

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

BBA.,

FRAMED BY

MOTHER TERESA WOMEN'S UNIVERSITY, KODAIKANAL

UNDER

CHOICE BASED CREDIT SYSTEM

2015 - 2018

1. Programme: Bachelor of Business Administration (BBA)

2. Mode: Full-time Regular Programme

3. Duration:

The duration of the programme is Three Academic Years. Each academic year consists of two semesters (six semesters). The duration of each semester is 90 working days.

4. Eligibility for Admission:

Candidates seeking admission to B.B.A. degree course should have passed the higher secondary Examination of the Government of Tamilnadu and must have compulsorily taken Accounts/ Commerce group or any other Examination accepted as equivalent by the syndicate of Mother Teresa Women's university.

5. Medium of Instruction: The medium of instruction is English only.

6. Number of Courses

The total number of courses for the programme is 42 and that includes 17 Core courses, 8 Part-I & II Language courses, 4 Allied, 4 Elective, 6 Skill-Based Elective, 2 Other Non Major courses, and 1 Extension activity.

7. Project Work/ Electives

A Student can select Project Work or Two electives. The Student who choose project must collect the necessary data related to the study during the fourth semester end holiday and continue the preparation of project report during the fifth and sixth semester and submit the project at the end of the sixth semester.

The department as the whole shall take the responsibility of the project work done by the students, and they must submit the project report individually.

The training shall be in bank, financial institutions, industrial enterprises, companies, consultancy agencies, IT industries and marketing. The report and the project will be evaluated at the end of the Sixth semester by conducting viva by the external examiner.

The total marks for the project is 200; 160 marks are for project evaluation and 40 marks will be awarded for viva voce.

8. Choice Based Credit System (CBCS)

Each student should take 140 credits to complete the programme.

9.Attendance

The students must have earned 75% of attendance in each course for appearing for the examination. Students who have earned 60% to 74% of attendance have to apply for

condonation in the prescribed form with the prescribed fee. Students who have attended below 60% are not eligible to appear for the examination.

10. Redoing of the Courses

A student who has been debarred from the ESE for lack of attendance must repeat the Course at a later semester, paying the prescribed fees for the course. No student will be permitted to repeat a course or reappear for a CIA test or an ESE for improvement of Grade Points. A student who has fulfilled all the course requirements but has not been able to take the ESE alone permitted at a later semester. A student who has failed in an ESE need take only the ESE in that course when it is next offered. Such students need pay only the fee for ESE of the course.

A student may be permitted to break his/her study on valid grounds. Such break of study shall be entertained only if the student has completed at least two semesters of study. Unauthorized break of study will not be permitted under any circumstances. Break of study will be permitted subject to the formalities of readmission as well as the availability of courses to be completed and the examination norms.

11. Assessment

Assessment of the students assignment will be two-fold consisting of Continuous Internal Assessment (CIA) and End Semester Examination (ESE). The ratio between CIA and ESE will normally be 40-60.

Passing minimum for CIA is 16 out of 40 and ESE is 24 out of 60 to score aggregate passing minimum of 40.

Continuous Internal Assessment (CIA)

The CIA marks shall be awarded based on the following:

Best Scores of two tests out of three tests	-	25
Seminar/ Quiz/ Role Play		10
Assignment/ Case Study/ Mini Project		-5
Total		40

End Semester Examination (ESE)

Except in the case of project-work and exclusively practical courses, the ESE will consist of a written examination of three hours duration for a maximum score of 60.

12. Question Paper Pattern for ESE

Duration: 3 hours

Maximum Marks: 60

The question paper will have the following sections and scoring pattern:

Part A

Objective type 24 questions, all to be answered,

each carrying 1 mark **24x1=24marks**

Part B

Paragraph type (about 1½ pages) 4 out of 6 questions,

each carrying 3 marks **4x3=12marks**

Part C

Essay type (about 3 pages) 3 out of 5 questions,

each carrying 8 marks **3x8=24marks**

Total **60marks**

Classification of Candidates

A candidate who obtains not less than 40% of total marks in each paper shall be declared to have passed in that paper.

A candidate who secures 40% or more but less than 50% of aggregate marks shall be placed in Third Class.

A candidate who secures 50% or more but less than 60% of aggregate marks shall be placed in Second Class.

A candidate who secures 60% and more of aggregate marks shall be placed in First Class.

Failed Candidates

A candidate who fails in any paper/ papers may appear again in that paper/ those papers as per university rules.

Completion of the Programme

The students have to complete their programme within 3 years from the completion of the duration of programme, failing which their registration will stand automatically cancelled and they have to register afresh, if they want to pursue the programme.

Award of the Degree

A student will be declared to be eligible for the award of a Degree if she has:

- i) Registered for and undergone all the courses under the different parts of the curriculum of his/her programme.
- ii) No dues to the University, Hostel, NSS, Library, Clubs, Associations etc. and
- iii) No disciplinary action pending against her.

Other Regulations

Besides the above, the common regulations of the University shall also be applicable to this programme.

