first attempt in the respective semesters.
3. Student should have completed the courses with the minimum period prescribed for the course of study.
4. Improvement marks will not be considered for ranking but will be considered for classification.

22) TRANSFER OF STUDENTS

Students seeking a transfer to the U.G. and P.G. degree course in VICAS have to fulfill the following conditions.

1. Seats must be available in the department concerned.
2. The students should not have any arrear paper if they are coming from non Autonomous Colleges.
3. The student must write the papers which are offered in our college, if those papers are not included in the syllabus of the previous college.

SYLLABUS
BATCH : 2017-2020
(III YEAR)

BBA - COURSE PATTERN (BATCH :2017-2020)

| SEM | SUBJECT CODE | COURSE | SUBJECT TITLE | HR/ WEEK | C | INT | EXT | MARK |
|--------------|----------------------|-------------------|---|-----------|-----------|-----|-----|------------|
| I | 17U1LT01 17U1LT01 | Languages | Tamil or anyone of the Modern or Classical language -I | 6 | 3 | 25 | 75 | 100 |
| | 177U1LE01 171LE01 | Languages | English –I | 6 | 3 | 25 | 75 | 100 |
| | 17U1BAC01 | Core Course- I | Business Organization | 4 | 4 | 25 | 75 | 100 |
| | 17U1BAC02 | Core Course- II | Principles of Management | 4 | 4 | 25 | 75 | 100 |
| | 17U1MAA02 | Allied I | Statistics for Management | 4 | 4 | 25 | 75 | 100 |
| | 17U1BACP01 | Core Practical -I | Business Practical-I | 4 | 0 | - | - | - |
| | 17U1VE01 | Value Education | Yoga | 2 | 2 | 25 | 75 | 100 |
| Total | | | | 30 | 20 | | | 600 |
| II | 17U2LT02 17U2LT02 | Languages | Tamil or anyone of the Modern or Classical language -II | 6 | 3 | 25 | 75 | 100 |
| | 17U2LE02 17U2LE02 | Languages | English –II | 6 | 3 | 25 | 75 | 100 |
| | 17U2BAC03 | Core Course- III | Business Communication | 4 | 3 | 25 | 75 | 100 |
| | 17U2BAC04 | Core Course-IV | Principles of Marketing | 4 | 3 | 25 | 75 | 100 |
| | 17U1BACP01 | Core Practical-I | Business Practical-I | 2 | 2 | 40 | 60 | 100 |
| | 17U2MAA05 | Allied II | Operation Research | 4 | 4 | 25 | 75 | 100 |
| | 17U2ES01 | Value Education | Environmental Studies | 4 | 4 | 25 | 75 | 100 |
| Total | | | | 30 | 22 | | | 700 |
| III | 17U3BAC05 | Core Course V | Financial Accounting | 5 | 4 | 25 | 75 | 100 |
| | 17U3BAC06 | Core Course VI | Principles of Insurance | 5 | 3 | 25 | 75 | 100 |
| | 17U3BAC07 | Core Course VII | Entrepreneurship Development | 5 | 4 | 25 | 75 | 100 |
| | 17U3BAC08 | Core Course VIII | Business Law | 5 | 3 | 25 | 75 | 100 |
| | 17U3BAC09 | Core Course IX | Economics for Executives | 4 | 3 | 25 | 75 | 100 |
| | 17U3MAA09 | Allied III | Quantitative Aptitude for Management | 4 | 4 | 25 | 75 | 100 |
| | 17U3BAS01 | SBEC-I | Practical psychology | 2 | 2 | 25 | 75 | 100 |
| | | | | | | | | |
| Total | | | | 30 | 23 | | | 700 |

BBA - COURSE PATTERN (BATCH :2017-2020)

| SEM | SUBJECT CODE | COURSE | SUBJECT TITLE | HR/ WEEK | C | IN T | EXT | MARK |
|--------------|--------------|--------------------|-------------------------------------|------------|------------|------|-----|-------------|
| IV | 17U4BAC10 | Core Course X | Management Accounting | 5 | 4 | 25 | 75 | 100 |
| | 17U4BAC11 | Core Course XI | Organization Behaviour | 5 | 4 | 25 | 75 | 100 |
| | 17U4BAC12 | Core Course XII | Business Environment | 5 | 4 | 25 | 75 | 100 |
| | 17U4BAC13 | Core Course XIII | Production and Material management | 5 | 4 | 25 | 75 | 100 |
| | 17U1BAC14 | Core Course - XIV | Modern office management | 4 | 3 | 40 | 60 | 100 |
| | 17U4BAP03 | Allied Practical-I | MS Office Practical | 4 | 4 | 25 | 75 | 100 |
| | 17U4BAS02 | SBEC-II | Inplant Training | 2 | 2 | 40 | 60 | 100 |
| Total | | | | 30 | 25 | | | 700 |
| V | 17U5BAC15 | Core Course XV | Advertisement & Salesmanship | 4 | 4 | 25 | 75 | 100 |
| | 17U5BAC16 | Core Course XVI | Cost Accounting | 5 | 4 | 25 | 75 | 100 |
| | 17U5BAC17 | Core Course XVII | Research Methodology | 5 | 4 | 25 | 75 | 100 |
| | 17U5BAC18 | Core Course XVIII | Financial Management | 5 | 4 | 25 | 75 | 100 |
| | 17U5BAE01 | Elective I | Service Marketing | 4 | 3 | 25 | 75 | 100 |
| | 17U1BACP02 | Core Practical-II | Management tactics | 3 | 2 | 40 | 60 | 100 |
| | 17U5BAS03 | SBEC III | Campus to Corporate | 2 | 2 | 40 | 60 | 100 |
| 17U5BAN01 | NMEC-I | Brand Management | 2 | 2 | 25 | 75 | 100 | |
| Total | | | | 30 | 25 | | | 700 |
| VI | 17U6BAC19 | Core Course XIX | Human Resource management | 5 | 4 | 25 | 75 | 100 |
| | 17U6BAC20 | Core Course XX | Consumer Behaviour | 5 | 4 | 25 | 75 | 100 |
| | 17U6BAC21 | Core Course XXI | Financial Institutions and Services | 5 | 4 | 25 | 75 | 100 |
| | 17U6BAPR1 | Core Project | Project Report -Viva Voce | 4 | 3 | 40 | 60 | 100 |
| | 17U1BACP03 | Core Practical-III | Marketing tactics | 3 | 2 | 25 | 75 | 100 |
| | 17U6BAE02 | Elective II | Global Business | 4 | 3 | 25 | 75 | 100 |
| | 17U6BAS04 | SBEC IV | Verbal and Non Verbal Reasoning | 2 | 2 | 25 | 75 | 100 |
| | 17U6BAN02 | NMEC-II | Disaster management | 2 | 2 | 25 | 75 | 100 |
| 17U6EX01 | Extension | Extension | | 1 | | | | |
| Total | | | | 30 | 25 | | | 700 |
| | | | | 180 | 140 | | | 4200 |

ELECTIVE SUBJECTS & NON-MAJOR ELECTIVES

| <u>LIST OF ELECTIVE PAPERS</u> | | |
|---|---|--------------------------------------|
| (DEPARTMENT CAN CHOOSE ANY ONE OF THE PAPER AS ELECTIVES) | | |
| ELECTIVE I | 1 | SERVICES MARKETING |
| | 2 | CUSTOMER RELATIONSHIP MANAGEMENT |
| | 3 | PERFORMANCE MANAGEMENT |
| ELECTIVE II | 4 | GLOBAL BUSINESS |
| | 5 | TOURISM MANAGEMENT |
| | 6 | SUPPLY CHAIN AND LOGISTIC MANAGEMENT |

| <u>LIST OF NON-MAJOR ELECTIVES</u> | | |
|---|---|-------------------------------------|
| (OTHER DEPARTMENT CAN CHOOSE ANY ONE OF THE PAPER AS ELECTIVES) | | |
| NMEC I | 1 | BRAND MANAGEMENT |
| | 2 | BASIC MANAGEMENT FOR ADMINISTRATION |
| NMEC II | 4 | PERSONALITY DEVELOPMENT |
| | 5 | DISASTER MANAGEMENT |

SKILL BASED ELECTIVE COURSE (SBEC)

GROUP- A

| S.No. | PAPER NAME |
|-------|----------------------|
| 1 | PRACTICAL PSYCHOLOGY |
| 2 | SOFT SKILLS |

GROUP- B

| S.No. | PAPER NAME |
|-------|------------------|
| 1 | SELF MANAGEMENT |
| 2 | INPLANT TRAINING |

GROUP- C

| S.No. | PAPER NAME |
|-------|---------------------|
| 1 | TALENT MANAGEMENT |
| 2 | CAMPUS TO CORPORATE |

GROUP- D

| S.No. | PAPER NAME |
|-------|------------------------------------|
| 1 | VERBAL & NON VERBAL REASONING |
| 2 | INDUSTRIAL RELATIONSHIP MANAGEMENT |

| | | |
|--------------------------------|-------------------|-------------------|
| SUBJECT CODE: 17U1BAC01 | | |
| SEMESTER - 1 | CREDIT : 3 | HOURS : 60 |

Core - I BUSINESS ORGANISATION

OBJECTIVES

1. To enable the Students to learn about the fundamentals of business.
2. To enable the students to understand the forms of business and to manage the business effectively.
3. Analyse how the aims of social enterprises differ from other business sector organisations.

Learning Outcome

On successful completion of the course the students will know

- To explain how the aims of a firm affect its activities.
- To compare the aims of public and private sector Organisations.
- How to manage the business effectively with the available resources.

