

H.H. THE RAJAH'S COLLEGE (AUTONOMOUS)

(Accredited with B+ by NAAC)

PUDUKKOTTAI - 622 001

B.B.A

DEPARTMENT OF BUSINESS ADMINISTRATION

BOARD OF STUDIES 2015- 16

(Under Common CBCS Pattern)

H.H. THE RAJAH'S COLLEGE(AUTONOMOUS)

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PUDUKKOTTAI - 622 001

DEPARTMENT OF BUSINESS ADMINISTRATION

BOARD OF STUDIES 2015-16

The Meeting of the Board of Studies was held on 18-04-2015. The proposed new syllabi were presented before the board.

The presentations of the proposals are enclosed

- i. Brief
- ii. Distribution of hours and marks and credits for UG(Annexure-I)
- iii. Title of the courses proposed for UG(Annexure-2)-BBA
- iv. Question Paper Pattern UG(Annexure-3)
- v. Syllabus for UG-BBA-(Annexure-4)

H.H.THE RAJAH'S COLLEGE (AUTONOMOUS)
PUDUKKOTTAI - 01
DEPARTMENT OF BUSINESS ADMINISTRATION
BOARD OF STUDIES 2015-16

SL.NO	NAME & DESIGNATION		
1.	Dr. P.GNANASEKARAN ASSISTANT PROF & HEAD DEPARTMENT OF BUSINESS ADMINISTRATION. H.H. THE RAJAH'S COLLEGE, (AUTONOMOUS) PUDUKKOTTAI.	CHAIRMAN	
2.	Dr. V.SURESHKUMAR. ASSISTANT PROFESSOR DEPARTMENT OF BUSINESS ADMINISTRATION RAJAH SERFOJI GOVERNMENT COLLEGE (AUTONOMOUS), THANJAVUR-005	UNIVERSITY NOMINEE AND SUBJECT EXPERT	
3.	Dr. S. SASIKUMAR ASSISTANT PROFESSOR, DEPARTMENT OF BUSINESS ADMINISTRATION RAJAH SERFOJI GOVERNMENT COLLEGE (AUTONOMOUS), THANJAVUR-005	SUBJECT EXPERT	
4.	Dr. G.MADHIYAZHAGAN ASSISTANT PROFESSOR & HEAD DEPARTMENT OF BUSINESS ADMINISTRATION CONSTITUENT COLLEGE OF BARD NANNILAM, THIRUVARUR.	SUBJECT EXPERT	
5.	PROF B. SELVAVEERA KUMAR ASSISTANT PROFESSOR, DEPARTMENT OF BUSINESS ADMINISTRATION H.H. THE RAJAH'S COLLEGE (AUTONOMOUS) PUDUKKOTTAI - 1	MEMBER-I	
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8.	Mrs. P. MALATHI ASSISTANT PROFESSOR, DEPARTMENT OF BUSINESS ADMINISTRATION H.H. THE RAJAH'S COLLEGE (AUTONOMOUS) PUDUKKOTTAI - 1	ALUMNI MEMBER	

1. It is resolved to remove “Investment Management” and introduce “Industrial relations and labour legislation” is one of the paper in VIth Semester as Major paper.
2. It is resolved to modify the existing syllabus for the papers Entrepreneurial Development, Personnel Management and Business Law.
3. It is resolved to modify the existing question paper pattern for the papers Gender Studies, Environment Studies, Non Major Elective and Value Education.
4. Resolved to approve the existing question paper pattern itself (i.e., Maximum Marks 100, C.I.A Marks 25 plus written examination 75 marks).
5. Resolved to approve the revised new syllabus for BBA degree course to be introduced from the Academic Year 2015-16 Onwards

SIGNATURE

(CHAIRMAN)

H.H. THE RAJAH'S COLLEGE (AUTONOMOUS)
PUDUKKOTTAI - 622 001
C.B.C.S PATTERN FOR BBA
CBCS 2015-2016 Onwards

PART	COURSE	TITLE	HRS	MARKS		TOTAL	CREDIT
				IA	EA		
	FIRST SEMESTER						
PART I		Tamil I	06	25	75	100	03
PART II		English I	06	25	75	100	03
	JSADA1	Management Principles	05	25	75	100	04
	JSADB1	Business Communication	05	25	75	100	04
Allied-I	JSADYA1	Managerial Economics	04	25	75	100	05
	JSCES	Environmental Studies	02	25	75	100	02
Soft Skill-I	JSBADEC1	Communication and Personality Development	02				
	SECOND SEMESTER						
		Tamil -II	06	25	75	100	03
		English - II	06	25	75	100	03
	JSADC2	Marketing Management	05	25	75	100	04
Allied-II	JSADYB2	Mathematics and Statistics for Managers	04	25	75	100	05
Elective -I	JSADDEC1	Organizational Behaviour	05	25	75	100	05
	JSCVE	Value Education	02	25	75	100	02
Soft Skill-I	JSBADEC1	Communication and Personality Development	02	25	75	100	04
	THIRD SEMESTER						
		Tamil -III	06	25	75	100	03
		English -III	06	25	75	100	03
	JSADD3	Financial Accounting	05	25	75	100	04
	JSADDE3	Business Law	05	25	75	100	04
Allied -III	JSADYD3	Management Information Systems	04	25	75	100	05
Non -Major Elective-I	JSNMADEC1	Principles of Insurance	04	25	75	100	02
	FOURTH SEMESTER						
		Tamil -IV	06	25	75	100	03
		English -IV	06	25	75	100	03
	JSADF4	Personnel Management	05	25	75	100	04
	JSADG4	Cost Accounting	05	25	75	100	04

