

BHARATHIDASAN UNIVERSITY, TRICHIRAPALLI-24

B.B.A., (NON-SEMESTER)
(FOR DISTANCE EDUCATION CANDIDATES ONLY)

(TO TAKE EFFECT FROM THE ACADEMIC YEAR 2009-2010 ONWARDS)

SCHEME OF EXAMINATION

<u>YEAR</u>	<u>TITLE OF THE PAPER</u>	<u>MARKS</u>
I	Language Paper –I	100
	English Paper-I	100
	Major Paper-I Principles of Management	100
	Major Paper- II Organizational Behavior	100
	Allied Paper- I Business Economics	100
II	Language Paper –II	100
	English Paper-II	100
	Major Paper-III-Marketing Management	100
	Major Paper-IV- Management and Financial Accounting	100
	Allied Paper-II-Business Mathematics	100
III	Major Paper-V-Business Ethics and Communication	100
	Major Paper-VI – Business Law	100
	Major Paper-VII- Entrepreneurial Development	100
	Applied Paper-I- Human Resource Management	100
	Applied Paper-II- Management Concepts in “Thirukkural”	100
	TOTAL MARKS	1500

Major Paper-I Principles of Management

Unit I: Introduction – Essence of Management Genetic Functions of Management, Levels of Management, Management Thought – Major Schools of Management Theory, Classical, Behavioural, Quantitative Systems, Contingency and Contemporary approaches

Unit II: Planning – Types and Levels of Planning SWOT Analysis, Management by Objectives (MBO), Management Information Systems (MIS)

Unit III: Organizational Structure – Principles of Organization Centralization and Decentralization SPAN of Management Organizational Effectiveness

Unit IV: General Aspects of Staffing Motivation definition and theories of Maslow's need hierarchy, MC Gregor's Theory X and Y, Conflict management, Leadership Traits. Stress Management – Understanding Stress

Unit V: Total Quality Management, Six Sigma, Globalisation Policy Privatisation Policy International Management – Multinational Corporation Managerial Functions.

Recommended Text Books

1. Management Principles, Progress and Practices Anil Bhat & Aryakumar – Oxford University Press – www.oup.com.
2. Principles of Management – R.N. Gupta – S.Chand & Co. – <http://www.schandgroup.com>.
3. Principles and Practice of Management Dr. LM. Prasad Sultan Chand & Sons

Reference: Books:

Management: The Basics – Morgen Witzel – Foundation Books – Marketed by Cambridge University Press India.

www.cambridgeindia.org.

Major Paper- II Organizational Behavior

Unit I: Definition, Nature and Scope of Organizational Behaviour. Need for studying Organisational Behaviour. Organisational Behaviour models. Human Relations movement. Hawthorne studies.

Unit II: Foundation of Individual Behaviour, Human Behaviour and its Causation, theories of personality, perception, factors affecting perception, concept of attitude, Concept of Value.

Unit III: Motivation concepts – meaning, Theories of Motivation – Quality of worklife (QWL) Management by OBJECTIVES (MBO) – JOB enrichment GOAL SETTING.

Unit IV: Concept of job satisfaction, learning Theories – Foundations of Group Behaviour – reasons for Group formation by people – GROUP COHESION – JOB FRUSTRATION – JOB STRESS.

Unit V: Leadership concept, Functions and styles. Power and politics meaning, distraction between power and politics – Organisational politics, Reasons for Organisational politics – Organisational conflicts, definition sources of conflict and types of conflicts.

Text Book Recommended:

1. Organisational Behaviour – S.S. Khanka – S.Chand & Co. – <http://www.schandgroup.com>.
2. Organisational Behaviour – Dr. L.M. Prasad – Sulchand & Sons

ALLIED PAPER I – BUSINESS ECONOMICS

Unit I: Nature and scope of Business Economics – Management decision making process – micro and macro economics social Responsibility in Business.

Unit II: Demand Analysis – Price, income and cross elasticity – consumer sovereignty Demand Distinctions – Estimating demand forecasting techniques

Unit III: Estimating short run and long run cost function – Analysis of Economics of scale – The concept of learning curve cost – and decision making.

Unit IV: Full Cost pricing, target pricing – going rate pricing – differential pricing – pricing a new product, price discrimination.

Unit V: Oligopoly market structure – characteristics of oligopoly – ARE Price and output under oligopoly Indeterminate. Practical applications of Monopoly – Rule of thumb pricing.

Text Books Recommended

1. Business Economics by HL Ahuja, S.Chand & Co. – www.schandgroup.com.
2. Business Economics – Sankaran

Major Paper III – Marketing Management

Unit I: Introduction to Marketing – definitions, Marketing Concepts, Marketing Environment – Marketing Management- Socially responsible marketing.

