

B.B.A.

I. SCOPE OF THE COURSE

B.B.A. is a high profile undergraduate program aimed to create enhanced competence of career positioning tied up with opportunity to become a global business and management professional. The program expects a serious commitment of the student to take up challenging study schedules and assignments. The course involves a blend of theoretical education and practical training which run concurrently for a period of three years and equips a student with knowledge, ability, skills and other qualities required for professional executives.

The uniqueness of the program is its content and topic coverage, the teaching methodology and the faculty. The syllabus has been designed at a level equal to that of professional courses. The teaching methodologies include classroom lectures, industrial visits, orientation, internship, case study and research work. Focus is also on developing soft skills of the students. For Core subjects, Outsource Guest Lectures by Industrialists and Professional Men will be arranged to enable the students to get wider exposure. Students joining in this program can also enroll for any one of the professional courses offered like MBA, MIBA ,etc.

II. SALIENT FEATURES

- ✓ Course is specially designed for a higher level Career Placement.
- ✓ Special Guest lectures from Industrialists, Bankers, and Business Executives will be arranged.
- ✓ Exclusively caters to students interested in pursuing professional courses like MBA, MIBA.
- ✓ Special Industry Orientations and Training are parts of the Degree Course.
- ✓ Project work is included in the syllabus to enhance conceptual, analytical & deductive skills.

III. OBJECTIVES OF THE COURSE

- ❖ To enable the students to acquire professional knowledge over Business and other related subjects.
- ❖ To impart knowledge in advanced concepts and applications in various fields of Management.
- ❖ To embed practical knowledge in the minds of students through industrial visits and various training programmes.
- ❖ To enable the students to gain knowledge over the recent developments in the various areas of Management.
- ❖ To orient the students in the applied aspects of different advanced business practices.
- ❖ To equip the students to occupy important positions in Business, Industries and related organizations.
- ❖ To inspire the students to apply their knowledge gained for the development of society in general.

IV. ELIGIBILITY FOR ADMISSION

Candidates seeking admission to the first year Degree course **B.B.A.** shall be required to have passed

- a) Higher Secondary Examination (Academic or Vocational Stream) conducted by the Government of TamilNadu
(or)
- b) Any examination accepted as equivalent thereto by the syndicate of Periyar University. Preference will be given to those who have taken commerce as a subject in the qualifying examination.

V. DURATION OF THE COURSE

- The course shall extend over a period of three academic years consisting of six semesters. Each academic year will be divided into two semesters. The First semester will consist of the period from July to November and the Second semester from December to March.

- The subjects of the study shall be in accordance with the syllabus prescribed from time to time by the Board of Studies of Vivekanandha College of Arts and Sciences for Women (Autonomous) with the approval of Periyar University.

Each subject will have six hours of lecture per week apart from practical training at the end of each semester.

VI. CONTINUOUS INTERNAL ASSESSMENT

The performance of the students will be assessed continuously and the Internal Assessment Marks will be as under :

1. Average of two Test - 10 Marks
2. Seminar - 5 Marks
3. Assignment - 5 Marks
4. Attendance - 5 Marks

Total = 25 Marks

DISTRIBUTION OF MARKS FOR ATTENDANCE

Attendance Percentage	Marks
76% - 80%	1
81% - 85%	2
86% - 90%	3
91% - 95%	4
96% - 100%	5

PASSING MINIMUM EXTERNAL

In the semester Examinations, the passing minimum shall be 40 % out of 75 Marks. (30 Marks)

VII. ELIGIBILITY FOR EXAMINATION

A candidate will be permitted to appear for the semester Examination only on earning 75 % of attendance and only when his / her conduct has been satisfactory. It shall be open to grant exemption to a candidate for valid reasons subject to conditions prescribed.

VIII. CLASSIFICATION OF SUCCESSFUL CANDIDATES

Successful candidates passing the examination of Core Courses (main and allied subjects) and securing marks

- a) 75 % and above shall be declared to have passed the examination in first class with Distinction provided they pass all the examinations prescribed for the course at first appearance itself.
- b) 60% and above but below 75 % shall be declared to have passed the examinations in first class without Distinction.
- c) 50% and above but below 60% shall be declared to have passed the examinations in second class.
- d) All the remaining successful candidates shall be declared to have passed the examinations in third class.
- e) Candidates who pass all the examinations prescribed for the course at the first appearance itself and within a period of three consecutive academic years from the year of admission only will be eligible for University rank.

IX. ELIGIBILITY FOR AWARD OF THE DEGREE

A candidate shall be eligible for the award of the degree only if she has undergone the above degree for a period of not less than three academic years comprising of six semesters and passed the examinations prescribed and fulfilled such conditions have been prescribed there for.

X. PROCEDURE IN THE EVENT OF FAILURE

If a candidate fails in a particular subject, she may reappear for the university examination in the concerned subject in subsequent semesters and shall pass the examination.

XI. CRITERIA FOR INPLANT TRAINING

The curriculum includes an industrial training paper for the II year UG students in which the students are expected to undergo training for the period of 15 days. After the completion of the training period the students must submit the certificates from the concerned industry/ factory.

XII. COMMENCEMENT OF THESE REGULATIONS

These regulations shall take effect from the academic year 2014-15 (i.e.) for the students who are to be admitted to the first year of the course during the academic year 2014-15 and thereafter.

XIII. TRANSITORY PROVISIONS

Candidates who have undergone the UG course of study before 2011-2012 shall be permitted to appear for the examinations under those regulations for the period of three years i.e., upto an inclusive of the examination of April / May 2014. Thereafter, they will be permitted to appear for the examination only under the regulations then in force.

XIV. DISTRIBUTION OF MARKS FOR INPLANT TRAINING / PROJECT VIVA-VOCE.

The marks distribution for the students of II Year for the Paper Inplant Training is: Project & Viva Voce : Internal - 40 Marks, External - Viva Voce: 60 Marks.

For the Final Year UG student Project & Viva Voce : Internal - 40 Marks, External - Viva Voce: 60 Marks.

B.B.A. UNDER GRADUATE COURSES - 2014-15 onwards Vivekanandha College of Arts & Sciences for women (Autonomous) For the students admitted from the academic year 2014-15 and onwards.

**COURSE PATTERN
BBA**

SEM	SUBJECT CODE	COURSE	SUBJECT TITLE	HR/ WEEK	C	INT	EXT	MAR K
I	14U1LT01 11U1LT01	Languages	Tamil or anyone of the Modern or Classical language -I	4	3	25	75	100
	14U1LE01 11U1LE01	Languages	English -I	4	3	25	75	100
	14U1BAC01	Core Course- I	Business Organization	6	5	25	75	100
	14U1BAC02	Core Course- II	Principles of Management	6	4	25	75	100
	14U1MAA02	Allied I	Business Mathematics & Statistics I	6	5	25	75	100
			Yoga	2	2	25	75	100
	14U1VE01	Value Education	L:ibrary	1				
		Sports	1					
Total				30	22			600
II	14U2LT02 11U2LT02	Languages	Tamil or anyone of the Modern or Classical language -II	4	3	25	75	100
	14U2LE02 11U2LE02	Languages	English -II	4	3	25	75	100
	14U2BAC03	Core Course- III	Business Communication	6	5	25	75	100
	14U2BAC04	Core Course- IV	Principles of Marketing	6	4	25	75	100
	14U2MAA06	Allied II	Business Mathematics & Statistics II	6	5	25	75	100
	14U2ES01	Value Education	Environmental Studies	2	2	25	75	100
			Library	1				
		Sports	1					
Total				30	22			600
III	14U3BAC05	Core Course V	Financial Accounting	6	4	25	75	100
	14U3BAC06	Core Course VI	Organisation Behaviour	5	4	25	75	100
	14U3BAC07	Core Course VII	Business Law	5	4	25	75	100
		Core Course VII	Principles of Insurance	5	4	25	75	100
	14U3MAA13	Allied III	Introduction to Operation research-I	5	4	25	75	100
	14U3BAS01	SBEC-I	IN-House Training	2	2	25	75	100
			Library	1				
			Sports	1				
Total				30	22			600
IV	14U4BAC08	Core Course VIII	Cost andManagement Accounting	6	5	25	75	100
	14U4BAC09	Core Course IX	Entrepreneurship Development	5	4	25	75	100
	14U4BAC10	Core Course X	Economics for Executives	5	4	25	75	100
			Production and Material magement	5	4	25	75	100
	14U4MAA03	Allied IV	Introduction to Operation Research -II	5	4	25	75	100

