

**SAKTHI COLLEGE OF ARTS AND SCIENCE FOR WOMEN, ODDANCHATRAM**

**(Recognized Under Section 2(f) and 12(B) of UGC Act 1956)**

**(Affiliated to Mother Teresa Women's University, Kodaikanal)**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**CURRICULUM FRAMEWORK AND SYLLABUS FOR**

**OUTCOME BASED EDUCATION IN**

**SYLLABUS FOR**

**B.B.A.,**

**FRAMED BY**

**MOTHER TERESA WOMEN'S UNIVERSITY,**

**KODAIKANAL**

**UNDER**

**CHOICE BASED CREDIT SYSTEM**

**2018-2021**

## **Preamble:**

The Department of Business Administration has been launched in the academic year 2009. Since its inception, it has been enriching the incoming aspirants with management education and enabling them to suit in their desired position in the society.

The Department has highly qualified faculty members and support staff and is committed towards the development of innovative and handy ways of teaching at graduate, post graduate and research level and carrying out cutting edge research in various research fields. The department strives to nurture the young minds towards embracing various trade and commerce and to face environmental challenges. Internship training and Project works are encouraged to develop analytical industry and innovative organisation in commercial world. Project work and problem sessions are encouraged to develop innovative and analytical approach to Management learning.

## **Programme Specific Outcomes:**

- Understanding the dynamic and complex working environment of business.
- Determining conceptual and analytical abilities required for effective decision making.
- Analyzing the financial and accounting concepts including Balance sheet, trial balance etc.
- Understanding the rapid changes of financial services include banking and insurance sectors.
- Analysing the aspect of business research in the area of marketing, human resource and finance.

## **Fixing the Learning Objectives:**

Since the Academic year 2018 – 2019, the learning objectives and outcomes of the B.B.A., Programme has been set, following the Bloom's Taxonomy Cognitive Domain. Accordingly, it is broken into six levels of learning objectives of each course. They are -

K1 / Knowledge = Remember

K2 / Comprehension = Understand

K4 / Analysis = Analyze

K5 / Evaluation = Evaluate

K6 / Synthesis = Create

## **Mapping COs with POs:**

For the Programme, the Educational objectives and the Specific objectives are specified. The programme outcomes are designed according to the curriculum, teaching, learning and evaluation process. For each course, the definite outcomes are set, giving challenge to the cognitive domain. The course outcomes are mapped with the programme outcomes. The performance of the stakeholders is assessed and the attainment rate is fixed, by using the measurements 'high', 'medium' and 'low'. The restructuring of the curriculum is done based on the rate of attainment.

### **Institutional Objectives:**

The institution has certain definite Institutional Objectives to be attained.

- Skill Development & Capacity Building
- Women Empowerment
- Self-reliance
- Gender Equity & Integrity

### **Programme Educational Objectives:**

The Programmes B.B.A., offered with certain Educational Objectives.

**PEO1:** To introduce the basics of management knowledge and to enable the student to correlate it with the practical aspect.

**PEO2:** To build a base for learning management knowledge and to acquire prerequisite skills in financial planning, analysis, control, decision support and professional ethics with the employees.

**PEO3:** To develop as expertise in the area of leadership, interpersonal skills, entrepreneurship and marketing.

**PEO4:** To be a responsible citizen and lead the business with moral and ethical value.

**PEO5:** To competent the global competitive world more professionally.

### **Mapping PEOs with IOs:**

<b>Programme Educational Objectives</b>	<b>Institutional Objectives</b>			
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
<b>B.B.A.,</b>				
<b>PEO1:</b> To introduce the basics of management knowledge and to enable the student to correlate it with the practical aspect.	*			
<b>PEO2:</b> To build a base for learning management knowledge and to acquire prerequisite skills in financial planning, analysis, control, decision support and professional ethics with the employees.		*		
<b>PEO3:</b> To develop as expertise in the area of leadership, interpersonal skills, entrepreneurship and marketing.			*	
<b>PEO4:</b> To be a responsible citizen and lead the business with moral and ethical value.				*
<b>PEO5:</b> To competent the global competitive world more professionally.			*	

**Measuring: H – High; M – Medium; L – Low**

## **B.B.A.,**

### **Programme Outcomes: (POs)**

On completion of the B.B.A., Programme, certain outcomes are expected from the learners.

**PO1:** Acquiring knowledge and skills in the field of management, accounting marketing and human relations.

**PO2:** Knowing the application of principles and concepts of Management with necessary practical background

**PO3:** Applying the entrepreneurial and managerial skills for effective and business management

**PO4:** Assessing the consequences of carrying out entrepreneurship and evaluating the basic foundation of the underlying principles and laws of Management

**PO5:** Discussing, formulating and analyzing the problems and identifying the key concepts and principles to solve them.

**PO6:** Comprehending applicability of management principles to situation in global business world.

**PO7:** Acquiring employability skills through the awareness on the IT in management.

**ASSESSMENT PATTERN**  
**CIA / QUESTION PATTERN & SCHEME**

S.No	Section	Question Type	Marks Allotted
1	Part - A	Six questions in multiple choice pattern, testing K1 and K2 are to be given. Each question carries one mark.	03X01 = 03
2	Part - B	Two descriptive questions, with alternate options, testing K3 and K4, are to be given. Each question carries four marks.	02X02 = 04
3	Part - C	Two descriptive questions, testing K5 and K6, are to be given. Three questions are to be answered. Each question carries 15 marks.	02X04 = 08
4		Assignment	05
5		Seminar	05
Total Marks in CIA			25

**CE / QUESTION PATTERN & SCHEME**

S.No	Section	Question Type	Marks Allotted
1	Part - A	Ten questions in multiple choice pattern, testing K1 and K2 are to be given. From each unit, two questions must be taken. Each question carries one mark.	10X1 = 10
2	Part - B	Five descriptive questions, with alternate options, testing K3 and K4, are to be given. Each question carries four marks. Questions are taken in the given order. Qtn. No. 11 (a) or (b) from Unit I Qtn. No.12 (a) or (b) from Unit II Qtn. No.13 (a) or (b) from Unit III Qtn. No.14 (a) or (b) from Unit IV Qtn. No.15 (a) or (b) from Unit V	5X4 = 20
3	Part - C	Six descriptive questions, testing K5 and K6, are to be given. Three questions are to be answered. Each question carries 15 marks. Questions are taken in the given order. Qtn. No. 16 from Unit I Qtn. No. 17 from Unit II Qtn. No. 18 from Unit III Qtn. No. 19 from Unit IV Qtn. No. 20 from Unit V	3X15 = 45
Total Marks in CE			75

**COMMON ACADEMIC STRUCTURE / B.B.A., / 2018 - 2021**

Sem	Sub. Code	Title of the Course	Hrs	Credits	Marks		
					CIA	CE	Total
<b>I</b>	ULTA11	Part I Tamil	6	3	25	75	100
	ULEN11	Part II- English	6	3	25	75	100
	UBAT11	Part – III / Core I: Fundamental of management	5	4	25	75	100
	UBAT12	Part – III / Core II :Financial accounting	5	4	25	75	100
	UBAA11	Part III –Allied I/ Managerial Economics	5	4	25	75	100
	UVAE11	Part IV / Value Education	3	3	25	75	100
	<b>Total</b>			<b>30</b>	<b>21</b>		
<b>II</b>	ULTA22	Part I Tamil	6	3	25	75	100
	ULEN22	Part II English	6	3	25	75	100
	UBAT22	Part – III / Core III :Organizational Behaviour	6	4	25	75	100
	UBAT22	Part – III / Core IV: Business Environment	5	4	25	75	100
	UBAA22	Part – III / Allied II / Computer Application-I Theory	5	4	25	75	100
	UEVS21	Part – IV / Environmental Studies	2	2	25	75	100
	<b>Total</b>			<b>30</b>	<b>20</b>		
<b>III</b>	ULTA33	Part I Tamil	6	3	25	75	100
	ULEN33	Part II English	6	3	25	75	100
	UBAA31	Part – III / Core V / Cost accounting	5	4	25	75	100
	UBAA33	Part – III / Allied III / Computer application-II Tally	5	4	25	75	100
	UBAE31	Part – III / Elective I / Personality Development	4	3	25	75	100
	UBAN31	Part IV / ONME / Office Management	2	2	25	75	100
	UBAS31	Part IV / SBC – I / Fundamentals Management	2	2	25	75	100
<b>Total</b>			<b>30</b>	<b>21</b>			<b>700</b>
<b>IV</b>	ULTA44	Part I Tamil	6	3	25	75	100
	ULEN44	Part II English	6	3	25	75	100
	UBAT41	Part – III / Core VI: Business Communication	4	4	25	75	100
	UBAT42	Part – III / Core VII: Entrepreneurship Development	4	4	25	75	100
	UBAA44	Part – III / Allied IV / Business Statistics	4	4	25	75	100
	UBAE42	Part – III / Elective II / Merchant Banking & Services	3	3	25	75	100
	UBAN42	Part IV/ ONME / Essentials of Management	2	2	25	75	100
	UBAS42	Part IV / SBC – II / Project Management	2	2	25	75	100
	<b>Total</b>			<b>31</b>	<b>25</b>		
	UBAT51	Part – III / Core VIII : Management Accounting	5	4	25	75	100
	UBAT52	Part – III / Core IX : Marketing Management	5	4	25	75	100
	UBAT53	Part – III / Core X : Production Management	5	4	25	75	100

<b>V</b>	UBAT54	Part – III / Core XI : Human Resource Management	5	4	25	75	100
	UBAT55	Part – III / Core XII: Operations Research	5	4	25	75	100
	UBAE53	Part – III / Elective III: Business Law	3	3	25	75	100
	UBAS53	Part IV / SBC – III / General Aptitude and Reasoning– I	2	2	25	75	100
	<b>Total</b>		<b>30</b>	25			<b>700</b>
<b>VI</b>	UBAT61	Part – III / Core XIII: Total Quality Management	5	4	25	75	100
	UBAT62	Part – III / Core XIV: Management Information System	5	4	25	75	100
	UBAT63	Part – III / Core XV: E-Commerce	5	4	25	75	100
	UBAT64	Part – III / Core XVI: Financial Management	5	4	25	75	100
	UBAT65	Part – III / Core XVII: Research Methods for Management	5	4	25	75	100
	UBAE64	Part – III / Elective IV: Service Marketing	3	3	25	75	100
	UBAS64	Part IV / SBC – IV / General Aptitude and Reasoning– II	2	2	25	75	100
	USEA61	Part – IV / Extension Activity	-	3	25	75	100
		<b>Total</b>		<b>30</b>	28		
	<b>Grand Total</b>			<b>140</b>			<b>4200</b>

**Programme:** B.B.A.,

**Subject:** Management

**Semester:** I

**Course:** Fundamental of Management

**Course Type:** Part – III/ Core Paper – I

**Credits:** 4

**Hours Required:** 5 Hrs / Week

**CIS:** 25

**CA:** 75

**Course Outcomes:**

After completion of the course, certain outcomes are expected from the learners.

