PERIYAR UNIVERSITY
PERIYAR PALKALAI NAGAR
SALEM – 636 011

DEGREE OF BACHELOR OF
BUSINESS ADMINISTRATION
CHOICE BASED CREDIT SYSTEM

SYLLABUS FOR B.B.A

FOR THE STUDENTS ADMITTED FROM THE
ACADEMIC YEAR 2012 – 2013 ONWARDS
(Revised Syllabus As on 31.07.2014)
REGULATIONS AND SYLLABUS

1. ELIGIBILITY FOR ADMISSION

Candidates seeking admission to the first year of the degree of Bachelor of Business Administration shall be required to have passed the Higher Secondary Examination (Academic or vocational stream) conducted by the Government of Tamil Nadu or any examination accepted as equivalent there to by the syndicate of Periyar University. Preference will be given to those who have taken commerce as a subject in the qualifying examination.

2. ELIGIBILITY FOR AWARD OF DEGREE

A candidate shall be eligible for the award of the degree only if he / she has undergone the prescribed courses of study in a college affiliated to the university for a period of not less than three academic years comprising six semesters and passed the examinations prescribed and fulfilled such conditions as have been prescribed there for.

3. COURSE OF STUDY

a). Objectives of the Programme :

i. To provide the basic and essential knowledge regarding various activities undertaken and necessary to run socially responsible business organization;

ii. To impact certain basic skills and aptitude which will be useful in taking up any particular activity in a business;

iii. To furnish global view of the several industries and other organizations and their functions which support the business system;

iv. To develop the personality so as to become responsible citizen with greater awareness about the Indian society and its culture.

b). The programme of study shall consist of Foundation courses, Core courses, Allied courses Skill Based Elective Courses (SBEC) and Non Major Elective Courses (NMEC).
Note: Modern or classical languages:

i. Indian - Telugu, Kannada, Malayalam, Urdu and Hindi

ii. Foreign - French

iii. Classical - Sanskrit, Arabic & Persian

4. OTHER REQUIREMENTS

i. As a part of BBA curriculum a minimum of 2 factory visits per year must be arranged for the students.

ii. Industrial training report: For Industrial training. The students are expected to have a practical training in any business unit or undertaking to enable them to acquaint himself/herself with the procedure, practice and working of companies.

iii. Each student should undergo industrial training for a minimum period of two weeks during the third semester vacation.

5. REQUIREMENTS FOR PROCEEDING TO NEXT SEMESTER

Candidates shall be eligible to go to next semester, only if they satisfy the conditions prescribed by the syndicate from time to time.

6. PASSING MINIMUM

A candidate shall be declared to have passed in each courses if he/she secures not less than 40% prescribed for the examination. He/she shall be declared to have passed the whole examination if he/she passed in all the course as per the scheme of examination.
7. CLASSIFICATION OF SUCCESSFUL CANDIDATE

Successful candidate passing all the examinations securing the credits in the aggregate of the marks prescribed for core allied SBEC & NMEC courses together shall be declared to have passed the examination in first and second class respectively. All other successful candidates shall be declared to have passed in the examination to the third class.

Candidates who obtained 75% of marks and above any course shall be deemed to have passed that course with distinction provided they passed the examination at the first appearance.

8. RANKING

Candidates who pass all the examinations prescribed for the course in the first appearance only are eligible for ranking.

9. MAXIMUM DURATION FOR THE COMPLETED OF THE UG PROGRAMME

The maximum duration for completion of the UG programme shall not exceed twelve Semesters.

10. COMMENCEMENT OF THIS REGULATION

The regulations shall take effect from the academic year 2008-2009 i.e., for students who are admitted to the first year of the programme during the academic year 2008-2009 and thereafter.

