

BHARATHIDASAN UNIVERSITY, TIRUCHIRAPALLI – 620 024

B. B.A. Programme - COURSE STRUCTURE UNDER CBCS

(applicable to the candidates admitted from the academic year 2010 – 2011 onwards)

| SEM | PART | COURSE TITLE | HRS / WEEK | CREDIT | EXAM HRS | MARKS | | TOTAL |
|-----|-------|--|------------------|--------|-------------|-------|-----|-------|
| | | | | | | INT | EXT | |
| I | I | Language Course – I (LC) – Tamil*/Other Language +# | 6 | 3 | 3 | 25 | 75 | 100 |
| | II | English Language Course –I (ELC) | 6 | 3 | 3 | 25 | 75 | 100 |
| | III | Core Course I (CC) Management Concepts | 6 | 5 | 3 | 25 | 75 | 100 |
| | | Core Course II (CC) Financial Accounting | 6 | 4 | 3 | 25 | 75 | 100 |
| | | Allied Course I Managerial Economics | 6 | 3 | 3 | 25 | 75 | 100 |
| | Total | | | 30 | 18 | | | |
| II | I | Language Course –II (LC) – Tamil*/Other Language +# | 6 | 3 | 3 | 25 | 75 | 100 |
| | II | English Language Course –II (ELC) | 6 | 3 | 3 | 25 | 75 | 100 |
| | III | Core Course III (CC) Marketing Management | 5 | 5 | 3 | 25 | 75 | 100 |
| | | Allied Course II Mathematics & Statistics for Managers | 5 | 4 | 3 | 25 | 75 | 100 |
| | | Allied Course III Business Environment | 4 | 3 | 3 | 25 | 75 | 100 |
| | IV | Environmental Studies | 2 | 2 | 3 | 25 | 75 | 100 |
| | IV | Value Education | 2 | 2 | 3 | 25 | 75 | 100 |
| | Total | | | 30 | 22 | | | |

| | | | | | | | | |
|-------|-------|---|----|----|---|---------|---------|-----------|
| III | I | Language Course –III (LC) – Tamil*/Other Language +# | 6 | 3 | 3 | 25 | 75 | 100 |
| | II | English Language Course –III (ELC) | 6 | 3 | 3 | 25 | 75 | 100 |
| | III | Core Course IV Managerial Communications | 6 | 5 | 3 | 25 | 75 | 100 |
| | | Core Course V Computer Applications in Business (Theory + Practical) | 5 | 4 | 3 | 10 + | 30 + | 100 45 |
| | | Allied Course IV Business Law | 5 | 3 | 3 | 25 | 75 | 100 |
| | IV | Non-Major Elective – I for those who studied Tamil under Part I Basic Tamil for other language students Special Tamil for those who studied Tamil upto 10 th +2 but opt for other languages in degree programme Management Principles | 2 | 2 | 3 | 25 | 75 | 100 |
| | Total | | 30 | 20 | | | | 600 |
| IV | I | Language Course –IV (LC) – Tamil*/Other Language +# | 6 | 3 | 3 | 25 | 75 | 100 |
| | II | English Language Course –IV (ELC) | 6 | 3 | 3 | 25 | 75 | 100 |
| | III | Core Course VI Production Management | 5 | 5 | 3 | 25 | 75 | 100 |
| | | Allied Course V Organizational Behaviour | 5 | 4 | 3 | 25 | 75 | 100 |
| | | Allied Course VI Operations Research | 4 | 3 | 3 | 25 | 75 | 100 |
| | IV | Non-Major Elective – II for those who studied Tamil under Part I a)Basic Tamil for other language students b)Special Tamil for those who studied Tamil upto 10 th +2 but opt for other languages in degree programme Banking Practices | 2 | 2 | 3 | 25 | 75 | 100 |
| | IV | Skill Based Elective – I | 2 | 4 | 3 | 25 | 75 | 100 |
| Total | | 30 | 24 | | | | 700 | |

| | | | | | | | | |
|----|-------------|---|--------|--------|--------|---------|---------|----------|
| V | III | Core Course VII Cost Accounting | 6 | 5 | 3 | 25 | 75 | 100 |
| | | Core Course VIII Financial Management | 5 | 4 | 3 | 25 | 75 | 100 |
| | | Core Course IX Company Law and Secretarial Practice | 5 | 4 | 3 | 25 | 75 | 100 |
| | | Core Course X Services Marketing | 5 | 4 | 3 | 25 | 75 | 100 |
| | | Major Based Elective – I Stock Exchange Practices | 5 | 5 | 3 | 25 | 75 | 100 |
| | IV | Skill Based Elective – II | 2 | 4 | 3 | 25 | 75 | 100 |
| | IV | Skill Based Elective – III | 2 | 4 | 3 | 25 | 75 | 100 |
| | Total | 30 | 30 | | | | 700 | |
| VI | III | Core Course XI Human Resource Management | 6 | 5 | 3 | 25 | 75 | 100 |
| | | Core Course XII Management Accounting | 6 | 5 | 3 | 25 | 75 | 100 |
| | | Core Course XIII Entrepreneurial Development | 6 | 5 | 3 | 25 | 75 | 100 |
| | | Major Based Elective – II Management Concepts in Thirukkural | 5 | 5 | 3 | 25 | 75 | 100 |
| | | Major Based Elective – III International Business | 6 | 4 | 3 | 25 | 75 | 100 |
| | V | Extension Activities** பாலின சமத்துவம் | - 1 | 1 1 | - 3 | - 25 | - 75 | - 100 |
| | Total | 30 | 26 | | | | 600 | |
| | Grand Total | 180 | 140 | | 950 | 2850 | 3800 | |

**BBA DEGREE PROGRAMME
I SEMESTER - CORE COURSE – I
MANAGEMENT CONCEPTS**

**Hours Allotted: 6 Hrs.
Credit Allotted: 5**

**Code:
Max. Marks: 75**

OBJECTIVE: To enable the students understand the Principles of Management and how to acquire skills to become a good manager.

UNIT I

Management – Concept – Nature –Management as a Science, an Art and Profession – Process – Levels of management – F.W.Taylor’s Scientific Management – Fayol’s Theory of Management.

UNIT II

Planning – Concept – Process – Types of Plans – Objectives, Policies, Procedures, Rules, Strategies, Programmes and Budgets.