Allied -IV	JSADYD4	Company Law and Secretarial Practice	04	25	75	100	05
Soft Skill-II	JSBADEC2	Office Automation	04	25	75	100	04
	FIFTH SEMESTER	Production Management JSADH5	06	25	75	100	04
	JSADI5	Operations Research	06	25	75	100	04
	JSADJ5	Management Accounting	05	25	75	100	04
ELECTIVE -II	JSADEC2	Advertisement and Sales Promotion	05	25	75	100	05
Non -Major Elective-II	JSNMADEC2	E-commerce	04	25	75	100	02
Soft Skill-III	JSNMADEC3	Tourism and Travel Management	04	25	75	100	04
	SIXTH SEMESTER	Strategic Management JSADK6	06	25	75	100	05
	JSADL6	Financial Management	06	25	75	100	05
	JSADM6	Entrepreneurial Development	06	25	75	100	05
	JSADN6	Banking	06	25	75	100	05
ELECTIVE -III	JSADEC3	Industrial Relations and Labour Legislation	05	25	75	100	04
	JSGS	Gender Studies	01	25	75	100	01
		Extension Activities	-	-	-	-	01
Total			180	925	2775	3700	140

SEMESTER I

MANAGEMENT PRINCIPLES

Unit - 1

The Development Thought - Contributions of Taylor, Henry Fayol, Elton Mayo, Gilbert Maslow.

Functions of Manager - Delegation.

Unit - II

Planning Nature and Purpose Objectives - Operational and Strategic Planning Types - Steps in Planning - Limitations

Unit - III

Organizing Organization Theory Classical Theory, Neo Classical Theory, and Organizational Design - Centralization and Decentralizations- Delegation of Authority - Line and Staff

Staffing - Responsibility for Staffing - MPP Selection Process - Test - Interview.

Unit - IV

Directing - Principles - Role theory and Role Analysis - Hawthorne Studies - Morale and Motivation

Unit - V

Controlling - Functions - Steps - Budgeting - Personnel Observation

Text book

- | | |
|--------------------------|------------------------|
| Principles of management | - LM Prasad |
| Principles of Management | - Sherlekan |
| Business Management | -Dinkar and Pegare |
| Principles of Management | - Tripathi & Reddy |
| Essentials of Management | - Kootz and "O" Donnel |

BUSINESS COMMUNICATION

Unit-I

Introduction Communication Types of Communication (Meaning - Need. Importance
Commercial terms and Abbreviations)

Unit - II

Media of Communication, Principles of Effective Communication, Barner to Communication -
Need. Function and Kinds of Business Letters - Effective Business Letters:

Unit - III

The layout of the letter - Enquiries and Reply Quotations sales Letters - Claims and Adjustments,
Collection Letters - Circular Letters Application letters.

Unit - IV

Import - Export Correspondence - Correspondence of a Company Secretary - Memos and other
forms of messages.

Unit - V

Importance of listening and Communication - Principles of effective listening - Telex - Facsimile
(fax) - Tele conferencing - Intercom apparatus - Modem Means of Communication - Internet - E-mail

TEXT BOOK

Essentials of Business	- J.S.Konahall
Principles and practice	- Stephson, Pitman
Effective letters and Business Law	- Shurter, TMH
Essentials of Business Communication	- Rajendrapal J.S Korlahalli
Business Communication	- R.C.Sharma, Krishna Mohan TMH

MANAGERIAL ECONOMICS

Unit - I

Managerial Economics Scope and Application Role of Managerial Economist Demand Analysis and Fore Casting - Methods - Demands Forecasting

Unit - II

Production function. Returns of scale - Economics of size and Capacity Utilization Input-Output - Cost function of short run cost - Long run cost-Output Function.

Unit - III

Price Policies and Practices Pricing under perfect Competition Oligopoly and Monopoly - Pricing of durable products - Perishable good - Price as a tool of competition.

Unit - IV

National income - Circular flow of income - Measurement and Difficulties in the Measurement.

