

SRI CHANDRASEKHARENDRA SARASWATHI VISWA MAHAVIDYALAYA
(Accredited with “A” Grade by NAAC)
(Declared as Deemed-to-be University under section 3 of the UGC Act, 1956 vide notification
No.F.9.9/92-U.3 dated 26th May 1993 of the Govt. of India)
Enathur, Kanchipuram – 631 561

BBA COURSE
(Semester pattern)

BBA Programme

Semester	Number of Language Papers	Credits	Number of Core Papers	Credits	Practical/Internship	Credits	Total Credits
Semester I	2	6	3	12	-	-	18
Semester II	2	6	4	16	-	-	22
Semester III	-	-	6	24	-	-	24
Semester IV	-	-	6	24	-	-	24
Semester V	-	-	6	24	-	-	24
Semester VI	-	-	5	20	1	2	22
Total		12		120		2	134

I Semester

S.No	Subject Code	Title	Credits			Max. Marks
			Practical	Lecture	Total	
LANGUAGE PAPERS						
1	LT101/ LS101	Tamil- I/ Sanskrit - I	-	3	3	100
2	LE102	English - I	-	3	3	100
S.No	Subject Code	CORE PAPERS	Practical	Lecture	Total	
1	BB 103	Economic Analysis - I	-	4	4	100
2	BB 104	Financial Accounting	-	4	4	100
3	BB 105	Business Communication	-	4	4	100

BBA Tamil – I – LT101

முதல் பருவம்

அலகு - 1

- தமிழ் இலக்கிய வரலாறு
1. நாட்டுப்புற இலக்கிய வரலாறு,
நாட்டுப்புறப் பாடல்கள், நாட்டுப்புறக் கதைகள்,
நாட்டுப்புறக் கதைப் பாடல்கள், பழமொழிகள்,
விடுகதைகள்
 2. உரைநடை இலக்கிய வரலாறு
சிறுகதைகள் தோற்றமும் வளர்ச்சியும்
 3. கவிதை இலக்கிய வரலாறு
புதுக் கவிதைகள் தோற்றமும் வளர்ச்சியும்
 4. நாடக இலக்கியத்தின் தோற்றமும் வளர்ச்சியும்
(சிலப்பதிகாரம் முதல் தற்கால நாடகம் வரை)

அலகு - 2

1. வாய்மொழி இலக்கியம் நாட்டுப்புறப் பாடல்கள்
தாலாட்டு, காதல், ஒப்பாரி
2. புதுமைப்பித்தன் சிறுகதைகள்
கடவுளும் கந்தசாமிப் பிள்ளையும் , செல்லம்மா
துன்பக்கேணி, ஆற்றங்கரைப் பிள்ளையார், பொன்னகரம்

அலகு - 3

1. பாரதியார்
காணி நிலம் வேண்டும், நல்லதோர் வீணை
2. பாரதிதாசன்
தமிழ்க் காதல், தமிழ் வளர்ச்சி, எந்நாளோ?
3. கவிமணி தேசிய விநாயகம் பிள்ளை
குழந்தைக்கவி
ஆறு தன் வரலாறு கூறுதல்

அலகு - 3

1. ந. பிச்சமூர்த்தி - வழித்துணை
2. சிற்பி - முள்... முள்... முள்...
3. அப்துல் ரகுமான் - குருடர்களின் யானை

அலகு - 5

- மொழிப் பயிற்சி
1. பொருத்திய சொல் தருதல்
 2. மரபுத் தொடர்கள்

Sri Chandrasekharendra Saraswathi Viswa Maha Vidyalaya
Sanskrit Syllabus for All Under Graduate Courses
(MCA Int/BCA/B.Sc Computer Science)

L-1 Sanskrit

Semester I

Unit - I भाग: - क

1. Vowels & Consonants
2. Words begin with vowels
3. Words begin with क to ण
4. Words begin with त to ह

Unit - II भाग: - ख

1. Words begin with क to झ with the combination of Vowels.
2. Words begin with ट to न with the combination of Vowels.
3. Words begin with प to ह with the combination of Vowels.
4. Combined Letters.
5. Simple Sentences.

Unit - III भाग: - ग

1. Lessons from text book 1-6.

Unit - IV भाग: - घ

1. Lessons from text book 7-12.

Unit - V भाग: - ङ

1. शब्दरूपाणि

- | | | | |
|----------|-----------|-------------|----------|
| 1. देवः | 6. छात्रा | 11. वनम् | 16. इदम् |
| 2. मुनिः | 7. मतिः | 12. अस्मद् | 17. किम् |
| 3. गुरुः | 8. गौरी | 13. युष्मद् | |
| 4. पितृ | 9. धेतुः | 14. तद् | |
| 5. गो | 10. मातृ | 15. एतद् | |

2. धातुरूपाणि (Present tense, Past tense and Future tense) परस्मैपद-
आत्मनेपदधातवः

- | | | |
|-------------|--------------|--------------|
| 1. भू धातुः | 2. पठ् धातुः | 3. गम् धातुः |
|-------------|--------------|--------------|

Text Books -

1. Samskrita Siksha - Part I & II
Published by Department of Sanskrit and Indian culture, SCSVMV University
(Deemed University), Enathur, Kanchipuram.

Paper I – English Prose and Usage – I

Objectives:

The purpose is to enable students to be familiar with 20th century English Prose together with elements of Grammar.

Unit I: Essays

1. Education for New India
2. Advantages of Anonymity
3. Film Making

Unit II: Essays

4. At School
5. Visit of Pagodas
6. Tolerance

Unit III: Vocabulary

Unit IV: Basic Grammar

1. Articles
2. Pronouns –Personal & Impersonal
3. Adjectives
4. Synonyms & Antonyms
5. Sentence Structure

Unit V: Communication through Grammar

6. Tense forms
7. Idioms & Phrases
8. Suitability & Verbs
9. E-Mail
10. Patterns of Greeting

Book prescribed:

1. *At Home with English* (An Anthology of Modern English Prose for Developing Communication Skills) Ed. T.M. Farhathullah. Lessons 7 to 12 (Allied Publishers, Chennai)

BB 103 Economic Analysis - I

(60 Periods)

Objective

To provide a thorough understanding of the basic principles of the economics and its applications.

Unit – I

(8 Periods)

Definition of Economics - Wealth – Welfare – Definitions – Definition as a science choice of Decision making – Economics – Science or Art – Positive science – Normative science – Scope of Economics – Micro and Macro Economics

Unit – II

(12 Periods)

Utility – Approaches to Utility Analysis – Law of Diminishing Marginal Utility – Exception to the Law – Consumer Surplus – Consumer Equilibrium – Law of Equi Marginal Utility – Indifference curve – Marginal rate of Substitution – Proportion of indifference curve

Unit – III

(14 Periods)

Demand – Basics – Theory of Demand – Elasticity of Demand – Exception to the Law of Demand – Supply – Law of Supply – Factors of Production – Production Function – Law of Variable Proportion – Law of Return to Scale

Unit – IV

(12 Periods)

Types of costs – Short run and Long run Cost behaviour – Revenue concepts – Break Even Analysis – Limitations

Unit – V

(14 Periods)

Market – Basics – Types of Markets – Monopoly – Monopolistic – Oligopoly – Perfect Competition

Text Book

1. Business Economics - S.Sankaran

Reference Books

1. Business Economics - P.N.Reddy and H.R.Appanniah
2. Managerial Economics- R.L.Varasheney and K.L.Maheswari
3. Modern Economic Theory- K.K.Dewett

BB 104 Financial Accounting

(60 Periods)

Objective

To Impart basic accounting knowledge as applicable to business

Unit – I

(12 Periods)

Meaning and Scope of Accounting, Basic Accounting concepts and conventions – Objectives of Accounting – Accounting Transactions – Double Entry Book Keeping – Journal, Ledger, Preparation of Trial Balance – Preparation of Cash Book

Unit – II

(12 Periods)

Preparation of Final Accounts of a sole trading concern – Adjustments Receipt and Payments Account, Income and Expenditure Account and Balance sheet of Non Trading Organisations.