UNIT III

Organizing – Concept – Organisation as a process – Elements of Organisation process – Types of organization – Delegation – Departmentation – Centralization – Decentralisation..

UNIT IV

Staffing – Concept – Functions – Process – Selection – Recruitment – Training. Direction – Concept – Elements of Directing – Principles of Direction – Process of Directing.

UNIT V

Co-ordination – Controlling – Concept – Need and importance – Process – Characteristics of an ideal control system – Budgetary Control.

TEXT BOOK RECOMMENDED:

Principles of Management – L.M. PRASAD

BOOKS FOR REFERENCE:

Principles of Management – SHERLEKAR

Business Management – DINKAR PAGARE

Principles of Management – TRIPATHI AND REDDY.

Essentials of Management – KOONTZ AND O’DONNEL
Management Principles – T.RAMASAMY

CORE COURSE – II

FINANCIAL ACCOUNTING

Hours Allotted: 6 Hrs.
Credit Allotted: 4

Code:
Max. Marks: 75

OBJECTIVE: To enable the students to understand Accounting Principles and gain knowledge in the preparation of Final Accounts of Sole Trader, Non – Trading concern and Companies.

UNIT I

Definition of Account – Accounting Principles – Nature of Accounting Concepts – Double Entry Vs single entry – Journal – Ledger – Trial Balance.

UNIT II

Subsidiary Books – Purchases Book, Sales Book, Purchases Returns Book, Sales Returns Book and Cash Book:- Simple Cash Book and Petty Cash Book, Rectification of error, Bank Reconciliation statement (BRS)

UNIT III

Methods of Depreciation: - Straight Line Method, Written Down Value Method and Annuity Method - Final Accounts of Sole Trader with simple adjustments.

UNIT IV

Capital and Revenue – Accounts of Non-trading organizations - Income and Expenditure Account – Receipts and Payments Account.

UNIT V

Final Accounts of Companies with simple adjustments.
(Marks – Theory 40% and Problems 60%)

TEXT BOOK RECOMMENDED:

Advanced Accountancy – M.C.SHUKLA, T.S.GREWAL & S.C.GUPTA, Sultan Chand & Sons.

BOOKS FOR REFERENCE:

Advanced Accountancy – S.P.JAIN & K.L.NARANG, Kalyani Publishers.

Advanced Accountancy – R.L.GUPTA & RADHASAMY.

Principles of Accountancy – VINAYAKAM, MANI & NAGARAJAN.

ALLIED COURSE – I

MANAGERIAL ECONOMICS

Hours Allotted: 6 Hrs.

Credit Allotted: 3

Code:

Max. Marks: 75

OBJECTIVE: To enable the students understand the various concepts of Economics and their Application in Business decisions

UNIT I

Managerial Economics – Meaning, Nature and Characteristics – Scope – Relationship with other disciplines – Laws of Demand – Objectives of firms.

UNIT II

Utility – Concepts – Law of Diminishing Marginal Utility – Concept of Consumer Surplus – Indifference Curve Analysis – Elasticity of Demand.

UNIT III

Factors of Production – Law of returns – Law of variable proportions – Law of returns to scale – Economies of Large Scale Production.

UNIT IV

Cost Concepts – Cost Output relationship in the short run and long run – Revenue Analysis – Kinds of Market conditions – Price and Output determination under perfect competition, monopoly, oligopoly and monopolistic competition.

UNIT V

National Income – Concepts, Measurement and Difficulties in measurement – Inequalities of Income – Causes – Merits and demerits.

TEXT BOOK RECOMMENDED:

Managerial Economics – R.L.VARSHNEY & K.L.MAHESHWARI

BOOKS FOR REFERENCE:

Managerial Economics Analysis, Problems & Cases – P.L.MEHTA.

Principles of Economics, Economic Analysis – V.LOKANATHAN.

Economic Analysis – K.P.M. SUNDHARAM & E.N. SUNDHARAM.

Managerial Economics – CAUVERY, SUDHANAYAK, GIRIJA

Managerial Economics - S.Sankaran

CORE COURSE – III

MARKETING MANAGEMENT

Hours Allotted: 5 Hrs.

Credit Allotted: 5

Code:

Max. Marks: 75

OBJECTIVE: To educate the students various concepts of Marketing and also to develop their interest in Marketing.

UNIT I

Marketing Management – Meaning of Market, Classification – Modern Marketing Concepts – Marketing Approaches – Marketing Functions – Market Mix.

UNIT II

Market Environment – Market Segmentation – Buyer Behaviour – Determinants of Buyer Behaviour.

UNIT III

Product Planning – Product Mix – Product Life Cycle.- Price – Objectives – Factors influencing Pricing – Methods of Pricing.

UNIT IV

Promotion – Promotion Mix – Advertisements – Strength and Weakness – Media Selection – Process of Personal Selling – Publicity – Sales Promotion Features - Physical Distribution – Marketing Channels.

UNIT V

Marketing Information System and Marketing Research – Steps in Marketing Research – Marketing of Services – Service Marketing Mix.

TEXT BOOK RECOMMENDED:

Principles and Practices of Marketing – MAMORIA & JOSHI.

BOOKS FOR REFERENCE:

Marketing Management – RAJAN NAIR.

Marketing Management – PHILIP KOTLER.

Modern Marketing – PILLAI & BHAGAVATHI.

Marketing Management – SHERLEKAR.

Marketing Management – VARSHNEY & GUPTA.

ALLIED COURSE – II
MATHEMATICS AND STATISTICS FOR MANAGERS

Hours Allotted: 5 Hrs.
Credit Allotted: 4

Code:
Max. Marks: 75

OBJECTIVE: To enable the students to gain knowledge about the basic mathematical tools used in business and statistical techniques that facilitate comparison and analysis of business data.

UNIT I

Differentiation: - Derivation of Standard Functions, Addition, Difference and Product Rule, Maxima and Minima – Application of Derivatives in Business.

UNIT II

Matrices and Determinants: Definition – Basic Concepts:- Addition, Subtraction and Multiplication of Matrices – Elementary Operations:-Transpose of a matrix, Inverse, Solving equations by matrix method – Determinants and Solution of Simultaneous Linear equations.

