

**DIRECTORATE OF DISTANCE EDUCATION, SRMIST
BACHELOR OF BUSINESS ADMINISTRATION
CURRICULUM 2019**

SEMESTER I

Subject Code	Course	Subject	L	T	P	Total LTP	C (DDE)
LATD1911	Language	Tamil - I	3	1	0	4	4
LAHD1911		Hindi - I					
LAFD1911		French – I					
LAED1911	English	English - I	3	1	0	4	4
BBAD1911	Core 1	Principles of Management	3	1	0	4	4
BBAD1912	Core 2	Financial Accounting	3	1	0	4	4
BBAD1913	Core 3	Managerial Economics	3	1	0	4	4
Total Credits							20

SEMESTER II

Subject Code	Course	Subject	L	T	P	Total LTP	C (DDE)
LATD1921	Language	Tamil - II	3	1	0	4	4
LAHD1921		Hindi - II					
LAFD1921		French – II					

LAED19 21	English	English - II	3	1	0	4	4
BBAD19 21	Core 4	Business Statistics	3	1	0	4	4
BBAD19 22	Core 5	Production and Operation Management	3	1	0	4	4
Total Credits							16

SEMESTER III

Subject Code	Course	Subject	L	T	P	Total LTP	C (DDE)
BBAD1931	Core 6	Management Accounting	3	1	0	4	4
BBAD1932	Core 7	Human Resource Management	3	1	0	4	4
BBAD1933	Core 8	Marketing Management	3	1	0	4	4
STUDENT MUST CHOOSE ANY ONE PAPER AMONG THE TWO ELECTIVES							
BBAD19E1	Elective 1	Legal Aspects of Business	3	1	0	4	4
BBAD19E2	Elective 2	Organizational Behaviour					
Total Credits							16

SEMESTER IV

Subject Code	Course	Subject	L	T	P	Total LTP	C (DDE)
BBAD1941	Core 9	Financial Management	3	1	0	4	4
BBAD1942	Core 10	Cost Accounting	3	1	0	3	4
BBAD1943	Core11	Research Methodology	3	1	0	4	4
STUDENT MUST CHOOSE ANY ONE PAPER AMONG THE TWO ELECTIVES							
BBAD19E3	Elective 3	Banking and Financial Institutions	2	1	0	3	3
BBAD19E4	Elective 4	Public Relations					

BBAD19 E5	Elective 5	Consumer Rights	
Total Credits			15

SEMESTER V

Subject Code	Course	Subject	L	T	P	Total LTP	C (DDE)
BBAD1951	Core 12	Labour Welfare and Industrial Relations	3	1	0	4	4
BBAD1952	Core 13	Total Quality Management	3	1	0	4	4
BBAD1953	Core 14	Services Marketing	3	1	0	4	4
COMPULSORY ELECTIVE							
BESD19EC	EVS	Environmental Studies	2	1	0	3	3
Total Credits							15

SEMESTER VI

Subject Code	Course	Subject	L	T	P	Total LTP	C (DDE)
BBAD1961	Core 15	Strategic Management	3	1	0	4	4
BBAD1962	Core 16	Entrepreneurial Development	3	1	0	4	4
BBAD1963	Core 17	Business Ethics and Corporate Governance	3	1	0	4	4
BBPD1964	Core 18	Internship And Project Work	1	0	3	4	4
Total Credits							16
Grand Total							98

LATD1911	TAMIL-I	L	T	P	Total LTP	C
		3	1	0	4	4

பாடத்திட்டத்தின்நோக்கம்



இரண்டாயிரம் ஆண்டுகாலத்தமிழின்தொன்மையையும்வரலாற்றையும்அதன்விழுமியங்களையும்பண்பாட்டையும்எடுத்துரைப்பதாகஇப்பாடத்திட்டம்அமைக்கப்பட்டுள்ளது.

- காலந்தோறும்தமிழ்இலக்கியம்உள்ளடக்கத்திலும், வடிவத்திலும்பெற்றமாற்றங்கள், அதன்சிந்தனைகள், அடையாளங்கள்ஆகியவற்றைகாலந்தோறும்எழுதப்பட்டஇலக்கியங்களின்வழியாகக்கூறுவதாகவும், மொழியின்கட்டமைப்பைப்புரிந்துகொள்வதாகவும்பாடத்திட்டம்வடிவமைக்கப்பட்டுள்ளது.
- வாழ்வியல்சிந்தனைகள்,ஒழுக்கவியல்கோட்பாடுகள், சமத்துவம், சூழலியல்எனப்பலகூறுகளைமாணவர்களுக்குஎடுத்துரைக்கும்விதத்தில்இப்பாடத்திட்டம்உருவாக்கப்பட்டுள்ளது.

அலகு - 1

இக்காலக்கவிதைகள் - 1

1. பாரதியார் – கண்ணன்என்சேவகன்
2. பாரதிதாசன் – தமிழ்ப்பேறு
3. அப்துல்காசிம் – அவதாரம்
4. மீரா – கனவுகள் +கற்பனைகள் = காகிதங்கள்
5. து. நரசிம்மன் – மன்னித்துவிடுமகனே

அலகு - 2

இக்காலக்கவிதைகள் - 2

1. ராஜாசந்திரசேகர் – கைவிடப்பட்டகுழந்தை
2. அனார் – மேலும்சிலஇரத்தக்குறிப்புகள்
3. சுகிர்தராணி – அம்மா
4. நா.முத்துக்குமார் – தூர்

அலகு - 3

சிற்றிலக்கியம்

1. கலிங்கத்துப்பரணி – பொருதடக்கைவாள் எங்கே... (பாடல் - 485)
2. அழகர்கிள்ளைவிடுதாது – இதமாய்மனிதருடனே... (கண்ணி - 45)
3. நந்திக்கலம்பகம் – அம்பொன்று வில்லொடிதல்..(பாடல் - 77)
4. முக்கூடற்பள்ளு – பாயும்மருதஞ்செழிக்கவே... (பாடல் - 47)
5. குற்றாலக்குறவஞ்சி – ஓடக்காண்பதுமே... (பாடல்- 9)

காப்பியங்கள்

மணிமேகலை

உலகவறவிபுக்ககாதை-“மாசுஇல்வால்ஒளி!-இந்நாள்போலும்இளங்கொடிகெடுத்தனை” . (28 அடிகள்)

அலகு - 4 - தமிழ்இலக்கியவரலாறு

- 1) சிற்றிலக்கியம் – தோற்றமும்வளர்ச்சியும்,
- 2) புதுக்கவிதை – தோற்றமும்வளர்ச்சியும்,
- 3) சிறுகதை - தோற்றமும்வளர்ச்சியும்,
- 4) புதினம் - தோற்றமும்வளர்ச்சியும்,
- 5) உரைநடை - தோற்றமும்வளர்ச்சியும்

அலகு -5

மொழிப்பயிற்சி :

1. கலைச்சொல்லாக்கம்,
2. அகரவரிசைப்படுத்துதல்,
3. மரபுத்தொடர் / பழமொழி,
4. கலைவிமர்சனம்,
5. நேர்காணல்

உரைநடைப்பகுதி :

1. உ.வே.சாமிநாதையர் – சிவதருமோத்திரச்சுவடிபெற்றவரலாறு,
2. தஞ்சாவூர்க்கவிராயர் – கூஜாவின் கோபம்,
3. இரா.பச்சியப்பன் – மாடல்லமற்றையவை

பார்வைநூல்கள்

1. கைலாபதி, க., தமிழ்நாவல்இலக்கியம், குமரன்பதிப்பகம், வடபழனி. 1968.
2. சுந்தரராஜன், பெ. கோ., சிவபாதசுந்தரம், சோ., தமிழில்சிறுகதைவரலாறும்வளர்ச்சியும், க்ரியா, சென்னை, 1989.
3. பரந்தாமனார், அ.கி., நல்லதமிழ்எழுதவேண்டுமா, பாரிநிலையம், சென்னை, 1998,
4. பாக்கியமேரி, வகைமைநோக்கில்தமிழ்இலக்கியவரலாறு, என்.சி.பி. எச். பதிப்பகம், சென்னை, 2011
5. வல்லிக்கண்ணன், புதுக்கவிதையின்தோற்றமும்வளர்ச்சியும், அன்னம், சிவகங்கை, 1992.

Course Nature: Theory				
Assessment Method (Maximum marks)				
In Semester	Assessment Tool	Assignment I	Assignment II	Total
		Marks	15	15
End Semester				70
Total				100

LAHD1911	HINDI-I	L	T	P	Total LTP	C
		3	1	0	4	4

INSTRUCTIONAL OBJECTIVES

- To express and communicate literature which is part of life
- To incorporate day to day personal and professional life's need to communicate in the language.
- To help the students to imagine and express their mind through literature

UNIT I PROSE

1. BADE GHAR KI BETI - PREMCHAND
2. VAISHNAV KI FISLAN - ARISHANKAR PARSAL
(VYANGYA KATHA)
3. BENAM RISHTA -MRIDULA GARG
4. UTSAH - RAMCHANDAR SHUKLA (NIBAND)
5. PURUSKAR - JAYSHANKAR PRASAD
6. HARDAM.COM - ALKA SINHA

UNIT II ONE ACT PLAY

1. MAHABHARAT KI EK SANJH - BHARAT BHUSHAN AGRAWAL
2. REED KI HADDI - JAGDISH CHANDR MATHUR

UNIT III CORRESPONDENCE

1. OFFICIAL LETTER
2. DEMI-OFFICIAL LETTER

UNIT IV CINEMA

1. PANCHLIGHT - PHANISHWAR NATH RENU
2. CHANDI KA JUTA - BAL SHAURI REDDI

UNIT V TECHNICAL TERMINOLOGY

REFERENCE BOOKS

1. PRAYOJAN MULAK HINDI – MADHAV SONTAKKE
2. A PRACTICAL GUIDE TO ENGLISH TRANSLATION AND COMPOSTITION – K.P. THAKUR

Course Nature: Theory				
Assessment Method (Maximum marks)				
In Semester	Assessment Tool	Assignment I	Assignment II	Total
		Marks	15	15
End Semester				70
Total				100

LAFD181 1	FRENCH-I	L	T	P	Tota I L T P	C
		3	1	0	4	4

INSTRUCTIONAL OBJECTIVES

- To encourage greater written skills through comprehension writing and composition writing.
- Improve their oral and written skills through a combination of theory and practice.
- Extend and expand their savoir-faire through the acquisition of latest skills and techniques by practical training.

UNITE I

Salut-Saluer- Entrer en contact avec quelqu'un – se présenter – s'excuser- *tu* ou *vous* ? Les jours de la semaine – Quelques formules de politesse – L'alphabet – Quelques consignes de classe – Je, tu, vous, il. Elle – Etre – Quelques nationalités –Masculin et féminin –Les nombres de 0 à 10 – Quelques sigles.