COURSE STRUCTURE FOR BBA., PROGRAMME UNDER CBCS

Sem	Part	Paper Title	Credits	CIA	CE	Total	Hrs
I	I	Tamil/Hindi	3	40	60	100	5
	II	English	3	40	60	100	5
	III	<i>Major/</i> Principles of Management	4	40	60	100	5
		Business Communication	4	40	60	100	4
		<i>Allied /</i> Managerial Economics	4	40	60	100	5
IV	<i>SBS/</i> Value Education					3	
	Other Activities (Library, Internet, Sports)	3	40	60	100	3	
		Total	21			600	30
II	I	Tamil/Hindi	3	40	60	100	5
	II	English	3	40	60	100	5
	III	<i>Major /</i> Office Management	4	40	60	100	5
		Organizational Behaviour	4	40	60	100	5
	IV	<i>Allied (P)/</i> Practical:Computer ApplicationsI	4	40	60	100	5
IV	<i>ES/</i> Environmental Studies	2	40	60	100	2	
	Other Activities (Library, Internet, Sports)					3	
		Total	20			600	30
III	I	Tamil/Hindi	3	40	60	100	5
	II	English	3	40	60	100	5
	III	<i>Major/</i> Financial Accounting	4	40	60	100	6
		<i>Allied/</i> Business Statistics	4	40	60	100	6
		<i>Elective/</i> Business Environment	3	40	60	100	4
	IV	<i>SBS/</i> Personality Development	2	40	60	100	2
	<i>ONM/</i> Office Management	2	40	60	100	2	
		Total	21			700	30
IV	I	Tamil/Hindi	3	40	60	100	5
	II	English	3	40	60	100	5
	III	<i>Major/</i> Business Laws	4	40	60	100	4
Cost Accounting		4	40	60	100	5	

		<i>Allied (P)</i> / Practical: Com.App.with Tally-II	4	40	60	100	4
		<i>Elective</i> / E-Commerce	3	40	60	100	3
	IV	<i>SBS</i> / EDP (Practical)	2	40	60	100	2
		<i>ONM</i> / Essentials of Management	2	40	60	100	2
		Total	25			800	30
V	III	<i>Major</i> / Financial Management	4	40	60	100	5
		Marketing Management	4	40	60	100	5
		Production Management	4	40	60	100	5
		Research Methods for Management	4	40	60	100	5
		Operations Research	4	40	60	100	5
		<i>Elective</i> / Human Resource Management	3	40	60	100	3
	IV	<i>SBS</i> / General Aptitude and Reasoning-I	2	40	60	100	2
		Total	25			700	30
VI	III	<i>Major</i> / Management Accounting	4	40	60	100	5
		Total Quality Management	4	40	60	100	5
		Training and Development	4	40	60	100	5
		Project (Equivalent to 2 practical papers)	8	80 40+40	120	200	8 4+4
		<i>Elective</i> / Business Etiquette	3	40	60	100	3
		<i>SBS</i> / General Aptitude and Reasoning-II	2	40	60	100	2
	V	<i>Extension Activities</i> / Market survey	3	40	60	100	2
		Total	28			800	30
		Grand Total	140			4200	180

SBS – Skill Based Elective, ONM – Other Non Major Elective,

CIA – Continuous Internal Examination, ESE – End Semester Examination

PRINCIPLES OF MANAGEMENT (MAJOR)

Semester I

No. of Credits - 4

UNIT I

Management Definition - Nature, Scope & Importance -Process - Skills of a Manager – Administration vs. Management – Management Function - Approaches to Management – Theories of Management.

UNIT II

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

UNIT III

Organization: Principles and process – Organization structure – Formal & Informal organization –Delegation of Authority & Responsibility – Decentralization.

UNIT IV

Direction – Motivation – Leadership – Importance of Leadership - Leadership styles - Communication Process – Communication Channels – Barriers to Communication.

UNIT V

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

Text &Reference:

1. Principles of Management - K. Natarajan & K.P. Ganesan
2. Management Theory & Practice – C.B.Gupta
3. Principles of Management -Koontz and O' Donnel
4. Essentials of Management – L.M. Prasad.

BUSINESS COMMUNICATION (MAJOR)

Semester I

No. of Credits - 4

UNIT – I

Understanding Communication – Defining Business Communication –Difference between Communication and Business Communication – Objectives, Importance - Process of Communication - Principles of Effective 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- Form 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 – Executive Summaries-Presentation skills - Writing Proposals – Group discussions – Legal Aspects of Business Communication.

TEXT & REFERENCE:

1. Essentials of Business Communication - Rajendra Pal, J.S.Korlahalli.
2. Business communication - Paten Shetty.
3. Business English and Correspondence - Agarwal A.N.

MANAGERIAL ECONOMICS (ALLIED)

Semester I

No. of Credits - 4

UNIT I

Definition and Scope of Managerial Economics – Characteristics of Managerial Economics – Relationship of Managerial Economics with other disciplines – Role of Managerial Economics.

UNIT II

Theory of demand - determinants– Law of demand – demand function - demand curve– types of demand – elasticity of demand - methods of measuring elasticity of demand

UNIT III

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

UNIT IV

Cost concepts – Cost and output relationship – Total, Average and Marginal Cost Analysis - Short run and Long Run – Break Even Analysis.

UNIT V

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

TEXT & REFERENCE:

1. Managerial Economics –R.L.Varshini & K.L.Maheswari
2. Managerial Economics - S.Sankaran
3. Managerial Economics – Sundaram
4. Managerial Economics – S.N.Srinivasan

VALUE EDUCATION (SBS)

Semester I

No of Credits -3

UNIT I

Values – Definition – Value Crisis – Need for practicing positive values for good life – Value Erosion – its impact on individual, societal, cultural level – way out.

UNIT II

Family, Material, Human values – Good Health – Individual and Intellectual freedom – Human Progress – Production and Distribution – Prosperity and Peace – Aesthetic values – Sense of Beauty – Moral and Ethical Values – Conscience – Integrity – Fairness.