Unit - V

Functions of Money Theories on money supply - Role of Commercial Bank - RBI - Methods of credit control monetary and fiscal

TEXT BOOKS

- | | |
|----------------------|----------------------------------|
| Managerial Economics | - Joel Dean |
| Managerial Economics | - R.L.Varshney and K L Maheswari |
| Managerial Economics | - VL Mote, Paul and G.S. Gupta |

ENVIRONMENTAL STUDIES

Unit-1

- a Natural of environment and Environmental studies
- b Definition, scope and importance need for public awareness
- c. Renewable and Non-Renewable resources and their management.
- d A Preliminary knowledge on the following resources Forest, Water, Mineral, food and Energy

Unit-II

- a. Concept of an ecosystem, structure of an ecosystem, procedures, consumers and Decomposers
- b Energy flow in the ecosystem, food chains, food webs and Ecological pyramids

Unit-III

- a Biodiversity and its conservation Introduction - Definition genetic - species and ecosystem diversity
- b. Biogeographically classification of India. Value of biodiversity consumptive use, productive use social, Ethical, Aesthetic and option values
- c Threats to biodiversity: Habitat loss, poaching of wildlife, Man-wild file conflicts.
- d. Endangered and endemic species of India, Conservation of biodiversity

Unit - IV

- a Environmental pollution - Definition, Causes and Effects control measures of Air Pollution, Water Pollution and Soil pollution, Marine Pollution. Noise Pollution, Thermal and Nuclear Pollution
- b. Solid waste Management Causes, Effects and Control measures of urban and Industrial wastes.

Unit - V

- a Social issues and problems from unsustainable to sustainable development, Urban problems related to energy conservation.
- b. Population growth, variation among nations.
- c. Population explosion - Family welfare programme.
- d. Environment and Human Health, human Rights, Value Education, HIV/AIDS, Women and Child Welfare

SOFTSKILL

COMMUNICATION AND PERSONALITY DEVELOPMENT

Unit-1

Concept of Communication - Communication Process Two way Communication Functions of Communication - Communication symbols - Communication Network - Formal Channel - Informal Channel - Directions of Communication flow-Barriers in Communication.

Unit - II

Listening - Steps involved in the process of listening - Improving listening skills - Tips for good listening

Unit - III

Motivation Meaning and Definition of Motivation - Types of Motivation - Theories of Motivation.

Unit - IV

Individual Behaviour Personality Learning. Attitudes Interpersonal Behaviour Group and inter group Behaviour

Unit - V

Perception - Meaning - Definitions - Sensation and Perception - Process of perception determinants of Perception Qualities of Perceiver - Qualities of Perceived - Environmental condition.

REFERENCE BOOKS

Business communication	- Rajendra Paul
Organisational Behaviour	- L.M. Prasad
Personnel Management	-P.C. Tripathi

SEMESTER II

MARKETING MANAGEMENT

Unit - I

Marketing Function - The Marketing Concept Marketing Management System, Objectives it interfaces with other functions in the Organization

Unit - II

Marketing Environment - Demographic, Economic, Physical, Technological, Political, Legal, Social, Cultural Environment - Major Factors in Company's Environment

Unit - III

Consumer Marketing and Buying Behaviour - Concept of Marketing mix, Marketing Strategies - Concept of product life cycle.

Unit - IV

Market Segmentation - New Product Development Process - Pricing decisions.

Unit - V

Marketing channels - Advertising decisions - Sales force decision - Sales Forecasting

TEXT BOOK

- | | |
|-----------------------------|---|
| Marketing Management | - Philip Kotler - Prentice Hall of India. |
| Fundamental of Marketing | - William J. Stanton, Michael J Etzel. |
| Modern Marketing Management | - Dawar, Progressive Corporation, Bombay |
| Marketing Management | - Memoria Joshi, Kitab Mahal. |

ALLIED PAPER-II MATHEMATICS AND STATISTICS FOR MANAGER

Unit - I

Nature and Scope of Statistics: Uses of statistics in business, Statistic data - Primary and Secondary Classification of Data - Frequency distribution - Histogram, Frequency polygon and Curve, Graphs and Diagrams - Bar Diagrams, Pie Diagram and Lorenz Curve. Measures of Central Tendency - Mean, Median, Mode, Geometric Mean and harmonic Mean - Uses of Averages in Business

Unit - II

Measures of Dispersion - Range, QD, MD, an SD- Co-efficient of vation - Uses in Business Skewness-Bowley's and parson's Co-efficient of Skwness.

Unit - III

Simple correlation - Pearson and Spearman's - Regression lines - Index numbers Weighted, Unweighted, Cost of Living Index.

Unit - IV

Elements of differential Calculus - Maxima and Minima Applications of these concepts to Business, Economies.

Unit - V

Definition - Different type of Matrices Addition and subtraction of Matrices, Manipulation of Matrices - Transpose of Matrix - Elementary operations Consistency and inverse of a matrix, Determinants of order one, two and three properties of determinants, Simple problems.

TEXT BOOK

Mathematics for business and economics	- J.D.Gupta
Quantitative techniques for Managerial decisions	- UK. Srivastava G.V.Shenoy, - S.C.Sharma (Wiley Eastern)
Practical Statistics	R.S.N.Pillai & Bhagawathi (Sultan Chand & Sons)
Statistical Method	- S.B.Gupta,

ORGANIZATIONAL BEHAVIOUR

Unit - I

The concept of organizational Behaviour - Natural of Man - Nature of Organization - Models of Organizational Behaviour S.O.B.C Model - Organizational Behaviour and Human Relations

Unit - II

Individual Behaviour Perception - Personality - Group dynamics - Groups at work Formal and informal group.