UNIT III

Statistics – Definition – Nature – Scope and Objectives –Diagrammatic Representation – One, two, three dimensional diagrams – Graphic Representation – Histogram, Frequency Polygon, Frequency Curve, Histogram and Pie diagram – Classification and tabulation.

UNIT IV

Measures of Central Tendency: Mean, Median, Mode, Geometric Mean and Harmonic Mean – Measures of Dispersion: Range, Quartile Deviation, Mean Deviation, Standard Deviation and coefficient of variation.

UNIT V

Simple Correlation: Karl Pearson's Co-efficient of Correlation and Spearman's Rank Correlation – Simple Regression Analysis.

(Marks: Theory 40% and Problems 60%)

TEXT BOOK RECOMMENDED:

Business Mathematics – SAN CHETI & KAPOOR, S. Chand & Co. Ltd

Statistics – R.S.N.PILLAI & BAGAVATHI, Sultan Chand

BOOKS FOR REFERENCE:

Statistical Methods – S.P.GUPTA, Sultan Chand.

Business Tools and Decision Making – S.L.AGGARWAL & S.L. BHARDWAJ, Kalyani Publishers.

ALLIED COURSE – III - BUSINESS ENVIRONMENT

Hours Allotted: 4 Hrs.
Credit Allotted: 3

Code:
Max. Marks: 75

OBJECTIVE: To promote basic understanding on the concepts of Business Environment and to enable them to realize the impact of environment on Business.

UNIT I

Business - scope - characteristics - Business Goals - criticisms - Business Environment - Objectives - types of environment.

UNIT II

Economic Environment-Nature-economic factors-Basic economic system economic planning- Privatization -Nature-Objectives- privatization Routes

UNIT III

Political Environment- political Institutions-Legislature, executives, judiciary, judiciary Activism-Government in Business-Regulatory, Intervention, participatory roles.

UNIT IV

Social and cultural environment-Nature-Impact of culture on Business Culture and Goods, services-People's attitude to Business and work-Social responsibility of Business-Business and Society

UNIT V

Technological Environment-Features-Impact of technology- Technology and society-Economic effects-Management of Technology-Global Environment nature-manifestation-Benefits and problems from MNC's-challenges of International Business.

TEXT BOOK RECOMMENDED:

K. Aswthappa- Essentials of Business Environment-Himalaya Publishing House

BOOKS FOR REFERENCE:

1. George. Steiner & JohnF . Steiner- Business, Government and Society- Tata McGraw Hill
2. Adikari - Economic Environment in Business- Himalaya Publishing House
3. Francis Cherunilam - Business Environment
4. Ishwar C.Dhingara.-Indian Economy-Sultan chand & company
5. Ruddan datt and K.P.M. Sundharam -Indian Economy

III SEMESTER – CORE COURSE – IV
MANAGERIAL COMMUNICATIONS

Hours Allotted: 5 Hrs.
Credit Allotted: 5

Code:
Max. Marks: 75

OBJECTIVE: To enable the students, understand the significance of communication particularly in the fields of sales and its execution, claims and adjustments, agency business, report writing [Both business and press – Hard and soft.

UNIT I

Communication –Meaning , process and Significance – Objectives – Principles – Types – Media – Barriers to Communication – Commercial Terms and Abbreviations.

UNIT II:

Correspondence – Need, Functions and Kinds of Business Letters – Layout of Business Letters – Enquiry and Reply – Offers and Quotations – Orders – Execution and Cancellation.

UNIT III:

Claims and Adjustments – Collection Letters – Sales Promotion Letters – Circular Letters.

UNIT IV

Agency Correspondence – Bank Correspondence – Import and Export Correspondence – Application Letters.

UNIT V

Recommendations - Report Writing – Structure of Reports – Press Reports – Market Reports – Business Reports – Modern means of Electronic Communication – Internet–E-mail - Video Conferencing – Creating Web page – FAX.

TEXT BOOK RECOMMENDED:

Effective Business English and Correspondence – M.S.RAMESH & PATTENSHETTY, R.Chand & Co.

BOOKS FOR REFERENCE:

Essentials of Business Communication – RAJENDRA PAL & J.S.

KORLAHALLI, Sultan chand & sons

Business Communication – R.C.SHARMA, KRISHNA MOHAN, Tata McGraw Hills.

Business Communication – URMILA RAI, Himalaya Publishing House

CORE COURSE – V

COMPUTER APPLICATIONS IN BUSINESS

Hours Allotted: 4 Hrs.

Credit Allotted: 4

Code:

Theory : 60 Marks Exam Hrs. 2

Int. 15 marks Ext. 45 marks

Practical: 40 Marks Exam. Hrs. 2

Int. 10 marks Ext. 30 marks

Unit I:

Meaning of Computer – Characteristics of Computer – Areas of application – I – P – O cycle – Component of Computer – Memory and control unit – Input and Output device – Hardware and Software Operation Systems – Introduction to Windows 98 Logging on Desktop & Taskbar Icons on desktop – Start menu options Creation of files and folders. Windows explorer. Find options Shortcuts – Briefcase Running applications and customization.

Unit II:

Introduction to word 2000 starting word 2000- Creating short cut for word 2000 – creating word documents – creating business letters using wizards – editing word documents – inserting objects formatting documents – spelling and grammar check – word count – thesaurus auto correct working with tables – saving, opening and closing documents – mail merge.

Unit III

Introduction to spread sheets – spread sheet programmes and applications - - Ms Excel and its features – what is on the screen? - Building work sheets – entering data in work sheets, editing and formatting work sheets – creating and formatting different types of charts – application of financial and statistical function – creating a – Analyzing and organizing data using Automatic rule total saving, opening and closing work books.

Unit IV

Fundamentals of Computerized accounting – Computerized accounting Vs manual accounts. Architecture and customization of tally – Features of tally – Configuration of Tally screens and menus – Creation of company – Creating of groups – Editing and deleting groups - Caution of ledgers - Editing and deleting ledgers – Introduction to vouchers – Vouchers entry payment voucher – Receipt voucher - Sales vouchers – Purchase vouchers – contra voucher - Journal vouchers – Editing and deleting vouchers.