UNITE II

Enchanté- Demander de se présenter – Présenter quelqu'un – La négation : ne...pas – Les adjectifs possessifs –Etre, avoir+quelques verbes en –er – C'est, il est – L'interrogation par l'intonation – Quelques professions – Les nombres de 11 à 69 – Oui, non, si. **J'adore !-** Exprimer ses goûts –échanger sur ses projet – Aller – Moi aussi – Nous, ils, elles – La conjugaisons des verbes en –er être et avoir – Faire du, de l', de la +sport – Les nombres après 69 – On=nous – Le futur proche – Quelques indicateurs de temps – Les adjectifs possessifs.

UNITE III

Tu veux bien – Demander à quelqu'un de faire quelque chose – Demander poliment – Parler d'actions passées –Il y a – Les articles définis et indéfinis – Les marques du pluriel des noms – Les pronoms après une préposition (avec lui, chez, moi) – Le passé composé – Pouvoir, vouloir, venir, connaître.

UNITE IV

On se voit quand ? - Proposer, accepter, refuser une invitation – indiquer la date – Prendre et fixer un rendez-vous –Demandez et

indiquer l'heure –Les pronoms compléments directs me, te, nous, vous –Pourquoi ? Parce que – Quel(s), Quelle(s) –L'interrogation avec est-ce que – Finir- Savoir – L'heure et la date – Les mois de l'année – Quelques indicateurs de temps

UNITEV

Bonne idée ! – Exprimer son point de vue positif et négatif – s'informer sur le prix – S'informer sur la quantité – Exprimer la quantité – La négation : ne ...pas de – Les articles partitifs – Combien ? –Un peu de, beaucoup de,... –Qu'est-ce que, combien – offrir, croire – Penser à, penser de – Plaire à – Les couleurs – Le masculin et le féminin des adjectifs – Les pronoms compléments directs le, la, les.

REFERENCE BOOK

“**Latitudes-1**” Méthode de français, REGIME MERIEUX, YVES LOISEAU Les éditions Didier, Paris, 2012.

Course Nature: Theory				
Assessment Method (Maximum marks)				
In Semester	Assessment Tool	Assignment I	Assignment II	Total
	Marks	15	15	30
End Semester				70
Total				100

LAED1911	ENGLISH-I	L	T	P	Total LTP	C
		3	1	0	4	4

INSTRUCTIONAL OBJECTIVES

- To enhance students' proficiency in English language.
- To enable the students to think in English.
- To become aware of the regional literature and the writers.
- To equip students with the awareness and strategies needed to enable the study of English as a lifelong process.
- To help expand the consciousness of every student pertaining to gender formation.

UNIT I - POETRY

1. YayumNyayum – Kurunthogai 40
2. My Grandmother's House – Kamala Das
3. Transgender – Olivia Kent
4. Obituary – A K Ramanujam

UNIT II - PROSE

1. On Marriages – Nirad C Choudhary
2. Response to Welcome addresses ii) Why Do We Disagree– Swami Vivekananda
3. I have a dream – Martin Luther King

UNIT III - SHORT STORY

A Nincompoop – Anton Chekhov

1. The Rat – Ashokamitran
2. Quantum of Solace – Ian Flemming
3. Squirrel - Ambai

UNIT IV- POPULAR LITERATURE

1. Shabdo -KaushikGanguli
2. TEDX Talks
3. John Lennon - Imagine
4. Bob Marley - No woman no cry

UNIT V - LANGUAGE COMPONENT

1. Spot the Errors
2. Jumbled Sentence
3. Homophones & Homonyms
4. Idioms and Phrases
5. Antonyms and Synonyms
6. Story through Images
7. Hints Development
8. Autobiography of Concrete Objects
9. Advertisements
10. Slogan Writing

TEXT BOOKS

1. Cambridge University Press, Raymond Murphy, *Essential Grammar in Use* 3rd Edition 2010

Course Nature: Theory				
Assessment Method (Maximum marks)				
In Semester	Assessment Tool	Assignment I	Assignment II	Total
	Marks	15	15	30
End				70

Semester	
Total	100

BBAD191 1	PRINCIPLES OF MANAGEMENT	L	T	P	Total L T P	C
		3	1	0	4	4

COURSE RATIONALE

Principles of Management, provides the student with a conceptual framework for understanding the basic theories of management. Emphasis is placed on the internal and external environment, ethics, planning, goal setting, decision making, organizational structure, motivation and effective control mechanisms.

COURSE OBJECTIVES

- To gain knowledge about the four management functions of Planning, Organizing, Leading and controlling and introduce to the historical evolution of management theories.
- To learn the basics of in challenges of work teams.
- To familiarize with various leadership styles and theories of motivation.
- To describe the control process including: importance of control, tools for measuring organizational performance and managerial actions.

UNIT I

Introduction to management- definition- Management functions- kinds of managers- managerial roles- managerial skills- competitive advantage through people- evolution of management: Taylor principles- Fayol- Elton Mayo.

UNIT II

Planning: Definition- benefits and pitfalls of planning- setting goals- planning from top to bottom- Types of planning- Rational decision making- steps in decision making- Advantages and pitfalls of decision making- using groups to improve decision making.

UNIT III

Organizing: Organization- organizational structure- departmentalization- Organizational authority- job design- deciding organizational processes- intra and inter organizational process- Types of organization- Line and staff functions- Merits and demerits- Functional Organization.

UNIT IV

Leading: Motivation- basics of motivation- Theories of motivation- Leadership- Qualities of effective leaders- The essence of leadership- Theories of leadership- Fiedler’s contingency theory, path goal theory- Normative decision theory- Leadership styles- Visionary Leadership- communication- basic perception process- Kinds of communication- improving communication

UNIT V

Control- standards- Methods of control- innovation and learning perspective of control- challenges in control- importance of information- characteristics of useful information- protecting information, management by exception- audit- budgetary and cost control.

TEXT BOOKS:

1. William/ Tripathi- MGMT , A south Asian Perspective, Cengage Learning, 2016
2. Jayasankar- Principles of Management, Margham Publications.

REFERENCE BOOKS

1. P.C Tripathi& P.N Reddy- Principles of Management
2. Richard Daft- Principles of Management.

Course Nature: Theory				
Assessment Method (Maximum marks)				
In Semester	Assessment Tool	Assignment I	Assignment II	Total
	Marks	15	15	30
End Semester				70
Total				100

BBAD 1912	FINANCIAL ACCOUNTING	L	T	P	Total L T P	C
		3	1	0	4	4

COURSE RATIONALE

The content of this course is designed to impart the basic knowledge of financial accounting theory, standards, principles and procedures to accounting problems and its application in business

COURSE OBJECTIVES

Understand the basic accounting concepts and their application in business. Apply the dual-entry recording framework to a series of transactions that results in a balance sheet. Gain knowledge on the preparation of financial statements Develop the skills needed to analyze financial statements effectively, and Students will be exposed to take decisions on depreciation method to be adopted

UNIT I

Meaning and scope of Accounting, Basic Accounting Concepts and Conventions –Objectives of Accounting – Accounting Transactions Double Entry Book Keeping – Journal, Ledger, Preparation of Trial Balance – Preparation of Cash Book.

UNIT II

Preparation of Final Accounts of a Sole Trading Concern – Adjustments – Closing Stock, Outstanding and Prepaid items, Depreciation, Provision for Bad Debts, Provision for Discount on Debtors, Interest on Capital and Drawings

UNIT III

Bank Reconciliation Statement (Only simple problems), Insurance claims – Average Clause (Loss of stock only)

UNIT IV

Depreciation – Meaning, Causes, Types – Straight Line Method – Written down Value Method (Change in Method excluded). Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method , Conversion method (simple problems only)

UNIT V

Partnership-Meaning, Admission, Retirement and Death of a partner (SIMPLE PROBLEMS).Company-Meaning, Issue of shares, types of shares, Reissue of shares, Forfeiture of shares- Simple Problems

TEXT BOOKS

1. T.S. Reddy & A. Murthy -Financial Accounting – Margham Publications – 2016
2. R.L Gupta & V.K Gupta -Advanced Accounting – Sultan Chand – New Delhi-2015

REFERENCES

1. Shukla & Grewal -Advanced Accounting - S Chand – New Delhi
2. Jain & Narang -Financial Accounting

Course Nature: Theory				
Assessment Method (Maximum marks)				
In Semester	Assessment Tool	Assignment I	Assignment II	Total
	Marks	15	15	30
End Semester				70
Total				100

BBAD19 13	MANAGERIAL ECONOMICS	L	T	P	Total LTP	C
		3	1	0	4	4

COURSE RATIONALE

As Economics is the bedrock of business activities, understanding the fundamentals of economics and using its knowledge in managerial decisions is important for modern managers.

COURSE OBJECTIVES

- To familiarize the students with the fundamental principles of economics
- To make them understand the relevance of economics in business decisions
- To help them be equipped with economic tools for business analysis.

UNIT I

Introduction – Natural & Scope of Managerial Economics –
Significance of Managerial Economics.

UNIT II

Demand Analysis – Basic Concepts and Tools for Analysis of Demand – Demand forecasting.

UNIT III

Cost Concepts and Cost Analysis – Production Function – Cost Price – Output Relations.

UNIT IV

Price and Output Decisions under different Market Structures Perfect Competition – Monopoly – Monopolistic Competition – Oligopoly – Pricing Policy – Pricing Methods and Approaches – Product Line Pricing – Price Forecasting.

UNIT V

National Income-definition, measurement – Factors - difficulties in measurement. GDP-NDP-Business cycle- phases – Inflation- types and control measures. Managerial Economics in the Context of Globalization.

TEXT BOOKS

1. Managerial Economics – Sankaran

REFERENCE BOOKS:

1. Managerial Economics - Spencer M.K
2. Managerial Economics - Mote & Paul
3. Managerial Economics - Varshney&Maheswari

Course Nature: Theory				
Assessment Method (Maximum marks)				
In Semester	Assessment Tool	Assignment I	Assignment II	Total
	Marks	15	15	30
End Semester				70
Total				100

SEMESTER - II

LATD 1921	TAMIL-II	L	T	P	Total LTP	C
		3	1	0	4	4

பாடத்திட்டத்தின்நோக்கம்



இரண்டாயிரம் ஆண்டுகாலத்தமிழின்தொன்மையையும் வரலாற்றையும் அதன் விழுமியங்களையும் பண்பாட்டையும் எடுத்துரைப்பதாக இப்பாடத்திட்டம் அமைக்கப்பட்டுள்ளது.