Unit - III

Leadership - Characteristics - Leadership continuum - Styles of Leadership - Manager as a Leader, Theories of Leadership, Conference leadership - Power and authority,

Unit - IV

Communication - Process directions, Feedback, Barriers to Communication, Suggestion scheme and grievance procedure.

Unit - V

Morale and Motivation - Herzberg's Two factor theory of Motivation Management of Change in Organization - Organizational Application of Motivation.

TEXT BOOK

Organization theory and behavior	V.S.P.Rap and D.S.Narayanan, Konarak Publishers Pvt.Ltd.,
Human behavior at work	Keith Davis-Tata McGraw Hill Book Company
Organization Behaviour	Organization Behaviour Fred Luthans-Tata McGraw Hill.
Organization Behavior	Concepts, Controversies and Applications by Stephen P.Robbins, Prentice Hall Publicaitons

VALUE EDUCATION

Unit-I

Meaning and Nature of Value Education Meaning and Concepts of Value education Origin nature
Classification of values - View of eminent thinkers Meaning of value education - Need for value
education

Unit - II

Objectives and development of human value Role of school and colleges in the development of
human value - Objectives of value oriented education. Ethical and social values Gandhiji's Non Violence
- Gokak Committee

Unit - III

Strategies and approaches to value education: Role of Education school, family, teacher for the
personal value development conceptual frame work - Strategy suggested by JR Frankel - NCERT
approach to value education Role play technique in value education - Value based curriculum - Teachers
role.

Unit - IV

Sources of values Sources of values Traditional India Values, Sources of values - Culture,
Education, Religion - Hinduism, Christianity, Islam, Buddhism - Indian Constitutions as source for
democratic values - Equality - Secularism, Democracy - Research and Resources in value education.

Unit - V

Methods of teaching and documents on human value education Methods of teaching value
education Guidelines for developing value among students Problems in promoting value education -
Documents of value education - Recommendation of committee appointed by the central advisory board
of education - Recommendation of the university education commission 1964-1966. National Policy on
Education 1986-1992

TEXT BOOK

1. J.C.Aggarwal, Education for values Environment and Human Rights, Shipra Publications New Delhi 2005
- 2 Dube SC Modernization and Development. The search for an alternative paradigm, zee Books Ind, London: 1988.
3. Mansell R. and When U, Knowledge societies Information Technology for Sustainable Development, Oxford University press, New York
4. World Bank knowledge for development world development report, oxford unit press, New York

SEMESTER III

FINANCIAL ACCOUNTING

Unit-1

Definition of account - The Nature, objective and utility of accounting in industrial and business enterprise - Books of accounts - Accounting concepts and conventions

Unit - II

The theory of double entry - Book keeping - Journal Subsidiary books - Ledger trail balance

Unit - II

Statement of accounts - Manufacturing account - Trading account - Profit and Loss account and Balance sheet

Unit - IV

Capital and revenue Income and expenditure account Receipts and payments depreciation - Reserves and Provisions

Unit - V

Average Due Date - Account Current - Fire Claims.

BOOKS FOR REFERENCE

Advance accounting	S.P.Jain and K.L.Narang Kalyani Publishers.
Auditing	Tandon.
Advanced Accounts	M.C.Shukla, T.S.Grewal, S.C.Gupta, S.C.chand & co
Principles of Accounting	Finnery H.A.Miller H.E.Prentice Hall.

BUSINESS LAW

Unit - I

Contract Act - Definition, Classification - Essential of a contract - Rights an obligation of parties to contract not enforceable - Assignment, Breach performance and discharge.

Unit - II

Pledge and bailment - Duties of bailer and bailee Liabilities of bailer and bailee. Rights of bailer and bailee

Unit - III

Law of Agency Nature appointment, Termination, Rights and Duties, Liabilities - Type of agents

Unit - IV

Partnership - Definition, Creation, Essential relation with partner interest and to third part liability of partner – Dissolution

RECOMMENDED TEXT BOOKS.

Elements of mercantile law	N.D. kapoor
Company law	N.D.kapoor
Mercantile law	Davar
India mercantile law	S.R.Davar
Principles of mercantile law	Tandon B.N.

MANAGEMENT INFORMATION SYSTEM

Unit - I

Introduction to basic concepts of MIS Evolution of computers and their role in MIS

Unit - II

Hardware Features - Software Features

Unit - III

Information concepts for MIS Data - Information identification of decision Making and information needs

Unit - IV

Mechanises of system analysis-Flow charting, Examples of MIS Design - Concepts and Case studies

Unit – V

System concepts and system approach to management total system Approach
Miscellaneous for MIS

RECOMMENDED TEXT BOOKS

Computer information and introduction	Lawrence S Orilla
Mangement information System	James O Brier
Management Information System	Raymond Mcleoulir

PRINCIPLES OF INSURANCE

Unit - 1

Introduction to insurance Principle of insurance, Defining Risk - Classification of risk - Reinsurance, Double Insurance privatization of insurance business in India,-Private players in insurance in India. Insurance Regulatory Development Authority Recent Developments in the insurance sector

Unit - II

Life insurance law relating to life insurance General Principles of Life insurance Contract, Proposal and policy, Assignment and nomination; Title and claims, Concept of trust in life policy, LIC- Role and functions

Unit - III

General insurance Different types of general insurance General insurance Vs life insurance Nature of fire insurance Various types of fire policy, Subrogation, Double insurance: contribution, Proximate cause, Claims of recovery Accident and Motor insurance

Unit - IV

Deposit and credit insurance - Nature, Terms and conditions, Public liability insurance. emergency risk insurance structure and power, function of general insurance Corporation of India,

Unit - V

Marine insurance-low relating to marine insurance Scope and nature Types of policy Insurable interest, Insured perils, Proximity cause, Voyage, Warranties, Measurement.