11. TRANSITORY PROVISION

Candidates who were admitted to the UG programme of study before 2012 -2013 shall be permitted to appear for the examinations under those regulations for a period of three years i.e., up to and inclusive of the examination of April / May 2015. Thereafter, they will be permitted to appear for the examination only under the regulations there in force.
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<tr>
<th>PART</th>
<th>STUDY COMPONENTS</th>
<th>COURSES</th>
<th>HOURS / WEEK</th>
<th>CREDITS</th>
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<tr>
<td>Part - I</td>
<td>Languages</td>
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<tr>
<td>Part - II</td>
<td>Languages</td>
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<td>Part - III</td>
<td>Core Course-I</td>
<td>Principles of Management</td>
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<td>Core Course-II</td>
<td>Business Communication</td>
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<td>Allied Course-I</td>
<td>Business Mathematics and Statistics – I</td>
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<td>Part - IV</td>
<td>NON MAJOR</td>
<td>Environmental Studies</td>
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<td>Language</td>
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<td>Part - III</td>
<td>Core Course – III</td>
<td>Organisational Psychology</td>
<td>6</td>
<td>5</td>
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<td></td>
<td>Elective Course –I</td>
<td>Business Environment (or) Entrepreneurial Development</td>
<td>6</td>
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<td>Allied Course – II</td>
<td>Business Mathematics and Statistics – II</td>
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<td>Part - IV</td>
<td>Environmental Studies</td>
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<tr>
<td>III</td>
<td>Core Course - IV</td>
<td>Introduction to Operations Research - I</td>
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<td>Core Course - V</td>
<td>Financial Accounting</td>
<td>6</td>
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<td>Core Course - VI</td>
<td>Business Law</td>
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<td>Allied Course - III</td>
<td>Business Economics</td>
<td>4</td>
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<td>IV</td>
<td>SBEC - I</td>
<td>1. Campus to Corporate (Report Preparation and Viva-Voce)</td>
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<td>2. Elements of Insurance</td>
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<td>3. Business Process Outsourcing</td>
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<td>NMEC - I</td>
<td>1. BUSINESS MANAGEMENT</td>
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**SEMESTER - IV**

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<td>III</td>
<td>Core Course - VII</td>
<td>Introduction to Operations Research – II</td>
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<td>Core Course - VIII</td>
<td>Management Accounting</td>
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<td>Core Course - IX</td>
<td>Company Law</td>
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<td>Allied Course – IV</td>
<td>Money Banking and Global Business</td>
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<td>SBEC - II</td>
<td>1. Practice of Public Relations</td>
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<td>2. Export and Import Document &amp; Procedures</td>
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<td>3. Inplant Training</td>
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<td>1. Human Resource Management</td>
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<td>Core Course XI</td>
<td>Human Resource Management</td>
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<td>Core Course XII</td>
<td>Marketing Management</td>
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<td>Core Course XIII</td>
<td>Production and Material Management</td>
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<td>Core Course XIV</td>
<td>Management Information System</td>
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<td>ELECTIVES - II</td>
<td>Service Marketing</td>
<td>Training and Development</td>
<td>Investment Management</td>
<td>Total Quality Management</td>
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<tr>
<td>III</td>
<td>Core Course XV</td>
<td>Business Policy &amp; Strategic Management</td>
<td>5</td>
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<td>Core Course XVI</td>
<td>Financial Institutions and Services</td>
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<td>Core Course XVII</td>
<td>Marketing Research</td>
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<td>Core Course XVIII</td>
<td>Project Work</td>
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<td>Core Course XIX</td>
<td>Computer Application in Business-Theory Computer Application in Business-practical</td>
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<td>Core Course XIX</td>
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<td>ELECTIVES - III</td>
<td>Retail Marketing</td>
<td>Industrial Relations</td>
<td>Management of Fund</td>
<td>Logistic and Supply and Chain Management</td>
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<td>V</td>
<td>Extension Activities</td>
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</table>
Note: Modern or classical languages:

i. Indian – Telugu, Kanada, Malayalam, Urdu and Hindi
ii. Foreign – French
iii. Classical - Sanskrit, Arabic & Persian

PART – III Core Course – I

Principles of Management

Unit – I


Unit – II


Unit – III


Unit – IV


Unit – V

TEXT BOOKS

2. Ramasamy. T, Principles of Management, Macmillan India Ltd.,

REFERENCE BOOKS

1. Tripathi P.C. & P.N. Reddy, Principal of Management, TMH
2. Dingar Pagare, Business Management, Sultan Chand & Sons
5. Basu, Organisation & Management, S. Chand
6. M.C. Shukla, Business Organisation and Management, S.Chand
8. J. Jayashankar, Principal of Management, Margham Publications.

Core Course - II

Business Communication

Unit – I


Unit – II


Unit – III

Bank correspondence – insurance correspondence – agency correspondence – letters to the editors – applications for appointment.
Unit – IV

Company correspondence – Secretary and his duties – correspondence with directors, Shareholders, government departments and others.

Unit – V


TEXT BOOK

1. Rajendrapal & Koralahalli J.S. Essentials of Business Correspondence Sulthan Chand & Sons.

REFERENCE BOOKS

1. Ramesh M.S. & Pattan Shetty, Effective Business English & Correspondence RC Publications.
4. RSN Pillai, Bagavathi, Commercial Correspondence & Office Management.
5. N.S. Rashunathan and B.Santhanam, Business Communication, Margham Publications
ALLIED COURSE - I

Business Mathematics and Statistics – I

Unit – I

Series : Sequence – Series – Arithmatic Progression – Geometric Progression – Harmonic Progression (Simple Problems Only)