- காலந்தோறும் தமிழிலக்கியம் உள்ளடக்கத்திலும், வடிவத்திலும் பெற்ற மாற்றங்கள், அதன் சிந்தனைகள், அடையாளங்கள் ஆகியவற்றை காலந்தோறும் எழுதப்பட்ட இலக்கியங்களின் வழியாகக் கூறுவதாகவும், மொழியின்கட்டமைப்பைப் புரிந்து கொள்வதாகவும் பாடத்திட்டம் வடிவமைக்கப்பட்டுள்ளது.
- வாழ்வியல் சிந்தனைகள், ஒழுக்கவியல்கோட்பாடுகள், சமத்துவம், சூழலியல் எனப் பல கூறுகளை மாணவர்களுக்கு எடுத்துரைக்கும் விதத்தில் இப்பாடத்திட்டம் உருவாக்கப்பட்டுள்ளது.

அலகு - 1

1. **எட்டுத்தொகை** : 1. குறுந்தொகை (பாடல் - 130), 2. நற்றிணை (பாடல் - 27), 3. அகநானூறு (பாடல் - 86)
2. **பத்துப்பாட்டு** - சிறுபாணாற்றுப்படை (அடிகள் - 126-143)
3. **பதினெண்கீழ்க்கணக்கு**: திருக்குறள்- வெகுளாமை (அதிகாரம் 31), காதல் சிறப்புரைத்தல் (அதிகாரம் 113)

அலகு - 2

1. **எட்டுத்தொகை** : 1. ஐங்குறுநூறு (பாடல் - 203), 2. கலித்தொகை - பாலைத்திணை (பாடல் - 9), 3. புறநானூறு (பாடல்- 235)
2. **பத்துப்பாட்டு** - முல்லைப்பாட்டு (அடிகள் - 6 - 21)
3. **பதினெண்கீழ்க்கணக்கு** - 1. நாலடியார்- நல்லார் எனத்தான் (221), 2. திரிகடுகம் - கோலஞ்சிவாமும் குடியும் (33), 3. இனியவை நாற்பது - குழவிதளர்நடை (14), கார்நாற்பது - நலமிசுகார்த்திகை (26), 5. களவழிநாற்பது - கவளங்கொள்யானை (14)

அலகு - 3

சைவம் – பன்னிருதிருமுறைகள்

1. திருஞானசம்பந்தர் - வேயுறுதோளிபங்கன் (இரண்டாத்திருமுறை)
2. திருநாவுக்கரசர் - மனமெனும்தோணி (நான்காத்திருமுறை)
3. சுந்தரர் - ஏழிசையாய்இசைப்பயனாய்
(ஏழாத்திருமுறை)
4. மாணிக்கவாசகர் - ஆதியும்அந்தமும்இல்லா (திருவெம்பாவை)
5. திருமூலர் - அன்புசிவம்இரண்டு (திருமந்திரம்)

வைணவம் – நாலாயிரத்திவ்யப்பிரபந்தம்

1. பேயாழ்வார் - திருக்கண்டேன்பொன்மேனி ...
2. பெரியாழ்வார் - கருங்கண்மேலைமயிற்பீலி...
3. தொண்டரடிப்பொடிஆழ்வார்-பச்சைமாமலைபோல்...
4. ஆண்டார் - கருப்பூரம்நாறுமோ? கமலப்பூ...
5. திருமங்கையாழ்வார் - வாடினேன்வாடிவருந்தினேன்

இஸ்லாமியம்

சீறாப்புராணம் - khDf;Fg; gpizepd;wglyk; - 5

பாடல்கள்(பாடல்எண்கள் : 61 - 65)

கிறித்துவம்

இராட்சண்யயாத்ரீகம் - கடைதிறப்புப்படலம் - 5
பாடல்கள்(பாடல்எண்கள் : 3,9,10,15,16)

அலகு - 4

தமிழ்இலக்கியவரலாறு

1. சங்கஇலக்கியங்கள்,
2. நீதிஇலக்கியங்கள்,
3. பக்திஇலக்கியங்கள்,
4. காப்பியங்கள்

அலகு - 5

சிறுகதைகள்

1. புதுமைப்பித்தன் - அகலிகை
2. ந.பிச்சமூர்த்தி - வேப்பமரம்
3. அகிலன் - ஒருவேளைச்சோறு

4. ஜி. நாகராஜன் – பச்சக்குதிரை
5. கி.ராஜநாராயணன் – கதவு
6. சா.கந்தசாமி – தக்கையின்மீதுநான்குகண்கள்
7. ஆண்டாள்பிரியதர்ஷினி – மாத்திரை
8. வண்ணதாசன் – ஒருஉல்லாசப்பயணம்
9. சு. தமிழ்ச்செல்வன் – வெயிலோடுபோய்
10. பாரததேவி – மாப்பிள்ளைவிருந்து

பார்வைநூல்கள்

1. அரசு, வீ., இருபதாம்நூற்றாண்டுச்சிறுகதைகள்நூறு, அடையாளம்பதிப்பகம், திருச்சி, 2013
2. அருணாசலம், ப., பக்திஇலக்கியங்கள், பாரிநிலையம், சென்னை, 2010
3. தமிழண்ணல், புதியநோக்கில்தமிழ்இலக்கியவரலாறு, மீனாட்சிபுத்தகநிலையம், மதுரை, 2000
4. பாக்யமேரி, வகைமைநோக்கில்தமிழ்இலக்கியவரலாறு, என்.சி.பி. எச். பதிப்பகம், சென்னை, 2011
5. பசுபதி, ம.வே. செம்மொழித்தமிழ்இலக்கணஇலக்கியங்கள், தமிழ்ப்பல்கலைக்கழகம், தஞ்சாவூர், 2010.

Course Nature: Theory				
Assessment Method (Maximum marks)				
In Semester	Assessment Tool	Assignment I	Assignment II	Total
		Marks	15	15
End Semester				70
Total				100

LAHD 1921	HINDI-II	L	T	P	Total LTP	C
		3	1	0	4	4

INSTRUCTIONAL OBJECTIVES

- To express and communicate literature which is part of life
- To incorporate day to day personal and professional life's need to communicate in the language.

- To help the students to imagine and express their mind through literature

UNIT I - POETRY

1. KABIR, TULSI, RAHIM, BIHARI
2. KAIDI AUR KOKILA - MAKHAN LAL CHATURVEDI
3. AB AUR NAHI - OM PRAKASH VALMIKI
4. PREM KA ROG - KUNWAR NARAYAN
5. MAA GAON ME HAI - DIVIK RAMESH
6. ADHIK NAYA HOTA HUN - LILADHAR MANDLOI

UNIT II - STORY

1. VAISHNAVI - YASHPAL
2. DOPAHAR KA BHOJAN - AMARKANT
3. JUNGLE - CHITRA MUDGAL
4. KINARE SE DOOR - RAKESH BIHARI
5. PRECIOUS BABY - ANITA NAIR

UNIT III

1. ADMINSTRATIVE WORDS, ANUVAD : ANUVAD KI PARISHHASHA EVAM BHED

UNIT IV

1. ANUVAD : ENGLISH TO HINDI

UNIT V TECHNICAL TERMINOLOGY

REFERENCE BOOKS

1. PRAYOJAN MULAK HINDI – MADHAV SONTAKKE
2. A PRACTICAL GUIDE TO ENGLISH TRANSLATION AND COMPOSTITION – K.P. THAKUR

Course Nature: Theory				
Assessment Method (Maximum marks)				
In Semester	Assessment Tool	Assignment I	Assignment II	Total
		Marks	15	15
End Semester				70

Total	100
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LAFD 1921	FRENCH-II	L	T	P	Total LTP	C
		3	1	0	4	4

INSTRUCTIONAL OBJECTIVES

- Consolidate the knowledge of theoretical aspects of French grammar with examples provided from different angles: from present day literature, day to day conversation.
- Improve their oral and written skills through a combination of theory and practice.

UNITEI

C'est où ? – Demander et indiquer une direction – Localiser (près de, en face de,...) - L'impératif – Quelques prépositions de lieu- Les articles contractés au, à la – Le passé composé et l'accord du participe passé avec être –Les nombres ordinaux – Ne...plus, ne ... jamais – Les adjectifs numéraux ordinaux – Faire.

UNITEII

N'oubliez pas ! - Exprimer l'obligation ou l'interdit – Conseiller – En dans les constructions avec de – Quelque chose, rien – Quelqu'un, personne – Il faut, devoir –Qui, que, où – Les pronoms compléments indirects (me, te, lui, leur...). **Belle vue sur la mer !** – Décrire un lieu –Situer – se situer dans le temps – La place des adjectifs – Des, De devant un adjectif – Le genre des noms de pays – Les prépositions et les noms de villes, de pays, de continents – Tout(e) (s), tous – Y, pronoms complément – Les adjectifs démonstratifs.

UNITEIII

Quel beau voyage !- Raconter – Décrire les étapes d'une action – Exprimer l'intensité et la quantité – Interroger- Les verbes pronominaux – à la pièce, au kilo – un sachet de, un litre de ... - d'abord, puis ... - peu, assez, trop... - En pronom complément – L'interrogation par l'inversion et révision de l'interrogation – Partir.

UNITE IV

Oh Ijoli !- Décrire quelqu'un – comparer – Exprimer l'accord ou le désaccord – Se situer dans le temps –L'imparfait – L'imparfait ou le passé composé – la description d'une personne.

UNITEV

Et après ? - Parler de l'avenir- Exprimer des souhaits – Décrire quelqu'un- S'en aller, partir, quitter – Les indicateurs de temps (en, dans) – Le futur simple – Le subjonctif présent- La place des pronoms à l'impératif.

REFERENCE BOOK

“Latitudes-1” Méthode de français, REGIME MERIEUX, YVES LOISEAU Les éditions Didier, Paris, 2012.

Course Nature: Theory				
Assessment Method (Maximum marks)				
In Semester	Assessment Tool	Assignment I	Assignment II	Total
		Marks	15	15
End Semester				70
Total				100

LAED 1921	ENGLISH-II	L	T	P	Total	C
		L	T	P	L T P	C
		3	1	0	4	4

INSTRUCTIONAL OBJECTIVES

- To enhance students' proficiency in English language.
- To enable the students to think in English.
- To become aware of the world literature and the writers.
- To equip students with the awareness and strategies needed to enable the study of English as a lifelong process.
- To help expand the consciousness of every student pertaining to gender formation .