TEXT BOOKS

Insurance principles and practices	M.N.Mishra
Principles and practice of insurance	Kothari & Bahi
Principles and practice of insurance	G.S.Panda
Elements of Business law	N.D.Kapoor
Principles and practice of insurance	P Periyasamy
Principles and practice of insurance	Dr A Murthy

SEMESTER IV

PERSONNEL MANAGEMENT

Unit-1

The personnel Function - Evolution of personnel management - Status and end of personnel manger - Organization of personnel department organization planning - Manpowar planning - Job analysis - Job description - Recruitment - Selection with special reference to testing and interviewing.

Unit-II

Training and development with special reference to methodologies of training Performance Appraisal Method.

Unit - III

Wage and Salary administration including emerging compensation structure- Employer, Health, Safety and Welfare - Social Security

Unit-IV

Leadership - Definition - Importance - Theories of Leadership - Functions of a leader Qualities of leadership - Types of leadership -Characteristics of Leadership - Leadership styles.

Unit - V

Motivation - Definition - Nature & Importance of Motivation - Types of Motivation Theory X&Y Maslow hierarchy of needs - Motivational factors.

BOOK REFERENCE

Personnel management	Dr.P.C. Trippathi
Personnel management	prof J Jeyasankar
Principles of management	Dr.T.Ramasamy

COST ACCOUNTING

Unit-1

Meaning and scope of cost accounting - Relationship of cost accounting and financial accounts - Cost analysis - Concept and Classification - Elements of Cost- Cost Methods Preparation of cost sheet, Tender and quotation.

Unit - II

Purchasing of Materials Procedure and documentation involved in purchasing Requisition for store - Maximum stock level - Minimum level re-order level Economic ordering quantity - Perpetual inventory - Bin Card - ABC Analysis - Control over wages, Scrap and Spoilage, Inventory records - Methods of valuing material issue

Unit - III

Overhead - Classification of overhead - Allocation and absorption overhead

Unit - IV

Process costing - Losses - Normal process loss- Abnormal loss - Abnormal Gain - Job Costing- Contract costing

Unit - V

Reconciliation of Costs and Financial Accounts - Budgetary Control.

RECOMMENDED TEXT BOOKS

Cost Accounting - S.P Iyenger - - Sultan Chand & Sons.

Principles and Practice of Cost Accounting -N.K.Prasad book syndicate Pvt.Ltd.,

Cost Accounting - Das Gupta, Sultan Chand & Sons.

Cost Accounting by - Arora - Sultan Chand & Sons.

Cost Accounting by - Jain & Narang

COMPANY LAW & SECRETARIAL PRACTICE

Unit -I

Companies act - Formation Kinds of Companies Memorandum of articles of liabilities of member
- Prospectus Shares and Debentures Winding

Unit II

Appointment of directors Rights to increase their numbers Share qualifications of directors
Disqualifications of directors and removal of directors Company secretary qualification - Types of &
Duties

Unit III

Managerial Remuneration Director's remuneration Meeting of directors of -Duties of directors-
Liability of directors

Unit - IV

Communication - Pertaining to Business Meetings - Preparation of Notices, Agends. Proxies, Motions,
Resolution and minutes (with special reference companies act 1956).

Unit - V

Winding up of Companies Different types - Secretarial duties with regard to winding up of companies.

REFERENCES

Secretarial Practice

Tripathi

Secretarial Practice

Prasanth Gosh

Company Law and Secretarial Practice by N.D. Kapoor

OFFICE AUTOMATION

Unit - I

Modern office - Meaning, Importance - Function - Location of office - Office layout Open and private office-Office Environment Lighting, Ventilation freedom from noise and dust, sanitary, Security and secrecy

Unit - II

Office organization - Importance - Types - Organization Chart - Office Manuals Delegation of Authority and Responsibility - Centralization vs Decentralization

Unit - III

Office systems - Flow of work- Role of office manager - Office forms - Forms of control-Forms of designing - Control of correspondence- Handling inward and outward mails.