UNIT III

Societal values – Cooperative Living – Healthy Behaviour- Justice – Social Responsibility – Free from Bribery and Corruption – Good Citizen – Good Society – Pursuit of Excellence – Psychological Values- Self-Esteem and Acceptance – Emotional Intelligence – Spiritual Values – Devotion and Self- Fulfillment.

UNIT IV

Bio-Ethics – Definition – Goals and Objectives – Love of Life – Animal abuse and Ethics – Medical Ethics – Negligence and wrong judgments – issues in genome and organ transplantation – donors – Drugs – Morality – Social Ethics – Child Labor and Bonded Labor.

UNIT V

Women and Development – Sex vs. Gender – Women’s Rights – Factors affecting development – Violence against women – Right to privacy – Abortion and reproductive rights – social stigma – women empowerment – Social, Economic and Political – Government programs and policies.

TEXT & REFERENCES

1. Value Education - N.S.Ragunathan
2. Business Ethics and Values – Dr.S.Sankaran

OFFICE MANAGEMENT (MAJOR)

Semester II

No. of Credits - 4

UNIT –I

Meaning of Office – Principles of Office Management – Elements of office management - Functions of office management – Scientific office management – Office manager.

UNIT –II

Office Administration: - Administrative office management – Objectives of Administrative office Management – Functions of administrative office manager - Office Accommodation: Principles – Location of office – Office building – Office layout – Preparing the layout - New trends in office layout.

UNIT –III

Records management filing – Essentials of goods filing system - Classification and arrangement of office –Filing Equipment – Methods of filing – Modern filing devices – Centralized vs. Decentralized filing - Indexing – Types of Indexing – Selection of suitable indexing systems - Modern techniques in Record Making.

UNIT –IV

Office stationery and supplies: Importance of stationery – Need to control office stationery and supplies - Standardization of office supplies – Purchasing procedure – Issue of stationery and supplies – Control of consumption – Office manager and Stationery control

UNIT –V

Office equipments – Computer – Fax – Telephone – Intercom – Electronic Communication – Office Correspondence - Handling mail.

Text &Reference:

- 1) R.K.Chopra –Office Management
- 2) J.C.Denyer – Office Management
- 3) Johnson & Savage: Administrative Office Management.

ORGANISATIONAL BEHAVIOUR (MAJOR)

Semester II

No. of Credits - 4

UNIT-I

Organizational Behaviour – Definition- Nature – Scope – Importance of Organization – Theories of Organizational Behaviour – Approaches to Organizational Behaviour.

UNIT-II

Foundations of Individual Behaviour – Nature of Individual Behaviour - Difference between Individual & Group Behaviour - Concept of Personality – Theories – Determinants of Personality - Concept of Perception – Process of Perception.

UNIT III

Concept of Learning, Attitude and Values – Reinforcement – Types - Motivation - Theories and Process of Motivation -. Concept of leadership – Trait theory of leadership.

UNIT IV

Group Dynamics – Types of group – Group Behaviour - Models - Group Norms – Group cohesiveness - Conflict – Types and Methods of managing conflict – Resolution Technique.

UNIT V

Introduction to Organizational Change, Organization Development, Organization Effectiveness - Organization climate and Organization Culture

Text &Reference:

1. Organizational Behaviour – L.M.Prasad
2. Organizational Behaviour- Fred Luthans
3. Organizational Behaviour – Aswathappa.

COMPUTER APLICATIONS – I (ALLIED) [P]

Semester II

No of Credits - 4

UNIT – I

Office Automation – Microsoft word – Creating a word document – Working with word document - Moving correcting and inserting text – Printing a document.

UNIT – II

Editing word document – Selecting Copying, Moving text-using redo and undo features – spell check-formatting text – inserting page numbers- headers and footers – using tables and graphics.

UNIT –III

MS Excel – Building spread sheet – selecting worksheet items – using auto fill – adding and moving information –creating and coping formulas –naming ranges –using functions – crating enhancing and printing a chart overview of power point.

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

Entering and editing data – adding records – inserting and deleting records – adjusting column width and hiding columns – finding records-sorting records – querying a database-creating a new query-saving, editing and sorting the query – creating and using forms – creating a auto form – entering and editing data using a form and saving creating a new form from scratch – adding fields to form – using reports – wizards – creating and printing reports.

Text Book:

Fundamentals of Computer-2nd Edition – V.Raja raman – PHI – 1998

Reference Books:

1. Windows XP Professional black book, the ultimate user's Guide, Published by Dream tech new Delhi.
2. PC Software for windows made simple – R.K.Taxali, TMH -1998.
3. Computer & Information Processing – William M.Fuori and Lawernce J.Aufiero.

ENVIRONMENTAL STUDIES (ES)

Semester II

No of Credits - 2

UNIT – I

Environmental Studies: Definition – Multidisciplinary nature – Scope and importance – Need for public awareness.

Natural Resources: Forest resources: Use and over-exploitation – Deforestation – Timber extraction – Mining – Dams and their effects on forests and tribal people – Water resources: Use and over-utilization of surface and ground water – Flood – Drought – Conflicts over water – Dams – Benefits and problems – Mineral resources: Use and exploitation – Environmental effects of extracting and using mineral resources – Food resources: World food problems – Changes caused by agriculture and overgrazing – Effects of modern agriculture – Fertilizer and pesticides problems – Water logging – Salinity – Energy resources: Growing energy needs – Renewable and non-renewable energy sources – Use of alternate energy sources – Land resources: Land as a resource – Land degradation – Man induced landslides – Soil erosion – Desertification – Case studies – Role of individual in conservation of natural resources – Equitable use of resources for sustainable lifestyles.

