

### Criteria for passing

1. A minimum of 27 Marks should be secured in external valuation out of 75
2. The sum of both external and internal should be a minimum of 35 out of 100 for a pass
3. The Grading system for passing will be given by university as per the norms instead of marks.

### I BBA – SEMESTER I PART I – PAPER - 1 - வணிகக் கடிதங்கள் PAPER-1

பகுதி 1	:	வணிகக் கடிதங்கள் - தேவை மற்றும் முக்கியத்துவம் - நோக்கங்கள் - வணிகக் கடிதங்களின் அடிப்படைக் கூறுகள் - வணிகக் கடிதங்கள் பொது அமைப்பு மற்றும் படிவங்கள் - சிறப்புக் கூறுகள் - கடித வகைகள்
பகுதி 2	:	வியாபாரக் கடிதங்கள் - முனைவு கடிதங்கள் மற்றும் விசாரணைகள் விலைப்புள்ளிகள் - ஆணையறுக்கள் - "ஆணையறு நிறைவேற்றுதல்" - சரக்கு பெற்றுக்கொண்டதை உறுதி செய்தல்.
பகுதி 3	:	வணிகர் விசாரணை கடிதங்கள் - வியாபார விசாரணை மற்றும் வங்கி விசாரணை - புகார்களும் சரிக்கட்டலும் - நிலுவைத் தொகை நினைவறுத்தல் - வசூல் செய்தல் - கணக்கை நேர் செய்தல்.
பகுதி 4	:	சுற்றுக் கடிதங்கள் - விற்பனைக் கடிதங்கள் - அரசுத்துறை மற்றும் பொதுசேவை அமைப்பு சார்ந்த கடிதங்கள்
பகுதி 5	:	வங்கிக் கடிதங்கள் - காப்பீட்டுக் கடிதங்கள் - வேலை வேண்டி விண்ணப்பக் கடிதம் - பத்திரிக்கை ஆசிரியருக்கு கடிதங்கள்

குறிப்பு: வணிக நிர்வாகவியல் ஆசிரியர்கள் மட்டுமே இந்தப் பாடத்தை நடத்தவும் விடைத்தாள் மதிப்பீடு செய்யவும்

### Text Book for Reference

1. Commercial Correspondence & Office Management - R.S.N. Pillai & Baghavathi
2. Business communication – by Sharma Gupta- Kalyani publishers

### I BBA-SEMESTER I Core Course – 1 PAPER 3 - PRINCIPLES OF MANAGEMENT

Unit I	:	Management –Nature and Definition-Functions of Management. Management : Art, science and profession. Administration Vs Management Functional Areas of Management – Managerial Skills : Technical, Human, Conceptual and Decision making, Levels of Management : Top-level, Middle Level and Lower level.
Unit II	:	Evolution of Management – F.W. Taylor and scientific Management, Contributions of Fayol and Mayo. Planning-Definition, Importance and Characteristics. Planning process- Type of plans- Merits and limitations of planning.
Unit III	:	Organizing : Meaning, Definition and principles. Organization Structure and Charts – Features of good organization: Line, Functional, line and staff, committee- Merits and Demerits of line and line & staff, Departmentation-process and Methods. Delegation of authority- Definition, Need and principles. Centralization and Decentralization- Merits and Demerits.



Unit IV	:	Motivation –Types and Needs –Theories of Maslow and Herzberg. Staffing – Meaning, Importance and Steps.
Unit V	:	Directing –Meaning, Importance and Principles. Control- Meaning, Nature, Importance and Principles, Steps and Techniques .

#### Text Book

T.Ramasamy, **Principles of Management**, Himalaya Publishing House, 'Ramdoot' Dr.BhaleraoMarg, Girgaon, Mumbai – 400 004.First Edition 1998. Reprint 2014.

#### Reference Books

1. Stoner and Freeman, **Management**, Prentice Hall of India, New Delhi.
- ✓2. P.C.Tripathi and P.N.Reddy, **Principles of Management**, McGraw Hill, New Delhi.

### I BBA – SEMESTER I

#### Core Course – 2

#### PAPER - 4 FINANCIAL ACCOUNTING

Unit I	:	Fundamentals of Book –Keeping –Meaning –systems of Book –keeping – Accountancy- Meaning – Accounting concepts and conventions- kinds of Accounts –Journalizing Rules.
Unit II	:	Subsidiary Books-Ledger Postings –Trial Balance and Rectification of Errors – Format of final accounts (Manufacturing, Trading, Profit and Loss Account and Balance Sheet )
Unit III	:	Final accounts – Elementary problems with simple adjustment – Capital expenditure – Revenue expenditure and Deferred Revenue Expenditure – Meaning and distinction.
Unit IV	:	Depreciation- Meaning, Causes and need, Methods (Straight Line Method and WDV Method) – Theory and Problems.
Unit V	:	Accounts of Non – trading concerns- receipts and payments Account- Income and Expenditure Account and Balance sheet.

20% of the questions must be theory

80% of the questions must be problems

#### Text Book :

✓S.P.Jain and K.L.Narang, **Financial Accounting**, Kalyani Publishers, 1, Mahalakshmi Street, T.Nagar, Chennai – 600 017. Fifth Edition, 2010.Reprinted 2013.

#### Reference Books:

1. S.N.Maheswari,**Financial Accounting**, Vikas Publishing House Pvt Ltd, 23, Daryaganj, New Delhi – 110002. Reprint 2013.
2. Dr.M.A.Arulanandan, Dr.K.S.Raman,**Advanced Accountancy**, Himalaya Publishing House, 'Ramdoot' Dr.BhaleraoMarg, Girgaon, Mumbai – 400 004.
3. R.L.Gupta, **Financial Accounting**, Sultan Chand & Sons, 23, Daryaganj, New Delhi – 110002. Reprint 2013.



**I BBA – SEMESTER I**  
**Allied Course – 1**  
**PAPER 5 –MANAGERIAL ECONOMICS**

<b>Unit I</b>	:	<b>Introduction:</b> Meaning, Nature and scope of Managerial Economics – Economics and Managerial economics – Fundamental concepts – Role and responsibility of a Managerial Economist – objectives of a modern business firm.
<b>Unit II</b>	:	<b>Demand Analysis:</b> Law of Demand – Demand determinants – demand distinctions – Elasticity of demand – measurement of price elasticity of demand – factors determining elasticity of demand - uses of elasticity of demand.
<b>Unit III</b>	:	<b>Demand Forecasting:</b> Meaning, Objectives, importance and factors involved in forecasting. Methods of forecasting - features of a good forecasting method.
<b>Unit IV</b>	:	<b>Price Analysis:</b> Features of Perfect Competition, Monopoly, Duopoly, Oligopoly and Monopolistic competition. Pricing methods.
<b>Unit V</b>	:	<b>Profit Analysis:</b> Nature of profit. Profit planning. Break Even Analysis – Concepts, uses and limitations. Profit forecasting.

**Text Books:**

1. Varshney, R.L. and Maheswari. K.L., Managerial Economics, Sultan Chand & Sons, New Delhi
2. Sankaran.S, Managerial Economics, Margham Publishers, Chennai

**I BBA SEMESTER I**  
**Non-Major Elective Course 1**  
**PAPER - 6 BUSINESS MANAGEMENT**

<b>Unit I</b>	:	Management – Definition – Nature – of Business Management – Universality of Management Principle – Planning – Definition, Characteristic, Importance, Advantages and Limitations – Steps in Planning.
<b>Unit II</b>	:	Organising – Definition – Steps in organising – Importance of Organising – Bases of Organising – Function, Territory – Customer – Uses of Staff – Delegation of Authority.
<b>Unit III</b>	:	Staffing – Definition – Recruitment – Sources, Selection – Techniques, Training Methods, Performance Appraisal and its Importance.
<b>Unit IV</b>	:	Directing – Definition – Elements of Direction – Orders – Motivation – Meaning and Importance. Leadership – Meaning, Styles and Importance. Communication – Meaning – Process and Importance. Barriers in Communication and ways to overcome.
<b>Unit V</b>	:	Controlling – Meaning, Steps in Controlling. Qualities of a Good Control System. Benefits of Controlling.



