

MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A)

SCHEME OF EXAMINATIONS (2020-21 Onwards)

Sem (1)	Part I / II/III/IV/ V/V (2)	Subject Number (3)	Subject Status (4)	Subject Title (5)	L	T	P	C	Maximum marks		
									Internal	External	Total
III	III	13	Core 5	Financial Accounting	3	1	1	4	25	75	100
	III	14	Core 6	Organizational Behaviour	3	1	0	4	25	75	100
	III	15	Core 7	Business Mathematics	3	0	2	4	25	75	100
	III	16	Core 8	International Business Management	3	1	0	4	25	75	100
	III	17	Allied 3	Business Law	3	1	0	3	25	75	100
	III	18	Skill Base Core-1	Computer applications in Business (Practical Subject)	1	0	3	3	50	50	100
	IV	19	Non Major Elective -I	Essentials of Management	2	0	0	2	25	75	100
	IV	20	Common	Yoga	1	0	1	2	50	50	100
				Sub Total	19	3	8	26			
IV	III	21	Core 9	Cost and Management Accounting	3	0	2	4	25	75	100
	III	22	Core 10	Marketing Management	3	1	0	4	25	75	100
	III	23	Core 11	Human Resource Management	3	1	0	4	25	75	100
	III	24	Core 12	Production and Operations Management	4	1	0	4	25	75	100
	III	25	Allied 4	Research Methodology	3	1	0	3	25	75	100
	IV	26	Skill Based Core-2	Effective Employability Skills (Practical Subject)	1	1	2	3	50	50	100
	IV	27	Non Major Elective -II	Entrepreneurship	2	0	0	2	25	75	100
		28	Common	Computer for Digital Era	1		1	2	50	50	100
	V		Extension Activity	NSS/NCC/PHYSICAL EDUCATION/ YRC							
			Sub Total	20	6	4	25				

V	III	29	Core 13	Financial Management	3	1	1	4	25	75	100
	III	30	Core 14	Entrepreneurship Development	4	1	0	4	25	75	100
	III	31	Core 15	Management Information System	3	1	0	4	25	75	100
	III	32	Core 16	Introduction to Business Analytics	2	1	1	4	25	75	100
	III	33	Major Elective I (CHOOSE ANY ONE)	Retail Management <i>Or</i> Financial Services <i>Or</i> Training and Development (CHOOSE ANY ONE)	3	1	0	4	25	75	100
	III	34	Skill Based Subject Common	Personality Development	2	0	0	2	25	75	100
	III	35		Mini Project	0	2	4	3	50	50	100
				Sub Total	18	7	5	25			
VI	III	36	Core 17	Strategic Management	4	1	0	4	25	75	100
	III	37	Core 18	Digital Business Management	4	1	0	4	25	75	100
	III	38	Core 19	Total Quality Management	3	1	0	4	25	75	100
	III	39	Major Elective II (CHOOSE ANY ONE)	Services Marketing <i>Or</i> Investment Management <i>Or</i> Performance Management (CHOOSE ANY ONE)	3	1	0	4	25	75	100
	III	40		Major Project	0	3	9	6	50	50	100
					Sub Total	16	5	9	22		

L-Lecture T-Tutorial P- Practicals C-Credit

Allocation of questions For problem oriented subjects : 40% theory and 60% problems

Distribution of marks between External and Internal Assessment is For Theory 75 : 25
& For Practical 50 : 50

Total Hours: 180 Total Credits: 140 (Excluding YOGA, COMPUTER FOR DIGITAL ERA AND EXTENSION ACTIVITY) Core Subjects: 19 Non-Major Elective: 02 Skill Based Core: 02 Skill Based Subject (Common): 01 Major Elective: 02 Allied: 04

FINANCIAL ACCOUNTING

L	T	P	C
3	1	1	4

Course Objective: This course aims to acquaint students with foundation of financial accountancy and its application in business. It also aims to familiarize students with regulatory framework of accounting in India.