Unit V:

Introduction to Inventories – Creation of stock categories – Creation of Stock groups – Creation of Stock items – Configuration and features of stock item – Editing and deleting stocks – Usage of stocks in Vouchers entry. Purchase orders – stock vouchers – Sales orders – stock vouchers – Introduction to cost – Creation of cost category – Creation cost centres - Editing and deleting

cost centres & categories – Usage of cost category and cost centres in vouchers entry -
Budgetary controls – Creation of budgets – Editing and deleting budgets – Generating and
printing reports in detailed and condensed format.

Day books – Balanced sheets – Trial balance – Profit and Loss Account – Ratio analysis Cash
flow statement – Found flow statement - Cost centre report – Inventory report Bank
reconciliation statement conclusion.

Reference:

Microsoft office for Windows 95 Bible Author Ed. Jones and Derek Sulton Publications Comdex
Computer Publication
TIAL Smart Accountant Book SMW Deva Publication, AVC Deva Publication
Computerized Accounting under Tally Publication, Deva Publication
Implementing Tally 5-4 Author K.K. Nadhani Publication BPB Publication

Computer Application in Business Accounting Exercises for Practical & MS word (Unit II)

Creating Business Letters
Creating an application for the job with Bio-data
Creating circular letter with Mail Merge options
Creating a Table by using the split and merge options

MS – Excel (Unit III)

Creating a work sheet like Mark Sheet, Pay Slip, PF Contribution list etc.
Creating Charts
Creating a list for the enclosures
Filtering the date using Auto filter custom filters using comparison operations.

Accounting Package (Unit IV & V)

Preparing voucher entries for the given transactions
Preparing final accounts from the Trial Balance given with any ten adjustments

Practical exam Question Paper Pattern & Mark Allotment

Maximum Marks: 30

Time for Practical Exam – 2 Hours

There will be two questions carrying 10 marks each. Both are to be answered.

(a) One problem in MS Word
(OR)

One Problem in Ms Excel

(a) One Problem in Accounting Package
(OR)

One Problem in Accounting Package

Maximum marks for any 2 questions from the above
Practical Note Book

2 x 10 = 20
= 10

Total 30

ALLIED COURSE – IV

BUSINESS LAW

Hours Allotted: 5 Hrs.
Credit Allotted: 3

Code:
Max. Marks: 75

OBJECTIVE: To acquaint the students with principles and legal aspects of various legislations like contract, agency, partnership, insurance and sale of goods act.

UNIT I

Contract Act – Definition, Classification – Essentials of a Contract – Offer and Acceptance – Consideration – Contractual Capacity – Free Consent – Legality of Object.

UNIT II

Performance of Contract – Modes of Discharge of Contract – Remedies for Breach of Contract .

UNIT III

Law of Agency-Modes creation-Agency by Ratification-sub –Agent and Substituted Agency-Termination of Agency-Bailment-features-Rights, duties of Bailor and Bailee.

UNIT IV

Sale of Goods Act – Definition, Price, Conditions and Warranties – Transfer of Property – Performance of Contract of Sale – Rights of an Unpaid Seller.

UNIT V

Partnership-Definition, essentials of partnership-Rights, duties and Liabilities of partners-Types of partnership - Dissolution of partnership.

TEXT BOOK RECOMMENDED:

Elements of Mercantile Law - N.D. KAPOOR.

BOOKS FOR REFERENCE:

Principles of Mercantile Law – B.N. TANDON.

Mercantile Law – DAVAR.

Business Law – PILLAI & BHAGAVATHI.

Mercantile Law – M.C.SHUKLA.

III SEMESTER – NON MAJOR ELECTIVE – I MANAGEMENT PRINCIPLES

Hours Allotted: 2 Hrs.

Credit Allotted: 2

Code:

Max. Marks: 75

OBJECTIVE: To enable the students understand the Principles of Management and how to acquire skills to become a good manager.

UNIT I

Management – Concept – Nature –Management as a Science, an Art and Profession – Levels of management.

UNIT II

Planning – Concept – Process – Types of Plans – Objectives, Policies, and Procedures.

UNIT III

Organizing – Concept – Organisation as a process –Types of organization – Centralization – Decentralisation..

UNIT IV

Staffing – Concept – Functions – Process – Selection – Recruitment – Training. Direction – Concepts.

UNIT V

Co-ordination – Controlling – Concept – Need and importance – Process –Budgetary Control.

TEXT BOOK RECOMMENDED:

Principles of Management – L.M. PRASAD

BOOKS FOR REFERENCE:

Principles of Management – SHERLEKAR

Business Management – DINKAR PAGARE

Principles of Management – TRIPATHI AND REDDY

Essentials of Management – KOONTZ AND O'DONNEL

Management Principles – T.RAMASAMY

IV SEMESTER - CORE COURSE – VI

PRODUCTION MANAGEMENT

Hours Allotted: 5 Hrs.

Credit Allotted: 5

Code:

Max. Marks: 75

OBJECTIVE: To help the students understand the nature and importance of production management and to acquaint them with the major aspects of production management.

UNIT I

Production Management – Scope and Significance –Production System – Functions and Types – Factors influencing Plant Location – Plant Layout and its Kinds.

UNIT II

Work Study, Time Study and Motion Study – Work Measurement – Maintenance of Plant – Types.

UNIT III

Production Planning and Control – Meaning – Definition – Objectives and Importance – Elements of Production Planning – Routing and Scheduling.

UNIT IV

Quality Control and Inspection – Meaning – Objectives and Significance – SQC – AGMARK, ISI AND ISO – Certification Marks.

UNIT V

Material Management – Meaning – Objectives and Significance – Purchasing – Procedure – Store Keeping – Objectives - Functions.

(Marks: 100% Theory)

TEXT BOOK RECOMMENDED:

Production and Operations Management – K.ASWATHAPPA, Himalaya Publishing House.

BOOKS FOR REFERENCE:

Production and Operations Management – B.S. GOYEL.

Production and Operations Management – PANNERSELVAM, Prentice Hall of India

Material Management – M.M. VARMA.

ALLIED COURSE V
ORGANISATIONAL BEHAVIOUR

Hours Allotted: 5 Hrs

Credit Allotted: 4

Code:

Max. Marks: 75

OBJECTIVE: To familiarize the concept of services marketing concept, fundamentals, tools, techniques and its significance in the liberalized business environment

UNIT I :

Organisational Behaviour – Concept – Nature - Organisational Behaviour Models and other similar fields of study – Disciplines contributing to Organisational Behaviour.