**Text Book:**

1. T.Ramasamy, **Principles of Management**, Himalaya Publishing House, 'Ramdoot' Dr.BhaleraoMarg, Girgaon, Mumbai - 400 004..

**Reference Books:**

1. Stoner and Freeman, **Management**, Prentice Hall of India, New Delhi,
2. Gilbert, **Principles of Management**, McGraw Hill, New Delhi.
3. P.C.Tripathi and P.N.Reddy, **Principles of Management**, McGraw Hill, New Delhi.

**I BBA - SEMESTER II**  
**PART - I PAPER - 2 - அலுவலக மேலாண்மை**  
**PAPER 1**

பகுதி 1	:	அலுவலக மேலாண்மை - இலக்கணம் - நவீன அலுவலகத்தின் அமைப்பு முறைகள்: நவீன அலுவலகத்தின் இலக்கணம் செயல்பாடுகள் மற்றும் முக்கியத்துவம்- அதிகாரத்தை பரவலாக்குதல்- அலுவலக வளமை: வகைகள் - தயாரித்தல் - பயன்படுத்துதல் மற்றும் மதிப்பிடுதல்.
பகுதி 2	:	அலுவலக இடவசதி - அலுவலக மனைத்துணைப் பொருட்கள் மற்றும் அமைப்புத்திட்டம் - பணிக்கேற்ற சூழ்நிலை - பணியை எளிதாக்குதல் - அஞ்சலக முறை கடிதப்போக்குவரத்து மற்றும் பதிவேடுகளை பராமரித்தல்: தபால்களைக் கையாளுதல் - அஞ்சல் துறையை அமைத்தல் - மையப்படுத்தப்பட்ட அஞ்சல் பணி - உள்வரும் மற்றும் வெளி தொடர்பு - வாய் மொழி தகவல் தொடர்பு மற்றும் எழுத்து மூலம் தகவல் தொடர்பு பதிவேடுகளை - உருவாக்குதல் - எழுத்துப் பணிகள் - அலுவலக அறைகள் - படிவக் கட்டுப்பாடு - வடிவமைப்பு - தொடர்பு எழுது பொருள்.
பகுதி 3	:	கோப்பிலிடுதல் : நல்ல கோப்பீடு முறையின் முக்கிய அம்சங்கள் - வகைப்படுத்தல் மற்றும் வரிசைப்படுத்துதல் - கோப்பீட்டு முறைகள் - மையக் கோப்பீட்டு முறை மற்றும் பரவலாக்கப்பட்ட கோப்பீட்டு - முறை கட்டகராதியின் பல்வேறு வகைகள்.
பகுதி 4	:	அலுவலக இயந்திரங்களும் சாதனங்களும் : பல்வேறு சாதனங்களின் தேவைகள் - அலுவலக இயந்திரங்களைத் தேர்ந்தெடுப்பதற்கான அடிப்படைக் கோட்பாடுகள் - கணிப்பொறி மற்றும் புள்ளி விவரங்களைத் தொகுத்தளிக்கும் இயந்திரம்.
பகுதி 5	:	அலுவலக அறிக்கைகள் : அறிக்கைகளின் வகைகள் - அமைப்பு மற்றும் அறிக்கைகளின் செயலாக்கம் பொது வணிகச் சொற்கள்.

குறிப்பு: வணிக நிர்வாகவியல் ஆசிரியர்கள் மட்டுமே இந்தப் பாடத்தை நடத்தவும் விடைத்தாள் மதிப்பீடு செய்யவும் பரிந்துரைக்கப்படுகிறது.

**Text Book for Reference**

1. Commercial Correspondence & Office Management - R.S.N. Pillai & Baghavathi
2. Office Management - Sharma, Gupta, kalyani publishers.



## I BBA – SEMESTER II

### Core Course 3

#### PAPER – 3 BUSINESS ENVIRONMENT

Unit I	:	Business Environment – meaning – various environments affecting business- Economic, Socio-cultural, Political and Government, Competitive, demographic. Physical and geographical, Technological and Global environments- Environmental scanning.
Unit II	:	Business and society – Interface between Business and culture – social responsibilities of business –Meaning and types – Arguments for and against social responsibilities of business - Barriers to social responsibilities –social Audit –Business Ethics-Consumerism and Business.
Unit III	:	Business and Government –State regulations on business –New Industrial Policy- Industrial Licensing policy.
Unit IV	:	Privatization – Meaning- Ways of privatization- conditions for success of privatization- Benefits and pitfalls of privatization-Arguments against privatization.
Unit V	:	Business and Economic system- socialism. Capitalism and mixed economy- its impacts on business- public sector-its objectives, growth, achievements and failures- private sector joint sector and co-operative sector.

#### TEXT BOOK

1. Francis Cherunilam, 2002, Business Environment Text and Cases , Himalaya Publishing House, Mumbai.

#### REFERENCE BOOKS

1. Aswathappa, K, 2001, Essentials of Business Environment, Himalaya Publishing House, Mumbai.
2. Adikary ,M, 2001 Economic Environment of Business , Sultan Chand & Sons, New Delhi.

## I BBA –II SEMESTER

### Core Course 4

#### PAPER - 4 COST AND MANAGEMENT ACCOUNTING

Unit I	:	Cost Accounting – meaning , objectives, functions and importance – cost Accounting Vs Financial Accounting – Advantages and limitations of cost accounting –costing system –cost centre- cost reduction –cost control – classification of costs.
Unit II	:	Material control - objectives –purchase control centralized and decentralized purchase –stock levels and economic order quantity-ABC Analysis-Bin card-stores ledger –material issues – FIFO, LIFO, simple average and weighted average methods.
Unit III	:	Labour –direct and indirect labour –labour turnover –methods of wage payments-premium and bonus plans. Overhead –meaning , allocation and apportionment – importance –classification-Re-apportionment –absorption of overheads –methods – machine hour rates ( simple problems) .



<b>Unit IV</b>	:	Management accounting – meaning, nature, functions, scope, advantages and disadvantages, management accounting Vs cost accounting. Ratio analysis-meaning mode of expression ,merits and demerits – classification of ratios. Dupont control chart. ( Simple problems only )
<b>Unit V</b>	:	Fund flow statement –meaning , merits and demerits –preparation of fund flow statement .cash flow statement –meaning merits and demerits - preparation of cash flow statement (Simple problems only)

20% of the questions must be theory

80% of the questions must be problems

**Text Book:**

- ✓ Ramachandran and Srinivasan, **Cost Accounting – Theory, Problems and Solutions**, Shriram Publications, Thennur, Trichy. Fifth Edition 2015.
- ✓ **Management Accounting-** R.S.N.Pillai and Bagavathi

**Reference Books:**

1. S.P Jain and K.L.Narang, **Practical Problems in Cost Accounting**, Kalyani Publishers, 1, Mahalakshmi Street, T.Nagar, Chennai – 600 017.Fifth Edition 1999.Reprinted 2002
2. V.K Saxena and C.D.Vashist, **Cost Accounting**, Sultan Chand & Sons, 23, Daryaganj, New Delhi – 110002. Reprint 2013.
3. Management Accounting- S.N. Maheswari
4. Management Accounting- Khan and Jain (TMH)
5. Management Accounting- Manmohan and Goyal

**I BBA –II SEMESTER**

**Allied Course 2**

**PAPER – 5 MONEY AND BANKING**

<b>Unit I</b>	:	Definition of money- difficulties of barter system. Kinds of money – commodity money, metallic money, paper money and credit money. function of money –primary, secondary and contingent functions-significance of money, money in a developing economy-circular flow of money.
<b>Unit II</b>	:	Gold standard –definition-types-characteristics-working of gold standard - principles and methods of note issue . India’s present currency system.
<b>Unit III</b>	:	Quantity theory ; the transaction approach –assumptions-criticism: the cash balance approach –Marshall , Pigou, Robertson, Keynes equations; income theory & value of money . Inflation; meaning –kinds of inflation-inflationary gap- consequences of inflation – Deflation. Trade cycles; meaning phases of a trade cycle – control of trade cycles.
<b>Unit IV</b>	:	Functions and role of commercial banks –Bank assets and liabilities creation of credit – process of credit creation- limitations of credit creation, Banking facilities to business , agriculture and small entrepreneurs.
<b>Unit V</b>	:	Money market –definition –composition-characteristics of developed and under developed money markets –importance of money market .central banking –nature and functions-methods of credit control- Quantitative and qualitative . Reserve Bank of India.