UNIT I - POETRY

1. The Unknown citizen – Auden
2. Nada KondroKadaKondro- PuraNaanooru 187
3. On being Trans- Lee Mokobe
4. Girl Child – PawaniMathur

UNIT II - PROSE

1. Men and Women – Virginia Woolf
2. Farewell Speech of Mark Antony – William Shakespeare
3. The Autobiography of an unknown Indian –NiradC.Chaudhuri

UNIT III - SHORT STORIES AND PLAY

1. A Wrong Man in Worker’s Paradise – Rabindranath Tagore
2. Refund – Karen E.Bender
3. Paper Money – RaziaFasih Ahmad
4. Karukku -Bama

UNIT IV –POPULARLITERATURE

1. Paul Simon –The Sound of Silence
2. Tedx Talks – If I had a daughter
3. John Lennon– I have a dream
4. Pink Floyd– Brick in the Wall

UNIT V - LANGUAGE COMPONENT

1. Spot the Errors & Punctuation
2. Antonyms and Synonyms
3. Parts of speech
4. Articles
5. Vowels
6. Road Mapping
7. Movie Review
8. Crossword Puzzles
9. Open ended Stories
10. Quiz

TEXT BOOKS

1. Cambridge University Press, Raymond Murphy, *Essential Grammar in Use* 3rd Edition 2010

Course Nature: Theory				
Assessment Method (Maximum marks)				
In Semester	Assessment Tool	Assignment I	Assignment II	Total
		Marks	15	15
End Semester				70
Total				100

BBAD192 1	BUSINESS STATISTICS	L	T	P	Total L T P	C
		3	1	0	4	4

COURSE RATIONALE

To provide students with skills necessary to generate reports, Analysis and decision based on study of relevant data.

COURSE OBJECTIVE

To understand quantitative methods and statistical tools to business problems which would enable to take decisions and quantify various business plans.

UNIT I

Introduction – Nature and scope of statistical methods and their limitations - Classification, Tabulation - Diagrammatic representation of various types of statistical data - Frequency curves and Ogives - Meaning and definition of statistics-collection and tabulation of statistical data-presentation of statistical data- Graph and diagrams.

UNIT II

Measures of Central tendency-Arithmetic mean, median ,mode, harmonic mean and geometric mean- Merits and demerits - graphical solution of Median and Mode.

Measures of Dispersion – Range, Mean Deviation, Quartile Deviation, Standard Deviation, Coefficient of Variation and their properties – merits and demerits-Skewness and Kurtosis

UNIT III

Probability- Basic concepts: Sample Space, Events (Simple, Compound, Mutually exclusive, Equally likely, Exhaustive and Independent)- Statement of Addition and Multiplication Theorems-Simple problems only

UNIT IV

Simple Correlation-Scatter diagram–Karl Pearson’s co-efficient of Correlation-Spearman’s Rank Correlation -Regression equations— Simple problems.

Index Numbers- Definition, meaning, uses. Laspeyere’s, Paasche’s and Fisher’s Index Number-Construction of Index numbers (simple problems)- Basics of consumer price index numbers

UNIT V

Analysis of Time Series – Components of Time Series – fitting of trend by the method of least squares – Moving Average method – Computation of Seasonal Indices by Simple Average Method.

REFERENCE BOOKS:

1. Statistical Methods -S.P.Gupta
2. Fundamentals of Mathematical Statistics- S.P.Gupta&V.K.Kapoor

Course Nature: Theory				
Assessment Method (Maximum marks)				
In Semester	Assessment Tool	Assignment I	Assignment II	Total
	Marks	15	15	30
End Semester				70
Total				100

BBAD19 22	PRODUCTION AND OPERATION MANAGEMENT	L	T	P	Total L T P	C
		3	1	0	4	4

COURSE RATIONALE

Production and operations typically involves the greatest portion of the company’s employees and is responsible for a large portion of the firm’s capital assets. This course is aimed at introducing students with the basic concepts, theories and practices of production and

operations functions. It focuses on the problems that frequently confront production/operations managers.

COURSE OBJECTIVES

- To make the students with fundamental exposure on production based theoretical concepts
- To build the students to take firm decision on various production and operations based issues
- To enable students understand the principles, practices and areas of application in shop floor management.

UNIT I - INTRODUCTION

Production – Meaning, nature and characteristics - Production as a system, Production function – Functions of production and operations management – Methods of Manufacturing - Intermittent, Continuous, Flexible Manufacturing systems - Comparison of various manufacturing system - Characteristics and trend in modern manufacturing system - Operations in the Service sector- Manufacturing Vs Service operations

UNIT II - FACILITIES LOCATION AND LAYOUT

Introduction to plant location - Location need analysis - Factors affecting plant Location decision - Comparison of site location area (Numerical Problems) - Introduction to Plant layout - Essentials of good plant Layout - Types of Layout - Process , Product, Fixed Position , Group and Cell Layout techniques

UNIT III - PURCHASE AND STORES MANAGEMENT

Purchase management - Objectives, Functions, Purchasing cycle and Purchase Policies - Vendor rating - Vendor Rating Methods and decisions (Numerical Problems) - Introduction to stores management - Stores Location - Stores Layout - Stock Verification and Documents pertaining to purchase and stores management

UNIT III - INVENTORY MANAGEMENT AND MATERIALS HANDLING SYSTEM

Inventory Management – Meaning, Objectives and types of inventory – Inventory models – Economic Order quantity and Economic Batch quantity without shortage situations (Numerical problems) – Selective inventory controlling techniques - Introduction -Elements of Material

Handling System - Principles of Material Handling System, Unit Load Concept - Selection of Material Handling System - Types of Material Handling Equipment

UNIT IV - MAINTENANCE MANAGEMENT AND STATISTICAL QUALITY CONTROL

Maintenance –Meaning, objectives and functions - Types of Maintenances - Planning and scheduling of Maintenance - Control of Maintenance - Introduction to statistical quality control - Inspection and Quality Control - Statistical Quality Control - Types of Control Charts for Variables and Attributes (Numerical Problems in X bar, R and C charts)

TEXT BOOKS

1. K.Aswathappa, K.ShridharaBhat., Production and Operations Management , Himalaya Publishing House , 2016
2. Shailendra Kale ., Production and Operations Management , McGraw Hill Educations(India) Private limited,2016

REFERENCES

1. R.Paneerselvam , Production and Operations Management , PHI Learning Private limited , 2016.

Course Nature: Theory				
Assessment Method (Maximum marks)				
In Semester	Assessment Tool	Assignment I	Assignment II	Total
	Marks	15	15	30
End Semester				70
Total				100

SEMESTER – III

BBAD19 31	MANAGEMENT ACCOUNTING	L	T	P	Total L T P	C
		3	1	0	4	4

COURSE RATIONALE

In this course is designed to equip you will learn how to use management accounting to facilitate and align decisions made by owners, managers, and employees and you will learn how management accountants create, organize, interpret, and communicate information that improves internal processes and allows organizations.

COURSE OBJECTIVES

On the completion of this course students would be able to demonstrate knowledge and understanding of

- Contemporary developments in management accounting practice
- Contemporary approaches to management accounting research and
- Critically evaluate different management accounting approaches

UNIT I

Meaning, definition and objectives of management accounting - advantages and limitations of management accounting - differences between Cost accounting and Management accounting

UNIT II

Analysis and Interpretation of financial statements – Nature, objectives, essentials and tools, methods – Comparative Statements, Common Size statement and Trend analysis.

UNIT III

Ratio Analysis - meaning, uses and limitations of ratios - types of ratios - liquidity ratios, profitability ratios, activity ratio and solvency ratios.

UNIT IV

Fund flow analysis- Concept of funds-sources and uses of funds-funds flow statement-construction of funds flow statement-Cash flow analysis Cash flow analysis utility of cash flow statement – construction of cash flow statement.

UNITV

Budgetary Control - meaning, objectives, advantages and limitations of budgetary control - types of budgets - purchase budget, materials budget, flexible budget and cash budget. CVP analysis - uses and limitations of marginal costing - assumptions of BE chart - simple problems relating to decision making based marginal costing.

TEXT BOOKS

1. T. S. Reddy and Hari Prasad Reddy-Management Accounting, Margham Publication.
2. S.N Maheswari, Management Accounting - Sultan Chand & Sons, New Delhi-2014

REFERENCE BOOKS

1. Saxena and VashistEssentials of Cost Accounting IPCC Text Sultan Chand & Sons -2016
2. Jhamb, Fundamentals of Management Accounting – Ane Books India - New Delhi.
3. HorngrenSunderu Stratton, Introduction to Management Accounting - Pearson Education.

Course Nature: Theory				
Assessment Method (Maximum marks)				
In Semester	Assessment Tool	Assignment I	Assignment II	Total
	Marks	15	15	30
End Semester				70
Total				100

BBAD193 2	HUMAN RESOURCE MANAGEMENT	L	T	P	Total	C
		3	1	0	4	4

COURSE RATIONALE

The course aims at equipping learners with the analytical and conceptual skills necessary to interpret the nature, forms and incidences of human resources management (HRM) and the key issues facing organizations in their attempts to develop and implement HRM policies.

COURSE OBJECTIVE

- After completing this course, learners should be able to:
- Understand the concept of Managing Human Resources and work
- Identify effective Human Resources practices
- Understand the importance of HRP, Training, and performance appraisal

UNIT I

Meaning, Nature and Scope of HRM - Personnel Management Verses HRM-Importance of HRM-Functions of HRM-Classification of HRM Functions

UNIT II

Job Description – Job Evaluation - Job Specification – Basis for HRP – Meaning and Objectives of HRP – Benefits of HRP – Factors affecting HRP – Process of HRP – Problems of HRP

UNIT III

Recruitment -Recruitment policy – Centralized /decentralized recruitment – Sources of– Factors affecting Recruitment – Recruitment Process – Recruitment Vs Selection - Selection Process – Placement – Induction – Objectives – Advantages

UNIT IV

Training & Development – Purpose – Need – Importance – Techniques (on the job & off the job) – Evaluation – Benefits – Management Development Programme – Job Enlargement – Job Enrichment – Job Evaluation – Meaning – Purpose - Techniques.

UNIT V

Performance Appraisal – Need – Importance - Techniques – Benefits - Career Planning –Need – Process – Succession Planning – Career Development – Steps – Career Development Actions – Advantages

TEXT BOOKS

1. Aswathappa K-Human Resource Management, Tata McGraw Hill, New Delhi, 2016
2. Chandra Mohan A-Human Resource Management, APH Publishing Corporation, 2016

REFERENCE BOOKS

1. ArunMonappa-Managing Human Resources, MacMillan India Ltd., 2016
2. Rao, V. S. P.-Human Resource Management, Pearson, New Delhi, 2016
3. Mamoria, C.B.-Human Resource Management, Himalaya Publication House, New Delhi, 2016
4. Cascio, W. F.-Managing Human Resources, Tata McGraw Hill, New Delhi, 2016.

Course Nature: Theory				
Assessment Method (Maximum marks)				
In Semester	Assessment Tool	Assignment I	Assignment II	Total
		Marks	15	15
End Semester				70
Total				100

BBAD 1933	MARKETING MANAGEMENT	L	T	P	Total L T P	C
		3	1	0	4	4

COURSE RATIONALE

Marketing is the process for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society at large.

Marketing contributes to the fundamental objectives of Businesses namely survival, profits and growth. This course will empower students with the Marketing skills.

