

SRM UNIVERSITY

FACULTY OF SCIENCE AND HUMANITIES

DEPARTMENT OF BUSINESS ADMINISTRATION



PROGRAMME

BBA DEGREE COURSE

**SEMESTER PATTERN -
CHOICE BASED CREDIT SYSTEM**

(Applicable for the Candidates admitted from 2011 - 2012)

CURRICULUM AND SYLLABI

Faculty of Science & Humanities

SRM UNIVERSITY

BBA DEGREE

SEMESTER PATTERN - CREDIT SYSTEM

REGULATIONS

(w.e.f. 2011 - 2012)

1. Aim of the Course

The courses strive to inculcate job-oriented value based quality education with basic knowledge in Information Technology, Accounting, Management.. At the end of the courses, the students will be well-versed with excellent standards, particularly in core subjects, blended with discipline and impart quality in co-curricular and extracurricular activities.

2. Eligibility for Admission

Candidates for admission to the first year of the Under Graduate Degree courses shall be required to have passed the Higher Secondary Examinations (Academic or vocational Stream) conducted by the Government of Tamilnadu or an Examination accepted as equivalent.

3. Duration of the Course

The Course duration shall be 3 years consisting of six semesters. In order to be eligible for the award of the degree the candidate shall successfully complete the course in a maximum period of five years reckoned from the date of enrolment for the first semester of the course.

4. Credit System

The University follows the 'Credit System' for all its programmes. Each credit is worth 12 hours of student study time, comprising all learning activities. Thus a five-credit course involves 60 study hours. This helps the student to understand the academic effort and to successfully complete a course.

A candidate shall be eligible for the award of the degree only if he/she has undergone the prescribed course of study in the University for a period of three academic years and passed the examination of all the six semesters.

5 Structure of the Course and Evaluation Pattern

The duration of University examination for both theory and practical subjects shall be 3 hours. The maximum marks for each theory and practical course is 100. Continues Internal Assessment (CIA) will be 50. The university theory examination will be conducted for 100 marks, which will be then converted to 50 in order to add with continues internal assessment to make 100 marks for the course.

For the conduct of University examinations in practical, the question paper for the practical examination will be set by both internal and external examiners appointed by the University.

6. Procedures for Awarding Marks for Internal Assessment

THEORY COURSES

For regularity and Discipline	- 10 Marks
For two assignment (Equal weightage)	- 10 Marks
For two tests to be conducted (Equal weightage)	- 20 Marks
Model examination	- 10 Marks

Total	- 50 Marks

PRACTICAL COURSES

For regularity and discipline	- 10 Marks
Completion of all Experiments prescribed for the course	- 20 Marks
Observation Record	- 10 Marks
For model Examination at the end of the Semester	- 10 Marks

Total	- 50 Marks

In the case of CIA, a candidate who secures not less than 40% of total marks prescribed for any course shall be declared to have passed for that course, failing which the candidate had to redo the academic activities prescribed for the continuous internal assessment (CIA).

7. Requirements for the completion of the semester

The candidate who has fulfilled the following conditions shall be deemed to have satisfied the requirements for the completion of the semester.

1. He/ She secures not less than 75% of overall attendance in that semester taking into account the total no of periods in all courses put together attended by the candidate as against the total no of periods in all courses offered during that semester. Condo- notion of attendance up to 10% is permitted on medical grounds. Relaxation in attendance is permitted up to 10% for the student who represents the university in sports and games. The above two relaxation cannot be taken concurrently.
2. He / She earn a progress certificate from the head of the institution for having satisfactorily completed all the courses pertaining to that semester as judged by Internal Assessment. A Student is expected to have scored not less than 40% in internal Assessment.
3. His / Her conduct has been satisfactory throughout the semester. Candidates who do not complete the semester will not be permitted to write the end semester Examination and are not permitted to go the next semester. They are required to repeat the incomplete semester in the next academic year.

8. Requirements for Proceeding to Subsequent Semester

- i. Candidates shall register their name for the First Semester Examination after the admission in the U.G. course.
- ii. Candidates shall be permitted to proceed from the First Semester up to Final Semester irrespective of their failure in any of the Semester examinations subject to the condition that the candidates should register for all the arrear subjects of earlier semesters along with current (subsequent) semester subjects.
- iii. Candidates shall be eligible to go to subsequent semester, only if they earn sufficient attendance as prescribed thereof by the University from time to time.

Provided in the case of candidate earning less than 50% of attendance in any one of the semesters due to any extraordinary circumstance such as medical grounds, such candidates who shall produce Medical Certificate issued by the Authorized Medical Attendant (AMA), duly certified by the Dean, Faculty of Science & Humanities, shall be permitted to proceed to the next semester and to complete the course of study. Such candidates will have to repeat the missed semester by rejoining after completion of final semester of the course, after paying the fee for the break of study as prescribed by the University from time to time.

9. Examinations

1. The end semester examinations will ordinarily be conducted during October to December in the odd semesters and during March to May in the even semesters. For all the theory courses question papers will be set by external examiners and valued by external and/or internal examiners.
2. All practical examinations including the project work viva voce will be conducted by internal & External examiners appointed by the University
3. The project work report/thesis will be evaluated by the External examiner and the thesis viva Board consists of HOD, Internal Examiner (Guide), and External Examiner.

10. Institutional Training and Project Report (Individual or Group Project)

Total Marks - 200

Group Project is the compulsory component of the syllabus to bridge the gap between theory and practice.

The candidate has to undergo training in an institution (Public sector or Private sector or Public limited company) for a period of not less than 30 days immediately after the completion of IV Semester examination which is to be supervised by professor-in-charge.

- The candidate should submit periodical reports of the project to the supervisor
- The candidate should submit the report in the second week of March (VI Semester) to the supervisor.
- The HOD will assign the number of candidates to each supervisor based on the total number of students.
- Two reviews will be conducted before the viva-voce.
- The group should not exceed three candidates.
- The project work should be neatly presented in not less than 60 pages and not more than 100 pages.
- Each candidate should submit hard copy (3 copies) and soft copy in CD to the department. After evaluation of the project report , one copy will be returned to the candidate after the evaluation.

Evaluation Scheme

Project Evaluation by Internal Examiner - 75 marks

Project Evaluation by External Examiner - 75 marks

Viva-voce by Internal Examiner - 25 marks

Viva-voce by External Examiner - 25 marks

Total Marks - 200 marks

- If a candidate fails to submit the project work or fails to appear for the viva-voce examination, then the candidate should submit or appear only in the next Viva voce Examinations.

11. Passing Minimum

1. A candidate shall be declared to have passed in each paper / practical / Mini Project and Viva-voce, if he / she secures not less than 40% of marks (the continuous internal assessment (CIA) and the University examinations (External) put together), provided a minimum of 40% of marks secured in the University examination and a minimum of 40% in Continuous Internal Assessment.

2. If a candidate fails to secure a pass in a particular course, it is mandatory that he/she shall register and reappear for the examination in that course during the next semester when examination is conducted in that course. He / She should continue to register and reappear for the examination till he/she secures a pass. However, the internal assessment marks obtained by the candidate in the first attempt shall be retained and considered valid for all subsequent attempts. If a candidate fails to secure 40% of the marks prescribed in Continuous Internal Assessment, he has to redo the academic activities prescribed for the same.

12. Award of Letter Grade

All assessment of course will be done on absolute marks basis. However for the purpose of the reporting the performance of a candidate, letter grades, each carrying certain points, will be awarded as per the range of total marks (out of 100) obtained by the candidate as detailed below.

Range of total marks	Letter Grade	Grade Points
90 - 100	S	10
80 - 89	A	9
70 - 79	B	8
60 - 69	C	7
50 - 59	D	6
40 - 49	E	5
0 - 39	F	0
Incomplete	I	0
Withdrawal	W	0

“F” denotes failure in the course

“I” denotes incomplete and hence prevented from writing end semester examination.

“W” denotes withdrawal from the course. After results are declared, Grade sheets will be issued to each student, containing the list of courses enrolled during semester and the grade scored the grade point average (GPA) for the semester and the Cumulative Grade point average (CGPA) of all courses enrolled from first semester onwards.

GPA is the ratio of the sum of the products of the number of credits of courses registered and the points corresponding to the grades scored in those courses, taken for all the courses, to the sum of the number of credits of all the courses in the semester.

$GPA = \frac{C*GP}{C}$ Where CGPA will be calculated in a similar manner, considering all the courses enrolled from first semester.

13. Eligibility for the Award of the Degree

A Student shall be declared to be eligible for the award of the Degree provided if,

1. The student has successfully completed the course requirements and has passed all the prescribed examinations in all the six semesters within a maximum period of five years reckoned from the commencement of the first semester to which the candidate was admitted.
2. No disciplinary action is pending against him/her.