Unit – III

(12 Periods)

Average due date – Account Current Classification of Errors – Rectification of Errors – Preparation of Suspense Account Bank Reconciliation Statement

Unit – IV

(12 Periods)

Depreciation – Meaning, causes, Types – Straight Line Method – Written Down Value Method, Insurance Policy Method, Sinking Fund Method & Annuity Method, Insurance Claims – Average Clause (Loss of Stock & Loss of Profit)

Unit – V

(12 Periods)

Single Entry – Meaning, Features, Defects, Difference between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method

Text Books:

1. Financial Accounting – R.L.Gupta and V.K.Gupta – Sultan Chand & Sons, New Delhi.
2. Financial Accounting – S.P.Jain and K.L.Narang – Kalyani Publishers, Ludhiana.

Reference Books:

1. Financial Accounting – Reddy and Murthy – Margham Publications, Chennai-17.
2. Advanced Accounting I – Dr.Chandra Bose PHI Learning (P) Ltd.
3. Advanced Accounting - Dr.S.Peer Mohamed Dr.S.A.N.Shezuli Ibrahim Pass Publication, Madurai.

BB 105 Business Communications

(60 Periods)

Objective

The objective of this course is to develop effective business communication skills among the students.

Unit –I

(10 Periods)

Definition – Methods – Types – Principles of Effective Communication – Barriers to communication – Business Letter – Layout

Unit –II

(12 Periods)

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

Unit –III

(14 Periods)

Bank correspondence – Insurance correspondence – Agency correspondence – correspondence with shareholders, Directors

Unit –IV

(14 Periods)

Report writing – Agenda, Minutes of Meeting – Memorandum – Office Order – Circular - Notes.

Unit –V

(10 Periods)

Modern Forms of communication – Fax – E-Mail – Video conferencing – Internet – Websites and their use in Business

Text Books:

1. Effective Business English and Correspondence. - Pattan Chetty and Ramesh, M.S.,
2. Business Communication – N.S.Raghunathan&B.Santhanam, Margham

Reference Books:

1. Commercial Correspondence – R.S.N.Pillai and Bagavathi.
2. Business Communication – Rajendera Paul and KorlaHalli

II Semester

S.No	Subject Code	Title	Credits			Max. Marks
			Practical	Lecture	Total	
LANGUAGE PAPERS						
1	LT201/ LS201	Tamil- II/Sanskrit-II	-	3	3	100
2	LE202	English-II	-	3	3	100
S.No	Subject Code	CORE PAPERS	Practical	Lecture	Total	
1	BB203	Principles of Management	-	4	4	100
2	BB204	Economic Analysis – II	-	4	4	100
3	BB215	Cost Accounting	-	4	4	100
4	BB206	Environmental Science	-	4	4	100

BBA-Tamil II- LT201

BCA14T21-T	Tamil – II	L	T	P	Credits	Total Marks
		2	2	0	3	100

[Common for B.Sc.(Computer Science), B.C.A. and M.C.A.(Integrated)]

இரண்டாம் பருவம்

அலகு – 1

தமிழ் இலக்கிய வரலாறு

1. கிருத்துவ இலக்கிய வரலாறு
2. காப்பிய இலக்கிய வரலாறு

அலகு – 2

1. நந்திக் கலம்பகம்
2. முத்தொள்ளாயிரம்
3. தமிழ் விடு தூது

அலகு – 3

1. திருக்குற்றாலக் குறவஞ்சி (குறத்தி மலைவளம் கூறுதல்)
2. முக்கூடல் பள்ளு (நாட்டு வளம்)
3. இயேசு பிரான் பிள்ளைத் தமிழ் (செங்கீரைப் பருவம் முதல் 5 செய்யுள்கள்)

அலகு – 4

1. நளவேண்பா (கலி நீங்கு காண்டம்)

அலகு – 5

மொழிப் பயிற்சி

1. இலக்கண குறிப்புகள்
பண்புத்தொகை, வினைத்தொகை,
உம்மைத் தொகை, அன்மொழித் தொகை,
இருபெயரொட்டுப் பண்புத்தொகை
2. ஒரு பொருள் குறித்த பல சொற்கள்
3. பல பொருள் குறித்த ஒரு சொல்
4. அகர வரிசைப்படுத்துதல்

BBA Sanskrit II- LS201

Sri Chandrasekharendra Saraswathi Viswa Maha Vidyalaya
Sanskrit Syllabus for All Under Graduate Courses

(MCA Int/BCA/B.Sc)

L-2 Sanskrit

Semester II

Unit - I भाग: - क

Poetry: सुभाषितमाला I - 1 to 6 Slokas

Prose: Lessons 1 to 3 (From Sanskrit Pravesika)

Unit - II भाग: - ख

Poetry: सुभाषितमाला II - 1 to 8 Slokas

Prose: Lessons 4 to 6 (From Sanskrit Pravesika)

Unit - III भाग: - ग

Grammar:

1. अच्सन्धिः

2. हल्सन्धिः

Unit - IV भाग: - घ

Essays :

1. अस्माकं देशः

2. दीपावली महोत्सवः

3. संस्कृतप्रचारस्य आवश्यकता

Unit - V भाग: - ङ

Slokas (Verses) :

1. Sowndaryalahari (10 Slokas)

Text books

1. **Subhashitamala**, Prepared by Dept. of Sanskrit and Indian Culture, SCSVMV University.

2. **Sowndaryalahari**

Objectives:

The purpose is to enable students to be familiar with 20th century English Prose together with elements of Grammar.

Unit I: Essays

7. Computers
8. Voter
9. The World of Albert Einstein

Unit II: Essays

10. The Cop and the Anthem
11. The Photographer
12. What Can One Do?

Unit III: Vocabulary

Unit IV; Grammar I

1. Relative pronouns
2. Adverbs
3. Prepositions
4. Phrasal verbs
5. Idioms

Unit IV; Grammar II

6. Active Voice & Passive Voice
7. Infinitives & Gerunds
8. Conditionals
9. Collocations
10. American and British words

Book Prescribed: At home with English (An Anthology of Modern English Prose for Developing Communication Skills) Ed. T.M. Farhathullah. Lessons 7to 12 (Allied Publishers, Chennai)

BB 203 Principles of Management

(60 Periods)

Objective

The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of management

Unit – I

(12 Periods)

Definition – Features of Management – Administration Vs Management – Management a Science or Art? – Management Principles and their nature, Universality of Management Principles - The functional approach, levels of Management – Pioneers of Modern Management – F.W.Taylor, Henry Fayol, Elton Mayo, M.P.Follett, Chester Bernard – Douglas McGregor

Unit – II

(12 periods)

Planning and Decision Making Meaning – Characteristics – Planning Process – Types of Plans Objectives – M.B.O. Policies – Procedures – Methods – Rules – Programmes and Schedule Budgets – Forecasting – Elements – Techniques - Decision-Making – Definition – Nature and Types of Decisions – Process

Unit – III

(12 Periods)

Meaning – Principles of Organisation – Departmentation – Its Methods – Span of Management – Forms of Organizational Structure – Concepts of Authority and responsibility – Delegation and Decentralization of Authorities – Centralization Vs Decentralization – Line and Staff Relations

Unit – IV

(12 Periods)

Meaning – Manpower Planning – Aim and Objectives – Steps in manpower Planning – Recruitment - Selection – Training – Performance Evaluation - Executive Development

Unit – V

(12 Periods)

Definition – Principles and Elements of Directions– Communication – Motivation – Meaning – Theories of Motivation – Maslow, Herzberg, ERG and Path Goal Theories - Leadership – Types of Leaders – Qualities of Good Leaders - Importance of Controlling – Steps in Controlling –Essentials of Control – Control Techniques

Text Book:

Principles and practices of management - L.M.Prasad, 6th Edition, Sultan Chand and sons.

Reference Books:

1.Principles of Management- Harold Koontz,Heinz and Weihrich, 9thEdition, McGraw Hill book Co.,

2.Management - James A.F.Stoner, R.Edward Freeman, 5th Edition, 1992, Prentice Hall India Pvt. Ltd.