UNIT – II

Ecosystems: Concept – Structure and function – Producers, consumers and decomposers – Energy flow – Ecological system – Food chains, food webs and ecological pyramids – Introduction, characteristics, types, structure and function of Forest ecosystem – Grassland ecosystem – Desert ecosystem – Aquatic ecosystem (ponds, streams, lakes, rivers, oceans, estuaries).

UNIT –III

Biodiversity and its Conservation: Definition: Genetic, species and ecosystem diversity – Bio-geographical classification of India – Value of biodiversity: Consumptive use – Productive use – Social, Ethical, Aesthetic and Option values – Biodiversity at global, national and local levels – India as a mega-diversity nation – Hot-spots of biodiversity – Threats to biodiversity: Habitat loss – Poaching of wild life, man wildlife conflicts – Endangered and endemic species of India – Conservation of biodiversity: In-Situ and Ex-Situ conservation of biodiversity.

UNIT- IV

Environmental Pollution: Definition – Causes, effects and control measures of Air, Water, Soil, Marine, Noise, Thermal pollution and Nuclear hazards – Solid waste management: Causes, effects and control measures of urban and industrial wastes – Disaster management: Floods, earthquakes, cyclone and landslides – Role of individual in prevention of pollution – Case studies.

UNIT – V

Social Issues and the Environment: From unsustainable to sustainable development – Urban problems related to energy – Water conservation, rainwater harvesting, watershed management – Resettlement and rehabilitation of people – Its problems and concerns – Environmental ethics: Issues and solutions – Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust – Wasteland reclamation – Consumerism and waste products – Environment Protection Act – Air (Prevention and Control of Pollution) Act – Water (Prevention and Control of Pollution) Act – Wildlife Protection Act – Forest Conservation Act – Issues involved in enforcement of environment legislation – Public awareness.

Human Population and the Environment: Population growth – Variation among nations – Population explosion – Family Welfare program – Environment and human health – Human rights – Value education – HIV/AIDS – Women and Child welfare – Role of Information Technology in environment and human health – Case studies.

FIELD WORK (25 marks)

- Visit to a local area to document environmental assets – River, forest, grassland, hill, mountain.
- Visit to a local polluted site – Urban, rural, industrial, agricultural.
- Study of common plants, insects, birds
- Study of simple ecosystems – Pond, river, hill slopes etc.

Text Book:

Arul P, (2008) “A Textbook of Environmental Studies”, Selvi Publications.

Reference Books:

1. Miller T.G. “Environmental Science”, Wadsworth Publishing Co.
2. Townsend C, Harper J and Michael Begon “Essentials of Ecology”, Blackwell Science.
3. Trivedi R.K. and Goel P.K. “Introduction to Air Pollution”, Techno-Science Publ.

4. Jadhav, H & Bhosale, V.M (1995) “Environmental Protection and Laws”, Himalaya Publ. House.

FINANCIAL ACCOUNTING (MAJOR)

Semester III

No. of Credits - 4

UNIT -I

Basic accounting concepts - Kinds of accounts - Double Entry bookkeeping – Journals, Subsidiary books - Cash book-Purchase book – Sales book-Sales return and Purchase return books.

UNIT –II

Trial balance – Errors - Verifications of Errors- Bank reconciliation statement.

UNIT- III

Trading - Profit & Loss account-Balance sheet

UNIT - IV

Accounting for non - Trading Institutions - Income & Expenditure Accounts and Balance Sheet – Receipts and Payments Accounts and Balance sheet.

UNIT – V

Accounting for Depreciation – Methods of Depreciation

Text &Reference:

1. Jain & Narang – Advanced Accountancy.
2. Gupta & Radhaswamy- Advanced Accountancy.
3. Aruranandhan, Raman - Advanced Accountancy.
4. Reddy & Moorthy – Advanced Accountancy.
5. Dr.V.R.Palanivelu – Accounting for Management.

BUSINESS STATISTICS (ALLIED)

Semester III

No. of Credits - 4

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 co-efficient.

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 fitting by the methods of least squares – Regression Analysis.

UNIT V

Time Series Analysis - Trend - Seasonal Variation. Calculation of straight line and moving average trend – Seasonal variations - Sales analysis and Business forecasting.

Text &Reference:

1. S.P Gupta - Statistical Methods
2. R.S.N. Pillai and Bhagavathi - Statistics

Note: Theory – 40%, Problem - 60%

BUSINESS ENVIRONMENT (ELECTIVE)

Semester III

No. of Credits – 3

UNIT-I

Business Environment: Concept – Nature – Significance - Brief overview of Political – Cultural – Legal - Economic and Social environments and their impact on business.

UNIT II

Political Environment: Government and business relationship in India - Provision of Indian Constitution pertaining to business.

UNIT III

Social and Cultural Environment: Family- Caste - Joint family system - Impact of foreign culture - Social responsibilities of business.

UNIT IV

Economic Environment : Economic system – Socialism, Capitalism, Mixed Economy- their impact on business- Public sector - Private sector - Joint sector - Objectives , Growth, Achievement and Failure 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.

