

APPENDIX - AE

MADURAI KAMARAJ UNIVERSITY
(University with Potential for Excellence)

B.B.A. (Semester)

CHOICE BASED CREDIT SYSTEM
REVISED SYLLABUS

(With effect from 2018-10 onwards)

1. INTRODUCTION OF THE PROGRAMME

The Bachelor of Business Administration programme has been offered by this university since its inception to provide developmental avenue for working personnel and professionals for acquiring management qualifications to upgrade and refine their managerial skills, capabilities, and orientation. Also it aims to impart lifelong learning opportunities to the learners in the specific domains like leadership, entrepreneurial skills, and professional competence. The Programmes offered by the university are useful and geared to fulfill identified gaps in the corporate and business world.

2. ELIGIBILITY FOR ADMISSION:

Candidates seeking admission to the BBA degree course must have passed the Higher Secondary Examination of the Government of Tamilnadu or as its equivalent examination.

2.1. Duration of the Programme : 3 Years

2.2. Medium of Instructions : English

3. OBJECTIVES OF THE PROGRAMME:

The objective of the BBA degree program is to prepare the higher secondary students of above average attainments for a course that will equip them with specific knowledge and skills for junior and middle positions of responsibilities in industrial and commercial organizations, after an initial spell of practical experience in their career. It is therefore, advisable to organize the instruction on the lines of professional courses. Participative methods of instruction should be adopted. Class work may be supplemented with field study report for enhancing their research interests.

4. OUTCOME OF THE PROGRAMME

At the end of the three year Bachelors in Business Administration program, students would gain a thorough grounding in the fundamentals of business management. The industry and entrepreneurship oriented curriculum offers a number of specializations and practical exposures which would equip the student to face the contemporary challenges in the field. The holistic outlook of the program with a number of value based and personality development courses ensures that students are groomed into up-to-date, assertive and effective business executives with strong leadership skills and social consciousness.

COURSE STRUCTURE

I Semester		II Semester	
1.	VanikaKadithankal	1.	AluvalakaMelanmai
2.	English – I	2.	English – II
3.	Principles of Management	3.	Business Environment
4.	Fundamentals of Accounting	4.	Cost Accounting
5.	Business Economics	5.	Money and Banking
6. NME	Fundamentals of Management	6. NME	Fundamentals of Entrepreneurship
III Semester		IV Semester	
1.	Company Law	1.	Industrial Law
2.	Information Management	2.	Marketing Management
3.	Computer Application in Business	3.	Management Accounting
4.	Organizational Behaviour	4.	Human Resource Management
5.	Business Mathematics	5.	Business Statistics
6. Skill Based subject	Presentation Skills	6. Skill Based subject	Interview Skills
7. Skill Based subject	Personality Development	7. Skill Based subject	Salesmanship
V Semester		VI Semester	
1.	Operations Management	1.	Retail Management
2.	Advertising Management	2.	Services Marketing
3.	Financial Management	3.	Total Quality Management
4.	Entrepreneurship Development	4.	Strategic Management
5.	Research Methodology	5.	Field Study Report
6. Skill Based subject	Leadership and Communication Skills	6. Skill Based subject	Employability Skills
7.	Environmental Studies	7.	Value Education

**BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)
DEGREE SEMESTER SYSTEM**

Workload and Scheme of Examination

SEMESTER I						
S.No.	Subjects	No. of Hours	No. of Credits	Internal Marks	External Marks	Total
	Part I Tamil/Alternate Subject					
1.	VanikaKadithankal	6	3	25	75	100
	Part II English					
2.	English – I	6	3	25	75	100
	Part III Core Subjects					
3.	Principles of Management	5	4	25	75	100
4.	Fundamentals of Accounting	6	4	25	75	100
	Part III Allied Subjects					
5.	Business Economics	5	4	25	75	100
	Part IV Non Major Electives					
6.	Fundamentals of Management	2	2	25	75	100
	TOTAL	30	20	150	450	600