Unit – II

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

Unit – III


Unit – IV


Unit – V


TEXT BOOKS


REFERENCE BOOK

Core Course - III
Organizational Psychology

Unit – I


Unit – II


Unit – III


Unit – IV


Unit – V


TEXT BOOKS

1. L.M. Prasad, Organizational Behavior, Sultan Chand & Sons
2. Khanka, Organizational Behavior, S. Chand.

**REFERNCE BOOKS**

1. Fred Luthans, Organizational Behavior, McGraw Hill.
2. Keith Devis, Johyn W. Newstrom, OB – Human Behavior at work, TMH
4. J. Jayasankar, Organizational Behavior, Margham Publications
5. P. Subba Rao, Managemetn & Organization Behavior – HPH

**ELECTIVE COURSE - I**

**BUSINESS ENVIRONMENT**

**Unit – I**

Business environment Meaning – various environments affecting Business – social economic political and legal, culture, competitive, demographic, technological and international environment.

**Unit – II**

Business and culture : Culture – elements of culture – impact of foreign culture traditional values and its impact – change and resistance to change – castes and communities – linguistics religious groups – joint family system.

**Unit – III**


**Unit – IV**

Unit – V


TEXT BOOK

1. Francis Cherrunilam, Business Environment

REFERENCE BOOKS

1. Sankaran, S., Business and Society
2. Lakshmirattan, Business and Society
3. Adhikary, M. Economic Environment of Business
4. Sampath, Mukerji, Economic Environment of Business
5. Ghosh P.K., Business and Government

ELECTIVE COURSES - I

ENTREPRENEURIAL DEVELOPMENT

Unit – I


Unit – II

Business ideas: Project identification and formulation – classification of project feasibility studies – project appraisal methods – project design, network analysis Financial analysis.

Unit – III
Financing Entrepreneurs – Institutional finance to entrepreneurs – Role of IFC, IDBI, ICICI, IRCI, SIDB, LIC, SFC, TIIC and commercial banks in financing entrepreneurs.

Unit – IV

Promoting enterprises – SSI – MSME – Role and growth of SSI – Regulations governing SSI – incentives and concessions for SSI units – sickness in SSI – causes and remedies

Unit – V


TEXT BOOK

1. Gupta, C.B. and Srinivasan N.P., Entrepreneurial Development

REFERENCE BOOKS

1. Khanha, Entrepreneurial Development
2. Vasanth Desai, Organisation and Management of Small Industries
3. Saravanavel, P., Entrepreneurship Development
4. Tandon, B.C., Environment and Entrepreneurship
5. Rao T.V., and Udaipareek, Developing Entrepreneurship

**ALLIED COURSE - II**

**BUSINESS MATHEMATICS AND STATISTICS – II**

Unit – I


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

**Unit – III**

Linear simple correlation – scatter diagram – Karl Pearson’s coefficient of correlation – rank correlation coefficient – regression lines

**Unit – IV**


**Unit – V**

Index numbers – definition – construction of index numbers – weighted and unweighted methods – fixed and chain index numbers – test for index numbers – cost of living index number – construction

**TEXT BOOK**


**REFERENCE BOOKS**

1. Dharmapadam, Business Mathematics, S. Viswanathan Publications
2. Gupta S.P. Statistical methods, Sultan Chand & Co.
4. Pillai R.S.N. & Bagavathi V, Statistics, Sultan Chand & Co
5. Dr. P.R. Vittal, Business Mathematics and Statistics, Margham Publications

**CORE COURSE – IV**

**INTRODUCTION TO OPERATIONS RESEARCH-I**

**UNIT - I**

UNIT - II


UNIT – III

Transportation problems – obtaining initial basic feasible solution – various methods of solving transportation problems.

UNIT- IV

Assignment problems – formulation and solution assignment problems.

UNIT-V

Decision theory – types of decision making criteria statement of Baye’s theorem – application of Bay’s theorem – use of probability – decision tree.

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

TEXTBOOK


REFERENCE BOOKS


3. Vohra N.D., Quantitative techniques in Management, Tata Mc Graw Hill

CORE COURSE – V
FINANCIAL ACCOUNTING

UNIT - I


UNIT – II


UNIT- III

Hire purchase – methods of calculation of interest Entries in the books of hire purchaser and hire vendor – Hire purchase trading account – Installment purchase – Entries in the books of purchaser and seller.

UNIT-IV


UNIT- V

Depreciation accounting – Meaning - Types of depreciation – Advantages and disadvantages.

TEST BOOK :


REFERENCE BOOKS


**CORE COURSE – VI**

**BUSINESS LAW**

**UNIT - I**


**UNIT - II**


**UNIT – III**


**UNIT- IV**


**UNIT-V**


**TEST BOOK :**

1. Kapoor N.D, Business Law, Sultan Chand & Sons

**REFERENCE BOOKS**

1. RSN Pillai, Bagavathi, Business Law, S. Chand.
2. Shukla M.C., Mercantile Law, S. Chand.
3. P.C. Tulsian, Business Law, TMH.
ALLIED COURSES - III

BUSINESS ECONOMICS

UNIT - I


UNIT - II


UNIT – III

Cost curve – revenue curves – break even analysis.