**TEXT BOOK**

Sundaram, K.P.M. 1997, Money, banking and international trade, Sultan Chand & Sons New Delhi

**Reference Books :**

1. Mitani, D.M. 1999, Money Banking International Trade, Sultan Chand & Sons, New Delhi
2. Paul, R.R. 1999 Money and Banking, Kalyani Publishers, New Delhi

**I BBA SEMESTER II**  
**Non-Major Elective Course 2**  
**PAPER - 6 ENTREPRENEUR DEVELOPMENT**

Unit I	:	Business – Concept & Definition, Role of Business in the modern Indian Economy. Entrepreneurship – Meaning, Types of entrepreneurs Role of entrepreneurs – Qualities of an entrepreneur – Traits - Factors affecting entrepreneurial growth.
Unit II	:	Entrepreneurial Development – Meaning, need, objectives – Entrepreneurial Training – Institution – Skill Development for Entrepreneurs - Identification of Business Opportunities in the context of Tamil Nadu – Industrial Policies. Women Entrepreneurs: Challenges of women Entrepreneurs
Unit III	:	Micro small and Medium Enterprises – Steps to start a MSME's and SSI - Legal Framework – Licenses.
Unit IV	:	Role of Promotional Institutions with Special Reference to TIIIC, SIDCO, DIC, SIDBI - Credit facilities from Banks.
Unit V	:	Case histories of successful entrepreneurs

**Text Book:**

1. S.S. Kanka: Entrepreneurial Development, Sultan Chand.

**Reference Books:**

1. C.B. Gupta & N.P. Sreenivasan: Entrepreneurial Development, Sultan Chand.
2. Prasanna Chandra: Project Planning, Analysis, Selection, Implementation and Review, Tata McGraw Hill.
3. Vasantha Desai: Dynamics of Entrepreneurial Development, Himalaya.
4. Nirmal K. Gupta: Small Industry – Challenges and Perspectives, Anmol Publications.
5. Vasantha Desai: Small Scale Industries and Entrepreneurship, Himalaya.



**II BBA – SEMESTER III**  
**Core Course 5**  
**PAPER 1 – BUSINESS LAW I**

<b>Unit I</b>	:	Law of Contract – Nature – Definition of Contract – Essential Elements of a valid contract – Classification of Contracts – Indian Contract Act, 1872
<b>Unit II</b>	:	Offer, Acceptance Offer – Legal rules as to Offer – Meaning of Acceptance – Definition of Consideration - Legal rules as to consideration – Stranger to Contract – Without Consideration – Meaning of consent , Free consent – Coercion – Undue Influence – Misrepresentation – Mistake – Fraud – Distinction between fraud and misrepresentation – Case laws.
<b>Unit III</b>	:	Performance, Discharge, remedies for Breach of Contract and Quasi Contract. Void Agreements - Wagering Agreements – Restitution – Rules regarding contingent Contracts - Contracts which need not be performed - Performance of Contract - Right – Rescission – Damages – Penalty – Injunction – Kinds of Quasi Contract – Case laws.
<b>Unit IV</b>	:	Special contracts Meaning of Indemnity and Guarantee – Kinds of Guarantee – Rights and Discharge of Surety – Bailment – Rights and Duties of bailor and bailee – Definition of Agent and Principal – Creation of Agency – Classification of Agents – Relation, Duties and Rights of an Agent and Principal. Delegation of Authority – Termination of Agency – Case laws.
<b>Unit V</b>	:	Sale of Goods Act – contract of sale – agreement to sell – documents of title to goods – conditions and warranties – rights and duties of buyer - rights and duties of unpaid seller.

**Text Book:**

1. Kuchhal, M. C.; *Business Law*, Vikas Publishing House, New Delhi.

**Reference Books:**

1. Kapoor, N. D.; *Elements of M. Law*, Sultan Chand & Sons, New Delhi.
2. Maheshwari, S.N. and S.K. Maheshwari; *A Manual of Business Law*, 2<sup>nd</sup> Edition, Himalaya Publishing House.





**II BBA – SEMESTER III**  
**Core Course 6**  
**PAPER – 2 BANKING LAW AND PRACTICE**

Unit I	:	Meaning and definition of Banker – Meaning and definition of customer – General Relationship between Banker and customer – Obligation to honour cheques – Obligation to maintain secrecy of customer's accounts – Bankers Rights : Lien, Set-off, Appropriation of Payments(Clayton's Case) .
Unit II	:	Types of Deposits – Current account, Savings account, Fixed Deposit and Recurring Deposit – Fixed Deposit Receipt and its legal implications – General Precautions for opening account. Pass Book: Meaning – Legal aspects of entries in the passbook – Effects of wrong entries favorable to customers – effects of wrong entries favorable to banker. Special Types of customers, General procedure for opening accounts in the names of Minor, Married woman, Illiterate, Lunatic, Partnership firm, Joint stock company Non-trading concern and Joint Account.
Unit III	:	Negotiable Instruments : Definition – Types – Essential features of Negotiable Instruments. Cheque: Meaning and Definition - Essentials of a valid Cheque – Cheque Vs Bill of Exchange - Proper drawing of cheques – Bouncing of cheques, offence under sec.138 of Negotiable Instruments Act - MICR Cheque. Material Alteration : Meaning – Effects of material alteration – Banker's duty – Immaterial Alteration. Marking : Meaning and Significance – cases. Crossing : Meaning -- Forms of crossing – Significance of various forms of crossing. Endorsement : Meaning and Definition – Kinds and significance – Regularity of endorsement.
Unit IV	:	Paying Banker: Meaning – Duties of a paying Banker – Circumstances for dishonoring a cheque – statutory protection under sec.85 of the Negotiable Instruments Act – Forgery of customer's signature – Payment in due course – Holder in due course. Collecting Banker: Meaning – Capacity of the collecting Banker - Duties of collecting Banker – Statutory Protection - Concept of Negligence – Conversion.
Unit V	:	General Principles of Bank lending – Secured advances and unsecured advances – Secured Vs unsecured advances – Types of advances – Loan, cash credit, Overdraft and Bill discounting – Modes of creating charge: Lien, Pledge, Mortgage and Hypothecation – Types of mortgage – Canons of good banking security.

**TEXT BOOK**

1. Banking Theory Law and Practice – Gorden,E. and Natarajan.





## REFERENCE BOOKS

1. Banking Law and Practice – Varshney, P.N – Sultan Chand & Son's New Delhi.
2. Banking Theory and Practice – Mithani, D. and Gordon, E. Himalaya publishing House Mumbai.
3. A Text book of Banking – Radhasamy, M. and Vasudevan S.V.S.Chand & Co., New Delhi.
2. Banking Law and Practice – Kandasamy, K.P., Natarajan S., and Parameswaran R.

