

BBA DEGREE PROGRAMME
I SEMESTER - ALLIED COURSE – I
MANAGERIAL ECONOMICS

Hours Allotted: 5 Hrs.

Code: 08 UBA 1301

Credit Allotted: 3

Max. Marks: 75

OBJECTIVE: To enable the students understand the various concepts of Economics and their Application in Business decisions

UNIT I

Managerial Economics – Meaning, Nature and Characteristics – Scope – Relationship with other disciplines – Laws of Demand – Objectives of firms.

UNIT II

Utility – Concepts – Law of Diminishing Marginal Utility – Concept of Consumer Surplus – Indifference Curve Analysis – Elasticity of Demand.

UNIT III

Factors of Production – Law of returns – Law of variable proportions – Law of returns to scale – Economies of Large Scale Production.

UNIT IV

Cost Concepts – Cost Output relationship in the short run and long run – Revenue Analysis – Kinds of Market conditions – Price and Output determination under perfect competition, monopoly, oligopoly and monopolistic competition.

UNIT V

National Income – Concepts, Measurement and Difficulties in measurement – Inequalities of Income – Causes – Merits and demerits.

TEXT BOOK RECOMMENDED:

1. Managerial Economics – R.L.VARSHNEY & K.L.MAHESHWARI

BOOKS FOR REFERENCE:

1. Managerial Economics Analysis, Problems & Cases – P.L.MEHTA.
2. Principles of Economics, Economic Analysis – V.LOKANATHAN.
3. Economic Analysis – K.P.M. SUNDHARAM & E.N. SUNDHARAM.
4. Managerial Economics – CAUVERY, SUDHANAYAK, GIRIJA
5. Managerial Economics - S.Sankaran

BBA DEGREE PROGRAMME
I SEMESTER - CORE COURSE – I
MANAGEMENT CONCEPTS

Hours Allotted: 6 Hrs.
Credit Allotted: 5

Code: 08 UBA 1401
Max. Marks: 75

OBJECTIVE: To enable the students understand the Principles of Management and how to acquire skills to become a good manager.

UNIT I

Management – Concept – Nature –Management as a Science, an Art and Profession – Process – Levels of management – F.W.Taylor’s Scientific Management – Fayol’s Theory of Management.

UNIT II

Planning – Concept – Process – Types of Plans – Objectives, Policies, Procedures, Rules, Strategies, Programmes and Budgets.

UNIT III

Organizing – Concept – Organisation as a process – Elements of Organisation process – Types of organization – Delegation – Departmentation – Centralization – Decentralisation..

UNIT IV

Staffing – Concept – Functions – Process – Selection – Recruitment – Training. Direction – Concept – Elements of Directing – Principles of Direction – Process of Directing.

UNIT V

Co-ordination – Controlling – Concept – Need and importance – Process – Characteristics of an ideal control system – Budgetary Control.

TEXT BOOK RECOMMENDED:

1. Principles of Management – L.M. PRASAD

BOOKS FOR REFERENCE:

1. Principles of Management – SHERLEKAR
2. Business Management – DINKAR PAGARE
3. Principles of Management – TRIPATHI AND REDDY.
4. Essentials of Management – KOONTZ AND O’DONNEL
5. Management Principles – T.RAMASAMY

BBA DEGREE PROGRAMME
I SEMESTER - CORE COURSE – II
FINANCIAL ACCOUNTING

Hours Allotted: 5 Hrs.
Credit Allotted: 4

Code: 08 UBA 1402
Max. Marks: 75

OBJECTIVE: To enable the students to understand Accounting Principles and gain knowledge in the preparation of Final Accounts of Sole Trader, Non – Trading concern and Companies.

UNIT I

Definition of Account – Accounting Principles – Nature of Accounting Concepts – Double Entry Vs single entry – Journal – Ledger – Trial Balance.

UNIT II

Subsidiary Books – Purchases Book, Sales Book, Purchases Returns Book, Sales Returns Book and Cash Book:- Simple Cash Book and Petty Cash Book, Rectification of error, Bank Reconciliation statement (BRS)

UNIT III

Methods of Depreciation: - Straight Line Method, Written Down Value Method and Annuity Method - Final Accounts of Sole Trader with simple adjustments.

UNIT IV

Capital and Revenue – Accounts of Non-trading organizations - Income and Expenditure Account – Receipts and Payments Account.

UNIT V

Final Accounts of Companies with simple adjustments.

(Marks – Theory 40% and Problems 60%)

TEXT BOOK RECOMMENDED:

1. Advanced Accountancy – M.C.SHUKLA, T.S.GREWAL & S.C.GUPTA, Sultan Chand & Sons.

BOOKS FOR REFERENCE:

1. Advanced Accountancy – S.P.JAIN & K.L.NARANG, Kalyani Publishers.
2. Advanced Accountancy – R.L.GUPTA & RADHASAMY.
3. Principles of Accountancy – VINAYAKAM, MANI & NAGARAJAN.

BBA DEGREE PROGRAMME
I SEMESTER – SKILL BASED ELECTIVE- I
COMPUTER BASICS (Theory)

Hours Allotted: 2 Hrs.

Code: 08 UBA 1701

Credit Allotted: 2

Max. Marks: 75

OBJECTIVE: To provide basic knowledge of computer fundamentals, applications and software packages. To expose the students with latest trends in the field of Information Technology

UNIT I

Introduction of Computer – Classification of Computer – Characteristics of Computers – Applications of Computers.

UNIT II

Computer Languages – Machine Language – Assembly Language – High Level Languages – Input Devices – Output Devices – Software's.

UNIT III

Fundamentals of Computer Networks – Types of Networks – LAN, WAN, MAN – Internet – Intranet.

UNIT IV

Operating systems – MS DOS – Simple DOS Commands – MS Windows – Desktop – Taskbars, Accessories – Windows Explorer

UNIT-V

Introduction to word 2000 - creating documents - business letters using wizards- formatting documents spelling and grammar check - working with tables saving, opening and closing documents.

TEXT BOOK RECOMMENDED:

1. Computer Applications in Business- S.V. Srinivasa Vallabhan-sultan chand & Bros

BOOKS FOR REFERENCE:

1. Computer Applications in Business- R.Parameshwaran-sulthan chand & Bros.

BBA DEGREE PROGRAMME
II SEMESTER - ALLIED COURSE – II
MATHEMATICS AND STATISTICS FOR MANAGERS

Hours Allotted: 5 Hrs.
Credit Allotted: 3

Code: 08 UBA 2302
Max. Marks: 75

OBJECTIVE: To enable the students to gain knowledge about the basic mathematical tools used in business and statistical techniques that facilitate comparison and analysis of business data.