Text &Reference:

1. Business Environment- Francis Cherunilam
2. Business Environment- Aswathappa
3. Business Environment- Rosy Joshi

PERSONALITY DEVELOPMENT (SBS)

Semester III

No of Credits – 2

UNIT I- INTRODUCTION

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 - Motivation checklist and Goal setting based on principle of SMART - Self motivation and life - Importance of self-esteem and enhancement of 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- self awareness, self management, self motivation, empathy and social skills

Negotiation skills- preparation and planning, definition of ground rules, clarification and justification, bargaining and problem solving, closure and implementation

UNIT IV- MEMORY AND STUDY SKILLS

Definition and Importance of Memory- Causes of forgetting - How to forget? (thought stopping), how to remember? (Techniques for improving memory) - The Technique of passing exams-Management of examination fear.

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 a positive life style.

TEXT & REFERENCES

1. Swaminathan. V.D & Kaliappan. K.V (2001). Psychology for Effective Living. Chennai. The Madras Psychology Society.

2. Robbins, S.B. (2005). Organizational Behaviour. New Delhi: Prentice Hall of India.
3. Smith, B (2004). Body Language. Delhi: Rohan Book Company.
4. Hurlock, E.B (2006). Personality Development, 28th Reprint. New Delhi: Tata Mc Graw Hill.

OFFICE MANAGEMENT (ONM)

Semester III

No of Credits – 2

UNIT I:

Office Management: Meaning and Scope, Functions and Qualifications of Office Manager.

UNIT II:

Administrative arrangements and Physical conditions – Office Automation.

UNIT III:

Office equipments – Computer – Fax – Duplicator - Telephone – Intercom – Storage Equipments.

UNIT IV:

Mail services and Communication – Office Correspondence - Handling mail.

UNIT V:

Office Supervisor – Qualifications and Qualities – Duties and Responsibilities.

TEXT & REFERENCE

1. Office Management – R.S.N.Pillai & Bagavathy, S.Chand Publications.
2. Office Management – Chopra. R.K.
3. Modern Office Management – Littlefield C.L and Peterson R.L.

BUSINESS LAWS (MAJOR)

Semester IV

No of Credits - 4

UNIT-I

Indian contract 1872: Contracts, Meaning, Essential elements, Nature of Contract, and Performance of Contract, Offer and Acceptance; Quasi Contracts.

UNIT – II

Sale of Goods Act 1930: Contract of Sale. Essentials: Duties of buyers and Sellers; Conditions and Warranties; Transfer of property – Performance of the Contract of sale; Rights of an unpaid seller.

UNIT – III

Negotiable Instrument Act, 1881; Negotiable instruments - Parties to a Negotiable instrument- Material alteration.

UNIT – IV

Law of Insurance: Contract of Insurance; Fundamental Principles; Life Insurance, Fire insurance and Marine insurance.

UNIT – V

Companies Act 1956; Definition of a Company, Characteristics, Kinds, Memorandum and articles of association, Prospectus.

TEXT & REFERENCE:

1. N.D.Kapoor – Elements of Mercantile law.
2. M.C.Shukla - Mercantile law.

COST ACCOUNTING (MAJOR)

Semester IV

No of Credits - 4

UNIT - I

Nature and scope of Cost Accounting: Cost analysis, Concepts and Classifications - Cost centers and Profit centers – Cost sheet.

UNIT - II

Reconciliation of Cost and Financial accounts.

UNIT - III

Material purchase control, Level, aspects, need and essentials of material control. Stores control - Stores Department, EOQ, Stores records, ABC analysis, and VED analysis. Material costing - Issue of materials - FIFO, LIFO, SAM, WAM.

UNIT - IV

Labour cost - Computation and control. Time keeping - Methods of wage payment – Time rate and Piece rate system - Idle time and over time - Labour turnover.

UNIT - V

Overheads - Classification, Allocation, Apportionment and Absorption. Accounting and control of overheads - Manufacturing, Administration, Selling and Distribution (Primary and Secondary Distribution) - Machine Hour Rate.

TEXT & REFERENCE:

1. Cost Accounting – R.S.N. Pillai & Bhagavathi, S.Chand Publications
2. Cost Accounting – S.N.Maheswari
3. Cost Accounting – Jain & Narang, Kalyani Publications.
4. Cost Accounting – S.P.Iyengar, Himalaya Publishing House.

COMPUTER APPLICATIONS WITH TALLY-II (ALLIED) [P]

Semester IV

No of Credits - 4

I - MS WORD

1. Type the minutes of MD meeting, Report of the Meeting, Agenda and perform the following operations:

Bold, Underline, Font Size, style, Background color, Text color, Line spacing, Spell Check Alignment, Header & Footer, Inserting pages and page numbers, Find and Replace.

2. Prepare an invitation for the college function using Text boxes and clip parts.

3. Design a Voucher by using Drawing tool bar, Clip Art, Word Art, Symbols, Borders and Shading.

4. Prepare a Time Table for your class and perform the following operations:

Inserting the table, Data Entry, Alignment of Rows and Columns, Inserting and Deleting the Rows and Columns, Change of Table Format, changing Cell Space and Apply attractive Colors to the cell.

5. Prepare a Staff meeting letter for 10 members in different Colleges using mail merge Operation.

6. Prepare Curriculum Vitea using templates and wizards

II - MS EXCEL

1. Prepare a mark list of your class (minimum of 5 subjects) and perform the following

Operations:

1. Enter the data, Total, Average, and Result by using arithmetic and logical functions and sort the Worksheet in ascending order.