UNIT – I: INTRODUCTION

Meaning, nature, scope, importance and limitations of financial accounting. Accounting as an Information System. Users of Accounting Information. Generally Accepted Accounting Principles. Nature of Accounts and Rules of Debit and Credit. Recording Transactions in General Journal. Recording Transactions in three-column Cash Book. An overview of Subsidiary books –Opening and Closing Entries. Preparation of Ledger Accounts. (15 hrs)

UNIT- II: FINAL ACCOUNTING

Preparation of Trail balance- Preparing Trading Account, Profit & Loss Account and Balance Sheet with adjustments. (15 hrs)

UNIT- III:DEPRECIATION ACCOUNTING

Meaning- Need , Causes and importance of depreciation– Methods of Depreciation Accounting.- Straight Line method- Reducing balance method – Annuity method –Sinking fund method- Insurance Policy method (15 hrs)

UNIT- IV:ACCOUNTING FOR NON TRADING ORGANISATIONS

Income and Expenditure Account – Receipts and Payments – Preparation of Receipts and Payment Account and Income and Expenditure Account. (15 hrs)

UNIT- V: ACCOUNTING STANDARDS

Indian Accounting Standards: concept, benefit, procedure for issuing Indian accounting Standard in India, Salient features of Indian AS issued by ICAI. International financial reporting standards (IFRS): Features, uses and objective of IFRS, IFRS issued by IASB and concept of harmonization and convergence, obstacle in convergence. (15 hrs)

(Marks: Theory 40% and Problems 60%)

Reference Books:

1. Advanced Accountancy – Reddy and Murthy
2. Advanced Accountancy- K.S. Raman and M.A. Arulanandam.
3. Financial Accounting – S.N. Maheshwari
4. An Introduction to Accountancy – S.N. Maheshwari.
5. Financial Accounting: A Managerial Perspective - Narayanaswamy,R..

ORGANIZATIONAL BEHAVIOR

L	T	P	C
3	1	0	4

Course Objective: To acquaint students with the fundamentals of Organisational Behavior and the recent developments in Organizational Behavior.

Unit- I: Introduction

Definition, Nature and Scope of organizational behavior – Need for studying organizational Behavior - Disciplines that contribute to OB- OB models – Challenges and Opportunities of OB (12hrs)

Unit- II: Individual Behavior

Perception: meaning- process- improving perception, Personality development- determinants of personality- personality traits. Learning- Theories and principles of Learning. Motivation: meaning and Importance - Theories of Motivation (12 hrs)

Unit -III: Group Behavior

Groups- definition- types - Group development; - Groups norms –Group cohesiveness – Group decision making -Conflict- Individual Conflict – Interpersonal conflict- group conflict – Resolving conflict. (12 hrs)

Unit -IV: Organizational Culture

Organisational Culture - Meaning - definition - concept - characteristics - types of culture - functions of culture - creating and sustaining culture - learning culture - measuring culture - communicating culture. (12hrs)

Unit -V: Organizational Change and Organizational development

Forces of change; Planned change; Resistance; Approaches (Lewin's model, Organization development); Organizational development – OD interventions. (12hrs)

Reference Books:

1. Organizational Behaviour- S.S.Khanga.
2. Organizational Behaviour - Stephen P. Robbins
3. Organizational Behaviour – K. Aswathappa
4. Organizational Behaviour – L.M. Prasad
5. Organizational Behaviour - Saiyadin

BUSINESS MATHEMATICS

L	T	P	C
3	0	2	4

Course Objective: To acquaint students with the construction of mathematical models for Managerial decision situations. The emphasis is on understanding the concepts, formulation and interpretation.

UNIT- I: ANALYTICAL GEOMETRY

Analytical geometry – distance between two points in a plane – slope of a straight line - equation of the straight line – point of intersection – demand and supply curves (linear) – market equilibrium – break even analysis. (15 hrs)

UNIT –II: SET THEORY

Set theory – definition – types – union, intersection, difference, and complement of sets De Morgan’s Law – Venn diagram – simple set applications – Cartesian product (15 hrs)

UNIT- III: DIFFERENTIAL CALCULUS

Differential calculus – derivative of a function – differentiation – standard forms – sum, product, quotient rule – differential coefficients of simple functions (**trigonometric functions excluded**) – function of a function rule – simple application to business using marginal concept (15 hrs)

UNIT-IV: HIGHER ORDER DERIVATIVES

Higher order derivatives – maxima and minima – simple marketing models using profit maximization, fencing and container problems only – Integral calculus – standard forms – rules of integration – Definite integral – simple applications – finding total and average cost function – producer surplus and consumer surplus. (15 hrs)

UNIT -V: MATRIX

Matrices – definition – types – addition, subtraction, multiplication of matrices – inverse matrix – solving a system of simultaneous linear equations using matrix inversion technique – rank of a matrix. (15 hrs)

(Marks: Theory 40% and Problems 60%)

Reference Books:

1. Business Mathematics – V.Sundaresan and S.D.Jeyaseelan.
2. Business Mathematics – Navaneethan .P
3. Business Mathematics - M. Wilson
4. Mathematics for management – G.k. Ranganath

INTERNATIONAL BUSINESS

L	T	P	C
3	1	0	4

Course Objectives: Providing students awareness about International business and its different dimensions.