## II BBA – SEMESTER III

### Core Course 7

### PAPER 3 – COMPUTER APPLICATIONS IN BUSINESS – I

Unit I	:	Introduction to computers : Definition – Characteristics and capabilities of computers – Generations of computers – classification of computers – Types of computers – Basic principles of operation of a digital computer – Block diagram of computer System – Hardware – CPU, memory (Primary and Secondary) – Input devices, output devices – uses and applications of Computers.
Unit II	:	WINDOWS XP – Introduction to Windows XP - Features – Basic components: Desktop, Icons, Task bar and Channel bar – Start menu – Files and Folders – Windows Explorer – Internet Explorer – Control Panel – Shortcuts – Briefcase.
Unit III	:	MS WORD – Introduction to word processing and MS WORD – Components of Word opening Screen – Creating Word documents. Entering, Editing, Creating bulleted and numbered lists – types of views – spell checker and Grammar – Auto format - Copying and moving text – Applying Fonts and Font - Styles – Aligning and formatting Text – AutoCorrect – Creating Tables and working with tables – mail merge.
Unit IV	:	MS – EXCEL : Introduction to spread sheet – components of EXCEL Opening Screen – Building worksheet. Entering data in worksheet – Editing, Deleting, Copying and moving cells and ranges – Adjusting column width and row height – inserting and deleting cells, rows and columns – using auto-fill - creating and working with formula – functions in Excel - Database in EXCEL – Graphs and charts : Types of charts – Element of a chart – Creating a chart.
Unit V	:	MS POWERPOINT : Meaning and Features – Presentation: Creating a presentation using Auto content wizard, Design templates and Blank presentation – Types of views – Opening an existing presentation – editing saving and closing a presentation – Enhancing presentation : Applying Transition effects and animation effects – Spell checking the presentation and adding speaker notes – Inserting objects : Inserting a graph, organization chart, clip Art, sound and video – Running slide show.



**Text Book:**

1. S.V.Srinivasa Vallaban, "Computer Applications in Business, Sultan Chand & Sons, New Delhi- 110 002 Third Edition 2006, Reprinted 2011.
2. Bharat Bhaskar, " Electronic Commerce " – Tata McGraw Hill Company 2007.

**Reference Books:**

1. Raghu Ramakrishnan & Johannes " Database Management System" – Mc Graw Hill, New Delhi. 2014.
2. Gary P.Schneider, "E- Commerce Strategy, Technology and Implementation " – Cengage Learning India Private Limited. 2012.
3. Nidhi Dawan , " E- Commerce - Concepts and Applications"- International Book House Private Limited, 2011.

**II BBA –SEMESTER III**

**Core Course - 8**

**PAPER 4 – ENTREPRENEURSHIP**

Unit I	:	Entrepreneur – Meaning, Characteristics Functions, and Types. Entrepreneur Vs. Manager. Entrepreneur Vs. Intrapreneur. Entrepreneurship – Meaning – Positive Aspects – Obstacles – Factors Stimulating Entrepreneurship – Role of Entrepreneurship in Economic Development.
Unit II	:	Entrepreneurship Development Programmes – Meaning, Objectives, Courses contents and Curriculum – Phases, Institutions for EDP: NIESBUD, NAYE & TCOs – Problems in EDP, Women Entrepreneurs – Types - Their Problems and Remedies.
Unit III	:	SSIs – Meaning – Importance and Problems of starting an SSI – Steps. Forms of Ownership : Sole Proprietorship, Partnership. Joint Stock Company and Co-operatives- Features, Merits and Demerits.
Unit IV	:	Project Identification – Meaning and Steps, Project Classification – Project Life Cycle. Project Report – Contents. Project Appraisal – Meaning – Feasibility Analysis: Market, Technical, Financial, Economic, Managerial and Social.
Unit V	:	Institutional Support : SIDO, SISI, NSIC, SIDCO, DIC-Their Functions – SIDBI's Schemes. Incentives : Subsidy, Tax concessions, Marketing and Export Assistance. Sickness – Definition, Symptoms, Causes. Measures to Prevent sickness in small units.

**Text Book :**

1. Gordon, E & Natarajan, K, 2033, Entrepreneurship Development, Himalaya Publishing House

**Books for Reference :**

1. Small Scale Industries and Economics Development, C.S.V. Moorthy, HPH
2. Entrepreneurial Development, Gupta, C.B. and Srinivasan, N.P. Sultan and Son.
3. Entrepreneurial Development, S.S. Khanka, S. Chand & Co, New Delhi





**II BBA – SEMESTER III**  
**Allied Course 3**  
**PAPER – 5 BUSINESS STATISTICS**

<b>Unit I</b>	:	Definition – Application of statistics in various fields. Collection of Data – Primary and Secondary data – Framing a Questionnaire – Sampling Methods of Sampling – Classification – Characteristics, Objects, Types – Frequency Distribution – Cumulative Frequency Distribution – Tabulation – Types – Simple Problems.
<b>Unit II</b>	:	Diagrammatic Presentation – Types – Line Diagram, Bar Diagram, Pie Diagram – Graphic Presentation – Graphs of Frequency Distribution – Histogram, Frequency Polygon, Frequency curves, Ogives – Simple Problems.
<b>Unit III</b>	:	Measures of Central Tendency – Mean, Median, Mode – Geometric mean – Harmonic Mean – Quartiles, Deciles – Merits and Demerits – Problems.
<b>Unit IV</b>	:	Measures of Dispersion – Methods of Measuring Dispersion – Range, Inter-Quartile range, Mean Deviation, Standard Deviation, Lorenz Curve – Combined Mean and Standard Deviation – Coefficient of Variation – Consistency of Data.
<b>Unit V</b>	:	Index Numbers – Types - Simple Aggregate Method, Simple Average of Price Relatives – Weighted Index Numbers – Laspeyre's, Bowley's Fischer's and Marshall – Edgeworth Index Numbers – Test of Consistency of Index Numbers – Is Fischer's index number an ideal index number.

**20% of the questions must be theory**

**80% of the questions must be problems**

**Text Book:**

Elementary Statistical Methods, SP Gupta, Sultan chand & Sons,

**Reference Books:**

1. Statistics Theory and Practice, R.S.N Pillai and Bagavathi, Sultan and Company New Delhi.





**II BBA – SEMESTER III**  
**Skill Based Course 1**  
**PAPER – 6 PRESENTATION SKILLS**

<b>Unit I</b>	:	Presentation - Meaning – Importance – Preparing your presentation. Guidelines for effective Presentation – Steps in making successful Presentation.
<b>Unit II</b>	:	Presentation Skills – Introduction – Planning a presentation – Factors affecting Presentation Skills – Strategies to overcome.
<b>Unit III</b>	:	Presentation Material – Need and Importance – Advantages and Disadvantages of Materials. Articles – Precautions in the use of Presentation Materials.
<b>Unit IV</b>	:	Knowing your Audience – Role of Audience in Presentation – Presentation Skills – Meaning – Presentation skills to meet the need of the Audience.
<b>Unit V</b>	:	PowerPoint Presentation – Role and Significance – Dos and Don'ts in your PowerPoint Presentation.

**Text and Reference Books:**

1. Steve Mandel, Effective Presentation Skills, Viva Books Private Ltd., New Delhi.
2. Jenifer Rotondo, Mike Rotondo.J.R., Skills for Managers, Tata McGraw-Hill.
3. Michael Stevens, How to be better at Giving Presentation, Kogan Page Private Ltd.
4. Sandy Mc Millan, How to be a better Communicator, Kogan Page Private Ltd.