2. Prepare a Payroll for a Company minimum of 10 employees

3. Insert a Chart in Worksheet to compare the yearly sales of two car companies.

MS POWERPOINT

1. Design presentation slides for a car invented by you to explain to your higher authorities .

The slides must include name, brand name, special features, price, special offer etc. Add audio effects. The presentation should work in manual mode.

2. Design presentation slides for your College Result details for 5 levels of hierarchy of a using Organization chart.

3. Design slides for your favorite advertisement in TV channel .The Presentation transactions are Top down, Bottom up, Zoom in and Zoom out. - The presentation should work in custommode.

MS-ACCESS

1.. Gather price, quantity and other descriptions for five products and enter in the Access table and create an invoice in form design view.

2. Create forms for the simple table ASSETS.

2.1. Create report for the PRODUCT database.

Reference Books:

1.Microsoft Office 2007 by Greg Perry-Pearson Education, Low Price Edition 2007

2.Working in Microsoft Office by Ron Mansfield, Tata McGraw Hill Publishing, New Delhi- 110008-1997.

List of the Programs:

1. Program for Creation of Company.
2. Program for Purchase voucher and Sales Voucher creation.
3. Program for Payment voucher and Receipt Voucher creation.
4. Program for Contra voucher creation.
5. Program for Journal voucher creation.
6. Program for preparation of Debit note and Credit note.
7. Program for working of a calculator.
8. Program for Single group and Multiple Group Creation.
9. Program for Single Ledger and Multiple Ledger creation.
10. Program for preparation of Trial Balance.
11. Program for Preparation of final accounts of a sole-trader
12. Program for preparation of final accounts of a partnership firm
13. Program for preparation of final accounts of a company.
14. Program for single stock and Multiple Stock group creation.
15. Program for simple and compound unit creation.
16. Program for Display of inventory Transaction.
17. Program for cash flow and fund flow statement preparation.
18. Program for display of Ratio Analysis
19. Program for monthly wise chart preparation of sales and purchase.

20. Program for comparative analysis statements.

Books for Reference:

1.K.K. Nidhani, 1 Implementing Tally.

2.Naamrata Agarwal, “Financial Accounting using Tally”, dream tech publisher New Delhi, 2003.

Note: The practical examination will be conducted by an internal examiner and an external examiner jointly.

Practical Paper: 100 Marks [internal – 40 Marks, External – 60 Marks]

E – COMMERCE (ELECTIVE)

(A Managerial Approach) (No Lab)

Semester IV

No of Credits - 3

UNIT I

Introduction - Growth of E-commerce - Importance of E-commerce - Objectives of E-commerce - E-commerce infrastructure - Anatomy of E-commerce - E-commerce and World Wide Web.

UNIT II

Types of E-Commerce - Business – Business (Inter - organizational E-Commerce) - Business – Consumers - Consumer – Consumer - Internal Business Process (Intra - organizational E-Commerce) - Internal Business Process features and applications.

UNIT III

Information-based marketing - Internet advertising - Online advertising - Charting the online marketing process - Market research - Consumer search and Resource discovery - Information [searching](#) and retrieval – E- commerce catalog - Information filtering system.

UNIT IV

Introduction of EDI - Importance of EDI - EDI and E-mail - EDI and E-Commerce - EDI - Applications in Business - Implementation of EDI - EDI –Legal, Security and Privacy issues - Firewall, Types - Firewall and Electronic Data Security.

UNIT V

Electronic Payment System - Types of EPS - Encryption and Credit card - Online Third party Processor - Risks in Electronic Payments - Designing Electronic Payment System.

Text &Reference:

- “Electronic commerce – A Managerial Perspective - Amana Efraim Turbun, Jae Lee & David King, H. Michael Chung, Pearson Education Asia – 2000

ESSENTIALS OF MANAGEMENT (ONM)

Semester IV

No of Credits - 2

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 Organizations – 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.

TEXT & REFERENCE:

1. Principles of Management - L.M. Prasad.
2. Principles of Management - Dinkar Pagare.
3. Business Management - C.B. Gupta.
4. Business Management - N. Premavathy.
5. Principles of Management - J. Jayasankar.

FINANCIAL MANAGEMENT (MAJOR)

SEMESTER V

No of Credits - 4

UNIT – I (Theory Only)

Financial Function: Meaning – Definition and Scope of finance functions – Objectives of Financial management – Profit maximization and Wealth maximization, Sources of finance.

UNIT – II (Theory Questions)

Financing Decision: Cost of Capital – Cost of specific source of capital – Equity – Preferred stock debt – Reserves – Operating leverage and financial leverage

UNIT– III (Theory & Problem)

Capital structure – Factors influencing capital structure – Optimal capital structure – Dividend and dividend policy: Meaning, Classification – Sources available for dividends – Dividend policy - General determinants of Dividend policy.

UNIT– IV (Theory Only)

Working Capital Management: Concepts – Importance – Determinants of working capital.

UNIT – V (Problem & Theory Questions)

Capital budgeting – Meaning – Objectives- Various techniques.

TEXT & REFERENCE:

1. P.V.Kulkarni - Financial Management.
2. Khan and Jain - Financial Management – A Conceptual Approach.
3. T.M.Pandey - Financial Management.
4. Dr.V.R.Palanivelu – Financial Management.

MARKETING MANAGEMENT (MAJOR)

Semester V

No of Credits - 4

UNIT – I

Definition of Marketing – Marketing Management -Marketing concept – Meaning, Importance - Importance of Marketing in Developing countries – Functions of marketing - Marketing Environment: Various environmental factors affecting the marketing function.