<b>Description of COs</b>	<b>Blooms' Taxonomy Level</b>
Acquiring knowledge of basic concept in specialized Business, viz., Management, planning, organizational direction & control	knowledge (Level 3)
Understanding the methods of keeping various books of management in specialized business	Evaluation (Level 5)
Using the methods of preparing various business management, planning, organizational, direction and control decision making.	Application (Level 3)
Describing, explaining and inter-grading fundamental concepts Underlying accounting, finance, management, marketing, and economics	Synthesis (Level 6)
Solving the problem use information to support business process and practices, such as problem analysis and decision making	Synthesis (Level 6)

## **COURSE CONTENT**

### **Unit – I: Management**

Management Definition – Nature, Scope & Importance, Process – Skills of a manager

Administration Vs Management – Management Function – Approaches of Management –

Theories of Management

### **Unit – II: Planning**

Planning – Nature and Importance – Principles and Process- Types of Plan – Management By objectives (MBO) – Decision making – Types – Co-ordination.

### **Unit – III: Organization**

Organization – Principles and process – Organization structure – Formal & Informal organization

– Delegation – Authority & Responsibility – Decentralization

### **Unit – IV: Direction**

Direction – Motivation – Leadership styles – Communication process- Communication Channels

– Barriers to Communication

### **Unit – V: Diffusion and Osmosis**

Controlling – Types of control – Concurrent and forward control – Principles of control – Control

techniques

**Books for Study:**

✚ Elements of Properties of Matter: REDDY MOURTHY

Unit I– Chapter – VI; Unit II – Chapter – VII; Unit III – Chapter – VII;

Unit IV – Chapter – XII; Unit V – Chapter – XIII

**Books for Reference:**

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

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

✚ Advanced Accountancy – R.L.GUPTA& RADHASAMY.

✚ Principles of Accountancy – VINAYAKAM, MANI & NAGARAJAN.

**Online Resources:**

✚ <http://ocw.edu/contents/sloan-school-of-management>

✚ <http://www.open.edu/openlearn/mony-managent/mony/accounting-and-fiance>

**Programme:** B.B.A.,

**Subject:** Management

**Semester:** I

**Course:** Financial accounting

**Course Type:** Part – III/ Core Paper – II

**Credits:** 4

**Hours Required:** 5 Hrs / Week

**CIS:** 25

**CA:** 75

**Course Outcomes:**

After completion of the course, certain outcomes are expected from the learners.

<b>Description</b>	<b>Blooms' Taxonomy Level</b>
Acquiring knowledge of basic concept in specialized Business, viz. accounting, final account, trial balance, depreciation, capital and revenue.	Knowledge (Level 3)
Understanding the methods of keeping various books of accounting specialized business	Comprehension (Level 2)
Using the methods of preparing various accounts final account, trial balance, depreciation, capital and revenue.	Application (Level 3)
Acquiring the skill for prepare this type of accounts in using some system based software	Synthesis (Level 6)
Solving the problems encountered in everyday business activities	Synthesis (Level 6)

**COURSE CONTENT**

**Unit – I: Accounting**

Definition of Account – Nature of Accounting – Accounting Concepts and Postulates  
Double Entry Vs Single entry – Books of Accounts, Journal – Ledger - Subsidiary Books,  
- Cash book – Purchase book – Sales book – Sales return book – Purchase return book

**Unit – II: Trial Balance**

Trial Balance – Errors – Verifications of Errors – Bank reconciliation statement

**Unit – III: Final Accounts**

Final Accounts of Sole Trader – Trading & Profit and Loss Account and Balance Sheet with simple Adjustments

**Unit – IV: Depreciation**

Methods of Depreciation –Straight Line Method, Written Down Value Method and Annuity Method

**Unit – V: CAPITAL**

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

**Books for Study:**

Elements of Properties of Matter: REDDY MOURTHY

Unit I– Chapter – VI; Unit II – Chapter – VII; Unit III – Chapter – VII;

Unit IV – Chapter – XII; Unit V – Chapter – XIII

**Books for Reference**

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

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

Sultan Chan & Sons.

Advanced Accountancy – R.L.GUPTA& RADHASAMY.

Principles of Accountancy – VINAYAKAM, MANI & NAGAR

**Online Resources:**

 <http://ocw.edu/contents/sloan-school-of-accounting>

 <http://www.open.edu/openlearn/mony-managent/mony/accounting-and-fiance>

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**Programme:** B.B.A.,

**Subject:** Management

**Semester:** I

**Course:** Managerial economics

**Course Type:** Part – IV/ Allied Paper – II

**Credits:** 4

**Hours Required:** 5 Hrs / Week

**CIS:** 25

**CA:** 75

**Course Outcomes:**

After completion of the course, certain outcomes are expected from the learners.

<b>Description</b>	<b>Blooms' Taxonomy Level</b>
Acquiring knowledge of basic concept in specialized role of managers in firm	Knowledge (Level 3)
Understanding the methods of internal and external decision to the made by manger	Comprehension(Level 2)
Analyzing the demand and supply conditions and position of a company	Application (Level 3)
Acquiring the skill for prepare this type of accounts in using some system based software	Synthesis (Level 6)
Designing competition strategies, including costing, pricing, product differential, and market environment accordingly.	Synthesis (Level 6)

**COURSE CONTENT**

**UNIT-I Managerial Economics**

Managerial Economics - Definition, Nature and Scope – Relationship between Managerial Economics with other disciplines – Role of Managerial Economics - Concept of Utility – Law of Diminishing Marginal Utility

**UNIT-II Demand**

Theory of demand – determinants – Law of demand – demand functions– demand curve – types of demand – elasticity of demand – methods of measuring elasticity of demand – Supply - Law of supply – Elasticity of Supply

**UNIT-III Production**

Production Function – Laws of Production function – Law of Variable Proportion – Isoquants – Marginal rate of substitution – Economies of Scale - Law of Returns to Scale – Cobb Douglas Production function.

#### **UNIT-IV Cost**

Cost concepts – Cost and output relationship – Total, Average and Marginal cost analysis – short run and Long run – Break even Analysis.

#### **UNIT-V Market**

Market structure – Different types of market – Pricing under Perfect competition, Monopoly – Monopolistic competition and Oligopoly – Pricing - Methods of Pricing.

**Books For Study :** Elements of Properties of Matter: REDDY MOURTHY

Unit I– Chapter – VI; Unit II – Chapter – VII; Unit III – Chapter – VII;

Unit IV – Chapter – XII; Unit V – Chapter – XII

#### **Books & Reference:**

✚ Managerial Economics – R.L. Varshini & K.L. Maheswari

✚ Managerial Economics – S. Sankaran

✚ Managerial Economics – Sundaran, S.N. Srinivasan

#### **Online Resources:**

✚ <http://en.m.wikipedia.org>

✚ [www.managementstudyguide.com](http://www.managementstudyguide.com)

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**Programme:** B.B.A.,

**Subject:** Management

**Semester:** II

**Course:** Organizational Behaviour

**Course Type:** Part – III/ Core Paper –III

**Credits:** 4

**Hours Required:** 5 Hr

**CIS:** 25

**CA:** 75

**Course Outcomes:**

After completion of the course, certain outcomes are expected from the learners.

<b>Description</b>	<b>Blooms' Taxonomy Level</b>
Gaining a solid understanding of human behaviour in the workplace from an individual, group, and organizational perspective and frameworks and tools to effectively analyse and approach various organizational situations	Knowledge (Level 3)
Familiarizing students with contemporary organizational behavior theories and help them to understand predict and manage people better.	Comprehension(Level 2)
Acquainting the students with the fundamentals of managing business	Application (Level 3)
Understanding individual and group behavior at work place so as to improve the effectiveness of an organization	Synthesis (Level 6)
Solving the problem use information to support organizational behaviour process and practices, analysis and decision making	Synthesis (Level 6)

## **COURSE CONTENT**

### **UNIT- I**

Meaning- Objectives, Nature and Scope of organizational behaviour – Importance of OB - Disciplines contribution to organizational behaviour –Concept of organizational behaviour - Theories of organization behaviour –Classical – Neo classical and Modern theories – Approaches to OB.

### **UNIT –II**

Foundations of Individual Behaviour – Nature of Individual behaviour – Group behaviour – Meaning , Difference between Individual and Group Behaviour - Personality – Definition - Factors /Determinants of Personality – Types of Personality – Attitude and Values.

### **UNIT- III**

Leadership – Concept – Qualities of effective Leadership – Leadership Styles – Definition and concept of Learning. Morale, Motivation – Theories and Process of Motivation

### **UNIT- IV**

Types of groups – formation of Group - Group dynamics – Group cohesiveness – Group decision making- Conflict - Types of Conflict – Methods of Managing Conflict - Resolution of conflict - Stress – Meaning and concept – Causes of stress – Effects of stress - Managing stress.

#### **UNIT –V**

Organizational Change – Meaning, nature – Causes of change – Resistance to change - overcoming the resistance – Organization Effectiveness – Organization Climate – Organization Culture, Organization Development – Counselling – types of counselling.

#### **Books for Study:**

Elements of Properties of Matter: LM PRASTH

Unit I– Chapter – VI; Unit II – Chapter – VII; Unit III – Chapter – VII;

Unit IV – Chapter – XII; Unit V – Chapter – XII

#### **Books & Reference:**

- ✚ Organisational Behaviour - LM. Prasad, , Sultan Chand & Sons, New Delhi.
- ✚ Organizational Behaviour,-Khanka, Sultan Chand & Sons, New Delhi.
- ✚ Organizational Behaviour- Aswathappa
- ✚ Organisational Behaviour - Fred Luthans, McGraw Hill.

#### **Online Resources:**

- ✚ <http://www.mbacasesstudianswer.com>
- ✚ <http://www.tondonline.com/loi/rama20>

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**Programme:** B.B.A.,

**Subject:** Management

**Semester:** II

**Course:** Business Environment

**Course Type:** Part – III/ Core Paper –IV

**Credits:** 4

**Hours Required:** 5 Hrs

**CIS:** 25

**CA:** 75

**Course Outcomes:**

After completion of the course, certain outcomes are expected from the learners.

<b>Description</b>	<b>Blooms' Taxonomy Level</b>
Getting familiarized with the nature of business environment and its components in business decision making.	Knowledge (Level 1)
Acquiring increased awareness of the interconnected nature of today's world, and how economic, social, political and environmental issues can impact international integration and business	Comprehension (Level 2)
Applying the environmental scanning skills to identify the business opportunity and challenges.	Application (Level 3)
Analyzing and interpreting the current events relating to globalization and international business.	Synthesis (Level 6)
Demonstrating and developing conceptual frame work of business environment and generating interest and international business	Synthesis (Level 6)

## **COURSE CONTENT**

### **UNIT-I**

Business Environment - Meaning –concept – Nature – Significance - various environments affecting Business – social economic political and legal, culture, competitive, demographic, technological and their impact in Business.