	14U4BAS04	SBEC-II	Personality development	2	2	25	75	100	
			Library	1					
			Sports	1					
	Total			30	23			600	
SE M	SUBJECT CODE	COURSE	SUBJECT TITLE	HR/ WEEK	C	INT	EXT	MAR K	
V	14U5BAC1 1	Core Course XI	Advertisement And Salesmanship	5	4	25	75	100	
	14U5BAC1 2	Core Course XII	Financial Management	6	5	25	75	100	
	14U5BAC1 3	Core Course XIII	Market Research	5	4	25	75	100	
	14U5BAC1 5	Core Course XV	Multimedia	5	4	25	75	100	
	14U5CBAE 01	Elective I	Service Marketing	5	4	25	75	100	
		SBECIII	Campus to Corporate	2	1				
		NMEC-I	Brand Management	2	2				
	Total			30	24			600	
VI	14U6BAC1 6	Core Course XVI	Human Resource management	5	4	25	75	100	
	14U6BAC1 7	Core Course XVII	Consumer Behaviour	5	4	25	75	100	
	14U6BAC1 8	Core Course XVIII	MS-Office and and Practical	5	4	25	75	100	
	14U6BAPR 1	Core Course	Project Report -Viva Voce	5	5	40	60	100	
	14U6BAE0 2	Elective II	Global Business	5	5	25	75	100	
			SBECIII	Verbal and Non Verbal Reasoning	2	2			
			NMEC-I	Disaster Management	2	2			
		14U6EX01	Extension	Extension	1	1			
	Total			30	27			600	
				180	140			4000	

Following are the electives given below:

LIST OF ELECTIVE PAPERS ((Colleges can choose any one of the paper as electives))		
ELECTIVE I	A	BRAND MANAGEMENT
	B	SERVICES MARKETING
	C	CUSTOMER RELATIONSHIP MANAGEMENT
	D	MODERN OFFICE MANAGEMENT
ELECTIVE II	A	STRATEGIC MANAGEMENT
	B	CONSUMER BEHAVIOUR
	C	FINANCIAL INSTITUTIONS & SERVICES
	D	GLOBAL BUSINESS

List of Skill Based Elective Course Papers (SBEC)

GROUP- A

PAPER CODE	SBEC	PAPER
14U3BASO1	SBEC-I	SELF MANAGEMENT
14U3BASO2	SBEC-II	PRACTICAL PSYCHOLOGY
14U3BASO3	SBEC-III	PRINCIPLES OF INSURANCE

GROUP- B

PAPER CODE	SBEC	PAPER
14U3BASO1	SBEC-IV	PERSONALITY DEVELOPMENT
14U3BASO2	SBEC-V	SKILLS OF MANAGEMENT
14U3BASO3	SBEC-VI	INPLANT TRAINING

GROUP- C

PAPER CODE	SBEC	PAPER
14U3BASO1	SBEC-VII	TALENT MANAGEMENT
14U3BASO2	SBEC-VIII	KNOWLEDGE MANAGEMENT
14U3BASO3	SBEC-IX	HOSPITAL MANAGEMENT

GROUP- D

PAPER CODE	SBEC	PAPER
14U3BASO1	SBEC-X	STRATEGIC MANAGEMENT
14U3BASO2	SBEC-XI	CUSTOMER RELATIONSHIP MANAGEMENT
14U3BASO3	SBEC-XII	INDUSTRIAL RELATIONSHIP MANAGEMENT

Subject Code : 14U1BAC01 Semester : I Credit : 4 Hours : 60

BBA

Core Course – I

BUSINESS ORGANISATION

OBJECTIVE:

To enable the students to understand the forms of business and to manage the business effectively.

UNIT-I

Business:Meaning,Characteristics, Objectives-Importance's and essentials of business. Classifications of business-Growth of various forms of business-Distinction between Business and Profession-Ethics in business. **(12 Hours)**

UNIT-IV

Forms of Business Organizations- Soletradeship-Joint Hindu Family Business- Partnership-Joint stock companies-Co-operative societies. **(12 Hours)**

UNIT-III.

Location of industry-Importance of location _Factors of location-size and scale of operations- Advantages of Large scale operations-Industrial estates and District Industries centers. **(12 Hours)**

UNIT-IV

Organizational Structure – Functional areas of business and their operations – activities of different functions formal and informal organizations – principles of organization. **(12 Hours)**

UNIT-V

Stock Exchange – Meaning and Definition- Characteristics-Functions – Workings – Services –Limitations- Chamber of Commerce-Organization Structure-Functions.

(12 Hours)

Text Book :

1. Bhusan . K. - Fundamental of Business Organization & Management, Sultan Chand, 6th Edition.
2. C.B.Gupta. - Management and Organisation, Sultan Chand, 2012, 5th Edition.
- 3.Louis A.Allen - Management and Organisation, Sultan Chand, M.C Grawhill, 5th Edition, 2013

Reference: Books :

1. Pradash Jagadesh- Business Organisation and Management, Sultan Chand & Sons,5th Edition,2009

CONTENT BEYOND THE SYLLABUS

1.Growth of Multinational Companies 2. Practical Exposure in Stock Exchange

Subject Code: 14U1BAC02

Semester : I

Credit : 4

Hours : 60

BBA CORE COURSE-II

PRINCIPLES OF MARKETING

OBJECTIVE:

To enable the students to understand the marketing concepts and the behavior of the consumers.

UNIT-I

Introduction –Definition of marketing- Meaning of Market-Classification of Markets-Objectives of Marketing-role of Marketing in economic development.

(12 Hours)

UNIT-II

Product-Features-Product Planning and Development- Product Line- Product Life cycle- Brand-Essential of a good brand-benefits-Labeling-Packaging-Kinds-requisites of a good package.

(12 Hours)

UNIT-III

Consumer Behaviors-Definition-Importance-Buying motives-Types of buyers-Factors influencing consumer Behavior-Market Segmentation-Definition Bases for market segmentation-Types – Benefits of segmentation.

(12 Hours)

UNIT IV

Price-Importance-Pricing decisions-Factors affecting pricing decision-procedure for determination-Kinds of Pricing-Factors affecting changes in price.

(12 Hours)

UNIT V

Sales Promotion-Purpose importance-Kinds of Sales Promotion-Sales forecast-Personal selling –Theories-Channel of Distribution-Different Channels-Middleman Functions.

(12 Hours)

TEXT BOOK:

Rajan Nair N. Marketing Management, Sultan Chand and Sons, 2000, 2nd Edition.

REFERENCE BOOK

- 1.Philip Kotler,Marketing Management, Millennium, PHI,2008, 7th Edition.
- 2.R.S.N. Pillai and Bhagwathi, Marketing Management, S. Chand,2010, 1st Edition.

CONTENT BEYOND THE SYLLABUS

- 1.E-Marketing
- 2.Green Marketing
3. Viral Marketing

Subject code: 14U1MAA02 Semester: I Credit: 4 Hours: 60

BBA

Allied – I

BUSINESS MATHEMATICS & STATISTICS –I

OBJECTIVE:

To enable the students to understand about the statistical methods like series, matrices and etc.

UNIT I

Series : Concepts of functions-Types of function- Constant- Variable-Sequence – Series - Arithmetic Progression – Geometric Progression – Harmonic Progression (Simple Problems Only)

(12 Hours)

UNIT II

Matrices : Fundamental ideas about matrices and their operational rules – Matrix addition and multiplication – inverse of square matrices of not more than order third – solving simultaneous equations.

(12 Hours)

UNIT III

Descriptive Statistics : Meaning and definition of statistics – scope and limitations – statistical survey – source and collection of data – classification and tabulation – presentation on statistical report.

(12 Hours)

UNIT IV

Diagrams and graphs – Measures of central tendency – arithmetic mean, median, mode, geometric, Harmonic means .

(12 Hours)

UNIT V

Measures of Variation – Absolute and relative measures – range – mean deviation – standard deviation – quartile deviation – Coefficient of Variation. Measures of Skewness – Kurtosis.

(12 Hours)

TEXT BOOK:

1. Statistical Methods by Gupta S.P – S.Chand & company Ltd- Revised Edition 2009
2. Business Mathematics and Statistics by P.R. Vittal – Margham publications- New Edition

REFERENCE BOOK:

1. Business Mathematics by Stafford – Tata Mc Graw Hill-2008
2. An Introduction to Business Mathematics, by Sudharsan – S.Chand Ltd-2009,
3. Statistics by R.S.N. Pillai & V. Bagavathi – S.Chand & company Ltd-Reprint-2008

Content Beyond the syllabus

- 1.Bankers discount
- 2.True Discount
- 3.Formation of chain rule

Subject code: 14U2BAC03 Semester: II Credit: 5 Hours: 60

BBA

Core Course – III

BUSINESS MANAGEMENT

OBJECTIVE:

To enable the students to understand the major concepts of planning, organizing, directing and controlling.