14. Classification of the Degree Award

1. A candidate who qualifies for the award of the degree having passed the examination in all the courses in his/her first appearance securing a CGPA of not less than 8.00 shall be declared to have passed the examination in First Class with distinction
2. A candidate who qualifies for the award of the degree having passed the examination in all the courses within six semesters from the date of joining for study securing a CGPA of not less than 6.5 shall be declared to have passed the examination in First class
3. A candidate who qualifies for the award of the degree having passed the examination in all the courses securing a CGPA of not less than 5.0 shall be declared to have passed the examination in Second class
4. All other candidates who qualify for the award of the degree shall be declared to have passed the examination in Third class
5. A candidate who is absent in semester examination in a course / project work after having enrolled for the same shall be considered to have appeared in that examination purpose for classification.
6. A candidate can apply for revaluation of his / her semester examination answer paper in a theory course, within 2 weeks from the declaration of results, on payment of a prescribed fee through proper application to the Controller of Examinations through the Head of the Department. The Controller of Examination will arrange for the revaluation and the results will be intimated to candidate concerned through the Head of the Department.

15. Pattern of Question Paper (Theory)

Time 3 hours

Max Marks 100

Part - A: (10 X 2 = 20 Marks)

All questions are to be answered. Two questions from each Unit

Part - B (5X 7 = 35 Marks)

Five Questions are to be answered, Two questions from each unit in the **either or pattern**

Part -C (3 x 15 = 45 Marks)

Three Questions are to be answered out of five questions – one question from each unit

Marks secured by the candidate will be converted to 50 to make the aggregate 100, while adding with continuous Internal Assessment 50.

16. Pattern of Question Paper (Practical-Lab)

Time: 3 Hours

Max: 100 Marks.

There is only one question (Contains two subdivisions) to be solved compulsorily. The External examiner will set a question paper on the spot from the question bank.

Subdivision (2 x 40)	= 80 marks
Record	= 20 Marks

TOTAL	= 100 Marks

17. Temporary Break of Study from a Programme

- 1) A candidate is not normally permitted to temporarily break study. However if a candidate intends to temporarily discontinue the programme in the middle for valid reasons (Such as accident or hospitalization due to prolonged ill health) and rejoin the programme in a later year he/she shall apply to the Head of the Institution in advance but not later than the last date for registering for the final examinations of the year in question. Such applications should be routed through the Head of the department and the Head of the institution stating the reason for break of study.
- 2) The Candidate who rejoins the programme after the break shall be governed by the rules and regulations in force at the time of rejoining.
- 3) The duration specified for passing all the courses for the purpose of classification vide shall be increased by the period of such break of study permitted.
- 4) The total period for completion of the programme should be reckoned from the commencement of the first semester to which the candidate was admitted and shall not

exceed the maximum period specified in clause irrespective of the period of break of study in order that he/she may be eligible for the award of the degree.

- 5) If any student is detained for want of requisite attendance, progress and good conduct, the period spent in that semester shall not be considered as 'Break of Study'.

18. Discipline

Every student is required to observe disciplined and decorous behavior both inside and outside the college and not to indulge in any activity which will tend to bring down the prestige of the University/College. Boys should wear decent dresses. No casual wear like T - shirts or jeans pant is permitted. Girls shall wear decent dresses like churidars with Thuppattas and sarees.

19. Revision of Regulation and Curriculum

The University may from time to time revise, amend or change the regulations, scheme of examinations and syllabi as found necessary.

20. Authority of Board of Studies

The Board of Studies has the full authority to change the syllabus any time according to IT trend.

21. Procedure in Event of Failure

1. If a candidate fails in a particular subject (Other than project work) he/she may appear for the university examination in that subject in subsequent semesters and obtain pass marks.
2. In the event of failure in project work, the candidates will reregister for project work and redo the project work in a subsequent semester and resubmit the dissertation a fresh for evaluation. The internal assessment marks will be freshly allotted - in this Case.

22. Structure of the Course

The main subjects of study for Under Graduate Degree Course shall consist of the following.

1. Foundation Courses: The course shall comprise the study of,
 - a) Part-I Tamil /Hindi / French
 - b) Part-II English
2. Core Courses:
 - a) Main Subject
 - b) Allied Subjects

c) Application Oriented subjects related to the main subject of study and practical etc .if any

**BBA DEGREE PROGRAMME
COURSE STRUCTURE**

Subject Code	Subject Name	Theory hours	Practical hours	Credits
SEMESTER - I				
BBA1101	Language - I (Tamil / Hindi / French)	5	0	5
BBA1102	English - I	5	0	5
BBA1103	Business Communication	4	0	4
BBA1104	Financial Accounting	5	0	5
BBA1105	Fundamentals of Computers	4	0	4
BBA1106	Allied: Managerial Economics	5	0	5
BBA1107	Communication Skills (Internal Assessment only)	2	0	2
SEMESTER - II				
BBA1201	Language - II (Tamil / Hindi / French)	5	0	5
BBA1202	English - II	5	0	5
BBA1203	Management Principles	4	0	5
BBA1204	Management Information System	5	0	5
BBA1205	PC Software LAB	0	5	3
BBA1206	Allied: Business Environment	4	0	5
BBA1207	Value Education (Internal Assessment only)	2	0	2
SEMESTER - III				
BBA1301	International Trade	4	0	4
BBA1302	Production and Materials Management	4	0	4
BBA1303	Cost Accounting	5	0	5
BBA1304	Banking and Financial Institutions	5	0	5
BBA1305	Data Base Management System	5	0	5
BBA1306	Allied: Business Statistics	5	0	5
BBA1307	Environmental Studies (Internal Assessment only)	2	0	2
SEMESTER - IV				

BBA1401	Financial Services	5	0	5
BBA1402	Management Accounting	5	0	5
BBA1403	Operation Research	5	0	5
BBA1404	Entrepreneurial Development	4	0	5
BBA1405	Computer Applications in Business	0	5	3
BBA1406	Allied: Total Quality Management	4	0	5
BBA1407	Fundamentals of Human Rights (Internal Assessment only)	2	0	2

SEMESTER - V				
BBA1501	Legal Aspects of Business	5	0	5
BBA1502	Financial Management	5	0	5
BBA1503	Marketing Management	4	0	4
BBA1504	Human Resource Management	4	0	4
BBA1505	E - Commerce and Internet	5	0	5
BBA1506	Elective : Company Law	5	0	5
BBA1507	Elective : Personnel Management	5	0	5
BBA 1508	Elective : Research Methodology	5	0	5
BBA 1509	Quantitative Aptitude Development (Internal Assessment only)	2	0	2

SEMESTER - VI				
BBA1601	Advertising and Sales Promotion	5	0	5
BBA1602	Organizational Behavior	5	0	5
BBA1603	Industrial Laws	5	0	5
BBA1604	Elective: Business Ethics and Values	5	0	3
BBA1605	Elective : Portfolio Management	5	0	5
BBA1606	Elective : Consumer Protection	5	0	5
BBA1607	Institutional Training and Project Report	10	0	10
Total Credits				180

SEMESTER - I

SUBJECT CODE: BBA1103

BUSINESS COMMUNICATION

UNIT I

Definition - Methods - Types - Principles of effective Communication - Barriers to Communication - Business Letter - Layout.

UNIT II

Kinds of Business Letters : Interview - Appointment - Acknowledgement - Promotion - Enquiries - Replies - Orders - Sales - Circular - Complaints.

UNIT III

Bank Correspondence - Insurance Correspondence - Agency Correspondence - Correspondence with Shareholders, Directors.

UNIT IV

Reports Writing - Agenda, Minutes of Meeting - Memorandum - Office Order - Circular - Notes.

UNIT V

Modern Forms of Communication: Fax - e-mail - Video Conferencing - Internet - Websites and their use in Business.

TEXT BOOK

Essentials of Business Communication - Rajendra Pal & J.S. Korlahalli

Business Communication - Rangunathan and Santhanam

REFERENCE BOOKS

1. Communication for Business - Shirley Taylor
2. Business Communication Today - Bovee, Thill, Schatzman
3. Advanced Business Communication - Penrose, Rasbery, Myers
4. Doing Business on the Internet - Simon Collin
5. Business Communication - Process and Product - Mary Ellen Guffey

SEMESTER - I

SUBJECT CODE: BBA1104

FINANCIAL ACCOUNTING

Theory : 20 % : Problem : 80%

UNIT I

Meaning and scope of Accounting, Basic Accounting Concepts and Conventions - Objectives of Accounting - Accounting Transactions - Double Entry Book Keeping - Journal, Ledger, Preparation of Trial Balance - Preparation of Cash Book.

UNIT II

Preparation of Final Accounts of a Sole Trading Concern - Adjustments - Closing Stock, Outstanding and Prepaid items, Depreciation, Provision for Bad Debts, Provision for Discount on Debtors, Interest on Capital and Drawings - Preparation of Receipts and Payments Account, Income & Expenditure Account and Balance Sheet of Non Trading Organizations (simple problems)

UNIT III

Classification of errors - Rectification of errors - Preparation of Suspense Account.- Bank Reconciliation Statement (Only simple problems).