**II BBA – SEMESTER III**  
**Skill Based Course 2**  
**PAPER – 7 PERSONALITY DEVELOPMENT**

<b>Unit I</b>	:	<b>Managerial Personality:</b> Definition of personality - basics of personality – determinants of personality – development of personality – theories of personality.
<b>Unit II</b>	:	<b>Personality Traits</b> – definition – nature and importance of perception. Factors influencing the perception.
<b>Unit III</b>	:	<b>Self Development:</b> Self-awareness - self-confidence – mnemonics – goal setting – time management and effective planning. human growth and behavior
<b>Unit IV</b>	:	<b>Self Management:</b> Stress management – meditation and concentration techniques – self hypnotism – self acceptance and growth.
<b>Unit V</b>	:	<b>Transactional Analysis</b> – Ids – Ego – Super ego – Transactions – Life positions – winners and losers – Interpersonal Relations.

**Text Book:**

1. J.M.Patel, **Personality Development**, Vista Publishers, Mumbai – 400 001.

**Reference Books:**

1. S.P.Sharma, **A youngsters guide to Personality Development**, V & S Publishers, F-2/16, Ansari Road, Daryaganj, New Delhi – 110 002.
2. B.Elizabeth and Hurluck, **Personality Development**, McGraw Hill, New Delhi.
3. S.R.Khan, **Personality Development**, Readers Delight, 12-H, New Daryaganj Road, Opp. To Kotwali, New Delhi – 110 002.



**II BBA – SEMESTER IV**  
**Core Course 9**  
**PAPER 1 – BUSINESS LAW II**

<b>Unit I</b>	:	Factories Act, 1948 Definition – Inspecting Staff – Health – Safety – Welfare – Working Hours of Adults – Holidays – Employment of Young persons and women – Annual Leave with wages. Object of Industrial Disputes Act – Definition of Industrial Dispute – Grievance Settlement Authorities – Conciliation machinery – Procedure. Power and Duties of Authorities – Reference of Disputes to Boards, Courts or Tribunal. National Tribunal – Strikes, Lock-out, Lay-off-Retrenchment – Unfair Labour Practices – Penalties.
<b>Unit II</b>	:	Industrial Employment Act, 1946 & Trade Unions Act, 1926. Definition of Standing orders – Submission and Draft of Standing orders – Certification of Standing Order – Definition of Trade Union – Registration of Trade Union – Cancellation of Registration and Appeal – Amalgamation and Dissolution – Penalties.
<b>Unit III</b>	:	Payment of Wages Act – Definition of wages – Rules for Payment of wages – Deductions – Inspectors – Fixation and Revision of wages – Advisory Boards – Safeguards in Payment of Minimum wages. A Definition of Gratuity – Payment of gratuity – forfeiture of gratuity – Determination of recovery of gratuity – employees Provident fund scheme - Pension Scheme – Employee’s Deposit linked Insurance Scheme – Administration of the Scheme- Scope and Coverage of Maternity Benefits.
<b>Unit IV</b>	:	Workmen’s Compensation Act, 1923. Definition – Scope and Coverage – Rules regarding workmen’s Compensation – amount of Compensation – distribution of Compensation – Enforcement of Act.
<b>Unit V</b>	:	Payment of Bonus Act & Apprentices Act, 1969. Meaning of Bonus – Definition – Eligibility for Bonus – Disqualification for bonus – Consumer Protection Act.

**Text Book**

1. Elements of Mercantile Law – N.D.Kapoor sultan Chand & Son’s
2. Indian Mercantile Law – Davar.

**Reference :** All Bare Acts.



**II BBA – SEMESTER IV**  
**Core Course 10**  
**PAPER 2 MARKETING MANAGEMENT**

<b>Unit I</b>	:	Marketing –definition –nature and scope of marketing –concepts of marketing mix – marketing management and its evolution – consumers behavior - buying motives – consumer decision making.
<b>Unit II</b>	:	Product –product classification –product policies –product planning and development - product mix - product life cycle - branding and packing.
<b>Unit III</b>	:	Pricing –pricing objectives –kinds of pricing –new product pricing. Steps in price determination – pricing problems - channels of distribution –channel functions – factors considered in channel selection – retailing and wholesaling – Motivating channel members.
<b>Unit IV</b>	:	Advertising –meaning and importance –types of advertising-objectives - advertisement copy - advertising media – media selection. Advertising budget – methods of advertising budget - advertising agency – Functions – Selection of advertising agency - Evaluation of advertising effectiveness.
<b>Unit V</b>	:	Sales promotion –objectives –kinds of sales promotion.

**TEXT BOOK**

Marketing –Dr.N.Rajan Nair.

**REFERENCE:**

1. Marketing management- Philip Kotler
2. Fundamentals of Marketing –William J.Stanton.
3. Marketing Mangement – R.S.N. Pillai and Bhawathi

**II BBA – SEMESTER IV**  
**Core Course 11**  
**PAPER 3 – COMPUTER APPLICATIONS IN BUSINESS - II**

<b>Unit I</b>	:	MS ACCESS : Introduction to Access and database – Database objects – creating database - creating Tables : creating a table using data sheet, design view and table wizard – data types – Primary key - Entering and modifying data in a Table – Creating forms : creating Auto forms – creating forms using design view and form wizard – Entering and editing records in forms – Creating queries : Types of queries – Creating queries using query wizard – creating reports : creating auto reports – Creating reports using Report wizard.
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Unit II	:	Hyper Text Mark-up Language (HTML) – Introduction – HTML Basic tags – Formatting tags – Form control tags – Marquees - setting images and background – Creating Tables – Setting hyperlinks – working with frames.
Unit III	:	Introduction to Internet – History of Internet – Uses and advantages of Internet – Connection to Internet – WWW – Web pages – Web sites – Modem : Normal modem and ISDN, ADSL, CABLE MODEMS – ISP – Internet Explore – Netscape – Frames – E-mail and voicemail – sending E-mail, receiving and replying E-mail.
Unit IV	:	E-Commerce : Introduction, definition – Conceptual frame work of E-Commerce – Nature and scope of E-Commerce – Benefits and limitations – Driving forces of E-Commerce – Strategy and implementation – Strategic planning for E-Commerce.
Unit V	:	Electronic Payment systems: Types – electronic payment and protocols – Electronic credit and card system on the Internet – Electronic fund transfer – Smart cards and debit cards on the Internet – Stored value cards and E-Cash – Security schemes in electronic payment systems. Electronic Data Interchange – EDI applications in business – EDI : Legal, security, and privacy issues – EDI and E-Commerce – Standardisation and EDI – EDI software implementation – EDI envelop and message transport – value Added Networks (VANS) – Dimensions of Internal Electronic Commerce Systems.

#### Reference Books :

1. MICROSOFT OFFICE: Ginicourter and Annette Marquies. BPB Puolications, New Delhi.
2. MICROSOFT OFFICE: FOR WINDOWS Steve Sagman, Peachpit Press.
3. Frontiers of Electronic Comerce : Ravikala Kota and Andrew Whiston.
4. Electronic Commerce : Gray P.Scdhneider and James. T.Perry.
5. E-Commerce a Manger's Guide: Vasu Deva, Commonwealth Publishers, New Delhi.
6. Computer Application in Business : S.V.Srinivasa Vallabhan, Sulthan Chand & Son's, New Delhi.