UNIT – I

Management : Meaning – Importance – Management and Administration-Levels of Management- Functions of management- Development Management thoughts – Contributions of F.W. Taylor, Henry Fayol and Elton Mayo. **(12 Hours)**

UNIT – II

Planning : Nature- Characteristics and importance- - Purpose – steps – types – merits and demerits of planning – decision making – M.B.O- objectives – Concept of M.B.O – Steps- Benefits and Weakness of M.B.O. **(12 Hours)**

UNIT – III

Organizing: Nature – purpose- types of organization structure –span of control – use of staff units and committees –Power- Authority – Responsibility – Delegation – Centralization Vs Decentralization. Staffing: Nature and Purpose of Staffing – Components of staffing. **(12 Hours)**

UNIT – IV

Directing : Elements and Principles of Direction –Characteristics-Functions of Leader- Leadership Styles – Theories of Leadership- Characteristics of leaders and Management –Management Styles Theories -Motivation– Characteristics-Theories of Motivation (Maslow need Hierarchy Theory, Herzberg theory). **(12 Hours)**

UNIT – V

Controlling: meaning – Elements and significance – steps in control process- Effective Control- Techniques of control. Coordinating: Need – principles – approaches to achieve effective co-ordination. **(12 Hours)**

TEXT BOOKS :

1. Gupta C.B. - Business Management, Sultan Chand & Sons, Revised 2nd Edition 2009
- 2.Robbins S.R. - Management ,Prentice Hall-2012, 3rd Edition

REFERENCE BOOKS

1. Harold Koontz
And O'Donnel - Essentials of Management,McGrawHill-2009,
2. Dinkar Pagare - Business Management, Sultan Chand & Sons-2008
3. Tripathi P.C. and

- Keddy P.N - Principles of Management, PHI-2009, 4th Edition
4. Prasad L.M. - Principles and Practices of Management, Sultan Chand & Sons, 2008, 3rd Edition

CONTENT BEYOND THE SYLLABUS

1. Developing Career Plan
2. Difference between Political and Administrative Leader
3. Practical exposure of Team work in the working place .

Subject code: 14U2BAC04

Semester: II

Credit: 5

Hours: 60

BBA

Core Course – IV

ORGANISATIONAL PSYCHOLOGY

OBJECTIVE:

To enable the students to understand the major concepts of Motivation, Personality and about the Organistical change.

UNIT – I

Meaning and scope of organizational psychology-Organizational behavior of Individual-Inter personal-Group and inter group. Theories of organization- Classical- neo classical and modern Theories.

(12 Hours)

UNIT – II

Individual Behavior-Personality-Attitude. Group Behavior-meaning-types of Groups-formation-group dynamics-group cohesiveness-Group decision making.

(12 Hours)

UNIT-III

Motivation-Meaning-Importance-process-Theories-Maslow-Herzberg and McGregor Morale-meaning-Benefits-Measurement.Job satisfaction-meaning and factors.

(12 Hours)

UNIT-IV

Work Environment-Good house keeping practices-Design of work place-Hawthorne experiments and importance.

(12 Hours)

UNIT-V

Organizational change-meaning-Nature-Causes of change-Reactions to Change-overcoming the Resistance-counseling-types of counseling.

(12 Hours)

TEXT BOOK:

Organizational Behaviour -L.M.Prasad, Sultan Chand & Sons Reprint-2009, 3rd Edition

REFERENCE BOOK:

- 1.Organisational behavior - Fred Luthans,McGrawHill,2008, 2nd Edition
- 2.Organisational behaviour- J.Jayasankar,MarghamPublications-2009, 3rd Edition
- 3.Management & Organisational behaviour - P.Subba Rao, HPH-2008

CONTENT BEYOND THE SYLLABUS

- 1.Special Lecture on Student Psychology
- 2.How Partial treatment affect Psychology in work place
- 3.Stress and Psychology

Subject code: 14U2MAA06 Semester: II Credit: 4 Hours: 50

BBA

Allied – II

BUSINESS MATHEMATICS & STATISTICS – II

OBJECTIVE:

To enable the students to understand about the Mathematical Finance and correlation Concepts.

UNIT I

Mathematics of finance: Simple and compound interest- annuity – present value of annuity- sinking fund- percentage- discounts.

(9 Hours)

UNIT II

Basics of calculus – limits- rules of differentiation- maxima and minima (single variable case only)- simple application problems in maxima and minima cost lot size (instantaneous production, no shortage).

(10 Hours)

UNIT III

Linear simple correlation- scatter diagram- Karl Pearson's coefficient of correlation- rank correlation coefficient- regression lines. Concept of probability – Normal distribution- Poisson distribution

(12 Hours)

UNIT IV

Time series analysis: Components of time series- measures of trend- free hand curve- semi and moving a average – methods of least squares- measures of seasonal variation- simple average- ratio of trend – ratio of moving average.

(10 Hours)

UNIT V

Index numbers- definition - construction of index numbers- weighted and un weighted methods- fixed and chain index numbers- test for index numbers- cost of living index number- construction.

(9 Hours)

TEXT BOOKS:

- 1.Naveneetham.P. Business Mathematics and Statistics, Jai Publications, Reprint 2010 3rd Edition.

REFERENCE BOOKS:

- 1.Gupta. S.P. Statistical Methods , 2nd Edition Sultan Chand & Co -2008
- 2.Pillai R.S.N and Bagavathi. V. Statistics, , 2nd Edition Sultan Chand & co -2008
- 3.Dr.P.R.Vittal, Business Mathematics and Statistics Margam Publications, 3rd Edition Reprint -2010.

Content Beyond the syllabus

1. Determination of calendar
2. Calculation of average
3. Computation of profit and loss

Subject code: 14U3BAC05 Semester: III Credit: 4 Hours: 60

BBA

Core Course – V

FINANCIAL ACCOUNTING

OBJECTIVE:

On successful completion of this course, the students should have understood. The basic accounting concepts Double entry book keeping system and various books of accounts Preparation of final accounts, etc.

UNIT – I

Accounting – Meaning and Definition – Scope of Accounting - Uses of Accounting - Double entry system of Book keeping – Differences between Book Keeping and Accounting – Limitations of Accounting - Accounting Concepts.

(10 Hours)

UNIT – II

Types of Accounts – Rules for preparing Accounts – Journal – Ledger. Subsidiary Books - Cash book – Meaning Types of Cash Book – Single Column, Double and Three columns Cash Book – Trial Balance – Meaning – Preparation of Trial Balance.

(10 Hours)

UNIT – III

Final Accounts Format – Preparation of Trading Account, Profit and Loss Account and Balance Sheet (Simple Adjustment Only) Average Due Date – Meaning – Purpose of Calculating Average Due Date with Simple Problems only.

(16 Hours)

UNIT – IV

Single Entry System – Meaning – Features of Single Entry System – Difference between Single Entry System and Double Entry System – Preparation of Accounts – Net Worth method – Conversion method (Simple Problems only).

(10 Hours)

UNIT – V

Depreciation – Meaning, Definition – Importance of providing Depreciation – Defects of Depreciation – Method of calculating Depreciation – Straight line method – Written down value method Bank Reconciliation Statement, Meaning – Purpose of Preparing Bank Reconciliation Statement – Reason for Differences

(14 Hours)

TEXT BOOK:

1. Financial Accounting – S.P Jain & K. L Narang, Kalyani Publications, 2008, 4th Edition.

Reference books:

1. Financial Accounting – Reddy and Moorthy, Kalyani Publications, 2008, 3rd Edition

CONTENT BEYOND THE SYLLABUS

1. Incorporation of Tally in Financial Accounting
2. Accounts in daily life
3. Practical training in preparation of Final Accounts

Subject code: 14U3BAC06 Semester: III Credit: 5 Hours:60

BBA Core Course – VI

BUSINESS COMMUNICATION

OBJECTIVE: On successful completion of this course, the students will gain knowledge of writing the letter relating to business correspondence.

UNIT – I

Communication – meaning – objectives – Type – Principles of Communication – Benefits-Elements of Communication- Communication Process-Barriers to Communication-Overcoming Barriers to Communication- Structure of Business Letters- Layout of Business Letters. **(12 Hours)**

UNIT – II

Business Enquiries and replies – Classification of Enquiry Letters- importance of Replies to Enquiries- kinds of Replies- Offer – Quotations – Orders – Complaint and adjustment – Collection letters – Circular letters – Status enquiries. **(12 Hours)**

UNIT – III

Bank Correspondence –elements of Good banking Correspondence- Types- Insurance Correspondence – Basic principles- Types- Kinds of Life Policies- Agency correspondence –Hints of writing letters to editor – Applications for appointment. **(12 Hours)**

UNIT – IV

Company correspondence – secretary and his duties –Classifications- Correspondence with Directors, Shareholders- Types of meeting - Agenda for meeting- Minutes of the meeting. **(12 Hours)**

UNIT – V

Report writing – Meaning – Importance – Characteristic of good report – Report by individuals – Report by Committees – Precise writing passages relating to business and management. **(12 Hours)**

TEXT BOOK

1. Rajendrapal and Koralahalli J.S- Essentials of Business Correspondence, Sultan &Chants , Re-Print2008, 3rd Edition.

REFERENCE BOOKS

1. Ramesh M.S and Patten Shetty - Effective business English and Correspondence, R.C.Publications, 2009 2nd Edition
2. Balasubramanian - Business Communication, Vikas Publishing House Pvt.,Ltd-2008, 2nd Edition
3. RSN.Pillai&Bagavathi - Comercial Correspondance & Office

CONTENT BEYOND THE SYLLABUS

- 1.Importance of Spoken English
- 2.Collections of Envelope, Post cards. Inland cover , stamps as Assignment
3. Writing of simple formal letters.