### **UNIT-II**

Government & Political: Government and business relationship in India – Provision of Indian constitution pertaining to business - State regulations on business – Industrial licensing policy.

### **UNIT-III**

Society and Culture: Culture – Elements of culture – Impact of foreign culture - Traditional values and its Impact – Castes and communities – linguistics religious groups – Joint family system. Social responsibilities of Business – Responsibilities to

shareholders, customer, community, the government –Business Ethics.

#### **UNIT-IV**

Economic Environment: Economic system, Socialism – Capitalism – Mixed economy – their impact on business – Public sector, Private sector, Joint sector – Objectives, Growth, Achievements and failures of Public sector in India.

#### **UNIT-V**

Legal and Technological Environment: Industrial Licensing Policy 1991 – FEMA- SEBI -TRIP's - WTO – GATT - Impact of technological changes in business

**Books for Study:** Elements of Properties of Material: SANKAR

Unit I– Chapter – VI; Unit II – Chapter – VII; Unit III – Chapter – VII;

Unit IV – Chapter – XII; Unit V – Chapter – XI

#### **Books and Reference:**

- ✚ Business Environment - Francis Cherunilam
- ✚ Essentials of Business Environment. - Aswathappa K.-
- ✚ Business and Society - Sankaran. S.
- ✚ Economic Environment of Business - Sampath, Mukerji
- ✚ Business and Government - Ghosh P.K.
- ✚ Business Environment – Rosy Joshi

#### **Online Resources:**

- ✚ <http://www.freebookcenter.com>
- ✚ <http://www.icsi.edu/ggsipu.org.com>

**Programme:** B.B.A.,

**Subject:** Management

**Semester:** II

**Course:** Computer Application

**Course Type:** Part – III/ Core Paper –IV

**Credits:** 4

**Hours Required:** 5 Hr

**CIS:** 25

**CA:** 75

**Course Outcomes:**

After completion of the course, certain outcomes are expected from the learners.

<b>Description</b>	<b>Blooms' Taxonomy Level</b>
Acquiring knowledge of the Fundamentals of Computers	Knowledge (Level 1)
Understanding how to use Computer applications in day to day applications.	Comprehension(Level 2)
Applying logical skills to programming in variety of languages	Application (Level 3)
Utilizing web technologies present and conclusion effectively, orally, and in writing	Synthesis (Level 6)
Demonstrating problem-solving skills and basic understanding of network principles	Synthesis (Level 6)

**COURSE CONTENT**

**UNIT – I**

Meaning of computer – Characteristics – Area of application cycle – components –Memory unit input output devices

Hardware and Software operation system –Introduction to Windows 2007 logging on Desk top and task Icons on desk top – Start menu options - Creations of files and folders, Office Automation –MS word - Short cut for MS word – Creating word documents-moving, correcting and inserting text – Printing a document.

**UNIT – II**

Editing MS word document -Selecting, Copying, moving text – using Redo and undo features – spell check – formatting text – inserting page numbers – headers and footers - Word count –Auto correct-working with tables, using graphics – Saving, opening and closing documents, mail merge.

**UNIT – III**

Introduction to MS Excel and its features – Programmes and applications - spread sheets – Building worksheets Entering data, editing and formatting worksheets – Creating and formatting different types

of charts – Application of financial and statistical function – Organizing data using Automatic rule saving, opening and closing of work books.

#### **UNIT – IV**

MS -Access – Creating a new database – creating a new table - saving – creating primary key – adding fields, deleting fields- changing the views and moving fields.

#### **UNIT-V**

MS POWER POINT Introduction — Opening new Presentation — Different presentation templates — Setting backgrounds — Selecting presentation layouts -Creating a presentation — Setting presentation style — Adding Text to the presentation ,Formatting a presentation — Adding style — Color and gradient fills — Arranging objects — Adding Header & Footer — Slide Background — Slide layout Adding Graphics to the presentation — Inserting pictures, movies, tables, etc. Drawing Pictures - Setting Animation & transition effects — adding audio and video Printing Handouts and generating standalone presentation viewer

**Books for Study:** Elements of Properties of Material: William M. Fuori and Lawerence

Unit I– Chapter – VI; Unit II – Chapter – VII; Unit III – Chapter – VII

Unit IV – Chapter – XII; Unit V – Chapter – XI

#### **Books and Reference:**

✚ Windows XP Professional black book, the ultimate user’s Guide, Published by Dream Tech, New Delhi.

✚ PC Software for windows made simple – R.K. Taxali, TMH -1998.

✚ Computer & information processing – William M. Fuori and Lawerence J. Aufiero.

✚ Microsoft Office 2007 by Greg Perry – Pearson Education, Low price Edition 2007.

✚ Working in Microsoft Office by Ron Mansfield, Tata McGraw Hill Publishing, New Delhi.

#### **Online Resources:**

✚ <http://www.gcfleamfree.org/computer.com>

✚ <http://www.margham@gmail.com>

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**Programme:** B.B.A.,

**Subject:** Management

**Semester:** III

**Course:** Cost accounting

**Course Type:** Part – III/ Core Paper –V

**Credits:** 4

**Hours Required:** 5 Hr

**CIS:** 25

**CA:** 75

**Course Outcomes:**

After completion of the course, certain outcomes are expected from the learners.

<b>Description</b>	<b>Blooms' Taxonomy Level</b>
Gaining knowledge of basic cost concepts, element of cost & preparation of Cost Sheet.	Knowledge (Level 1)
Acquiring basic knowledge of important methods & techniques of costing.	Knowledge (Level 1)
Introducing the basics of cost accounting and enabling the student to correlate the two branches namely financial and cost accounting. to build a base for learning management accounting.	Application (Level 3)
Acquiring the skill for preparing this type of accounts in using some system based software.	Synthesis (Level 6)
Solving the problem encountered in everyday business activities	Synthesis (Level 6)

**COURSE CONTENT**

**UNIT-I**

Meaning, Nature and Scope of Cost Accounting – Concept and Classification of Cost – Elements and Methods of Cost -Advantages – limitations –Relationship of Cost Accounting and Financial Accounting –Preparation of Cost Sheet

**UNIT-II**

Materials – Materials control – Meaning – Objectives – Advantages - Methods of Stock Control- EOQ - Levels of Stock – Receipts and Issues of materials – ABC Analysis -Stores Ledger – FIFO, LIFO, Simple Average and Weighted Average Method.

**UNIT-III**

Labor cost – Time-Keeping and Time-Booking – Methods of Remuneration and Incentive Schemes – Methods of wage payment -Time rate and Piece rate system - Overtime and Idle time- Labor Turnover – Causes, Types and Measurement.

**UNIT-IV**

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

#### **UNIT - V**

Operating Costing – Process Costing: Normal Loss, Abnormal Loss and Abnormal Gains (excluding Equivalent Production and Inter process). Marginal Costing - Nature of marginal Costing – Advantages – Limitations – Break Even Analysis – Decision making Problems. (Marks: Theory 40% and Problems 60)

#### **Books for Study:**

✚ Elements of Properties of Material: R.S.N. Pillai and V. Baghavaghi

Unit I– Chapter – VI; Unit II – Chapter – VII; Unit III – Chapter – VII

Unit IV – Chapter – XII; Unit V – Chapter – XI

#### **Books and Reference:**

✚ Cost Accounting –, S. Chand & Company Ltd.

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

✚ Cost Accounting Principles and Practice– S.P. Jain And K.L. Narang, Kalyani Pub.

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

✚ Principles and Practice of Cost Accounting, N.K. Prasad, Book Syndicate Pvt. Ltd.

#### **Online Resources:**

✚ <http://testbooktestbnklive.com/download/cost-accounting>

✚ <http://www.testbanklive.com/prinicples of cost accounting>

**Programme:** B.B.A.,

**Subject:** Management

**Semester:** III

**Course:** Tally

**Course Type:** Part – III/ Allied –II

**Credits:** 4

**Hours Required:** 5 Hr

**CIS:** 25

**CA:** 75

**Course Outcomes:**

After completion of the course, certain outcomes are expected from the learners.

<b>Description</b>	<b>Blooms' Taxonomy Level</b>
Getting familiarized with the jargon commonly used by computer literates	Knowledge (Level 1)
Comprehending the use of basic tools and applications in MS office	Comprehension (Level 2)
Preparing report, presentation, and calculation effectively and analysing data for decision making using data of different kind.	Application (Level 3)
Applying the knowledge of qualitative tools & techniques in the interpretation of data managerial decision making	Application (Level 3)
Solving the problem encountered in everyday business activities	Synthesis (Level 6)

**COURSE CONTENT**

**UNIT – I**

Data analysis using spread sheets (MS EXCEL), sorting data, editing data, converting data

**UNIT -II**

Deriving simple univariate (single variables) tables, presentations using bar chart, pie chart, and histograms, Deriving mean, median, mode and standard deviations

**UNIT-III**

Exporting the data from MS EXCEL to SPSS, inserting new variables in SPSS, Deriving cross tables with multiple variables, Chi square, ANOVA, Regression output.

**UNIT IV**

Basics in TALLY – installation and overview of the important terminology.

**UNIT V**

Creations, Entering transactions and preparation of Tribal balance and final accounts, ratio analysis and comparative analysis.

**Books for Study:** Elements of Properties of Material: R.S.N. Pillai & V. Baghavaghi

Unit I– Chapter – VI; Unit II – Chapter – VII; Unit III – Chapter – VII

Unit IV – Chapter – XII; Unit V – Chapter – XI

**Books and Reference:**

+ Naamrata Agarwal, -Financial Accounting using Tally®, dream tech publisher  
New Delhi, 2003.K.K.Nidhani, Implementing Tally.

**Online Resources:**

+ <http://guratinfotech.com>

+ <http://www.attitudeacademy.com>

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**Programme:** B.B.A.,

**Subject:** Management

**Semester:** III

**Course:** Personality Development

**Course Type:** Part – III/ Elective Paper –I

**Credits:** 4

**Hours Required:** 5 Hr

**CIS:** 25

**CA:** 75

**Course Outcomes:**

After completion of the course, certain outcomes are expected from the learners.