UNIT- IV


UNIT-V

Profit – Theories, concepts – pricing in public utilities.

TEST BOOK :


REFERENCE BOOKS

1. Dr. S. Sankaran, Business Economics – Margham Publication, Madras.
Objective: To familiarize students with various communication methods that exist in business and to train them for smooth transition from campus to corporate

UNIT – I

Overview of corporate - History of corporate - campus and corporate - distinction - overview of BPO Industry in India and world - Enhancing the reading ability of students (at a speed of minimum 150 words per minute with appropriate stress, voice modulation and correct pronunciation). Students should be exposed to the practice of reading news papers viz., The Hindu, Indian Express, Business Line, Economic Times etc., and magazines like business world, etc.,

Enhancing the spontaneous writing skill of the students – writing articles on simple topics given – preparing speeches – preparing reports on various events / functions held in the college.

UNIT – II

Enhancing the spontaneous speaking skill of the students – self introduction at various forums and during interviews – Effective Public Speaking (EPS) – Role playing. Mock interviews for recruitment – mock press meets.

UNIT – III

Enhancing the presentation skill of the students – Individual seminar presentation and Group seminar presentation (Students may be organized into groups, which will prepare papers on current issues pertaining to trade, commerce and industry or any social issue and present the same to audience). Each group may consist of 3 or 4 students.

UNIT – IV

Enhancing the interpersonal communication skill of the students – Group Commission (Students may be organized into 4 and 5 groups). All the groups may be given a management problem relating to real life
experiences of trade and industry in the country or the world. They will be asked to find group solution through discussion and the group leader will present the same to the audience in the class.

**UNIT – V**


Corporate etiquette – Dressing and grooming skills – Workplace etiquette – Business etiquette – Email etiquette – Telephone and meeting etiquette – Presentation skills.

Professional competencies: analytical thinking – listening skills – time management – team skills – stress management – assertiveness – Facing group discussion and interview

**REFERENCE BOOKS**


**TEXT BOOKS:**

IV – SBEC-II

ELEMENTS OF INSURANCE - II

UNIT – I

Definition of Insurance – Classification of contracts of insurance – Marine and Non-Marine Insurance.

UNIT – II


UNIT – III


UNIT – IV

Fire Insurance – Principles of law as applied to fire insurance. Fire waste – Hazard Types of fire policies.

UNIT – V

Cover Notes – Surveys and Inspections Average – Reinsurance Renewals.

REFERENCE BOOKS

UNIT – I

BPO – Meaning – Definition – Evaluation & Recent Development – 
Insourcing – Outsourcing – Needs – Technical requirement – 
Eligibility.

UNIT – II

Call Centers – Functions – Processes – classifications – 
Telemarketing – Tele selling – Preparing for a Job – Approach – 

UNIT – III

Improving Efficiency – Handling Calls – Team Player – Pleasing the 
Customers – Converse efficiently – Reducing stress.

UNIT – IV

Numerical aptitude – Basic Computer Skills – Type Master – 
Written Test – Interviews – Telephonic Interviews.

UNIT – V

Good Communicator – Ability to lead – Pleasing personality – 
Physical fitness – Dress Consciousness – Other Personality 
development.

REFERENCE BOOKS

i). Fundamentals of Computer Science & Communication 
engineering by Alexis Leon, Mathew Leon.

ii). Quantitative Aptitude by R.S. Agarwal 

iii). English Conversation Practice by Grand Tailor 

iv). English Course by Lingua Phone 

v). Adult Faculty by Kev Nair
UNIT – I

The Development of Management Thought – Contributions of F.W. Taylor, Henri Fayol, Elton Mayo and Mary Parker Follet.

UNIT – II

Planning – Nature – Purpose – Steps – Types – Merits and Demerits of Planning – MBO.

UNIT – III


UNIT – IV


UNIT – V


TEST BOOK: 1.L.M. Prasad - Principles of Management
REFERENCE BOOKS

1. Harold Koontz and O'Donnel : Principles of Management
3. Peter F. Drucker: The Practice of Management
4. Lious A. Allen: Management and Organisation
IV SEMESTER
INTRODUCTION TO OPERATIONS RESEARCH II

CORE COURSE - VII

UNIT - I

Game Theory – Basic Terminologies – Two person Zero Sum Game – Games with Saddle Point (Minimax and Maximum Principle) Simple Problems.