Subject code : 14U3BAC07 Semester : III Credit : 4 Hours :60

**BBA
Core Course – VII**

BUSINESS LAW

OBJECTIVE:

To enable the students to understand the law which was used in business and about the contract and Auction Sales.

UNIT – I

Business law –Introduction-Definition –Sources of law-Law of Contract - Meaning – Formation of Contract –Offer –Conditions of making an Offer-Acceptance – Conditions of Acceptance- Essential elements of a valid Contract- Classification of Contract.

(12 Hours)

UNIT – II

Discharge of Contract- Introduction- Modes of Discharge of Contract- Remedies for Breach of Contract –Suit for Rescission-Suit for Damages –Rules for Damages -Quasi Contract-Basis for Quasi Contract – Types of Quasi Contract

(12Hours)

UNIT – III

Contract of Indemnity – Rights of Indemnity holder and Indemnifier- Contract of Guarantee – Essential- Differences between Contract of Indemnity and Contract of Guarantee - Contract of Bailment –Kinds of Bailment – Rights and Duties of Bailor & Bailee- Pledge – Rights and Duties of Pawnee & Pawnor.

(12 Hours)

UNIT – IV

Agency –Definition of Agent and Principal – Essentials as to Agency -Creation of Agency – Classification of Agents- Rights and Duties of Principal and Agent – Delegation of Agents Authority –Extent of Agent’s Authority –Personal liability of Agent- Termination of Agency.

(12 Hours)

UNIT – V

Sale of goods- Sale and agreement to sell- their Distinctions –Conditions and Warranties – Differences between Condition and Warranty -Caveat emptor- Transfer of Property – Rights of Unpaid Seller- Auction sale.

(12Hours)

TEXT BOOK:

1. N.D. Kapoor - Business Law Sultan Chand & Sons,2008. 2nd Editon

REFERENCE BOOKS:

1. Business Law -R.S.N.Pillai, Bagavathi, S.Chand, 2008, First Edition
2. Mercantile Law – M.C.Shukla, S.Chand, 2008, 2nd Edition
3. Business Law – P.C.Tulsian , TMH, 2009, 3rd Edition

CONTENT BEYOND THE SYLLABUS

1. Basics ethics in business
2. Social Responsibility of business towards the society
3. Auction sale in case of pledged gold ornaments

Subject Code : 14U3MAA13 Semester: IV Credit: 4 Hours: 60

BBA**Allied - III****INTRODUCTION TO OPERATIONS RESEARCH****OBJECTIVE:**

On successful completion of this course, the students should have understood the different tools and techniques of Operations Research.

UNIT I

Operations Research – Meaning – Scope – Uses – Operations Research in India – Models in Operations Research – Limitations of Model – General Methods for solving OR Models.

(12 Hours)

UNIT II

Linear Programming Problem – Formulation of LPP – Solution of LPP – Graphical Method – Simplex Method (Simple problems only)

(12 Hours)

UNIT III

Transportation Problem – Initial Basic Feasible Solution – North West Corner Rule – Least Cost Method – VAM – Optimality test – MODI Method – Unbalanced Transportation Problem

(13 Hours)

UNIT IV

Assignment Problem – Hungarian Assignment Problem – Balanced and Unbalanced Assignment Problems – Maximization Assignment problem

(11 Hours)

UNIT V

Decision Theory – Types of Decision Making Criteria – Decisions under uncertainty – Decisions under risk – Expected Monetary Value – Expected Opportunity Loss – Decision Tree

(12 Hours)

Note: Questions in theory and problems carry 30% and 70% of marks respectively.

TEXT BOOK

Operations Research – Kanti Swarup, P.K. Gupta & Manmohan – SultanChand & Sons, New Delhi

REFERENCE BOOKS

1. Operations Research – S. Kalavathy – Vikas Publishing House, Chennai
2. Operations Research – Prem Kumar Gupta – Sultan Chand & Co, New Delhi

Subject code: 14U3BAS01 Semester : III Credit : 2 Hours : 20

BBA

SBEC - I

SELF MANAGEMENT

OBJECTIVE:

On successful completion of this course, the students should have understood the basic of the Developing one`s skill and potential.

UNIT-I

Self Concept - Definition, Ideal – Meaning – Definition , Self Image – Self Confidence Building – Self Confidence.

(04 Hours)

UNIT-II

Self Esteem – Sources - Meaning -Importance - Low Self Esteem- Limitation - Developing Self Esteem.

(04 Hours)

UNIT-III

Attitude – Meaning & Definition - Components - Function – Developing Positive attitude - Reasons to poor attitude – Developing strong mental attitude.

(04 Hours)

UNIT-IV

Values : Meaning - Formation - Importance - Time management – Importance, Barriers improving effectiveness.

(04 Hours)

UNIT-V

Communication- Telephone effectiveness – Telephone etiquette – Telephone Conversation: Business Phone Etiquette, Structure of Business Phone Call, Telephone Skills: Listening, Dealing with Different Calls.

(04 Hours)

REFERENCE BOOKS:

1. Soft skill - Mr. Xavier Ignatius ,Vicas publication.
2. Global Business Foundation - www.nasscom.com

CONTENT BEYOND THE SYLLABUS

1. Causes of change in Attitude Behaviour
2. Importance of Management of Time in Business
3. Communication skill in attending the phone calls

Subject code: 14U3BAS02

Semester: III

Credit: 2

Hours: 20

BBA

SBEC - II

PRACTICAL PSYCHOLOGY

OBJECTIVE:

This course will strengthen the students Psychology by studying practical experiments.

UNIT-I

Making first impression – Steps to create impression - Remembering name – Smile: Meaning - Listening to others – Guidelines for good listening – Observation : Meaning – Types of observation.

(04 Hours)

UNIT-II

Importance of others: Appeal to self expression – Significance - Understanding others being Sympathetic – Empathy – Meaning – Definition – Features.

(04 Hours)

UNIT-III

People: Types of people - Handling people - Avoid criticism – Meaning – factors – objectives - Appreciate people - Avoid flattery . Guidelines.

(04 Hours)

UNIT-IV

Getting co-operation: Definition – Characteristics – Merits & Demerits - Avoid arguments – Mistake – Admit one's mistake - Be friendly.

(04 Hours)

UNIT-V

Observation: Meaning – Definition - Improving power of observation – Reasoning: Types – Reasoning through observation - law of attraction.

(04 Hours)

REFERENCE BOOK:

1. Practical Psychology - Elsie Lincoln Benedict, Kessinger Publishing, 2006, First Edition.

CONTENT BEYOND THE SYLLABUS

1. Avoid vengeance and Revenge

- 2.Co-operation in the work Place
- 3.Expression one's Views and opinions

Subject code: 14U3BAS03 Semester: III Credit: 2 Hours: 20

BBA

SBEC -III

PRINCIPLES OF INSURANCE

OBJECTIVE:

On successful completion of this course, the students should have understood the importance of Insurance which is cover our life and general risks by uncertainties.

UNIT-I

Introduction to Insurance: Meaning and Definition of Insurance – Importance – Objectives - Principles of Insurance -Types of Insurance. **(04 Hours)**

UNIT-II

LIC- Features of Life Insurance – Principles of Life Assurance – Assignment and Nominations – Lapses and Revivals – Surrender Values and Loans – Claims – Double Insurance. **(04 Hours)**

UNIT -III

Fire Insurance-Principles of Fire Insurance – Nature – Uses - Types of Fire Policy: Specific Policy, Valued Policy, Average Policy, Floating Policy, Replacement Policy, Comprehensive Policy – Fire Wastes. **(04 Hours)**

UNIT-IV

Marine Insurance – Meaning – Principles - Type of Policy : Fire Insurance : Valued Policy, Open Policy, Voyage Policy, Time Policy, Mixed Policy and Floating Policy - Marine Losses and Claims. **(04 Hours)**

UNIT-V

Miscellaneous Forms of Insurance – Fidelity Guarantee Insurance, Crop Insurance, Third Party Insurance, Health Insurance, Personal accident Insurance and Motor Insurance. **(04 Hours)**

TEXT BOOK:

1. Practices of Insurance - P.Periasamy, Himalaya Publications, 3rd Edition New Delhi, 2008.

REFERENCE BOOKS

1. Insurance Principles and Practices - M.N.Mishra, S.Chand & Company Ltd., New Delhi, 2007
2nd Edition
2. Principles and Practices of Insurance - G.S.Panda, Kalyani Publishers, Chennai, 2008, 2nd Edition.
3. Elements of Insurance - A. Moorthy, Margham Publication, Chennai, 2009, 2nd Edition

CONTENT BEYOND THE SYLLABUS

1. Filling up of Insurance Forms
2. Playing the role of Insurance agent
3. Difference between LIC, Marine, Fire and General Insurance

Subject code : 14U3CAN01 Semester : III Credit : 2 Hours : 20

BBA

TAXATION - I

UNIT-I

Basic Concepts- Agricultural Income – Assesses – Person – Income - Assessment Year -Previous Year . **(4 Hours)**

UNIT-II

Basis of Charges: Residential Status of Individuals - Exempted Incomes. **(4 Hours)**

UNIT-III

Heads of Income - Income under salaries - Meaning, definition, Features, - Treatment of PF – Allowances (Basic Theory) **(4Hours)**

UNIT-IV

Income from House property – Definition - Deemed owner of House Property - Exempted Income from House Property -Profit and gains of Business or Profession **(4 Hours)**

UNIT -V

Capital Gain and Income from other sources. **(4 Hours)**

Note: THEORY ONLY

TEXT BOOK:

1. Income tax Law and Practice - V.P.Gaur & Narang, Kalyani Publishers, Ludhiana, NewDelhi, 2013, 43rd Edition

REFERENCE BOOKS

1. Income Tax Law and Practice - A.Jayakumar & N.Hariharan, Vijay Nicole Imprints (P) Ltd., Chennai-37, 4th Edition.
2. Income Tax Law and Practice - Vinoth Sinhanian, Taxman Publications, NewDelhi, 2013.