<b>Description</b>	<b>Blooms' Taxonomy Level</b>
Comprehending the importance of balanced self-determined behavior	Comprehension (Level 2)
Enhancing self, increasing life satisfaction and improving the relationship with others.	Application (Level 3)
Developing new ability to develop new problem solving skills in group and use these skills in personal life.	Application (Level 3)
Understanding the influence of environmental, educational and situational factors and how to modify the behaviour	Comprehension (Level 2)
Solving the problem encountered in everyday business activities	Synthesis (Level 6)

**COURSE CONTENT**

**UNIT I**

Definition of Personality – Determinants of personality – biological, psychological and socio-cultural factors – Misconceptions and clarifications, need for personality development.

**UNIT-II SELF AWARENESS AND SELF MOTIVATION:**

Self-analysis through SWOT and Johari Window, elements of motivation – Seven rules of motivation – Techniques and strategies for self-motivation –goal setting based on principles of SMART –self-esteem.

**UNIT-III INTERPERSONAL SKILLS:**

Concept of team in work situation – promotion of team spirit – characteristics of team player – awareness of one's own leadership style and performance – nurturing leadership qualities – Emotional intelligence and leadership effectiveness –Empathy and social skills - Negotiation skills –Definition of ground rules, clarification and justification, bargaining and problem solving, closure and implementation

**UNIT-IV INTERPERSONAL SKILLS:**

Concept of team in work situation – promotion of team spirit – characteristics of team player – awareness of one’s own leadership style and performance – nurturing leadership qualities – Emotional intelligence and leadership effectiveness –Empathy and social skills - Negotiation skills –Definition of ground rules, clarification and justification, bargaining and problem solving, closure and implementation

#### **UNIT-V POWER OF POSITIVE THINKING:**

Nurturing creativity – decision making and problem solving – thinking power – seven steps for dealing with doubt – Traits of positive thinkers and high achievers, goals and techniques for positive thinking – enhancement of concentration through positive thinking – practicing positive lifestyle.

**Books for Study:** Elements of Properties of Material: B.simth

Unit I– Chapter – VI; Unit II – Chapter – VII; Unit III – Chapter – VII

Unit IV – Chapter – XII; Unit V – Chapter – XI

#### **Books and Reference:**

✚ Swami Nathan V.D & Kaliappan. K.V. (2001) Psychology for Effective living, Chennai, The Madras Psychology society.

✚ Robbins, S.B (2005) Organizational Behavior, New Delhi, Prentice Hall of India.

✚ Smith. B (2004) Body Language, Delhi, Rohan Book Company.

#### **Online Resources:**

✚ <http://www.admin.cam.ac.uk/office/career/planning/#now>

✚ <http://docomo.hubpages.com/hub/how/to-create-personal-development-plan>

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**Programme:** B.B.A.,

**Subject:** Management

**Semester:** III

**Course:** Office Management

**Course Type:** Part – III/ Non-major Elective Paper –I

**Credits:** 4

**Hours Required:** 5 Hr

**CIS:** 25

**CA:** 75

**Course Outcomes:**

After completion of the course, certain outcomes are expected from the learners.

<b>Description</b>	<b>Blooms' Taxonomy Level</b>
Getting acquainted with the use of the basic office support management and becoming able to prepare the business document	Knowledge (Level 1)
Understanding how organizations function and apply those ideas in real world situations.	Comprehension (Level 2)
Imparting the planning skills to students to formulate long-term and short term objectives of the organization through tools and processes.	Application (Level 3)
Getting familiarized with the complexity and wide variety of issues the managers face in directing and organizing today's business	Synthesis (Level 6)
Solving skills basic understanding able to utilize appropriate office technology	Synthesis (Level 6)

**COURSE CONTENT**

**Unit –I**

Office Management: Basic concepts of office – Meaning, Importance – Functions – size of the office – Office Management – Meaning and Scope, Functions and Qualifications of Office manager.

**Unit- II**

Administrative arrangements and Physical conditions: Office location – characteristics / Qualities of office building –Office layout – preparing the layout; Office Administration – Administrative Office Management- Objectives, Functions and Principles,

**Unit –III**

Office equipment-Computer – Fax- Duplicator – Telephone – Intercom – Storage equipment

**Unit –IV**

Mail services and Communication – Office Correspondences – Handling mail.

**Unit –V**

Office Supervisor – Qualifications and Qualities – Duties and Responsibilities

**Books for Study:** Elements of Properties of Material: R.K ,CHOPRA

Unit I– Chapter – VI; Unit II – Chapter – VII; Unit III – Chapter – VII

Unit IV – Chapter – XII; Unit V – Chapter – XI

**Books and Reference:**

✚ Office Management – Dr. I.M.SAHAI –Sathiya Bhawan Agra

✚ Office organization And Management, S.P Arora, Vikas publishing House Pvt Ltd.

✚ Office Management - R.K.Chopra

✚ Office Management – R. S. N. Pillai & Bagavathy, S. Chand Publications

**Online Resources:**

✚ <http://www.tandfonline.com/loi/raer20>

✚ <http://portal.office.com//adminportal.com>

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**Programme:** B.B.A.,

**Subject:** Management

**Semester:** III

**Course:** Fundamental of Insurance

**Course Type:** Part – III/ SBI Paper –I

**Credits:** 4

**Hours Required:** 5 Hr

**CIS:** 25

**CA:** 75

**Course Outcomes:**

After completion of the course, certain outcomes are expected from the learners.

<b>Description of COs</b>	<b>Blooms' Taxonomy Level</b>
Gaining knowledge on the concepts of Insurance.	Knowledge (Level 1)
Comprehending the role of micro finance institution in enhancing self	Comprehension (Level 2)
Updating knowledge of the upcoming insurance types.	Knowledge (Level 1)
Acquiring the ability to make business decisions	Application (Level 3)
Solving communication skills and becoming capable of utilizing the development banking insurance schemes	Synthesis (Level 6)

## **COURSE CONTENT**

### **UNIT – I**

Definition of Insurance – Classification of contracts of insurance – Marine and Non-Marine Insurance.

### **UNIT – II**

Life Assurance – Objects of Life assurance – Principles of Life Assurance – Assignment and Nomination – Lapses and Revivals – Surrender values and loans – Claims – Double Insurance.

### **UNIT – III**

Marine – Insurance – Principles of Marine insurance – Functions of marine insurance – Types of marine policies – Warranties – kinds of marine Losses.

### **UNIT – IV**

Fire Insurance – Principles of law as applied to fire insurance. Fire waste – Hazard Types of fire policies.

### **UNIT – V**

Cover Notes – Surveys and Inspections Average – Reinsurance Renewals.

**Books for Study:** Elements of Properties of Material: Sharma R.S., Insurance: Principles and Practices, Vora, Bombay

Unit I– Chapter – VI; Unit II – Chapter – VII; Unit III – Chapter – VII

Unit IV – Chapter – XII; Unit V – Chapter – XI

**Books and Reference:**

- # Sharma R.S., Insurance: Principles and Practices, Vora, Bombay.
- # Arifkhan M, Theory and Practice of Insurance, Education Book House.
- # Srinivasan M.N., Principles of Insurance Law, Ramanuja Publishers, Bangalore.
- # Dr. B. Varadharajan, Insurance: Vols. I and II, Tamil Nadu Text Book Society IV - SBEC
- # Dr. R. Haridas, Life Insurance in India, New Century Publication, New Delhi.

**Online Resources:**

- # <http://www.myinsurancegetonline.com/home/educationpage.aspx>
- # <http://www.insuarance4usa.com/resourcecenter/index.cfm#carauto>

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**Programme:** B.B.A.,

**Subject:** Management

**Semester:** IV

**Course:** Business Communication

**Course Type:** Part – III/ Core Paper –I

**Credits:** 4

**Hours Required:** 5 Hr

**CIS:** 25

**CA:** 75

**Course Outcomes:**

After completion of the course, certain outcomes are expected from the learners.

<b>Description</b>	<b>Blooms' Taxonomy Level</b>
Identifying own strength and developing areas for growth to teach the students to understand the concept, process and importance of communication	Knowledge (Level 1)
Gaining knowledge of media of communication demonstrate challenges have been undertaken developing new skills in the process	Knowledge (Level 1)
Developing skills of effective communication - both written and oral	Application (Level 3)
Practising application of communication skills in the business world.	Synthesis (Level 6)
Utilizing the communication skills for the development of business	Synthesis (Level 6)

**COURSE CONTENT**

**UNIT I**

Understanding Communication – Definition of Business Communication – Difference between communication & Business Communication, Business Communication – Objectives, Importance- Process of Communication – Principles of Effective Communication – Barriers of Communication - Communication Ethics.

**UNIT –II**

Types of Communication - Formal and Informal Communication, Inter – Personal and Intra Personal Communication – Verbal Communication and its types – Non-Verbal Communication and its types

**UNIT-III**

Business Correspondence – Need, Functions, Kinds of Business letter- Planning Business Messages- Structure and Layout of business letter.

**UNIT-IV**

Employment related Communication – Introduction to Application Letter – Types of Application Letter – Forms and content of an Application Letter – Resume / Bio Data / Curriculum Vitae.

Enquiries and Replies, order and Execution, Specimen Letters, Collection Letter, Circular Letter, Sales Letter.

## **UNIT-V**

Other Forms of Communication; Report Writing – Importance – Types – Preparation of a Report  
Elective Summaries – Presentation Skills – Writing Proposals – Group discussions –Legal Aspects of  
Business Communication

### **Books for Study:**

- ✚ Elements of Properties of Material: Rejendra pal.  
Unit I– Chapter – VI; Unit II – Chapter – VII; Unit III – Chapter – VII  
Unit IV – Chapter – XII; Unit V – Chapter – XI

### **Books for Reference:**

- ✚ Essentials of Business Communication – Rajendra Pal, J.S. Korlahalli.
- ✚ Business Communication – Paten Shetty
- ✚ Business English and Correspondence – Agarwal A.N.
- ✚ Business Communication – Dr. Kathiresan and Radha

### **Online Resources:**

- ✚ <http://www.mangementstudyguide.com>
- ✚ <http://www.esstials-of-business.com>

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**Programme:** B.B.A.,

**Subject:** Management

**Semester:** IV

**Course:** Entrepreneurship Development

**Course Type:** Part – III/ Core Paper –II

**Credits:** 4

**Hours Required:** 5 Hr

**CIA:** 25

**CA:** 75

**Course Outcomes:**

After completion of the course, certain outcomes are expected from the learners.

<b>Description</b>	<b>Blooms' Taxonomy Level</b>
Gaining knowledge of entrepreneurship and providing necessary inputs for the creation of the new ventures	Knowledge (Level 1)
Becoming confident to meet out challenges of starting new ventures and introducing new product and service ideas	Synthesis (Level 6)
Comprehending the different stages of project preparation	Comprehension (Level 2)
To practise the entrepreneurship development activities undertaken by Indian government	Synthesis (Level 6)
Becoming capable of providing goods and services and creating employment opportunities benefiting to society	Synthesis (Level 6)

## **COURSE CONTENT**

### **UNIT – I**

Entrepreneurship: Concepts, types and functions of entrepreneurs – Entrepreneurial Development in India – Role of entrepreneurs in economic development.