SEMESTER II

S.No.	Subjects	No. of Hours	No. of Credits	Internal Marks	External Marks	Total
	Part I Tamil/Alternate Subject					
1.	AluvalakaMelanmai	6	3	25	75	100
	Part II English					
2.	English – II	6	3	25	75	100
	Part III Core Subjects					
3.	Business Environment	5	4	25	75	100
4.	Cost Accounting	6	4	25	75	100
	Part III Allied Subjects					
5.	Money and Banking	5	4	25	75	100
	Part IV Non Major Electives					
6.	Fundamentals of Entrepreneurship	2	2	25	75	100
	TOTAL	30	20	150	450	600

SEMESTER III

S.No.	Subjects	No. of Hours	No. of Credits	Internal Marks	External Marks	Total
	Part III Core Subjects					
1.	Company Law	5	4	25	75	100
2.	Information Management	5	4	25	75	100
3.	Computer Application in Business	5	4	25	75	100
4.	Organizational Behaviour	5	4	25	75	100
	Part III Allied Subject					
5.	Business Mathematics	6	5	25	75	100
	Part IV Skill Based Subjects					
6.	Presentation Skills	2	2	25	75	100
7.	Personality Development	2	2	25	75	100
	TOTAL	30	25	175	525	700

SEMESTER IV

S.No.	Subjects	No. of Hours	No. of Credits	Internal Marks	External Marks	Total
	Part III Core Subjects					
1.	Industrial Law	5	4	25	75	100
2.	Marketing Management	5	4	25	75	100
3.	Management Accounting	5	4	25	75	100
4.	Human Resources Management	5	4	25	75	100
	Part III Allied Subject					
5.	Business Statistics	6	5	25	75	100
	Part IV Skill Based Subjects					
6.	Interview Skills	2	2	25	75	100
7.	Salesmanship	2	2	25	75	100
	Part V Extension Activities	0	1	25	75	100
	TOTAL	30	26	200	600	800

SEMESTER V

S.No.	Subjects	No. of Hours	No. of Credits	Internal Marks	External Marks	Total
	Part III Core Subjects					
1.	Operations Management	5	4	25	75	100
2.	Advertising Management	5	4	25	75	100

3.	Financial Management	5	4	25	75	100
4.	Entrepreneurship Development	5	4	25	75	100
	Part III Allied Subject					
5.	Research Methodology	6	5	25	75	100
	Part IV Skill Based Subject					
6.	Leadership and Communication Skills	2	2	25	75	100
	Part IV Mandatory Subject					
7.	Environmental Studies	2	2	25	75	100
	TOTAL	30	25	175	525	700

SEMESTER VI

S.No.	Subjects	No. of Hours	No. of Credits	Internal Marks	External Marks	Total
	Part III Core Subjects					
1.	Retail Management	5	4	25	75	100
2.	Services Marketing	5	4	25	75	100
3.	Total Quality Management	5	4	25	75	100
4.	Strategic Management	5	4	25	75	100
	Part III Allied Subject					
5.	Field Study Report	6	5	25	75	100
	Part IV Skill Based Subject					
6.	Employability Skills	2	2	25	75	100
	Part IV Mandatory Subject					
7.	Value Education	2	2	25	75	100
	TOTAL	30	25	175	525	700
	GRAND TOTAL	180	140 + 1*	1025	3075	4100

* 1 credit is meant for Part – V Extension activities in Semester IV.

NOTE: Those Students, who have not studied Tamil as a language in their Higher Secondary Course, may be exempted and allowed to write the Part – I papers: “VanikaKadithankal” (I Semester) and “AluvalagaMelanmai” (II Semester) in English.