BB 204 Economic Analysis – II

(60 Periods)

Objective

This course is to acquaint students of the Indian Economy, present and future of Indian Economics, and how the Indian Economy is influencing the business environment in Indian context

Unit I

(12 Periods)

Features of Under Developed Economy-India as Developing Economy-concept of Mixed Economy- Human Development Index-Gini Index-Sectoral Classification of Indian Economy- Agriculture- Industry and Service-Tax and its Classification- Direct and Indirect Tax

Unit II

(12 Periods)

Growing Population- Demographic trends in India-Theory of Demographic Transition- Absolute and Relative Poverty- measurement of Below Poverty Line- Causes of Poverty- Poverty Allevation Programme- Types of un employment- Causes of Unemployment – Demographic Dividend

Unit III

(12 Periods)

Inflation and Deflation- Types of Inflation-Measuring Inflation- causes of Inflation in India- Concept of National Income- Measurement of National Income

Unit IV

Monetary Policy and Fiscal Policy

(12 Periods)

Unit V

Economic reforms- Liberalization- Privatization- Disinvestment- Globalization

(12 Periods)

Text Book

1. Business Economics - S.Sankaran

Reference Books

1. Business Economics - P.N.Reddy and H.R.Appanniah
2. Managerial Economics- R.L.Varasheney and K.L.Maheswari
3. Modern Economic Theory- K.K.Dewett

BB215 - Cost Accounting

(60 Periods)

Objective

The objective of the course is to familiarize the students with the basic cost accounting principles and practices.

UNIT I

(12 Periods)

Introduction: Nature and scope of cost accounting: Cost concepts and classification: Methods and techniques: Installation of costing system- cost sheet.

UNIT II

(12 Periods)

Accounting for Material: Material purchase- Inventory Levels – EOQ – Reorder Level - Maximum Level – Minimum Level – Average Stock Level – Emergency Level - Bin Card- Pricing of material issues: FIFO – LIFO – HIFO - SAM – WAM – Standard Price Method – Inflated Price Method – Base Stock Method – Specific Price Method - Treatment of material losses.

UNIT III

(12 Periods)

Accounting for Labour: Labour cost control procedure: labour turnover: Idle time and overtime- Methods of wage payment-time and piece rates- incentive schemes.

UNIT IV

(12 Periods)

Accounting for Overheads: A brief introduction of Allocation and apportionment of overheads – Primary Distribution and Secondary Distribution – absorption of overheads – Machine Hour Rate

Unit V

(12 Periods)

Cost Ascertainment: Unit costing: Job, batch and contract costing: Operating costing: Process costing [excluding inter-process profits, and joint and by products].

Text Book

1. Arora M.N: Cost Accounting-Principles and practice: Vikas New Delhi.
2. Jain S.P. and Narang K.L. Cost Accounting: Kalyani New Delhi.

Reference Books:

1. Anthony Robert, Reece, et al: Principles of Management Accounting Richard D.Irwin Inc, Illionis.
2. Homgren, Charles, Foster and Datar: Cost accounting-A Managerial Emphasis; Prentice-Hall of India, New Delhi.

BB 206-Principles of Environmental Science

(60 Periods)

Objectives

- To familiarize the students with basic concepts of environment and creating awareness.
- To understand their role and responsibility in this environment.

Unit - 1: Introduction to environment and environmental studies (12 Periods)

Introduction to environment – components – nature of environment - need of awareness – water crisis climatic change - fossil fuels– pollution – loss of biodiversity – deforestation – their impacts - reasons for environmental problems – anthropocentric and eco centric views.Environmental studies - multidisciplinary nature – scope and aim – sustainable development- principles – RRR concept-extension – response of world community – Indian environmental movements – environmental calendar.

Unit – 2: Ecosystem and Biodiversity (12 Periods)

Ecosystem – structure – functions – simplified ecosystem models (food chain and food webs and their types) - forest – grassland – pond – desert- estuary ecosystems – ecological succession - ecological pyramids – Bio-geochemical cycles of water – oxygen-carbon-phosphorous and sulphur. Biodiversity – definition – types – species – genetic and ecosystem diversities- values of biodiversity – threats to biodiversity – conservation of biodiversity – endemism – biodiversity hotspots – Indian biodiversity – soils of India – floristic regions – endemic species of India – IUCN lists -red-green and blue data books.

Unit – 3: Natural resources (12 Periods)

Natural resources – definition – types – forest resources – uses –deforestation- reasons - effects – water resources – distribution of water in the globe – other reasons for problems – conservation of water – dams – effects of dams - food resources – modern agriculture– ill effects -energy resources- types – hydel – nuclear – solar –wind and biomass energy - world scenario – Indian scenario Population and environment – reasons for over exploitation of resources – population – demography – population curves – population explosion – effects – consumerism – effects – urbanization – reasons and effects- role of an individual.

Unit – 4: Environmental Pollution (12 Periods)

Pollution – definition – types – air pollution – causes and effects – effects of CO₂ – CO – NO_x –SO_x – particulates – control of air pollution – water pollution – causes – effects – remedies – soil pollution – solid waste management – e waste – ill effects of e-waste – proper recycling- Noise pollution – reasons – effects – control – nuclear pollution – cases – effects and control – marine and thermal pollution causes – effects and remedies Legal provisions for protecting environment – article 48 A – 51 A (g) – Environment act 1986 – Air act 1981 – Water act 1974 – wild life protection act – Forest act 1980- salient features and inadequacies - problems in implementation – reasons.

Unit – 5 : Social issues and environmental ethics

(12 Periods)

Present environmental scenario – green house effect – climate change – The Kyoto Protocol – ozone layer depletion-The Montreal Protocol - acid rain – causes – effects - disparity among the nations – The Copenhagen UNFCCC summit – carbon currency- virtual water- genetically modified organisms. Environmental ethics – introduction – people getting affected - resettlement and rehabilitation – issues involved — Sardhar Sarovar project – Tawa Matsya sang - Melting icebergs of Arctic.

Text Book

1. Perspectives in Environmental studies – Anubhakaushik and CP kaushik, New age international publishers, 4th edition, 2014.

Reference books

1. Environmental Studies, N. Nandini, N. Sunitha and SucharitaTandon,Sapna Book House, 2007.
2. Text book of Environmental Science, Ragavan Nambiar, Scitech Publications, 2009.
3. Text book of Environmental Chemistry and Pollution Control, S.S.Dara, S.Chand and Co., 2002.
4. Environmental Chemistry, Colin Baird, W.H.Freeman and company, New
5. New Trends in Green Chemistry, V.K. Ahluwalia and M. Kidwai, Anamaya Publishers, 2006.

BBA – III Semester

S.No	Subject Code	Title	Credits			Max. Marks
			Practical	Lecture	Total	
CORE PAPERS						
1	BB301	Individual Development	-	4	4	100
2	BB312	Computer Applications in Business	-	4	4	100
2	BB303	Business Statistics	-	4	4	100
3	BB304	Environment of Business	-	4	4	100
4	BB315	Business Law	-	4	4	100
6	BB316	Banking Theory, Law and Practice	-	4	4	100

BB301- Individual Development

(60 Periods)

Objective

To give the basic understanding about the method of developing individuals to fit any career related environment.

Unit I

(12 Periods)

Introduction to skills & personal skills Importance of competent managers, skills of effective managers, developing self awareness on the issues of emotional intelligence, self learning styles, values, attitude towards change, learning of skills and applications of skills.

Unit II

(12 Periods)

Problem solving and building relationship: Problem solving, creativity, innovation, steps of analytical problem solving, limitations of analytical problem solving, impediments of creativity, multiple approaches to creativity, conceptual blocks, conceptual block bursting. Skills development and application for above areas.

Unit III

(12 Periods)

Building relationship Skills for developing positive interpersonal communication, importance of Supportive communication, coaching and counseling, defensiveness and disconfirmation, principles of supportive communications. Personal interview management. Skill analysis and application on above areas.

Unit IV (12 Periods) Team building: Developing teams and team work, advantages of team, leading team, team membership. Skill development and skill application.

Unit V

(12 Periods)

Empowering and delegating: Meaning of empowerment, dimensions of empowerment, how to develop empowerment, inhibitors of empowerment, delegating works. Skills development and skill application on above areas.

Text Books

- 1.V.S.P.Rao Managerial Skills Excel Books,2010, New Delhi
- 2.David A Whetten, Cameron Developing Management skills, PHI 2008
- 3.Ramnik Kapoor Managerial Skills PathMakers ,Bangalore
4. Kevin Gallagher, Skills development for Business and Management Students,Oxford,2010
- 5.Monipally, Mutthukutty Business Communication Strategies Tata McGraw Hill.

Reference Books

1. Krishnamohan& Meera Banerjee, 1998. Developing Communication Skills, New Delhi: McMillan India Ltd.
- 2.Ragendra Pal &Korlahali J.S. 1996. Essentials of Business Communication, New Delhi: 1996: Sultan Chand & Sons.

BB312- Computer Applications in Business

Objective

(60 Periods)

The main objective of this course is to acquaint the students with special applications of Basic computer applications related concepts and familiarize its application in business

Unit –I

(12 Periods)

Introduction to Computers: Computer Characteristics, Evolution of computer and Generations of Computers-Types of Computers-Input Devices and Output Devices.