UNIT I

Differentiation: - Derivation of Standard Functions, Addition, Difference and Product Rule, Maxima and Minima – Application of Derivatives in Business.

UNIT II

Matrices and Determinants: Definition – Basic Concepts:- Addition, Subtraction and Multiplication of Matrices – Elementary Operations:-Transpose of a matrix, Inverse, Solving equations by matrix method – Determinants and Solution of Simultaneous Linear equations.

UNIT III

Statistics – Definition – Nature – Scope and Objectives –Diagrammatic Representation – One, two, three dimensional diagrams – Graphic Representation – Histogram, Frequency Polygon, Frequency Curve, Histogram and Pie diagram – Classification and tabulation.

UNIT IV

Measures of Central Tendency: Mean, Median, Mode, Geometric Mean and Harmonic Mean – Measures of Dispersion: Range, Quartile Deviation, Mean Deviation, Standard Deviation and co-efficient of variation.

UNIT V

Simple Correlation: Karl Pearson's Co-efficient of Correlation and Spearman's Rank Correlation – Simple Regression Analysis.

(Marks: Theory 40% and Problems 60%)

TEXT BOOK RECOMMENDED:

1. Business Mathematics – SAN CHETI & KAPOOR, S. Chand & Co. Ltd
2. Statistics – R.S.N.PILLAI & BAGAVATHI, Sultan Chand

BOOKS FOR REFERENCE:

1. Statistical Methods – S.P.GUPTA, Sultan Chand.
2. Business Tools and Decision Making – S.L.AGGARWAL & S.L. BHARDWAJ, Kalyani Publishers.

**BBA DEGREE PROGRAMME
II SEMESTER - ALLIED COURSE - III
BUSINESS ENVIRONMENT**

Hours Allotted: 5 Hrs.
Credit Allotted: 4

Code: 08UBA 2303
Max. Marks: 75

OBJECTIVE: To promote basic understanding on the concepts of Business Environment and to enable them to realize the impact of environment on Business.

UNIT I

Business - scope - characteristics - Business Goals - criticisms - Business Environment - Objectives - types of environment.

UNIT II

Economic Environment-Nature-economic factors-Basic economic system economic planning- Privatization -Nature-Objectives- privatization Routes

UNIT III

Political Environment- political Institutions-Legislature, executives, judiciary, judiciary Activism-Government in Business-Regulatory, Intervention, participatory roles.

UNIT IV

Social and cultural environment-Nature-Impact of culture on Business Culture and Goods, services-People's attitude to Business and work-Social responsibility of Business-Business and Society

UNIT V

Technological Environment-Features-Impact of technology- Technology and society-Economic effects-Management of Technology-Global Environment nature-manifestation-Benefits and problems from MNC's-challenges of International Business.

TEXT BOOK RECOMMENDED:

K. Aswthappa- Essentials of Business Environment-Himalaya Publishing House

BOOKS FOR REFERENCE:

1. George. Steiner & JohnF . Steiner- Business, Government and Society- Tata McGraw Hill
2. Adikari - Economic Environment in Business- Himalaya Publishing House
3. Francis Cherunilam - Business Environment
4. Ishwar C.Dhingara.-Indian Economy-Sultan chand & company
5. Ruddan datt and K.P.M. Sundharam -Indian Economy

BBA DEGREE PROGRAMME
II SEMESTER - CORE COURSE – III
MARKETING MANAGEMENT

Hours Allotted: 5 Hrs.

Code: 08 UBA 2403

Credit Allotted: 4

Max. Marks: 75

OBJECTIVE: To educate the students various concepts of Marketing and also to develop their interest in Marketing.

UNIT I

Marketing Management – Meaning of Market, Classification – Modern Marketing Concepts – Marketing Approaches – Marketing Functions – Market Mix.

UNIT II

Market Environment – Market Segmentation – Buyer Behaviour – Determinants of Buyer Behaviour.

UNIT III

Product Planning – Product Mix – Product Life Cycle.- Price – Objectives – Factors influencing Pricing – Methods of Pricing.

UNIT IV

Promotion – Promotion Mix – Advertisements – Strength and Weakness – Media Selection – Process of Personal Selling – Publicity – Sales Promotion Features - Physical Distribution – Marketing Channels.

UNIT V

Marketing Information System and Marketing Research – Steps in Marketing Research – Marketing of Services – Service Marketing Mix.

TEXT BOOK RECOMMENDED:

1. Principles and Practices of Marketing – MAMORIA & JOSHI.

BOOKS FOR REFERENCE:

1. Marketing Management – RAJAN NAIR.
2. Marketing Management – PHILIP KOTLER.
3. Modern Marketing – PILLAI & BHAGAVATHI.
4. Marketing Management – SHERLEKAR.
5. Marketing Management – VARSHNEY & GUPTA.

**BBA DEGREE PROGRAMME
II SEMESTER
ENVIRONMENTAL STUDIES**

Hours Allotted: 2 Hr.

Code: 08U 29

Credit Allotted: 2

Max. Marks: 75

Objective: It is important to implement environmental studies in order to bring about awareness among the students.

UNIT – I ENVIRONMENTAL STUDIES

The multidisciplinary nature of environmental studies – Definition – Scope – Importance – Awareness.

UNIT – II NATURAL RESEOURCES

Forest Resources – Water Resources – Mineral Resources – Food Resources – Energy Resources – Land Resources.

UNIT – III ECO-SYSTEMS

Concepts – Types - Structure and Function – Producers. Consumers and Decomposers – Energy Flow – Ecological Succession – Food Chains, Food Webs and Ecological Pyramids.

UNIT – IV BIODIVERSITY AND ITS CONSERVATION

Introduction – Definition – Conservation value – Biodiversity Levels – Hotspots – Threats – Endangered and Endemic Species of India – Conservation.

UNIT – V ENVIRONMENTAL POLLUTION

Definition – Causes, Effects and Control measures of Air pollution – Water pollution – Soil pollution – Marine pollution – Noise pollution – Thermal pollution – Nuclear Hazards.