UNIT I

Business: Meaning- Characteristics- Objectives-Importance's and essentials of business. Classifications of business-Growth of various forms of business-Distinction between Business and Profession-Ethics in business. **(12 Hours)**

UNIT—II

Forms of Business Organizations- Sole tradership -Joint Hindu Family Business- Partnership-Joint stock companies-Co-operative societies. **(12 Hours)**

UNIT - III

Location of industry-Importance of location -Factors of location-size and scale of operations- Advantages of Large scale operations-Industrial estates and District Industrials centers. **(12 Hours)**

UNIT-IV

Organizational Structure – Functional areas of business and their operations – Activities of different functions- formal and informal organizations – principles of organization. **(12 Hours)**

UNIT-V

Stock Exchange – Meaning and Definition- Characteristics-Functions – Workings – Services –Limitations- Chamber of Commerce-Organization Structure-Functions. **(12 Hours)**

Content beyond the Syllabus:

1. Growth of Multinational Companies
2. Practical Exposure in Stock Exchange

TEXT BOOKS:

1. C.D Balaji, Dr. G.Prasad Business organization, Margam Publication, 7th Edition.
2. Bhusan . K. - Fundamental of Business Organization & Management, Sultan Chand, 6th Edition.
3. C.B.Gupta. - Management and Organisation, Sultan Chand, 2012, 5th Edition.
4. Louis A.Allen - Management and Organisation, Sultan Chand, M.C Grawhill, 5th Edition, 2013

REFERENCE BOOKS:

1. Pradash Jagadesh- Business Organisation and Management, Sultan Chand & Sons,5th Edition,2009
2. C.B.Gupta - Business Organisation and Management ,Sultan Chand & Sons, 5th Edition 2008
3. Basu - Business Organisation and Management ,S.Chand,4th Edition, 2009

ONLINE SOURCES:

1. https://www.university.youth4work.com/Study-Material/B_Com,Bachelor-of-Commerce-Lectures
2. <http://gurukpo.com>
3. <http://www.taxmann.com/bookstore/academic/business-organization-and-management-b.com.-ist-year.aspx>

| SUBJECT CODE: 17U1BAC02 | | |
|-------------------------|-----------|------------|
| SEMESTER - 1 | CREDIT :3 | HOURS : 60 |

Core Course – II PRINCIPLES OF MANAGEMENT

OBJECTIVES

- To enable the students to learn about increasing organizational effectiveness.
- To achieve optimum utilization of various resources.
- To have co-ordination between various department in the organization

Learning Outcome

At the completion of this course, a student will be able to:

1. Describe and discuss the evolution of management thinking.
2. Describe and discuss the environment of management by completing case analyses and article reviews.
3. Explain the importance of planning, organizing, leading and controlling. .
- 4 Give examples of realistic and practical applications of managerial concepts

UNIT – I

Management : Meaning – Importance – Management and Administration-Levels of Management- Functions of management- Development Management thoughts – Contributions of F.W. Taylor- Henry Fayol and Elton Mayo. **(12 Hours)**

UNIT – II

Planning : Nature- Characteristics and importance- - Purpose – Steps – Types – Merits and Demerits of planning – Decision making. **(12Hours)**

UNIT – III

Organizing: Nature – purpose- types of organization structure – use of staff units and committees –Power- Authority – Responsibility – Delegation -Centralization Vs Decentralization. **(12 Hours)**

UNIT – IV

Directing : Elements and Principles of Direction –Characteristics-Functions of Leader- Leadership Styles - Characteristics of leaders and Management –Motivation– Characteristics-Theories of Motivation (Maslow need Hierarchy Theory, Herzberg theory). **(12 Hours)**

UNIT – V

Controlling: meaning – Elements and significance – steps in control process- Effective Control- Techniques of control. Coordinating: Need – principles – approaches to achieve effective co-ordination. **(12 Hours)**

Content beyond the Syllabus

1. Developing Career Plan

2. Difference between Political and Administrative Leader
3. Benefits of Team work

TEXT BOOKS :

1. Gupta C.B. - Business Management, Sultan Chand & Sons, Revised Edition 2009
2. Robbins S.R. - Management ,Prentice Hall-2012, 11th Edition

REFERENCE BOOKS

1. Harold Koontz And O'Donnel- Essentials of Management, McGrawHill-2009,
2. Dinkar Pagare - Business Management, Sultan Chand & Sons-2008
3. Tripathi P.C. and Reddy P.N - Principles of Management, TMH-2009, 4th Edition
4. Prasad L.M. - Principles and Practices of Management , Sultan Chand & Sons, 2008, 3rd Edition

ONLINE SOURCES:

1. <https://www.google.co.in/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&cad=rja&uact=8&ved=0ahUKEwj1xI3NwojXAhXJs48KHeSGCT4QFggnMAA&url=http%3A%2F%2Fwww.nios.ac.in%2Fmedia%2Fdocuments%2FVocInsServices%2Fm1-4f.pdf&usg=AOvVaw0mVfbJ95n0RwnPIFklUxvP>
2. https://www.google.co.in/url?sa=t&rct=j&q=&esrc=s&source=web&cd=2&cad=rja&uact=8&ved=0ahUKEwj1xI3NwojXAhXJs48KHeSGCT4QFgguMAE&url=https%3A%2F%2F2012books.lardbucket.org%2Fpdfs%2Fmanagement-principles-v1.0.pdf&usg=AOvVaw2PcIWAFW5_K_YZkwajRwPN

| SUBJECT CODE: 17U1MAA02 | | |
|-------------------------|------------|------------|
| SEMESTER - 1 | CREDIT : 4 | HOURS : 60 |

Allied – I STATISTICS FOR MANAGEMENT

OBJECTIVES

1. To enable the students to learn about the planning of market strategy in business, or the *management* of investment portfolios in finance
2. To assume managerial and leadership roles in their chosen professional careers while working in multidisciplinary teams.

Learning Outcome

At the completion of this course, a student will be able to:

- Apply knowledge of mathematics, science, and engineering.
- To design and conduct experiments, as well as analyze and interpret data.
- To design a system, component, or process in order to meet desired needs within realistic constraints, such as economic, environmental, social, political, ethical, health and safety, manufacturability, and sustainability.

UNIT - I

Descriptive Statistics: Meaning and definition of statistics – scope and limitations – statistical survey – source and collection of data – classification and tabulation – Diagrams and graphs. **(12 Hours)**

UNIT – II

Measures of central tendency – Arithmetic mean – Median- Mode- Geometric mean,- Harmonic mean. **(12Hours)**

UNIT - III.

Measures of Variation: Absolute and relative measures – Range – Quartile Deviation - Mean deviation – Standard deviation – Coefficient of Variation . **(12 Hours)**

UNIT – IV

Correlation Analysis – Definition – types of correlation – Uses – Scatter Diagram – Karl Pearson correlation – Spearman’s Rank correlation – Regression Analysis – Definition – uses – Regression equations - difference between correlation and regression. **(12 Hours)**

UNIT – V

Time series analysis- components of time series-Measures of trend-free hand curve –semi & moving average-methods of least squares – measures of seasonal variation-simple average. **(12 Hours)**

Content beyond the Syllabus

- 1 .Clocks and calendars
- 2 .Odd man Out
3. Boats and streams

TEXT BOOK

1. Gupta S.P , Statistical Methods , S. Chand & company Ltd, 44th edition, 2014
2. P.R. Vittal , Business Mathematics and Statistics , Margham publications,6th Revised edition, 2013

REFERENCE BOOK:

1. R.S.N. Pillai & V. Bagavathi , Statistics , S.Chand & company Ltd, 7th edition, 2013

ONLINE SOURCES:

1. <https://www.scribd.com/doc/.../IGNOU-MBA-Note-on-Statistics-for-Management>
2. <Cde.annauniv.edu/mbaqp/pdf/First%20Semester/DBA7102/DBA710>

SUBJECT CODE: 17U1BACP01**SEMESTER - I****CREDIT : 2****HOURS : 60****BUSINESS PRACTICAL - I****Objectives:**

1. To know the basic patterns of various forms in financial and banking sectors.
2. To study about the documentation modes of commercial activities in business.

Learning Outcome**At the completion of this course, a student:**

- Develop self confidence to fulfill the documentation .
- Able to understand the formalities of bank & day to day transaction.
- Become an expert to design the advertisement copy.

UNIT-I

Documents: Preparation of Invoice – Receipts – Voucher - Delivery Challan - Entry cum Gate Pass - Debit and Credit Note.

UNIT-II

Transactions: Receipts – Vouchers – Debit Note – Credit Note.

UNIT-III

Banking: Drawings, Endorsing and Crossing of Cheques - Filling up of pay in slips - Application and preparation of Demand Drafts – Pass Book . Account opening form for SB account, Current account and Term Deposits – Fixed Deposit account and FD Receipts, Bills of Exchange – Promissory Note.

UNIT-IV

Account opening form for SB account, Current account and Term Deposits – Fixed Deposit account and FD Receipts, Bills of Exchange – Promissory Note.

UNIT-V

Advertisement Copy -Models of Advertisement: Consumable goods – Durable – Non-Durable – Services – Automobiles.

Note: Distribution of marks – Practical 60 Marks & Record note book 40 Marks

Content beyond the Syllabus

1. Application for investment in mutual funds
2. Online application for Passport
3. Online application for Voters ID

Core Course – III
BUSINESS COMMUNICATION

OBJECTIVES

1. The purpose of this course is to teach students the principles of effective business communication
2. To apply the principles in analyzing business situations and determining and creating appropriate business communications.
3. To learn the modern technological communication

Learning Outcome

At the completion of this course, a student will be able to:

- Review and refine communications skills.
- Learn and apply effective written communication techniques.
- Determine and use proper psychological approach in writing situations.
- Complete employment communications.
- Explore the world of work

UNIT – I

Communication: Meaning – objectives; Type: verbal & non-verbal – Principles of Communication –Benefits - Elements of Communication- Communication Process-Barriers to Communication-Overcoming Barriers of Communication- Structure of Business Letters-Layout of Business Letters. **(12 Hours)**

UNIT – II

Business Enquiries and replies – Classification of Enquiry Letters- importance of Replies to Enquiries- kinds of Replies- Offer – Quotations – Orders. **(12 Hours)**

UNIT – III

Bank Correspondence –Elements of Good banking Correspondence- Types- Insurance Correspondence – Basic principles- Types- Kinds of Life Policies. **(12 Hours)**

UNIT – IV

Company correspondence – Secretary and his duties –Classifications- Correspondence with Directors, Shareholders- Types of meeting - Agenda for meeting- Minutes of the meeting. **(12 Hours)**

UNIT – V

E-Communication-Definition-Types of E-Communications in Business- Advantages & Disadvantages of E- Communication- Difference between Electronic and non Electronic Communication. **(12 Hours)**

CONTENT BEYOND THE SYLLABUS

1. Importance of Spoken English
2. Collections of Envelope, Post cards. Inland cover, stamps as Assignment
3. Writing of simple formal letters.