UNIT- I: INTRODUCTION

International business- Meaning -modes-scope-importance-benefits-International business environment (12hrs)

UNIT- II: MODE OF ENTRY IN INTERNATIONAL MARKETS

Entry strategies-Licensing- Franchising- Joint ventures -Acquisitions-Strategic Alliances-Trade barriers-Trade blocks .Multinational Corporations- its nature and characteristics-Indian companies become Global- problems and prospects (12hrs)

UNIT - III DOCUMENTATION IN INTERNATIONAL BUSINESS

Export Import procedures and documentation- Terms of export import order-documentary bill (D/A, D/P bill) -Letter of credit-Bill of lading (12 hrs)

UNIT- IV: INTERNATIONAL FINANCIAL ORGANIATIONS

UNO,WTO, IMF, World Bank, ADB, IFC, UNCTAD,IDA and IBRD (12 hrs)

UNIT- V: GLOBALISATION OF INDIAN BUSINESS

India's competitive advantage in Industries like IT, Textiles, Gems and Jewellery - India's strength and weakness in International Business (12hrs)

Reference Books:

1. Global Business Today- Charles W L Hill,
2. International Business - VK Bhalla.
3. International Business- . Francis Cherunilam
4. International Business: Text and Cases - P SubbaRao
5. International Business: Environments & Operations- John Daniels, Lee Radebaugh, DanielSullivn

L	T	P	C
3	1	0	3

Course Objective: To impart in depth knowledge of the law of contracts, and the legal framework influencing business operations.

UNIT -I: INDIAN CONTRACT ACT, 1872

Definition of Contract - Law of Contracts – Nature of Contract - Classifications - Essential Elements of Contract - Offer and Acceptance - Consideration –Capacity of Parties - Free Consent - Legality of Object and Considerations - Performance of Contract - Discharge of Contract - Breach of Contract - Remedies for Breach of Contract (12 hrs)

UNIT- II:- INDIAN PARTNERSHIP ACT 1932.

Definition – formation – test of partnership – partnership and other associations – registration of firms- Relation of partners – rights – duties – relation of partners to third parties – types of partners. Dissolution of Firm – without the order of court – dissolution by court – rights of partner on dissolution. (12 hrs)

UNIT- III: THE COMPANIES ACT 2013

Company- Meaning - Characteristics – Advantages - Kinds Of Companies — Promotion Of A Company – Memorandum Of Association – Significance - Clauses – Articles Of Association - Contents – Prospectus – Contents – Statement In-Lieu Of Prospectus. Company Meeting – Types Of Meeting – Agenda – Resolutions — Minutes. (12 hrs)

UNIT- IV: CONSUMER PROTECTION ACT 11986

Consumer Protection Act-Consumerism- Objectives of the Act- Rights of A Consumer Consumer Protection Council-Central and State- Dispute Redressal Agencies - Forums and Commission-Filing of Appeals at The District Level – State Level - National Level- Other legislations: National Food Security Act, 2013 (10 hrs) (12 hrs)

UNIT-V: GOODS AND SERVICES TAX ACT 2017

Evolution of GST in India Meaning - Definitions - Objectives - Features - Basic Concepts- Challenges and Opportunities – Dual GST- Applicability of CGST and SGST- indirect taxes include under GST. (12 hrs)

Reference Books:

1. Business Law. - Kapoor, N.D
2. Business Law. - M.C. Kuchhal and VivekKuchhal
3. Business law - R.S. N. Pillai
4. Business Law - Lakshmi
5. Business and Corporate Law - Saravanavel, S. Mohapatra, S.R. and Balakumar,S.

MSU/2020-21/UG-Colleges/Part-III (B.B.A.)/ Semester-III / Ppr.no.18/ Skill based -1
COMPUTER APPLICATIONS IN BUSINESS
(PRACTICAL SUBJECT)

L	T	P	C
1	0	3	3

Course Objective: This course aims to provide Knowledge on the use and application of computer in accounting and to implement all the accounting concepts in using computer software.