Unit-IV

Stationary - Importance - Control of stationary cost-Purchasing - Stationary supplies - Filing - Importance- Functions - Characteristics of good filing system - Indexing - Meaning, Importance and kinds

RECOMMENDED TEXT BOOKS

Office management	R.K. Chopra
Office Management	P.K.Gosh
Office management	R.S.N.Pillai & Bhagawathi

SEMESTER V

PRODUCTION MANAGEMENT

Unit - 1

An overall view of production management Relationship of production management with marketing, Finance. Personnel and Management - Factors for plant location Plant Layout Different types of Layouts and their suitability

Unit - II

Work Study. Time and Motion Study, Work Measurement normal Time Standard me various Charts used in production Management

Unit - III

Production planning and Scheduling Kinds of Production Plans Capacity Planning Aggregate Scheduling, Monthly and weekly Scheduling

Unit - IV

Quality Control and inspection control-Control Charts Acceptance sampling technique Statistical Quality control-Control Charts

Unit - V

Inventory control of raw materials - Inventory store management Equipments required - Value analysis - ABC analysis

BOOKS RECOMMENDED

Modern Production Operation Management by	-ES Buffa 7 Edion
Production Operation Management by	-Raymond R. Mayar
Production Management by	Keith Lock Yeer
Production Operation Management by	B.S. Gayel
Production inventory system-planning & Control by	-Buffs & Miller

OPERATIONS RESEARCH

Unit - I

Scientific method OR Models and Model Building Resources Allocation - Linear Programming
Graphical Method Simplex Method M-Technique (Duality in Linear Programming Problem Excluded)

Unit-II

Transportation & Assignment Models Sequential Decision Making Sequencing
Problems

Unit - III

Inventory Management - Deterministic and elementary stochastic Models

Unit - IV

Simulation, Queuing Models (M/M/T)

Unit - V

PERT & CPM-Replacement Decisions.

REFERENCES

Operation research	Hamdy A Taha
Operation Research Problem and Solutions	V.K.Kapoor

TEXT BOOK RECOMMENDED

Operation Research - Gupta, Ganti Swroop & Mon Mohan

MANAGEMENT ACCOUNTING

Unit-1

Management Accounting Meaning - Objective Scope management accounting and Financial Accounting Management and Cost Accounting Utility and limitation of Management Accounting

Analysis of Financial statements Tools for analysis comparative financial Statements

common size statement

Unit - II

Analysis and interpretation of financial statement through accounting ratios - Analysis for liquidity solvency and profitability - Significance of various ratios and their computation - Uses and limitations of ratios

Unit III

Fund flow analysis - Concept of funds - Sources and uses of funds Concepts of flow fund flow statement Managerial uses fund flow analysis construction of fund flow statement

Unit - IV

Cash flow analysis - Distinction off from funds utility of cash flow statement construction of each flow statement- Working capital management - Meaning and importance Management of cash balance, Receivable and investors.

Unit-V

Marginal costing and profit planning Distinction between absorption costing and marginal costing Direct costing, Differential costing - Difference - Key Factor Analysis - Margin of Safety - Cost volume profit relationship

REFERENCE BOOKS

Management Accounting - principles and practice - R.K.Sharma and Shoshi

Management Accounting-tools and Technique - N Vinayakam, LB.Sinha- Himalava Publishing Housing

Principle of management accounting - Man Mohan and S.N.Goyal - Sahitya Bhavan- Agra

Management Accounting - S.K.R.Paul, new Central Book Agency Calcutta

Principles of management Accounting-S.N.Maheswari, sultan Chand & Sons

ADVERTISEMENT AND SALES PROMOTION

Unit-1

Advertising - Advertising on elements of marketing mix objectives - Advertising and Salesmanship - Role and importance - Planning for advertisement communication process Formal and informal

Unit - II

Advertisement Copy - Kinds Appeals Advertising Mix advertising Budget and relevant decisions.

Unit - III

Advertising expenses and their role - Type of advertising - Measuring the effectiveness of advertisement - Managing Agency

Unit - IV

Sales promotion - Objectives - Advantage - Tools and their Effectiveness – Aggressive selling

Unit - V

Sales promotion and personnel selling - Measuring the effectiveness of promotion company

RECOMMENDED TEXT BOOK

Sales promotion management - John A queleh

Marketing salesmanship and advertising - M.Ramasamy

Principles of marketing and salesmanship -JC Sinha

Advertising principles problems and cases and others Charles J Dirkson

Advertising management concepts and cases -Manendra Mohan (THM)

E-COMMERCE

Unit - I

Electronic commerce Frame work-E-commerce and Media Coverage-The Anatomy of E-Commerce Applications - E-Commerce consumer applications E-Commerce organization application.

Unit - II

Electronic data interchange - EDI application in business privacy Issues-EDI and electronic commerce Edi, Legal Security and

Unit - III

E-Commerce Management Net Centriam - Navigation Digital Design Web Matrices - Business Models - Hyper MK-Intelligent-Agents - Auctions-Design, Protocol

Unit - IV

Channel conflict management - Security & Encryption- Abuse and Netiquette Internet Governance - Economics of E-Commerce Equilibrium Price - Electronic Marketing-Taxing E-Business-Road Map for Success

Unit - V

E-Commerce legal issues - Software Intellectual property law- Contract law for E Commerce, warranties and new products - Cyber law issues - Privacy and trans border flows. Fraud - Security of information & Risks - Electronic highway Robbery Consumer Protection.