TEXT BOOK

1. Rajendrapal and Koralahalli J.S- Essentials of Business Correspondence, Sultan & Chants , Re-Print 2008, 3rd Edition.

REFERENCE BOOKS

1. Ramesh M.S and Patten Shetty - Effective business English and Correspondence, R.C.Puplications, 2009 2nd Edition
2. Balasubramanian - Business Communication, Vikas Publishing House Pvt.,Ltd-2008, 2nd Edition
3. RSN.Pillai&Bagavathi - Comercial Correspondance & Office Management,S. Chand Publication-2009, 3rd Edition

ONLINE SOURCES:

1. <http://www.businessdictionary.com/definition/business-communication.html>
2. <https://www.google.co.in/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&cad=rja&uact=8&ved=0ahUKEwjx9rT-w4jXAhVEKo8KHWoPC9sQFggnMAA&url=http%3A%2F%2Frcmindore.com%2Fwp-content%2Fuploads%2F2015%2F06%2FBusiness-Communication-U-12-AC.pdf&usq=AOvVaw0JOCy5YsdA9Pw2V-dxMyLY>
3. <http://www.universityofcalicut.info/SDE/B%20Com%20-VI%20Sem.-%20Additional%20course%20-%20Business%20Communication.pdf>

| | | |
|--------------------------------|-------------------|-------------------|
| SUBJECT CODE: 17U2BAC04 | | |
| SEMESTER - 2 | CREDIT : 4 | HOURS : 60 |

CORE COURSE-IV PRINCIPLES OF MARKETING

OBJECTIVES

1. The purpose of this course is to prepare the student to identify the marketing mix components in relation to market segmentation.
2. To explain the economic, psychological, sociological, and global factors which influence consumer and organizational decision-making processes.
3. To interpret market research data to forecast.
4. To enable the students to understand the marketing concepts and the behavior of the consumers.

Learning Outcome

At the completion of this course, a student will be able to:

- Understand how marketing is related to other business functions and its importance to the success of the business entity.
- Understand the importance of consumer behavior as it relates to buying behavior.
- To identify, analyze, and use sources of marketing research information.
- To identify, understand, and apply basic marketing concepts to solving marketing challenges.

UNIT-I

Introduction –Definition of marketing- Meaning of Market-Classification of Markets-Objectives of Marketing- Core concept of Marketing -Role of Marketing in economic development. **(12 Hours)**

UNIT-II

Consumer Behaviors-Definition-Importance-Buying motives-Types of buyers-Factors influencing consumer Behavior-Market Segmentation-Definition Bases for market segmentation-Types – Benefits of segmentation. Targeting & Positioning the market. **(12 Hours)**

UNIT-III

Product-Features-Product Planning and Development- Product Line- Product Life cycle- Brand-Essential of a good brand-benefits-Labeling-Packaging-Kinds-requisites of a good package-Marketing Analysis-Market Targeting-Market Positioning. **(12 Hours)**

UNIT IV

Price-Importance-Pricing decisions-Factors affecting pricing decision-procedure for determination-Kinds of Pricing-Factors affecting changes in price. **(12 Hours)**

UNIT V

Sales Promotion-Purpose importance-Kinds of Sales Promotion-Sales forecast- Personal selling –Theories-Channel of Distribution-Different Channels-Middleman

CONTENT BEYOND THE SYLLABUS

- 1.E-Marketing
- 2.Green Marketing
3. Viral Marketing

TEXT BOOK:

1. Rajan Nair N. Marketing Management, Sultan Chand and Sons, 2000, 2nd Edition.

REFERENCE BOOKS:

- 1.Philip Kotler,Marketing Management, Millennium, PHI,2008, 7th Edition.
- 2.R.S.N. Pillai and Bhagwathi, Marketing Management, S. Chand,2010, 1st Edition.

ONLINE SOURCES:

1. https://en.wikiversity.org/wiki/Principles_of_marketing
2. <https://www.slideshare.net/ali.jibran/principles-of-marketing-1>
3. <http://education.stateuniversity.com/pages/cw1fnp7eau/An-Introduction-to-the-Principles-of-Marketing.html>

BUSINESS PRACTICAL - I

Objectives:

1. To know the basic patterns of various forms in financial and banking sectors.
2. To study about the documentation modes of commercial activities in business.

Learning Outcome

At the completion of this course, a student:

- Get in-depth knowledge in LIC ,Share market & bank procedures.
- Will prepare an audit report & e-filing of Income-tax returns.

UNIT-I

Loan application forms and deposit challan - Jewel loan application form, procedure for releasing of jewellery from jewel loans.

UNIT-II

Share Application form - Share Application Form - Letter of Allotment and Regret - Share Transfer Forms - Online Applications - Railway Reservation - NEFT Transfer.

UNIT-III

Filling up of an application form of LIC policy - premium form - premium notice and Challan for remittance receipts.

UNIT-IV

Procedure for lapsed policy - procedure for settling account while the insured is alive or dead.

UNIT-V

Preparation of audit programs and audit report - Filling up Income Tax Returns and Applications for Permanent Account Number - E-filing.

Note: Distribution of marks - Practical 60 Marks & Record note book 40 Marks

Content beyond the Syllabus

1. Application for investment in mutual funds
2. Online application for Passport
3. Online application for Voters ID

| | | |
|--------------------------------|-------------------|-------------------|
| SUBJECT CODE: 17U2MAA05 | | |
| SEMESTER - 2 | CREDIT : 4 | HOURS : 60 |

ALLIED-II OPERATION RESEARCH

OBJECTIVES

1. The central objective of operations research is optimization, i.e., "to do things best under the given circumstances.
2. It also make the students to understand the concept of Operation research in the Management field.

Learning Outcome

At the completion of this course, a student will be able to:

- Use their knowledge and skills in creative ways to solve complex problems and have an impact on critical decisions.
- To apply tools and techniques and *use* a logical process to analyze and solve problems.

UNIT I

Introduction to Operations Research: Meaning – Definition – Characteristics – Applications – Phases of OR – OR in Management – OR in Decision making – Limitations. **(12 Hours)**

UNIT II

Linear Programming : Introduction – Definition – Formulation of LPP – Graphical method of solution – Simplex method (Simple Problems). **(12 Hours)**

UNIT III

Transportation problems : Finding an Initial Basic Feasible Solution (IFBS) – North-West corner rule – Least Cost Method – Vogel's approximation method (VAM) – Finding the optimum solution - MODI method. **(12 Hours)**

UNIT IV

Assignment Problems: Definition – Hungarian method – Maximization – unbalanced Problems. **(12 Hours)**

UNIT V

Network Analysis : Definition - Construction of the Network – Critical path Method(CPM) – CPM and PERT calculation and its difference. **(12 Hours)**

Content beyond the Syllabus:

1. Decision Analysis
2. Forecasting
3. Data mining

TEXT BOOKS:

1. S. Kalavathy, Operations Research, Vikas Publishing House.

ONLINE SOURCES:

1. <https://www.maa.org/mathematics-and-operations-research-in-industrwww.lancaster.ac.uk/lums/study/...operational-research.../what-is-operational-research>
2. <https://www.smu.edu/Lyle/Departments/EMIS/Advising/Doctoral/PhDOR/10Reasons>

**Core Course – V
FINANCIAL ACCOUNTING****OBJECTIVES:**

- To impart the basic accounting concepts Double entry book keeping system and various books of accounts Preparation of final accounts, etc
- To enable students to understand information contained in the published financial statements of companies and other organizations
- To enable to learn the different types of cash book an how to maintain it. To make the students to understand the depreciation of assets and the various method of calculating it.

Learning Outcome**On successful completion of the course the students will know**

- To state the uses and users of accounting information
- To apply accounting concepts, principles and conventions
- To record basic accounting transactions and prepare annual financial statements
- To analyse, interpret and communicate the information contained in basic financial statements.
- *To learn to record the value of asset after depreciation.*

UNIT – I

Accounting – Meaning and Definition – Scope of Accounting - Uses of Accounting - Double entry system of Book keeping – Differences between Book Keeping and Accounting – Limitations of Accounting - Accounting Concepts.

(10 Hours)**UNIT – II**

Types of Accounts – Rules for preparing Accounts – Journal – Ledger. Subsidiary Books - Cash book – Meaning Types of Cash Book – Single Column, Double and Three columns Cash Book – Trial Balance – Meaning – Preparation of Trial Balance.

(15 Hours)**UNIT – III**

Final Accounts Format – Preparation of Trading Account, Profit and Loss Account and Balance Sheet (Simple Adjustment Only) Average Due Date – Meaning – Purpose of Calculating Average Due Date with Simple Problems only.

(20 Hours)**UNIT – IV**

Single Entry System – Meaning – Features of Single Entry System – Difference between Single Entry System and Double Entry System – Preparation of Accounts – Net Worth method – Conversion method (Simple Problems only).

(15 Hours)

UNIT – V

Depreciation – Meaning, Definition – Importance of providing Depreciation – Defects of Depreciation – Method of calculating Depreciation – Straight line method – Written down value method Bank Reconciliation Statement, Meaning – Purpose of Preparing Bank Reconciliation Statement – Reason for Differences .

(15 Hours)

TEXT BOOK:

1. Financial Accounting – S.P Jain & K. L Narang, Kalyani Publications, 2008, 4th Ed.

REFERENCE BOOKS:

1. Financial Accounting - Reddy and Moorthy, Kalyani Publications, 2008, 3rd Edition
2. Financial Accounting - Shukla & Grewal, Chand & Company, 2008., 4th Edition

CONTENT BEYOND THE SYLLABUS

1. Incorporation of Tally in Financial Accounting
2. Accounts in daily life
3. Practical training in preparation of Final Accounts

Subject code: 17U3BAC06

Semester: III

Credit: 3

Hours: 60

**Core Course VI
PRINCIPLES OF INSURANCE**

OBJECTIVES:

1. To provide students with the knowledge of general principles and practices of insurance.
2. To help students understand the theories, regulatory framework of insurance, types of insurance, and the major types of insurance products.
3. To use insurance as a tool to manage personal and/or group assets. Intended.

Learning Outcome

On successful completion of the course the students will know

- Identify what insurance is, why insurance works and how to determine insurance needs.
- To understand the functions of insurance, insurance markets, insurance regulations and the use of insurance as a tool to avoid losses and reduce risk.
- To familiarize with major insurance products, such as life insurance, health/marine insurance, property and liability insurance.

UNIT-I

Introduction to Insurance: Meaning and Definition of Insurance – Importance – Objectives - Principles of Insurance -Types of Insurance.

(12 Hours)

UNIT-II

LIC- Features of Life Insurance – Principles of Life Assurance – Assignment and Nominations – Lapses and Revivals – Surrender Values and Loans – Claims – Double Insurance.

(12 Hours)

UNIT –III

Fire Insurance-Principles of Fire Insurance – Nature – Uses - Types of Fire Policy: Specific Policy, Valued Policy, Average Policy, Floating Policy.