UNIT – VI SOCIAL ISSUES AND THE ENVIRONMENT

Unsustainable to Sustainable Development – Water Conservation – Urban Problems related to energy – Resettlement and Rehabilitation of People – Environmental Ethics.

UNIT – VII HUMAN POPULATION AND THE ENVIRONMENT

Population growth – Explosion – Family Welfare Programme – Human Health – Human Rights – Value Education – HIV and AIDS – Women and Child Welfare – Role of IT.

UNIT – VIII FIELD WORK

Visit to local area – Polluted Site – Study of Common Plants, Insects, Birds – Ecosystem – Visit to Sanctuaries.

BBA DEGREE PROGRAMME
III SEMESTER - ALLIED COURSE – IV
BUSINESS LAW

Hours Allotted: 5 Hrs.
Credit Allotted: 3

Code: 08 UBA 3304
Max. Marks: 75

OBJECTIVE: To acquaint the students with principles and legal aspects of various legislations like contract, agency, partnership, insurance and sale of goods act.

UNIT I

Contract Act – Definition, Classification – Essentials of a Contract – Offer and Acceptance – Consideration – Contractual Capacity – Free Consent – Legality of Object.

UNIT II

Performance of Contract – Modes of Discharge of Contract – Remedies for Breach of Contract .

UNIT III

Law of Agency-Modes creation-Agency by Ratification-sub –Agent and Substituted Agency-Termination of Agency-Bailment-features-Rights, duties of Bailor and Bailee.

UNIT IV

Sale of Goods Act – Definition, Price, Conditions and Warranties – Transfer of Property – Performance of Contract of Sale – Rights of an Unpaid Seller.

UNIT V

Partnership-Definition, essentials of partnership-Rights, duties and Liabilities of partners-Types of partnership - Dissolution of partnership.

TEXT BOOK RECOMMENDED:

1. Elements of Mercantile Law - N.D. KAPOOR.

BOOKS FOR REFERENCE:

1. Principles of Mercantile Law – B.N. TANDON.
2. Mercantile Law – DAVAR.
3. Business Law – PILLAI & BHAGAVATHI.
4. Mercantile Law – M.C.SHUKLA.

BBA DEGREE PROGRAMME
III SEMESTER – CORE COURSE – IV
MANAGERIAL COMMUNICATIONS

Hours Allotted: 5 Hrs.

Code: 08 UBA 3404

Credit Allotted: 4

Max. Marks: 75

OBJECTIVE: To enable the students, understand the significance of communication particularly in the fields of sales and its execution, claims and adjustments, agency business, report writing [Both business and press – Hard and soft.

UNIT I

Communication –Meaning , process and Significance – Objectives – Principles – Types – Media – Barriers to Communication – Commercial Terms and Abbreviations.

UNIT II:

Correspondence – Need, Functions and Kinds of Business Letters – Layout of Business Letters – Enquiry and Reply – Offers and Quotations – Orders – Execution and Cancellation.

UNIT III:

Claims and Adjustments – Collection Letters – Sales Promotion Letters – Circular Letters.

UNIT IV

Agency Correspondence – Bank Correspondence – Import and Export Correspondence – Application Letters.

UNIT V

Recommendations - Report Writing – Structure of Reports – Press Reports – Market Reports – Business Reports – Modern means of Electronic Communication – Internet–E-mail - Video Conferencing – Creating Web page – FAX.

TEXT BOOK RECOMMENDED:

1. Effective Business English and Correspondence – M.S.RAMESH & PATTENSHETTY, R.Chand & Co.

BOOKS FOR REFERENCE:

1. Essentials of Business Communication – RAJENDRA PAL & J.S.
2. KORLAHALLI, Sultan chand & sons
3. Business Communication – R.C.SHARMA, KRISHNA MOHAN, Tata McGraw Hills.
4. Business Communication – URMILA RAI, Himalaya Publishing House.

BBA DEGREE PROGRAMME
III SEMESTER - CORE COURSE – V
MIS AND DATA PROCESSING

Hours Allotted: 4 Hrs.

Code: 08 UBA 3405

Credit Allotted: 4

Max. Marks: 75

OBJECTIVE: To enable the students to trace the growing importance of information system, its function, vital role in decision making, role of computers in this task and its emphasis on the system, its related concepts, development process and its approaches to management.

UNIT I: Basic Concepts of MIS:

Evolution – Definition – Characteristics – Subsystems of MIS – Decision making and MIS

UNIT II: Role of Computers in MIS:

Computer Hardware for Information System: Basics of Data Representation – Types of Computers – Components.

Computer Software for Information System: Classification of Software – Role of Software in Problem Solving.

UNIT III: Information Concepts for MIS:

Information: Definition – Types – Quality – Dimension – Information Systems in Business and Management.

UNIT IV: System Concepts:

System: Definition – Kinds – System related Concepts – System Development Life Cycles – System Approaches to Management.

UNIT V: Database Management Technology:

Database Management Systems: Principles – Functions – Database Models and Types – Managerial Considerations for Data Resource Management.

BOOKS FOR REFERENCE:

1. Management Information System – JAMES A. O'BRIEN, Tata McGraw Hills
2. Management Information System – P.MOHAN, Himalaya Publishing House.
3. Management Information System – A.K. GUPTA, S.Chand & Co. Ltd.
4. Management Information System: Managerial Perspectives – D.P.GOYAL, Macmillan.

BBA DEGREE PROGRAMME
III SEMESTER – SKILL BASED ELECTIVE II
PRINCIPLES OF INSURANCE

Hours Allotted: 2 Hrs.
Credit Allotted: 2

Code: 08 UBA 3702
Max. Marks: 75

OBJECTIVE: To make the students understand the importance and benefits of difference types of insurance.

UNIT I

Insurance – Definition – Nature – Functions – Importance – Fundamental Principles of Insurance.

UNIT II

Life Insurance – Definition – Difference between Life insurance and General Insurance – Kinds of Life Insurance Policies – Nomination and Assignment.

UNIT III

Fire Insurance – Definition – Features – Principles of Fire Insurance – Rights of Insurer – Kinds of Insurance Policy.

UNIT IV

Marine Insurance – Definition – Essentials of Marine Insurance – Kinds of Marine Insurance Policies.

UNIT V

Personal Accident Insurance – Kinds of Policies – Procedure of taking policy.