### **UNIT – II**

Business ideas: Steps to start a business- Licensing, Registration and local laws- problem and prospectus to start a business. Preparation, of project report- format of project, appraisal-market, technical, financial and economic feasibility.

### **Unit – III**

Institutions and development of entrepreneurs – Role of DIC, SISI, SIDCO, NSIC, MAYE, KVIC, TCO'S, ITCOT and Entrepreneurial Guidance Bureau – incentives and subsidies to entrepreneurs and commercial banks in financing entrepreneurs.

### **UNIT – IV**

Promoting enterprises – SSI – MSME – Role and growth of SSI – Regulations governing SSI – incentives and concessions for SSI units – sickness in SSI – causes and remedies

## UNIT – V

Problems and prospects of Entrepreneurs – Developing women and rural entrepreneurs –  
Entrepreneurs' motivation.

### Books for Study:

✚ Elements of Properties of Material: Gupta

Unit I– Chapter – VI; Unit II – Chapter – VII; Unit III – Chapter – VII

Unit IV – Chapter – XII; Unit V – Chapter – XI

### Books for Reference:

✚ Entrepreneurial Development - Gupta, C.B. and Srinivasan N.P.,

✚ Entrepreneurial Development -Dr. V.R. Palanivelu, Himalaya Publishing House Mumbai.

✚ Entrepreneurial Development- Dr.K. Arul & Dr.A. Subanginidevi, Shanlax Pub., Madurai.

✚ Organisation and Management of Small Industries- Vasanth Desai,

✚ Entrepreneurship Development -Saravanel, P.

### Online Resources:

✚ <http://www.//dq.sagepub.com>

✚ <http://www.dx>

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**Programme:** B.B.A.,

**Subject:** Management

**Semester:** IV

**Course:** Business Statistics

**Course Type:** Part – III/ Allied Paper –I

**Credits:** 4

**Hours Required:** 5 Hr

**CIS:** 25

**CA:** 75

**Course Outcomes:**

After completion of the course, certain outcomes are expected from the learners.

<b>Description</b>	<b>Blooms' Taxonomy Level</b>
Acquiring knowledge of basic concepts in specialized business viz., graphical presentation frequency distribution, correlation time series analysis	Knowledge (Level 1)
Understanding methods & concepts of population and sample. Use frequency distribution to make decision.	Comprehension (Level 2)
Using the methods to calculate various types of averages and variation	Application (Level 3)
Using regression analysis to estimate the relationship between two variables and solving LPP to maximize the profit and to minimize the cost.	Synthesis (Level 6)
Developing the skill for preparing this type of Statistics used in technical system based works	Synthesis (Level 6)

## **COURSE CONTENT**

### **UNIT-I**

Introduction – Classification and tabulation of statistical data – Diagrammatic and graphical representation of data

### **UNIT –II**

Frequency distribution – Simple and Cumulative – Average, Mean, Median, Mode and Geocentric Mean – Measures of Dispersion, Range, Quartile deviation – Standard Deviation and their coefficient

### **UNIT –III**

Types of Samples – use of sampling in Business – Probability – Addition and Multiplication laws – Conditional probability

### **UNIT –IV**

Correlation – Karl Pearson's Rank and Correlation co-efficient – Simple curve fittings by method of least squares – Regression analysis

#### **UNIT –V**

Time series Analysis – Trend – Seasonal variation, Calculation of straight line and moving average trend – Seasonal variation – Sales analysis and business forecasting

#### **Books for Study:**

✚ Elements of Properties of Material: S.P.GUPTA

Unit I– Chapter – VI; Unit II – Chapter – VII; Unit III – Chapter – VII

Unit IV – Chapter – XII; Unit V – Chapter – XI

#### **Books for Reference:**

✚ S.P.Gupta – Statistical Methods

✚ R.S.N. Pillai and Bagavathi – Statistics

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**Programme:** B.B.A.,

**Subject:** Management

**Semester:** IV

**Course:** Merchant Banking Service

**Course Type:** Part – III/ Allied Paper –I

**Credits:** 4

**Hours Required:** 5 Hr

**CIS:** 25

**CA:** 75

**Course Outcomes:**

<b>Description</b>	<b>Blooms' Taxonomy Level</b>
Gaining in-depth understanding of the concepts and issues and various aspects of merchant banking and financial services	Comprehension(Level 2)
Developing the skills in deciding leasing, hire purchase and bill discounting schemes offered by financial institution.	Synthesis (Level 6)
Getting familiarized with the corporate advisory services of financial institution and issue procedure involved in equity and debenture issue	Comprehension (Level 2)
Acquiring the skills to prepare this various aspect of merchant banking and financial services.	Synthesis (Level 6)
Solving problems encountered in everyday business activities	Synthesis (Level 6)

## **COURSE CONTENT**

### **UNIT-I**

Indian financial system – Institutional arrangements – Money market and capital market  
Reserve bank of India – Commercial banks – Cooperative banks – Regional banks – Foreign banks.

### **UNIT II**

Financial services – An overview – Growth of financial services in India – Financial services sector problems – Regulatory frame work – RBI – SEBI.

### **UNIT III**

Recent developments in financial services – Consumer finance – Credit cards – Debit cards and smart cards – Hire purchase – Leasing – Bill discounting - Loan syndication.

### **UNIT IV**

Merchant banking – Mutual funds – Venture capital – Factoring – Forfeiting – Portfolio management services – Mergers and Acquisition.

### **UNIT V**

Financial from international sources and financing of exports – EXIM BANK – Export Credit Guarantee Corporation (ECGC).

**Books for Study:**

✚ Elements of Properties of Material:

Unit I– Chapter – VI; Unit II – Chapter – VII; Unit III – Chapter – VII

Unit IV – Chapter – XII; Unit V – Chapter – XI

**Books for Reference:**

✚ , S.P.Gupta – Statistical Methods

✚ R.S.N. Pillai and Bagavathi – Statistics

**Online Resources:**

✚ <http://www>

✚ <http://www>.

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**Programme:** BBA.,

**Subject:** Management

**Semester:** IV

**Course:** Project Management

**Course Type:** Part – III / SBI–I

**Credits:** 4

**Hours Required:** 5 Hrs

**CIS:** 25

**CA:** 75

**Course Outcomes:**

After completion of the course, certain outcomes are expected from the learners.

<b>Description</b>	<b>Blooms' Taxonomy Level</b>
Gaining in-depth understanding of the concept and issues and various aspects of project management.	Knowledge (Level 1)
Identifying the resources needed for each including stakeholder tools and supplementary materials	comprehension(Level 2)
Knowing the strategies of positioning in project management and identify the right method of promotional events for an organization to introduce new product	Application (Level 3)
Gaining ability to develop a project scope while considering factors such as customer requirement and internal and external	Synthesis (Level 6)
Solving problems involved in budget preparation for project and measuring the performance of project	Synthesis (Level 6)

**COURSE CONTENT**

**UNIT - I**

Project management - meaning, definition- features – Purpose of Project management- classification of projects - stages in project cycle – identification, formulation and implementation – Phases of Project management – 7s of Project management.

**UNIT-II**

Feasibility study of Projects – Market feasibility, technical feasibility, financial feasibility - different types of appraisal to determine feasibility – feasibility report.

**UNIT-III**

Social Cost benefit Analysis - The rationale for Social cost benefit analysis, UNIDO approaches for Social Cost benefit analysis, Methods followed by Financial Institutions.

**UNIT-IV**

Estimation of Project cost – Preliminary expenses – cost of acquisition of fixed assets, cost

on technical knowhow, acquisition of patents and licenses – documentation charges – preparation of project report

#### **UNIT-V**

Institutional Finance for Projects – National and state level – IDBI, SIDBI, GIC, LIC, UTI, SFC, IFC – functions and schemes

#### **Books for Study:**

- ✚ Elements of Properties of Material: Vasanti Desai

Unit I – Chapter – VI; Unit II – Chapter – VII; Unit III – Chapter – VII

Unit IV – Chapter – XII; Unit V – Chapter – XI

#### **Books for Reference:**

- ✚ Project Management - Vasant Desai, Himalaya Publishing House, Mumbai.
- ✚ Project Management - Goel B.B., Deep & Deep Publications Pvt. Ltd., New Delhi.
- ✚ Project Planning, Analysis - Prasanna Chandra, Tata McGraw-Hill, New Delhi.
- ✚ Project Management and Control - Rao .P .C .K., Sultan Chand & Sons, New Delhi.
- ✚ Project Management: Strategic Financial Planning, Evaluation, and Control - Bhavesh M Patel, Vikas Publishing House, New Delhi.

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**Programme: B.B.A.**

**Subject: Management**

**Semester: IV**

**Course: Essentials of Management**

**Course Type: Part – III/ SBI–I**

**Credits: 4**

**Hours Required: 5 Hrs**

**CIS: 25**

**CA: 75**

**Course Outcomes:**

After completion of the course, certain outcomes are expected from the learners.

<b>Description</b>	<b>Blooms' Taxonomy Level</b>
Building a base for learning management knowledge and acquiring prerequisite skills	Knowledge (Level 1)
Comprehending the strategies of positioning in project management and identifying the right method of promotional events for an organization to introduce new product, offer etc.	Comprehension (Level 2)
Getting familiarized with the budget preparation for project and measuring the performance of project	Application (Level 3)
Acquiring skill for preparing this type of project in using some system based software	Synthesis (Level 6)
Solving the problem encountered in every business activity	Synthesis (Level 6)

**COURSE CONTENT**

**UNIT – I**

Management: Importance – Definition – Nature and Scope of management process – Role and Functions of a Manager – Levels of Management – Development of Scientific Management and other Schools of thought and approaches.

**UNIT-II**

Planning: Nature – Importance – Forms – Types – Steps in planning – Objectives – Policies – Procedures and methods – Nature and Types of Policies.

**UNIT-III**

Organizing: Types of Organization – Organization structure – Elements of organization.

**UNIT-IV**

Authority – Delegation – Decentralization – Difference between Authority and power – responsibility – Centralization.

**UNIT-V**

Co-ordination – Need, Types of co-ordination – Principles – Techniques of co-ordination controlling-  
Meaning and Importance – control process – Techniques of control.

**Books for Study:**

✚ Elements of Properties of Material: C.B GUPTA

Unit I– Chapter – VI; Unit II – Chapter – VII; Unit III – Chapter – VII

Unit IV – Chapter – XII; Unit V – Chapter – XI

**Books for Reference:**

✚ Principles of management – L.M. Prasad

✚ Principles of Management – DinkarPagare

✚ Business Management – C.B. Gupta

✚ Business Management – N. Premavathy

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**Programme:** B.B.A. ,

**Subject:** Management

**Semester:** V

**Course:** Management Accounting

**Course Type:** Part – III/ Core Paper-Major

**Credits:** 4

**Hours Required:** 5 Hrs / Week

**CIA:** 25

**CA:** 75

**Course Outcomes:**

After completion of the course, certain outcomes are expected from the learners.