UNIT IV

Depreciation - Meaning, Causes, Types - Straight Line Method - Written Down Value Method (Change in Method excluded). Insurance claims - Average Clause (Loss of stock only)

UNIT V

Single Entry - Meaning, Features, Defects, Differences between Single Entry and Double Entry System - Statement of Affairs Method - Conversion Method (Only simple problems)

TEXT BOOK

1. T.S. Reddy & A. Murthy - Financial Accounting - Margham Publications - Chennai
2. R.L Gupta & V.K Gupta - Advanced Accounting - Sultan Chand - New Delhi

REFERENCE BOOKS:

1. Shukla & Grewal - Advanced Accounting - S Chand - New Delhi
2. Jain & Narang - Financial Accounting
- P.C. Tulsian - Financial Accounting
- S. Parthasarathy and A. Jaffarulla, Kalyani Publishers - Financial Accounting
- R.L. Gupta & Radhaswamy - Advanced Accounting - Volume 1.

SEMESTER - I

SUBJECT CODE: BBA1105

FUNDAMENTALS OF COMPUTERS

UNIT I

Introduction to Computer Systems - History and Applications of Computers in Business.- Types of Computers - Generation of Computers - Hardware and Software - Machine Language -Assembly Language - High Level Language - Data Representation.

UNIT II

Concept of Micro - mini and Mainframe Computer. - Units of a Computer CPU - Memory unit. Arithmetic Logic Unit - Control unit - Input Devices - Keyboard - Visual Display Terminal - Graphical Devices - Keyboard - Visual Display Terminal - Graphical Devices - Storage units - Magnetic Disk units - Floppy Disks - Compact Disks - Printers plotters.

UNIT III

An overview of operation system - Single user systems - Multi user Systems - Assembler - Translator - Compiler - Different Computer Language - Computer Packages - Program - Steps in Developing a program - Algorithm - Flow chart - Examples.

UNIT IV

MS-Office : (a) MS-Word (b) MS-Excel (c) Power Point (d) Out-Look-MS-Access.

UNIT V

Steps involved in selection of a Computer system. Application and Communication facilities of Computers in Business - Tele shopping - Tele-working - e-mail - Internet - E-Commerce - Multimedia Applications

REFERENCE BOOKS :

Computer Applications in Business and Management - Margham Publications - Ananthi Sheshasayee, G. Sheshasayee.

SEMESTER - I

SUBJECT CODE : BBA1106

MANAGERIAL ECONOMICS

UNIT I

Introduction – Natural & Scope of Managerial Economics – Significance of Managerial Economics.

UNIT II

Demand Analysis – Basic Concepts and Tools for Analysis of Demand – Demand forecasting.

UNIT III

Cost Concepts and Cost Analysis – Production Function – Cost Price – Output Relations.

UNIT IV

Price and Output Decisions under different Market Structures Perfect Competition – Monopoly – Monopolistic Competition – Oligopoly – Pricing Policy – Pricing Methods and Approaches – Product Line Pricing – Price Forecasting.

UNIT V

Nature of Profit – Management of Profit - Profit Policies – Profit Planning and Forecasting - Managerial Economics in the Context of Globalization.

TEXT BOOKS

1. Managerial Economics - Sankaran

REFERENCE BOOKS:

Spencer M.K. - Managerial Economics.

Mote & Paul - Managerial Economics.

Varshney & Maheswari. - Managerial Economics

COMMUNICATION SKILLS

UNIT I - BASIC ENGLISH

Introduction to English Language- Alphabets: Types, Explanations, Examples, Exercise- Introduction to Phonetics- Application of Phonetics- Silent Consonants, Rules to identify the silent consonants in a word- Conversion of mother tongue to English language- Direct translation of words and essential phrases to English language- Short conversations.

UNIT - II GRAMMAR AND USAGE OF GRAMMAR

Introduction to Grammar – Sentences: Types, Examples, Exercise- Nouns: Noun Gender, Types, Examples, Exercise – Pronouns: Types, Examples, Exercise – Verb: Types, Examples, Exercise – Adjectives: Types, Examples, Exercise – Adverb: Types, Examples, Exercise – Preposition – Conjunction – Interjection – Articles.

UNIT III - TENSES

Introduction to tenses – Types of tenses – Framing sentences using tenses – Application of tenses – Active voice and passive voice – Direct speech and indirect speech – Idioms and Phrases – Frequently used Phrasal Verbs.

UNIT IV - ADVANCED ENGLISH

Greetings – Requests – Demands – Instructions – Enquiries – Behavior Norms – Listening – Telephone Etiquette – Giving Information – Situational Conversations – Basics of Accent: American and Neutral{British}.

UNIT V - WRITTEN COMMUNICATION

Sending Messages – General formats of writing a letter – Telegraphic Messages – Writing for occasions – Types of letters: Personal, Business, Proposal, Applications, Thanks, Invitation, Condolence, Requisition, Complaint.

TEXT AND REFERENCE BOOKS

John Seely, “Oxford A-Z of Grammar and Punctuation”, Oxford University Press, YMCA library building, 3rd edition, New Delhi 110001, 2007.

Jeremy Butterfield, “Oxford A-Z of English usage”, Oxford University Press, YMCA library building, 3rd edition, New Delhi 110001, 2007.

Dr. V.H.Baskaran, “English Made Easy”, Shakespear Publication, 6th edition, Chennai 2007.

Dr. V.H.Baskaran, “Spoken English Made Easy”, Shakespear Publication, 6th edition, Chennai 2007.

Dr.J.John Love Joy, Dr.Francis M.Peter S.J, “Lets Communicate – Basic English for everyone”, Vaigarai publications, 1st edition, Dindigul 2007.

WREN & Martin’s “ High School English Grammar and Composition”, Revised by N.D.V Prasada Rao, , S.Chand & company Ltd., 10th edition, New Delhi 2010.

Penny Ur, “Grammar Practice Activities”, Cambridge University Press, 4th edition, 2006.

Kenna Bourke, “Test It, Fix It – Intermediate English Grammar”, Oxford UK, 10th edition, 2008.

MANAGEMENT PRINCIPLES

UNIT I

Introduction: Concept, nature, process and significance of management; Managerial roles and Skills; Development of management through; Classical and neo-classical systems; Contingency approaches: - Robert Owen, Taylor Fayol, and Elton Mayo.

UNIT II

Planning - Nature - Importance - Forms - Types - Steps in Planning - Objectives - Policies - Procedures and Methods - Nature and Types of Policies - Decision Making - Process of Decision making - Types of Decisions - Problems involved in Decision making.

UNIT III

Organizing - Types of Organization (Line and Staff, Committees, Projects, Matrix) - Organizational structure - Span of Control - Departmentalization - Informal Organization.

UNIT IV

Authority - Delegation - Decentralization - Difference between authority and power - Uses of authority - Distinction between Centralization decentralization - Responsibility - Meaning and functions of Staffing - Nature, Purpose and Scope of Directing.

UNIT V

Co-ordination - Need for Co-ordination - Types - Techniques - Distinction between co-ordination and co-operation - Requisites for excellent Co-ordination- Controlling - Meaning, importance and Types of Control -Control Process

TEXT BOOKS.

1. Management Principles - C. B Gupta
2. Principles and Practices in Management - L.M Prasad
3. Business Management - Dinkar Pagare

REFERENCE BOOKS:

1. P.C. Tripathi & P.N. Reddy - Principles of Management.
2. Wehrich and Koontz - Essentials of Management; Tata McGraw
3. L.M. Prasad - Principles of Management

MANAGEMENT INFORMATION SYSTEM

UNIT I

Definition of Management Information System - MIS support for planning, organizing and controlling - Structure of MIS - Information for decision - making.

UNIT II

Concept of System - Characteristics of System - Systems classification - Categories of Information Systems - Strategic information system and competitive advantage

UNIT III

Computers and Information Processing - Classification of Computer - Input Devices - Output devices - Storage devices - Batch and online processing. Hardware - Software.- Database Management Systems.

UNIT IV

System Analysis and design - SDLC - Role of System Analyst - Functional Information system - Personnel, Production, Material, Marketing.

UNIT V

Decision Support Systems - Definition. Group Decision Support Systems - Business Process Outsourcing - Definition and function.

TEXT BOOK:

1. Management Information System - Dr. S. P Rajagopalan

REFERENCE BOOKS:

2. "Management Information Systems", Prentice - Hall of India - Mudrick & Ross
3. "Management Information Systems", - Gordon B. Davis
4. "Information Systems Analysis and Design" - Jame A Senn
5. "Management Information Systems" - Prentice - Hall of India, - Sadagopan
6. "Management Information Systems" - CSV Murthy Himalaya publications.