BOOKS FOR REFERENCE:

1. Insurance – R.SHARMA.
2. Insurance – JULIA HOLIOAKE & WILLIAM WEIPERS.
3. Insurance in India – P.S.PALANDE, R.S.SHAH & M.L.LUNAWAT

BBA DEGREE PROGRAMME
III SEMESTER – NON MAJOR ELECTIVE – I
MANAGEMENT PRINCIPLES

Hours Allotted: 2 Hrs.
Credit Allotted: 2

Code: 08 UBA 3601
Max. Marks: 75

OBJECTIVE: To enable the students understand the Principles of Management and how to acquire skills to become a good manager.

UNIT I

Management – Concept – Nature –Management as a Science, an Art and Profession – Levels of management.

UNIT II

Planning – Concept – Process – Types of Plans – Objectives, Policies, and Procedures.

UNIT III

Organizing – Concept – Organisation as a process –Types of organization – Centralization – Decentralisation..

UNIT IV

Staffing – Concept – Functions – Process – Selection – Recruitment – Training. Direction – Concepts.

UNIT V

Co-ordination – Controlling – Concept – Need and importance – Process – Budgetary Control.

TEXT BOOK RECOMMENDED:

1. Principles of Management – L.M. PRASAD

BOOKS FOR REFERENCE:

1. Principles of Management – SHERLEKAR
2. Business Management – DINKAR PAGARE
3. Principles of Management – TRIPATHI AND REDDY
4. Essentials of Management – KOONTZ AND O'DONNELL
5. Management Principles – T.RAMASAMY

**BBA DEGREE PROGRAMME
IV SEMESTER – ALLIED COURSE V
ORGANISATIONAL BEHAVIOUR**

Hours Allotted: 5 Hrs
Credit Allotted: 3

Code: 08UBA 4305
Max. Marks: 75

OBJECTIVE: To familiarize the concept of services marketing concept, fundamentals, tools, techniques and its significance in the liberalized business environment

UNIT I :

Organisational Behaviour – Concept – Nature - Organisational Behaviour Models and other similar fields of study – Disciplines contributing to Organisational Behaviour.

UNIT II :

Individual Behaviour – Perception – Personality – Group Dynamics – Formal and Informal Groups, Group Norms, Group Cohesiveness, Group Behaviour and Group Decision – making.

UNIT III :

Leadership – Concept – Qualities of effective Leadership – Leadership Styles.
Power and Authority - Definition of Power – Types of Power

UNIT IV :

Definition of Authority – Characteristics – Types of Authority . Morale – Concept – importance - Morale and Productivity – Measurement of Morale – Steps to improve Morale in an organization.

UNIT V :

Motivation – Concept – Nature – significance - Theories of Motivation – Maslow’s need hierarchy theory – Mc Gregor’s theory X and Theory Y – Herzberg Two Factor Theory.

BOOKS FOR REFERENCE :

1. Organisation Theory and Behaviour – V.S.P. RAO & D.S. Narayana
2. Organisational Behaviour – L.M. PRASAD
3. Organisational Behaviour – Dr. P.C. SEKAR
4. Organisational Behaviour – FRED LUTHENS.

BBA DEGREE PROGRAMME
IV SEMESTER - ALLIED COURSE – VI
OPERATIONS RESEARCH

Hours Allotted: 5 Hrs.
Credit Allotted: 4

Code: 07 UBA 4306
Max. Marks: 75

OBJECTIVE: To facilitate the students to understand the scientific methods available to take proper decisions in the allocation of scarce resources, their optimum use in maintaining inventory, in replacing machines and in forecasting the trends that are affected by many contingent factors.

UNIT I

Operations Research: Meaning – Models – Scope – Phases – Limitations – Operation Research and Decision-making – Linear Programming Problem: Formulation of L.P.P. – Solution to an L.P.P. – Graphical Method.

UNIT II

Transportation Problem: Solving T.P. By North West Corner Rule, Least Cost Method and Vogel's Approximation Method.

UNIT III

Inventory Control: Categories of Inventory – Reasons for carrying inventory – costs and terms associated with Inventory – Deterministic and Probabilistic Inventory Problem.

UNIT IV

Assignment Problem: Solving Assignment Problem- Travelling Salesman Model – Maxima & Minima Method – Hungarian Method.

UNIT V

Replacement Decisions: Replacement of Equipment that deteriorates gradually – Replacement of Equipment that fails suddenly.

(Marks: Theory 20% and Problems 80%)

TEXT RECOMMENDED:

1. Operations Research – KANTI SWARUP, P.K. GUPTA AND MAN MOHAN, Sultan Chand & Sons

BOOKS FOR REFERENCE:

1. Quantitative Techniques for Decision Making – ANAND SHARMA, Himalaya Publishing House
2. Quantitative Techniques – C.R. KOTHARI, Vikas Publishing House.

BBA DEGREE PROGRAMME
IV SEMESTER - CORE COURSE – VI
PRODUCTION MANAGEMENT

Hours Allotted: 4 Hrs.

Code: 08 UBA 4406

Credit Allotted: 4

Max. Marks: 75

OBJECTIVE: To help the students understand the nature and importance of production management and to acquaint them with the major aspects of production management.

UNIT I

Production Management – Scope and Significance – Production System – Functions and Types – Factors influencing Plant Location – Plant Layout and its Kinds.

UNIT II

Work Study, Time Study and Motion Study – Work Measurement – Maintenance of Plant – Types.

UNIT III

Production Planning and Control – Meaning – Definition – Objectives and Importance – Elements of Production Planning – Routing and Scheduling.

UNIT IV

Quality Control and Inspection – Meaning – Objectives and Significance – SQC – AGMARK, ISI AND ISO – Certification Marks.

UNIT V

Material Management – Meaning – Objectives and Significance – Purchasing – Procedure – Store Keeping – Objectives - Functions.

(Marks: 100% Theory)

TEXT BOOK RECOMMENDED:

1. Production and Operations Management – K.ASWATHAPPA, Himalaya Publishing House.

BOOKS FOR REFERENCE:

1. Production and Operations Management – B.S. GOYEL.
2. Production and Operations Management – PANNERSELVAM, Prentice Hall of India
3. Material Management – M.M. VARMA.

BBA DEGREE PROGRAMME
IV SEMESTER – NON MAJOR ELECTIVE – II
BANKING

Hours Allotted: 2 Hrs.