UNIT - II


UNIT – III


UNIT- IV

Replacement Problems – Replacement of items that deteriorates with time (without change in money value) – replacement of items that deteriorates with time (Money value changes) – Staff replacement Problems.

UNIT-V

Inventory models – economics lot size models – Economics order quantity with uniform demand – Production inventory model – Back order – inventory model with quantity discounts – Problem (No derivation – simple problems).

NOTE : Questions in Theory and Problems carry 30% and 70% of marks respectively.

TEST BOOK :

REFERENCE BOOKS


MANAGEMENT ACCOUNTING

CORE COURSE - VIII

UNIT - I


UNIT - II

Fund flow analysis – preparation of schedule of changes in working capital and fund flow statement.

UNIT – III


UNIT- IV

Accounting Ratios – Meaning – types calculation of ratios – construction of balance sheet (simple problems only).

UNIT-V


NOTE : Questions in Theory and Problems carry 30% and 70% of marks respectively.
TEST BOOK:


REFERENCE BOOKS

3. R.S.N. Pillai and Bagavathi, Management Accounting – Sultan Chand.

COMPANY LAW

CORE COURSE – IX

UNIT - I

Meaning and definition of joint stock companies – characteristics – lifting on corporate veil – kinds of companies – privileges enjoyed by private companies – difference between private and public companies.

UNIT - II


UNIT – III

UNIT- IV


UNIT-V


TEST BOOK :    N.D. Kapoor, Company Law, Sultan chand & Sons.

REFERENCE BOOKS

2. Shukla M.C., Commercial Law, S. Chand.
3. P.C. Tulsian, Business Law, TMH

MONEY, BANKING AND GLOBAL BUSINESS

ALLIED COURSE - IV

UNIT - I


UNIT - II

UNIT – III


UNIT- IV


UNIT-V


TEXT BOOK :


REFERENCE BOOKS


IV – SBEC - II

PRACTICE OF PUBLIC RELATION - I

UNIT – I

Public Relations – definition – essentials of good public relations – public relations for commercial organization.

UNIT – II

UNIT – III

Training of public relations officers – PR society of India – Indian institute of mass communication – Indian press – Trade fair authority of India.

UNIT – IV


UNIT – V

Exhibition and trade fair – consumer and marketing fair – photography – folk dance – sponsorship programme – music festivals.

TEXT BOOK

Management of Public relations – S. Senguptha, vikas publishing house

REFERENCE BOOKS

1. Lecture on applied public relations – Prof. K.R. Balan, Sulthan chand &sons Delhi.

2. Public relations problems and prospects with case studies – Anil baby, Space age publications, New Delhi.


IV - SBEC

EXPORT – IMPORT DOCUMENTATION AND PROCEDURES - II

UNIT – I

UNIT – II


UNIT – III


UNIT – IV

Processing of an Export Order, World Shipping, Structure, Liners and Tramps – Containerization.

UNIT – V

Import Documentation – Import Procedure, guidelines, key documents used in Importing – Import Licensing and other incentives.

Text Books


IV - SBEC

INPLANT TRAINING - III

NMEC - II

I. The students are expected to have a practical training in any business unit or undertaking to enable them to acquaint himself / herself with the procedure, practice and working of companies.
II. Each student should undergo industrial training for a minimum period of two weeks during the third semester vacation.

III. He / She shall undergo the above training in the institutions like banks, insurance companies, mutual funds, transport undertakings, private limited and public limited companies, hotels and hospitals, travel and tourist industries and financial institutions.

IV. Students may make their own arrangements in fixing the companies for candidates should submit a report in not less than 25 type written pages.

V. Candidates should submit the attendance certificate from the institution for having attended the training for 2 weeks.

VI. Industrial training reports shall be prepared by the students under the supervision of the faculty of the department.

VII. Industrial training report must contain the following:

- Cover page
- Copy of training certificate
- Profile of the business unit
- Report about the work undertaken by them during the tenure of training
- Observation about the concern
- Findings

VIII. Industrial training certificate shall be forwarded to the university, one month before the commencement of
the fourth semester university examinations.

IX. Practical viv–voce examination will be conducted with internal & external examiners at the end of the 4th semester and the credits will be awarded.

**HUMAN RESOURCES MANAGEMENT - I**

**UNIT – I**

Introduction – Meaning and Definition, Nature, Scope objectives and Importance of HRM – Functions of HRM.

**UNIT – II**


**UNIT – III**

Recruitment and Selection – Source of Recruitment Selection of Employee – Difference between recruitment and selection.

**UNIT – IV**


**UNIT – V**

TEXT BOOK


REFERENCE BOOKS

4. Keith Davis, Human Relations at Work – TMH.

V SEMESTER

FINANCIAL MANAGEMENT CORE COURSE - X

UNIT - I


UNIT - II

Capital budgeting – ranking of projects – methods of evaluating a project investment proposal – importance of capital budgeting (simple problems only).