COURSE OBJECTIVES

The overall objective of the course is to provide an understanding of the Fundamental concepts of marketing in the modern marketing practices and develop an insight on the marketing implications that enable students evolve, explore, develop and implement marketing plans.

UNIT I

Fundamentals of marketing- Role of Marketing – Relationship of Marketing with other functional areas – concept of marketing mix – Marketing approaches – Various Environmental factors affecting the marketing functions -market demand– E- Marketing –Direct Marketing –type Marketing in 21st Century.

UNIT II

Buyer Behavior – Consumer goods and Industrial goods – Buying motives – Factors influencing buyer Behavior – understanding the consumer, consumer markets and business market - Market segmentation – Need and basis of Segmentation – Targeting – Positioning.

UNIT III

The Product – Characteristics – Benefits – classifications – consumer goods – industrial goods – New Product Development process – Product Life Cycle – Branding – Packaging – Role of Packing for product and promotion- Labelling – Warranties & Guarantees Sales Forecasting – Various methods of sales forecasting

UNIT IV

Pricing – Factors influencing pricing decisions – pricing objectives – pricing policies and procedures – Types of Pricing Strategy Physical Distribution: Importance – Various kinds of marketing channels – distribution problems - Sales management: Motivation, Compensation and Control of salesman.

UNIT V

A brief overview of: Advertising – Publicity – Public Relations – Personal Selling – Direct selling and Sales promotion. B2B, B2C, C2C, other development of marketing.

TEXT BOOKS

1. Philip Kotler, Kevin Lane, Abraham Koshy - Marketing Management – A South Asian Perspective-Pearson/Prentice Hall India Ltd
2. Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileshwar Jha, "Principles Of Marketing", Prentice Hall(Pearson),

REFERENCE BOOKS

1. Rajan Saxena – Marketing Management-Tata McGraw Hill
2. Ramaswamy & Nmakumary-Marketing Management- Global Perspective-Indian Context-Mac Millon India Ltd
3. Lamb, Hair, Sharma, McDaniel Principles of Marketing- Cengage Learning.

Course Nature: Theory				
Assessment Method (Maximum marks)				
In Semester	Assessment Tool	Assignment I	Assignment II	Total
	Marks	15	15	30
End Semester				70
Total				100

BBAD19 E1	LEGAL ASPECTS OF BUSINESS	L	T	P	TOTAL	C
		L	T	P	L	T
		3	1	0	4	4

COURSE RATIONALE

Students will gain an understanding of basic business legal vocabulary. The course will include an understanding of the legal system related to business administration. Students will gain an understanding of contract law, their rights and responsibilities as citizens, utilization of financial transactions, employment and agency

relationships, and the regulations governing different types of business organizations.

COURSE OBJECTIVES

- To impart basic knowledge of the Indian Industrial legislations.
- To understand the maintenance of industrial harmony and ensuring healthy relationship among the workforce for achieving the organizational goals.
- To familiarize with the different concepts and practices of the Public Relations in organizations.

UNIT I

Introduction and Meaning – Law of contract –Elements of contract: Offer and Acceptance-Capacity of parties-Consideration-Free Consent-Legality of Object-Discharge of Contract - Quasi contract – Special Contracts-indemnity and guarantee – Bailment & Pledge

UNIT II

Sale of Goods Act –Transfer of Property Act.

UNIT III

Companies Act – Definition – Formation – Memorandum of Association – Articles of Association – Prospectus – Share capital – Debentures- Winding up.

UNIT IV

The Laws of Trade Marks – Copyright – Patents – Designs – Trade related Intellectual Property Rights – Trips – FEMA – Consumer Protection Act – Negotiable Instrument Act.

UNIT V

Cyber laws – Changes made in Indian Penal Code – Indian Evidence Act – bankers book Evidence act – Reserve Bank of India – Information Technology Agreement ITA . Competition act.

TEXT BOOKS

1. Sreenivasan MR – Business Law-Margham Publication-2016
2. Kapoor ND - Business Law

REFERENCE BOOKS

1. Kapoor ND - Elements of Mercantile Law
2. Saravanavel P. Alarm, S.B. Business Law
3. Gulson SS and Kapoor GK – Handbook of Business Law

Course Nature: Theory						
Assessment Method (Maximum marks)						
In Semester	Assessment Tool	Assignment I	Assignment II			Total
		Marks	15	15		
End Semester						70
Total					100	
BBA D19 E2	ORGANIZATIONAL BEHAVIOUR				Total L T P	C
					4	4

COURSE RATIONALE

The learners will be able to conceptualize the components of individual and group behaviour, understand the various work situations and apply behavioral techniques.

COURSE OBJECTIVE

After completing this course, learners should be able to:

- Understand the implications of individual and group behaviour in organizational context.
- Understand the concept of organizational behaviour, the social organization and the diverse environment alongside with the management of groups and teams.

UNIT I

Introduction To Organizational Behaviour – Various Disciplines contributing to OB - Foundation Of individual Behaviour – Need And importance Of Organizational Behaviour – Nature And Scope – Framework of Organizational Behaviour - Organizational Structure and Design

UNIT II

Personality – Types – Factors Affecting Personality – Perception – Importance – Factors influencing Perception – Learning - Types of Learning Styles – The Learning Process

UNIT III

Motivation – Theories – Importance – Types – Values And Attitudes – Characteristics – Components – Formation And Measurement

UNIT IV

Group Dynamics – Group Behaviour – Formation – Types Of Groups – Stages of Group Development – Conflict Management – Nature of Conflict – Types of Conflict

UNIT V

Leadership – Meaning – Importance, Leadership Styles – Leaders Vs Managers; Power and Politics – Sources Of Power

TEXT BOOKS

1. L.M.Prasad, -OrganisationalBehaviour,-Sultan Chand & Sons
2. Fred Luthans-OrganisationalBehaviour- McGraw Hill Book Co.

REFERENCES BOOKS

1. Stephen Robbins-OrganisationalBehaviour- Pearson Education, New Delhi, 2016
2. Bhattacharya-Organization Behaviour-Oxford University Press, 2016
3. McShane, Steven L, Mary VonGlinow and Radha R. Sharma, - Organizational Behaviour, Tata McGraw Hill, New Delhi

Course Nature: Theory				
Assessment Method (Maximum marks)				
In Semester	Assessment Tool	Assignment I	Assignment II	Total
		Marks	15	15
End Semester				70
Total				100

SEMESTER – IV

BBAD19 41	FINANCIAL MANAGEMENT	L	T	P	Total	C
		3	1	0	4	

Theory 60% Problems 40%

COURSE RATIONALE

This course aims at providing students with the knowledge and skills expected of a future manager in relation to investment and financing decisions.

COURSE OBJECTIVES

- Understand the role and importance of a financial manager
- Identify and evaluate the alternative sources of business finance
- Discuss and apply working capital management techniques
- Understand the factors influencing cost of capital and calculating cost
- To take decision on capital structure
- Evaluate the financial viability of investment

UNIT I

Meaning, Objectives, Scope, functions of finance management- Time value of money- concepts, techniques- Risk –Return trade off.

UNIT II

Basic capital Budgeting – Pay Back period- Net Present Value(NPV) – Average Rate of Return(ARR)- Internal Rate of Return (IRR) – Profitability Index(PI)

UNIT III

Cost of Capital- Basic concepts, rational and assumptions- Cost of Equity Capital – Cost of Preference Capital – Cost of Retained earnings – Weighted Average Cost of Capital.

UNIT IV

Financial planning and control – Leverage – Operating leverage, Finance leverage and Composite leverage. Capital structure decision of the firm - Composition and sources of long term funds – Factors determining funds requirements

UNIT V

Working capital management – Operating cycle – determination of Working capital – Dividend theories – Walter's model, Gordon's model – Modigliani and Miller's model

TEXT BOOK

1. A.Murthy, Margham – Financial Management, 2016
2. S.N.Maheswari – Elements of Financial Management, 2016

REFERENCE BOOKS

1. Prasanna Chandra – Financial Management, 2016
2. Khan and Jain – Financial Management, 2016
3. I.M. Pandey – Financial Management, 2016
4. Vanhoren Fundamentals of Financial Management, 2016

Course Nature: Theory				
Assessment Method (Maximum marks)				
In Semester	Assessment Tool	Assignment I	Assignment II	Total
	Marks	15	15	30
End Semester				70
Total				100

BBAD19 42	COST ACCOUNTING	L	T	P	Total LTP	C
		3	1	0	4	4

COURSE RATIONALE

This course is designed to equip you with the knowledge of Cost accounting is primarily used as a decision-making tool for individuals in charge of business operations. Managers use standardized methods to control cost in order to meet the desired level of profitability. Students learn about pricing, budgeting, and performance analysis to determine overall success based on predetermined objectives.

COURSE OBJECTIVES

On the completion of this course students would be able to demonstrate knowledge and understanding of

- Cost Accounting, cost concept, ascertainment of cost, fixation of selling price, proper recording and presentation of cost data.
- To measuring efficiency of cost and for cost control and cost reduction, ascertaining the profit and assisting management in decision making.

UNIT I

Nature and Scope of Cost Accounting: Nature and Scope – Objectives, Advantages and Limitations – Financial Vs. Cost Accounting - Costing System - Types of Costing and Cost Classification – Cost Sheet and Tenders – Cost Unit – Cost Centre and Profit Centre.

UNIT II

Methods of pricing of Material Issues: Stores ledger-First in First out (FIFO), Last in First out (LIFO), and Material Control: Levels of Stock and EOQ – Perpetual Inventory System, ABC and VED Analysis.

UNIT III

Accounting for labour; Control procedures, Labour Turnover, Idle time, piece Rates, Incentives and Remuneration: Time and Piece Rate – Taylor's differential piece rate– Premium Bonus System – Halsey and, Rowan's Plans – Calculation of Earnings of Workers

UNIT IV

Overheads Classification of Overhead Costs – Departmentalization of Overheads – Allocation Absorption and Apportionment of Overhead Costs – Primary and Secondary Distribution of Overheads

UNIT V

Cost ascertainment - Process costing excluding inters process profits and operating costing.

TEXT BOOKS

1. T.S. Reddy & Hari Prasad Reddy – Cost Accounting – Margham Publications, Chennai

2. A.Murthy and S. Gurusamy, Cost Accounting 2nd Edition, Vijay Nicole Imprints Private Ltd., Chennai.
3. A.Murthy and S. Gurusamy, Cost Accounting, Tata McGraw-Hill Publishing Company Ltd. New Delhi.
4. Tulsian P.C. – Cost Accounting – Tata McGraw Hills.