(12 Hours)

UNIT-IV

Marine Insurance – Meaning – Principles - Type of Policy : Fire Insurance : Valued Policy, Open Policy, Voyage Policy, Time Policy, Mixed Policy and Floating Policy - Marine Losses and Claims.

(12 Hours)

UNIT-V

Miscellaneous Forms of Insurance – Fidelity Guarantee Insurance, Crop Insurance, Third Party Insurance, Health Insurance, Personal accident Insurance and Motor Insurance.
(12 Hours)

TEXT BOOK:

1. Practices of Insurance - P.Periasamy, Himalaya Publications, 3rd Edition New Delhi, 2008.

REFERENCE BOOKS

1. Insurance Principles and Practices - M.N.Mishra, S.Chand & Company Ltd., New Delhi, 2007 2nd Edition.
2. Principles and Practices of Insurance - G.S.Panda, Kalyani Publishers, Chennai, 2008, 2nd Edition.
3. Elements of Insurance - A. Moorthy, Margham Publication, Chennai, 2009, 2nd Edition

CONTENT BEYOND THE SYLLABUS

1. Filling up of Insurance Forms
2. Playing the role of Insurance agent
3. Difference between LIC, Marine, Fire and General Insurance

Subject code: 17U3BAC07

Semester: III

Credit: 4

Hours: 75

**Core Course – VII
ENTREPRENEURSHIP DEVELOPMENT**

OBJECTIVES:

1. To develop and strengthen entrepreneurial quality and motivation in students.
2. To provide knowledge and information about the source of help, incentives and subsidies available from government to set up the project
3. To impart information about the process, procedure and rules and regulations for setting up a new projects

Learning Outcome

On successful completion of the course the students will know

- Ability to recognize a business opportunity that fits the individual student
- Demonstrate the understanding of how to launch the individual's entrepreneurial career
- To inculcate the spirit of entrepreneurship in students and make them job creators instead of job seekers

UNIT-I

Entrepreneurship concept- Entrepreneurship as a Career –Entrepreneurial Personality -Characteristics of Successful, Entrepreneur –Knowledge and Skills of Entrepreneur. Problems faced by Women Entrepreneurs – Factors affecting Entrepreneurial Growth – Intrapreneur – Agripreneur. **(15 Hours)**

UNIT-II

Business Environment -Role of Family and Society –Entrepreneurship Development Training and Other Support Organizational Services -Central and State Government Industrial Policies and Regulations. **(15 Hours)**

UNIT-III

Sources of Product for Business -Prefeasibility Study -Criteria for Selection of Product -Ownership -Project Profile Preparation -Matching Entrepreneur with the Project - Feasibility Report Preparation and Evaluation Criteria. **(15 Hours)**

UNIT-IV

Finance and Human Resource Mobilization Operations Planning -Market and Channel Selection -Growth Strategies -Product Launching–Incubation, Venture capital, Angel Investors, Startups-Project Proposal-Project Management. **(15 Hours)**

UNIT-V

Monitoring and Evaluation of Business -Preventing Sickness and Rehabilitation of Business Units-Effective Management of small Business.

(15 Hours)

TEXTBOOKS :

- 1.Hisrich, Entrepreneurship, Tata McGraw Hill, New Delhi, 2001.
- 2.S.S.Khanka, Entrepreneurial Development, S.Chand and Company Limited, New Delhi, 2001.

REFERENCE BOOKS:

- 1.MathewManimala, Entrepreneurship Theory at the Crossroads, Paradigms & Praxis, Biztrantra ,2ndEdition ,2005
- 2.Prasanna Chandra, Projects –Planning, Analysis, Selection, Implementation and Reviews, Tata McGraw-Hill, 1996.
- 3.P.Saravanavel, Entrepreneurial Development, Ess Pee kay Publishing House, Chennai -1997.
- 4.Arya Kumar. Entrepreneurship. Pearson. 2012

| Subject code: 17U3BAC08 | | |
|--------------------------------|------------------|------------------|
| Semester: III | Credit: 3 | Hours: 60 |

Core Course – VIII BUSINESS LAW

OBJECTIVE:

1. To provide an exposure and understanding of important business laws in India to manage the business laws in India to manage the business efficiently and to contribute effectively to the industry in particular and to the society in general. It also seeks.
2. To familiarize the students with the legal scenario of doing business in India.

Learning Outcome:

On successful completion of the course the students will know

- To understand the basic elements of a contract, the sources of laws governing contracts, and the conditions for an offer to be valid
- Contrast ethics, values, morality, law, and the various ethical theories and explain the need and means for promoting corporate social responsibility in business.

UNIT – I

Business law –Introduction-Definition –Sources of law-Law of Contract - Meaning – Formation of Contract –Offer –Conditions of making an Offer-Acceptance – Conditions of Acceptance- Essential elements of a valid Contract- Classification of Contract.

(12 Hours)

UNIT – II

Discharge of Contract- Introduction- Modes of Discharge of Contract-Remedies for Breach of Contract –Suit for Rescission-Suit for Damages –Rules for Damages.

(12Hours)

UNIT – III

Contract of Indemnity – Rights of Indemnity holder and Indemnifier- Contract of Guarantee – Essential- Differences between Contract of Indemnity and Contract of Guarantee - Contract of Bailment –Kinds of Bailment.

(12 Hours)

UNIT – IV

Company : Meaning –Sole proprietorship-Partnership-Private & Public Company-
Agency –Definition of Agent and Principal – Essentials as to Agency -Creation of Agency –
Classification of Agents- Rights and Duties of Principal and Agent. **(12 Hours)**

UNIT – V

Sale of goods- Sale and agreement to sell- their Distinctions –Conditions and
Warranties – Differences between Condition and Warranty -Caveat emptor- Transfer of
Property -Auction sale.

(12Hours)

TEXT BOOK:

1. N.D. Kapoor - Business Law Sultan Chand & Sons, 2008. 2nd Editon

REFERENCE BOOKS:

1. Business Law -R.S.N.Pillai, Bagavathi, S.Chand, 2008, First Edition
2. Mercantile Law – M.C.Shukla, S.Chand, 2008, 2nd Edition
3. Business Law – P.C.Tulsian , TMH, 2009, 3rd Edition

CONTENT BEYOND THE SYLLABUS

1. Basics ethics in business
2. Social Responsibility of business towards the society
3. Auction sale in case of pledged gold ornaments

**Core Course IX
ECONOMICS FOR EXECUTIVES**

OBJECTIVE:

1. To provide students with a basic understanding of the economic theory and analytical tools that can be used in decision making problems.
2. To develop a good understanding of economic concepts and tools that have direct managerial applications
3. .The course will sharpen their analytical skills through integrating their knowledge of the economic theory with decision making techniques.
4. To acquire knowledge about price determination in alternative market structures, demand theory, production and cost functions, and decision making under uncertainty.

Learning Outcome

On successful completion of the course the students will be able to

- 1) Understand the roles of managers in firms
- 2) Understand the internal and external decisions to be made by managers
- 3) Analyze the demand and supply conditions and assess the position of a company
- 4) Design competition strategies, including costing, pricing, product differentiation, and market environment according to the natures of products and the structures of the markets

UNIT I

Managerial Economics: Meaning- Definitions-Characteristics- Nature and scope of Managerial Economics-Uses of Managerial Economics- Functions -Decision Making and Forward Planning in economics - Roles and responsibilities of Managerial Economist.

(12 Hours)

UNIT II

Demand Analysis: Meaning- Definitions-Law of demand-Characteristics- Exception to the law of demand- Types-Price- Income, Gross-Elasticity of Demand – Demand Forecasting - Methods of Demand Forecasting.

(12 Hours)

UNIT III

Production Function: Law of Variable Proportion –Laws of returns to scale –Cost analysis-cost concepts-classification-cost output relationship in the short turn and long run-Break Even Analysis.

(12 Hours)

UNIT IV

Market Structures – Perfect Competition – Imperfect Competition-Characteristics-Features-Price discrimination under Perfect Competition-Monopoly – Monopolistic Competition – Price Discrimination -Duopoly-Oligopoly. **(12 Hours)**

UNIT V

National Income: Meaning-Definition - Concepts of National Income - Methods of Calculating on of National Income. Business Cycle- Phases of Business Cycle - Causes of Business Cycle – Inflation – Types – Causes – Effects. **(12 Hours)**

TEXT BOOK:

1.Managerial Economics, R.L.Varshney and K.L. Maheshwari, Sultan Chand & Sons 2nd Edition

REFERENCE BOOK:

1.Managerial Economics - R.L. Varshney & K.L.Maheshwari,2nd Edition, Sultan Chand & Sons.

Content beyond the Syllabus

1. Law of marginal utility
2. Diminishing utility
3. Determination of value of currency.

| | | |
|--------------------------------|------------------|------------------|
| Subject code: 17U3MAA09 | | |
| Semester: III | Credit: 4 | Hours: 60 |

ALLIED –III

QUANTITATIVE APTITUDE FOR COMPETITIVE EXAM

OBJECTIVES:

1. This course presents the idea of quantitative aptitude.
2. To know about the concept of H.C.F. and L.C.M.
3. To understand the concept of Simple Interest - Compound Interest

Learning Outcome

On successful completion of the course the students will know

- *About the application of square roots, percentage and allowing of discounts.*
- *Learn about the Usage of calendar & clocks problems in competitive examinations.*

Unit-I:

HCF and LCM Numbers.

(12 hours)

Unit-II:

Square Roots and Cube root-Average.

(12 hours)

Unit III:

Problems on Ages and Problems on numbers.

(12 hours)

Unit-IV:

Percentage-Profit and Loss – Discounts – True Discount – Banker Discount

(12 hours)

Unit-V:

Calendar – Clocks.

(12 hours)

TEXT BOOK:

1. Quantitative Aptitude- R.S Aggarwal(chapter 15,17,18,19,21,22,27,28,32,33)

S.Chand & Company LTD, New Delhi reprint 2011.

| | | |
|--------------------------------|------------------|------------------|
| Subject code: 17U3BAS01 | | |
| Semester: III | Credit: 2 | Hours: 30 |

SBEC -I
PRACTICAL PSYCHOLOGY

OBJECTIVE:

Being a Professional candidate, it is must that students should learn the personality traits of the people in the organisation.

Learning Outcome

On successful completion of the course the students will know

- To manage the different types of people and their behavior.
- To get co-operation with all the members in the working place.