RECOMMENDED TEXT BOOKS

Frontiers of electronic commerce	Kalakota & Whinston
E-Commerce a Managerial perspective	-Efraim Turbon, Jae lee David King & H.Micheal Chung
E-Commerce Fundamentals & Application	Henry Chan, Raymond Lee, Tharam E-commerce by Laudon & Traver Pearson Education

TOURISM AND TRAVEL MANAGEMENT

Unit - I

Introduction to tourism Tourism -Definition and importance Tourism myths and Problems Tourism System Demand for Tourism and Demand schedules - Socio- Economic factors in tourism

Unit - II

Planning for tourism Coordinated planning - The planning process assessment of Demand and Supply - Establishing Objectives - Regional planning Considerations

Unit - III

Organizing Decision Making Controlling Staffing in tourism Organization - Training and Development Motivation - Leadership and Communication in Organization tourism

Unit - IV

The Organization of Tourism - The National Tourist Organization Functions Organizations and work of a NTO - Tourist organizations in India - Tourist offices in India - Accommodation Classification - Registration and Categorization.

Unit - V

Travel agency management Setting up of a travel agency - Organization of travel individual Trips Group or Organized Trips - Need of Legislation Tour operator Groups inclusive Tour - Travel Association of India - Universal federation of Travel agents association (UFTAA).

RECOMMENDED TEXT BOOKS

Tourism principles and practices - Chris cooper john Flectcher, David Glibert, Stphen
Wanhiel

Tourism management -A Global Perspective - Gs Batra, A. S. Chawla deep and deep
Publishers.

Development of tourism in India, Chris Cooper John Flether, David Glibert, stphen
wanhiel.

SEMESTER VI

STRATEGIC MANAGEMENT

Unit - I

The business system - Objectives of the business setting up and balancing the objectives -
Mission - Vision - Goals

Strategic Analysis of Functional Areas Production finance Analysis Corporate capabilities -
SWOT Marketing Human Resource

Unit - II

Corporate Strategy - Nature and Scope - Process of Strategic Planning - Formulation of strategy -
Project Life cycle Portfolio analysis BCG Matrix GE Matrix Stop High Strategy - Directional Policy
Matrix

Strategy management - Strategic Decision Making - Business Level-Sub Strategy

Unit -III

Generic Strategic Alternatives - Stability Strategy Growth Strategy - Retrenchment Strategy -
Combination Strategy and Turn Around Strategy

Unit - IV

External Growth Strategy - Merge, Acquisition - Amalgamation - Joint Venture

Unit - V

Implementation of strategy Elements of strategy climate Planning and control of Implementation
Leadership and Organizational

BOOKS REFERENCE

Corporate strategy, competitive advantage - Micahale power

Management tasks, Responsibilities and practices -Peter Drucker

"Achieving managerial excellence", Mc Millan India 1989 - Bhttacharya

"Business policy and strategy management" Mc Graw Hill, 1983-Jauch and Gleuck,

Business policy and strategy management -AZhare Kazmi

"Business policy and Strategic Management", - Francis Cherunilam

FINANCIAL MANAGEMENT

Unit - I

Nature of financial Management - Meaning and scope of Finance Function - Financial management and its function - Goal of financial management

Unit - II

Cost of capital - Concept - Importance and Types of cost of Capital - Measurement of Cost of Capital - Weighted Average cost of Capital - Operating and financial leverages

Unit - III

Capital structure - Meaning, Factors affecting capital Structure Capital Gearing, High and low Gearing, Significance - Meaning of Trading of Equity - Limitation of the Policy of trading on Equity

Unit - IV

Capital budgeting - Nature of capital Expenditure Concept of Capital Beginning Capital Budgeting Procedures - methods of ranking investment proposals - Payback Method - Return of Investment Method - Present value method

Unit - V

Financial planning and forecasting Concepts Characteristics and factors Affecting financial planning - Necessity and Limitations - Cash Forecasting

[60% Problem, 40% Theory]

RECOMMENDED TEXT BOOKS

Financial management theory and practice, -Chandra- Tata Mc Graw Hill

Financial Management and Policy -Van Horne, Prentice hall of india

Principles of corporate finance Brealey, Mysers, Tata Mc Graw Hill

Financial management -MY Khan, P.K. Jain, Tata Mc Graw Hill

Financial management -Kuchal - Chatyana Publishing House

ENTREPRENEURIAL DEVELOPMENT

Unit - I

Entrepreneur - Meaning and Definition - Common Means of an Entrepreneur - Functions of an Entrepreneur - Classification of Entrepreneur.

Unit-II

Factors Influencing the Emergence of Entrepreneurship - Internal Factors - External Factor - Barriers to Entrepreneurship - The Role of Entrepreneurship in Economic Development.

Unit - III

Entrepreneurial Growth - Role of Government in Entrepreneurial Growth - Role of Non Governmental Agencies in Promoting Entrepreneurial in India - SIPCOT-IDBI-ICICI Commercial Banks

Unit-IV

Women Entrepreneur Definition Problems of Women Entrepreneurs - Steps to encourage Women Entrepreneurs Rural Entrepreneurship Definition Problem Over Coming the problems of Rural entrepreneurs - Small Exporters Steps taken by Government to boost export and Import-Problems on Entrepreneur on Export and Import Problems of Small Entrepreneur - Problems of New Entrepreneur - Sickness in Small scale Industries - Definition of sick Industry Causes of Industrial Sickness

Unit-V

Meaning of Project Report - Contents Executive summary, 2. The Industry and the company, 3 Marketing Research Analysis 4. Economics of the Business 5. Marketing Plan General Guidelines for Project Preparation

TEXT BOOK :

Dynamics of entrepreneurial development -vasant desai

A practical Guide to Intrial Entrepreneurship SB Srivastava

Entrepreneurial development -Gupta Srinivasn

Entrepreneurial development principles, policies and programmes - P Saravanavel
Author, Pushpak College, Poondi

Entrepreneurial development -Jayshree Suresh, Margham Publishers.