REFERENCE BOOKS

1. S.P.Jain and Narang – Cost Accounting – Kalyani Publishers, New Delhi
2. S.N.Maheswari – Principles of Cost Accounting – Sultan Chand & sons, New Delhi
3. A.Murthy and S. Gurusamy, Essentials of Cost Accounting, Vijay Nicole Imprints Private Ltd., Chennai.
4. S.P.Iyengar – Cost Accounting – Sultan Chand & Sons, New Delhi

Course Nature: Theory				
Assessment Method (Maximum marks)				
In Semester	Assessment Tool	Assignment I	Assignment II	Total
	Marks	15	15	30
End Semester				70
Total				100

BBAD19 43	RESEARCH METHODOLOGY	L	T	P	Total L T P	C
		3	1	0	4	4

COURSE RATIONALE

The course brings out the necessity to inquiry of business problems in an empirical approach. Its goal is to help students to understand research practice, research cycle in general through critical examination of methods associated with decision-making, critical thinking, and ethical judgment.

COURSE OBJECTIVES

The overall objectives of this course are:

- To help students develop a thorough understanding of the fundamental theoretical ideas and logic of research. These fundamental ideas underpin the approach to research, the vast range of research methods available and the researcher's choice of methods.
- To help students develop a thorough understanding of the issues involved in planning, designing, executing, evaluating and reporting research within a stipulated time period

UNIT I

Research – Meaning, Scope and Significance – type of Research – Research process – Characteristics of good research – scientific method – Problems in research – identifying research problem-objectivity in research.

UNIT II

Hypothesis – meaning – sources – types – case study – features of good design measurement – meaning, need, errors in measurement, tests of sound measurement techniques of measurement. Scaling techniques- meaning, types of scales, scale construction techniques – Sampling design – meaning. Concepts, steps in Sampling – criteria for good sample design – types of sample designs, probability and non-probability sample.

UNIT III

Data Collection – Types of data –sources – tools for data collection, methods of data collection, constructing questionnaire – pilot study – case study – data processing coding – editing and tabulation of data – data analysis.

UNIT IV

Test of significance – Assumptions about parametric and nonparametric tests. Parametric tests – chi-square, T-Test, F Test and z Test. Introduction to ANOVA.

UNIT V

Interpretation – meaning, Techniques of interpretation, Report writing-significance- and steps – layout of report – types of reports – oral presentation – executive summary – mechanics of writing research report – Precautions for writing report – norms for using tables, chart and diagrams, - Appendix- norms for using Index and Bibliography.

TEXT BOOK

1. Research Methodology – Dr.P.Ravilochanan, Margam Publication.

REFERENCE BOOKS

1. Rao K.V. Research Method for Management and Commerce – Sterling
2. Kothari C.R. – Research Methodology
3. Wilkinson Bhadarkar – Methodology and Techniques of Social Research
4. Anderson et.al.- Assignment and Thesis writing

Course Nature: Theory				
Assessment Method (Maximum marks)				
In Semester	Assessment Tool	Assignment I	Assignment II	Total
	Marks	15	15	30
End Semester				70
Total				100

BBAD19E 3	BANKING AND FINANCIAL INSTITUTIONS	L	T	P	Total L T P	C
		2	1	0	3	3

COURSE RATIONALE

The study of banking remains as fascinating as ever because of its breadth and constant development. This course is designed to provide students an in-depth knowledge of banking in terms of concepts, recent developments, types of products or services offered, KYC norms, AML, CRM- E- Banking, This course helps the students to gain specialized knowledge in concepts, norms, and practices relating to banking and to pursue their career in banking and financial institutions.

COURSE OBJECTIVES

- To provide the student the basic knowledge of banking, Structure of banking system and types of bank in India
- To familiarize the role and functions of commercial Banks, RBI and some important financial institutions.

- To make the students to understand the types of negotiable instruments and its features, duties and responsibilities of paying and collecting banker.
- To enable the students to have sound understanding of services offered by banks, types of customers, KYC Norms, AML, CRM etc.,
- To equip the students with the recent developments in the banking industry such as E-payment system, core banking etc.

UNIT I

Introduction to Banking – Meaning, Origin, Scope – Indian Banking System- Types of Banks- Role of banks in Indian economy– Types of Banks – Based on structure-Branch Banking, Unit Banking, Group Banking and Chain Banking, wholesale banking and Retail banking and Based on functions-commercial banks, development banks, cooperative banks, investment banks etc..

UNIT II

Role and functions of commercial banks,-RBI and its role as a central bank of our country- Banking Regulation Act 1949- Credit control and CRR, SLR Concepts- Development banks–IFCI, ICICI, NABARD, IDBI, SFC, HDFC, EXIM bank.

UNIT III

Negotiable instruments – meaning , Features, type-, crossing of cheques, Payment and collection of Cheques - duties and responsibilities of paying and collecting Banker - protection available to paying and collecting banker under NI - endorsements- modes of creating charge.

UNIT IV

Products / services offered by bank- non fund based facilities-Ancillary services - types of customers- minors - joint account holders - HUF - firms - companies - trusts - societies - Govt. and public bodies- KYC –AML – bank customer relationship

UNIT V

Recent developments in the Indian Banking System - Core Banking, Payment system and E- banking- ECS- Electronic Fund transfer-NEFT, RTGS- IMPS-Technology in banking - Artificial intelligence – application of AI in banking- chat bots- Block chain & banking Challenges in banking – Crypto currency - Bit coins – effect of crypto currencies in the future of banking

TEXT BOOKS

1. Santhanam – Banking and Financial System

REFERENCE BOOKS

1. IIBF- Basics of Banking, Know your Banking-I
2. K.C.Shekhar and LekshmyShekar- Banking Theory and Practice- 19th Edition, Vikas Publishing House Pvt.Ltd, 2016
3. D. Muraleedharan – Modern Banking, Theory and Practice- PHI Publishers- 2016
4. N.k.Sinha- money, Banking and Finance, 3rd Edition, BSC Publishing House, 2016
5. IIBF- Banking Products and Services
6. Banking Systems, 2nd Edition, South-Western Cengage Learning.

Course Nature: Theory				
Assessment Method (Maximum marks)				
In Semester	Assessment Tool	Assignment I	Assignment II	Total
	Marks	15	15	30
End Semester				70
Total				100

BBAD19 E4	PUBLIC RELATIONS	L	T	P	Total L T P	C
		2	1	0	3	3

COURSE RATIONALES

The course aims a comprehensive study of public relations including identifying and reaching internal and external publics; dealing with print and electronic media; advertising, printing, direct mail; and preparing a public relations plan and budget.

COURSE OBJECTIVES

Upon successful completion of this course, learners will be able to:

- Understand the distinction between public relations and advertising as well as between publicity/press agencies.
- Evaluate and analyze the ethical and legal responsibilities of the PR writer
- Analyze and evaluate the use of specific language to bring about desired results, e.g., the language of news writing, advertising copy, and direct mail appeals.
- Write types of materials used in public relations, especially the press release and the public service announcement.
- Practice and understand the skills and techniques used to deal with media for positive public relations and in crisis situations.

UNIT I

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

UNIT II

Public Relations officer's (PRO'S) role – responsibilities –press relation – preparation of material for the media – news and news reporting – editorial reviews – articles – public relations department.

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

Book Publications in India – Role of publishers, distributors and booksellers – electronic media – radio – television – house journals – documentary films – mobile film shows – film censorship – guidelines - Exhibition and trade fair – consumer and marketing fair – photography – folk dance – sponsorship programme – music festivals - Crisis Management.

UNIT V

Ethics and challenges of public relations- international public relations association (IPRA) - code of conduct - the European code of professional conduct

TEXT BOOKS

1. Management of Public relations – S. Senguptha, Vikas publishing house, 2016

REFERENCE BOOKS

1. Public relations problems and prospects with case studies, Anil baby, Space age publications, New Delhi, 2016
2. The Practice of Public Relations , Frason P. Seital,Charler E Merial Publishing Company , Columbus, 2016

Course Nature: Theory				
Assessment Method (Maximum marks)				
In Semester	Assessment Tool	Assignment I	Assignment II	Total
	Marks	15	15	30
End Semester				70
Total				100

BBAD19 E5	CONSUMER AFFAIRS	L	T	P	Total	C
		3	1	0	4	4

COURSE RATIONALE

Consumer affairs provide an understanding of the procedure of redress of consumer complaints, and the role of different agencies in establishing product and service standards-

COURSE OBJECTIVES

- To familiarize the students with their rights and responsibilities as a consumer

- To understand the social framework of consumer rights and legal framework of protecting consumer rights-
- To enable the student to comprehend the business firms' interface with consumers and the consumer related regulatory and business environment-

Unit 1: Conceptual Framework

Consumer and Markets: Concept of Consumer- Nature of markets: Liberalization and Globalization of markets with special reference to Indian Consumer Markets - E-Commerce with reference to Indian Market - Concept of Price in Retail and Wholesale -Maximum Retail Price (MRP) -Fair Price, GST - labelling and packaging along with relevant laws- Legal Metrology- Experiencing and Voicing Dissatisfaction: Consumer buying process - Consumer Satisfaction/dissatisfaction-Grievances-complaint -Consumer Complaining Behaviour: Alternatives available to Dissatisfied Consumers; Complaint Handling Process: ISO 10000 suite.

Unit 2: The Consumer Protection Law in India

Objectives and Basic Concepts: Consumer rights and UN Guidelines on consumer protection- Consumer goods- defect in goods, spurious goods and services, service, deficiency in service, unfair trade practice- and restrictive trade practice- Organizational set-up under the Consumer Protection Act: Advisory Bodies: Consumer Protection Councils at the Central- State and District Levels; Adjudicatory Bodies: District Forums- State Commissions, National Commission: Their Composition- Powers- and Jurisdiction (Pecuniary and Territorial)- Role of Supreme Court under the CPA with important case law.

Unit 3: Grievance Redressal Mechanism under the Indian Consumer Protection Law

Who can file a complaint? Grounds of filing a complaint; Limitation period; Procedure for filing and hearing of a complaint; Disposal of cases- Relief/Remedy available; Temporary Injunction, Enforcement of order- Appeal, frivolous and vexatious complaints; Offences and penalties- Leading Cases decided under Consumer Protection law by Supreme Court/National Commission: Medical Negligence; Banking;

Insurance; Housing & Real Estate; Electricity and Telecom Services; Education; Defective Products; Unfair Trade Practices.

Unit 4: Role of Industry Regulators in Consumer Protection

Banking: RBI and Banking Ombudsman ii- Insurance: IRDA and Insurance Ombudsman iii- Telecommunication: TRAI iv- Food Products: FSSAI v- Electricity Supply: Electricity Regulatory Commission vi- Real Estate Regulatory Authority. Unit 5: Contemporary Issues in Consumer Affairs

Consumer Movement in India: Evolution of Consumer Movement in India, Formation of consumer organizations and their role in consumer protection- Misleading Advertisements and sustainable consumption- National Consumer Helpline, Comparative Product testing- Sustainable consumption and energy ratings- Quality and Standardization: Voluntary and Mandatory standards; Role of BIS, Indian Standards Mark (ISI), Ag-mark-Hallmarking, Licensing and Surveillance; Role of International Standards: ISO an Overview.