UNIT I

Making first impression – Remembering Name – Smile – Listening to others – Observation. **(6 Hours)**

UNIT II

Importance of others: Appeal to self expression – Understanding others being sympathetic-Empathy. **(6 Hours)**

UNIT III

People : Types of people – Handling people – Avoid criticism – Appreciate people – Avoid flattery. **(6 Hours)**

UNIT IV

Getting co-operation meaning of co-operation – Avoid arguments – admit one's mistake - Be friendly. **(6 Hours)**

UNIT V

Observation: Meaning – Definition – Improving power of observation – Reasoning through observation – Law of attraction. **(6 Hours)**

Reference Books

1. Hand book prepared by Department of Business Administration.

Subject code: : 17U4BAC10

Semester: IV

Credit: 4

Hours: 75

Core Course – X

MANAGEMENT ACCOUNTING

OBJECTIVE:

To develop the essential ability of all managers, to use complex accounting information as a platform for decision-making.

Learning Outcome

On successful completion of the course the students will know

- To Prepare an income statement required for external reporting and a different one more useful to managers for managerial decision-making.
- To Evaluate business segments and the managers responsible for those business segments.
- To Prepare and evaluate operating as well as capital budgets.
- To Identify costs which may be relevant or irrelevant to a given management decision at hand.

UNIT – I

Management Accounting – Meaning – Definition – Objectives and Scope of Management Accounting – Difference between Management Accounting, Cost Accounting and Financial Accounting. **(15Hours)**

UNIT – II

Analysis and Interpretation of Financial Statements – Common Size and Comparative Statements - Ratio Analysis – Introduction – Advantages of Ratio Analysis – Classification of Ratios – Limitations of ratio analysis – Problems on Ratio Analysis (simple problems only). **(15 Hours)**

UNIT – III

Fund flow statement - Meaning – Flow of Funds – Purpose of Preparing Fund Flow Statement – Preparation of Schedule of Changes in Working Capital, Cash flow Statement - Flow of Cash – Cash from Operation (Simple problems only) **(15 Hours)**

UNIT – IV

Budget and Budgetary Control- Meaning and Significance of Preparation of Budget – Types of Budgets - Flexible Cash and Production Budgets (Simple Problems only). **(15 Hours)**

UNIT – V

Marginal Costing – Meaning – Definition – Salient Features of Marginal Costing – P/V ratio - Break Even Point – Margin of safety – Managerial Decision making Process – Make or Buy Decision – Accepting Foreign Orders. (Simple Problems only). **(15 Hours)**

[Theory – 20% Problems – 80%]

TEXT BOOK:

1.Management Accounting _ S.N. Maheswari - Sultan Chand Publications, 2008, 2nd Edition

REFERENCE BOOK:

1.Management Accounting – R. Ramachandran & Srinivasan, Advent Books Division,2006, 2nd Edition.

2.Management Accounting – R.S.N. Pillai & Bagavathi, S.Chand, 8th Edition.

CONTENT BEYOND THE SYLLABUS

1.Application of management Accounting in the concern

2.Responsibilities of an Management Accountancy

Subject code: : 17U4BAC11

Semester: IV

Credit: 4

Hours: 75

Core Course – XI

ORGANISATIONAL BEHAVIOUR

OBJECTIVES:

1. To understand the behaviour of people in the work environment.
2. To develop a basic understanding of individual behaviour and explore issues of motivation, communication, leadership, decision-making, careers, power and organisational change.

Learning Outcome

On successful completion of the course the students will know

- To Analyse the behaviour of individuals and groups in organisations in terms of the key factors that influence organisational behaviour.
- To Assess the potential effects of organisational-level factors (such as structure, culture and change) on organisational behaviour.
- To Analyse organisational behavioural issues in the context of organisational behaviour theories, models and concepts.

UNIT – I

Meaning and scope of organizational psychology-Organizational behavior of Individual-Inter personal-Group and inter group. Theories of organization- Classical- neo classical and modern Theories.

(15 Hours)

UNIT – II

Individual Behavior-Personality-Attitude. Group Behavior-meaning-types of Groups-formation-group dynamics-group cohesiveness-Group decision making.

(15 Hours)

UNIT-III

Motivation-Meaning-Importance-process-Theories-Maslow-Herzberg and McGregor Morale-meaning-Benefits-Measurement.Job satisfaction-meaning and factors.

(15 Hours)

UNIT-IV

Work Environment-Good house keeping practices-Design of work place- Hawthorne experiments and importance.

(15 Hours)

UNIT-V

Organizational change-meaning-Nature-Causes of change-Reactions to Change-overcoming the Resistance-counseling-types of counseling.

(15 Hours)

TEXT BOOK:

Organizational Behaviour -L.M.Prasad, Sultan Chand & Sons Reprint-2009, 3rd Edition

REFERENCE BOOK:

1. Organisational behavior - Fred Luthans, McGrawHill, 2008, 2nd Edition
2. Organisational behaviour- J.Jayasankar, Margham Publications-2009, 3rd Edition
3. Management & Organisational behaviour - P.Subba Rao, HPH-2008

CONTENT BEYOND THE SYLLABUS

1. Special Lecture on Student Psychology
2. How Partial treatment affect Psychology in work place
3. Stress and Psychology

Subject code: : 17U4BAC12

Semester: IV

Credit: 4

Hours: 75

**BBA
Core Course –XII
BUSINESS ENVIRONMENT**

OBJECTIVE:

This course systematically explores the external environment in which businesses operate – legal & regulatory, macroeconomic, cultural, political, technological and natural.

Learning Outcome

On successful completion of the course the students will

- Analyze the environment of a business from the legal & regulatory, macroeconomic, cultural, political, technological and natural perspectives
- Critically assess the business environment of an organization using selected strategic tools.
- Conduct an in-depth analysis of a specific component of the business environment and relate it to your own organization.
Understand the impact of GST on the economy.

UNIT – I

Business environment meaning – various environments affecting Business – social economic political and legal, culture, competitive, demographic, technological and international environment.

(15 Hours)

UNIT – II

Business and culture : Culture – elements of culture – impact of foreign culture traditional values and its impact – change and resistance to change – castes and communities – linguistics religious groups – joint family system.

(15 Hours)

UNIT – III

Business and society : Social responsibilities of Business – responsibilities to share holders, customer, community, the government –Business Ethics – population – demographic pattern changes – standard of living – urbanization – migration.

(15 Hours)

UNIT – IV

Business and Government : State regulations on business – industrial licensing policy – technology – indigenous technology – import of technology – impact of technological changes in business-GST –Impact of GST in India.

(15 Hours)

UNIT – V

Economic system : Socialism – capitalism – mixed economy – their impact of business – public sector, private sector, joint sector – objectives, growth, achievements and failures of public sector in India. **(15 Hours)**

TEXT BOOKS:

1. Francis Cherrunilam, Business Environment
- 2 . Aswathappa, K. Essentials of Business Environment. R

REFERENCE BOOKS :

1. Sankaran,S., Business and Society
2. Lakshmirattan, Business and Society
3. Adhikary, M. Economic Environment of Business

CONTENT BEYOND THE SYLLABUS

1. Taking the students to the business run by the family members
2. Statistics on migration of workers to urban

**Core Course XIII
PRODUCTION & MATERIALS MANAGEMENT**

OBJECTIVE:

1. The main objective of this course is to give the knowledge about the production management and how to handle the materials.
2. To provide functional knowledge of Materials Management, Materials Procurement, Inventory Control as well as Warehousing for both service as well as manufacturing sector; b. To provide theoretical and practical exposure for application of such concepts.

Learning Outcome

On successful completion of the course the students will know

- The importance of production and how to take decision on plant layout.
- The effectiveness of planning and control in the production process
The efficient method of inventory control and system adopted to treat the waste from the production units.

UNIT – I

Production Management-Definition-Functions & scope – Plant Location-Factors-Plant Layout principles-Types-Importance. **(15 Hours)**

UNIT – II

Production Planning & Control – Principles-Process; Plant maintenance – Types-Maintenance Scheduling. **(15 Hours)**

UNIT – III

Materials management-meaning, Definition-Importance-Process-Integrated material Management-concepts-Advantages – Process. **(15 Hours)**

UNIT – IV

Management of materials – Techniques of materials planning – Inventory control-meaning & importance-Tools of inventory control – ABC, VED & FSN analysis- EOQ. **(15 Hours)**

UNIT - V

Purchasing-procedure-principles-Vendor rating-Vendor Development-Store keeping & materials handling-objectives-Functions-Equipments-TQM-Six sigma methodology-KANBAN-KAIZEN-Waste Management. **(15 Hours)**

TEXT BOOK :

1. Production & Materials Management - Saravanel .P & Sumathi .S, Margham Publications, 2006.
2. Materials Management - Gopalakrishnan & Sudaresan, PHI,2008.

REFERENCE BOOKS :

1. Varma, M.M. Materials Management , Sultan chand & sons,2008, 2nd Edition
2. Dutta, Integrated Material Engineering & Management, 2nd Edition, Dhanpatrai Publications, 2007.

CONTENT BEYOND THE SYLLABUS

1. Training in verification of stock
2. Description of Production Process
3. Input of materials in the concerned Product

Subject code: : 17U4BAC14

Semester: IV

Credit: 3

Hours: 60

**Core Course XIV
MODERN OFFICE MANAGEMENT**

OBJECTIVE:

1. The main objective of this course is to give the knowledge about the office management.
2. To provide functional knowledge of office environment & communication, Office correspondence & Office Personnel relations Personnel management.

Learning Outcome

On successful completion of the course the students will know

- Students will know about the office environment & to manage the office.
- Learn the essential of communication in the office structure.

Unit –I

Office Management and organization Basic concepts of office – Importance – Functions – size of the office – office management – relations with other departments – scientific office management – office manager - principles of office organization.

(12 Hours)

Unit- II

Office Environment & Communication Office location – characteristics / Qualities of office building – Environment – Physical – hazards in office safty – security – secrecy – communication – meaning – essential features – classification – barriers to communication.

(12 Hours)

Unit –III

Office correspondence & Record management Centralized Vs Departmental correspondence – depart mental typing and typing pools – classification of records – principles of record keeping – filling – methods.

(12 Hours)

Unit –IV

Office systems & Procedures Systems – procedure – Advantages – Characteristics of sound office system& procedures – work simplification – principles – kinds of reports.

(12 Hours)

Unit –V

Office Personnel relations Personnel management – definitions – functions –office committees- employee morale – productivity – Employee welfare – grievances – work measurement – control of office work.

(12 Hours)

Reference Books:

1. Modern office management – Dr. I.M.SAHAI –Sathiya Bhawan Agra
2. Office organization And Management – S.P Arora – Vikas publishing House Pvt Ltd.