PC SOFTWARE LAB

MS WORD

1. Text Manipulation
2. Usage of Numbering, Bullets, Footer and Headers.
3. Usage of spell check, and Find & Replace.
4. Text Formatting.
5. Picture insertion and alignment.
6. Creation of documents, using templates.
7. Creation templates.
8. Mail Merge Concepts.
9. Copying Text & Pictures from Excel.

MS-EXCEL

10. Cell Editing.
11. Usage of Formulae and Built-in Functions.
12. File Manipulations.
13. Data Sorting (both number and alphabets).
14. Worksheet Preparation.
15. Drawing Graphics.
16. Usage of Auto Formatting.

POWER POINT

17. Inserting Clip arts and Pictures.
18. Frame movements of the above.
19. Insertion of new slides.
20. Preparation of Organization charts.
21. Usage of design templates.

MS-ACCESS

23. Creating a table.
24. Displaying the fields.
25. Queries Operation.
26. Create a report.
27. Sorting.

Allied subject

BUSINESS ENVIRONMENT

UNIT I

Business Environment: Meaning - Various environments affecting business - Social Economic; Political and Legal; Culture; Competitive Demographic; Technological and International environments.

UNIT II

Business and culture: Culture - Elements of culture - Impact of foreign culture - Traditional values and its impact - Change and resistance to change - Caste and communities - Linguistic and Religious groups - Joint Family system.

UNIT III

Business and Society: Social responsibilities of Business - Responsibilities to shareholders; Responsibility to employees; Responsibility to customer; Responsibility to the community; Responsibility to the Government - Business Ethics - Population - Demographic pattern changes - Standard of living - Urbanization - Migration.

UNIT IV

Business and Government: State Regulations of business - Industrial Licensing policy - Technology - Indigenous Technology - Import of Technology - Import of Technological changes of business.

UNIT V

Economic system: socialism - Capitalism - Mixed Economy - Their impact of Business - Public sector, private sector, joint sector - objectives, growth, achievements and failures of public sector in India.

TEXT BOOKS

1. Business Environment - Francis Cherunilum

REFERENCE BOOKS:

1. Essentials of Business Environments - K. Aswathappa, Himalaya Publishing House.
2. Business and society - Lokanathan and Lakshmi rajan, Emerald Publishers.
3. Economic Environment of Business - M.Adikary, Sultan Chand & Sons.

VALUE EDUCATION (Internal Assessment only)

OBJECTIVES

- To help individuals think about and reflect on different values
- To deepen understanding, motivation and responsibility with regard to making personal and social choices and the practical implications of expressing them in relation to themselves, others, the Community and the world at large
- To inspire individuals to choose their own personal, social, moral and spiritual values and be aware of practical methods for developing and deepening them

Value Education-Introduction - Definition of values - Why values? - Need for Inculcation of values - Object of Value Education - Sources of Values - Types Values:

- Personal values
- Social values
- Professional values
- Moral and spiritual values
- Behavioral (common) values

Personal values - Definition of person - Self confidence - Self discipline - Self Assessment - Self restraint - Self motivation - Determination - Ambition - Contentment - Humility and Simplicity - Sympathy and Compassion - Gratitude -Forgiveness - Honesty - Courtesy.

Social values - Definition of Society - Units of Society - Individual, family, different groups - Community - Social consciousness - Equality and Brotherhood - Dialogue - Tolerance - Sharing - Responsibility - Cooperation Freedom - Repentance and Magnanimity.

Professional values - Definition - Competence - Confidence - Devotion to duty -Efficiency - Accountability - Respect for learning /learned - Willingness to learn-Open and balanced mind - Team spirit - Professional Ethic - Willingness for Discussion - Aims - Effort - Avoidance of Procrastination and slothfulness -Alertness.

Behavioral values - Individual values and group values - Good manners at home and outside - Equality - Purity of thought, speech and action - Understanding the role of religion - Faith - Understanding the commonness of religions - respect for other faiths - unity in diversity - Living together - Tolerance - Nonviolence - Truthfulness - Common aim - Unified effort towards peace - Patriotism.

TEXT AND REFERENCE BOOKS

Dr. S. Ignacimuthu S. J., Values for life, *Better yourself Books*, Bandra Mumbai - 600 050 (1999)
 Values(Collection of Essays)., Published by : Sri Ramakrishna Math., Chennai - 4.,(1996)
 Prof. R.P.Dhokalia., *Eternal Human Values* NCRT - Campus Sri Aurobindo Marg., New Delhi - 110 011
 Swami Vivekananda., *Education.*, Sri Ramakrishna Math., Chennai-4(1957)
 Tirukural (English Translation by Dr.G.U.Pope)
 The Bible

INTERNATIONAL TRADE

UNIT I

Difference between Internal and International trade Import of International Trade in the Global Context.

UNIT II

Theories of Foreign Trade - Absolute, Comparative, Equal cost differences (Adam Smith, Ricardo, Haberler's Heckscher Ohlin theories only)

UNIT III

Balance of Trade, Balance of Payment: Concepts, causes of disequilibrium methods to correct disequilibrium: Fixed and Floating exchange rates.

UNIT IV

International Monetary system: IMF International Liquidity - IBRD

UNIT V

WTO: and its implications with special reference to India

TEXT BOOKS

1. International Economics - Dr. S. Sankaran
2. International Trade - Raj Agarwal

REFERENCE BOOKS:

- International Economics - K.R. Gupta
International Trade - M.L. Jingan

PRODUCTION AND MATERIALS MANAGEMENT

UNIT I

Production system - Introduction - Production -Productivity - Production management - Objectives - Functions - Scope - Relationship with other functional areas.

UNIT II

Production planning and control - Routing and scheduling - Dispatching - Maintenance management - Types of maintenance - Breakdown - Preventive - Routine - Maintenance scheduling.

UNIT II

Work and method 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.

UNIT IV

Materials management - Definition and function - Importance of materials management.

Integrated materials management - The concept - Service function advantages - Inventory control - Function of inventory - Importance - Replenishment stock - Material demand forecasting - MRP - Basis tolls - Inventory control - ABC - VED -FSN analysis - Inventory control of spares and slow moving items - EOQ - EBQ - Stores planning.

UNIT V

Store keeping and materials handling - Objectives - Function - Store keeping - Stores responsibilities - Location of store house - Centralized store room - Equipment - Security measures - Protection and prevention of stores.

TEXT BOOKS

1. Material Management - Varma

REFERENCE BOOKS:

1. Muhdnan - Productions and operations management - Macmillan.
2. Dutta - Integrated materials management
3. Veb - Materials management.
4. England & Leenders - Purchasing and materials management
5. Varma - Materials Management.
6. Gupta & Sarma -Mgt of System - Macmillan India Ltd.

SEMESTER - III

SUBJECT CODE: BBA1303

COST ACCOUNTING

Theory : 20% Problem : 80%

Unit - I

Introduction: Meaning, objectives and advantages of cost accounting, difference between cost accounting and financial accounting. Cost concepts and classifications, cost unit, cost centre, cost object.

Unit - II

Accounting and Control of material cost: Issue of materials. Methods of pricing of material issues - FIFO, LIFO. Inventory control - concept and techniques like fixing of stock levels, EOQ, ABC analysis, perpetual & periodic inventory systems, Material losses and their treatment.

Unit - III

Accounting and Control of Labour Cost: Time keeping and time booking, concept and treatment of idle time, over time and labour turnover.

Unit - IV

Overheads: Classification, allocation, apportionment and absorption of overhead. Treatment of over-and under-absorption.

Unit - V

Process costing - Simple problems (excluding treatment of work-in-progress, joint and by-products, Equivalent production and Inter process profit) - Operating Costing (only Transport Costing - Simple Problems)

Text Books :

1. S.P. Jain and K. L. Narang, Cost Accounting, Principles and Methods, Kalyani Publishers, Jalandhar.
2. S. N. Maheshwari & S.N. Mittal, Cost Accounting, Theory and Problems Shri Mahabir Book Depot, New Delhi.

BANKING AND FINANCIAL INSTITUTIONS

UNIT I

Classification and types of Banks in India functions of Banks and law relating to Banking, Banking Regulations Act - RBI act and functions of RBI

UNIT II

Main services of Banks: Acceptance of Deposits and lending. Deposits: Types of Deposits, Marketing of various deposits, Cost of deposits for the Bank, suitable and equitable mix of Time and Demand liabilities (ie) - of deposits.

UNIT III

Advances: Appraisal of loan proposals - Financial, Technical, Commercial, Managerial. Periodical inspection of securities / hypothecation, Follow-up and Recovery. LCS. Guarantees, Deferred payment, guarantee, co-acceptance, Development risk in case of failure

UNIT IV

Remittance of funds by DD, MT, TT, Collection and clearing functions - MICR Cheques, currency chest - Safe custody of items, Lockers, Executor and Trustee functions. Credit card, ATMs.