CONTENT BEYOND THE SYLLABUS

1. Filling up of Income Tax return
2. Petition
3. Importance of Permanent Account Number

Subject code: 14U4BAC08

Semester: IV

Credit: 4

Hours: 60

BBA

Core Course – VIII

MANAGEMENT ACCOUNTING

OBJECTIVE:

On successful completion of this course, the students should have understood the different tools and techniques of management accounting.

UNIT – I

Management Accounting – Meaning – Definition – Objectives and Scope of Management Accounting – Difference between Management Accounting, Cost Accounting and Financial Accounting. **(12 Hours)**

UNIT – II

Analysis and Interpretation of Financial Statements – Common Size and Comparative Statements - Ratio Analysis – Introduction – Advantages of Ratio Analysis – Classification of Ratios – Limitations of ratio analysis – Problems on Ratio Analysis (simple problems only). **(12 Hours)**

UNIT – III

Fund flow statement - Meaning – Flow of Funds – Purpose of Preparing Fund Flow Statement – Preparation of Schedule of Changes in Working Capital, Cash flow Statement - Flow of Cash – Cash from Operation (Simple problems only). **(12 Hours)**

UNIT – IV

Budget and Budgetary Control- Meaning and Significance of Preparation of Budget – Types of Budgets - Flexible Cash and Production Budgets (Simple Problems only). **(12 Hours)**

UNIT – V

Marginal Costing – Meaning – Definition – Salient Features of Marginal Costing – P/V ratio - Break Even Point – Margin of safety – Managerial Decision making Process – Make or Buy Decision – Accepting Foreign Orders. (Simple Problems only). **(12 Hours)**

[Theory – 20% Problems – 80%]

TEXT BOOK:

1. Management Accounting _ S.N. Maheswari - Sultan Chand Publications, 2008, 2nd Edition

REFERENCE BOOK:

1. Management Accounting – R. Ramachandran & Srinivasan, Advent Books Division, 2006, 2nd Edition.

CONTENT BEYOND THE SYLLABUS

- 1.Application of management Accounting in the concern
- 2.Responsibilities of an Management Accountant

Subject Code: 14U4BAC09

Semester: IV

Credit: 4

Hours : 60

BBA

Elective -1

ENTREPRENEURSHIP DEVELOPMENT

OBJECTIVE:

On successful completion of this course, the students will become a young women Entrepreneur and they will understood the different concepts in Entrepreneurship Development and about the Online marketing and online shopping.

UNIT-I

Evolution of the concept of Entrepreneur - Characteristics, Functions & types of Entrepreneur. Entrepreneurship - Role of Entrepreneurship in Economic Development - Women Entrepreneurs – Problems of Women Entrepreneurs - Factors affecting Entrepreneurial Growth – Intrapreneur. **(12 Hours)**

UNIT-II

Entrepreneurial Traits - Small Scale Industries - Role and its problems in Economic Development - Entrepreneur Development Programmes - Objectives and phases. **(12 Hours)**

UNIT-III

Project Identification - Project Classification - Project Selection - Project Formulation – Project Report- Project Appraisal- Methods of Project Appraisal. **(12 Hours)**

UNIT-IV

Institutional Finance to Entrepreneurs – Sources and Factors Determining Capital Structure – Commercial Banks , Financial Institutions : CGTMS-TIIC-KVIC-KVIB-DIC-SIDBI-MUNDRA. **(12 Hours)**

UNIT-V

Marketing and promotion- Impact of social media in product development-Online marketing and online shopping. **(12 Hours)**

TEXT BOOK :

1. Entrepreneurial Development
- S.S.Kanka , S.Chand & Company Ltd., New Delhi. 3rd Edition.

REFERENCE BOOKS:

1. Entrepreneurship and small business management
- M.B.Shukla, Hitab Mahal Publication, Allahabad, 4th Edition
2. Dynamics of Entrepreneurial Development &
- Vasant Desai, Himalaya Management Publishing House, New Delhi, 3rd Edition.

CONTENT BEYOND THE SYLLABUS

1. History of great entrepreneur
2. Training in small scale industry
3. Practical Difficulties in obtaining loan from Bank

Subject Code : 14U4BAC10 Semester : IV Credit : 5 Hours : 60

BBA

CORE COURSE X

COMPANY LAW

OBJECTIVE:

On successful completion of this course, the students should have understood about the company procedures and terms.

UNIT – I

Company: Meaning- Definition- Characteristics- Kinds of Companies-Differences between Private & Public Companies – Formation- Role of Promoters- Incorporation- Certificate of Incorporation – Commencement of Business. **(12 Hours)**

UNIT – II

Memorandum of Association- Contents and Alteration-Doctrine of Ultra vires- Articles of Association –Contents-Distinction between the Memorandum of Association and Articles of Association -Doctrine of Indoor management. **(12 Hours)**

UNIT – III

Prospectus-Definition of Prospectus –Statutory provisions regarding the Issue of Prospectus-Contents of Prospectus -Statement in lie- of Prospectus-Board of Directors Appointment-Power-Position-Duties-Liabilities. **(12 Hours)**

UNIT – IV

Company meetings-Statutory meetings-Annual General Meeting(AGM)-Extra-Ordinary Meeting-Board Meetings-Resolutions-Kinds of Resolutions- Minutes- Kinds of Minutes – Contents of Minutes - Quorum – Secretarial duties regarding Quorum – Proxies –Statutory Provisions relating to Proxies. **(12 Hours)**

UNIT – V

Winding up a Company-Types of Winding-up- Winding up by court-Voluntary winding up (members & creditors) winding up of unregistered companies- Liquidator – his Powers, Duties and Liabilities. **(12 Hours)**

TEXT BOOK:

1.N.D. Kapoor - Company Law Sultan Chand & Sons, 2008, 8th Edition

REFERENCE BOOKS:

1. S.M. Shulka, RN Saxena, Indian Company Law, SBD Publishers, 2009, 3rd Edition.
2. Shulka M.C. Commercial Law, S.Chand, 2008, 2nd Edition
3. P.C Tulsian, Business Law, TMH, 2007.

CONTENT BEYOND THE SYLLABUS

- 1 .Issue of shares and Debentures
- 2.Companies role to the society
- 3.Visit to Private limited and public companies

Subject Code:14U4BAC08 Semester: IV Credit: 4 Hours: 60
BBA
Allied-IV

INTRODUCTION TO OPERATIONS RESEARCH – II

OBJECTIVE:

On successful completion of this course, the students can understand the different tools and techniques of Operations Research.

Unit I

Game Theory – Basic Terminologies – Two Person Zero-Sum games – Games with Saddle Point – Maximin –Minimax Principle – Games without Saddle point – Mixed Strategies – Graphical Solution 2xn Games mx2 Games. **(12 Hours)**

Unit-II

Queuing Theory – Elements of Queuing System – Applications – Single Server Model – M/M/1 : α /FIFO – M/M/1 : N/FIFO – Simple Problems. **(12 Hours)**

Unit III

Inventory Models – Economic Lot Size models – Economic Order Quantity with Uniform demand – Production Inventory model – Inventory model with quantity discounts – simple problems (No Derivations) **(12 Hours)**

Unit IV

Replacement Problems – Replacement of items that deteriorates with time (without change of money value) - Replacement of itmes that deteriorates with time (with change of money value) **(12 Hours)**

Unit V

Network Analysis – Construction of Network Diagram – Critical Path Method – Program Evaluation and Review Techniques (PERT) – Difference between CPM & PERT **(12 Hours)**

Note: Questions in theory and problems carry 30% and 70% of marks respectively

TEXT BOOK

Operations Research – Kanti Swarup, P.K. Gupta & Manmohan – SultanChand & Sons, 2nd Edition, New Delhi

REFERENCE BOOKS

1. Operations Research – S. Kalavathy – Vikas Publishing House, 3rd Edition, Chennai
2. Operations Research – Prem Kumar Gupta – Sultan Chand & Co, 2nd New Delhi
3. Introduction to Operations Research – P.R. Vittal – Margham Publications, Chennai

CONTENT BEYOND THE SYLLABUS

1. The analysis of strategies for dealing with competitive situations where the outcome of a participant's choice of action depends critically on the actions of other participants.
2. Game theory has been applied to contexts in war, business, and biology.
3. Identifies the Most Important Tasks
4. Helps Reduce Timelines:
4. Commercial Queuing Systems – Commercial organizations serving external customers
4. Operations management
5. Safety stock analysis
6. Corporate challenges in modern risk managements

Subject code: 14U4BAS04 Semester: IV Credit: 2 Hours: 20

BBA

SBEC - IV

PERSONALITY DEVELOPMENT

OBJECTIVE: The main objective of this course is to develop the personality behavior of a person.