Leverages – meaning types – importance and significance of leverages (simple problems only).

UNIT – III

UNIT- IV

Cost of capital – concept cost of capital – determinants of cost of capital – simple and weighted average cost of capital (simple problems only).

UNIT- V


Management of cash, inventory, accounts receivables and accounts payable (theory only).

NOTE : Theory - 50% of Marks Problem - 50% of Marks


REFERENCE BOOKS

4. Dr. Srivastava, Financial Management, HPH.
5. Dr. V.R. Palanivelu, Financial Management – S. Chand & co.

CORE COURSE – XI

HUMAN RESOURCES MANAGEMENT

UNIT – I

Introduction – Meaning and Definition, Nature, Scope objectives and Importance of HRM – Functions of HRM.

UNIT – II

UNIT – III


UNIT – IV


UNIT – V


4. Keith Davis, Human Relations at work – TMH.
CORE COURSE - XII

MARKETING MANAGEMENT

UNIT – I

UNIT – II

UNIT – III

UNIT – IV

UNIT – V

TEXT BOOK
Rajan Nair N, Marketing Management, Sultan Chand & Sons.

REFERENCE BOOKS
5. Rajan Saxena, Marketing Management, TMH.
UNIT – I


UNIT - II


UNIT - III


UNIT - IV


UNIT - V

Work Study – As a tool of a Job Study – Work Standardisation – Method Study – Technique used in Design of work place layout – work measurement – techniques used.

TEXT BOOK

P. Saravanavel, Sumathi Production and Materials management
REFERENCE BOOKS

E.S. Buffa  Modern Production Management
J.L. Lundy  Effective Industrial Management
Bunga and Sharma  Production Management
Samuel Elion  Production Management

ELECTIVE - II  GROUP – A

SERVICE MARKETING

UNIT - I

Importance of services sector – Nature and types of services – Difference between services and goods marketing – services marketing triangle.

UNIT - II

Environment for services marketing – macro and micro environments – understanding service customers – models of service consumer behavior – customer expectations and perception – service quality and GAP model.

UNIT – III


UNIT- IV

Services marketing Mix – Need for expanded marketing mix – planning for services offer – pricing – promotion and distribution of services – management of people – process and physical evidence – matching demand for and supply of services.

UNIT- V

Service marketing applications – Marketing of financial, hospitality, hospital, tourism and educational services – international marketing of services and GATS.

TEXT BOOK

Sharma D.D.  Marketing Research, Himalaya Publishing
REFERENCE BOOKS

1. Christopher, H. Lovelock, Services Marketing, Pearson Education India
2. Adrian Payne, Services Marketing, PHI
3. Zeithaml, V.A. & M.J. Bitner, Services Marketing
4. Rao, Services Marketing, Pearson Education India
5. Sinha, P.K. and Sahoo S.C. Services Marketing, HPH.
6. Ravishankar, Services Marketing, Lalvani.

ELECTIVE - III  GROUP – B

TRAINING AND DEVELOPMENT

UNIT – I


UNIT – II


UNIT – III


UNIT – IV

UNIT – V


ELECTIVE – II          GROUP – C

INVESTMENT MANAGEMENT

UNIT – I


UNIT – II

Investment avenues – Real assets – Financial assets – Fixed income and variable income securitities – mutual fund – derivatives etc.,
UNIT – III


Risk - risk classification – systematic and unsystematic risk - measurement or risk.

UNIT – IV

New issue market and stock exchange – kinds of trading – Securities and Exchange Board of India.

UNIT – V

Sources of Investment informations – Credit rating agencies – CARE – CRISIL – ICRA – credit rating methodology – Indices.

TEXT BOOK

1. Investment mgt – Preeti singh, Himalays publishing house.
2. Investment mgt – V.K.Bhalla.

REFERENCE BOOKS

1. Investment mgt – V. Avadhani - Himalays publishing house.
2. Investment mgt – Punithavathy pondian, PHI

ELECTIVE – II

GROUP - D

TOTAL QUALITY MANAGEMENT (TQM)

UNIT - I

Concept of Quality – Quality as customer delight – Quality as meeting. Standards – Introduction to total Quality – Concept of total Quality – Design, inputs, process and output – Quality as business performance – Attitude and involvement of top management.

UNIT - II

UNIT – III


UNIT- IV


TEXT BOOK

1. Armond V. Feigerbaum, Total Quality Control McGraw Hill.
2. John Bark, Essence of TQM, PHI, Delhi.

REFERENCE BOOKS

1. Joel, E. Ross, Total Quality Management
2. Ron Collard, Total Quality, Jaico, Delhi
5. ISO Manuals.

CORE COURSE - XIV

MANAGEMENT INFORMATION SYSTEM

UNIT - I


UNIT - II

UNIT – III


UNIT- IV


UNIT-V

Functional Management information systems – production, marketing, accounting, personnel, financial, relationship – impact and their role in the managerial decision – making.