<b>Description</b>	<b>Blooms' Taxonomy Level</b>
Understanding the conceptual frame work of management accounting system.	Comprehension (Level 2)
Carrying out analysis to improve the operations of organization through the application of management accounting techniques and decision making	Analysis (Level 4)
Applying the management accounting facilities to budgetary control and marginal costing.	Application (Level 3)
Analyzing & applying different types of activity based management tools through the preparation of estimates.	Analysis (Level 4)
Using the understanding of relevant management techniques in various type management systems and also prepare cash flow and fund flow statement this helps in planning for intermediate and long term finance.	Synthesis (Level 6)

**COURSE CONTENT**

**UNIT - I**

Management Accounting – Definition – Objectives – Nature and Scope – Merits and Limitations – Functions – Management Accounting Vs Financial Accounting Vs Cost Accounting.

**UNIT – II**

Ratio Analysis – Interpretation, Benefits, Limitations, Classification of ratios – Liquidity, Profitability and Solvency ratios - Construction of Balance sheet (simple problems).

**UNIT - III**

Fund Flow Statement – Cash Flow Analysis – Uses and Construction – Distinction.

**UNIT - IV**

Budget and Budgetary Control – Meaning, Objectives - Characteristics and Limitations – Types of Budgets - Preparation of Sales, Production, Raw material Cost, Cash, Master Budgets and Flexible Budgets.

**UNIT - V**

Marginal Costing – Objectives and Limitations – Cost Volume Profit (CVP) Analysis –Break  
Even Analysis – Merits and Demerits - Margin of Safety.

**Text Book:**

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

**Reference Book:**

- + Accounting for management – Dr. V. R. Palanivelu
- + Management Accounting – N.P.SRINIVASAN

**Programme:** BBA. ,

**Subject:** Management

**Semester:** V

**Course:** Marketing Management

**Course Type:** Part – III/ Core Paper-Major

**Credits:** 4

**Hours Required:** 5 Hrs / Week

**CIA:** 25

**CA:** 75

**Course Outcomes:**

After completion of the course, certain outcomes are expected from the learners.

<b>Description</b>	<b>Blooms' Taxonomy Level</b>
Understanding the conceptual frame work of fundamentals of Marketing Management.	Comprehension (Level 2)
Applying the methods to improve the operations of marketing environment and buyer behavior .	Application (Level 3)
Using the product segmentation and various pricing analysis of marketing.	Analysis (Level 4)
Applying different types of channel distribution of the product activity based tools through sales promotion.	Application (Level 3)
Creating a knowledge of marketing management and further study in Professional world.	Synthesis (Level 6)

**COURSE CONTENT**

**UNIT – I**

Definition of Marketing: Marketing concepts – Meaning, Objectives – Importance – Distinction between marketing and selling - Types of market – Functions – Marketing management - Marketing Environment: Various factors affecting the marketing function

**UNIT – II**

**Buyer Behaviour:** Meaning of buyer and seller - Buying motives – Buying Process- Explanation of motivation - Market Segmentation - bases - Marketing strategy –Consumer Behavior -Factors influencing consumer behavior

**UNIT – III**

**The Product**–Nature -Types - consumer goods -Industrial goods - New product development – Product life cycle (PLC) and strategies - Product mix - modification & Elimination - Packaging – Brand Image – Brand Identity- Brand positioning and leveraging the brands – Brand Equity

**UNIT - IV**

**Pricing:** Pricing – Meaning –Influencing factors – Objectives – Pricing methods – Kinds of price determination – Procedure for price determination - Competitors action to price changes – multi product pricing

## **UNIT - V**

**Place and Promotion:** Definition and Types of Channel – Channel selection and problem – Levels of channels - Personal selling –Process - Advertising – Objectives – Types – Sales promotion – Objectives – Sales promotion methods, publicity and public relations.

### **Text Book:**

1. Marketing Management - Philip Kotler
2. Marketing Management - Rajan Nair

### **Reference Book:**

1. Fundamentals of modern marketing - Cundiff and Still
2. Marketing Management - Nanda Kumar
3. Marketing Management – R. S. N. Pillai and Bhagavathi

**Programme:** BBA. ,

**Subject:** Management

**Semester:** V

**Course:** Production Management

**Course Type:** Part – III/ Core Paper-Major

**Credits:** 4

**Hours Required:** 5 Hrs / Week

**CIA:** 25

**CA:** 75

**Course Outcomes:**

After completion of the course, certain outcomes are expected from the learners.

<b>Description</b>	<b>Blooms' Taxonomy Level</b>
Understanding the conceptual frame work of production function, process and plant design, planning functions, Material Planning and Layout and Scheduling.	Comprehension (Level 2)
Applying the knowledge of product planning and control techniques used to management process.	Application (Level 3)
Analyzing the Plant layout and plant location using by methods of work study .	Analysis (Level 4)
Designing the quality control and statistical measures of control of production.	Synthesis (Level 6)
Creating a knowledge of production management and carrying out further study in Professional world.	Synthesis (Level 6)

**COURSE CONTENT**

**UNIT – I**

Production System: Introduction - Production – Productivity – Production Management– Objectives – Functions - Scope and Significance – Functions- Production System

**UNIT – II**

Production planning and Control – Techniques - Principles - Maintenance - Types - Materials Handling - Importance - Principles - Criteria for selection of material handling equipment's - Breakdown - Preventive - Routine – Maintenance scheduling

**UNIT – III**

Plant location – Introduction need for selecting a suitable location – Plant location problems – Advantages of urban, semi-urban and rural locations – Systems view locations – Factors Influencing plant location – Plant layout: Plant layout problems – Objectives – Principles of plant layout – Factors influencing layout – Types of layout.

**UNIT – IV**

Work and method of study – Importance of work study – Work study procedures – Time Study – Introduction to method study – Objectives of Method study – Steps involved – Work

Measurement – Objectives – Techniques – Computation of Standard Time – Allowance – Comparison of various Techniques

**UNIT – V**

Quality control – Statistical Quality control – Inspection - Objectives and Significance - Types of Inspection - Centralized and Decentralized - Bench marking: Meaning - objectives – advantages

**Text Book:**

1. Production and Operations Management – K. ASWATHAPPA
2. Production and Operations Management – PANNERSELVAM

**Reference Book:**

1. Production Management – Buffa
2. Production Management – Goel

**Programme:** BBA. ,

**Subject:** Management

**Semester:** V

**Course:** Human Resource Management

**Course Type:** Part – III/ Core Paper-Major

**Credits:** 4

**Hours Required:** 5 Hrs / Week

**CIA:** 25

**CA:** 75

**Course Outcomes:**

Description	Blooms' Taxonomy Level
Understanding the conceptual frame work of human resource management.	Comprehension (Level 2)
Applying the knowledge and techniques used by HR planning and training activities.	Application (Level 3)
Analyzing the Compensation and reward planning, Performance Appraisal system in an organization.	Analysis (Level 4)
Designing the importance of motivation and counselling to create a stress free environment.	Evaluation (Level 5)
Creating knowledge of human resource management to carry out further study in Professional world.	Synthesis (Level 6)

## COURSE CONTENT

### UNIT - I

Human Resource - Definition – Characteristics and Objectives – Scope - Functions - Role of HR manager - Functions of Personnel Management – Personnel principles and policies - Managerial and Operative Functions.

### UNIT - II

HR Planning –meaning, nature and importance –Steps in HR Planning process– Job Analysis, Job Description and Job Specification - Recruitment and Selection - Factors affecting Recruitments, Sources of Recruitment – Definition and Importance of Selection, Stages involved in Selection Process – Interview and Tests– Types of Interview – Types of Test.

### UNIT - III

Placement of Personnel and Induction, Training and Development – Objectives – Training Methods –Promotion- Transfer - Types - Demotions, Separation. Performance Appraisal: Meaning - Importance - Methods –360 degree appraisal - Job evaluation and merit rating system

### UNIT - IV

Wage and Salary Administration: Different methods of wage payments – factors principles, Compensation plan, individuals, Group incentives, Bonus, Fringe benefits, Time and Piece rate

system –Incentive Schemes - Career Planning & Development – Stages in Career Planning – Internal and External Mobility of Employees

#### **UNIT - V**

Employee maintenance and integration: Welfare and Safety measures, Accident prevention, - Meaning and Sources of Employee Grievance – Grievance Handling Systems – Meaning & Process of Collective Bargaining – Indiscipline, Settlement Machinery of Industrial Conflicts – Personnel Records, Reports and Audit.

#### **Text Book:**

1. Human Resource Management – C. B. GUPTA – Sultan Chand
2. Human Resource Management- S.S. Khanka - Himalaya publishing House

#### **Reference Book:**

3. Human Resource Management – P.S. SUBBORAO
4. Human Resource Management – L. NATARAJAN – Margam Publications
5. Human Resource Management – KATHIRESAN AND RADHA

**Programme:** BBA. ,

**Subject:** Management

**Semester:** V

**Course:** Operation Research

**Course Type:** Part – III/ Core Paper-Major

**Credits:** 4

**Hours Required:** 5 Hrs / Week

**CIA:** 25

**CA:** 75

**Course Outcomes:**

After completion of the course, certain outcomes are expected from the learners.

<b>Description</b>	<b>Blooms' Taxonomy Level</b>
Understanding the conceptual frame work of operation research.	Comprehension (Level 2)
Applying the knowledge and techniques of formal quantitative approach used to problem.	Application (Level 3)
Analyzing some widely-used mathematical models to solve business operations issues.	Analysis (Level 4)
Designing the basic linear programming, transportation and assignment technique, queuing model and replacement model to students to solve management problems.	Synthesis (Level 6)
Creating knowledge of optimum utilization of resources by employing operational research techniques for further study in Professional world.	Synthesis (Level 6)

**COURSE CONTENT**

**UNIT – I**

Introduction to Operations Research – Meaning, Definition, General methods for solving OR models– Scope – Applications –Characteristics and Phases of OR study – Limitations – Tools, Techniques of OR - Operations Research and Decision Making

**UNIT – II**

Linear Programming Problem: Mathematical Formulation of L.P.P. - Graphical Method

**UNIT – III**

Game theory - Concept of Pure and Mixed strategies – Two-person zero sum games - Games with and without saddle point –Rules of dominance - games by Dominance Property – Method of Games with Saddle point

**UNIT – IV**

Transportation problems – Introduction - Methods for obtaining Initial Basic Feasible solutions – North West Corner Rule - Least Cost Method - Vogel's Approximation Method - Maximization in transportation problem- Unbalanced transportation problem

**UNIT – V**

Assignment Problem - Solving assignment Problem – Balanced and Unbalanced assignment problems – Maxima and Minima Method – Hungarian Method.