UNIT – II

Buyer Behavior – Meaning of Buyer & Seller - Buying motives – Explanation of Motivation – Marketing Research - Market Segmentation on different bases – Marketing Planning and Strategy.

UNIT – III

The Product - Marketing Characteristics – Consumer goods – Industrial goods – Product policies: – Product mix – Modification & Elimination –Product Life Cycle (PLC) - Developing new products – Strategies –Packaging - Brand – Brand Image, Brand Identity - Brand Positioning and leveraging the brands - Brand Equity.

UNIT – IV

Pricing: Introduction to pricing - Pricing policies – Objectives- Factors influencing pricing decisions –Kinds of price determination - Procedure for price determination - Multiproduct Pricing.

UNIT – V

Place and Promotion : Definition and Types of channel – Channel selection and problem- levels of channels – Marketing Intermediaries – Promotion and Sales Promotion – Personal Selling – Advertising – Sales Forecast.

TEXT & REFERENCE:

1. Philip Kotler - Marketing Management.
2. Rajan Nair - Marketing Management.
3. Cundiff and Still - Fundamentals of Modern Marketing.

PRODUCTION MANAGEMENT (MAJOR)

Semester V

No of Credits - 4

UNIT – I

Production System : Introduction - Production - Productivity - Production Management - Objectives - Functions - Scope - Relationship with other functional areas.

UNIT - II

Production Planning and Control - Techniques – Plant – Maintenance - Types of maintenance - 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 of 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 - Human considerations in work study - Introduction to method study - Objectives of method study - Steps involved in method study. Work measurement - Objectives of work measurement - Techniques of work measurement - Computation of standard time - Allowance - Comparison of various techniques.

UNIT - V

Quality control – Statistical Quality Control – Inspection.

Text &Reference:

1. Goel - Production Management.
2. O.P.Khanna – Industrial Engineering and Management.
3. Buffa - Production Management.

RESEARCH METHODS FOR MANAGEMENT (MAJOR)

Semester V

No of Credits - 4

UNIT – I

Research: Definition –Importance – Advantages and Limitations - The Research process – Problem Identification – Design of research.

UNIT – II

Types of design – Sampling Process and Selection – Sample types – Sample size and sampling errors.

UNIT – III

Data collection – Methods – Kinds of Data – Tools – Questionnaire – Interview Schedule – Case study Method – Attitude Measurement - Scaling technique – Editing , Coding , Tabulation .

UNIT – IV

Statistical Data Analysis – Hypothesis – its sources – Formulation and testing of Hypothesis – Z test – Chi – square test (Simple Problems Only)

UNIT – V

Interpretation and Report writing – Layout of Report, Types, Principles of Report writing – Graphical representation of results.

Text &Reference:

1. C.R.Kothari - Research Methodology.
2. Boyd and Westfall - Marketing Research.
3. Gown M.C - Marketing Research.
4. Green Paul and Tall - Marketing Research.

OPERATIONS RESEARCH (MAJOR)

Semester V

No of Credits - 4

UNIT-I

Development of OR – Definition OR – General Methods for solving OR models – Main characteristics and Phases of OR study – Tools, Techniques and methods – Scope of OR

UNIT – II

Linear Programming Problem – Mathematical Formulation of L.P.P – Graphical method

UNIT – III

Game Theory - Two persons zero sum games - Games with Saddle point - without Saddle point - Rules of dominance - Methods of games without Saddle point.

UNIT – IV

Mathematical Formulation of transportation problem – Methods for obtaining an initial feasible solution.

UNIT – V

Mathematical Formulation of Assignment problem – Assignment algorithm – Optimal solution of assignment problem – Unbalanced Assignment solution – Balanced assignment solution.

TEXT & REFERENCE:

1. Operations Research – S.D. Sharma (Kedarnath Ramanath & COBOL) Chapter 1 to 6 (all sections)
2. Operations Research (Linear Programming) – Arumugam Issac.

HUMAN RESOURCE MANAGEMENT (ELECTIVE)

Semester V

No of Credits – 3

UNIT –I

Definition, Objectives and Functions of HRM – Role and Structure of personnel functions in organization, Personnel Principles and Policies.

UNIT –II

Human Resource Planning: - Characteristics of HRP, Need for planning HRP Process of Job analysis, Job description, Job specification. Selection Process: - Placement and Induction, Training and development, Promotion, Demotions, Transfers, Separation.

UNIT –III

Wage and salary administration: - Factors principles, Compensation plan, individuals, Group incentives, Bonus, Fringe benefits, and Job evaluation systems.

UNIT –IV

Employee maintenance and integration: - Welfare and Safety, Accident prevention, Administration of discipline, Employee motivation, Need and measures – handling grievances.

UNIT –V

Personnel Records and Reports: - Personnel research and personnel audit, Objectives, Scope and Importance.

TEXT & REFERENCE:

- 1) CS. Venkataraman and BK.Srivastva:- Personnel Management and Human Resources.
- 2) Yodder, Dale and Paul.D Standohar – Personnel Management and Industrial Relations.
- 3) Prasad, lallan and A.M.Banerjee –Management of HR.
- 4) Monappa, Arun – Industrial Relations.

GENERAL APTITUDE & REASONING – I (SBS)

Semester V

No of Credits - 2

UNIT I

Test of reasoning – analogy – choosing the analogy pair – 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 Preposition 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 and uses – General Abbreviations and terminology - Basics of Internet and e-mailing.