Code: 08 UBA 4602

Credit Allotted: 2

Max. Marks: 75

OBJECTIVE: To acquaint the students with the theoretical and legal concepts of banking in India

UNIT I

Banking – Meaning - Definition – Function of banking - Classification of Banks

UNIT II

Definition of term Banker and Customer – differential relationship between Banker and Customer – General and Special relationship.

UNIT III

Cheques: Definition of a Cheque – Characteristics of Cheques – Marking – Honor and Dishonor of Cheques.

UNIT IV

Crossing of Cheques – significance –Endorsement –Types.

UNIT V

Recent trends in Banking services – Modern services of Banks – ATM, Credit Card, Debit Card, Green Card.

TEXT BOOK RECOMMENDED:

1. Banking Theory, Law and Practice – SUNDARAM & VARSHNEY, Sultan Chand & Sons, New Delhi.

BOOKS FOR REFERENCE:

1. Banking Theory, Law and Practice – E. GORDON & K. NATARAJAN, Himalaya Publishing House
2. Banking Law and Practice – P.N. VARSHNEY, Sultan Chand & Sons, New Delhi.
3. Money, Banking, Trade and Public Finance – M.C. VAISH, New Age International (P) Limited, New Delhi.
4. Indian Banking – K. PARAMESWARAN & S. NATARAJAN, S.Chand & Company Ltd, New Delhi.
5. Banking Theory, Law and Practice – S.M. SUNDARAM, Sri Meenakshi Publication, Karaikudi.
6. Banking Theory – VASUDEVAN, Sultan Chand & Sons, New Delhi.

**BBA DEGREE PROGRAMME
IV SEMESTER
VALUE EDUCATION**

**Hours Allotted: 2 Hrs.
Credit Allotted: 2**

**Code: 08U410
Max. Marks: 75**

Objective: To educate the students on various concepts of Values and also to develop Ethics in them and build their personality.

UNIT – I: INTRODUCTION TO VALUES

Introduction – values – sources of values – kinds of values – value clarification

UNIT – II: PURPOSE OF ETHICS

Ethics is Human – Way to Happiness – Ethics is Education for life – Basis need for Man and Women – Way for harmonious Human Society.

UNIT – III OBJECTIVES OF VALUE EDUCATION

Clarify values – analyse problems – an approach to life – concern for others – facilitate a critical thinking – accepted norms and counter values – humanistic attitude.

UNIT – IV PERSONALITY

Introduction – Nature – Defence Mechanism – Power of Positive Thinking.

UNIT – V DIMENSIONS OF HUMAN DEVELOPMENT

Physical – Intellectual – Emotional – Social – Moral – Spiritual Developments – Human Rights (Basic concepts only).

BBA DEGREE PROGRAMME
V SEMESTER - CORE COURSE – VII
COST ACCOUNTING

Hours Allotted: 6 Hrs.

Code: 08 UBA 5407

Credit Allotted: 5

Max. Marks: 75

OBJECTIVE: To enable the students to understand the principles and procedure of cost accounting and to apply them to different practical situations.

UNIT I

Meaning and Scope of Cost Accounting – Analysis, Concept and Classification of Cost – Elements and Methods of Cost – Relationship of Cost Accounting and Financial Accounting – Preparation of Cost Sheet, Tender/Quotation –.

UNIT II

Materials – Purchase Procedure –EOQ – Stores Procedure –Levels of stock -Receipt and Issue of Materials — Stores Ledger – FIFO, LIFO, Simple Average and Weighted Average- Inventory Control – Perpetual Inventory and ABC.

UNIT III

Labour – Time-Keeping and Time-Booking – Methods of Remuneration and Incentive Schemes – Overtime and Idle time – Labour Turnover – Causes, Types and Measurement.

UNIT IV

Overheads – Collection, Classification, Allocation, Apportionment and Absorption – Recovery Rates – Over and Under Absorption -Machine Hour Rate Methods of Costing – Job Costing – Contract Costing.

UNIT V

Operating Costing – Process Costing: Normal Loss, Abnormal Loss and Abnormal Gains (excluding Equivalent Production and Inter process).

(Marks: Theory 40% and Problems 60%)

TEXT BOOK RECOMMENDED:

1. Cost Accounting Principles and Practice – S.P. JAIN AND K.L. NARANG, Kalyani Publishers

BOOKS FOR REFERENCE:

1. Cost Accounting – S.P.IYENGAR, Sultan Chand & Sons.
2. Cost Accounting – R.S.N. PILLAI AND V. BAGHAVAGHI, S.Chand & Company Ltd.
3. Cost Accounting – S.N. MAHESHWARI, Sultan Chand & Sons.
4. Principles and Practice of Cost Accounting – N.K. PRASAD, Book Syndicate Pvt.Ltd.
5. Cost Accounting – BHABOTOSH BANERJEE, The World Press Private Ltd.

BBA DEGREE PROGRAMME
V SEMESTER - CORE COURSE – VIII
FINANCIAL MANAGEMENT

Hours Allotted: 5 Hrs.

Code: 08 UBA 5408

Credit Allotted: 5

Max. Marks: 75

OBJECTIVE: To familiarize the students with various concepts and principle of financial management and also to develop in them the necessary skills and techniques to take decisions on various financial matters.

UNIT I

Financial Management: Meaning and Scope of Finance Functions – Goals: Profit Maximization and Wealth Maximization – Organization of Finance Function.

UNIT II

Capital Structure Planning – Meaning and Scope – Approaches: Net Income Approach – Net Operating Income Approach – MM Approach – Arbitrage Process – Traditional Approach – Indifference Point.

UNIT III

Capital Budgeting – Concept and Importance – Capital Budgeting Appraisal Methods: Pay Back Method – Discounted Cash Flow Method: NPV Method, Excess Present Value Index and IRR Method - Return on Investment Method.

UNIT IV

Cost of Capital – Concept, Importance - Classification: Cost of Debt – Cost of Equity – Cost of Retained Earnings – Weighted Average Cost of Capital.

UNIT V

Leverages – Meaning and Significance – Types: Operating, Financial and Combined Leverages – Dividend Theories and Dividend Policies – Forms of Dividend.