Unit – II

(12 Periods)

Personal Computers- PC and its main components, Computer Memory – Concept, Internal and External Memory, Internal MemoryTypes-RAM, SRAM, DRAM, ROM, PROM, EPROM, EEPROM External Memory- Floppy Disk, Hard Disk, CD, DVD, ZIP drive.

Unit – III

(12 Periods)

Microsoft Word: Working with word documents – Moving, Correcting and Inserting Text – Editing, Selecting, Moving, Copying and Printing a Document – Using Undo and Redo features – Using Spell Check – Formatting Text – Inserting Page Numbers, Headers and Footers – Using Tables and Graphs

Unit – IV

(12 Periods)

Electronic spread sheets – Introduction – Excel 2000 basis – creating and saving a workbook – data entry – basic formatting – formulas and macros – Excel functions – Charts and Graphs.

Unit – V

(12 Periods)

Presentation packages – Power point 2000 basics – Creating and saving a presentation – basic formatting – advanced formatting – slide show topics.

Text Book:

Comdex Computer Course Kit - Vikas Guptha(2005), Wiley - Dreamtech, New Delhi

Reference Books:

First Course on Computers - Sanjay Saxena (2000), Vikas Publications, New Delhi.

BB303- Business Statistics

(60 Periods)

Objective

To train the students in the collection, processing, analysis and presentation of statistical data.

Unit – I

(14 Periods)

Statistics – Definition – Functions, Scope and Limitations of statistics - Statistical Enquiry – Stages in conducting a statistical survey – Primary data Vs secondary data – Sources of secondary data – Classification, Tabulation and Presentation of data. Measures of Central Tendency - Average – Meaning – Characteristics of a typical average – Computation of Mean, Median, Mode, Geometric Mean, Harmonic Mean and Weighted Arithmetic Mean

Unit – II

(12 Periods)

Measures of Dispersion: Dispersion – Meaning – Properties of a good measure of dispersion – Absolute versus relative measure of dispersion – Computation of Range, Quartile Deviation, Mean Deviation, Standard Deviation and Co-efficient of Variation- Skewness– Meaning – Variation versus Skewness – Measures of Skewness

Unit – III

(10 Periods)

Correlation Analysis: Definition – Types of Correlation – Methods of Studying Correlation – Spearman’s Rank Correlation Co-efficient

Unit – IV

(12 Periods)

Regression Analysis: Definition – Correlation Vs Regression – Regression lines and Regression Equations – Computation of correlation co-efficient from regression co-efficient.

Unit – V

(12 Periods)

Index Numbers: Definition – Characteristics of Index numbers – Uses – Types of index numbers – Construction of Price Index numbers– Unweighted Index numbers – Weighted Index numbers – Tests of adequacy of Index number formulae

Text Book:

1. Business Statistics: S.P. Gupta & M.P. Gupta Revised Edition - 2007. S. Chand & Company Ltd., Ram Nagar, New Delhi – 110 055.

Reference Books:

1. Business Statistics – R.S.N. Pillai and Bagavathi Revised edition 2008. S. Chand & Company Ltd., Ram Nagar, New Delhi – 110 055.
2. Business Statistics - K.Alagar New Edition - May 2009, Tata McGraw hill publications 7, West Patel Nagar, New Delhi -8.

BB304 – Environment of Business

(60 Periods)

Objective

To familiarize the students with the dimensions of business environment and their implications on business.

Unit - I

(12 Periods)

Business Environment – Definition- Importance- Dimension of business environment: Economic, Social, Cultural, Political, Legal, Demographic, Natural and Technological Environment

Unit - II

(14 Periods)

Political and Economic Environment - Economic systems – Capitalism – Socialism – Mixed economy - Features, Merits & limitations of each – Role of Government in business : regulatory role promotional role , entrepreneurial role and planning role – Constitution of India – The preamble – The fundamental rights – The Directive Principles

Unit- III

(12 Periods)

Industrial policy Resolutions in India - Meaning – Need & Importance of Industrial policy - Industrial policy resolutions 1948 & 1956 – The New Industrial policy 1991 – Features – Meaning of Liberalization, Privatization and Globalization

Unit- IV

(12 Periods)

Global Environment - Meaning – Merits and Demerits of Globalization – GATT (General Agreement on trade and tariff) – Meaning, Objectives – WTO and its functions - MNCs (Multinational Companies) – Benefits and limitations of MNCs.

Unit- V

(10 Periods)

Social Responsibility of Business - Concept – Responsibility to shareholders , employees, Consumers and community – Business ethics- meaning and importance.

Text Book:

1. Business Environment - Francis Cherunilam, Himalaya Publishing House- 2008, Mumbai-400 004.

Reference Books

1. Business Environment - Dr.K.Chidambaram&Dr.V.Alagappan, Vikas Publishing House Pvt Ltd-2007 New Delhi.
2. Essentials Of Business Environment - K.Aswathappa, Himalaya Publishing House.-2005 “Ramdoot”, Dr.Bhalerao Marg, Gurgaon, Delhi

BB315- Business Law

(60 Periods)

Objective

To familiarize the students with the provisions of the Contract Act, Sale of Goods Act, Consumer Protection Act, Competition Act

Unit- I

(12 Periods)

Contract Act 1872: Contracts - Nature and kinds – Essentials of a valid contract – Offer and Acceptance – Legal Rules - Capacity to contract – Minor – Persons of unsound mind – Free consent – Coercion – Fraud – Mistake – Misrepresentation

Unit – II

(12 Periods)

Bailment and Pledge: Essentials – Rights and Duties of Bailor and Bailee – Termination of Bailment – Finder of lost goods – Lien – Pledge – Rights and Duties of Pawnor and Pawnee –Pledge Vs Bailmen

Unit – III

(14 Periods)

Sale of Goods Act 1930: Formation of contract – Sale & Agreement to sell – Condition and Warranties –Express and Implied condition and warranties – Doctrine of Caveat Emptor - Rights and Duties of buyer and seller. Agency: Definition – Creation – Types of Agency – Termination of Agency

Unit- IV

(12 Periods)

Consumer Protection Act 1986: Definition – Consumer Protection Council Redressal forum – District, State and National – Manner of complaining and procedure – Jurisdiction (Original and Appellate) – Time or Limitation for Original application and for appellate forum

Unit – V

(10 Periods)

Competition Act 2002: Short titles – definitions – duties, powers and functions of commission – penalties – competition advocacy

Text Book

Business Law - N.D. Kapoor, Reprint 2010, Sultan Chand & Sons, Educational Publishers, New Delhi

Reference Books

1. Elements Of Mercantile Law - N.D. Kapoor, Revised Edition – 2009, Sultan Chand and Sons, 23, Dharyaganj, New Delhi –2.
2. Business Law K.R. Bulchandani Revised Edition – 2008, Himalaya Publishing House, “Ramdoot”, Dr.Bhalerao Marg, Girgaon, Mumbai-400 004.

BB316- Banking Theory, Law and Practice

(60 Periods)

Objective

To expose students to important Banking Regulation and types of Banks, Negotiable instruments

UNIT I

[12 Periods]

Banking Regulation Act, 1949 – Salient features-[Definition of Banking, Licensing, Opening of branches, Functions of Banks, Inspection] – Reserve Bank of India- functions-credit control mechanism.

UNIT II

[12 Periods]

Types of banks - Unit Banking – Branch Banking – Indian Commercial Banks, Nationalization of Major Commercial Banks – Functions of commercial banks – Accepting Deposits – Lending of Funds - E-Banking – ATM Cards, Debit cards, Personal Identification Number – Online enquiry and update facility – Electronic Fund Transfer – Electronic Clearing System – credit creation.

UNIT III

[12 Periods]

Opening of an Account- Types of Deposit Account – Types of customers(Individuals, firms, Trusts, and Companies) – Importance of customer relations – Customer grievances and its redressal measures– Ombudsman.

UNIT IV

[12 Periods]

Principles of lending – Types of Borrowings – Precautions to be taken by a banker

UNIT V

[12 Periods]

Negotiable instruments: Promissory Note – Bills of Exchange, Cheque, Draft – Definitions, Features – Crossing – Endorsement – Material Alteration – Paying Banker – Rights and Duties – Statutory Protection – Dishonour of Cheques – Role of collecting banker.