Text Books.

- 1- Khanna, Sri Ram, Savita Hanspal, Sheetal Kapoor, and H-K- Awasthi- (2007) Consumer Affairs, Universities Press.
- 2- Rajyalaxmi Rao (2012), Consumer is King, Universal Law Publishing Company

Reference Books:

- 3- Choudhary, Ram Naresh Prasad (2005)- Consumer Protection Law Provisions and Procedure, Deep and Deep Publications Pvt Ltd-
- 4- G- Ganesan and M- Sumathy- (2012)- Globalisation and Consumerism: Issues and Challenges, Regal Publications
- 5- Suresh Misra and Sapna Chadah (2012)- Consumer Protection in India: Issues and Concerns, IIPA, New Delhi
- 6- - Girimaji, Pushpa (2002)- Consumer Right for Everyone Penguin Books-
- 7- E-books :- www-consumereducation-in
- 8- Empowering Consumers e-book,
- 9- ebook, www-consumeraffairs-nic-in 10- The Consumer Protection Act, 1986 and its later versions-

Course Nature: Theory				
Assessment Method (Maximum marks)				
In Semester	Assessment Tool	Assignment I	Assignment II	Total
	Marks	15	15	30
End Semester				70
Total				100

SEMESTER – V

BBAD19 51	LABOUR WELFARE AND INDUSTRIAL RELATIONS	L	T	P	Total LTP	C
		3	1	0	4	4

COURSE RATIONALE

This course provides the constitutional framework of Industrial legislations in India and explains the laws relating to factories, payment of wages, Industrial disputes, Trade unions and collective Bargaining

COURSE OBJECTIVES

- To impart basic knowledge of the Indian Industrial legislations.
- To understand the maintenance of industrial harmony and ensuring healthy relationship among the workforce for achieving the organizational goals.
- To familiarize with the different concepts and practices of the Public Relations in organizations.

UNIT I - INDUSTRIAL RELATIONS

Concepts – Importance – Industrial Relations problems in the Public Sector – Growth of Trade Unions – Codes of conduct.

UNIT II - INDUSTRIAL CONFLICTS

Disputes – Impact – Causes – Strikes – Prevention – Industrial Peace – Government-Machinery – Conciliation – Arbitration – Adjudication.

UNIT III - LABOUR WELFARE

Concept – Objectives – Scope – Need – Voluntary Welfare Measures – Statutory Welfare Measures – Labour – Welfare Funds – Education and Training Schemes.

UNIT IV - INDUSTRIAL SAFETY

Causes of Accidents – Prevention – Safety Provisions – Industrial Health and Hygiene – Importance – Problems – Occupational Hazards – Diseases – Psychological problems – Counselling – Statutory Provisions.

UNIT V - WELFARE OF SPECIAL CATEGORIES OF LABOUR

Child Labour – Female Labour – Contract Labour – Construction Labour – Agricultural Labour – Differently abled Labour –BPO & KPO Labour – Social Assistance – Social Security – Implications.

TEXT BOOKS

1. Matoria C.B. and SathishMamoria, Dynamics of Industrial Relations, Himalaya Publishing House, New Delhi, 2016
2. ArunMonappa, RanjeetNambudiri, PatturajaSelvaraj. Industrial relations & Labour Laws. Tata McGraw Hill. 2016

REFERENCEBOOKS

1. RatnaSen, Industrial Relations in India, Shifting Paradigms, Macmillan India Ltd., NewDelhi,
2. C.S.VenkataRatnam, Globalisation and Labour Management Relations, Response Books,
3. Srivastava, Industrial Relations and Labour laws,
4. P.R.N Sinha, InduBala Sinha, SeemaPriyadarshiniShekhar. Industrial Relations, Trade Unions and Labour Legislation. Pearson.

Course Nature: Theory				
Assessment Method (Maximum marks)				
In Semester	Assessment Tool	Assignment I	Assignment II	Total
		Marks	15	15
End Semester				70
Total				100

BBAD19 52	TOTAL QUALITY MANAGEMENT	L	T	P	Total LTP	C
		3	1	0	4	4

COURSE RATIONALE

The purpose of learning this course on TQM to make the learners understand that quality is related to the present and future needs of the customer, the candidate to manage competition

COURSE OBJECTIVE

- To build the confident to the students for delivering quality products and services to the market

- To provide exposure on fundamental quality tools with their application in real world
- To enable the students to understand the principles, practices and application in Total Quality Management and Concepts

UNIT I - INTRODUCTION TO QUALITY

Meaning of Quality – Definitions and other key concepts – Dimensions of Product Quality – Dimensions of Service Quality – What is Total Quality Management(TQM)?- Definition of Quality – Characteristics of TQM – Principles of TQM- Barriers to TQM Implementation- Potential benefits of TQM

UNIT II - QUALITY COST AND CONTRIBUTIONS OF QUALITY GURUS

Cot of quality – Meaning and types - Walter A.Shewhart - W. Edwards Deming – Joseph M.Juran – Philip Crosby – Armand V.Feigenbaum –Genichi Taguchi

UNIT III - CONTINUOUS PROCESS IMPROVEMENT

Continuous improvement – Meaning and tools - PDCA Cycle – 5S House Keeping –kaizen–Old QC Tools – Seven New Management tools –Quality circles – Meaning, characteristics, structure and benefits - Basic Concepts in Six Sigma

UNIT IV - BENCH MARKING AND QUALITY FUNCTION DEPLOYMENT

What is Bench Marking – Types – Benchmarking Process – benefits – Pit falls – Quality Function deployment – Concepts – Process –House of Quality – QFD Methodology Process

UNIT V - SERVICE QUALITY AND INTRODUCTION TO QUALITY MANAGEMENT SYSTEM

Service quality – Meaning and significance – SERVQUAL gap model - Need for ISO 9000 – ISO family of Standards – Quality management system - Steps in ISO 9000 Certifications - Quality Audits

TEXT BOOKS

1. Dr.V.Jayakumar,Dr.R.Raju., Total Quality Management , Lakshmi Publications, 2005
2. PoornimaM.Charantimath., Total Quality Management , Pearson Education, 2016

REFERENCE BOOKS

1. SubburajRamasamy ., Total Quality Management , Tata McGraw – Hill , 2016
2. Sunil Sharma., Total Engineering Quality Management, Macmillan India Ltd.
3. KanishkaBedi ., Quality Management ,Oxford University Press, 2016

Course Nature: Theory				
Assessment Method (Maximum marks)				
In Semester	Assessment Tool	Assignment I	Assignment II	Total
	Marks	15	15	30
End Semester				70
Total				100

BBAD19 53	SERVICES MARKETING	L	T	P	Total I L T P	C
		3	1	0	4	4

COURSE RATIONALE

The purpose of learning this course is to expose the students to the evolution and growth of services marketing sector which is a dominant player besides products marketing. This course will enable students to acquire the knowledge of services market, to design service marketing strategies to be offered to major service sectors like Health care, Hospitality, Tourism, Logistics, Educational and Entertainment Industries.

COURSE OBJECTIVES

At the end of this course on Services Marketing the learner will be able to:

- Define service
- Classify services

- Project service life cycle
- Develop new service
- Measure service quality gap
- Position, price, deliver, services

UNIT I

Definition – Service Economy – Evolution and growth of service sector – Nature and Scope – Unique characteristics - Challenges and issues.

UNIT II

Assessing service market potential - Classification of services – Expanded marketing mix – Environment and trends – market segmentation, targeting and positioning.

UNIT III

Service Life Cycle – New service development – Service Blue Printing – GAP's model of service quality – Measuring service quality – SERVQUAL – Service Quality function development.

UNIT IV

Positioning of services – Designing service delivery System, Service Channel– Pricing of services, methods – Service marketing triangle - Integrated Service marketing communication- understanding importance of services feedback and E-Word of mouth of services

UNIT V

Services marketing for health – Hospitality – Tourism – Financial – Educational – Information technology & communication services- Entertainment Sectors.

TEXT BOOK

1. Christopher H. Lovelock and Jochen Wirtz -Services Marketing, Pearson Education,
2. Hoffman, "Marketing of Services" Cengage Learning,

REFERENCE BOOKS

1. Palmer, Adrian, "Principles of Services marketing", McGraw Hill
2. Services Marketing, Valarie Zeithaml et al, 5th Edition, Tata McGraw Hill ,Pvt.Ltd.,
3. Services Marketing, 2nd Edition, Verma, Pearson Education India. Oxford University Press

Course Nature: Theory				
Assessment Method (Maximum marks)				
In Semester	Assessment Tool	Assignment I	Assignment II	Total
	Marks	15	15	30
End Semester				70
Total				100

BESD19 EC	ENVIRONMENTAL STUDIES	L	T	P	Total L T P	C
		2	1	0	3	3

INSTRUCTIONAL OBJECTIVES

To enable the students

1. To gain knowledge on the importance of natural resources and energy.
2. To understand the structure and function of an ecosystem.
3. To imbibe an aesthetic value with respect to biodiversity, understand the threats and its conservation and appreciate the concept of interdependence
4. To understand the causes of types of pollution and disaster management.
5. To observe and discover the surrounding environment through field work.

UNIT I - INTRODUCTION TO NATURAL RESOURCES/ENERGY

Natural Resources – Definition – Scope and Importance – Need for Public Awareness – Renewable and Non-renewable Resources: Natural resources and associated problems. Forest resources and over-exploitation – Water resources and over-utilization – Mineral resource extraction and its effects - Food resources - food problems and Modern agriculture - Energy resources and its future.

UNIT II - ECOSYSTEMS

Concept of an ecosystem-structure and function of an ecosystem-producers, consumers and decomposers- ecological succession- food chains(any 2 Examples)- food webs(any 2 Examples)-ecological pyramids.

UNIT III - ENVIRONMENTAL POLLUTION /DISASTER MANAGEMENT

Definition-causes, effects and control measures of : Air, Water and Soil pollution- e-waste management- Disaster management: Natural and man-made- food/earthquake/cyclone, tsunami and landslides.

UNITIV - SOCIAL ISSUES AND THE ENVIRONMENT

Sustainable development- Climate change: global warming, acid rain, ozone layer depletion and nuclear radiation- Environment Protection Act (any 2) air, water, wildlife and forest.

UNITV - HUMAN POPULATION AND THE ENVIRONMENT

Population growth, variation among nations - Population explosion—Family Welfare Programme - Environment and human health - Human rights - Value education - HIV/AIDS - Women and Child Welfare - Role of Information Technology in environment and human health.