(Marks: Theory 40% and Problems 60%)

TEXT BOOK RECOMMENDED:

1. Elements of Financial Management – S.N. MAHESHWARI, Sultan Chand & Sons.

BOOKS FOR REFERENCE:

1. Financial Management – I.M. PANDEY, Vikash Publishing House Pvt. Ltd.
2. Fundamentals of Financial Management – PRASANNA CHANDRA, Tata McGraw Hills Publishing Company Limited.
3. Theory and Problems in Financial Management – M.Y.KHAN & P.K. JAIN, Tata McGraw Hills Publishing Company Limited.
4. Financial Management – R.K. SHARMA, SHASHI AND K.GUPTA, Kalyani publication

**BBA DEGREE PROGRAMME
V SEMESTER – CORE COURSE IX
COMPANY LAW AND SECRETARIAL PRACTICE**

Hours Allotted: 5 Hrs
Credit Allotted: 5

Code: 08UBA 5409
Max. Marks: 75

OBJECTIVE: To familiarize the concept of company law and secretarial practice concept, fundamentals, tools, techniques and its significance in the liberalized business environment

UNIT-I

Company-Definitions-Features-kinds-Private Ltd Company Vs Public Company.

UNIT-II

Formation of companies-Promotion Stage – Commencement Stage –Memorandum of Association - Clauses - -Articles of Association-contents – Prospectus - Contents.

UNIT-III

Shares-kinds-Equity shares-Preference shares-premium and Discount-Allotment-Minimum subscription-Forfeiture of shares-Debentures-Types

UNIT-IV

Secretary-Definition-Types-company secretary-Legal position-Qualification-Appointment-Rights, Duties and Liabilities-Termination

UNIT-V

Meetings – Types – Statutory, Annual General Meeting - Notice-Agenda-Quorum, Resolution – Types – Duties.

TEXT BOOK RECOMMENDED:

1. Company Law and Secretarial Practice –N.D. KAPOOR, S.Chand & Co.

BOOKS FOR REFERENCE:

1. Company Law and Secretarial Practice – TANDON.
2. Company Law and Secretarial Practice – P.K. GHOSH, S.Chand & Sons.

**BBA DEGREE PROGRAMME
V SEMESTER – CORE COURSE X
MARKETING OF SERVICES**

Hours Allotted: 5 Hrs
Credit Allotted: 5

Code: 08UBA 5410
Max Marks: 75

OBJECTIVE: To familiarize the concept of services marketing concept, fundamentals, tools, techniques and its significance in the liberalized business environment

UNIT - I

Services marketing – Reasons for growth in service sector – Types - Characteristics – Constraints in services marketing – Difference between goods & services.

UNIT - II

Marketing Management process for services – organizing marketing planning – Analysing opportunities – target market – Developing the services marketing Mix.

UNIT – III

Strategies for managing capacity to match demand - Strategies for managing demand to match capacity - Services Marketing Mix elements.

UNIT - IV

Service product – analysis of the service offer – service planning – factors affecting pricing decisions – special issues of service pricing.

UNIT – V

Promotion Mix for services – place in service – Identifying & Evaluating major channel alternating – physical factices – physical environment.

TEXT BOOK RECOMMEDED:

1. Christian Gronroos, Service Management and Marketing, John Wiley & Sons Ltd, 2000.
2. Jha-Services marketing, marketing of services
3. Vasanthi venugopal, Raghu. V.N - Service Management, Himalaya Publishers.

BOOKS FOR REFERENCES:

- 1) Kruse, Service Marketing, John Wiley & Sons Ltd, 2000.
- 2) Tom Powers, Marketing Hospitality, John Wiley & Sons Inc.2000.
- 3) Philip Kotler, Marketing of non-profit organization, Prentice Hall, 2000.
- 4) Helen Woodruffe, Services Marketing, Macmillan, 2001.
- 5) Valarie A. Zeithaml, et al, Service Marketing, Tata McGraw-Hill, 2000.
- 6) Christopher Love Lock, Service Marketing, Pearson Education Asia, 2001

BBA DEGREE PROGRAMME
V SEMESTER – MAJOR BASED ELECTIVE – I
STOCK EXCHANGE PRACTICES

Hours Allotted: 5 Hrs.
Credit Allotted: 5

Code: 08 UBA 5501
Max. Marks: 75

OBJECTIVE: To help the students understand the types of stock exchanges, methods of trading in stock exchanges and kinds of intermediaries in the capital market.

UNIT I

Need and Importance of Capital Market – Primary and Secondary Market-
Different types of Securities dealt in the Capital Market.

UNIT II

Secondary Market – Origin and Growth – Types of Securities traded – Role and
Functions of stock Exchange – Organization and Management – OTCEI – NSE –
Reading of Stock Indices - weaknesses of stock Exchange

UNIT III

Listing of Securities – Group A, Group B, Group C Shares – Advantages of
Listing – Drawbacks – Listing Procedure – Criteria for Listing – Listing Obligations.

UNIT IV

Registration of Stock Brokers – Registration Procedure – Code of Conduct for
Stock Brokers – Kinds of Brokers and their Assistants – Methods of Trading in a Stock
Exchange – Carry over or Badla Transactions – Genuine Trading – Kinds of
Speculators – Speculative Transactions.

UNIT V

Credit Rating – CRISIL – CARE – ICRA Agencies Dematerialization –
Depositories

TEXT RECOMMENDED:

1. Security Analysis & Portfolio Management– PUNIDHAVADHI PANDIYAN

BOOKS FOR REFERENCE:

1. Investment Management & Portfolio Management–V.K.BHALLA, S.Chand &Co.
2. Security Analysis – PREETI SINGH, Himalaya Publishing House.
3. Investment and Securities Markets in India – V.A.AVADHANI.
4. Financial Markets and Institutions – E. GORDON & K. NATARAJAN, Himalaya
Publishing House
5. Indian Financial System – P.N.VARSHNEY.

BBA DEGREE PROGRAMME
V SEMESTER – SKILL BASED ELECTIVE III
COMPUTER – DESK TOP PUBLISHING (THEORY)

Hours Allotted: 2 Hrs.

Code: 08 UBA 5703

Credit Allotted: 2

Max. Marks: 75

UNIT - I

MS-Word

To understand the basic concept of Micro-Soft word: Working with Menus and Icons.

Unit – II

Opening, Creating new documents - Text Formatting and Manipulations Page layout – Page Preview – Page Design – Printing documents - Table and charts.

Unit – III

MS-Power point

Creating, Opening and saving presentations – Presentations – Adding and Formatting text – Formatting Paragraphs – Checking for Spelling.

Unit – IV

To understand the Concepts Working with objects – Customizing pictures from Clipart Gallery and files slide shows – Printing presentations.