SEMESTER I

PART I – PAPER – 1 – வணிகக் கடிதங்கள்

நோக்கம் இப்பாடத்தின் மூலம் வணிகக் கடிதங்களின் தேவை, கடித வகைகள், வியாபாரக் கடிதங்கள், விசாரணைகடிதங்கள், அரசுத்துறைமற்றும் பொதுசேவைகடிதங்கள், வங்கிக் கடிதங்கள், மற்றும் வேலைவேண்டிவிண்ணப்பக் கடிதங்கள் ஆகியவற்றைபற்றி அறிய முடியும்

பகுதி 1 வணிகக் கடிதங்கள் - தேவைமற்றும் முக்கியத்துவம் - நோக்கங்கள் - வணிகக் கடிதங்களின் அடிப்படைக் கூறுகள் - வணிகக் கடிதங்கள் பொதுஅமைப்பு மற்றும் படிவங்கள் - சிறப்புக் கூறுகள் - கடித வகைகள்

பகுதி 2

வியாபாரக் கடிதங்கள் - முனைவு கடிதங்கள் மற்றும் விசாரணைகள் விலைப்புள்ளிகள் - ஆணையறுக்கள் - “ஆணையறு நிறைவேற்றுதல்” - சரக்குபெற்றுக் கொண்டதைஉறுதிசெய்தல்.

பகுதி 3

வணிகர் விசாரணைகடிதங்கள் - வியாபாரவிசாரணைமற்றும் வங்கிவிசாரணை -- புகார்களும் சரிக்கட்டலும் - நிலுவைத் தொகைநினைவுறுத்தல் - வசூல் செய்தல் - கணக்கைநீர் செய்தல்.

பகுதி 4

சற்றுக் கடிதங்கள் - விற்பனைக் கடிதங்கள் - அரசுத்துறைமற்றும் பொதுசேவைஅமைப்பு சார்ந்தகடிதங்கள்

பகுதி 5

வங்கிக் கடிதங்கள் - காப்பீட்டுக் கடிதங்கள் - வேலைவேண்டிவிண்ணப்பக் கடிதம் - பத்திரக்கைஆசிரியருக்குகடிதங்கள்.

குறிப்பு வணிகநிர்வாகவியல் ஆசிரியர்கள் மட்டுமே இந்தப் பாடத்தைநடத்தவும் விடைத்தாள் மதிப்பீடுசெய்யவும்.

Text Book for Reference

1. Commercial Correspondence & Office Management – R.S.N. Pillai & Bahavathi
2. Business Communication – by Sharma Gupta – Kalyani Publishers

CORE COURSE – 1

PAPER – 3 – PRINCIPLES OF MANAGEMENT

Objective: The objective of this subject is to regulate decision making and behavior within a group or an organization by the managerial principles.

Unit I: Management- Nature and definition- Function of management - Management: Art, Science and profession .Admission Vs Management, Functional Areas of Management- Managerial skills, Technical skills, Human and Conceptual skills, Levels of Management: Top-level, Middle level and lower level.

Unit II: Evolution of management-F.W. Taylor and scientific management, Contribution of Fayol, Planning-Definition, Importance and Characteristics. Planning process-Types of plans-Merits and limitations of planning-Decision making –meaning, process and types.

Unit III: Organizing: Meaning, Definition and principles, organization structure and charts- Features of good organization: Line, Functional, line and staff, committee-Merits and Demerits of line and line staff, Departmentation -process and methods. Delegation of authority Definition Need and principles. Centralization and Decentralization-Merits and Demerits.

Unit IV: Staffing- Meaning –Recruitment –Selection –Directing-meaning, Importance, Principles.

Unit V: Control –Meaning , Nature , Importance and Principles , Steps and Techniques , Requirement of an Effective control system

Text Book:

T. Ramasamy - **Principles of Management**, Himalaya publishing house- Mumbai- First Edition - 1998.

Reference Books:

1. Stoner and Freeman, **Management**, Prentice Hall of India, New Delhi.
2. P.C. Tripathi and P.N. Reddy, **Principles of Management**, McGraw Hill, New Delhi.

CORE COURSE – 2

PAPER – 4 – FUNDAMENTALS OF ACCOUNTING

Objectives: *The Objective of this subject is to develop conceptual understanding of the basic accounts system through book-keeping mechanism and to prepare financial statement*

Unit-I: Book –Keeping –Meaning –Systems- Accountancy- Meaning – Objectives - Importance-Advantages & Limitations- – Accounting concepts and conventions- kinds of Accounts.