FIELD WORK

Students will visit any one of the following place of interest and submit a written report by the end of the semester:

1. Visit to a hospital/industry/canteen for solid waste management
2. Visit to a chemical industry to study about the practices followed there for waste disposal
3. Visit to Vandalur zoo for study of animal conservation/plants- flora and fauna
4. Study of simple ecosystems-lake/hill slopes
5. Naming the trees in the campus at SRM
6. Study of common plants, insects, birds in the neighbourhood
7. Study of common diseases and their prevention
8. Optional: Street plays and rally for awareness of obesity/diabetes/ vitamin D deficiency/health issues/ waste management/ solid waste management/ no plastics/ energy consumption/wild life protection.

REFERENCES

1. Bharucha Erach, (2013), Textbook of Environmental Studies for Undergraduate Courses (Second edition). Telangana, India: Orient BlackSwan.
2. Basu Mahua, Savarimuthu Xavier, (2017), SJ Fundamentals of Environmental Studies. Cambridge, United Kingdom: Cambridge University Press.
3. Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.
4. De A.K., Environmental Chemistry, Wiley Eastern Ltd.

E-BOOK

1. Bharucha Erach, the Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad – 380013, India, Email: mapin@icenet.net (R)

Course Nature: Theory				
Assessment Method (Maximum marks)				
In Semester	Assessment Tool	Assignment I	Assignment II	Total
	Marks	15	15	30
End Semester				70
Total				100

SEMESTER – VI

COURSE RATIONALE BBAD19 61	STRATEGIC MANAGEMENT			Total	C
	L	T	P	LTP	
	3	1	0	4	4

Focuses on corporate and divisional policy formulation and implementation. The knowledge and techniques learned in earlier courses will be applied in an integrated fashion to the process of strategic decision making and organizational change. Among the topics considered in the course will be the relationships of organizations to their environments, the hierarchy of organizational objectives, structured as well as informal approaches to strategic planning, the integration of business functions, organizational structure, and policy implementation and evaluation. A significant aspect of the course is devoted to assessing the competitive dynamics of firms.

COURSE OBJECTIVES

- To develop an understanding of the concepts, tools and techniques of corporate strategic management so as to enable them to develop analytical and conceptual skills and the ability to look at the totality of situations
- To learn the role that various models developed by different thinkers to improve strategic thinking.
- To familiarize with the different concepts and practices of the strategic decision making and analysis of external environment.

UNIT I - BACKGROUND AND BASICS

Business-Characteristics and features of Modern Business-Business as an Economic –Social and Mixed System-Types of Markets, Division of Business, Forms of growth of Business-Macro, Micro-Global view, Business Environment

UNIT II - BASICS OF BUSINESS POLICY

Business Policy-Types, Basic concepts of policy3-Programs, procedures, budgets, Objectives, rules, tactics-Differences among policy, strategy, Program and tactics. Environmental Scans and Forecasts, Michael Porter's five forces-Opportunities and Threats,

Internal analysis-Strength and Weaknesses, SWOT & Competitive advantage

UNIT III - STRATEGIC MANAGEMENT

Introduction, Strategic Management, Business Policy, Corporate Strategy, Basic Concept of Strategic Management, Mission, Vision, Objectives, Impact of globalization, Basic Model of Strategic Management, Strategic Decision Making.

UNIT IV - STRATEGIC PLANNING & CHOICE

Strategic planning-Types-Components of the Planning Process, Business Philosophy, Setting quantified corporate objectives. – MBO & MBE- Generating Strategic Alternatives –Existing Business and Diversification strategies, Strategic Choice, Functional Strategies, Portfolio Analysis-BCG Matrix, GE Matrix, Hofer's Matrix

UNIT V - STRATEGIC IMPLEMENTATION, EVALUATION AND CONTROL

McKinsey's seven's' Model- Strategy Implementation through structure, through Human Resource Management: through values and ethics. Organization Life Cycle, Strategic Information System., Directing, Evaluation and Control of Performance; Feedbacks on overall Process

TEXT BOOK

1. Dr.S.Sankaran, Policy & Strategic Management, Margham Publications,2016.

REFERENCE BOOKS

1. Thomas L. Wheelen,J.David Hunger, ,Strategic Management and Business policy,12th edition,2016
2. Prasad L.M, "*Strategic Management*", Sultan Chand & Sons, 2016
3. AzharKazmi, "*Strategic Management & Business Policy*", Tata McGraw Hill.

Course Nature: Theory				
Assessment Method (Maximum marks)				
In Semester	Assessment Tool	Assignment I	Assignment II	Total
	Marks	15	15	30
End Semester				70

ster		
Total		100

BBAD19 62	ENTREPRENEURIAL DEVELOPMENT	L	T	P	Total L T P	C
		3	1	0	4	4

COURSE RATIONALE

This course inspires entrepreneurial development through interactive lectures, workshops, and case studies in contemporary situations. Students will gain awareness of entrepreneurial skills, sources, structures and dynamics. Students will develop individual and group skills for generating innovative ideas and find ways to apply these ideas to address current issues and problems in different industries and settings.

COURSE OBJECTIVE

After the completion of course the learner should be able to

- Understanding of the sources of opportunities and development of the skills to identify and analyze these opportunities for entrepreneurship.
- Understanding of the industry dynamics of and factors for developing successful innovations and apply this understanding to different sectors.
- Development of a personal skill set for entrepreneurship and specific concepts and tools for combining and managing an organization.

UNIT I

Concept of Entrepreneurship -Entrepreneurship – Meaning – Types – Qualities of an Entrepreneur – Classification of Entrepreneurs – Factors influencing Entrepreneurship – Functions of Entrepreneur

UNIT II

Entrepreneurial Development – Agencies Commercial Banks – District Industries Centre – National small Industries Corporation – Small Industries Development organization – Small Industries Service Institute. All India Financial Institutions – IDBI – IFCI – ICICI – IRDBI.

UNIT III

Project Management Business idea generation techniques – Identification of Business opportunities – Feasibility study – Marketing, Finance, Technology & Legal Formalities – Preparation of Project Report – Tools of appraisal.

UNIT IV

Entrepreneurial Development Programmes (EDP) – Role, relevance, and achievements – Role of Government in organizing EDPs – Critical Evaluation.

UNIT V

Economic development and entrepreneurial growth Role of entrepreneur in economic growth – Strategic approaches in the changing Economic scenario for small scale Entrepreneurs – Networking, Niche play, Geographic Concentration, Franchising/Dealership – Development of Women Entrepreneurship.

TEXT BOOKS

1. Jayshree Suresh, "Entrepreneurial Development", Margham Publications, Reprint 2016

REFERENCE BOOKS

1. Dr.C.B. Gupta, Dr.N.P.Srinivasan, "Entrepreneurial Development", Sultan Chand & Sons, New Delhi, 2016
2. P.Saravanavel, "Entrepreneurial Development", Ess Pee kay Publishing House, Chennai, .
3. Vasant Desai, "Project Management". Edition, 2. Publisher, Himalaya Publishing House, New Delhi, 2016.

Course Nature: Theory				
Assessment Method (Maximum marks)				
In Semester	Assesment Tool	Assignment I	Assignment II	Total
	Marks	15	15	30
End Semester				70
Total				100

BBAD1963	BUSINESS ETHICS AND CORPORATE GOVERNANCE	L	T	P	Total L T P	C
		3	1	0	4	4

COURSE RATIONALE

To disseminate the theory and practice of ethical conduct in all business practices and to gain insight into the extent of ethical misconduct in the workplace and the pressures for unethical behavior. To understand the principles and practices of corporate governance.

COURSE OBJECTIVE

After learning this subject, the student will be able

- To equip students with understanding of the ethical philosophies, principles, models that directly and indirectly affect business.
- To understand the link between business ethics and social responsibility.
- Examine the foundations and evolution of business ethics.
- To comprehend on the principles, practices, problems of corporate governance

UNIT I

Role and importance of Business Ethics and Values in Business – Definition of Business Ethics – Impact on Business Policy and Business Strategy – Role of CEO – Impact on the Business Culture.

UNIT II

Types of Ethical Issues – Ethics – Internal: Hiring, Employees – Promotion, Discipline, Job Description, Exploitation of employees. Ethics External: Consumers, Fair Prices, False Claims.

UNIT III

Environment protection – Natural – Physical – Society – Relationship of Values and Ethics – Indian Ethos – Impact on the performance

UNIT IV

Social Responsibilities of Business towards Shareholders – Employees – Customers, Dealers, Vendors and Government – Social Audit.

UNIT V

Principles and practices of corporate governance; Corporate Governance Reforms; Major Corporate Scandals in India and Abroad: Common Governance, Problems Noticed in various Corporate Failures, Codes& Standards on Corporate Governance

TEXT BOOKS

1. Memoria&Memoria - Business Policy
2. David J. Fritzsche - Business Ethics
3. Mandal, S.K . Ethics in Business and Corporate Governance, 2/e;
New Delhi: McGraw Hill Education

REFERENCE BOOKS

1. William H Shaw - Business Ethics
2. Velasquez - Business Ethics 5th Edition – Prentice Hall of India
3. Peter Madsen & Jay M Shafritz - Essential of Business Ethics

Course Nature: Theory				
Assessment Method (Maximum marks)				
In Semester	Assessment Tool	Assignment I	Assignment II	Total
	Marks	15	15	30
End Semester				70
Total				100

BBPD19 64	INTERNSHIP AND PROJECT WORK	L	T	P	Total I L T P	C
		1	0	3	4	4

COURSE OBJECTIVES

- To bridge the gap between industry and institution.
- To gain 'on the field' experience and identify contemporary problems faced by the industry
- To equip students for placements.
- To gain practical exposure to become future professionals.

INTERNSHIP AND PROJECT WORK

Each candidate has to undergo internship for not less than 30 days in any industry holidays and has to submit the report for the same in the 6th Semester.

GUIDELINES FOR PROJECT WORK

1. Candidate should submit the internship certificate to the supervisor.
2. Project can be in any field of specialization (HR, Finance, Marketing and related Management based topics)

3. The project report should be neatly presented in not less than 60 pages.
4. Paper size should be A4
5. 1.5 spacing should be used for typing the general text. The text should be 'justified' and typed in the font style (Font: Times New Roman, Font Size:12pt for text, 14pt for sub-headings)
6. The candidate should submit the periodical report of the project to the supervisor.
7. TWO reviews would be conducted before the viva-voce.
8. Each candidate should submit 2 hard copies and one soft copy in CD to the Department. After the evaluation of the project report one hard copy would be returned to the candidate.

EVALUATION SCHEME

Project Evaluation and Viva voce-
70 Marks.

Internal -30 Marks
External Examiner -

Total Marks - 100

NOTE: If a candidate fails to submit the Project report or fails to appear for the viva-voce examination then it will be considered as 'Arrear' Paper.

Evaluation Ratio:

Review of Report		Dissertation & Viva voce	
Component	Marks	Component	Marks
First Review	15	Presentation	10
Second Review	15	Analysis	20
		Finding and Conclusion	20
		Viva voce	20
Total	30	Total	70