Subject code: : 17U4BAP03

Semester: IV

Credit: 4

Hours: 60

**BBA
Allied Practical I
MS OFFICE PRACTICAL**

MS-WORD:

1. Starting MS-WORD, Creating, Saving, Printing (with options), Closing and Exiting.
2. a. Create a document, save it and edit the document as follows:
 - a. Find and Replace options.
 - b. Cut, Copy, Paste options.
 - c. Undo and Redo options.
- b. Format the document:
 - a. Using Bold, Underline and Italic.
 - b. Change Character size using the font dialog box.
 - c. Formatting paragraph: Center, Left aligns & Right align
 - d. Changing paragraph and line spacing, Using Bullets and Numbering in Paragraphs.
 - e. Creating Hanging Paragraphs.
3. Using tab settings enhancing the documents (Header, Footer, Page Setup, Border, Opening & Closing Toolbars, Print Preview).
4. Creating Tables in a document, Selecting Rows & Column sort the record by using tables format painter and Auto Format.

MS-EXCEL:

1. a. Create a worksheet, moving/ copying/ inserting/ deleting rows and columns (usage of cut, paste, commands, copying a single cell, copying a range of data, filling up a cell. Undo command, inserting a row, column, deleting rows and columns).
- b. Formatting work sheets.
 - 1) Bold style.
 - 2) Italic style.
 - 3) Font size changing.
 - 4) Formatting numbers (Auto fill, Selection Command, Currency format, Currency Syllabus),.
 - 5) Specifying percentage (%) Scientific notations.
 - 6) Drawing border around cells.
 - 7) Printing a work sheet (Print preview, Margin Setting, Header, Footer).

2. a. Database Concept: database, record field and filed name – creating and sorting a data base and maintaining a database (data form).

b. Using auto filter, advanced filter

c. Creating subtotals and grad totals - using database functions.

3. Creating charts

i) Using chart wizard (five steps)

ii) Changing the chart type (Pie, Bar, Line)

iii) Inserting titles for the axes X. Y

iv) Changing colours. v) Printing charts.

4. a. Using date, time, maths functions:

i. entering current data.

ii. Using date arithmetic (adding and subtracting dates)

iii. Date functions (day, month, second)

b. Math Functions

i) SUM, COUNT, AVERAGE

ii) MAX, MIN

iii) STDDEV, VAR

iv) ABS, EXP, INT

v) LOG 10 AND LOG

vi) MOD, ROUND, SORT vii) Using auto sum

c. Logical and Financial Functions

i. Logical (IP / AND / OR / NOT)

ii. Financial (PMD, FV, NPER, RATE)

MS-POWER POINT:

1. Creating a presentation using auto content wizard.
2. Different views in power point presentation.
3. Setting animation effects / grouping / ungrouping / cropping power / point objects.
4. Printing a presentation / Importing – Exporting files
5. Creating an organization chart in Power Point.

| | | |
|--------------------------------|------------------|------------------|
| Subject code: 17U4BAS02 | | |
| Semester: IV | Credit: 2 | Hours: 30 |

SBEC – II

INPLANT TRAINING

OBJECTIVE:

The main objective of this internship is to provide practical knowledge of know how in industry.

- i) The students are expected to have a practical training in any business unit or undertaking to enable them to acquaint himself/herself with the procedure, practice and working of companies.
- ii) Each student should undergo industrial training for a minimum period of two weeks during the third semester vacation.
- iii) He/she shall undergo the above training in the institutions like banks, insurance companies, mutual funds, transport undertakings, private limited and public limited companies, public sector undertakings, hotels and hospitals, travel and tourism industries and financial institutions.
- iv) Students may make their own arrangement in fixing the companies for training. Candidates should submit a report in not less than 25 type written pages.
- v) Candidates should submit the attendance certificate from the institution for having attended the training for 2 weeks.
- vi) Industrial training reports shall be prepared by the students under the prepared by the students under the supervision of the faculty of the department.
- vii) Industrial training report must contain the following:
 - Cover page.
 - Copy of training certificate.
 - Profile of the business unit.
 - Report about the work undertaken by them during the tenure of training.
 - Observation about the concern.
 - Findings.
- viii) Industrial training certificate shall be forwarded to the university. One month before the commencement of the fourth semester university examinations.
- ix) Practical viva-voce examination will be conducted with internal and external examiners at the end of the 4th semester and the credits will be awarded.

III – YEAR (ACAD.YEAR : 2019-2020)

Subject code: 17U5BAC15

Semester: V

Credit: 4

Hours: 75

BBA

Core Course XV

ADVERTISING AND SALESMANSHIP

Objectives:

- 1.To understand the indepth concept of the need of advertising.
- 2.To gain knowledge on different advertising media.
- 3.To get awareness on the role of salesmanship in promoting the market.

Learning Outcome:

On completion of this course, the student will be able to:

- Understand the importance of advertising.
- Select the media of advertisement to reach to the customer.
- Learn the role of salesman in the inducing the customer to purchase the product.

UNIT - I

Advertising – Introduction- Characteristics- Types of Advertising – By Geographical Coverage- By target group- By type of Impact- Non product Advertising. **(15 Hours)**

UNIT – II

Advertising Agency- Importance – Types of Media – Television- Radio- News Paper- Web Advertisements-Advantages and disadvantages- Layout – Design appeal – Copy structure . **(15 Hours)**

UNIT – III

Media Selection- Media Planning- Factors influencing Media Planning- Media Scheduling- Creativity – Stages of Creativity- Importance of Creativity-IMC-e-advertising-types of e-advertising. **(15 Hours)**

UNIT – IV

Scope and role of Sales promotion – Definition – Objectives of sales promotion - sales promotion techniques – Types of sales Promotion- Online sales promotions. **(15 Hours)**

UNIT – V

Personal Selling- Important aspects of Personal Selling- Sales Display- Objectives of sales Display- Types of sales Display - Designing of sales promotion campaign – Involvement of salesmen and dealers –Trade promotion-Consumers and trade development.

(15 Hours)

TEXT BOOK:

1. Advertising & Sales Promotions - S.L.Gupta , VV Ratna -2007 Third Edition New Delhi – 2.

REFERENCE BOOKS

1. Advertising & Sales Promotions Management - S.A.Chunawalla , Himalaya II Edition

2. Advertising & Sales Promotions Management - S.H.H. Kazmi Satish & Batra. 2013

CONTENT BEYOND THE SYLLABUS

1. Effect of Advertisement on Teenagers and Children
2. Advertisement in Social Networking
3. Creating of advertisement copy for Assignment
4. Advertisement in the past era

Subject code: 17U5BAC16

Semester: V

Credit: 4

Hours: 75

**BBA
Core Course XVI
COST ACCOUNTING**

UNIT – I

Cost accounting – Meaning-Definition- Scope- Objectives – Importance- Advantages & Limitations – Limitations-Difference between Cost accounting and Financial Accounting – Difference between cost Accounting and Management Accounting- Elements of Cost – Preparation of Cost Sheet. **(15 Hours)**

UNIT – II

Material Management – Meaning and concept of Materials- -Objectives- Advantages and Purchase Procedure – Various Stock levels – Maximum stock level – Minimum stock level – Reorder level – Merits & Demerits - Economic Order Quantity – Bin card and stores ledger. **(10 Hours)**

UNIT – III

Pricing Methods – FIFO, LIFO – Merits & Demerits – Simple Average and weighted average methods – Merits & Demerits – Stock Control. **(12 Hours)**

UNIT – IV

Labour cost –Definition- Importance – Various methods of labour cost control – methods of wage payment – various incentive schemes – labour turnover. **(12 Hours)**

UNIT – V

Marginal Costing – Break Even Analysis for profit planning and control – P/V ratio - BEP and Margin of safety. **(12 Hours)**

Note : Distribution of Marks - Problems 80% and Theory 20%

TEXT BOOK :

1. Dr. R. Ramachandran & Dr. R. Srinivasan, Cost Accounting, Sriram Publication, Trichy.
2. Reddy & Hari Prasad Reddy, Cost Accounting , Margham Publishers, Chennai.

REFERENCE BOOKS :

1. Jain & Narang, Costing Accounting, Kalyani Publishers, New Delhi – 2006,
2. Pillai & Bagavathi, Cost Accounting, Sultan Chand & Sons, New Delhi, 2008

CONTENT BEYOND THE SYLLABUS

1. Installation of costing system
2. Standard Costing
3. Job Costing

**BBA
Core Course XVII
RESEARCH METHODOLOGY**

Objectives:

1. To enable the students to identify the overall process of designing a research study from its inception to its report.
2. To be familiar with current uses of the terms reliability and validity in educational research.
3. To get clear understanding on the criteria that can be used to select an appropriate statistical test to answer a research question or hypothesis.

Learning Outcome:

On completion of this course, the student will be able to:

- Design a good quantitative purpose statement and good quantitative research questions and hypotheses.
- Understand the different sampling techniques adopted for the purpose of research.
- Apply various advanced statistical tools required for the study.

UNIT – I

Research - Introduction – Meaning and definition - Objectives - Importance of research – types of research – criteria of good research-Different Research Design.

UNIT – II

Research process - Need for research design – Features of a good design - Importance concept relating to research design-- Different Research Design.

UNIT – III

Sampling meaning – steps in sampling design –Criteria of selecting a sampling Procedure- characteristics – Types of sampling.

UNIT – IV

Data collection – Primary data – Observation Method-Interview Method— Questionnaire-Schedule- Difference between questionnaire & schedule – Other Methods of data collection-Secondary Data- Case Study Method.

UNIT – V

Analysis of data – process – Meaning of Interpretation – Significance of report writing-Types - Layout of the research report.

TEXT BOOK :

1. Research Methodology, C.R. Kothari New Age International (P) Limited Publishers, 2009.

REFERENCE BOOKS :

1. Marketing Research and Consumer Behaviour, S.Sumathi, P.Saravanel. Vikas PublishinG House Private Limited 2003.

2. Marketing Management, R.S.N. Pillai, Bagavathi, Sultan chand & Co, Ltd, New Delhi, 2010

CONTENT BEYOND THE SYLLABUS

- 1.Applicationof Chi-square Test
- 2.Preparation of questionnaire for assignment
- 3.Research and Science

Subject code: 17U5BAC18

BBA
Core Course XVIII
FINANCIAL MANAGEMENT

Objectives:

1. To enable the students to understand the Finance Functions, Cost of capital, Capital structure, ...]
Capital Budgeting, Working capital management.
2. To Plan the utilisation of finance effectively
3. To learn about the impact of dividend policy on share prices of the company

Learning Outcome:

On completion of this course, the student will be able to:

- Measure risk and return and explain the trade-off between risk and return .
- Calculate the value of various financial assets Estimate cash flows from a project, including operating, net working capital, and capital spending.
- Estimate the required return on projects of differing risk and how to use the required return in evaluating investment decisions.