TEXT BOOK:

1. CVS Murthy, Managements, Information System, HPH.
2. Davis & Olson, Management Information System, MGH.

REFERENCE BOOKS

1. R. Senapathi, MIS, Lakshmi Publications.
2. Lucas, The analysis, design and implementation of information system, MGH.
3. G.M. Scott, Principles of management information system, MGH.
4. Dr. S.P. Rajagopalan, Management information system, Margham publications.
5. S. Sadagoban, Management information system, PHI

SEMESTER - VI
BUSINESS POLICY AND STRATEGIC MANAGEMENT

CORE COURSE - XV

UNIT – I

UNIT – II


UNIT – III


UNIT – IV


UNIT – V

Society and business – ethics – social responsibilities business – social audit.

TEXT BOOK

Azha Kazmi, Business policy and strategic management – Tata Mcgraw Hill.

REFERENCE

4. Francis Cherunilam, Business & Strategic Management (Text and Cases) – Himalaya. Dr. S. Sankaran, Policy and Strategic management Himalaya.
UNIT - I

Indian Financial system – financial system and economic development – Banks as financial intermediaries – Reserve bank of India, Commercial Banks, and Co-operative Banks – functions.

UNIT - II


UNIT – III


UNIT- IV


UNIT-V

Merchant banking – functions and services underwriting – credit rating agencies in India.

TEXT BOOK:

Gorden and Natarajan, Financial Institution and Services, HPH.

REFERENCE BOOKS

1. Bhole L.M. Financial Institutions and Market, TMH.
2. Avadhani V.A., Investment and Securities markets in India, HPH.
3. KulKarni P.V., Corporate Finance – HPH
4. Khan M.Y. Financial Services, TMH.
MARKETING RESEARCH

CORE COURSE - XVII

UNIT - I

Definition of Marketing Research – Nature and Scope – Marketing Research as an aid to rational decision making – Marketing Research process.

UNIT - II


UNIT – III


UNIT- IV

Product Research – Advertising Research

UNIT- V


TEXT BOOK

Sharma D.D. Marketing Research

REFERENCE BOOKS

1. Boyd and west fall - Marketing Research
2. Mc. Gown - Marketing Research
3. Green Paul and Full - Marketing Research
4. Majumdar - Marketing Research
CORE COURSE – XVIII  PROJECT WORK

Specimen – I

TITLE

A project report submitted to the periyar university in partial fulfillment of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION

By

Name of the student

Reg. No.........................

Under the guidance of

Name of the guide

Department, College Name and place

Month and year of submission

Specimen – II

CERTIFICATE

This is to certify that the project entitled, “TITLE”, is a bonafide work carried out by ...................... Reg. No. ............................under my supervision and guidance during the academic year ........... in partial fulfillment of the requirements for the award of the degree of BACHELOR OF BUSINESS ADMINISTRATION and the work is an original one and has not formed basis for the award of any degree, diploma, associateship, fellowship of any other similar title.

GUIDE SIGNATURE             HOD SIGNATURE

Project work evaluation viva – voce examination conduced on ..............

By

INTERNAL EXAMINER             EXTERNAL EXAMINER
Specimen – III

DECLARATION

I hereby declare that this project work entitled “TITLE” submitted to the PERIYAR UNIVERSITY, SALEM in partial fulfillment of the requirements for the award of BACHELOR OF BUSINESS ADMINISTRATION is an original one and has not been submitted earlier either to this university or to any other institution for the award of any degree / diploma.

Date: Candidate signature

Place:
ELECTIVE - III GROUP – A

RETAIL MARKETING MANAGEMENT

UNIT – I

Definition of Retail Marketing – Evolution of Retail Marketing – Features of Modern Retail Marketing – Importance of Retail Marketing – Retail Marketing Mix.

UNIT – II

Function of Retail Marketing – Buying – Assembling – Selling Transporting.

UNIT – III


UNIT – IV


UNIT – V


TEXT BOOK
Retail marketing management – David gilbert, Perason Education

REFERENCE BOOKS :

Global Marketing Management – Warren J. Keejan , PHI
ELECTIVE – III            GROUP – B

INDUSTRIAL RELATIONS

UNIT – I


UNIT – II


UNIT – III


UNIT – IV


UNIT – V


TEXT BOOK :


REFERENCE BOOKS


ELECTIVIE – III GROUP – C

MANAGEMENT OF FUNDS

UNIT – I

Meaning and importance of funds – Benefits of effective allocation of funds – Dangers of misallocation – organisation of Funds Management and its relationship with other functional areas of the enterprise.