REFERENCE

Any books related to this topic.

MANAGEMENT ACCOUNTING (MAJOR)

Semester VI

No of Credits - 4

UNIT - I

Management Accounting - Meaning, Scope, Importance and Limitations -
Management Accounting vs. Financial Accounting.

UNIT – II

Ratio Analysis - Interpretation, Benefits and Limitations. Classification of ratios -
Liquidity, Profitability and Solvency ratios, Balance sheet.

UNIT - III

Funds flow and Cash flow statements.

UNIT - IV

Budgets and Budgetary control - Meaning, Objectives, Merits and Demerits - Types
of Budgets - Production, Cash and Flexible Budgets.

UNIT - V

Marginal costing -CVP Analysis - Break Even Analysis - Break Even Chart.

TEXT & REFERENCE:

1. S. N. Maheswari - Management Accounting
2. N.P. Srinivasan – Management Accounting.
3. Dr.V.R. Palanivelu – Accounting for Management.

TOTAL QUALITY MANAGEMENT (MAJOR)

Semester VI

No of Credits - 4

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 Crosby -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 – PDCA 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 Deployment (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 – Case studies of TQM -Implementation in manufacturing and service sectors including IT.

TEXT & REFERENCE:

James R. Evans and William M. Lindsay, “The Management and Control of Quality”, 6th Edition, South-Western (Thomson Learning), 2005.
Oakland, J.S. “TQM – Text with Cases”, Butterworth – Heinemann Ltd., Oxford, 3rd Edition, 2003.
Suganthi,L and Anand Samuel, “Total Quality Management”, Prentice Hall (India) Pvt.

Ltd.,2006.

Janakiraman,B and Gopal, R.K, “Total Quality Management – Text and Cases”, Prentice Hall (India) Pvt. Ltd., 2006.

Dale H.Besterfiled, et at., “Total Quality Management”, Pearson Education Asia, Third Edition, Indian Reprint (2006).

TRAINING & DEVELOPMENT (MAJOR)

Semester VI

No of Credits - 4

Unit I:

Definition of training – concept features significance role of training –historical development of training and development – applying training to organizational effectiveness- why is there need for training in industry –organization problems resolved by training.

Unit II:

Learning: Basic concepts – components of learning – principles of learning –learning theory- reinforcement principle – steps in learning- E-learning and technology –designing an effective supervisory T & D programme, development of human capacity, challenges in training - learning & training- training policy –Positive outcome of training.

Unit III:

Training methods- lecture methods, audio – visual aids , using films in training programmed learning – discussion methods ,case methods, role play, business, games, in –basket exercise, Field training – techniques for training - training & development of expatriates- need & importance- cultural adjustment programmes, training in cultural awareness- advantages of language skills- visits & counter visits – training by delegation is a managerial tool- career growth of individuals.

Unit IV:

Training process- assessing training needs- designing training programme- preparation of trainees – implementation of training- evaluating training and development- follow up training- emerging trends in training for competitive advantage.

Unit V:

Career development: concepts – stages – career development programme executive development programme – executive development- objective, process employee development – career management – computers in training and development- emerging trends and future prospects in training and development- executive development – organization development.

REFERENCE:

1. Training instruments for human resource development – udaipareek(TMh).
2. Personnel management and industrial relations N.G. Nair, Lathanairs, Chand company Ltd., New Delhi(1999).

3. Effectiveness training –system, strategies and practices- P Nick Blanchard&jamesW.Thacker C, 2nd edition peason education 200

BUSINESS ETIQUETTE (ELECTIVE)

Semester VI

No of Credits - 3

Unit – I : An Introduction to

Behaviour – Manners and Etiquette – Business manners – Golden rules of Business Etiquette – Developing good Business Etiquettes.

Unit – II : Business Communication

Inter-Personal and Intra-Personal Communication - Inter-Personal and Intra-Personal Communication skills - How to develop Inter-personal communication skills? Soft skills – Importance, Kinds of Soft skills - How to develop Soft skills?

Unit – III : Oral Communication Skills

Oral Communication in Practice - Dealing with people face – to face: Job Interviews – Business meetings - Speaking Skills – Listening Skills – Making face-to-face discussions effective -Telephone and Email Etiquette: Imitating a call – Receiving calls – Interruptions – Developing good telephone manners – Conference calls – Mobile phones – Writing effective emails – Language of e – mails – netiquette (Etiquette for online communication) – Do’s and Don’ts of e-mails.

Unit – IV: Non-Verbal Communication Skills

Defining Non-Verbal Communication - Developing non-verbal communication skills – Body language –Paralanguage (Tone, Pitch, Speech of delivery, Pause, stress, Speech breakers) – Communication through Personal Appearance – Space Language – Time Language – Positive and Negative Non-verbal clues – Guidelines for Developing Non-Verbal Communication Skills.

Unit – V Inter - cultural communication & Etiquette:

Defining Culture – Components of Culture – Cultural Variables – Need for Inter – Cultural Communication - Different Cultural Communication – Corporate Culture – Characteristics of Good Corporate Culture.

TEXT & REFERENCE

1. Business Etiquette – David Robinson
2. Essentials of Business Communication – Rajendra Pal &J.C Korlahalli.

GENERAL APTITUDE & REASONING – II (SBS)

Semester VI

No of Credits - 2

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.

REFERENCE

Any books related to this topic.

MARKET SURVEY (EXTENSION ACTIVITIES)

Semester VI

No of Credits - 3