UNIT - I

Financial management – meaning – definition – nature and scope of financial management. Factors influencing financial decisions–objectives of financial management–Functions of financial manager–Organisation of Financial Management. (Theory only)

UNIT - II

Capital budgeting – ranking of projects – methods of evaluating a project investment proposal – importance of capital budgeting- Problem on payback method- NPV (Net Present Value)- ARR (Average Rate of Return)(Theory & Simple problems only). Leverages – meaning - types – importance and significance of leverages(Theory & simple problems Only)- Risk Analysis-Risk and Return.

UNIT – III

Dividend Policy- Introduction-Dividend Decision and Valuation of firms- Theory of Irrelevance-Modigliani and Miller Approach-Walter and Gordon's Approach- Determinants of Dividend Policy. (Theory Only).

UNIT- IV

Cost of capital – concept of cost of capital – determinants of cost of capital – Significance of Cost of Capital-Super normal growth-simple and weighted average cost of capital). (Theory Only).

UNIT-V

Working capital management – meaning – importance – types of working capital – factors determining working capital requirements - estimation of working capital (simple problems only). Management of cash – inventory - accounts receivables and accounts payable. (Theory only).

NOTE : Theory - 70% of Marks, Problem - 30% of Marks

TEXT BOOK:

1. Dr. S.N. Maheswari, Principles of Financial Management, Himalaya Publishing House.
2. Sharma & Sasi K. Gupta , Financial Management, Kalyani Publishers.

REFERENCE BOOKS

1. I.M. Pandey, Financial Management – Vikas.
2. Kulkarni & Sathya Prasad, Financial Management – Himalaya

CONTENT BEYOND THE SYLLABUS

1. Securities and Exchange Commission regulations (SEC)
2. Techniques to evaluate merger leverage , buyout and divestitures
3. Initial Public Offering.

Subject code: 17U5BAE01

Semester: V

Credit: 3

Hours: 75

**BBA
Elective I
SERVICE MARKETING**

OBJECTIVE:

Objectives:

1. To enable students to gain expert knowledge on **marketing** of various **services** . .
2. Identify and describe the components of the services marketing mix
3. To ensure that the customer needs are identified, anticipated and satisfied profitably”

Learning Outcome:

On completion of this course, the student will be able to:

- Understand the segmentation process, target marketing, differentiating and positioning in the service sector.
- Know to manage customer behavior in service delivery process.
- Acquire knowledge in the tourism and education service sector with the blending of 7P's.

UNIT – I

Introduction – Meaning and definition, Concept of Service marketing – Characteristics - Importance – Classifications of services – Difference between marketing of goods and services.

UNIT – II

Environment of service marketing – Macro & Micro – understanding service customer. Models of services – consumer behaviour – service quality & GAP model.

UNIT – III

Market Segmentation – Definition – Bases for segmenting consumer market – Industrial market – Requirement for effective segmentation - Targeting & Positioning.

UNIT – IV

Marketing mix in services – Traditional 4P's – Extended marketing mix for services - Bank marketing – Marketing mix in banking services – 7 P's – Product-Price-Place-Promotion – Process – Physical evidence – people.

UNIT – V

Marketing of Tourism services - Factors – Motivation for travel – Consumer – Marketing mix (7 P's) in tourism services – Education marketing – Levels of Education - Characteristics – Marketing mix in Educational services.

TEXT BOOK :

1. Services Marketing, Ravishankar, Excel Books New Delhi , 2008

REFERENCE BOOKS :

1. Marketing Management , R.S.N. Pillai, Bagavathi, Sultan Chand & Co. Ltd, New Delhi,2010
2. Marketing of services, Dr. Jyotsna Diwan Mehta, Dr. Shobha, Khinvasara Professional Publication, New Delhi , 2009-2010.
- 3 Service Marketing, Valarie A. Zeithaml V.A. & M.J. Bitner

CONTENT BEYOND THE SYLLABUS

- 1.Branding of Services
- 2.Services in Hotels , Airlines

Subject code: 17U5BACP02

Semester: V

Credit: 2

Hours: 60

**BBA
Core Practical II
MANAGEMENT TACTICS**

OBJECTIVE:

Objectives:

1. To create practical knowledge of management among the students.
2. To develop the managerial ability and potentiality.
3. To study the current information about the companies.

UNIT – I

Functions of management : Chart preparation - Traditional Leaders profile; Organization chart collection for 3 top companies.

UNIT – II

Business proposal : Creative thinking to start a business – company collection of various plant location (factorize in urban, rural & sub-urban areas).

UNIT – III

Leadership quality – Syles, Role playing- Management development programmes.

UNIT – IV

SWOT analysis – TOWS matrix - Rors Charch Ink Blot test (psychological view).

UNIT – V

Top 20 companies profile – Successful Entrepreneurs in India & Foreign countries.

Note : Record : 40 marks Viva Voce : 60 marks

**BBA
SBEC III****CAMPUS TO CORPORATE****Objectives**

1. To boost the confidence of the students and provides them tools like goal setting, team work and stress management .
2. To enhance the technical skills development including enhancing soft skills abilities of the students.
- 3.To train the learners for smoother transition from their campus to corporate for employment

Learning Outcome:

On completion of this course, the student will be able to:

- Meet the competition of the world and develop self confidence to meet the challenges in the society.
- Acquire employability skill by gaining competency - knowledge, skills and attitude .
- Learn Etiquette in the corporate and societal life.

UNIT I

Overview of campus and corporate – distinction overview of BPO Industry in India and world
Enhancing the reading ability of students (at a speed of minimum 150 words per minute with appropriate stress, voice modulation and correct pronunciation). Newspaper Reading TheHindu, Indian Express, Business Line, Economic Times etc., and magazines like business world, etc.,
Enhancing the spontaneous writing skill of the students–writing articles on simple to pics given–preparing speeches–preparing reports on various events / functions held in the college.

UNIT-II

Enhancing the spontaneous speaking skill of the students–self introduction at various forums and during interviews – Effective Public Speaking (EPS) – Roleplaying. Mock interviews for recruitment – mockpressmeets.

UNIT-III

Corporate etiquette – Dressing and grooming skills – Work place etiquette – Business etiquette – Email etiquette – Telephone and meeting etiquette – Presentation skills.

UNIT IV

Resume Basics: Purpose, Focus, Resume formats, Strengths and weaknesses of different formats. Different Parts of a Resume, Right Words for Resumes, Fonts and Styles.

UNIT V

Enhancing the interpersonal communication skill of the students – Group Commission (Students may be organized in to 4 and 5 groups). All the groups may be give management problem relating to real life experiences of trade and industry in the country or the world. They will be asked to find group solution through discussion and the group leader will present the same to the audience in the class.

TEXT BOOKS

1. Rajendra Pal & Korlahalll, Essentials of Business Communication, Sultan Chand & Sons, 2008.

REFERENCE BOOKS

1. Namrata Palta, The art of Effective Communication, Lotus Press, New Delhi, 2007.
2. S.K.Mandal, Effective Communication and Public Speaking, Jaico Publishing
- . 3. V.Sasikumar, P .KiranmaiDutt, Geetha Rajeevan, A. Course in Listening and Speaking II, Cambridge University Press, 2007.

Subject code: 17U5BAN01

Semester: V

Credit: 2

Hours: 75

**BBA
NMEC – I**

BRAND MANAGEMENT

Objectives

1. To develop the necessary knowledge and skills needed to attain and maintain strong brand equity in a competitive marketplace
2. To understand product and branding concepts from the consumer's point-of-view..
3. To position the organization and its brands in the marketplace to obtain the best match between distinctive capabilities and value opportunities

Learning Outcome:

On completion of this course, the student will be able to:

1. Learn how to identify brand meaning and to measure brand strength for any particular market offering
2. Analyze critically the effectiveness of brand management in an organizational context
3. Learn to leverage the marketing-mix to build a strong brand platform with a strong customer

UNIT - I

INTRODUCTION - Basics Understanding of Brands – Definitions - Branding Concepts – Functions of Brand - Significance of Brands – Different Types of Brands – Co branding – Store brands.

UNIT - II

BRAND STRATEGIES - Strategic Brand Management process – Building a strong brand – Brand positioning – Establishing Brand values – Brand vision – Brand Elements – Branding for Global Markets – Competing with foreign brands.

UNIT III

BRAND COMMUNICATIONS- Brand image Building – Brand Loyalty programmes – Brand Promotion Methods – Role of Brand ambassadors, celebrities – On line Brand Promotions.

UNIT IV

BRAND EXTENSION - Different type of brand extension – Factors influencing Decision for extension – Re-branding and re-launching.

UNIT V

BRAND PERFORMANCE -Measuring Brand Performance – Brand Equity Management - Global Branding strategies - Brand Audit – Brand Equity Measurement – Brand Leverage - Role of Brand Managers– Branding challenges & opportunities .

TEXT BOOKS

1. Mathew, Brand Management – Text & cases, MacMillan, 2008.
2. Kevin Lane Keller, Strategic Brand Management: Building, Measuring and Managing, Prentice Hall, 3rd Edition, 2007.

REFERENCES

1. Tyboust and Kotter, Kellogg on Branding, Wiley, 2008
2. Lan Batey, Asian Branding – A Great way to fly, PHI, Singapore, 2002.
3. Paul Tmepoal, Branding in Asia, John Willy, 2000.
4. Ramesh Kumar, Managing Indian Brands, Vikas Publication, India, 2002.
5. Jagdeep Kapoor, Brandex, Biztranza, India, 2005 BA9252 RETAIL MANAGEMENT

Subject code: 17U6BAC19

Semester: VI

Credit: 4

Hours: 75

BBA

Core Course XIX

HUMAN RESOURCE MANAGEMENT

Objectives

- 1.To evaluate and Design various organizational structure and understand how they are related to organizational success
- 2.To know formalize, design and evaluate various recruitment and placement Policies..
- 3.. To Perform an effective appraisal interview system to contribute the skill of the employee for the growth of the organization.

Learning Outcome:

On completion of this course, the student will be able to:

1. Understand the role, functions and functioning of human resource department of the organizations.
2. Design and formulate variours HRM processes such as Recruitment, Selection, Training & Development,Performance appraisals
3. Evaluate the developing role of human resources in the global arena.

UNIT – I

Introduction to Human Resource Management-Definition-Objectives-Functions-Role and qualities of a good HR manager-Differences between Personnel Management and HRM.