UNIT-1

Personality – Meaning, importance, factors affective personality, traits of personality. **(04 Hours)**

UNIT-2

Values – meaning, importance, qualities, formation of values- types of values. **(04 Hours)**

UNIT-3

Interpersonal Skill: Meaning, Importance, Element, Improving Interpersonal Skills. **(04 Hours)**

UNIT-4

Conflict Management-Type of conflict- Ways of Resolving Conflict. **(04 Hours)**

UNIT-5

Transactional analysis-meaning, importance,types complementary,contradictory,ulterior **(04 Hours)**

REFERENCE BOOK:

1. L.M. Prasad, Organisational Behaviour
– Sultan Chand Publications, 2000, 3rd Edition.
2. Get the job done – Shoe Maker, First Edition, Pearson Publication.

CONTENT BEYOND THE SYLLABUS

- 1.Influence of Personality on others
- 2.Attitude and Personality
- 3.Analysis of One's Personality

Subject code: 14U4BAS05

Semester: IV

Credit: 2

Hours: 20

BBA

SBEC - V

SKILLS FOR MANAGEMENT

OBJECTIVE: The main objective of this course is to develop the various skills to become a good manager.

UNIT-I

Resume Basics: Purpose, Focus, Resume formats, Strengths and weaknesses of different formats. Different Parts of a Resume, Right Words for Resumes, Fonts and Styles. **(04 Hours)**

UNIT-II

Interview: Meaning – Objectives - Types – Analysis of an Interview situation. Interview Preparation - Before the Interview - During the Interview. **(04 Hours)**

UNIT-III

Reading and communication skills - Listening skills-meaning, importance, pitfalls is listening, improving listening- listening skill/technique. **(04 Hours)**

UNIT-IV

Group Discussions: Group – Meaning, Definitions – Characteristics – Discussions : Meaning - Importance – Values of Discussions – Role playing – Effectiveness in participation. **(04 Hours)**

UNIT-V

Time Management : Meaning – Definition – Importance – Merits – Elements of Effective Time management – Evaluation of time. **(04 Hours)**

REFERENCE BOOK:

1. Dr.S.K.Mandal, How to succeed in Group discussions and Personal interviews, Jaico publishing house, 2011, First Edition.

CONTENT BEYOND THE SYLLABUS

- 1.Developing of English skill
- 2.Building Personality through Discussion
- 3.Time as a valuable resource

Subject code : 14U4BAS06 Semester : IV Credit : 2 Hours : 24

BBA

SBEC – VI

INPLANT TRAINING

OBJECTIVE: The main objective of this internship is to provide practical knowledge of know how in industry.

- i) The students are expected to have a practical training in any business unit or undertaking to enable them to acquaint himself/herself with the procedure, practice and working of companies.
- ii) Each student should undergo industrial training for a minimum period of two weeks during the third semester vacation.
- iii) He/she shall undergo the above training in the institutions like banks, insurance companies, mutual funds, transport undertakings, private limited and public limited companies, public sector undertakings, hotels and hospitals, travel and tourist industries and financial institutions.
- iv) Students may make their own arrangement in fixing the companies for training. Candidates should submit a report in not less than 25 type written pages.
- v) Candidates should submit the attendance certificate from the institution for having attended the training for 2 weeks.
- vi) Industrial training reports shall be prepared by the students under the prepared by the students under the supervision of the faculty of the department.
- vii) Industrial training report must contain the following:
 - Cover page.
 - Copy of training certificate.
 - Profile of the business unit.
 - Report about the work undertaken by them during the tenure of training.
 - Observation about the concern.
 - Findings.

- vii) Industrial training certificate shall be forwarded to the university. One month before the commencement of the fourth semester university examinations.
- viii) The semester marks are awarded on the basis of internal 40 and external 60 for project viva voce.
- ix) ix) Practical viva-voce examination will be conducted with internal and external examiners at the end of the 4th semester and the credits will be awarded.

Subject code: 14U4CAN02 Semester: IV Credit: 2 Hours: 20

**BBA
NMEC-II
TAXATION - II**

OBJECTIVE:

On successful completion of this course, the students should have understood the basics of income tax act and its implications.

UNIT-I

Capital gain - Basic of charge – Capital assets – Transfer of Capital assets – Types of capital gain – excepted capital gain – Deemed capital gain – computation of capital gain – Capital loss – Tax on capital gain. **(04 Hours)**

UNIT-II

Income from other sources – General incomes – Specific incomes – Deduction in computing income from other sources – Computation of income from other sources. **(04 Hours)**

UNIT -III

Aggregation of income – Deemed income – Deduction from gross total income – set off and carry forward of loss. **(04 Hours)**

UNIT-IV

Computation of tax liability – surcharge – tax free income – assessment of individual and firms. **(04 Hours)**

UNIT-V

Income tax authorities – Powers & Duties – Types of assessment – Appeals & Revisions. **(04 Hours)**

TEXT BOOK:

1. Income tax law and Practice - V.P. Gaur & D.B. Narang – Kalyani Publishers, 43rd Edition, New Delhi – 2.

REFERENCE BOOKS

1. Income tax law & Practice - Hariharan , Tata McGraw Hill Publication,

CONTENT BEYOND THE SYLLABUS

1. Search the Premises and business
2. Survey only the business Premises
3. scrutinizing the non Profit Organisation

Subject code: 14U5BAC11 Semester: V Credit: 4 Hours: 60

BBA

ADVERTISEMENT AND SALESMANSHIP

OBJECTIVE:

On successful completion of this course, the students will get an in depth knowledge on the role of Advertisements in the development of economy.

UNIT - I

Advertising – Introduction- Characteristics- Types of Advertising – By Geographical Coverage- By target group- By type of Impact- Non product Advertising.
(12 Hours)

UNIT – II

Advertising Agency- Importance – Types of Media – Television- Radio- News Paper- Web Advertisements-Advantages and disadvantages- Layout – Design appeal – Copy structure
(12 Hours)

UNIT – III

Media Selection- Media Planning- Factors influencing Media Planning- Media Scheduling- Creativity – Stages of Creativity- Importance of Creativity **(12 Hours)**

UNIT – IV

Scope and role of sale promotion – Definition – Objectives of sales promotion - sales promotion techniques – Types of sales Promotion- Online sales promotions
(12 Hours)

UNIT – V

Personal Selling- Important aspects of Personal Selling- Sales Display- Objectives of sales Display- Types of sales Display - Designing of sales promotion campaign – Involvement of salesmen and dealers .
(12 Hours)

TEXT BOOK:

1. Advertising & Sales Promotions - S.L.Gupta , VV Ratna -2007 Third Edition New Delhi – 2.

REFERENCE BOOKS

1. Advertising & Sales Promotions Management - S.A.Chunawala , Himalaya II Edition
2. Advertising & Sales Promotions Management - S.H.H. Kazmi Satish & Batra. 2013

CONTENT BEYOND THE SYLLABUS

1. Effect of Advertisement on Teenagers and Children
2. Advertisement in Social Networking
3. Creating of advertisement copy for Assignment
4. Advertisement in the past era

Subject code: 14U5BAC12 Semester: V Credit: 4 Hours: 60

BBA

FINANCIAL MANAGEMENT

OBJECTIVE:

The main objective of this subject is one can thoroughly understand the importance of Finance to the business and the mode of investment in business.

UNIT - I

Financial management – meaning – definition – nature and scope of financial management. Factors influencing financial decisions-objectives of financial management- Functions of financial manager-Organisation of Financial Management. (Theory only) **(10 Hours)**

UNIT - II

Capital budgeting – ranking of projects – methods of evaluating a project investment proposal – importance of capital budgeting- Problem on payback method- NPV (Net Present Value)- IRR (Internal Rate of Return). Leverages – meaning - types – importance and significance of leverages(Theory Only). **(15 Hours)**

UNIT – III

Dividend Policy- Introduction-Dividend Decision and Valuation of firms- Theory of Irrelevance-Modigliani and Miller Approach-Walter and Gordon's Approach-Determinants of Dividend Policy . (Theory Only). **(12 Hours)**

UNIT- IV

Cost of capital – concept of cost of capital – determinants of cost of capital – Significance of Cost of Capital-Super normal growth-simple and weighted average cost of capital). (Theory Only). **(13 Hours)**

UNIT-V

Working capital management – meaning – importance – types of working capital – factors determining working capital requirements - estimation of working capital (simple problems only). Management of cash – inventory - accounts receivables and accounts payable. (Theory only). **(10 Hours)**

NOTE :

Theory - 80% of Marks, Problem - 20% of Marks

TEXT BOOK:

1. Dr. S.N. Maneswari, Principles of Financial Management, Himalaya Publishing house.
2. Sharma & Sasi K. Gupta, Financial Management, Kalyani Publishers.