Unit – V

MS-Excel

Introduction to Spreadsheets – Opening, Saving, Closing documents – Entering data's in worksheet – Editing and formatting worksheets – Creating and formatting different types of charts.

Text Books:

1. Stephen L. Nelson and Peter, “The Complete Reference MS-Office”.
2. P. Mariappan, “Computer Basics and Programming”.

Reference Books:

1. Tom & Sheldon, Windows 95 Made Easy.
2. Ran Mansfield, Working in MS Office.

BBA DEGREE PROGRAMME
V SEMESTER – SKILL BASED ELECTIVE IV
COMPUTER – DESK TOP PUBLISHING (PRACTICAL)

Hours Allotted: 2 Hrs.

Code: 08 UBA 5704P

Credit Allotted: 2

Max. Marks: 60

UNIT - I

MS-Word

Word Processing – Creating, Opening, Saving and Closing a document - Text Formatting and Manipulations: Selecting text, Editing text, Find and Replacing text.

Unit – II

Preparing for Hard Copies: Page layout – Page Preview – Page Design – Printing documents - Handling Advanced Tools: Table Creation Spelling and Grammar Checking – Creating tables and charts.

Unit – III

MS-Power point

Creating, Opening and Saving presentations – View the presentations – Adding and Formatting text – Formatting Paragraphs – Bullets and Numbering – Borders and Shading.

Unit – IV

Working with objects – Adding and Customizing pictures from Clipart Gallery and files slide shows – Running and controlling slides – Printing presentations.

Unit – V

MS-Excel

Introduction to Spreadsheets – Opening, Saving, Closing documents – Entering data's in worksheet – Editing and formatting worksheets – Creating and formatting different types of charts.

Text Books:

1. Stephen L. Nelson and Peter, “The Complete Reference MS-Office”.
2. P. Mariappan, “Computer Basics and Programming”.

Reference Books:

1. Tom & Sheldon, Windows 95 Made Easy.
2. Ran Mansfield, Working in MS Office.

BBA DEGREE PROGRAMME
VI SEMESTER - CORE COURSE – XI
HUMAN RESOURCE MANAGEMENT

Hours Allotted: 5 Hrs.

Code: 08 UBA 6411

Credit Allotted: 5

Max. Marks: 75

OBJECTIVE: To develop an understanding of the management of human Resources with reference to various aspects of personnel management.

UNIT I

Meaning and Definition of HR– Characteristics, Scope, Objectives – Principles of HRM– Functions of Personnel Department – Managerial and Operative Functions.

UNIT II

Basics and needs of HR Planning – Factors affecting HR Planning – Steps in HR Planning – Recruitment, Selection and Placement of Personnel – Interviews and Tests – Job Analysis, Job Description, Job Specification, Job Evaluation.

UNIT III

Training-Objectives-methods-executive development methods-Promotion-criteria and types – Transfer - Types - career planning - meaning-importance.

UNIT IV

Wages – Different methods of wage payments – time rate – piece rate –Incentive schemes - fringe benefits.

UNIT V

Performance evaluation-methods-motivation- concepts only– Discipline and Disciplinary procedure – Grievances and Grievance Handling – steps

RECOMMENDED TEXTBOOK:

1. Human Resource Management- S.S. Khanka - Himalaya publishing House

BOOKS FOR REFERENCE:

1. Personnel Management – C.B. MAMORIA, Himalaya Publishing House.

2. Personnel Management – ARUN MONAPPA, MIRZA SAIYADAIN, Tata McGraw Hill.

3. Personnel Management – K.K. AHUJA, Kalyani Publishers.

4. Personnel Management and Industrial Relations – K.K. AHUJA, Kalyani Publishers.

5. Personnel Management and Industrial Relations – P.C. TRIPATHI, Sultan Chand

6. Dynamics of Industrial Relations – MAMORIA, MAMORIA & GANKAR – Himalaya Publishing House.

BBA DEGREE PROGRAMME
VI SEMESTER - CORE COURSE – XII
MANAGEMENT ACCOUNTING

Hours Allotted: 6 Hrs.

Code: 08 UBA 6412

Credit Allotted: 5

Max. Marks: 75

OBJECTIVE: To enable the students to know the nature and scope of management accounting and gain knowledge in the preparation of financial statement analysis, marginal costing budget, working capital requirements and standard costing.

UNIT I

Management Accounting – Definition – Nature – Scope – Objectives – Merits and Limitations – Financial Statement Analysis – Comparative Statements – Common Size Statements – Trend Percentages – Ratio Analysis.

UNIT II

Fund Flow Statement – Uses of Fund Flow Analysis – Construction of Fund Flow Statement. Cash Flow Analysis – Distinction of Cash from Funds – Construction of Cash Flow Statement.

UNIT III

Marginal Costing – Distinction between Absorption Costing and Marginal Costing – Cost Volume Profit (CVP) Analysis – Break Even Analysis- Margin of Safety.

UNIT IV

Budget and Budgetary Control –Sales, Production, Production Cost, Raw material Cost, Cash, Master Budgets and Flexible Budgets.

UNIT V

Working Capital – Types – Factors Determining Working Capital - Estimate of Working Capital Requirements – Standard Costing – Material and Labour Variance only.

(Marks: Theory 40% and Problems 60%)

BOOKS FOR REFERENCE:

1. Management Accounting – S.N. MAHESWARI, Sultan Chand & Sons.
2. Management Accounting -R.S.N. PILLAI & BHAGAVATHI, Sultan Chand & Sons.
3. Management Accounting – Principles and Practice – R.K. SHARMA & JHOSHI K. GUPTA.
4. Principles Of Management Accounting – MANMOHAN & S.N. GOYAL, Sahitya Bhavan, Agra.
5. Management Accounting – Tools and Techniques – N.VINAYAKAM, I.B. SINHA, Himalaya Publishing House.
6. Management Accounting – S.K.R.PAUL, New Central Book Agency, Calcutta.

BBA DEGREE PROGRAMME
VI SEMESTER – CORE COURSE – XIII
ENTREPRENEURIAL DEVELOPMENT

Hours Allotted: 5 Hrs.
Credit Allotted: 5

Code: 04UBA 6413
Max. Marks: 75

OBJECTIVE: To enable the students understand the entrepreneurial environment and to acquaint them management of projects.