UNIT V

Role of financial Institutions in the Economic Scene. Various types of central and state level financial Institutions, organization and status - Development of Financial Institutions.

TEXT BOOKS :

1. Banking Theory , Law and Practice - A.Gajendran , Vrinda Publication
2. Banking Theory Law and Practice - K.P.M Sundaram, Varshney, Sultan Chand & Sons.

REFERENCE BOOKS:

1. Finance for Small Scale Industries - C.P. Rao
2. Industrial Finance - Francis Cherunilam Himalaya House.
3. Monetary Economics - M.L. SETH Lakshmi Narain Publishers, Agra.
4. Money, Banking and International Trade - M.C. Vaish Wiley Eastern
5. Financial Management Theory and Practice - Prasanna Chandra, TMH.

DATABASE MANAGEMENT SYSTEM

UNIT I

Data- Information and Information processing. Secondary storage Devices.

UNIT II

Files . File organization and file structures. Introduction to DBMS

UNIT III

Software Development Life cycle (SDLC) and Database Development (DDLC).
Introduction to Relational Database Management Systems (RDBMS)

UNIT IV

Database architecture and data modeling. Entity- Relationship(E-R) Modeling

UNIT V

Data Normalization , Relational Algebra and Relation Calculus.

Data Base Management System Lab

1. EB Bill
2. Pay Bill
3. Inventory Control
4. Mark Statement
5. Hospital Maintenance
6. Hotel Management

TEXT BOOK:

1. Alexis Leon & Mathews Leon . "Database Management Systems". Leon Vikas Publishing , Chennai , 2002.

REFERENCE BOOKS:

1. Ragu Ramakrishnan & Johannes Gehrke. " Database Management Systems" 2nd Edition McGraw Hill International Edition.2000.
2. Fred R. McFadden . Jeffrey A. Hofer & Mary .B. Prescott. " Modern Database Management" . 5th Edition, Pearson Education Asia 2001.

Allied Subject

BUSINESS STATISTICS

Theory : 20 % : Problem : 80%

UNIT I

Introduction - Meaning and definition of statistics - Collection and tabulation of statistical data - Presentation of statistical data - Graph and diagrams.

UNIT II

Measures of central tendency - Arithmetic mean, median, mode, harmonic mean and geometric mean.

UNIT III

Measures of variation - Standard deviation, mean deviation - Quartile deviation - Skewness and Kurtosis - Lorenz curve. Simple Correlation- Scatter diagram - Karl Pearson's correlation - Rank Correlation - Regression.

UNIT IV

Analysis of Time Series - Methods of measuring trend and seasonal variations - Index numbers - Consumers price index and cost of living indices.

UNIT V

Sampling procedures - Simple, stratified and systematic

Hypothesis testing - Fundamental ideas - Small sample test - t, F, Chi - Square (without proof) - Simple application.

REFERENCE BOOKS:

Elements of Business Statistics - S.P. Gupta

Business Mathematics & Statistics - P.A. Navanitham

Business Mathematics & Statistics - P.R. Vittal

Fundamentals of Mathematical Statistics - S.C. Gupta & V.K. Kapoor.

SEMESTER - III

SUBJECT CODE: BBA1307

ENVIRONMENTAL STUDIES
(Internal Assessment Only)

Unit – I : Nature of Environmental studies – Definition – Scope and importance – Need for public awareness

Unit – II: Natural Resources –Renewable and Non renewable resources – Natural resources and associated problems – (a). Forest Resources – Use and over exploitation- deforestation, Case studies – Timber extraction, mining, dams and their effects on forests and tribal people- (b). Water Resources –Uses and over utilization of surface and ground water , flood , drought , conflict over water , dams benefits and problems – (c).Mineral resources – Uses and exploitation – environmental effects of extraction and using mineral resources- (d).Food resources – World food problems, Changes Caused by agriculture and overgrazing – effects of modern agriculture- fertilizer,pesticide problem ,Water logging ,Salinity.(e). Energy resources – Growing energy needs, renewable and non renewable energy sources, use of alternative energy sources.(f). Land resources – Land as a resource, Land degradation, man induced landslides, soil erosion and desertification.- Role of an individual in conservation of natural resources -equitable use of resources for sustainable lifestyles.

Unit – III : Ecosystems – Concept of an ecosystem,Structure , function of an ecosystem –Producers , user and decomposers- energy flow in the ecosystem –Ecological Succession -Food Chain ,Food web and Ecological pyramids – Introduction , types , characteristics,Structure and functions of the following ecosystem – Forest , Grassland , Desert and Aquatic ecosystem (ponds , streams , lakes, river , Ocean ,estuaries

Unit – IV : Bio diversity and its conservations – Introduction , Definition :genetic, species , ecosystem diversity. Bio geographical classification of India , Value of bio diversity – Bio diversity at global , national and local levels.- Hot spots of bio diversity – Threats of bio diversity – Endangered and endemic Species of India- Conservation of bio diversity.

Unit – V : Environmental Pollution –Definitino , Causes , effects and control measures of – Air , Water , Soil ,Marine , Noise , Thermal pollution and Nuclear hazards.-Solid Waste Management – Cause, effects and control measures of urban and Industrial wastes - Role of individual in prevention of pollution – Disaster Management- Food , earthquakes , cyclone and landslides – Population growth , Variation among nations.- Population explosions – Family welfare programs – Environment and human health - human rights – Value education – HIV/AIDS – Women and child welfare – Role of Information Technology in environment and human health.

Field work - 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. (Field work Equal to 5 lecture hours)

SEMESTER - IV

SUBJECT CODE: BBA1401

FINANCIAL SERVICES

UNIT I

Meaning and importance of financial services - Types of financial services - Financial services and economic environment - Players in Financial Services Sector.

UNIT II

Merchant Banking - Functions - Issue management - managing of new issues - Underwriting - Capital market - Stock Exchange - Role of SEBI

UNIT III

Leasing and Hire purchase - Concepts and features - Types of lease accounts.

UNIT IV

Factoring - Functions of Factor - Consumer finance - Venture capital - Importance - functions - Mutual Funds - Credit Rating.

UNIT V

Insurance - Different types -Insurance laws and regulations (IRDA Act).- Insurance Act,1938.) - Credit rating - Functions - Mutual funds - Types

REFERENCE BOOKS:

1. Financial Services - M.Y. Khan
2. Financial Services - B. Santhanam
3. Law of Insurance - Dr. M.N. Mishra
4. Indian Financial System - H.R. Machiraju
5. A Review and current Banking Theory and Practise - S.K. Basu

SEMESTER - IV

SUBJECT CODE: BBA1402

MANAGEMENT ACCOUNTING

Theory : 20 % : Problem : 80%

UNIT I

Management Accounting - Meaning, scope, importance and limitations - Management Accounting vs. Cost Accounting. Management Accounting vs. Financial Accounting.

UNIT II

Analysis and Interpretation of Financial Statements - Nature, objectives, tools - Methods - Comparative Statements, Common Size statement and Trend analysis.

UNIT III

Ratio Analysis - Interpretation, benefits and limitations. Classification of ratios - Liquidity, profitability, turnover, capital structure and leverage.

UNIT VI

Funds flow and Cash flow statements.

Budgets and budgetary control - Meaning, objectives, merits and demerits - Types of Budgets - Production, Cash and Flexible Budgets.

UNIT V

Marginal costing (excluding decision making) Absorption Costing and Marginal Costing - CVP analysis - Break Even Analysis - Break Even Chart.

REFERENCE BOOKS :

Dr. Maheswari S.N - Management Accounting.

Chadwick - The Essence of Management Accounting.

Charles T. Horngren and Gary N. Sundem - Introduction to Management Accounting.

Sharma and Shashi K.Gupta - Management Accounting

Reddy & Murthy - Management Accounting

Hansen/Mowen - Cost management Accounting and Control

SEMESTER - IV

SUBJECT CODE: BBA1403

OPERATIONS RESEARCH

Theory : 20 % : Problem : 80%

UNIT 1

Operations Research - Meaning, Scope, Nature, Role Characteristics and Modeling.

UNIT 2

Linear Programming - Formulating a linear programming model - graphical solutions - standard form - simplex method - Big "m" Method (Simple Problems Only)

UNIT 3

Transportation and Assignment Problems - Unbalanced Unlearned - Degeneracy Maximizing of Profits - Difference between Transportation and Assignment Problems.

UNIT 4

Theory of Games - Characteristics - Pure Strategies - Saddle Point - Value of the game - Mixed Strategies - Rules of Dominance - Two Persons Game - 3 x 3 persons game - Graphical Solutions of 2 x M and N x 2 game (excluding (LPP) - Limitations.

UNIT 5

Queuing Theory - Meaning - Elements of Queuing System - Single Channel model only.

Network Analysis - PERT/CPM - Objectives, Advantages and limitations, Similarities and dissimilarities (excluding crash cost method).