**II BBA –IV SEMESTER**  
**Core Course 12**  
**PAPER 4 ORGANISATIONAL BEHAVIOUR**

<b>Unit I</b>	:	Organizational behaviour – definition – features of Organizational behaviour –various approaches to study of Organizational behaviour – process of Behaviour- Models of Organizational behaviour
<b>Unit II</b>	:	Group dynamics-definition –types of groups –theories of group formation – problems of informal groups –group norms –types ,meaning of group cohesiveness –five stages of group development .meaning and nature of group decision making –types –steps –styles-Techniques –advantages and disadvantage in group decision making.
<b>Unit III</b>	:	Definition of Motivation and motive –nature of motivation –importance of motivation –techniques to increase motivation – motivation and behavior ; needs cause the human behavior-theories of motivation – Maslow’s needs Hierarchy theory alfred’s ERG theory –Herzberg motivation theory motivational techniques. definition of morale-factors affecting morale – cause of low morale – factors improving morale –use of attitude scale and opinion survey-meaning ,definition ,Features and types of conflict situations –causes of conflict –conflict management –preventive measures and curative measures.
<b>Unit IV</b>	:	Stress management –meaning and definition –nature of Stress - Source – extra –organizational ,and group Stresses –individual Stressors – consequences of Stress –coping strategies for Stress – Individual approaches and organization approaches.
<b>Unit V</b>	:	Meaning of Change –forces for changes –types of changes –managing planned change –planning ,assessing and implementing the change –causes of resistance to change –overcoming resistance to change - meaning and definition of organizational Development –characteristics –need –benefits – limitations-steps in OD.

**TEXT BOOK**

1. Organisational Behaviour – Shashi K.Gupta & Rosy Joshi Kalayani Publishers New Delhi
2. Organisational Behaviour- L.M.Prasad-Sultan chand &sons





**II BBA – SEMESTER IV**  
**Allied Course 4**  
**PAPER 5 - BUSINESS MATHEMATICS**

<b>Unit I</b>	<b>:</b>	<b>Theory of sets:</b> Set Theory- Definition- Description of Sets - Types - Set Operations - Venn diagram - Laws of sets - Verification of Laws by Venn diagrams and Example. Problems.
<b>Unit II</b>	<b>:</b>	<b>Differentiation:</b> Differentiation -Formulae - Application of Differentiation in Business - Marginal cost - Marginal Revenue - Elasticity - Maxima and Minima -(Simple Problems)  <b>Integration:</b> Formulae - Application of Integration in Business - Marginal Cost, Total Cost and average cost - Marginal Revenue, Total Revenue and Average Revenue.
<b>Unit III</b>	<b>:</b>	<b>Co ordinate geometry:</b> Elements of Coordinate geometry - Distance between two points - straight line equations. (simple Problems)
<b>Unit IV</b>	<b>:</b>	<b>Interest:</b> Simple Interest - Compound Interest - Discount on Bills - True Discount Banker's Discount, Present Value.
<b>Unit V</b>	<b>:</b>	<b>Matrices:</b> Definition - Types - Addition, subtraction, Multiplication of matrices - Transpose of Matrix - Inverse of Matrix - Solving equations by matrix inverse method - orthogonal matrix – Problems.

20% of the questions must be theory

80% of the questions must be problems

**Text Book:**

1. **Business Mathematics** - Dr. P.R. VITTAL Margham Publications, Chennai.

**II BBA – SEMESTER IV**  
**Skill Based Course 3**  
**PAPER 6 – BODY LANGUAGE AND INTERVIEW SKILLS**

<b>Unit I</b>	<b>:</b>	Gestures and their meanings- Palm Gestures and smiling gestures. Hand and arm gestures, Hand to face gestures. Leg Gestures, Pointers, Courtship gestures
<b>Unit II</b>	<b>:</b>	Territories and Zones – Territorial gestures, Expectancy. Understanding attitudes by body gestures.
<b>Unit III</b>	<b>:</b>	Elements of interview – Oral, Observational, face to face, Conversational Personal evaluation. Pre interview stage: self assessment, Factors considered in selecting a company factors in choosing a job for applying certificate arrangements.



Unit IV	:	Preparing for interview: Dress Code, need for punctuality, Avoiding tensions and nervousness, Qualities observed during the interview. How to answer questions. Commonly asked questions, Need for preparation, Post interview behavior.
Unit V	:	Attitude formation – reasons for negative attitude, components, functions and developing positive mental attitude.

**Text Book:**

1. Vinay Mohan – “ Understanding Body Language” – Pustak Mahal Publications.
2. Diane Berk – “ Preparing for Interview “, Viva Books Pvt. Ltd.

**Reference Books:**

1. Shalini Varma – “ Art of reading gestures and posture” , S.Chand & Co.
2. Allan Pease – “ How to read others thoughts”, Sudha Publication, New Delhi.
3. Farhathullah – “ Planning Career in 21<sup>st</sup> Century Job Market ” – Boston Publishers.
4. Sudhir Andrews – “ How to Succeed Interviews” – Tata Mc Graw Hill Company.

**II BBA – SEMESTER IV  
Skill Based Course 4  
PAPER 7 - SALESMANSHIP**

Unit I	:	Marketing first impression: Law of attraction, smiling behavior, Remembering names.
Unit II	:	Techniques in handling customer –avoid criticism, appreciate people, listening to others ,appearing to self expression.
Unit III	:	Getting co-operation –avoid arguments, admitting mistakes, being friendly in reasoning, avoid fault finding.
Unit IV	:	Improving power of observation .developing self-confidence, overcoming tensions and depressions.
Unit V	:	Time management –factors that waste time .time trappers. How to use time .how to save time and how to get maximum from time.

**BOOKS FOR REFERENCE:**

1. How to Develop Personality and Potential – Mittal Agarwal
2. How to Develop Effective Presentation – Prakash shah.
3. Steps to Success – CHIKSHU



**II BBA – SEMESTER IV**  
**PART V**  
**PAPER 8 – EXTENSION ACTIVITIES**

**III BBA – V SEMESTER**  
**Core Course 13**  
**PAPER - 1 OPERATIONS MANAGEMENT**

<b>Unit I</b>	:	Operation management-definition-scope-importance-functions-advantages-production systems-process- intermittent –continuous –mass flow production-assembly line production-batch –job order operating.
<b>Unit II</b>	:	Plant location-factors affecting plant location-plant layout –principles-types of layout –product-process-combination layout. Plant maintenance-merits and demerits.
<b>Unit III</b>	:	Production, Planning and Control –objectives –functions-work study-method study and work measurement.
<b>Unit IV</b>	:	Purchasing of materials –importance –objectives –procedure –principles – evaluation –stores –stores organization-. Inventory control - Productivity improvement and operations strategy –six basic components of operation strategy.
<b>Unit V</b>	:	Material handling-objectives –principles - equipments – quality control-SQC-control charts , value analysis and waste control

**TEXT BOOKS**

1. Production and Operation Management- Dr.B.S.Goel(pragati prakashan publication)
2. Production Management – Elwood Buffa(Johnuron)
3. Integrated Materials Management-Gopalakrishnan(Tata McGraw Hill)

**REFERENCE BOOKS**

1. Manufacturing Management- Franklin G Moore(Richard ir win)
2. Effective Industrial Management – Ludny (DURASIA)





**III BBA – SEMESTER V**  
**Core Course 14**  
**PAPER - 2 HUMAN RESOURCE MANAGEMENT**

<b>Unit I</b>	:	Human resource management –meaning and definition–objectives–scope–functions. Human resource planning –definition –objectives –need and importance –human resource planning process.
<b>Unit II</b>	:	Job analysis, job description ,Job specification and job evaluation recruitment –factors affecting recruitment –sources of recruitment –recruitment process . definition of selection –selection methods and process- placement Induction.
<b>Unit III</b>	:	Definition of training –need and importance –steps in training programme –types of Training – Training Methods. Wage and salary administration–objectives and principles of wage and salary administration –components–methods of wage payments.
<b>Unit IV</b>	:	Performance appraisal –meaning and methods of performance appraisal–definition and objectives of workers participation in management –forms and advantages.
<b>Unit V</b>	:	Industrial relations and Grievance handling –concept –scope , objective and importance –causes for poor industrial relations –Remedies ,meaning of Grievances –causes-sources of Grievance –Grievance procedure –essentials of sound Grievance procedure.