**Text Book:**

1. Operations Research – Kanti Swarup, P.K.Gupta And Man Mohan, Sultan Chand
2. Operations Research – S.Kalavathy, Vikas Publishing House Private Limited

**Reference Book:**

1. Quantitative Techniques – C.R.Kothari, Vikas Publishing House
2. Quantitative Techniques for Decision Making – Anand Sharma Himalaya Publishing House
3. Operation Research – S.D. Sharma (Kedarnath Ramanath)

**Programme:** BBA. ,

**Subject:** Management

**Semester:** V

**Course:** Business Law

**Course Type:** Part – III/ Core Paper-Elective

**Credits:** 3

**Hours Required:** 3 Hrs / Week

**CIA:** 25

**CA:** 75

**Course Outcomes:**

After completion of the course, certain outcomes are expected from the learners.

<b>Description</b>	<b>Blooms' Taxonomy Level</b>
Understanding the conceptual frame work of business law.	Comprehension (Level 2)
Applying the knowledge of the Law of contracts which forms, the foundation of all day to day obligations in the business world.	Application (Level 3)
Analyzing the awareness of legal framework in sale of goods, consumer protection to understand the applications of these laws to practical commercial situations.	Analysis (Level 4)
Designing the alternative forms of business organization available in the country as per partnership and new companies act.	Synthesis (Level 6)
Creating knowledge of business law for further study in Professional world.	Synthesis (Level 6)

**COURSE CONTENT**

**UNIT - I**

Indian contract act 1872: Law of Contract – Definition, Classification – Essentials of a Contract – Types of contract - Agreements - Void - voidable - Offer and Acceptance – Quasi Contract - Performance of Contract – Modes of Discharge of Contract – Remedies for Breach of Contract.

**UNIT – II**

Consideration - Legal rules as to Consideration - Contract without consideration - Consent - Coercion - undue influence – misrepresentation - fraud - mistake of law and mistake of fact. Legality of Object - Unlawful and illegal agreements - Effects of illegality - Wagering Agreements.

**UNIT - III**

Law of Agency – Mode of creation - Agency by Ratification – Sub-Agent and Substituted Agent-Termination of Agency, Negotiable Instrument Act 1881; Parties to a Negotiable instrument- material alteration

**UNIT - IV**

Sale of Goods Act 1930: Definition – Formation of contract of sale –Essentials: Duties of Buyers and Sellers; Sale and agreement to sell – Hire purchase agreement - Sale and bailment. Conditions and Warranties – Transfer of Property –Performance of Contract of Sale – Rights of an Unpaid Seller.

#### **UNIT - V**

Partnership – Definition - Essentials - Rights, duties and Liabilities of partners -Types of Partnership - Dissolution of partnership, Companies Act 1956; Definition of a Company, Characteristics, Kinds, Memoranda and articles of association, Prospectus.

#### **Text Book:**

1. Elements of Mercantile Law - N.D. KAPOOR.
2. A Manual of Mercantile Law - Shukla M.C.
3. Business Law – PILLAI & BHAGAVATH

#### **Reference Book:**

1. Principles of Mercantile Law – B.N. TANDON.
2. Mercantile Law – DAVAR.

**Programme:** BBA. ,

**Subject:** Management

**Semester:** V

**Course:** General Aptitude & Reasoning

**Course Type:** Part – III/ Core Paper-SBE

**Credits:** 2

**Hours Required:** 2 Hrs / Week

**CIA:** 25

**CA:** 75

**Course Outcomes:**

After completion of the course, certain outcomes are expected from the learners.

<b>Description</b>	<b>Blooms' Taxonomy Level</b>
Understanding the conceptual frame work of general aptitude and reasoning .	Comprehension (Level 2)
Applying the knowledge of test of reasoning and logical reasoning.	Application (Level 3)
Analyzing the reading the comprehension and series completion.	Analysis (Level 4)
Designing the tools involved in information and communication technology.	Evaluation (Level 5)
Gaining knowledge and confidence to get through the competitive examinationsexams that can face competitive exams further study in Professional world.	Synthesis (Level 6)

**COURSE CONTENT**

**UNIT – I**

Test of reasoning – analogy – choosing the analogy pair I simple analogy – analogy of words and expression – double, triple analogy – numerical analogy – applied analogy

**UNIT – II**

Logical Reasoning (Including mathematical) Blood Relations – Odd man out – Pairs as groups – Letter group – Classification of numbers – Understanding the structure of arguments.

**UNIT – III**

Synonyms – Antonyms \_ Verb – Error Correction – Tenses – Sentence Rearrangement – Fill in the Blanks with modals, Articles and Prepositions etc, Reading Comprehension

**UNIT – IV**

Series Completion – Finding the missing number – Finding wrong term – Alphabet series – Mixed Series

**UNIT – V**

Information and Communication Technology (ICT): Meaning, Advantages, Disadvantages – General abbreviations and terminology – Basics of Internet and e-mailing.

**Programme:** B.B.A,

**Subject:** Management

**Semester:** VI

**Course:** Total Quality Management

**Course Type:** Part – III/ Core Paper – XIII

**Credits:** 4

**Hours Required:** 5 Hrs / Week

**CIA:** 25

**CA:** 75

**Course Outcomes:**

After completion of the course, certain outcomes are expected from the learners.

<b>Description</b>	<b>Blooms' Taxonomy Level</b>
Acquiring knowledge about the concept of Total Quality Management, best practices for the attainment of total quality management.	Knowledge (Level 1)
Understanding the voice of customers and the impact of quality on economic performance and long term business success of an organization.	Comprehension (Level 2)
Using philosophies, contribution to justify the dimensions of product quality or service quality for the same.	Application (Level 3)
Analyzing the relationship between business strategy, business performance and quality management.	Analyze (Level 4)
Solving problems encountered in quality aspect related issues occurred in everyday business activities.	Synthesis (Level 6)

**COURSE CONTENT**

**UNIT – I**

Introduction – Need for quality – Evolution of quality – Definition of quality – Dimensions of manufacturing and service quality – Basic concepts of TQM – Definition of TQM – TQM framework – Contributions of Deming, Juran and Grosby – Barriers to TQM

**UNIT – II**

Leadership – Strategic quality planning, Quality Statements - Customer focus, customer orientation, customer satisfaction, Customer complaints, Customer retention – Employee involvement – Motivation, Empowerment, Team and Teamwork, Recognition and Reward, Performance appraisal – Continuous process improvement – PDSA cycle, 5s, Kaizen – Supplier partnership – Partnering, Supplier selection, Supplier Rating

**UNIT – III**

The seven traditional tools of quality – New management tools – Six Sigma: Concepts, Methodology, Applications to manufacturing, Service sector including IT – Bench marking – Reason to bench mark, Bench marking process- FMEA - Stages, Types.

## **UNIT – IV**

Quality circles – Quality Function Development (QFD) – Taguchi quality loss function – TPM – Concepts, improvement needs – Cost of Quality – Performance measures

## **UNIT – V**

Need for ISO 9000 – ISO 9000-2000 Quality System – elements, Documentation, Quality auditing QS 9000 – ISO 14000 – Concepts, Requirements and benefits – Implementation in manufacturing and service sectors including IT

### **Text & Reference:**

1. The Management and control of Quality - James R Evans and William M. Lindsay, 6th Edition, South-western (Thomas Learning), 2005.
2. TQM - Oakland JS, Butterworth- Heinemann Ltd, Oxford, 3rd Edition, 2003.
3. TQM - Suganthi L and Anand Samuel, Prentice Hall of India, pvt, ltd., 2006.
4. TQM - Janakiraman B and Gopal RK, Prentice Hall of India, pvt, ltd., 2006
5. Total Quality Management - Dale H Besterfield, Pearson Education Asia, 3ed edition, Indian Reprint, 2006.

**Programme:** B.B.A,

**Subject:** Management

**Semester:** VI

**Course:** Management Information System

**Course Type:** Part – III/ Core Paper – XIV

**Credits:** 4

**Hours Required:** 5 Hrs / Week

**CIA:** 25

**CA:** 75

**Course Outcomes:**

After completion of the course, certain outcomes are expected from the learners.

<b>Description</b>	<b>Blooms' Taxonomy Level</b>
Acquiring knowledge about Information System Architecture and business application software.	Knowledge (Level 1)
Understanding how information systems are developed, implemented and assisted in decision making in an organization.	Comprehension (Level 2)
Using a design system for an organization and identify privacy, security and freedom of information issues in business environment.	Application (Level 3)
Analyzing the relationship between information system and organization.	Analysis (Level 4)
Evaluating the role of information system in supporting various levels of business strategy.	Evaluation (Level 5)

**COURSE CONTENT**

**UNIT I**

Introduction to computers – Operating Systems – Information Systems – Evolution of Information Systems – Business Models – Information System Architecture.

**UNIT II**

Information Systems – Functional Areas – Marketing, Production, Finance, Personnel Management – Information System Levels – DSS, EIS, ES – Comparison, Managing Global Information System.

**UNIT III**

Application of Internet – Email – Search Engines – Business decision making using Online.

**UNIT IV**

Business Application Software – Office Application – Word – Spread Sheet – Power Point and Access.

**UNIT V**

Business and Management Application Packages – Research Analysis Packages – SPSS etc. – Accounting Packages – Tally etc. – Marketing Packages – Production Packages – HR Packages ordered lists.

**Text & Reference Books:**

1. Gordon B. Davis – Management Information System: Conceptual Foundation, Structure and Development, Mc Graw Hill.
2. James A O'Brien, Management Information Systems, A Managerial user Perspective.

**Programme:** B.B.A,

**Subject:** Management

**Semester:** VI

**Course:** E-Commerce

**Course Type:** Part – III/ Core Paper – XV

**Credits:** 4

**Hours Required:** 5 Hrs / Week

**CIA:** 25

**CA:** 75

**Course Outcomes:**

After completion of the course, certain outcomes are expected from the learners.

Description	Blooms' Taxonomy Level
Gaining knowledge of Technologies in E-Commerce, E-Business and its impact in business.	Knowledge (Level 1)
Understanding the Ethical and Legal issues associated with E-commerce transaction.	Comprehension (Level 2)
Using E-Commerce application in various industries like banking, insurance, Marketing ect.	Application (Level 3)
Assessing the online business transaction in various industries.	Evaluation (Level 5)
Developing critical thinking skills to identify and implement the right E-Commerce model in business activity.	Synthesis (Level 6)

## COURSE CONTENT

### UNIT I

**Introduction:** Meaning, nature, concepts, advantages, disadvantages and reasons for transacting online, types of E-Commerce, e-commerce business models (introduction, key elements of a business model and categorizing major E-commerce business models), forces behind e-commerce.