Text Book:

1. Banking Theory, Law & Practice – B.Santhanam, Margham Publications

Reference Books:

1. Banking and Financial Dr.K.Nirmala Prasad, J.Chandradoss, System in India – Himalaya Publishing House
2. KPM.Sundaram& Varshney - Banking Theory, Sultan Chand
3. M.Radhasamy&S.Vasudevan - Text of Banking Gomez - Banking & Finance
4. Desai Vasanth - Indian Banking, Nature & Problem

BBA – IV Semester

S.No	Subject Code	Title	Credits			Max. Marks
			Practical	Lecture	Total	
		CORE PAPERS				
1	BB401	Organizational Behaviour	-	4	4	100
2	BB402	Financial Management	-	4	4	100
3	BB403	Marketing Management	-	4	4	100
4	BB414	Company Law	-	4	4	100
5	BB405	Operations Management	-	4	4	100
6	BB406	Human Resource Management	-	4	4	100

BB401- Organizational Behaviour

(60 Periods)

Objective

The course aims to provide an understanding of basic concepts, theories and techniques in the field of human behaviour at the individual, group and organizational levels in the changing global scenario

Unit I

(12 Periods)

Introduction to Organizational Behaviour – Need for Organizational Behaviour – Nature and Scope of OB – SOBC Model – Behaviour Modification – Meaning and Importance. Organizational Culture - Meaning – Need – Importance – Elements.

Unit II

(12 Periods)

Personality – Definition – Theories of Personality – Factors influencing Personality. Perception– Definition – Perception Process – Factors influencing Perception – Perceptual Selectivity, Perceptual Grouping, Perceptual Context, Perceptual Defense. Learning: – Definition – Learning Process – Factors influencing Learning

Unit III

(12 Periods)

Group Dynamics – Types of Groups – Group Norms – Cohesiveness – Features of Cohesive Groups – Factors affecting Group Cohesiveness – Effects of Group Cohesiveness. Conflict – Meaning – Features – Role Conflict – Goal Conflict – Inter-Personal Conflict – Inter-Group Conflict – Horizontal Conflict – Vertical Hierarchical Conflict.

Unit IV

(12 Periods)

Leadership: Concept of Leadership – Theories of Leadership – Leadership Styles – Power and Politics – Negotiation – Meaning - Process

Unit V

(12 Periods)

Organizational Change and Development: Change – Meaning – Need – Importance – Process. Organizational Development (OD) - Meaning – Need – Importance – Process – Intervention Techniques.

Text Book

1. Organisational Behaviour – Fred Luthans, 8th Edition (2000), Tata McGraw Hill, New Delhi

Reference Book

1. Human Relations and Organisational Behaviour –Dwivedi, 2000-MacMillan, New Delhi

BB 402- Financial Management

(60 Periods)

Objective

To provide knowledge about various tools of financial analysis, tools and techniques of funds management, basics of investment portfolio management.

Unit – I

(12 Periods)

Financial Management- Meaning-Definition-Finance and Related Disciplines-Scope of Financial Management-Objectives of financial management-functions of financial management-Emerging role of finance managers in India.

Unit- II

(12 Periods)

Investment Decision (Capital Budgeting) -Introduction-Nature of Investment -Decision-Types of Investment Decision - Factors Determining Capital Budgeting Decision-Investment Evaluation Methods-Payback Period- Accounting Rate of Return-NPV-IRR-Profitability Index.

Unit- III

(14 Periods)

Financing Decision: Cost of Capital-Types of Cost of Capital- Leverage- Meaning-Types-Operating Leverage- Financial Leverage-Combined Leverage - Capital Structure- Meaning- Capital Structure Theories- Net Income (NI) Approach- Net operating Income (NOI) Approach- Modigliani-Miller (MM) Approach-Traditional Approach

Unit- IV

(10 Periods)

Dividend Decision: Introduction- Meaning Importance-Factors affecting Dividend- Types of Dividend-Dividend Models- Walter Model-Gorden Model- MM Model

Unit-V

(12 Periods)

Working Capital Management -Introduction-Definition- Importance-Nature of working capital-Types of working capital-Various factors determining working Capital-Estimation of Working Capital-Management of Working Capital in India. Working Capital Financing - Trade Credit-Bank Credit- Commercial Papers-Certificate of Deposits. Factor – types – factoring services in India

Text Book

1. Financial management - Dr.S.N.Maheswari, 6th Edition (2000), Sultan chand& sons Ltd. New Delhi.

Reference Books

1. Financial management - Dr.R.K.Sharma, shasi k. gupta, 2nd Edition (1999), kalyani Publishers, Ludhiana
2. Financial management- Dr.I.M. Pandey, 9th Edition (2000), Vikas publishing house, New Delhi.

BB403- Marketing Management

(60 Periods)

Objective

To impart knowledge on basic concepts of marketing and create an analytical inquisitiveness in marketing among the students.

Unit- I

(12 Periods)

Introduction – definition, significance and objectives of marketing. Marketing concepts and approaches to the study of marketing. Marketing mix, marketing organization and functions of marketing executives – Market segmentation and buyer behaviour – importance and basis of market segmentation. Buyer behaviour: - buying motives.

Unit-II

(12 Periods)

The product - meaning – Importance of product management – Innovation – Development

of new products. Causes for the new products success or failure; product mix and product line. Concept of product life cycle. Branding and Packaging, Labeling, Trademark and Warranties

Unit-III

(10 Periods)

The Price – Meaning and Importance of price. Pricing objectives; factors influencing price determinations – Pricing policies and strategies.

Unit - IV

(10 Periods)

Physical Distribution – Significance, Objectives and elements of physical distribution, Importance of physical distribution management. The effective use of physical distribution – Marketing channels – importance – selection and evaluation of channels.

Unit - V

(14 Periods)

Promotion – purpose of sales Promotion – Major promotion – consumer promotion – trade promotion – decision in sales promotion – tools of sales promotion program – pre testing – implementation sale force promotion – developing the sales promotion in India and control – evaluation – growth of sales.

Text Book

1. Marketing Management - Philip kotler, 9th Edition (2000), Prentice-hall of India Ltd, New Delhi

Reference Books

1. Marketing management - Dr.N.Rajannair, 7th Edition (2005), Sultan chand& sons Ltd, New Delhi.
2. Marketing management - Ramaswamy & Namakumari, 3rd Edition (2005), Macmillan India Ltd. New Delhi

BB414- Company Law

(60 Periods)

Objective

To impart the fundamentals of new amendment 2013 Company laws

Unit – I

(12 Periods)

Company – Definition – Kinds of Companies – Floating of Company – Incorporation – Memorandum of Association – Articles of Association– Un-incorporation, Registration of the company

Unit- II

(14 Periods)

Share Capital – Kinds of Share Capital – Alteration of Capital – Reduction of Capital – Prospectus – Registration – Contents of Prospectus – Issue of Debentures – Borrowing Powers – Allotment of Shares – Transfer of Shares – Reissue of shares.

Unit- III

(10 Periods)

Company Management – Appointment of Directors – Managerial Remuneration – Meetings – General Meetings – Statutory Meeting – Requisites – Notice – Quorum – Chairman

Unit-IV

(12 Periods)

Minutes of Meetings – Voting and Poll – Resolutions – Ordinary Resolutions – Special Resolutions – Accounts and Auditors – Investigations – Prevention of Mismanagement.

Unit-V

(12 Periods)

Winding up – Modes of Winding up – Dissolution of Company – Consequences of Winding up – Grounds for Compulsory Winding up – Voluntary Winding up – Provisions applicable to Winding up.

Text Book

1. Elements of Company law -N.D.Kapoor, 27th Edition,2003, Sulthanchand& Sons, New Delhi

Reference Books

1. A Text Book of Company Law - . P.P.S.Gogna, 5th Edition, 2004, S.Chand& Company Ltd, New Delhi.
2. Personnel Management and Industrial Relations - Dr.PC.Tripathi, 18th Edition, 2005, Sulthan Chand and sons Ltd, New Delhi

BB405- Operations Management

(60 Periods)

Objective

This course aims to impart the fundamental concepts of Production and Operations management concepts and principles in detail.

Unit- I

(12 Periods)

Operations Management – Meaning, objectives, functions – Types of Production Systems – Plant Location – Factors affecting plant location – Selection of site - urban, rural, or sub-urban areas, industrial estates – advantages and disadvantages – Subjective, qualitative and semi-quantitative techniques for site evaluation

Unit- II

(12 Periods)

Plant layout – Introduction – objectives of an ideal plant layout – factors affecting the plant layout decisions – Material flow system – Types of plant layout – Material handling – Principles, importance, advantages of good material handling system - Types of material handling equipments.