**TEXT BOOKS :**

1. Personnel Management –Subba Rao.
2. Human Resource Management- S.S.KHANKA S.CHAND
3. Human Resource Management- Shasi K.Gupta & Rosy Joshi- Kalyani Publishers
4. PERSONAL management & Industrial Relations-Tripati & Reddy Himalaya publishing house





**III BBA – SEMESTER V**  
**Core Course 15**  
**PAPER – 3 ADVERTISING MANAGEMENT**

<b>Unit I</b>	:	Advertisement: nature, scope and importance to modern marketing. Classification and types. Role in the national economy. Social and economic aspects. Ethics and social responsibility- advertising in marketing mix – marketing concept – advertising decisions – types of advertising.
<b>Unit II</b>	:	Advertising Media – types – characteristics, merits and limitations. Media scene in India – types of media – press and broadcasting. Outdoor and other media scheduling – media options.
<b>Unit III</b>	:	Construction of an Advertisement - Visualisation – Copy – Basic Approaches to copy writing – Types of copies – Type of headlines0 types of illustrations – types of layout – principles governing copy writing.
<b>Unit IV</b>	:	Advertising Agencies – Importance, Role and Functions. Organisational Structure – Advertising Department – Agency Commission and fee – Type of Advertisement Agencies.
<b>Unit V</b>	:	Advertising Budget and Expenditure – Advertisement appropriation – Method and current practices – Evaluation of Advertisement Effectiveness.

**Text Books:**

1. Advertising Theory and Practice, Chunawalla, Kumar, Sethuia, Subramanian, Suchau, Himalaya Publishing House, Mumbai
2. Advertising Management, Batra, Myers, & Aaker, Prentice Hall of India, New Delhi.





**III BBA – SEMESTER V**  
**Core Course 16**  
**PAPER 4 FINANCIAL MANAGEMENT**

Unit I	:	Nature of financial management –History of financial management – objectives of the firm; profit maximization Vs wealth maximization . Function of finance – Organisation of finance function – Controller vs treasurer - Investment decision ,financing decision and dividend decision.
Unit II	:	Source of capital –long term , intermediate term and short term -types of securities : debt, equity and preferred stock ,capital structure planning effect of leverage on EPS, EBIT-EPS analysis.
Unit III	:	Forecasting cash flow and cash budget –managing collection; lock box system and concentration Banking – Managing disbursements: controlled disbursing –float-control of float.
Unit IV	:	Working capital and cash management –working capital policies. Management and determinants of working capital.
Unit V	:	Techniques of capital budgeting –capital budgeting process. time value of money – investment evaluation methods : payback period, accounting rate of return , net present value and Internal rate of return

**20% of the questions must be theory**

**80% of the questions must be problems**

**TEXT BOOK: Financial management – I M Pandey**



**III BBA – SEMESTER V**  
**Allied Course 5**  
**PAPER 5 RESEARCH METHODOLOGY**

Unit I	:	Research Methodology – An Introduction – Meaning – Objectives – Types – Significance – Problems encountered by Researchers in India – Criteria of Good Research. Research Process – Important Concepts relating to Research Design
Unit II	:	Sampling Fundamentals – Samples Design - Measurement and scaling Techniques.
Unit III	:	Methods of Data Collection - Questionnaire Construction – Methods.
Unit IV	:	Processing and Analysis of Data - Hypothesis functions – Importance – Types – Characteristics.
Unit V	:	Interpretation and report writing - Use of library and internet in Research.

**TEXT BOOK**

1. Research Methodology, Methods & Techniques – Kothari – Wiley Easter Ltd., Publications.

**REFERENCE BOOKS**

1. Research Methods in Social Sciences – Dr.S.Nakkiran Dr.R.Selvaraju – Himalaya Publishing House.
2. Research Methodology – Dr.A.Mutafa – Nayas Publications, Madurai.





III BBA – SEMESTER V  
Skill Based Course 5

PAPER 6 – LEADERSHIP AND COMMUNICATIVE SKILLS

Unit I	:	<b>Leadership</b> – Meaning – Nature – Essential qualities / Styles. <b>Attitude</b> – Meaning – Nature – Components – Sources – Types – Functions – Practical exercises for measuring attitudes.
Unit II	:	<b>Goal Setting</b> – Time Management / Self Motivation – SWOT Analysis.
Unit III	:	<b>Communication</b> – Meaning – Objectives – Process – Media – Principles – 6 C's and Barriers to Communication.
Unit IV	:	<b>Reading Skills</b> – Introduction – Process – Aspects – Strategies for Reading. <b>Listening Skills</b> – Process – Types.
Unit V	:	<b>Public Speaking Skills</b> – Introduction – Planning – Preparing Talk – Delivering a Talk – Characteristics of Good Speech – Plan to a good speech. - Learn Techniques to improve your voice.

TEXT and REFERENCE BOOKS

1. Personality Development and Communicative English, Dr.Pandya & Pratima Deve Sastri.
2. Rajendra Pal and J.S. Korlahalli, **Essentials of Business Communication**, Sultan Chand & Sons, 23, Daryaganj, New Delhi – 110002.
3. Urmila Rai and S.M.Rai, **Business Communication**, Himalaya Publishing House, 'Ramdoot' Dr.BhaleraoMarg, Girgaon, Mumbai – 400 004.
4. Soft Skills, Dr.K.Alex





**III BBA – SEMESTER V**  
**Part IV**  
**PAPER 7 ENVIRONMENTAL STUDIES**

<b>Unit I</b>	:	<p><b>Earth and Its Environment:</b> Earth – Formation and Evolution of Earth over time –Structure of Earth and its components – Atmosphere, Lithosphere, Hydrosphere and Biosphere.</p> <p><b>Resources:</b> Renewable Resources and Non-Renewable Resources.</p>
<b>Unit II</b>	:	<p><b>Ecology and Ecosystem Concepts:</b> Ecology-Definition – Ecosystem-Definition Structure and Function – Energy Flow – Food Chart and Food Web – Examples of Ecosystems.</p> <p><b>Biogeocycles:</b> Nitrogen, Carbon, Phosphorous and Water.</p>
<b>Unit III</b>	:	<p><b>Biodiversity:</b> Definition – Values of Biodiversity – Threats to Biodiversity – Conservation of Biodiversity.</p> <p><b>Biodiversity of India:</b> As a mega Diversity nation – Biogeographical Distribution – Hotspots of Biodiversity – National Biodiversity Conservation Board and Its functions.</p>
<b>Unit IV</b>	:	<p><b>Pollution Issues:</b> Definition – Causes – Effects and Control Measures of Air, Water, Soil, Marine, Noise, Thermal and Nuclear Pollution.</p> <p><b>Global Issues:</b> Global Warming and Ozone Layer Depletion.</p>
<b>Unit V</b>	:	<p><b>Sustainable Development:</b> Sustainable Agriculture – Organic farming – Irrigation – Water Harvesting – Water Recycling – Cyber Waste and Management.</p> <p><b>Disaster Management:</b> Flood and Draught – Earth quake and Tsunami – Landslides and Avalanches – Cyclones and Hurricanes – Precautions, Warnings, Rescue and Rehabilitation.</p>

**Text Book:**

Study Material for **Environmental Studies**, Publications Division, Madurai Kamaraj University, Madurai – 625 021. First Edition 2010.

**Reference Books:**

1. R.C. Sharma and Gurbir Sangha, **Environmental Studies**, Kalyani Publishers, 1, Mahalakshmi Street, T.Nagar, Chennai – 600 017. Madras Edition. 2<sup>nd</sup> Revised & Enlarged Edition 2008. Reprinted 2009.
- G.Rajah, **Environmental Studies** for All UG Courses, (Based on UGC Syllabus), Margham Publications, 24, Rameswaram Road, T.Nagar, Chennai – 600 017.