### UNIT II

**Security and Encryption** E-commerce security environment: security threats in the E-commerce environment - technology Solutions, IT Act 2000 and Cyber Crimes: IT Act 2000: Definitions, Digital signature, Electronic governance, Attribution, acknowledgement and dispatch of electronic records.

### UNIT III

**E-payment methods** - Debit Card, Credit Card, Smart Cards, e-money - digital signatures – procedure- Online Banking - meaning, concepts, importance, electronic fund transfer, automated clearing house, automated ledger posting), risks involved in e-payments.

### UNIT IV

**On-line Business Transactions-** Meaning, purpose, advantages and disadvantages of transacting online, E-commerce applications in various industries like banking, insurance,

payment of utility bills, online marketing - popularity, benefits, problems and features - Online Services - financial, travel and career, auctions, online portal, online learning, publishing and entertainment - Online shopping - Amazon, Snap deal, Alibaba, flipchart, etc.

## **UNIT V**

**Website designing** - Introduction to HTML - tags and attributes: Text Formatting, Fonts, Hypertext Links, Tables, Images, Lists, Forms, Frames, Cascading Style Sheets.

### **Text & Reference:**

1. Kenneth C. Laudon and Carlo Guercio Traver, E-Commerce, Pearson Education.
2. David Whitely, E-commerce: Strategy, Technology and Applications, McGraw Hill Education
3. Bharat Bhaskar, Electronic Commerce: Framework, Technology and Application, 4th Ed, McGraw Hill Education
4. PT Joseph, E-Commerce: An Indian Perspective, PHI Learning
5. KK Bajaj and Debjani Nag, E-commerce, McGraw Hill Education
6. TN Chhabra, E-Commerce, Dhanpat Rai & Co.
7. TN Chhabra, Hem Chand Jain, and Aruna Jain, An Introduction to HTML, Dhanpat Rai & Co.

**Programme:** B.B.A,

**Subject:** Management

**Semester:** VI

**Course:** Financial Management

**Course Type:** Part – III/ Core Paper – XVI

**Credits:** 4

**Hours Required:** 5 Hrs / Week

**CIA:** 25

**CA:** 75

**Course Outcomes:**

After completion of the course, certain outcomes are expected from the learners.

<b>Description</b>	<b>Blooms' Taxonomy Level</b>
Acquiring knowledge of Financial Management, Cost of Capital, Capital Structure, and Working Capital Management & Capital Budgeting.	Knowledge (Level 1)
Comprehending the foundation of Finance and Financing Decision, Working capital and Long term sources of finance.	Comprehension (Level 2)
Applying best practices in financial management to make plans, organize projects, monitor outcomes and provide financial leadership.	Application (Level 3)
Analyzing the Capital structure approaches and dividend policy determinants.	Analysis (Level 4)
Developing abilities in respect of investment, capital budgeting, financial planning and dividend policy.	Synthesis (Level 6)

**COURSE CONTENT**

**UNIT – I (Theory Only)**

Financial Management - Meaning and Scope - Finance Functions – Profit Maximization and Wealth Maximization – Objectives of Financial Management -Sources of Finance - Short term - Bank sources – Long term

**UNIT – II (Theory & Problem)**

Cost of Capital – Concept, Importance – Classification – Calculation of Cost of Debt, Cost of Equity and Cost of Preference Shares - Cost of Retained Earnings –Weighted average cost of capital, Reserves – operating leverage and financial leverage.

**UNIT – III (Theory & Problem)**

Capital Structure – Meaning and Scope – Factors influencing capital structure - Approaches: Net Income Approach –Net Operating Income Approach – MM Approach – Traditional Approach –Dividend and dividend policy – meaning, classification – sources available for dividend – dividend policy – general determinants of dividend policy

**UNIT – IV (Theory)**

Working Capital Management: concepts – Importance – Determinants of working capital

### **UNIT – V (Theory & Problem)**

Capital Budgeting– Concept and Importance –objectives – various techniques and methods:  
Pay Back Method – Discounted Cash Flow Method - NPV Method, Excess Present Value  
Index, IRR, ARR and ROI

**(Marks: Theory 40% and Problems 60%)**

#### **Text & Reference:**

1. Elements of Financial Management - S.N. Maheshwari, Sultan Chand & Sons.
2. Financial Management - I.M. Pandey, Vikash Publishing House Pvt. Ltd.
3. Fundamentals of Financial Management - Prasanna Chandra, Tata McGraw Hills.
4. Theory and Problems in Financial Management - M.Y. Khan & P.K. Jain, Tata McGraw Hills.
5. Financial Management - R.K. Sharma, Shashi and K. Gupta, , Kalyani publication.

**Programme:** B.B.A,

**Subject:** Management

**Semester:** VI

**Course:** Research Methods for Management

**Course Type:** Part – III/ Core Paper – XVII

**Credits:** 4

**Hours Required:** 5 Hrs / Week

**CIA:** 25

**CA:** 75

**Course Outcomes:**

After completion of the course, certain outcomes are expected from the learners.

<b>Description</b>	<b>Blooms' Taxonomy Level</b>
Gaining broad knowledge of the basic frame work of Research Process, Research Design, Techniques of Data Collection and Data Analysis.	Knowledge (Level 1)
Comprehending the basic research methodologies, design and application to prepare research proposals.	Comprehension (Level 2)
Applying research approaches, techniques strategies in the appropriate manner for managerial decision making.	Application (Level 3)
Identifying the key concepts in the area of sampling, data collection and application of statistical tools in business research.	Analyzing(Level 4)
Developing necessary critical thinking skills in order to evaluate different research approaches utilized in the service industries.	Synthesis (Level 6)

**COURSE CONTENT**

**UNIT -I**

Research - Definition - Importance - Advantages and Limitations – Types: Basic and Applied, exploratory, descriptive and causal - Phases of business research - The research process - problem identification

**UNIT -II**

Research Design - Types of Design - Sampling process and selection - sample types - Sample size and sampling errors

**UNIT -III**

Data Collection - methods - tools - Questionnaire – Interview Schedule - Kinds of Data – Primary data, Secondary data - Attitude measurement of scaling technique - Editing, Coding, Tabulation, Analysis Interpretation of data

**UNIT –IV**

Statistical Data Analysis –Tools and Techniques of data analysis - Hypothesis - its sources - formulation and testing of Hypothesis

**UNIT -V**

Interpretation and report writing - Drafting of reports – Contents of a report - steps in writing reports - layout of report, types, and principles of report writing - Graphical representation of results.

**Text & Reference:**

1. Research Methodology – C. R. Kothari
2. Marketing Research – Boyd and Westfall
3. Research Methodology – N. Thanulingon, Himalaya Publication, Mumbai
4. Methodology of Research in Social Sciences - O. R Krishnaswami, M. Rangnathan

**Programme:** B.B.A,

**Subject:** Management

**Semester:** VI

**Course:** Service Marketing

**Course Type:** Part – III/ Elective Paper – IV

**Credits:** 3

**Hours Required:** 3 Hrs / Week

**CIA:** 25

**CA:** 75

**Course Outcomes:**

After completion of the course, certain outcomes are expected from the learners.

<b>Description</b>	<b>Blooms' Taxonomy Level</b>
Gaining the broad knowledge about various theories of service marketing and to gain insights on the issues in operational and administrative aspects of service marketing.	Knowledge (Level 1)
Comprehending the roles of relationship marketing and customer service in adding value to the customer's perception of services.	Comprehension (Level 2)
Applying the service marketing principles to be used as a conceptual framework and to help managers identify and solve marketing problems.	Application (Level 3)
Analyzing the nature and development of service marketing strategy for identifying, organizing and establishing a retail format.	Analysis (Level 4)
Critically evaluating major elements needed to improve marketing of services, segmentation, pricing and formation strategies in service marketing.	Evaluation (Level 5)

**COURSE CONTENT**

**UNIT I**

Importance of services sector – Nature and types of services – Difference between services and goods marketing – services marketing triangle.

**UNIT II**

Environment for services marketing – macro and micro environments – understanding service customers– models of service consumer behaviour – customer expectations and perception – service quality and GAP model

**UNIT III**

Market segmentation and selection – service market segmentation – targeting and positioning

**UNIT IV**

Services marketing Mix – Need for expanded marketing mix – planning for services offer – pricing – promotion and distribution of services – management of people – process and physical evidence – matching demand for and supply of services.

#### **UNIT V**

Service marketing applications – Marketing of Financial, Hospitality, Hospital, Tourism and Educational Services – International Marketing of Services and Gats.

#### **Text & Reference:**

1. Services Marketing - Christopher, H. Lovelock, Pearson Education India
2. Services Marketing - Adrian Payne, PHI
3. Services Marketing - Zeithaml, V.A. & M.J. Bitner,
4. Services Marketing - Rao, Pearson Education India
5. Services Marketing - Sinha, P.K. and Sahoo S.C., HPH.
6. Services Marketing- Ravishankar, Lalvani.

**Programme:** B.B.A,

**Subject:** Management

**Semester:** VI

**Course:** General Aptitude & Reasoning-II

**Course Type:** Part – III/ SBE Paper – IV

**Credits:** 2

**Hours Required:** 2 Hrs / Week

**CIA:** 25

**CA:** 75

**Course Outcomes:**

After completion of the course, certain outcomes are expected from the learners.

<b>Description</b>	<b>Blooms' Taxonomy Level</b>
Acquiring knowledge of coding, decoding, permutation, combination, simple interest, compound interest and Venn diagram.	Knowledge (Level 1)
Understanding the basic concepts of quantitative ability, logical reasoning skills.	Comprehension (Level 2)
Applying the knowledge to solve the problems in campus placement.	Application (Level 3)
Developing the quantitative reasoning skill in various competitive exams like CAT, MAT,GATE,UPSC etc.	Application (Level 3)
Solving problems encountered in everyday life, further higher study, and in the professional world.	Synthesis (Level 6)

**COURSE CONTENT**

**UNIT – I**

Coding and Decoding – Letter Coding – Letters and numbers – Letter, numbers and symbols – Metrics coding – Decoding by analysis – Mixed letter coding

**UNIT – II**

Problems based on Age, Percentage, Profit and Loss, Discount, Time, Speed and Distance – Permutation and Combination – Volume and Surface areas – HCF and LCM – Simple and Compound Interest

**UNIT – III**

Logical Reasoning: Understanding the structure of arguments – Deductive and Inductive Reasoning – logical word sequence – Ranking sequence and position

**UNIT – IV**

Reasoning Logical Diagrams: Simple Diagrammatic Relationship – multi diagrammatic Relationship – Venn diagram – Problems based on numbers

**UNIT – V**

Mirror image – Question on mirror image – Completion of a pattern