Unit- III

(14 Periods)

Purchasing – Introduction, meaning, objectives, principles – Purchasing procedure – Centralized vs Decentralized purchasing – advantages and disadvantages – Purchasing manual – Stores management – introduction - functions of stores – stores organization – stores records – issue of materials – replacement of materials

Unit-IV

(12 Periods)

Work study – Definition, meaning, purpose – Method study – introduction, procedure – charts (outline process charts, flow process charts two handed process chart) - Time study – Introduction - procedure – methods of time study.

Unit- V

(10 Periods)

Concept of quality – acceptance sampling – O.C.Curve – Types of sampling plans - Quality control charts (X,R,p,C) – Quality circles – Just – in – time - TQM – ISO standards.

Text Book

1. Production and Operations Management – S.A. Chunawalla, D.R. Patel Seventh Revised Edition – 2008, Himalaya Publishing house pvt. Ltd., Mumbai 400 004.

Reference Books

1. Production and Operations Management – S N Chary, Second Edition – 2000, Tata McGraw-Hill Publishing Co., Ltd.,
2. Modern Production and Operations Management – Elwood S. Buffa, Rakesh K. Sarin Himalaya Publishing House, John Wiley and Sons Eight edition – 1994.

BB 406- Human Resource Management

(60 Periods)

Objective

Facilitating the learner to analyze factors that influence the management of human resources in organizations and imbuing in the learner an ability to relate the concepts of management of human resources to business situations.

Unit- I

(12 Periods)

Introduction: Meaning, Definition, Importance, Scope and Objectives of Personnel Management – Organization Of Personnel Department –Functions Of Personnel Management – Human Resource Planning – Meaning, Basis, Need and Objects Of Man Power Planning – Prerequisites And Limitation Of Man Power Planning – Process of Man Power Planning.

Unit- II

(12 Periods)

Recruitment, Selection, Induction and Placement: Sources Of Recruitment and Evaluation of the Various Sources-Selection Procedure and Problems-Principles of Recruitment and Selection-Interview and Tests-Placement and Induction of Employees

Unit- III

(10 Periods)

Training and Development of Personnel: Meaning and Methods of Training, Importance of Training in an Organization, Principles of Good Training Programme - Executive Development and Management Training.

Unit-IV

(14 Periods)

Performance Appraisal: Meaning, Objectives and Limitation of Performance Appraisal - Techniques of Performance Appraisal - Managerial Performance Appraisal - Meaning, Objects and Types. Transfer, Promotion, Demotion and Separation: Meaning of Transfer - Kinds of Transfer -Transfer Policy and Procedure - Basis of Promotion; Seniority or Merit Significance and Advantages of Promotion; Meaning, Objectives and Causes of Demotion - Demotion Policy, Discharge Dismissal Lay-Off

Unit-V

(12 Periods)

Industrial Relations: Meaning, Importance and Objectives of Industrial Relations. Causes of Industrial Dispute. Strike Lockout, Lay Off and Retrenchment -Machinery for Settling Industrial Disputes - Negotiation, Mediation, Conciliation, Arbitration and Adjudication

Text Book

1. Human Resource Management - Gary Dessler, 9th Edition, Pearson, New Delhi.

Reference Book

1. Strategic Human Resource Management– K. Prasad, Text and Cases, 2005, Macmillan, New Delhi.

BBA- V Semester

S.No	Subject Code	Title	Credits			Max. Marks
			Practical	Lecture	Total	
CORE PAPERS						
1	BB501	Entrepreneurship and Small Business Management	-	4	4	100
2	BB502	Management Accounting	-	4	4	100
3	BB513	Labour Law	-	4	4	100
4	BB504	International Trade and Export Management	-	4	4	100
5	BB505	Total Quality Management	-	4	4	100
6	BB506	Management Information Systems	-	4	4	100

BB501 Entrepreneurship and Small Business Management

(60 Periods)

Objective

To expose students to the concepts of Entrepreneurship and to enable them to start a small business enterprise

Unit- I

(12 Periods)

Entrepreneurship: Meaning – Importance – Types of Entrepreneurs – Qualities of successful entrepreneurs – Entrepreneurship and small scale industry – Role of entrepreneurship in economic development Women entrepreneurs in India- Growth of women entrepreneurs – Problems of women entrepreneurs

Unit- II

(12 Periods)

Promotion of a Venture - Opportunity analysis – External environment analysis – Economic, social, technological and competitive factors – legal requirements for establishment of a new unit and raising of funds – Venture capital – Sources.

Unit- III

(14 Periods)

Entrepreneurial Development – Need for Entrepreneurial Development – Entrepreneurial Development Programmes (EDPs)-Objectives of EDPs- Phases of EDPs- Role and Relevance of EDPs. Institutional support to Entrepreneurs – Role of DIC, ITCOT, SIDCO, NSIC and SISI in Entrepreneurial Development – Institutional finance to Entrepreneurs: Financial assistance from TIIC, SIDBI and Commercial Banks.

Unit-IV

(12 Periods)

Small Scale Industry: Meaning – Characteristics – Role of small scale and Cottage industries in Indian economy – Incentive to small scale industries – special incentives for selected categories of industries.

Unit-V

(10 Periods)

Setting up of a Small scale Enterprise : Stages in the setting up of a small scale unit – Project appraisal – Guidelines for preparation of project feasibility reports - Break even analysis – Profit planning in small enterprises –Sickness in small units – Total Quality Management in SSI.

Text Book

1. Fundamentals Of Entrepreneurship and Small Business - Renu Arora & S.K. Sood, First Edition 2003, Kalyani Publishers, B-I/1292, RajinderNagar, Ludhiana.

Reference Books

1. Entrepreneurial Development - S.S. Khanka 3rd Edition 2004. S. Chand & Company Ltd. Ram Nagar, New Delhi – 110055.

BB 502- Management Accounting

(60 Periods)

Objective

To familiarize the students with the basic management accounting concepts and their applications in managerial decision making.

Unit- I

(12 Periods)

Management Accounting – Nature and Scope – Basic Cost concepts – Management Accounting Vs Financial Accounting – utility of management accounting – limitations of management accounting.

Unit- II

(12 Periods)

Meaning of Ratios – Classification of ratios – Profitability ratios – coverage ratio – turnover ratio- financial ratio – DuPont Control Chart – Inter firm and Intra firm comparison

Unit- III

(12 Periods)

Meaning of Fund Flow Statement – Uses of Fund Flow Statement – Parties interested in Fund Flow Statement – Preparation of Fund Flow Statement – Depreciation as source of funds.

Unit-IV

(12 Periods)

Meaning of Cash Flow – Preparation of Cash Flow – Difference between Cash Flow and Fund Flow Utility of Cash Flow – Limitations of Cash Flow

Unit- V

(12 Periods)

Marginal Costing – Meaning – Importance – Application – Break Even Analysis – simple decision making problems.

Text Book

1. Management Accounting and Finance Control - S.N. Maheswari Revised Edition - 2009 ,Vikas Publishers, Delhi.

Reference Books

1. Management Accounting -Shashi K. Gupta, R.K. Sharma, Revised Edition – 2008 Kalyani Publishers, B-I/1292, Rajinder Nagar, Ludhiana.
2. Financial Management & Theory & Practice- Prasanna Chandra, Revised Edition – 2005, Tata MC Graw-Hill Publishing Company Limited, 7, West Patel Nagar, New Delhi – 110008

BB513 Labour Law

(60 Periods)

Objective

To expose the students to legislations relating to industries and employees protection.

Unit- I

(12 Periods)

The Factories Act, 1948: Definition – Inspecting Staff – Health, Safety, Welfare measures – Provisions regarding holidays and leave - Annual leave with wages – Employment of women, young person and Child Labour

Unit- II

(10 Periods)

The Minimum Wages Act, 1948: Object – Definition – Interpretation of wages – Minimum wage, Fair wage, Living wages – Procedure for fixing and Revising minimum wages - Wage in kind

Unit- III

(14 Periods)

The Workmen’s Compensation Act , 1923: Object and scope - Definitions – compensations to workmen – Employer’s Liability – Personal injury – Occupational disease – Disablement – Notice and claim. The Employees Provident Fund Act, 1952:Object – Definition - Contributions to EPF.