Unit II: Marketing Mix – Buyer Behaviour, Buying Situations, Buying Process – Market Segmentation – Consumerism.

Unit III: Product- Product Mix – Product Line – Product Life Cycle – Product Positioning – New Product, Branding Packaging – Pricing Decisions, pricing Methods.

Unit IV: Promotion Mix – meaning and Definition of Market Promotion, Advertising – Advertising media, Advertising Budget, Advertising message and Evaluation of advertising effectiveness. Channels of Distribution.

Unit V: Marketing Research – Marketing Information System – Rural Marketing, Global Marketing – Special difficulties related to International marketing – Marketing of Service Online Marketing.

Recommended Text Books

1. Basics of Marketing Management Dr. R.B. Rudani – S.Chand and Co. <http://www.schandgroup.com>.
2. Introduction to Marketing 2nd Edition Adrian Palmer: Oxford University Press www.oup.com.
3. Marketing Management – Mr. Rajan Nair & Dr.C.B. Gupta, Sultan Chand & Sons.

Major Paper IV – Management and Financial Accounting

Unit I: Definition of Accounting, functions of Financial Accounting – Limitations of Financial Accounting. Meaning and objectives and scope of management Accounting. Distinction between Financial Accounting and Management Accounting – Role of Management Accountant.

Unit II: Accounting Principles, concepts, conventions – Rules of Double entry system, Double entry Vs Single entry – journal – Ledger – Trial Balance – Accounting from incomplete records.

Unit III: Trading Account, profit and loss account, balance sheet, classification of Assets and liabilities Accounts of Non Trading organization – Receipt and payment Account – Income and Expenditure Account.

Unit IV: Functions, uses, importance and meaning of financial statement analysis. Limitations of Financial statements – Preparation of common size statements - Ratio analysis – concept, uses and limitations. Different types of ratios. Computations of Ratios from Financial statements

Unit V: Objectives of Funds flow statement - concept of funds, working capital, current assets, current liabilities, working capital statement of schedule of changes in working capital, preparation of Funds flow Statement Objectives of cash flow statement – preparation of cash flow statement, cash flow from operations, external sources of cash. Application of cash, form of cash flow statement

40% Theory and 60% problems

Text Books Recommended

1. Financial Accounting – B. Charumathi and L. Vinayagam S.Chand & Co. <http://www.schandgroup.com>.
2. Principle of Management of Accounting – Dr.S.N. Maheswari – Sultan Chand & Sons.
3. Management Accounting – Paresh Shah – Osford University Press – www.oup.com.

Books for Reference:

1. Management Accounting – RSN Pillai Baganathi – S.Chand & Co. Ltd. – <http://www.schandgroup.com>.
2. Advanced Accountancy Vol. 1 – RL Gupta & M. Bhadhaswami – Sultanchand & sons.

Allied Paper II – Business Mathematics

Unit I: Series – Arithmetic Progression – Geometric Progression – Harmonic progression, Permutation and Combination – Binomial theorem.

Unit II: Set Theory – Definition of set, types of Sets, Venn Diagram and Application of set. Vectors and Matrices – types of Matrices, Matrix Multiplication and system of linear Equations – Application of Matrices in Solving problems relating to business.

Unit III: Commercial Arithmetic – Profit and Loss, Discount, Commission, Brokerage, Insurance, Rates and Taxes, Partnership goodwill money Bills of Exchange – Banker's Discount, Banker's Gain, Present value of the Bill of Exchange.

Unit IV: Mathematics of Finance – Simple interest and Compound interest – Stocks and Shares, Debenture, Important Terms, Calculation of Dividend, Market Value, yield interest – Annuity – Introduction amount and Present Value of Immediate or ordinary Annuity, Amortization, Sinking fund.

Unit V: Linear Programming - Introduction, Meaning, Requirements for a Linear Programming Problem, Assumption, Linear functions and Linear Equation and Mathematical formulation of LPP.

Recommended Text Books

1. Business Mathematics – Padmalochan Hazarika – S.Chand and Co-
<http://www.schandgroup.com>.
2. Mathematics for Economics and Finance – Martin Anthony & Norman Biggs –
Cambridge University Press, India, www.cambridgeindia.org.
3. Business Statistics and Business Mathematics – Dr. S.P. Gupta & Dr.P.K.Gupta –
Sultan Chand & Sons.

Major Paper V – Business Ethics and Communication

Unit I: Principles of Business Ethics, Ethics Vs Law, Religion and Morality, Factors influencing Business Ethics. Need for Ethics, Meaning of Corporate Governance. Corporate Social Responsibility.