REFERENCE BOOKS:

1. C.R.Kothari - Quantitative Techniques
2. H.M. Wagner - Principles of Operations Research
3. K.S. Ramaswami - Quantitative Techniques
4. M. Satyanarana & Lalitha Raman - Management Operations Research
5. Kanti Swarup et,al. - Operations Research
6. Richard Levin & Charles Kirpatrick - Quantitative Approach and Management.
7. Don.t Philips A. Ravindran & James Solberg - Operations Research - Principles and Practices.
8. K. Venkata Rao - Quantitative Techniques & Data Processing.

ENTREPRENEURIAL DEVELOPMENT

UNIT I

Concept of Entrepreneurship

Entrepreneurship - Meaning - Types - Qualities of an Entrepreneur - Classification of Entrepreneurs - Factors influencing Entrepreneurship - Functions of Entrepreneurs.

UNIT II

Entrepreneurial Development - Agencies

Commercial Banks - District Industries Centre - National small Industries Corporation - Small Industries Development organization - Small Industries Service Institute. All India Financial Institutions - IDBI - IFCI - ICICI - IRDBI.

UNIT III

Project Management

Business idea generation techniques - Identification of Business opportunities - Feasibility study - Marketing, Finance, Technology & Legal Formalities - Preparation of Project Report - Tools of appraisal.

UNIT IV

Entrepreneurial Development Programmes (EDP) - Role, relevance, and achievements - Role of Government in organizing EDPs - Critical Evaluation.

UNIT V

Economic development and entrepreneurial growth

Role of entrepreneur in economic growth - Strategic approaches in the changing Economic scenario for small scale Entrepreneurs - Networking, Niche play, Geographic Concentration, Franchising/Dealership - Development of Women Entrepreneurship.

REFERENCE BOOKS:

1. Srinivasan N.P. - Entrepreneurial Development
2. Saravanavel - Entrepreneurial Development
3. Vasant Desai - Project management
4. Jayashree Suresh - Entrepreneurial development
5. Holt - Entrepreneurship - New Venture Creation
6. J.S. saini & S.K. Dhameja - Entrepreneurship and small business.
7. P.C. Jain - Handbook for new Entrepreneurs
8. Dr. C.B. Gupta & Dr. S.S. Khanka - Entrepreneurship and small Business

SEMESTER - IV

SUBJECT CODE: BBA1405

COMPUTER APPLICATIONS IN BUSINESS

Computerized Accounting - Tally Accounting software

SPSS - Statistical Package for Social Sciences

Allied Subject

TOTAL QUALITY MANAGEMENT

UNIT I

Introduction to Total Quality Management - Concept of TQM - Quality and Business Performance - Attitude and involvement of TOP management - Communication - Culture.

UNIT II

Information Technology - Strategic quality planning - Continuous process and improvement - Cost of quality .

UNIT III

Management of Process Quality - History of Quality control - Control Chart - Statistical Quality control - problem analysis - pareto analysis .

UNIT IV

Customer Focus and satisfaction - a Quality focus getting employee involvement - Measure of customer satisfaction service Quality - Customer retention - profitability - Bench Marking - essence of Bench Marking - Benefits - Pitfalls in bench Marking.

UNIT V

Organising for TQM - System approach - The People dimension - Small groups and employment team for TQM - ISO 9000 - Universal standards of Quality - Benefits of ISO certification.

REFERENCE BOOKS:

1. Beyond Total Quality Management - Geg Bounds, Lyle Yorks Meladams G.Ranney.
2. Quality for progress and Development - P.K. Bose, S.P. Mukhersee, K.G. Ramamoorthy, Tata McGraw Hill.
3. Total Quality Management - (Weiley Eastern) Joel E. Rose (Deep to Deep Publication)

FUNDMENTALS OF HUMAN RIGHTS
(*Internal Assessment Only*)

Unit - I

Universal Declaration of Human Rights: Preamble -The General Assembly-Article 1-30. The Preamble of the Constitution of India: Preamble- Objective and Scope of the Preamble-We, the People of India-Nature of India-Sovereign-Division of Powers-Socialist-Secular-Democracy-Democratic-Republic-Social Justice-Economic Justice-Political Justice-Liberty-fraternity-Equality-Law-Constituent Assembly-Amendment of the Constitution.

Unit - II

Fundamental Rights: Equality before Law-Abolition of Untouchability-Abolition of titles-Right to Freedom-Protection from Illegal conviction-Protection of Life and Personal Liberty-Right to Primary Education-Protection against Illegal Arrest and Detention-Right Against Exploitation-Right to Freedom of Religion-Cultural and Educational Right of minorities-Right to Constitutional Remedies.

Right to Equality:Fundamental right to Equality-Classification-No Discrimination on Ground of religion, race, caste, Gender etc-Right to enter places of public resort-Special Provision for Women and Children-Backward Class Commission-Equality of Opportunity in public Employment-Reservation for Backward Class in services-Carry forward Rule Valid -Mandal Commission Judgment-Abolition of Untouchability-Abolition of Titles.

Unit - III

Right to Freedom: Fundamental Right to Freedom-Freedom of speech and expression-Meaning and Scope-Freedom of Press-Right to Privacy-Grounds of Restriction-Security of the state-Friendly Relation with Foreign States-Public order-Contempt of Court-Defamation-Incitement to an Offence-Sedition-Freedom of Assembly-Unlawful Assembly-Freedom of Movement-Restrictions-Freedom of Residence-Freedom of Profession, Occupation, Trade or business.

Right to Life and personal liberty: Most Important Fundamental Right-Right to Life-Right to Livelihood-Directive Principal of State Policy-Means of Livelihood-Right to Privacy-Right to health and Medical care-Professional Obligation of Doctors-No Right to Die-Prisoners Rights-right against Inhuman Treatment-Right of a condemned prisoner for procedural fairness-right to Maintenance and Improvement of Public Health-Personal Liberty-Stress on Procedural Safeguards-Right against Illegal Arrest-Right against Arbitrary Arrest and detention-Emergency and Article 21-Right to Claim Compensation for Violation of Article 21-Right to Primary education(Article 21A)-Insertion of Article A in the constitution

Unit - IV

Freedom of Religion: Secular State-Freedom of Religion-Religion-Freedom of conscience-freedom of Profess religion-freedom to Practice Religion-freedom to Propagate Religion-Right to Convert-Protection guaranteed-Essential Part of Religion-Restrictions on freedom of Religion-Regulation of Economic, Financial, Political and Secular activities associates with religious practices-Social welfare and Social reform-Power of the State to Throw Open all religious Institutions to all Hindus-Carrying of Kirpan-Freedom to Manage Religious Affairs [Article 26]-Right to Establish and Maintain Institutions for Religious and Charitable Purpose-Right to Manage "Matters of religion".

How do you enforce your fundamental right: Right to Constitution remedies-Opinion of Dr.Ambedkar-Power of the Supreme Court-Natural of Article 32- Power of the high Court's- Write of 'Habeas Corpus'- Effective Means-Detention in private custody-Write by Public Spirited person-Sending Post Card to the Supreme court-Suspension of Article 21-Normal rule- write of "Mandamus"-Purpose of the write-Determination of Issues-Examples of cases where write of mandamus can be filed against Government Authorities.- PIL Cases(public Interest Litigation)- write of Prohibition-Write of certiorari-Write of "Quo Warrantor"-Power to Award Compensation under Article 32 and 26.

Unit - V

The Law to protect our Human Rights: Title of the Law-Basic and historic background-National Human rights Commission: Constitution of the National Commission-Appointment if Chairperson and Other members-Term of Office of Members-Functions of the Commissions-Power relating to the Inquires-Investigation-Steps after Inquiry-State Human rights Commission: Constitution of the State Human rights Omissions-Human rights Courts: Court of Session to be a human rights Courts-Special Public Prosecutor-Powers of Central Government to make Rules- The Role of activities and NGO's-Formate for filing a complaint with the NHRS-Guidelines on how to filing a complaint with the NHRS- Following types of Complaints are not Entertainable.

Reference Book : P.D.Mathew S.J, " Know Your Rights", Nyay Darshan, Centre for HR and Judice.

LEGAL ASPECT OF BUSINESS

UNIT I

Introduction and Meaning - Law of contract - Discharge of Contract

UNIT II

Quasi contract - Special Contracts - Bailment & Pledge

UNIT III

Sale of Goods Act - Companies Act - Definition - Formation - Memorandum of Association - Articles of Association - Prospectus - Share capital - Debentures- Winding up.

UNIT IV

The Laws of Trade Marks - Copyright - Patents - Designs - Trade related Intellectual Property Rights - Trips - FEMA - Consumer Protection Act - Negotiable Instrument Act.

UNIT V

Cyber laws - Changes made in Indian Penal Code - Indian Evidence Act - bankers book Evidence act - Reserve Bank of India - Information Technology Agreement ITA .