UNIT – II

Financial Analysis, Planning and Control – Allocation of funds of most profitable opportunity – methods of incorporating risk – risk
adjusted rate of return (ROI) and certainly equivalent approach – sensitivity analysis – profitability analysis and decision making – capital rationing.

**UNIT – III**


**UNIT – IV**

Divisional Budgets : Implementing procedures – Human Resources Accounting for effective use of manpower – Rewarding the managerial staff on the basis of rate of return in the division – due point system to evaluate various divisions.

**UNIT – V**

Term Financing and Evaluation : Source of long – term financing – equity, preference shares, debentures and bonds, mutual funds, funds through adoption of non – banking private finance concepts in the large scale organisations – term loan and financial institutions – market for long term securities in India with specific reference to stock exchange.

**TEXT BOOK:**

**REFERENCE BOOKS:**
1. Vinoth Kothari - Lease financing and hire purchase
2. M.Y. Khan , K.P.Jain - Financial management
3. N.P.Srinivasan, C.B.Guptha – Entrepreneurial development
4. M.Y. Khan , K.P.Jain - Management Accounting and financial analysis
ELECTIVE – III GROUP – D

LOGISTICS AND SUPPLY CHAIN MANAGEMENT

UNIT - I


UNIT - II


UNIT - III


UNIT - IV

Supply Chain Management Models – Definition – Objectives – Applications – Types – Conceptual Models – Key issues in supply chain management.

UNIT - V


Note: Theories and concepts only will be taught to the pupils.

Text Books


Reference Books

6. CORE COURSE – XIX

COMPUTER APPLICATIONS IN BUSINESS

(Theory and Practical)

UNIT – I

Introducing to programming languages – meaning requisites, an overview of programming language – basic coding structures of a programming languages clarifications, comparison.

UNIT – II

Introduction to Microsoft Office – Ms Word – creating and editing documents – Menus, commands, tool bars and icons – formatting documents – creating tables – mail merge.

UNIT – III


UNIT – IV

Data processing – types of data – objectives of data processing techniques steps in developing a computer program for processing
business data – operation of a computer assembler and Translator – file processing – editing and coding of data – data management.

UNIT – V

Internet concept – creating E-mail ID, Receiving and sending e-mail, Searching Information and Downloading – World Wide Web (www) – Domain Name Service.

NOTE: Theory – practical carry equal credits

TEXT BOOK
Sanjay Saxena, MS Office 2000 for everyone, (Vikas Publishing House Pvt., Ltd.)

REFERENCE BOOKS
1. T.W. Pral, Programming languages, (Prentice hall of India)
2. V.K.Kapoor, Introduction to computer data, (Sultan Chand and Sons)
COMPUTER PRACTICALS GUIDELINES
SPECIMEN – I

Periyar University
College Name
Address

Bachelor of Business Administration

COLLEGE EMBLEM

Computer Application in Business
(Ms office and Internet)
Record Note book

Department of Business Administration
Month and Year of submission
CERTIFICATE

Department of Business Administration

Practical record work in “Ms – office and Internet”

Name:
Register No:
Programme: Bachelor of Business Administration

Course: COMPUTER APPLICATIONS IN BUSINESS – Practical-I

This is to certify to be a bonafide work done by the student in our college laboratory.

Signature of the staff incharge  Signature of HOD – BBA

(Seal)

Submitted for the practical examination held on .................

Internal Examiner  External Examiner
PART – A (10 x 2 = 20 Marks)

Answer all Questions

Answer to each question shall not exceed six lines

1. From Unit – I
2. From Unit – I
3. From Unit – II
4. From Unit – II
5. From Unit – III
6. From Unit – III
7. From Unit – IV
8. From Unit – IV
9. From Unit – V
10. From Unit – V

PART – B (5 x 5 = 25 Marks)

Answer all Questions

Answer to each question shall not exceed three pages

11. a. From Unit – I (or)
    b. From Unit – I

12. a. From Unit – II (or)
    b. From Unit – II

13. a. From Unit – III (or)
    b. From Unit – III
14. a. From Unit – IV (or)
   b. From Unit – IV

15. a. From Unit – V (or)
   b. From Unit – V

**PART – C (3 x 10 = 30 Marks)**

**Answer all Questions**

**Answer to each question shall not exceed six pages**

16. a. From Unit – I (or)
    b. From Unit – I

17. a. From Unit – II (or)
    b. From Unit – II

18. a. From Unit – III (or)
    b. From Unit – III

19. a. From Unit – IV (or)
    b. From Unit – IV

20. a. From Unit – V (or)
    b. From Unit – V