UNIT II :

Individual Behaviour – Perception – Personality – Group Dynamics – Formal and Informal Groups, Group Norms, Group Cohesiveness, Group Behaviour and Group Decision – making.

UNIT III :

Leadership – Concept – Qualities of effective Leadership – Leadership Styles. Power and Authority - Definition of Power – Types of Power

UNIT IV :

Definition of Authority – Characteristics – Types of Authority . Morale – Concept – importance - Morale and Productivity – Measurement of Morale – Steps to improve Morale in an organization.

UNIT V :

Motivation – Concept – Nature – significance - Theories of Motivation – Maslow’s need hierarchy theory – Mc Gregor’s theory X and Theory Y – Herzberg Two Factor Theory.

BOOKS FOR REFERENCE :

Organisation Theory and Behaviour – V.S.P. RAO & D.S. Narayana

Organisational Behaviour – L.M. PRASAD
Organisational Behaviour – Dr. P.C. SEKAR
Organisational Behaviour – FRED LUTHENS.

ALLIED COURSE – VI

OPERATIONS RESEARCH

Hours Allotted: 4 Hrs.
Credit Allotted: 3

Code:
Max. Marks: 75

OBJECTIVE: To facilitate the students to understand the scientific methods available to take proper decisions in the allocation of scarce resources, their optimum use in maintaining inventory, in replacing machines and in forecasting the trends that are affected by many contingent factors.

UNIT I

Operations Research: Meaning – Models – Scope – Phases – Limitations – Operation Research and Decision-making – Linear Programming Problem: Formulation of L.P.P. – Solution to an L.P.P. – Graphical Method.

UNIT II

Transportation Problem: Solving T.P. By North West Corner Rule, Least Cost Method and Vogel's Approximation Method.

UNIT III

Inventory Control: Categories of Inventory – Reasons for carrying inventory – costs and terms associated with Inventory – Deterministic and Probabilistic Inventory Problem.

UNIT IV

Assignment Problem: Solving Assignment Problem- Travelling Salesman Model – Maxima & Minima Method – Hungarian Method.

UNIT V

Replacement Decisions: Replacement of Equipment that deteriorates gradually – Replacement of Equipment that fails suddenly.

(Marks: Theory 20% and Problems 80%)

TEXT RECOMMENDED:

Operations Research – KANTI SWARUP, P.K. GUPTA AND
MOHAN, Sultan Chand & Sons

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BOOKS FOR REFERENCE:

Quantitative Techniques for Decision Making – ANAND SHARMA, Himalaya Publishing House

Quantitative Techniques – C.R. KOTHARI, Vikas Publishing House.

BBA DEGREE PROGRAMME
IV SEMESTER – NON MAJOR ELECTIVE – II
BANKING PRACTICES

Hours Allotted: 2 Hrs.

Code:

Credit Allotted: 2

Max. Marks: 75

OBJECTIVE: To acquaint the students with the theoretical and legal concepts of banking in India

UNIT I

Banking – Meaning - Definition – Function of banking - Classification of Banks

UNIT II

Definition of term Banker and Customer – differential relationship between Banker and Customer – General and Special relationship.

UNIT III

Cheques: Definition of a Cheque – Characteristics of Cheques – Marking – Honor and Dishonor of Cheques.

UNIT IV

Crossing of Cheques – significance –Endorsement –Types.

UNIT V

Recent trends in Banking services – Modern services of Banks – ATM, Credit Card, Debit Card, Green Card.

TEXT BOOK RECOMMENDED:

Banking Theory, Law and Practice – SUNDARAM & VARSHNEY, Sultan Chand & Sons, New Delhi.

BOOKS FOR REFERENCE:

Banking Theory, Law and Practice – E. GORDON & K. NATARAJAN,
Himalaya Publishing House

Banking Law and Practice – P.N. VARSHNEY, Sultan Chand & Sons, New Delhi.

Money, Banking, Trade and Public Finance – M.C. VAISH, New Age International (P) Limited, New Delhi.

Indian Banking – K. PARAMESWARAN & S. NATARAJAN, S.Chand & Company Ltd, New Delhi.

Banking Theory, Law and Practice – S.M. SUNDARAM, Sri Meenakshi Publication, Karaikudi.

Banking Theory – VASUDEVAN, Sultan Chand & Sons, New Delhi.

V SEMESTER - CORE COURSE – VII
COST ACCOUNTING

Hours Allotted: 6 Hrs.

Code:

Credit Allotted: 5

Max. Marks: 75

OBJECTIVE: To enable the students to understand the principles and procedure of cost accounting and to apply them to different practical situations.

UNIT I

Meaning and Scope of Cost Accounting – Analysis, Concept and Classification of Cost – Elements and Methods of Cost – Relationship of Cost Accounting and Financial Accounting – Preparation of Cost Sheet, Tender/Quotation –.

UNIT II

Materials – Purchase Procedure –EOQ – Stores Procedure –Levels of stock -Receipt and Issue of Materials — Stores Ledger – FIFO, LIFO, Simple Average and Weighted Average- Inventory Control – Perpetual Inventory and ABC.

UNIT III

Labour – Time-Keeping and Time-Booking – Methods of Remuneration and Incentive Schemes – Overtime and Idle time – Labour Turnover – Causes, Types and Measurement.

UNIT IV

Overheads – Collection, Classification, Allocation, Apportionment and Absorption – Recovery Rates – Over and Under Absorption -Machine Hour Rate Methods of Costing – Job Costing – Contract Costing.

UNIT V

Operating Costing – Process Costing: Normal Loss, Abnormal Loss and Abnormal Gains (excluding Equivalent Production and Inter process).

(Marks: Theory 40% and Problems 60%)

TEXT BOOK RECOMMENDED:

Cost Accounting Principles and Practice – S.P. JAIN AND K.L. NARANG, Kalyani Publishers

BOOKS FOR REFERENCE:

Cost Accounting – S.P.IYENGAR, Sultan Chand & Sons.

Cost Accounting – R.S.N. PILLAI AND V. BAGHAVAGHI, S.Chand & Company Ltd.

Cost Accounting – S.N. MAHESHWARI, Sultan Chand & Sons.