REFERENCE BOOKS:

1. Sreenivasan MR - Business Law
2. Kapoor ND - Business Law
3. Kapoor ND - Elements of Mercantile Law
4. Saravanavel P. Alarm, S.B. Business Law
5. Aswathappa - Principles of Business law
6. Corne - Case Book on Business Law
7. Saravanavel & Alam - Company Law
8. Gulson SS and Kapoor GK - Handbook of Business Law

FINANCIAL MANAGEMENT

Theory : 60% : Problem : 40%

UNIT I

Meaning, Objective and scope - Relationship between management accounting, Cost accounting and financial accounting - Financial statements - Tools for analysis and interpretation

UNIT II

Financial planning and control - Break - even analysis - Operating leverage - Cost - Volume - Profit Analysis

UNIT III

Cost of capital - Basic concepts, rational and assumptions - Cost of equity capital - Cost of debt - Cost of preference capital - Cost of retained earnings.

UNIT IV

Capital structure decision of the firm - Composition and sources of long - tem funds - financial leverage - Factors determining funds requirements.

UNIT V

Financial Information systems. Capital Budgeting - Pay Back Period (PBP) - Net Present Value (NPV) - Average Rate of Return - Internal Rate of Return - Only Simple Problems

REFERENCE BOOKS:

1. Financial Management - Prasanna Chandra
2. Khan and Jain - Financial management
3. Andey I M - Financial Management
4. Vanhoren - Fundamentals of financial management

MARKETING MANAGEMENT

UNIT I

Fundamentals of marketing- Role of Marketing - Relationship of Marketing with other functional areas - concept of marketing mix - Marketing approaches - Various Environmental factors affecting the marketing functions.

UNIT II

Buyer Behavior - Consumer goods and Industrial goods - Buying motives - Factors influencing buyer Behavior - Market segmentation - Need and basis of Segmentation - Targeting - Positioning.

UNIT III

Sales Forecasting - Various methods of sales forecasting

The Product - Characteristics - Benefits - classifications - consumer goods - industrial goods - New Product Development process - Product Life Cycle - Branding - Packaging.

UNIT IV

Pricing - Factors influencing pricing decisions - pricing objectives - pricing policies and procedures.

Physical Distribution: Importance - Various kinds of marketing channels - distribution problems.

Sales management: Motivation, Compensation and Control of salesman.

UNIT V

A brief overview of: Advertising - Publicity - Public Relations - Personal Selling - Direct selling and Sales promotion.

REFERENCE BOOKS:

1. Philip Kotler and Armstrong - Marketing Management
2. Philip Kotler - Marketing Management
3. Rajan nair - Marketing
4. Ramaswamy Namakumari - Marketing

HUMAN RESOURCE MANAGEMENT

UNIT I

Nature and scope of Human Resources Management - Differences between personnel management and HRM - environment of HRM - Human resource planning - Recruitment Selection - Methods of Selection - Uses of various test - interview techniques in selection and placement.

UNIT II

Induction - Training - Methods - Techniques - Identification of the training needs - Training and Development - Performance appraisal - Transfer - Promotion and termination of services - Career development.

UNIT III

Remuneration - Components of remuneration - incentives - Benefits - Motivation - Welfare and Social security measures.

UNIT IV

Labour Relation - Functions of Trade Unions - Forms of collective bargaining - Workers' participation in management - Types and effectiveness - Industrial disputes and Settlements (laws excluded)

UNIT V

Human Resource Audit - Nature - Benefits - Scope approaches.

REFERENCE BOOKS:

1. Human Resource Management - V.S.P Rao
2. Human Resource Management - Ashwathappa
3. Human Resource Management - Garry Deseler
4. Human Resource Management - L.M. Prasad
5. Human Resource Management - Tripathi

E - COMMERCE AND INTERNET

UNIT I

Introduction to E-Commerce - Traditional Commerce - E-Commerce - International E-Commerce - The internet - origin of Internet - New user for Internet - Commercial use of the internet - Growth of internet and web - Economic forces and E-Commerce - Transaction cost and role of E-Commerce - Value chains in E-Commerce - Strategic Business unit value chain in E-Commerce - industry value chains - Role of E-Commerce.

UNIT II

Client - Server - Emerging Client Server - World Wide Web as the architect - Web background Hyper text publishing - Technology behind web - security threats - network security - data and message security and the web - Electronic payment system - Electronic cash - Electronic wallets - smart cards - credit and charge cards.

UNIT III

Strategies for Making - sales and promotion - creating an effective web presence - identifying and reaching customers - creating and maintaining brands on the web - Business models for selling on the web.

UNIT IV

Electric Data Interchange - EDI Application in business - EDI legal security and privacy issues - Types of digital documents - Issues behind documents - Infrastructure - Corporate data warehouses

UNIT V

The Internet and its basic concepts :- Internet concept, History, Development in India:

Technological foundation of internet; Distributed computing; Client - server computing; internet protocol suite; Application of distributed computing; Client server computing; Internet protocol suite in the internet environment; Domain Name System (DNS) ; Generic Top Level Domain (gTLD) : Country code Top Level Domain (ccTLD) - India : - Allocation of Second level domains; IP addresses, Internet protocol; - Applications of internet in business, Education, Governance, etc.

INTERNET LAB

REFERENCE BOOKS :

1. Agarwala Kamlesh N and Agarwala Deeksha - Business on the Net - Introduction to E - Commerce.
2. Minoli Daniel, Minoli Emma - e Commerce Technology Handbook.

Elective
PERSONNEL MANAGEMENT

UNIT I - PERSONNEL FUNCTION

Introduction - Nature, Significance, scope and challenge of personnel management - Organisation of personnel Department and its functions - Human resource development systems - Personnel Management Environment in India - Place and Functions of Personnel Manager - Systems approach to personnel management.

UNIT II - SELECTION MOTIVATION AND APPRAISAL

Personnel Planning, Selection - Development and Growth.

Personnel Planning and Selection - Manpower Planning, Counselling, Job testing and Job analysis, Job evaluation and merit rating - Recruitment, Selection and induction - Staff Training and Development - Career Planning - Promotion, Demotion, Transfers. Motivation and Productivity - Employees performance Monitoring and appraisal - Management by objectives.

UNIT III - COMPENSATION PLANNING

Economic back ground and employee - Compensation : Various Theories - Wage payment system - Incentives : Profit sharing, Bonus issues, Social Security and Welfare measures - law and rules governing employee benefits and welfare Compensations.

UNIT IV - MANAGING INDUSTRIAL RELATIONS

Regulatory mechanisms guiding industrial relations - Employer discipline - Personnel Problems - Discipline Turnover - Absenteeism : Morale, Health and Safety - Developing Co-operation - Management of Change Suspension - Dismissal & Retrenchment - Employee Grievance Handling.

UNIT V - UNIONS AND MANAGEMENT

Trade Unions - Trade Unions and Employers organisation - Role, concept, growth - obstacles to trade union movement - Collective bargaining - Industrial Democracy and Workers Participation in Management.

REFERENCE BOOKS:

1. Megginsen L.C. Personnel and Human Resources Administration.
2. Filifx E.D. Principles of Personnel Management
3. Manan C.B. Personnel Management (management of Human Resources).

Elective
RESEARCH METHODOLOGY

UNIT I

Research - Meaning and purpose - types of research - Pure and applied, survey, case study experimental, exploratory - Research Design - Steps in selection and formulation of research problem - Steps in research - review of literature.

UNIT II

Formulation of Hypothesis - Types sources - Testing - Sampling techniques - Sampling error and sample size.

UNIT III

Methods of data collection - Primary and secondary data - observation - interview - Questionnaire - Construction of tools for data collection - testing validity - pilot study and pre-testing.

UNIT IV

Processing and analysis of data - editing - coding - transcription - tabulation - outline of statistical analysis - descriptive statistics - elements of processing through computers - packages for analysis.

UNIT V

Report writing - target audience - types of reports - contents of reports - styles and conventions in reporting - steps in drafting a report.

REFERENCE :

1. William C.E. mory, Business Research Methods, Richard D Irwin, NH.
2. Donald R Cooper, Business Research Methods 7th Ed., McGraw Hill, 2001.
3. Krishnaswami OR, Methodology of Research for Social Science, Himalaya Mumbai, 2001
4. Anderson J. et. al, Thesis and Assignment writing, Wiley Eastern

QUANTITATIVE APTITUDE DEVELOPMENT
(Internal Assessment only)

Unit I

Averages – Problems on numbers – Problems on Ages – Percentages – Profit and Loss

Unit II

Ratio and Proportion – Partnership – Time and Work – Pipes and Distances – Time and distance

Unit III

Problems on Trains – Boats and Streams – Allegation – Simple Interest – Compound Interest

Unit IV

Calendar – Clocks – Permutation – Combination – Probability

Unit V

Direction sense test – Mathematical Operations – Logic – Problems on cubes – Problems on dice

TEXT AND REFERENCE BOOKS

R.S.Aggarwal, “Quantitative Aptitude for Competitive Examinations”, 7th Revised Edition, S.Chand and Co. Ltd, New Delhi, 2005.