**III BBA – SEMESTER VI**  
**Core Course 17**  
**PAPER 1 RETAIL MANAGEMENT**

<b>Unit I</b>	:	Retailing ; meaning and evolution retailer in the distribution channel, retailer –functions and benefits retail scenario-current and future – online retailing.
<b>Unit II</b>	:	Retailing environment –economic ,political ,legal technological and Global. Competitive environment –type of competition framework for analyzing competition.
<b>Unit III</b>	:	Retail organization and formats ,Store based and non store based formats generalist and specialist retailer - services retailing.
<b>Unit IV</b>	:	Store management –role of stores manager .in store merchandising –item space allocation ,arrangement self service –factors in self service ; check out operations –checkout systems and productivity
<b>Unit V</b>	:	Understanding consumption and consumer : changing consumer demographic, life style changes ,shopping behavior, retail and out let choice legal and ethical issues in retailing .retailing -Indian experience.

**REFERENCE BOOKS**

1. Retail Management - Barry Berman & Joel R. Evans (PHI)
2. Retailing Management - Michael Levy & Baston A Weitz Pvt Ltd, Delhi.
3. International Retail Management - Petes Fleming (Jaico Publication)



**III BBA – SEMESTER VI**  
**Core Course 18**  
**PAPER 2 STRATEGIC MANAGEMENT**

Unit I	: Strategy- Meaning – Definition - Strategic Decision Making - Approaches to strategic decision making - Business Ethics - Strategic Management – Need - Strategic Management Planning Process (Strategic Plans during recession, recovery, boom and depression – Stability Strategy – Expansion Strategy – Merger Strategy – Retrenchment Strategy – Restructure Strategy) – Levels of Strategy – Corporate Level Strategy – Business Level Strategy and Functional Level Strategy – Competitive Analysis – Porter’s Five Forces Mode.
Unit II	: Corporate Strategy - Concept - Scope - Components - Strategy Formulation - Affecting Factors - Process of strategic planning - Project life cycle - Portfolio analysis : BCG matrix - G.E matrix - Step high strategy - Directional Policy Matrix Strategic Management - Generic Strategic Alternatives - Horizontal, Vertical Diversification - Strategy Evaluation - Process - Environmental Analysis - Resource Analysis - Industry Analysis.
Unit III	: Implementation of strategy and Functional Strategies - Elements of Strategy Implementation - Procedural Implementation - Structural Implementation - Behavioral Implementation - Leadership Implementation - Functional and Operational Implementation - Functional Strategies – Functional Plans and Policies – Integration of Functional Plans and Policies - ERP - features and applications- Packages : Baan, Marshall, SAP - Functional feature and Implementation difficulties.
Unit IV	: Corporate Restructuring – Concept – Process - Mergers and acquisition- Amalgamation – Strategies for acquisition and absorption of technology - Joint venture - Organizational structure - Corporate development - Cooperative strategies- Reasons for strategic alliances- risks and costs of strategic alliances - Designing a technology strategy- Technology forecasting and R & D Strategies- - Emerging issues of Social audit .
Unit V	: Global Strategies - Global expansion strategies- MNC mission statement- Market entry strategy - International strategy - Business level strategy ; Strategic leadership - Strategic evaluation - Importance - Barriers- Evaluation criteria- Strategic control- Operational control- Characteristics of an effective control system - Control process -Evaluation techniques for operational control .



### TEXT and REFERENCE BOOKS

1. Strategic Management, Francis Cherunillam, Himalaya Publishing House, Bombay
2. Dr. C.B. Mamoria & Dr. Satish Mamoria, Business planning and policy (1987) Himalaya publishing house, Mumbai
3. AzharKazmi - Business policy & Strategic Management - Tata McGraw-Hill pub.
4. S.C. Bhattacharya - Strategic Management Concepts & cases - S.Chand
5. Strategic Planning formulation of Corporate Strategy Text & Cases, V.S. Ramasamy, S. Namakumari, Macmillan India Ltd., New Delhi.
6. Business policy & Strategy, LM Prasad, Sultan Chand Co., New Delhi.
7. Corporate Strategic Management, RM Srivastava & Divya, Nigam Pragati Prakashan, Meerut.
8. Subbarao: Business Policy and Strategic Management, HPH. 56

### III BBA - SEMESTER VI

#### Core Course 19

#### PAPER - 3 SERVICES MARKETING

Unit I	:	Introduction to Services - Nature - Types - Characteristics and their marketing implications' - Difference between Goods Vs Products Vs Services - Salient features of marketing Services - Services marketing - concepts' - need and significance of services marketing - Emerging key services.
Unit II	:	Services marketing mix - Formulation of services marketing mix - product mix and levels of product - pricing mix - Approaches to pricing services - pricing strategies - promotion mix and elements of promotion mix, place mix, people, physical evidence and process - Marketing strategies for service Firms.
Unit III	:	Consumer behaviour in services - customer expectations of services - Factors that influence customer expectations - customer perception of services - Using marketing research to understand customer expectations.
Unit IV	:	Service quality - Managing service quality - Service quality model - Managing productivity - Approaches to improve service productivity - Managing product support services.
Unit V	:	physical evidence and service escapes - Types of service escapes - Environmental dimensions of service escape - marketing of service - Event management - BPO - Convenience stores - Retailing.

### TEXTBOOK

1. Services Marketing - Woodruff
2. Services Marketing - Vasanti Venugopal, Raghu, V.H, Himalaya Publishing House
3. Services Marketing - S.M. Jha . Himalaya Publishing House
4. Services Marketing - Appaniah, Reddy, Himalaya Publishing House



III BBA - SEMESTER VI

Core Course 20

PAPER - 4 TOTAL QUALITY MANAGEMENT

Unit I	:	Definition and Important concepts of Total Quality Management - Historical background of TQM - A comparison of the approaches of Juran, Crosby and Deming on Quality - Obstacles in inspiring quality - Analysis of current situation in India - Quality Vs Absence of quality; cost of quality.
Unit II	:	Process of TQM - Philosophy, Goals and Objectives. Leadership Commitment; Developing TQM frame work - Cultural change - Management of Change - Team work - Communication - Delegation - Training - Organise oneself and others - Time Management.
Unit III	:	Quality transformation stages - Decision to adopt Incubation - Planning and Promotion - Education - Never ending Improvement.
Unit IV	:	Quality Expectations - Quality information use in TQM - Information and Performance Indicators - Assessment of quality - Audit - Customer Satisfaction Survey - Community participation - Internal customers and Third party satisfaction - Staff involvement - Satisfaction process - Control Techniques - Other indicators.
Unit V	:	Rights and Responsibilities of Customers - Consumerism - COPRA - Identification of Prime Job - Key Result areas - Performance standards and Target setting - Standard setting (Bench Marking) and Monitoring of standards - Key components of continuous quality improvement - Professional norms and code of conduct.

TEXT and REFERENCE BOOKS

1. Edward Deming, Out of the Crisis - Quality, Productivity and Competitive position.
2. Gopal K Kanji and Mike Asher, 100 Methods for TQM.
3. Helga Drummod, The TQM Movements - What TQM is really all about.

III BBA - SEMESTER VI

Allied Course 6

PAPER 5 FIELD STUDY REPORT

RULES GOVERNING FIELD STUDY IN VI SEMESTER

1. Each student should undergo 3 weeks field study in any area during middle of the VI semester outside the college.
2. The student has to submit the field study report in two copies in not less than 50 type written pages.
3. The student must decide the topic, construct the questionnaire if any and get the approval of the guide before leaving for field work.
4. The field study report will be evaluated by the faculty guide, the H.O.D and another faculty. The student has to appear for a viva voce that will be conducted before end of the month. Presence of External examiner in Viva panel is optional.