Principles and Practice of Cost Accounting – N.K. PRASAD, Book Syndicate Pvt.Ltd.

Cost Accounting – BHABOTOSH BANERJEE, The World Press Private Ltd.

V SEMESTER - CORE COURSE – VIII

FINANCIAL MANAGEMENT

Hours Allotted: 5 Hrs.

Code:

Credit Allotted: 4

Max. Marks: 75

OBJECTIVE: To familiarize the students with various concepts and principle of financial management and also to develop in them the necessary skills and techniques to take decisions on various financial matters.

UNIT I

Financial Management: Meaning and Scope of Finance Functions – Goals: Profit Maximization and Wealth Maximization – Organization of Finance Function.

UNIT II

Capital Structure Planning – Meaning and Scope – Approaches: Net Income Approach – Net Operating Income Approach – MM Approach – Arbitrage Process – Traditional Approach – Indifference Point.

UNIT III

Capital Budgeting – Concept and Importance – Capital Budgeting Appraisal Methods: Pay Back Method – Discounted Cash Flow Method: NPV Method, Excess Present Value Index and IRR Method - Return on Investment Method.

UNIT IV

Cost of Capital – Concept, Importance - Classification: Cost of Debt – Cost of Equity – Cost of Retained Earnings – Weighted Average Cost of Capital.

UNIT V

Leverages – Meaning and Significance – Types: Operating, Financial and Combined Leverages – Dividend Theories and Dividend Policies – Forms of Dividend.

(Marks: Theory 40% and Problems 60%)

TEXT BOOK RECOMMENDED:

Elements of Financial Management – S.N. MAHESHWARI, Sultan Chand & Sons.

BOOKS FOR REFERENCE:

Financial Management – I.M. PANDEY, Vikash Publishing House Pvt. Ltd.

Fundamentals of Financial Management – PRASANNA CHANDRA, Tata McGraw Hills Publishing Company Limited.

Theory and Problems in Financial Management – M.Y.KHAN & P.K. JAIN, Tata McGraw Hills Publishing Company Limited.

Financial Management – R.K. SHARMA, SHASHI AND K.GUPTA, Kalyani publication

V SEMESTER – CORE COURSE IX

COMPANY LAW AND SECRETARIAL PRACTICE

Hours Allotted: 5 Hrs

Code:

Credit Allotted: 4

Max. Marks: 75

OBJECTIVE: To familiarize the concept of company law and secretarial practice
concept, fundamentals, tools, techniques and
its significance in the liberalized business
environment

UNIT-I

Company-Definitions-Features-kinds-Private Ltd Company Vs Public Company.

UNIT-II

Formation of companies-Promotion Stage – Commencement Stage –Memorandum of Association - Clauses - -Articles of Association-contents – Prospectus - Contents.

UNIT-III

Shares-kinds-Equity shares-Preference shares-premium and Discount-Allotment-Minimum subscription-Forfeiture of shares-Debentures-Types

UNIT-IV

Secretary-Definition-Types-company secretary-Legal position-Qualification-Appointment-Rights, Duties and Liabilities-Termination

UNIT-V

Meetings – Types – Statutory, Annual General Meeting - Notice-Agenda-Quorum, Resolution – Types – Duties.

TEXT BOOK RECOMMENDED:

Company Law and Secretarial Practice –N.D. KAPOOR, S.Chand & Co.

BOOKS FOR REFERENCE:

1. Company Law and Secretarial Practice – TANDON.
Company Law and Secretarial Practice – P.K. GHOSH, S.Chand & Sons.

V SEMESTER – CORE COURSE X
SERVICES MARKETING

Hours Allotted: 5 Hrs
Credit Allotted: 4

Code:
Max Marks: 75

OBJECTIVE: To familiarize the concept of services marketing concept, fundamentals, tools, techniques and its significance in the liberalized business environment

UNIT – I

Services marketing – Reasons for growth in service sector – Types – Characteristics – Constraints in services marketing – Difference between goods & services.

UNIT – II

Marketing Management process for services – organizing marketing planning – Analysing opportunities – target market – Developing the services marketing Mix.

UNIT – III

Strategies for managing capacity to match demand – Strategies for managing demand to match capacity – Services Marketing Mix elements.

UNIT – IV

Service product – analysis of the service offer – service planning – factors affecting pricing decisions – special issues of service pricing.

UNIT – V

Promotion Mix for services – place in service – Identifying & Evaluating major channel alternating – physical factices – physical environment.

TEXT BOOK RECOMMEDED:

Christian Gronroos, Service Management and Marketing, John Wiley & Sons Ltd, 2000.

Jha-Services marketing, marketing of services

Vasanthi venugopal, Raghu. V.N - Service Management, Himalaya Publishers.

BOOKS FOR REFERENCES:

- 1) Kruse, Service Marketing, John Wiley & Sons Ltd, 2000.
- 2) Tom Powers, Marketing Hospitality, John Wiley & Sons Inc.2000.
- 3) Philip Kotler, Marketing of non-profit organization, Prentice Hall, 2000.
- 4) Helen Woodruffe, Services Marketing, Macmillan, 2001.
- 5) Valarie A. Zeithaml, et al, Service Marketing, Tata McGraw-Hill, 2000.
- 6) Christopher Love Lock, Service Marketing, Pearson Education Asia, 2001

BBA DEGREE PROGRAMME

V SEMESTER – MAJOR BASED ELECTIVE – I

STOCK EXCHANGE PRACTICES

Hours Allotted: 5 Hrs.

Code:

Credit Allotted: 5

Max. Marks: 75

OBJECTIVE: To help the students understand the types of stock exchanges, methods of trading in stock exchanges and kinds of intermediaries in the capital market.

UNIT I

Need and Importance of Capital Market – Primary and Secondary Market- Different types of Securities dealt in the Capital Market.

UNIT II

Secondary Market – Origin and Growth – Types of Securities traded – Role and Functions of stock Exchange – Organization and Management – OTCEI – NSE –Reading of Stock Indices - weaknesses of stock Exchange

UNIT III

Listing of Securities – Group A, Group B, Group C Shares – Advantages of Listing – Drawbacks – Listing Procedure – Criteria for Listing – Listing Obligations.