Unit- II: Journal- Rules for journalizing - Subsidiary Journal –Purchase book, Sales book, Returns book, Cash book and Petty cash book - Ledger – Preparation of Trial Balance.

Unit-III: Final accounts (Accounts of trading concerns) – Format of final accounts - Elementary problems with simple adjustments – Capital expenditure, Revenue expenditure and Deferred Revenue Expenditure – Meaning and distinction.

Unit- IV: Depreciation- Meaning - Causes and need, Methods of depreciation - Straight Line Method – Written down Value Method (Simple problems only) – Depreciation fund method, Annuity method (Theory only)

Unit-V: Accounts of Non – Trading concerns- Receipts and Payments Account-Income and Expenditure Account and Balance sheet.

Note: Questions must be asked 60% on problems & 40% on theory.

Text Books:

Financial Accounting S.P.Jain&K.L.Narang, Kalyani Publishers, Reprint edition 2013

Reference Books:

1. Advanced Accounts – Volume I: M.C.Shukla and T.S.Grewal and S.C.Gupta S.Chand & Company Pvt Ltd Revised edition 2013.

2. Financial Accounting – Rajendra P.Maheswari, Satish C.Bhatia and Renu Gupta, International Book House Pvt Ltd, First edition, 2012.

**ALLIED COURSE – 1
PAPER – 5 – BUSINESS ECONOMICS**

Objectives:

To understand the student about Business Economics by learning the fundamental concept of business economics, responsibilities of business economist, law of demand and competition prevail in the market.

Unit I: Business Economics Meaning -Nature and scope of Business Economics - Economics verses Business Economics – Fundamental Concepts – Role and responsibility of Business Economist – Objectives of a modern business firm.

Unit II: Demand Analysis – Law of demand – Demand determinants – Demand distinctions – Elasticity of demand – Measurement of price elasticity of demand - Factors determining elasticity of demand – Uses of Elasticity of demand.

Unit III: Demand Forecasting – Meaning. Objectives, importance and factors involved in forecasting. Methods of forecasting – Features of a good forecasting method.

Unit IV: Market Structure– Classification -perfect Competition, Monopoly, Duopoly, Oligopoly and Monopolistic competition.

Unit V: Profit Analysis – Nature of profit. Profit planning. Break Even Analysis – Concepts, uses and limitation. Profit forecasting.

Text Books:

1. Sankaran.S, Managerial Economics, Margham Publishers, Chennai.

Reference Book:

1. Varshney,R.L and Maheswari. K.L., Managerial Economics, Sultan Chand & Sons, New Delhi.

Non-Major Elective Course 1

PAPER - 6 - FUNDAMENTALS OF MANAGEMENT

Objective: *The aim of this subject is to familiarize students with the principles, functions and techniques of management to manage business enterprises effectively.*

Unit I : Management – Definition – Nature – Planning – Definition Characteristics , Importance , Advantages and Limitations- Steps in Planning.

Unit II : Organizing – Definition- Steps in Organizing – Importance of Organizing Bases of Organizing – Function , Territory- Customer –Uses of Staff- Delegation authority.

Unit III: Staffing- Definition – Recruitment – Sources, Selection – Process of Techniques.

Unit IV: Direction – Definition – Elements of Direction – Orders – Motivation, Meaning and Importance, Leadership – Meaning, Styles and Importance. Communication – Meaning – Process and Importance - Barriers of communication and ways to overcome.

Unit V: Controlling – Meaning, Steps in Controlling. Qualities of good Control System. Benefits of Controlling.

Text Book:

T. Ramasamy - **Principles of Management**, Himalaya publishing house- Mumbai- First Edition - 1998.

Reference Books

1. Stoner and Freeman, **Management**, Prentice Hall of India, New Delhi.
2. Gilbert, **Principles of management**, McGraw Hill, New Delhi.
3. P.C. Tripathi and P.N. Reddy, **Principles of management**, McGraw Hill, New Delhi.