Unit II: Workplace Ethics and need for it, measures to ensure Ethics in the Work place – Ecofriendly Business Practices – Importance of Conservation of Natural Resources.

Unit III: Essentials of Communication – Effectiveness in Managerial Communication – Formal and informal communication – Non-verbal and informal Communication – Forms of Non Verbal Communication.

Unit IV: Essentials of Good Business letter, The Seven C's of Business letter writing, Structure and Format of a Business Letter – Business Presentation and Speeches – Controlling Nervousness and Stage Fright.

Unit V: Business Reports and Proposals – Steps in Writing a Routine Business Report, Parts of a Report. Planning a meeting process, Evaluating meetings preparation of minutes. WEB Conferencing and Video Conferencing of Business Meetings.

Text Books Recommended:

1. Business Ethics and Communication – V.K. Jain and Om Prakash Biyani S.Chand and Company – www.schandgroup.com.
2. Business Communication – Meenakshi Raman & Prakashsingh – Oxford University Press, Chennai – 600 006 www.oup.com.
3. Essentials of Business Communication – Rajendra Pal & J.S. Korlahalli – Sultan Chand & Sons.

Major Paper VI – Business Law

Unit I: Scope of Mercantile Law and Source – English Mercantile Law – The Common Law – Contract Act Definition, Classification, Essentials, 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 – Quasi Contract.

Unit III: Law of Agency – Modes and Creation – Kinds of Agents – Rights and Duties of An Agent – Rights and Duties of Principal – Contract of Bailment and Pledge – Kinds of Bailment.

Unit IV: Contract of Sale of Goods Act – Introduction, Scope, Goods, Condition and warranties – Performance of Contract of Sale – Rights of unpaid seller.

Unit V: Negotiable Instruments Act – Definition, Characteristics, Presumptions. Cheque – Crossing of Cheque – Dishonour of Cheques by Non Payment – Consequences of Dishonour – Information Technology Act 2000 and Cyber Laws in India

Recommended Text Books:

1. Business Law – RSN Pillai & Bagavathi – S.Chand and Co
<http://www.schandgroup.com>.
2. Business Law – ND Kapoor – Sultan Chand & Sons.

Major Paper VII Entrepreneurial Development

Unit I: Entrepreneur – meaning, concept, types and functions, Entrepreneurship – concept, factors influencing entrepreneurship – Entrepreneur meaning

Unit II: Growth of Entrepreneurship in India - The past scenario the current scenario and the future. Role of Entrepreneurship in Economic Development.

Unit III: Entrepreneurial Growth – Economic factors non economic factors and Government Role – Entrepreneurship Development programmes.

Unit IV: Rural Entrepreneurship – meaning and need, Role of NGO's in Rural Entrepreneurship. Women Entrepreneurship – concept functions, problems and development of women Entrepreneurs.

Unit V: Entrepreneurial motivation – motivation theories. Entrepreneurial competency. Entrepreneurial mobility.

Text Books Recommended:

1. Entrepreneurial Development – Dr. Jayashree Suresh – Margham Publications
2. Entrepreneurial Development - Dr.S.S. Khanka – S.Chand & Co. – www.schandgroup.com.
3. Entrepreneurship – Rajeev Roy – Oxford University Press – www.oup.com.

Elective and Specialization I
Human Resource Management

Unit I: Nature and Concept of HRM – Meaning History of HRM, Major activities under HRM, Evolution of HRM in to Strategic HRM

Unit II: Human Resource Planning – Objectives, Factors affecting Human Resource Planning. The Process and Limitations of Human Resource Planning

Unit III: Human Resource Development – Concept and meaning. Nature of HRD. Qualities of HRD Manager, Organisational Effectiveness. Differences between HRD and Personnel Management

Unit IV: Managing Employee Relations – Trade Unions, collective Bargaining – Worker's Participation in Management, Quality Circles (QCS), Human Resource Motivation and Theories of Motivation

Unit V: Performance Appraisal methods, 360 performance appraisal, Leadership Theories and Styles. Globalization impact on HRD, Knowledge management as a key Emerging Area in HRM.

Recommended Text Books:

1. Human Resource Management – P. Jothi & DN Venkatesh – Oxford University Press – Chennai 600 006 – www.oup.com
2. Human Resource Development and Management – A.M. Sheikh – S.Chand and Co. www.schandgroup.com.

Reference Books:

Introduction to Human Resource Management – Paul Banfield, Rebecca Kay – Oxford University Press – www.oup.com.

Elective and Specialization II
Management Concepts in Thirukkural

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:

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