REFERENCE BOOKS

1. I.M. Pandey, Financial Management – Vikas.
2. Kulkarni & Sathya Prasad, Financial Management – Himalaya

CONTENT BEYOND THE SYLLABUS

1. Securities and Exchange Commission regulations (SEC)
2. Techniques to evaluate merger leverage, buyout and divestitures
3. Initial Public Offering.

Subject code: 14U5BAC13 Semester: V Credit: 4 Hours: 60

BBA

RESEARCH METHODOLOGY

OBJECTIVE:

The main aim of this subject is one can attain in depth knowledge of conducting research in various discipline of studies.

UNIT – I

Research - Introduction – Meaning and definition - Objectives - Importance of research – types of research – criteria of good research.

(12 Hours)

UNIT – II

Research process - Need for research design – Features of a good design - Importance concept relating to research design.

(12 Hours)

UNIT – III

Sampling meaning – steps in sampling design – characteristics – Types of sampling.

(12 Hours)

UNIT – IV

Data collection – Primary data – Secondary data – types – Difference between questionnaire & schedule – Difference between primary and secondary data.

(12 Hours)

UNIT – V

Analysis of data – process – Meaning of Interpretation – Significance of report writing-Types - Layout of the research report.

(12 Hours)

TEXT BOOK :

1. Research Methodology, C.R. Kothari New Age International (P) Limited Publishers, 2009.

REFERENCE BOOKS :

1. Marketing Research and Consumer Behaviour, S.Sumathi, P.Saravanel. Vikas Publishing

House Private Limited 2003.

2. Marketing Management, R.S.N. Pillai, Bagavathi, Sultan chand & Co, Ltd, New Delhi, 2010

CONTENT BEYOND THE SYLLABUS

- 1.Application of Chi-square Test
- 2.Preparation of questionnaire for assignment
- 3.Research and Science

Subject code: 14U5BAC14 Semester: V Credit: 4 Hours: 60

BBA

COST ACCOUNTING

OBJECTIVE:

The main outcome of this subject is that it imparts the importance of preparation of cost sheet to find out the cost .

UNIT – I

Cost accounting – Meaning, Scope, Objectives – Advantages & Limitations – Difference between Cost accounting and Financial Accounting - Elements of Cost – Preparation of Cost Sheet.

(10 Hours)

UNIT – II

Material Management – Purchase Procedure – Various Stock levels – Maximum stock level – Minimum stock level – Reorder level – Merits & Demerits - Economic Order Quantity – Bin card and stores ledger.

(10 Hours)

UNIT – III

Pricing Methods – FIFO, LIFO – Merits & Demerits – Simple Average and weighted average methods – Merits & Demerits – Stock Control.

(12 Hours)

UNIT – IV

Labour cost – Importance – Various methods of labour cost control – methods of wage payment – various incentive schemes – labour turnover.

(12 Hours)

UNIT – V

Marginal Costing – Break Even Analysis for profit planning and control – P/V ratio - BEP and Margin of safety.

(12 Hours)

Note : Distribution of Marks - Problems 80% and Theory 20%

TEXT BOOK :

1. Dr. R. Ramachandran & Dr. R. Srinivasan , Cost Accounting, Sriram Publication, Trichy - 1

REFERENCE BOOKS :

1. Jain & Narang, Costing Accounting, Kalyani Publishers, New Delhi – 2006,
2. Pillai & Bagavathi, Cost Accounting, Sultan Chand & Sons, New Delhi, 2008

CONTENT BEYOND THE SYLLABUS

1. Installation of costing system
2. Standard Costing
3. Job Costing

Subject code: 14U5BAC15 Semester: V Credit: 4 Hours: 60

BBA

MULTIMEDIA

OBJECTIVE:

The main outcome of this subject is that it imparts the importance of Creation of an image in an imagination .

UNIT I

Introduction – Multimedia Elements-Multimedia Applications: Document Imaging-Image Processing and Image Recognition-Electronic Messaging-Multimedia Systems Architecture-Defining objects for Multimedia Systems-Multimedia Data Interface Standards-Multimedia Database.

(12 Hours)

UNIT II

Compression-Types of compression-Lossless compression-Lossy compression-Binary image compression schemes-Packbits encoding 1-D, 2-D compression-Decompression.Video Image compression:MPEG coding methodology-Vector Quantization.

(12 Hours)

UNIT III

MIDI file format:Channel messages-system messages-JPEG DIB File format for still and motion images:JPEG Still images-Jpeg Motion Images-JPEG AVI File format-AVI Indeo File Format-MPEG Standards.

(12 Hours)

UNIT IV

Input Technology-Pen Input-The electronic pen-Pen Driver-Display Driver.Output Technologies-Print Output Technologies: Laser Printing Technology-Dye Sublimation Printer-Color Printer Technology Issues.

(12 Hours)

UNIT V

Virtual Reality Design: Human Factors-Multimedia Input/Output. Virtual Reality Modeling-Virtual Reality Design Considerations.-Organizing Multimedia Database.

(12 Hours)

TEXT BOOK

REFERENCE BOOKS

1. Ranjan parekh – “Principles Of Multimedia “ – 3rd edition TMH.
2. Simoin j., Gibbs, Dionysios C and Tsichriziz “ Multimedia Programming” , Addison Wesley, 1994
3. John F. Koegel Buford, “ Mutimedia Systems”, Addison Wesley, 1994.

CONTENT BEYOND THE SYLLABUS

1. Animation effects
2. 3-D Image processing
3. Photoshop preparation

Subject code: 14U5BAE01 Semester: V Credit: 5 Hours: 60

BBA

SERVICE MARKETING

OBJECTIVE:

On Studying this subject students will get awareness in various service sectors and the role they plays in marketing

UNIT – I

Introduction – Meaning and definition, Concept of Service marketing – Characteristics - Importance – Classifications of services – Difference between marketing of goods and services. **(12 Hours)**

UNIT – II

Environment of service marketing – Macro & Micro – understanding service customer. Models of services – consumer behaviour – service quality & GAP model. **(12 Hours)**

UNIT – III

Market Segmentation – Definition – Bases for segmenting consumer market – Industrial market – Requirement for effective segmentation - Targeting & Positioning. **(12 Hours)**

UNIT – IV

Marketing mix in services – Traditional 4P's – Extended marketing mix for services -Bank marketing – Marketing mix in banking services – 7 P's – Product-Price-Place-Promotion – Process – Physical evidence – people. **(12 Hours)**

UNIT – V

Marketing of Tourism services - Factors – Motivation for travel – Consumer – Marketing mix (7 P's) in tourism services – Education marketing – Levels of Education - Characteristics – Marketing mix in Educational services. **(12 Hours)**

TEXT BOOK :

1. Services Marketing, Ravishankar, Excel Books New Delhi , 2008

REFERENCE BOOKS :

1. Marketing Management , R.S.N. Pillai, Bagavathi, Sultan Chand & Co. Ltd, New Delhi,2010

2. Marketing of services, Dr. Jyotsna Diwan Mehta, Dr. Shobha, Khinvasara Professional Publication,
New Delhi , 2009-2010.

3 Service Marketing, Valarie A. Zeithaml V.A. & M.J. Bitner

CONTENT BEYOND THE SYLLABUS

- 1.Branding of Services
- 2.Services in Hotels , Airlines
3. Implication of services on customers

Subject code: 14U6BAC16 Semester: VI Credit: 4 Hours: 60

BBA

HUMAN RESOURCE MANAGEMENT

OBJECTIVE:

On completion of this subject the student will learn about the human values ,importance of human resource in organization and their contribution to development of the organization.

UNIT - I

Introduction to Human Resource Development(HRD) – Need for HRD – HRD-Processes – HRD Methods. **(12 Hours)**

UNIT - II

Planning – The HRD System – HRD sub-systems – HRD Objectives, Policies-Organising – Tasks of HRD Department. **(12 Hours)**

UNIT - III

Individual Behaviour – Personality – Importance, Classifications – Perception – Meaning and Definition – Characteristics – Job Satisfaction – Criteria for Job satisfaction -Group Behaviour – Meaning – Types of groups. **(12 Hours)**

UNIT - IV

Job Analysis – Job Description – Job Specification – Recruitment, Selection and Induction – Training and Development. **(12 Hours)**

UNIT - V

Conflict - Meaning and Definition – Types of conflict – Organisational Climate or Culture(OC) – Components , Determinants – Sustaining of Culture. **(12 Hours)**

TEXT BOOK :

1. P.C.Tripathi, Human Resource Development , Sultan Chand & Sons , New Delhi – 2002.

REFERENCE BOOKS :

1. S.S.Khanka, Human Resource Management, S.chand & Company Ltd., New Delhi, 2010.
2. S.Yuvaraj, Human Resource Development, Vrinda publications (p) ltd., New Delhi, 2003.
3. C.B.Memoria, Personnel Management – Himalaya publications house.
4. J.Jayasankar , Human Resource Management , Margham publications.