UNIT – II

Human Resource Planning – Definitions – Objectives-steps in HR planning-importance-Job analysis-Job description-job specification-significance of HR planning.

UNIT – III

Recruitment & Selection:-objectives-sources of Recruitment-methods of selection-types of tests-Interviews.

UNIT – IV

Training and Development-principles-methods of traning programmes-on the job training methods-off the job training methods-importance of training programmes-Recent trend in Training and Development programmes.

UNIT – V

Performance Appraisal-objectives-Techniques of performance appraisal-Motivation-Theories of Motivation-managing grievances and discipline-QWL.

TEXT BOOK :

1. P.C.Tripathi, Human Resource Development , Sultan Chand & Sons , New Delhi – 2002.

REFERENCE BOOKS :

1. S.S.Khanka, Human Resource Management, S.chand & Company ltd., New Delhi, 2010.
2. P.Suppa Rao-HRM
3. C.B.Memoria, Personnel Management – Himalaya publications house.
4. J.Jayasankar , Human Resource Management , Margham publications.

CONTENT BEYOND THE SYLLABUS

- 1.Absenteeism and its causes
- 2.Motivation in the Organisation
- 3.Effective Leadership to build the team
4. Role of HR in campus Interview

Subject code: 17U6BAC21

Semester: VI

Credit: 4

Hours: 75

**BBA
Core Course XXI**

FINANCIAL INSTITUTIONS AND SERVICES

UNIT - I

Indian Financial System- Financial Instruments- Banks as Financial Intermediaries- Commercial Banks – Modern Functions- Reserve Bank of India-functions-Financial Services Market Constituents.

UNIT - II

Non-Banking Financial Services-UTI and its services - Factoring Services-Hire Purchase and Lease Financing- Lease Evaluation-NABARD- HUDCO- Housing Finance Services.

UNIT - III

Special Financial Institutions – IDBI, IFCI, ICICI, EXIM Bank, SIDCO and DFHI.

UNIT - IV

Stock Exchange- Meaning Definition- Powers and Functions of Stock Exchange- OTCEI and its features- SEBI – Powers and Functions and guidelines.

UNIT - V

Merchant Banking – Functions of Merchant Banker – Credit Syndication Services – Portfolio Management –Services – Credit Rating –features –benefits- credit rating agencies in India.

TEXT BOOKS:

Gorden & Natarajan , Financial Institution and Services,HPH

REFERENCE BOOKS

1. Khan M.Y. Financial Services, TMH.
2. Bhatia & Batra, Management of financial services, Deep & Deep

| | | |
|--------------------------------|------------------|------------------|
| Subject code: 17U6BAPR1 | | |
| Semester: VI | Credit: 3 | Hours: 60 |

BBA
Core Project
Project Report – Viva voce

PROJECT WORK GUIDELINES

SPECIMEN – I

**A Study on Effectiveness of Training Among ‘E’ Level Employees
of Watch Division in Titan Industries Limited, Hosur**

A Project Report Submitted to the Periyar University in Partial fulfillment of the requirements for the award of the Degree of

BACHELOR OF BUSINESS ADMINISTRATION

By

Name of the Student
Reg. No. _____

Under the guidance of

Name of the Guide
Designation, Department
College.

College Emblem

Department, College Name and Place
Month and Year of Submission

Note:

1. Report pages should be minimum 50 pages and maximum not to be exceed 60 pages

Subject code: 17U6BAE02

Semester: VI

Credit: 3

Hours: 75

**BBA
Elective - II
GLOBAL BUSINESS**

Objectives

1. To Make the students to understand the need of trade with other countries.
2. To enable the students to understand the importance of foreign economic, social, political, cultural, and legal environment.
3. To focus on the role of supply and logistic management in extending and building the global trade.

Learning Outcome:

On completion of this course, the student will be able to:

1. Evaluate the opportunities and challenges in an ever-changing context of an internationally operated business.
2. Understand the various main institutions that shape the global marketplace to expand the trade abroad.
3. Manage the preparation of documents and the application of procedures to support the movement of products and services in the organization's global supply chain.

UNIT-I

Introduction to International Business- Meaning-Distinction between Domestic and International Business- Reason for International Business- Problems of International Business-Concept of Globalisation-Stages of Globalisation-Importance of Globalisation.

UNIT-II

International Business Environment-Characteristics- Environment of International Business- Economic Environment- Social Environment-Cultural Environment-Political Environment- Legal Environment-Technological Environment.

UNIT-III

Export and Import Documentation-Licensing-procedure-General Code-Letter of Code-Products to be restricted for Export and Import.

UNIT-IV : Logistics and Supply chain Management-significance-Functions.

UNIT-V

International Organisation and Agreement-WTO- Difference between Gatt and WTO- UNCTAD- Principles-Functions- IBRD- Principles- Organisation Structure-IMF- Objectives- Functions-Organisation Structure-GCC-ELL-SAARC.

TEXT BOOK

1.International Business- Dr. C.B.Gupta,first edition,2014 Sultan Chand Co.PvT LTd.Ramnagar New Delhi.

REFERENCE BOOKS

1.International Marketing -Dr,R.K.Kothari, Dr.P.C.Jain, First Edition,2008-2009 Ramesh Book Depot-Jaipur, NewDelhi

2.International Marketing Management-R.L. Varshney, B.Bhattacharya, Sultan Chand and Sons- NewDelhi, 13th edition, 2000

CONTENT BEYOND THE SYLLABUS

- 1 Expansion of Business to Global Level
2. A visit to an Export company
3. Profit earned through marketing of sea foods

Subject code: 17U6BAS04

Semester: VI

Credit: 2

Hours: 75

BBA

SBEC - IV

VERBAL AND NONVERBAL REASONING

UNIT I

Series- Number series-Alphabet Series-Alpha Numeric Series.

UNIT II

Analogy-Completing the Analogy pair-Direct/Simple Analogy-Double Analogy.

UNIT III

Alphabet test- Situation Reaction Test

UNIT IV

Logical Reasoning-Two Premises Arguments.

UNIT V

Series-Figure Series-Five Five figure series.

TEXT BOOKS

1. Verbal and Non Verbal Reasoning R.S Agarwal

CONTENT BEYOND THE SYLLABUS

- 1.Training to meet the competitive exams at UG level
- 2.Promote critical thinking.

Subject code: 17U6BAN02

Semester: VI

Credit: 2

Hours: 75

**BBA
NMEC - II
PERSONALITY DEVELOPMENT**

Objectives

1. To boost the confidence of the students and provides them tools like goal setting, team work and stress management .
2. To enhance the technical skills development including enhancing soft skills abilities of the students.

Learning Outcome:

On completion of this course, the student will be able to:

- Meet the competition of the world and develop self confidence to meet the challenges in the society.
- Acquire employability skill by gaining competency - knowledge, skills and attitude .
- Learn Etiquette in the corporate and societal life.

UNIT I

Personality – Meaning, importance, factors affective personality, traits of personality.

UNIT II

Values – meaning, importance, qualities, formation of values- types of values.

UNIT III

Interpersonal Skill: Meaning, Importance, Element, Improving Interpersonal Skills.

UNIT IV

Learning-Theories of learning-Types.

UNIT V

Transactional analysis-meaning, importance, types Complementary, contradictory, ulterior.

REFERENCE BOOK:

1. L.M. Prasad, Organisational Behaviour
– Sultan Chand Publications, 2000, 3rd Edition.
2. Get the job done – Shoe Maker, First Edition, Pearson Publication.

CONTENT BEYOND THE SYLLABUS

1. Influence of Personality on others
2. Attitude and Personality
3. Analysis of One's Personality

QUESTION PAPER PATTERN

(For Theory & Problem oriented subjects)

Time: 3 Hours

Max. Marks: 75

PART – A (20 x 1 = 20 Marks)

Multiple choice question

Answer All the Questions

(From each unit Four questions)

PART – B (5 x 5 = 25 Marks)

Answer All Questions (Either or Type)

(From each unit one question)

PART – C (3 x 10 = 30 Marks)

Answer Any Three out of Five Questions

(From each unit one question)

CORE COURSE XIV**BBA CA****MARKETING MANAGEMENT****OBJECTIVE:**

To enable the students to understand the marketing concepts and the behavior of the consumers.

UNIT-I

Introduction –Definition of marketing- Meaning of Market- Classification of Markets-Objectives of Marketing-Functions of Marketing- Role of Marketing in economic development.

UNIT-II

Consumer Behaviors-Definition-Importance-Buying motives-Types of buyers- Factors influencing consumer Behavior-Market Segmentation-Definition Bases for market segmentation-Types – Benefits of segmentation.

UNIT-III

Product-Features-Product Planning and Development- Product Line- Product Life cycle- Brand-Essential of a good brand-benefits-Labeling-Packaging-Kinds-requisites of a good package.

UNIT IV

Price-Importance-Pricing decisions-Factors affecting pricing decision-procedure for determination-Kinds of Pricing-Factors affecting changes in price.

UNIT V

Sales Promotion-Purpose importance-Kinds of Sales Promotion -Personal selling –Theories-Channel of Distribution-Different Channels-Middleman Functions.

TEXT BOOK:

Rajan Nair N. Marketing Management, Sultan Chand and Sons, 2000, 2nd Edition.

REFERENCE BOOK

- 1.Philip Kotler,Marketing Management, Millennium, PHI,2008, 7th Edition.
- 2.R.S.N. Pillai and Bhagwathi, Marketing Management, S. Chand,2010, 1st Edition.

CONTENT BEYOND THE SYLLABUS

- 1.E-Marketing
- 2.Green Marketing
3. Viral Marketing

NMEC-I

BBA

TOURISM MANAGEMENT

UNIT -I

Tourism – Introduction – Definition – Types.

UNIT -II

Importance of Tourism – Travel Agency- Tourist Motivation.

UNIT - III

Tourism guides – Travel documents – Passport.

UNIT -IV

Growth of Tourism: Causes for the growth of tourism

UNIT-V

Economic, Social and Ecological impacts of Tourism- Transport Accomodation.

TEXT BOOKS:

1. Tourism Management – P.N. Seth, Sterling Publishers Private Ltd, 2005.
2. Tourism and Travel Management : Bishwanath Ghosh, Vikas Pulishing House Pvt Ltd, 1998.

REFERENCE BOOKS

1. Tourism Planning – A Gunclare, Bowling Green University Popular Press, 1999
2. Tourism and Development : Drishnaswami and J.Thiyagarajan, Times of India Press, 1998.