R.S.Aggarwal, “Verbal and Non Verbal Resanoning”, S.Chand and Co. Ltd, New Delhi.

Barron’s Guide for GMAT, Galgotia Publications, New Delhi, 2006.

ADVERTISING AND SALES PROMOTION

UNIT - I

Advertising - Meaning - Importance - Objectives - Forms of media - Press - Newspaper - Trade Journal - Magazines - Out door advertising - Poster - Banners - Neon signs - Publicity literature booklets - folders - House organs - Direct mail advertising - cinema and theatre programme - Radio and Television advertising - Exhibition - Trade fair transportation advertising.

UNIT - II

Advertising agencies - Advertising budget - Advertising appeals - Advertising organization - Social effects of Advertising - Advertising copy - Objectives - Essentials - Types - Elements of copy writing - Headlines body copy - Illustration - Catch phrases and slogans - Identification marks.

UNIT - III

Advertising layout - functions - Design of layout - typography printing process - Lithography - Printing Plates and reproduction paper & Cloth - Size of advertising - repeat Advertising - Advertising campaign - Steps in campaign planning.

UNIT - IV

Sales promotion - Meaning - Methods - Promotional strategy - Marketing communications and persuasion - Promotional instruments - Advertising - Difference between salesmanship and sales promotion - Techniques of sales promotion - Consumer and dealers promotion.

UNIT - V

After sales services - Packing guarantee - Sales Territory - Sales quota - Buying motive - Consumer Psychology - Characteristics of Customers.

TEXT BOOKS

1. Advertising Management - S.A. Chunawalla

REFERENCE BOOKS

2. Advertising - Bolen J.H
3. Advertising and Sales Management - Sontakk C.N.
4. Salesmanship and Advertising - Davar S.K.
5. Sales forecasting key to integrated Management - Neelamegam

ORGANISATIONAL BEHAVIOUR

UNIT I

Need and scope of organizational behavior - Theories of organization - Individual difference Vs Group intelligence tests - Measurement of intelligence - Personality Tests - Nature - Types and uses of perception.

UNIT II

Motivation - Financial and non - Financial motivational techniques - Job satisfaction - meaning - Factors - Theories - Measurement - Morale - Importance - Employee attitudes and behavior and their significance to employee productivity.

UNIT III

Work environment - Good housekeeping practices - Design of work place - Fatigue - Causes and prevention and their importance - Leadership - Types and theories of leadership.

UNIT IV

Group dynamics - Cohesiveness - Co-operation - Competition - Conflict - Resolution - Sociometry - Group norms - Role position status.

UNIT V

Organizational culture and climate - Organizational effectiveness - Organizational Development Counseling and guidance - Importance of counselor - Types of counseling - Information needed for counseling.

REFERENCE BOOKS:

Arnold - Work Psychology

Blum M.L. Industrial Psychology and its social foundation

Hippo Organizational Behavior

Hersey Bianchand - Introduction to Organizational Behavior.

Elective
INDUSTRIAL LAWS

UNIT I

FACTORIES ACT, 1948:

Definitions - Health - Safety - Welfare - Working hours of Adults. Employment of women - Employment of young person's - Leave with wages.

UNIT II

THE PAYMENT OF WAGES ACT, 1936 :

Definitions - Responsibilities for payment - Wage periods - Time of payment - Deductions - claim for wrongful deductions.

MINIMUM WAGES ACT, 1948 :

Interpretation - Fixing minimum rates of wages - Minimum rate of wages - Procedures for fixing - Committee and Advisory boards - Payment of minimum wages - Register and Records - Inspectors - Claims - Penalties and Procedures - The schedule.

UNIT III

THE INDUSTRIAL DISPUTES ACT, 1947 :

Definitions - Authorities under the Act - Reference of disputes - Procedures and powers of authorities - Strikes and Lockouts - Layoff and Retrenchment - Special provision relating to Lay-off - Retrenchment and Lock-outs.

UNIT IV

TRADE UNION ACT 1926

Growth & Functions of Trade Union - Definitions - Agreements not affected by the Act - Regulation - Rights & Privileges, Duties & Liabilities of a Registered Trade Union - General & Special Fund - Amalgamation & Dissolution of Trade Union.

UNIT V

THE WORKMEN COMPENSATION ACT 1923

Need for the Act - Scope & Coverage of the Act - Definitions - Employer's liability for compensation (Section 3) including Theory of National Extension & Occupational Diseases - Defences available to Employer - Amount & Distribution of Compensation - Notice & Claim - Medical Examination - Obligations & Rights of Employers & Employees - Schedules to the Act.

REFERENCE BOOKS:

1. N.D. Kapoor - Mercantile Law
2. P.C. Tripathi - Industrial Law
3. Dr. M.R. Sreenivasan - Industrial Law.

Elective
BUSINESS ETHICS & VALUES

UNIT I

Role and importance of Business Ethics and Values in Business - Definition of Business Ethics - Impact on Business Policy and Business Strategy - Role of CEO - Impact on the Business Culture.

UNIT II

Types of Ethical Issues - Bribes - Coercion - Deception - Theft - Unfair Discrimination

UNIT III

Ethics - Internal - Hiring - Employees - Promotion - Discipline - Wages - Job Description - Exploitation of employees.

UNIT IV

Ethics External - Consumers - Fair Prices - False Claims - Advertisements.
- Environment protection - Natural - Physical - Society - Relationship of Values and Ethics - Indian Ethos - Impact on the performance.

UNIT V

Social Responsibilities of Business towards Shareholders - Employees - Customers, Dealers, Vendors and Government - Social Audit.

BOOKS FOR REFERENCE

1. Memoria & Memoria - Business Policy
2. David J. Fritzsche - Business Ethics
3. William H Shaw - Business Ethics
4. Velasquez - Business Ethics 5th Edition -
Prentice Hall of India
5. Peter Madsen & Jay M Shafritz - Essential of Business Ethics

SEMESTER - VI

SUBJECT CODE: BBA1605

Elective
PORTFOLIO MANAGEMENT

UNIT I

Concept of Portfolio - Objectives of Personal Investment - Financial security - Assets Acquisition - Investment for Family obligation.

UNIT II

Spectrum of Financial and Real Assets: Safety, Liquidity, Return, Tax, Benefits - Risk Return Trade off - Nominal and effective Rate of Return.

UNIT III

Investment Securities and their Characteristics - Bank Deposits - Postal Savings Schemes - Equity - Debentures and Bonds - Mutual Funds - Insurance - NBFC Deposits

UNIT IV

Investment in Equity - Stock Market Functions - Depository Stock Exchange Trading in Corporate Securities - Regulatory Role of SEBI - Listing: Forward Trading - Futures and Options - Fundamental and Technical analysis.

UNIT V

Portfolio Management - Changing Investment objectives- Shuffling the investment portfolio - Decisions and personal Risk perception.

REFERENCE BOOKS:

1. Investment And Merchant Banking - Dr. V.A. Avanelhani
2. Hundred Naggin questions in Stock Exchanges. - V. Raghunathan (Tata McGraw - Hill Publishing Co Ltd.)
3. Stock Exchanges and Investments - V. Raghunathan (Tata McGraw - Hill Publishing Co Ltd.)
4. The Investment Game - How to Win? - Prasanna Chandra.
4. Portfolio Management, Probus Publishing Company, Cambridge.

SEMESTER - VI

SUBJECT CODE: BBA1607

INSTITUTIONAL TRAINING AND PROJECT REPORT
(Individual / Group Project)

Group Project is the compulsory component of the syllabus to bridge the gap between theory and practice.

The candidate has to undergo training in an institution in any Public sector or Private Sector for a period of not less than 30 days immediately after the completion of forth semester examination which is to be supervised by professor-in-charge.

- The candidate should submit periodical reports of the project to the supervisor
- The candidate should submit the Report in the 2nd week of March (VI Semester) to the Supervisor .
- The project work should be neatly presented in not less than 60 (sixty) Pages and not more than 100 Pages .
- Each candidate should submit Hard Copy (3 Copies) and Soft Copy in CD to the department. After evaluation of the Project Report , one hard copy will be returned to the candidate after the evaluation.

Evaluation Scheme

Project Evaluation by Internal Examiner	-	75 Marks
Project Evaluation by External Examiner	-	75 Marks
Viva Voce by Internal Examiner	-	25 Marks
Viva Voce by External Examiner	-	25 Marks

Total Marks	-	200 Marks

- If a Candidate fails to submit the Project Work or fails to appear for the Viva Voce examination then the Candidate should submit / appear only in the next Viva Voce Examination.