CONTENT BEYOND THE SYLLABUS

- 1.Absenteeism and its causes
- 2.Motivation in the Organisation
- 3.Effective Leadership to build the team
4. Role of HR in campus Interview

Subject code: 14U6BAC17 Semester: VI Credit: 4 Hours: 60

BBA**PRODUCTION & MATERIALS MANAGEMENT****OBJECTIVE:**

The main objective of this course is to give the knowledge about the production management and how to handle the materials.

UNIT – I

Production Management-Definition-Functions & scope – Plant Location-Factors-Plant Layout principles-Types-Importance. **(12 Hours)**

UNIT – II

Production Planning & Control – Principles-Process; Plant maintenance – Types-Maintenance Scheduling. **(12 Hours)**

UNIT – III

Materials management-meaning, Definition-Importance-Process-Integrated material Management-concepts-Advantages – Process. **(12 Hours)**

UNIT – IV

Management of materials – Techniques of materials planning – Inventory control-meaning & importance-Tools of inventory control – ABC, VED & FSN analysis- EOQ. **(12 Hours)**

UNIT - V

Purchasing-procedure-principles-Vendor rating-Vendor Development-Store keeping & materials handling-objectives-Functions-Equipments. **(12 Hours)**

TEXT BOOK :

1. Production & Materials Management - Saravanavel .P & Sumathi .S, Margham Publications, 2006.
2. Materials Management - Gopalakrishnan & Sudaresan, PHI,2008.

REFERENCE BOOKS :

1. Varma, M.M. Materials Management , Sultan chand & sons,2008, 2nd Edition
2. Dutta, Integrated Material Engineering & Management, 2nd Edition, Dhanpatrai Publications, 2007.

CONTENT BEYOND THE SYLLABUS

1. Training in verification of stock
2. Description of Production Process
3. Input of materials in the concerned Product

Subject code: 14U6BAC18 Semester: VI Credit: 4 Hours: 60

BBA

MS-OFFICE AND TALLY

UNIT I

Introduction to Microsoft Office – MS Word – Creating and Editing Documents – Menus, Commands, Toolbars and Icons—Formatting document – Creating Tables .

MS Excel : Spreadsheet Overview – Menus, Toolbars, Icons - Creating worksheets - Editing and Formatting – excel Formulas and Functions – Creating a Chart Data Forms, Sort, Filter. **(12 Hours)**

UNIT – III

Introduction to Tally – Company Creation – Alter – Display – Accounts info – Ledger Creation – Voucher Creation – Bank Reconciliation Statement – Bill wise Details – Cost Centre and Cost Category – Multi Currency – Interest calculation – Budgets and Credit Limits – Day Book. **(12 Hours)**

UNIT-IV

Inventory info – Stock Group – Stock Category – Stock Item – Unit of Measures- Godowns – Inventory vouchers – Re-order level and status – Batch-wise Details – Bill of Material. **(12 Hours)**

UNIT-V

Statutory and Taxation – Value Added Tax (VAT) – Tax Deducted at Source (TDS) – Tax Collected at Source (TCS) – Service Tax – Security Control and Tally audit – Export and Import – Backup and Restore – Open Database Connectivity. **(12 Hours)**

TEXT BOOK:

1. MS Office 2000 For Ever One - Vikas Publishing HousPvt.Ltd., Sanjay Saxena, 2010

CONTENT BEYOND THE SYLLABUS

1. Microsoft Office
2. Network Security
3. Hacker Techniques.

Subject code: 14U6BAP01

Semester: VI

Credit: 4

Hours: 60

BBA

MS-OFFICE AND TALLY - PRACTICAL

MS-OFFICE

MS.WORD:

1. Starting MS-WORD, Creating, Saving, Printing, Closing and Exiting.
2. a. Create a document, save it and edit the document as follows:
 - i) Find and Replace options.
 - ii) Cut, Copy, Paste options.
 - iii) Undo and Redo options.b. Format the document:
 - i) Using Bold, Underline and Italic.
 - ii) Change Character size using the font dialog box.
 - iii) Formatting paragraph: Center, Left aligns & Right align
 - iv) Changing paragraph and line spacing, Using Bullets and Numbering in Paragraphs.
3. Using tab settings enhancing the documents (Header, Footer, Page Setup, Border, Print Preview).
4. Creating Tables in a document, Selecting Rows & Column sort the record by using tables format painter and Auto Format.

MS-EXCEL

1. a. Create a worksheet, moving/ copying/ inserting/ deleting rows and columns.
 - b. Formatting worksheets.(Bold style, Italic style, Formatting numbers (Auto fill, Selection Command, Currency format), Printing a work sheet (Print preview, Margin Setting, Header, Footer))
2. Creating charts
3. Using date, time, math functions

TALLY:

1. Company Information

- a. Company creation
- b. Select Company
- c. Shut Company
- d. Alter Company
- e. Split Company Data
- f. Backup and Restore

2. Gateway of Tally

- a. Accounts info (Groups, Ledgers, Voucher Types)
- b. Inventory info (Stock Group, Stock Category, Stock item, Unit of Measures)
- c. Accounting Vouchers
- d. Inventory Vouchers

3. Statutory and Taxation

- a. Value Added Tax (VAT)
- b. Tax Deducted at Source (TDS)
- c. Tax Collected at Source (TCS)
- d. Service Tax

4. Display

- a. Trial Balance
- b. Day Book
- c. Accounts Book
- d. Statement of Accounts
- e. Inventory Books
- f. Statement of Inventory
- g. Statutory Info
- h. Statutory Reports,
- i) Cash flow and Fund flow Statements

Subject code: 14U6BAPR1

Semester: VI

Credit: 5

Hours: 60

BBA

Core Practical- I

PROJECT WORK

PROJECT WORK GUIDELINES

SPECIMEN - I

**A Study on Effectiveness of Training Among 'E' Level Employees of
Watch Division in Titan Industries Limited, Hosur**

A Project Report Submitted to the Periyar University in Partial fulfillment of the
requirements for the award of the Degree of

BACHELOR OF BUSINESS ADMINISTRATION

By

Name of the Student

Reg. No. _____

Under the guidance of

Name of the Guide

Designation, Department
College.

College Emblem

Note:

1. Report pages should be minimum 50 pages and maximum not to be exceed 60 pages

Subject code: 14U6BAE02 Semester: VI Credit: 5 Hours: 60
BBA

GLOBAL BUSINESS

OBJECTIVE: The objective of the course is to expose students to the concept, importance and dynamics of International Business and India's involvement with global business operation

UNIT-I

Introduction to International Business- Meaning-Distinction between Domestic and International Business- Reason for International Business_Problems of International Business-Concept of Globalisation-Stages of Globalisation-Importance of Globalisation.
(12 Hours)

UNIT-II

International Business Environment-Characteristics- Environment of International Business- Economic Environment- Social Environment-Cultural Environment-Political Environment- Legal Environment-Technological Environment.
(12 Hours)

UNIT-III

Product Planning and Development-Product Planning- Product Mix- Steps in Product Planning and Development- International Pricing- Pricing Objectives- factors influencing Pricing- Pricing methods
(12 Hours)

UNIT-IV

- Distribution Channels- characteristics- Role and function-Major Distribution Policies- Personal selling-Characteristics-Process of Personal selling.
(12 Hours)

UNIT-V

International Organisation and Agreement-WTO- Difference between Gatt and WTO- UNCTAD- Principles-Functions- IBRD- Principles- Organisation Structure-IMF- Objectives-Functions-Organisation Structure.
(12 Hours)

TEXT BOOK

1.International Business- Dr. C.B.Gupta,first edition,2014 Sultan Chand Co.PvT LTd.Ramnagar New Delhi.

REFERENCE BOOKS

1. International Marketing -Dr,R.K.Kothari, Dr.P.C.Jain, First Edition,2008-2009
Ramesh Book Depot-Jaipur, NewDelhi
2. International Marketing Management-R.L. Varshney, B.Bhattacharya, Sultan Chand and Sons- NewDelhi, 13th edition, 2000

CONTENT BEYOND THE SYLLABUS

- 1 Expansion of Business to Global Level
2. A visit to an Export company
3. Profit earned through marketing of sea foods
3. Formalities to be fulfilled for export and Import of Product

QUESTION PAPER PATTERN

(For Theory & Problem oriented subjects)

Time : 3 Hours

Max. Marks: 75

PART – A (10 x2 = 20 Marks)

**Answer All the Questions
(From each unit two questions)**

PART – B (5 x 5 = 25 Marks)

**Answer All Questions (Either or Type)
(From each unit one question)**

PART – C (3 x 10 = 30 Marks)

**Answer Any Three out of Five Questions
(From each unit one question)**