Unit-IV

(12 Periods)

The Industrial Disputes Act, 1947: Object – Definition – Authorities under the Act – Reference of disputes, strike and lock out – Lay off and Retrenchment – Transfer of undertakings and closing down of undertakings.

Unit-V

(10 Periods)

The Employees State Insurance Act, 1948: Definitions, ESI Corporations – Contribution Powers and Duties, Standing committee – Medical Benefit council – Constitution and Duties of ESI Fund – Contributions, Benefits, Disputes and Claims.

Text Book

1. Elements of Mercantile Law - N.D.Kapoor, Revised edition – 2010,Sultan Chand & Sons, Educational Publishers, New Delhi.

Reference Books

1. Business Law -K.R. Bulchandani ,Revised Edition – 2008,Himalaya Publishing House, “Ramdoot”, Dr.Bhalerao Marg, Girgaon, Mumbai-400 004.
2. Industrial & Labour Laws -K.C. Mandot. Premier Book Co (2010),23,Daryaganj, New Delhi-110 002.

BB504 International Trade and Export Management

(60 Periods)

Objective

To enable the students to understand the importance of international trade, the procedure for export of goods and services and the documents to be prepared at different stages of processing of an export order

Unit- I

(10 Periods)

International Trade: Meaning – Significance – Domestic Trade Vs International Trade– Motives of International Trade – Stages in internationalization of business.

Unit- II

(14 Periods)

International Trading Environment: Trade barriers – objectives of Trade barriers -Tariffs – Non-Tariff barriers – Quotas. GATT– Objectives and principles of GATT – Salient Features of UR Agreement – Trade Related Industrial Property Rights (TRIPS) – Trade Related Investment Measures (TRIMs) – World Trade Organisation (WTO) – Functions of WTO- Concept of Balance of Trade and Balance of Payment

Unit- III

(12 Periods)

Export promotion in India – Export promotion organizations – Export promotion councils – Commodity Boards – Export Inspection Councils – Indian Trade Promotion Organization – Indian Institute of Foreign Trade – Indian Institute of Packaging Export Processing Zones (EPZs) – 100% Export Oriented Units – Facilities for units in EPZs and EOUs.

Unit- IV

(10 Periods)

Export Finance – Institutional finance for export – Pre shipment credit – Post shipment credit-different forms of Post shipment credit. EXIM Bank – Objectives and functions – Letter of credit – Kinds of letter of credit – Export Risk Insurance – ECGC – Insurance covers issued by ECGC

Unit-VI

(14 Periods)

Export procedure and Documentation – Stages in the export of goods – Preliminaries – Production / Procurement of goods – Shipping space – Packing and marking – Pre shipment Inspection – Excise clearances – Customs formalities – Exchange control formalities– Shipping of goods - Negotiation of Documents – realization of Export incentives – Export Documents – Documents related to goods – Certificates related to shipment – Documents related to payment –Documents related to inspection – Documents related to excisable goods – Documents related to foreign exchange regulation

Text Book

International Trade And Export Management - - Francis Cherunilam,16th Edition 2008.Himalaya Publishing House, “Ramdoot”, Dr.Bhalerao Marg, Girgaon, Mumbai-400 004.

Reference Books

1. Export Import Procedures and Documentation - Jain Khushpat.S&Dr. W.K. Acharya, Himalaya Publishing House. “Ramdoot”, Dr.Bhalerao Marg, Girgaon, Mumbai-400 004
2. International Marketing And Export Management - T.A.S.BalaGopal,Himalaya Publishing House. “Ramdoot”, Dr.Bhalerao Marg, Girgaon, Mumbai-400 004.

BB505 Total Quality Management

(60 Periods)

Objective

To Provide a thorough understanding of TQM Principles, ISO 9000 Certification and the importance of TQM functions in the global scenario

Unit- I

(12 Periods)

Introduction To Total Quality Management –Concept of TQM –Quality and Business performance – service Quality Vs. product Quality altitude and involvement of Top management communication – culture-Management systems

Unit- II

(10 Periods)

Information Analysis and Information Technology – Strategic quality planning – Human resources Development &Management

Unit- III

(12 Periods)

Management of process quality -History of quality of control –product inspectionVs process control –statistical quality control -problem analysis –pare to analysis - Human side of process control.

Unit-IV

(12 Periods)

Customer focus and satisfaction –a quality focus-getting employee involvement -measure of customer satisfaction –service quality –customer retention –profitability –bench marking-essence of bench marking –benefits of strategic bench marking process –pitfalls in bench marking

Unit-V

(14 Periods)

Organizing for TQM-Systems approach- The people dimension-Small groups and Employment teams for TQM-Measuring productivity –White collar productivity -Activity analysis –reengineering –The cost of quality –Activity based costing – ISO 9000 -Universal Standards of Quality

Text Book

1. Total Quality Management: Text Cases & Readings - Joel E.Ross, 2nd Edition, Vanity Books International, New Delhi.

Reference Book

1. Total Quality Management – Principles, Practices and Cases – D.D.Sharma 2003, Sulthan Chand & Sons, New Delhi

BB506 Management Information Systems

(60 Periods)

Objective

Surfacing the learner to the key concepts of management information system, Facilitating the learner to relate business as a system and enabling the learner to understand the role of management information system in the modern business context.

Unit- I

(12 Periods)

Introduction: Definition of key terms – Management Information, System – Nature and Scope of MIS - Kinds of System; Systems Approach – Classification of MIS

Unit- II

(12 Periods)

Organization for MIS: Structure for Management; Information requirements at various levels of Management; Manual vs computerized information system; Data Bank Concept; Types of Computer-Based /applications

Unit- III

(12 Periods)

Data Base Management: Meaning of Data-Base; Electronic Data-Base; DBMS – Objectives – Technical Overview – Data Aggregates – Physical and Logical Structures; System Security

Unit-IV

(12 Periods)

System Development Stages: Investigation, Analysis Design, Construction, Testing, Implementation, Maintenance

Unit-V

(12 Periods)

MIS in functional areas of Management: MIS for Marketing, Human Resource, Operations, Finance, General Management – Decision Making.

Text Book

1. Management Information Systems – Goyal (2005), Managerial perspectives, MacmillanIndia Limited. New Delhi

Reference Books

1. Management Information Systems conceptual foundations, structure and development– Davis, Olson (2002), Tata McGraw Hill, New Delhi.
2. Information Systems for Modern Management - Murdick, Ross and Claggett (2000), Prentice Hall India. New Delhi.

BBA – VI Semester

S.No	Subject Code	Title	Credits			Max. Marks
			Practical	Lecture	Total	
CORE PAPERS						
1	BB611	Financial Services and Market	-	4	4	100
2	BB602	Services Marketing	-	4	4	100
3	BB603	Production Planning and Control	-	4	4	100
4	BB604	Sales Management	-	4	4	100
5	BB605	Investment Management	-	4	4	100
6	BB606	Project Internship (Internal)	2	-	2	50

BB611 Financial Services and Market

(60 Periods)

Objective

To expose the students to the financial markets and financial products and services.

Unit- I

(12 Periods)

The Financial System in India: Functions of the financial system – Financial Assets – Financial intermediaries – Financial markets – Capital market – Money market – Financial instruments

Unit- II

(12 Periods)

Market for securities: The new issues market – Functions of new issue market – Players in the new issues market – Methods of primary issue of shares.

Unit- III

(12 Periods)

Stock Exchanges in India: The secondary market – Organization of stock exchanges in India – SEBI – Functions and powers of SEBI

Unit-IV

(12 Periods)

Merchant Banking: Definition – Origin – Merchant Banking in India – Services rendered by merchant banks – Qualities required of Merchant Bankers – General obligations and responsibilities of Merchant Bankers

Unit-V

(12 Periods)

Mutual Funds: Meaning – Fund unit Vs shares – Types and Classification of funds – Importance of mutual funds – Risks – Organisation of the Fund – Operation of the fund – Facilities available to investors – Private Mutual Funds

Text Book

1. Financial Markets and Services - E. Gordon & K. Natarajan, Revised Edition -2010
Himalaya Publication, Mumbai.

Reference Books

1. Financial Services – M.Y. Khan, Revised Edition 2000, Tata MC Graw Hill, New Delhi.
2. Indian Financial System – H.R. Machiraju, revised edition 2010, Vikas Publishing House, New Delhi.