UNIT IV

Registration of Stock Brokers – Registration Procedure – Code of Conduct for Stock Brokers – Kinds of Brokers and their Assistants – Methods of Trading in a Stock Exchange – Carry over or Badla Transactions – Genuine Trading – Kinds of Speculators – Speculative Transactions.

UNIT V

Credit Rating – CRISIL – CARE – ICRA Agencies Dematerialization – Depositories

TEXT RECOMMENDED:

Security Analysis & Portfolio Management– PUNIDHAVADHI PANDIYAN

BOOKS FOR REFERENCE:

Investment Management &Portfolio Management–V.K.BHALLA, S.Chand &Co.

Security Analysis – PREETI SINGH, Himalaya Publishing House.

Investment and Securities Markets in India – V.A.AVADHANI.

Financial Markets and Institutions – E. GORDON & K. NATARAJAN, Himalaya Publishing House
Indian Financial System – P.N.VARSHNEY.

VI SEMESTER - CORE COURSE – XI

HUMAN RESOURCE MANAGEMENT

Hours Allotted: 5 Hrs.

Code:

Credit Allotted: 5

Max. Marks: 75

OBJECTIVE: To develop an understanding of the management of human Resources with reference to various aspects of personnel management.

UNIT I

Meaning and Definition of HR– Characteristics, Scope, Objectives – Principles of HRM– Functions of Personnel Department – Managerial and Operative Functions.

UNIT II

Basics and needs of HR Planning – Factors affecting HR Planning – Steps in HR Planning – Recruitment, Selection and Placement of Personnel – Interviews and Tests – Job Analysis, Job Description, Job Specification, Job Evaluation.

UNIT III

Training-Objectives-methods-executive development methods-Promotion-criteria and types – Transfer - Types - career planning - meaning-importance.

UNIT IV

Wages – Different methods of wage payments – time rate – piece rate –Incentive schemes - fringe benefits.

UNIT V

Performance evaluation-methods-motivation- concepts only– Discipline and Disciplinary procedure – Grievances and Grievance Handling – steps

RECOMMENDED TEXTBOOK:

Human Resource Management- S.S. Khanka - Himalaya publishing House

BOOKS FOR REFERENCE:

Personnel Management – C.B. MAMORIA, Himalaya Publishing House.

Personnel Management – ARUN MONAPPA, MIRZA SAIYADAIN, Tata McGraw Hill.

Personnel Management – K.K. AHUJA, Kalyani Publishers.

Personnel Management and Industrial Relations – K.K. AHUJA, Kalyani Publishers.

Personnel Management and Industrial Relations – P.C. TRIPATHI, Sultan Chand

Dynamics of Industrial Relations – MAMORIA, MAMORIA & GANKAR – Himalaya Publishing House.

BBA DEGREE PROGRAMME
VI SEMESTER - CORE COURSE – XII
MANAGEMENT ACCOUNTING

Hours Allotted: 6 Hrs.
Credit Allotted: 5

Code:
Max. Marks: 75

OBJECTIVE: To enable the students to know the nature and scope of management accounting and gain knowledge in the preparation of financial statement analysis, marginal costing budget, working capital requirements and standard costing.

UNIT I

Management Accounting – Definition – Nature – Scope – Objectives – Merits and Limitations – Financial Statement Analysis – Comparative Statements – Common Size Statements – Trend Percentages – Ratio Analysis.

UNIT II

Fund Flow Statement – Uses of Fund Flow Analysis – Construction of Fund Flow Statement. Cash Flow Analysis – Distinction of Cash from Funds – Construction of Cash Flow Statement.

UNIT III

Marginal Costing – Distinction between Absorption Costing and Marginal Costing – Cost Volume Profit (CVP) Analysis – Break Even Analysis- Margin of Safety.

UNIT IV

Budget and Budgetary Control –Sales, Production, Production Cost, Raw material Cost, Cash, Master Budgets and Flexible Budgets.

UNIT V

Working Capital – Types – Factors Determining Working Capital - Estimate of Working Capital Requirements – Standard Costing – Material and Labour Variance only.

(Marks: Theory 40% and Problems 60%)

BOOKS FOR REFERENCE:

Management Accounting – S.N. MAHESWARI, Sultan Chand & Sons.

Management Accounting -R.S.N. PILLAI & BHAGAVATHI, Sultan Chand & Sons.

Management Accounting – Principles and Practice – R.K. SHARMA & JHOSHI K. GUPTA.

Principles Of Management Accounting – MANMOHAN & S.N. GOYAL, Sahitya Bhavan, Agra.

Management Accounting – Tools and Techniques – N.VINAYAKAM, I.B. SINHA, Himalaya Publishing House.

Management Accounting – S.K.R.PAUL, New Central Book Agency, Calcutta.

BBA DEGREE PROGRAMME
VI SEMESTER – CORE COURSE – XIII
ENTREPRENEURIAL DEVELOPMENT

Hours Allotted: 5 Hrs.
Credit Allotted: 5

Code:
Max. Marks: 75

OBJECTIVE: To enable the students understand the entrepreneurial environment and to acquaint them management of projects.

UNIT I

Entrepreneur – Definition – Traits of an Entrepreneur, Functions, Types of Entrepreneurship – Concept – Role of Entrepreneurship in Economic Development – Distinction between Entrepreneur, Intrapreneur and Entrepreneurship

UNIT II

Entrepreneurial Environment – Factors affecting Entrepreneurial Growth – Entrepreneurial Motivation – Factors, Need for Achievement Motivation – Barriers to Entrepreneurship Development.

UNIT III

Entrepreneurship Development Programme (EDP) – Need for EDP – Objectives, Phases of EDP – Course Content and Curriculum of EDP – Evaluation of EDP – EDP Institutions in India and their functions – DIC, SISI, TCOs.

UNIT IV

Project Management – Sources of a Business Idea, Concept of Project and Classification – Project Identification – Project Formulation - Elements – Project Report – Project Appraisal.

UNIT V

Incentives and Subsidies – Incentives to Small Scale Industries – Benefits to Industrial Units located in Backward Areas – Industrial Estates .

TEXT BOOK RECOMMENDED:

Entrepreneurial Development – C.B. GUPTA & SRINIVASAN. – Sultan Chand & Sons.

BOOKS FOR REFERENCE:

Dynamics of Entrepreneurial Development – VASANT DESAI.