BANKING

Unit 1

Definition of a bank- Kinds of Bankz-Function of a commercial Banks Hanking Functions Agency Functions General Undity Services - Unu Banking and Branch, Banking Modern Banking services - ATM, No Banking Debit Card and Credit Card etc

Unit II

Functions of central Bank RBI Organization and Management - Function of RBI
Objectives of credit Control-Method of Credit Control-Quantitative and Qualitative Methods

Unit III

Relationship between banker and Customer Special Relationship Banker's Right and General Lien Types of Accounts Special Types of Customers.

Unit IV

Definition of cheques Essential of Cheque Merits of using Cheque Material Alteration in the Cheque-Crossing-Objectives of Crossing Special Crossing Endorsement -Types of Endorsement

Unit - V

Paying Banker Collecting Banka Precautions to be exercised by the paying banker Dishonouring of Customer's Cheque Modern Banking Operations Pambook Importance of Passbook E-Banking

RECOMMENDED TEXT BOOK

Banking law and practice by Chobra and Taneja Dhanapet Raj & sons

Currency and banking by Subburao and others-TMH

Banking and financial system by KPM Sundaram and varshney-Sultan Chand and Sons

Banking Theory Low and Practice B.Santhanam

INDUSTRIAL RELATIONS AND LABOUR LEGISLATION

Unit-1

Introduction Need for Industrial Relations Importance of Industrial Relation Memning of Industrial Relations - Role of Industrial Relations Towards Industrial Expansion - Role of the Government in Establishing good Industrial Relations

Unit-II

Definition Objectives of Trade Union and It's Functions Blue collar and White. Collar Employees Salient Features of Trade Union Act. Registration of Trade Union Preliminary Steps-Cancellation.

Unit-III

Collective Bargaining - Process Advantages and Disadvantages, Grievance Settlement Authority Strike and lock Out - Retrenchment-Closure

Unit-IV

Worker's Participation – Advantages – Methods – Functions of works Committee-Industrial Unrest-Causes

Unit-V

Determination of Bonus - Steps for Calculation of Bonus - Minimum Bonus Minimum Wages Act 1948 The Scope of Labour Legislations - Objectives Industrial Peace

TEXT BOOK

Industrial Relations and Labour Legislation Mr. Sreenivasan

Industrial and Labour Laws Prof Anil P Sasanc

Industrial Law N.D.Kapoor

Personnel Management and Industrial Relations Tripathi

GENDER STUDIES

OBJECTIVES

*To make boys and girls aware of each other's strengths and weakness To develop sensitivity towards both genders in order to lead an ethically enriched life

*To promote attitudinal change towards a gender balanced ambience and women empowerment

Unit - I

Concept of Gender: Sex-Gender - Biological Determinism - Patriarchy - Feminism - Gender Discrimination Gender Division of Labour - Gender Stereotyping - Gender Sensitivity - Gender Equity - Equality - Gender Mainstreaming - Empowerment

Unit - II

Women's Studies vs Gender Studies UGC's Guidelines - VII to XI
Plans - Gender Studies: Beijing Conference and CEDAW - Exclusiveness and Inclusiveness.

Unit - III

Areas of Gender Discrimination Family - Sex Ratio - Literacy - Health Governance - Religion - Work Vs Employment Market - Media - Politics - Law Domestic Violence- Sexual Harassment-State Policies and Planning.

Unit - IV

Women Development and Gender Empowerment Initiative - International Women's Decade
International Women's Year - National Policy for Empowerment of Women Women Empowerment Year
2001- Mainstreaming Global Policies.

Unit - V

Women's Movements and Safeguarding Mechanism In India National State Commission for Women
(NCW) Women Development and Gender Empowerment: Initiative - International Women's Decade-
International Women's Year - National Policy for Empowerment of Women Women Empowerment Year
2001-Mainstreaming Global Policies.

Unit-V

Women's Movements and Safeguarding Mechanism: In India National State Commission for Women
(NCW) - All Women Police Station - Family Court - Domestic Violence Act - Prevention of Sexual
Harassment at Work Place Supreme Court Guidelines Maternity Benefit Act- PNDT Act - Hindu
Succession Act 2005- Eve Teasing Prevention Act-Self Help Groups-73 and 74 Amendment for PRIS

REFERENCES

Bhasin Kamala, understanding Gender: Gender Basics, New Delhi: Women Unlimited, 2004.
Rajadurai S.V.Geetha V.Themes in Caste Gender and Religion, Tiruchirappalli Bharathidasan
University, 2007,