BB 602 Services Marketing

(60 Periods)

Objective

To provide a comprehensive and integrated coverage of Services Marketing in Indian context

Unit- I

(12 Periods)

Services Marketing – Introduction - Characteristics – marketing management for Services – the importance of Service marketing- Classification of Services – Indian scenario.

Unit- II

(14 Periods)

The service strategy – Identifying customer groups – segmentation – process – identifying alternative bases for segmentations – identifying the target markets. Positioning – positioning and differentiation of services – Competitive differentiation of services – positioning and service – levels and process of positioning –importance of positioning in services

Unit- III

(12 Periods)

Services marketing mix – inadequacy of 4p's – modified mix for Service – Product in Service – Price in Service – Promotion in services – Places in Service – Physical evidence, process, people in Services. Service mission statement – Developing a Service mission.

Unit-IV

(12 Periods)

Marketing strategy formulation for services – resource allocation and monitoring-methods of listening to the customers – complaint management – service guarantees – measuring customer satisfaction – Designing customers satisfaction surveys – Analysing customers satisfaction Surveys

Unit-V

(10 Periods)

Measuring the benefits of service Improvement- improving services-Internal marketing in services – Relationship marketing and employee empowerment in services marketing- the service based business plan- the future of services marketing-marketing of some selected services in the Indian contest. Barriers in Services marketing

Text Book

1. Marketing of services -NimitChowdhary,Monika Chowdhary, McMillan India Ltd., New Delhi 1st Edition,2005

Reference Books:

1. Services marketing –Text and cases-Nagundkar, Rajendra, Tata McGraw Hill , New Delhi 1st Edition ,2005
2. Services Marketing and Management -S.Balaji, Chand Company Ltd., New Delhi

BB603 –Production Planning and Control

(60 Periods)

Objectives

1. To understand the various components and functions of production planning and control such as work study, product planning, process planning, production scheduling, Inventory Control.
2. To know the recent trends like manufacturing requirement Planning (MRP II) and Enterprise Resource Planning (ERP).

Unit I

(12 Periods)

Objectives and Benefits of Planning and Control-Functions of Production Control-Types of Production- Job-Batch and Continuous- Meaning and Need for Forecasting – Classification of Forecast – Essentials of Good Forecasting Method

Unit II

(12 Periods)

Method Study - Basic Procedure –Selection -Recording of Process - Critical Analysis, Development - Implementation - Micro Motion Study - Work Measurement - Techniques of Work Measurement - Time Study - Production Study - Work Sampling - Synthesis from Standard Data - Predetermined Motion Time Standards.

Unit III

(12 Periods)

Material Planning – Introduction - Factors influencing materials Planning – Techniques in Material Planning – Bill of Materials – Materials Requirement Planning – Past Consumption Analysis Technique – Moving Average Method –Exponential Smoothing – Inventory Control – Other Operation Research Techniques

Unit IV

(12 Periods)

Process Planning – Introduction – Inputs to Process Planning – Factors Influencing Process Planning – steps in Process Planning – Route Sheets – Process Planning in Different Situations – Documents in Process Planning

Unit V

(12periods)

Scheduling – Meaning – Need – Inputs of Scheduling – Loading – Meaning and Need – Loading and Scheduling Devices – Gantt Charts – Techniques of Scheduling- Dispatching - Introduction – Functions of Dispatching – Dispatching under Different Situations – Documents in Dispatching – Progressing – Meaning – Functions – Documents in progressing

Text Books

1. MartandTelsang, “Industrial Engineering and Production Management”, S. Chand and Company, First edition, 2000.

Reference Books

1. Samson Eilon, “Elements of production planning and control”, Universal Book Corpn.1984
2. Elwood S.Buffa, and Rakesh K.Sarin, “Modern Production / Operations Management”, 8th Ed. John Wiley and Sons, 2000.
3. K.C.Jain& L.N. Aggarwal, “Production Planning Control and Industrial Management”, Khanna Publishers, 1990.

Web Links

1. The MRP 2 (Manufacturing Requirement Planning)
2. The Master Production Schedule (MPS)

BB604- Sales Management

(60 Periods)

Objective

To introduce the basic concepts of marketing and personal selling to the students.

Unit- I

(12 Periods)

Introduction to Sales Management : Concept, Nature, Role of Sales Management in Marketing, Salesmanship, Specific Characteristics of a successful salesman, The Evolving Face of Personal Selling

Unit- II

(12 Periods)

Sales Forecasting: Concept of Forecasting, Sales Forecasting methods, Quantitative and Qualitative methods.

Unit- III

(10 Periods)

Sales Organization: Need for Sales Organizations, their structure, Sales Managers Functions and responsibilities, planning for major customers and sales Budget.

Unit-IV

(14 Periods)

Personal Selling Process and Approaches: Personal Selling and Relationship Management - Selling to individuals & Institutions, Basics, Sales leads, Planning sales calls - Types of calls, – Building long term partnership by selling – Sales presentations, tools for personal selling, Sales Aids – Use of technology in sales effective selling techniques, Tele Marketing.

Unit-V

(12 Periods)

Managing the Sales Force: Recruiting, Selection and Training of Sales force, Motivation Programs - Sales Meetings, Sales Contests, Sales Compensating, Evaluating Sales Force Performance and Controlling Sales activities: Sales Records and Reporting Systems,

Text Book

1. Marketing Management - C.B.Gupta and Rajan Nair Revised New Edition 2006 Sultan Chand and sons, Ram Nagar, New Delhi – 110 055

Reference Books

1. Marketing Management - R.S.N. Pillai and Bagavathi 12th Edition 2007,S. Chand & Company Ltd., Ram Nagar, New Delhi – 110 055.
2. Marketing Management – Rajan Saxena, New Edition – 2009, Tata MC Graw Hill Publishing Company Limited, 7, West Patel Nagar, New Delhi – 110008.

BB605- Investment Management

(60 Periods)

Objective

To provide a comprehensive and integrated coverage of investment principles, Indian capital market

Unit- I

(12 Periods)

Investment – Features of Investment – Principles of Investment – Kinds of Investment – Stages in Investment – Investment Vs Speculation – Sources of Investment information.

Unit- II

(12 Periods)

Investment Risk – Systematic Risk – Unsystematic Risk – Business Risk – Measurement of Risk – Corporate Securities - New Issue Market – Conventional Stock Exchanges – New Stock Exchanges - Listing of Securities.

Unit- III

(12 Periods)

Security market indicators – Securities and Exchange Board of India – Objectives – Functions – SEBI Guidelines.

Unit-IV

(12 Periods)

Fundamental Analysis – Economic Analysis – Industry Analysis – Company Analysis – Technical Analysis – Types of Charts – Indicators – Evaluation.

Unit-V

(12 Periods)

Portfolio Analysis – Portfolio Constructions & Management – Portfolio evaluation & Portfolio – Mutual Funds – Types - Merits and Demerits.

Text Book

1. Investment Management 2nd Edition- Dr S. Krishnamurthy & S. Maria John 2004,Paramount Publications. Palani

Reference Books

1. Investment management - Dr.V.K.Bhalla, 11th Edition (2004), S.Chand& company Ltd. New Delhi.
2. Investment management - Dr.Preettisingh, 9th Edition (2000), Himalaya publishing house. Mumbai.

BB 606 – Project Internship (Internal)

Objective

To provide practical exposure to the students from the bases of their learning in theoretical sessions

Procedure

The students should undertake a project work in their interested area for 30 periods (minimum 15 days to maximum 20 days). The project work can be done at institutional/company and organizational level. During the time of project, the students will be allotted with one guide at institutional level. They have to get mentorship and guidance under the allotted guide. The end of project work, the students have to submit a project report (minimum 50 pages to maximum 80 pages).

Pattern of Evaluation

The submitted final draft of the project will be evaluated by the respective guide along with another faculty (internal valuator) in the Department. The separate evaluation done by the respective guide and internal valuator for the maximum marks of 50 will be taken as average from the two valuations. The pattern of valuation covers the aspects of content of the project, methodology, method of drafting and format of report.

Passing Minimum

The student who submitted the project should have to obtain minimum of 20 marks out of 50 (40 percent) from both valuation. The students who fail to secure the minimum of 20 marks again to resubmit the project and the award of degree may be considered only by passing in the project internship (internal)

Permitted Areas of Project Work

Management and Administration

Mathematics and Statistics

Marketing

Accounting and Finance

Business Laws

Computer Applications

Income Tax and Taxation

Industrial Psychology and Social Science