UNIT I

Entrepreneur – Definition – Traits of an Entrepreneur, Functions, Types of Entrepreneurship – Concept – Role of Entrepreneurship in Economic Development – Distinction between Entrepreneur, Intrapreneur and Entrepreneurship

UNIT II

Entrepreneurial Environment – Factors affecting Entrepreneurial Growth – Entrepreneurial Motivation – Factors, Need for Achievement Motivation – Barriers to Entrepreneurship Development.

UNIT III

Entrepreneurship Development Programme (EDP) – Need for EDP – Objectives, Phases of EDP – Course Content and Curriculum of EDP – Evaluation of EDP – EDP Institutions in India and their functions – DIC, SISI, TCOs.

UNIT IV

Project Management – Sources of a Business Idea, Concept of Project and Classification – Project Identification – Project Formulation - Elements – Project Report – Project Appraisal.

UNIT V

Incentives and Subsidies – Incentives to Small Scale Industries – Benefits to Industrial Units located in Backward Areas – Industrial Estates .

TEXT BOOK RECOMMENDED:

1. Entrepreneurial Development – C.B. GUPTA & SRINIVASAN. – Sultan Chand & Sons.

BOOKS FOR REFERENCE:

1. Dynamics of Entrepreneurial Development – VASANT DESAI.
2. Entrepreneurship Development Principles, Policies and Programmes – P.SARAVANAVEL.
3. Entrepreneurship Development – GORDAN & NATARAJAN.

BBA DEGREE PROGRAMME
VI SEMESTER – MAJOR BASED ELECTIVE – II
STRATEGIC MANAGEMENT

Hours Allotted: 5 Hrs.
Credit Allotted: 5

Code: 08 UBA 6502
Max. Marks: 75

OBJECTIVE: To enable the students understand the theories and different aspects of strategic management, to make them familiar with environmental analysis, to help the students acquire decision making skills and develop good strategic skills.

UNIT I

The Concept of Strategy – Strategic Decisions - Strategic Management – Concept – Benefits – Limitations – Strategic Management Process – Approaches.

UNIT II

Mission, Objectives – Need for Environmental Scanning - SWOT Analysis

UNIT III

Strategy Formulation – Business Strategy – Corporate Strategy – Portfolio Analysis – BCG Matrix – uses - Limitations.

UNIT IV

Strategy Implementation – MBO – Functional Implementation: Production – Marketing – Finance – Personnel – Research and Development.

UNIT V

Strategy Evaluation and Control – Strategic Control – Evaluation Techniques.

TEXT BOOK RECOMMENDED:

1. Business Policy and Strategic Management – L.M. PRASAD.

BOOKS FOR REFERENCE:

1. Business Policy – P.K. GHOSH
2. Business Policy – AZAR KASMI
3. Business Policy and Strategic Management – FRANCIS CHERUNILUM.
4. Business Policy – AMARCHAND

BBA DEGREE PROGRAMME
VI SEMESTER – MAJOR BASED ELECTIVE – III
INTERNATIONAL BUSINESS

Hours Allotted: 5 Hrs.

Code: 08 UBA 6503

Credit Allotted: 5

Max. Marks: 75

OBJECTIVE: To expose the students to Global liberalisation and WTO Agreements

UNIT I GATT / WTO

GATT, the Uruguay Round, WTO - GATS, TRIMS, TRIPS
Multiform - Agreement, Dispute settlement under WTO.

UNIT II MNC

Meaning – Dominance of MNCs – MNCs and International Trade -
Models - MNCs in India

UNIT III GLOBALISATION

Globalisation of Business – Recent Trends - Implication and Impact –
Policy Options.

UNIT – IV INDIA IN THE GLOBAL SETTING

India – An Emerging Market in Global Trade – Liberalisation and
Integration with the Global Economy

UNIT – V SOCIAL ISSUES IN GLOBAL BUSINESS

Business Ethics, Social Responsibility of business – Responsibilities to
different Sectors – Environmental Issues – Labour Issues

TEXT BOOK RECOMMENDED:

1. Francis Cherunilam: 'International Business' (EEE), PHI – New Delhi – 2004
(Chapters 5,9,20,24 & 26)

BOOKS FOR REFERENCE:

1. Victor Luis Anthuvan – Issues in Globalizations.

BBA DEGREE PROGRAMME
VI SEMESTER – SKILL BASED ELECTIVE – V
COMPUTER – ACCOUNTING PACKAGE (THEORY)

Hours Allotted: 2 Hrs.
Credit Allotted: 2

Code: 08 UBA 6705
Max. Marks: 75

Objectives

To understand the basic concepts of Computerized Accounting Package.

Unit – I

Fundamentals of Computerized Accounting – Manual Accounting Vs Computerized Accounting – Architecture and customization of Tally – Features of Tally.

Unit – II

Configuration of Tally – Tally screens and menus – Creation of Company – Creation of Groups – Editing and deleting groups.

Unit - III

Creation of Ledgers – Editing, Altering and deleting ledgers. Single Ledger and Multiple Ledgers.

Unit - IV

Introduction to Vouchers – Voucher entry – Payment voucher – Receipt voucher – Sales Voucher – Purchase Voucher – Contra Vouchers.

Unit - V

Journal vouchers – Editing and deleting vouchers. – Trail Balance – Preparation of Final Accounts.

Text Book:

Dr. Rajkumar - Computer Applications in Business

BBA DEGREE PROGRAMME
VI SEMESTER – SKILL BASED ELECTIVE – VI
COMPUTER – ACCOUNTING PACKAGE (PRACTICAL)

Hours Allotted: 2 Hrs.
Credit Allotted: 2

Code: 08 UBA 6706P
Max. Marks: 75

Objectives

To understand the Practical knowledge of Computerized Accounting Package.

Unit – I

Creation of Company – Groups Creation – Editing and Deleting Groups. Creation of ledgers – Editing and deleting ledgers.

Unit – II

Vouchers creations – Voucher entry – Payment voucher – Receipt voucher – Sales vouchers – Purchase vouchers.

Unit – III

Contra vouchers – Journal vouchers – Editing and deleting vouchers.

Unit – IV

Creation of Inventory Reports – Creation of stock categories – Creation of stock groups and stock items.

Unit – V

Configuration of stock items – Editing and deleting stocks – Usage of stocks in voucher entry - Preparation of Final Accounts

Text Book:

Dr. Rajkumar - Computer Applications in Business