Entrepreneurship Development Principles, Policies and Programmes – P.SARAVANAVEL.

Entrepreneurship Development – GORDAN & NATARAJAN.

BBA DEGREE PROGRAMME

VI SEMESTER – MAJOR BASED ELECTIVE – II

MANAGEMENT CONCEPTS IN THIRUKKURAL

Hours Allotted: 5 Hrs.

Credit Allotted: 5

Code:

Max. Marks: 75

Objective::

The objective of this course is to expose the students of management studies, Thirukkural the book of wisdom, that has stood the test of time for over 2000 years and still remains relevant as a guiding force for the mankind. It was written by Saint Thiruvalluvar who

was born near Chennai in 30 BC. Thirukkural has been divided into three major divisions, viz, Virtue, wealth and Love. It has in all 1330 Versa.

Only the relevant verses related to contemporary Management Concept is selected for the study.

Unit I: Business Ethics in verse 113 Thirukkural. Adapting to changing Environment in verse 474,426 and verse 140, Thirukkural. Learning the intricacies of different tasks in verse 462 and 677

Unit II: Communication Principles in Decision making process – verse 948, 472, 467,663, Thirukkural, Leadership in verse 436,770 and 994.

Unit III: Goal setting in verse 596, planning verse 468, capital investment Decision Verse 471,461 and 478

Unit IV: Social Responsibility of Business Verse 211 Stress Management in Verse 627,351,331,369,380,377)

Unit V: Personnel selection in verse 515, Personnel Welfare in verse 520, staffing in verse 517

Text Books Recommended:

Management Thoughts in Thirukkural by K. Nagarajan – ANMOL Publications PVT Ltd 4374/4B Ansari Road, New Delhi 110 002.

Reference Books:

Management MANTRAS from Thirukkural – SM Veerappan and T. Srinivasan – Vikash publishing House Pvt Ltd, Jangpura, New Delhi 110 014
Thirukkural Pearls of Inspiration by M. Rajaram IAS, RUPA and Co, New Delhi 110 002.

BBA DEGREE PROGRAMME
VI SEMESTER – MAJOR BASED ELECTIVE – III
INTERNATIONAL BUSINESS

Hours Allotted: 5 Hrs.

Credit Allotted: 5

Code:

Max. Marks: 75

OBJECTIVE: To expose the students to Global liberalisation and WTO Agreements

UNIT I GATT / WTO

GATT, the Uruguay Round, WTO - GATS, TRIMS, TRIPS
Multiform - Agreement, Dispute settlement under WTO.

UNIT II MNC

Meaning – Dominance of MNCs – MNCs and International Trade -
Models - MNCs in India

UNIT III GLOBALISATION

Globalisation of Business – Recent Trends - Implication and Impact – Policy Options.

UNIT – IV INDIA IN THE GLOBAL SETTING

India – An Emerging Market in Global Trade – Liberalisation and Integration with the Global Economy

UNIT – V SOCIAL ISSUES IN GLOBAL BUSINESS

Business Ethics, Social Responsibility of business – Responsibilities to different Sectors –
Environmental Issues – Labour Issues

TEXT BOOK RECOMMENDED:

Francis Cherunilam: 'International Business' (EEE), PHI – New Delhi – 2004
(Chapters 5,9,20,24 & 26)

BOOKS FOR REFERENCE:

Victor Luis Anthuvan – Issues in Globalizations.

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**III SEMESTER – NON MAJOR ELECTIVE – I
MANAGEMENT PRINCIPLES**

**Hours Allotted: 2 Hrs.
Credit Allotted: 2**

**Code:
Max. Marks: 75**

OBJECTIVE: To enable the students understand the Principles of Management and how to acquire skills to become a good manager.

UNIT I

Management – Concept – Nature –Management as a Science, an Art and Profession – Levels of management.

UNIT II

Planning – Concept – Process – Types of Plans – Objectives, Policies, and Procedures.

UNIT III

Organizing – Concept – Organisation as a process –Types of organization – Centralization – Decentralisation..

UNIT IV

Staffing – Concept – Functions – Process – Selection – Recruitment – Training. Direction – Concepts.

UNIT V

Co-ordination – Controlling – Concept – Need and importance – Process –Budgetary Control.

TEXT BOOK RECOMMENDED:

Principles of Management – L.M. PRASAD

BOOKS FOR REFERENCE:

Principles of Management – SHERLEKAR

Business Management – DINKAR PAGARE

Principles of Management – TRIPATHI AND REDDY

Essentials of Management – KOONTZ AND O'DONNEL

Management Principles – T.RAMASAMY

BBA DEGREE PROGRAMME
IV SEMESTER – NON MAJOR ELECTIVE – II
BANKING PRACTICES

Hours Allotted: 2 Hrs.

Code:

Credit Allotted: 2

Max. Marks: 75

OBJECTIVE: To acquaint the students with the theoretical and legal concepts of banking in India

UNIT I

Banking – Meaning - Definition – Function of banking - Classification of Banks

UNIT II

Definition of term Banker and Customer – differential relationship between Banker and Customer – General and Special relationship.

UNIT III

Cheques: Definition of a Cheque – Characteristics of Cheques – Marking – Honor and Dishonor of Cheques.

UNIT IV

Crossing of Cheques – significance –Endorsement –Types.

UNIT V

Recent trends in Banking services – Modern services of Banks – ATM, Credit Card, Debit Card, Green Card.

TEXT BOOK RECOMMENDED:

Banking Theory, Law and Practice – SUNDARAM & VARSHNEY, Sultan Chand & Sons, New Delhi.

BOOKS FOR REFERENCE:

Banking Theory, Law and Practice – E. GORDON & K. NATARAJAN,
Himalaya Publishing House

Banking Law and Practice – P.N. VARSHNEY, Sultan Chand & Sons, New Delhi.

Money, Banking, Trade and Public Finance – M.C. VAISH, New Age International (P) Limited, New Delhi.

Indian Banking – K. PARAMESWARAN & S. NATARAJAN, S.Chand & Company Ltd, New Delhi.

Banking Theory, Law and Practice – S.M. SUNDARAM, Sri Meenakshi Publication, Karaikudi.

Banking Theory – VASUDEVAN, Sultan Chand & Sons, New Delhi.