UNIT –I: FUNDAMENTALS OF TALLY.ERP9

Create/Alter Company - Setting Features & Configuration - Data configuration - Accounting Masters – create, Alter, view – Groups & Ledgers – Voucher Entry – Voucher modification.
(12 hrs)

UNIT –II INVENTORY IN TALLY.ERP9

Stock Group – Stock Categories – Godowns /Locations – Units of measure – Stock items – Creating Inventory Account heads. Payroll Accounting – Enabling payroll option – Creation of Employee group, Employee, Pay head – Salary details – Voucher Entry – Payroll Reports.
(12 hrs)

UNIT –III: PREPARATION OF REPORTS

Cost Centres – Create/Alter – setting ledgers for cost centres – Voucher Entry for cost centres-reports. Report preparation - Daybook – Bank book – Bank register – Statement of Accounts - Trial balance – Receipts & Payments - Income & Expenditure statement/Profit & Loss statement – Balance Sheet. Audit features – Exception reports – Negative ledgers. (12 hrs)

UNIT -IV: GOODS & SERVICE TAX

Enabling GST in Tally. ERP9 – Ledger Creation under GST – CGST,SGST, IGST &UTGST ledger accounts – Applying GST to stock items – Voucher entry in GST – GSTforms – GST reports.
(12 hrs)

UNIT –V: MINI PROJECT

Create a Demo Company account in Tally.ERP9 and set default options. Enter Vouchers for a financial year (from April 1 to March 31) View and print the following reports such as:

1. Daybook/Journal
2. Cash book & Bank book
3. Purchase & Sales Register
4. Debit Note & Credit Note Register
5. Ledger Accounts
6. Trial Balance
7. Income statement(Profit & Loss Account)
8. Receipts & Payment statement
9. Balance Sheet.

(12 hrs)

Evaluation of the Practical Subject:

* A Board of two examiners (Internal Examiner and External Examiner) appointed by the University shall conduct the practical examinations. Internal marks (50) are awarded on the basis of students performance in regular activities and continuous internal assessment examinations and external marks are awarded on the basis of students performance in the final practical examinations conducted by the board of examiners appointed by the University.

Text Books:

1. Tally software Package – Manual.
2. Computer Application in Accounting Software – Dr.P.Kasivairavan.

MSU/2020-21/UG-Colleges/Part-III (B.B.A.)/ Semester-III/Ppr.no.19/Non-Major Elective-1A
ESSENTIALS OF MANAGEMENT

L	T	P	C
2	0	0	2

Course objective: To enable the students to study the evolution of Management, to study the functions and principles of management and to learn the application of the principles in an organization.

UNIT- I: INTRODUCTION TO MANAGEMENT

Definition of Management – Science or Art –Evolution of Management – Scientific, human relations , system and contingency approaches – Current trends and issues in Management. (6 hrs)

UNIT –II: PLANNING

Nature and purpose of planning – planning process – types of planning – objectives – setting objectives – policies – Planning premises – Decision making steps and process. (6 hrs)

UNIT- III: ORGANISING

Nature and purpose – Formal and informal organization – organization chart – organization structure – types – Line and staff authority – departmentalization – delegation of authority – centralization and decentralization. (6 hrs)

UNIT –IV: DIRECTING

Foundations of individual and group behaviour – motivation — motivational techniques– leadership – types– communication – process of communication – barrier in communication – effective communication. (6 hrs)

UNIT- V: CONTROLLING

System and process of controlling – budgetary and non-budgetary control techniques – control and performance – direct and preventive control. (6hrs)

Reference Books:

1. L.M. Prasad – Principles of Management.
2. M.J.Mathew- ,Functional Management,
3. Meenakshy Gupta - Principles of Management,
4. Koonts and Heinz Wehrich. Essentials of Management,

COST AND MANAGEMENT ACCOUNTING

L	T	P	C
3	0	2	4

Course Objective: To impart conceptual and practical knowledge to students on cost and management accounting and the methods and techniques.

UNIT I INTRODUCTION

Definition - Meaning - Nature - scope and objectives of cost Accounting and Management Accounting - differences between cost Accounting - Management Accounting and Financial Accounting - preparation of cost sheet (15 hrs)

UNIT II MARGINAL COSTING AND STANDARD COSTING

Marginal costing - Assumptions - advantages - Break –even- analysis - PV ratio - Margin of safety - Break even chart- Managerial applications of Break even analysis.

Meaning of standard cost and standard costing, advantages, limitations and applications. Variance Analysis – material, labour, overheads and sales variances. (15 hrs)

UNIT III FINANCIAL STATEMENT ANALYSIS

Financial statement Analysis - Financial statements – profit & loss accounts - Balance sheet - functions of financial statements - limitations - Techniques of financial statement analysis - comparative and common size income statement and Balance sheet - Trend analysis – Ratio analysis - Liquidity ratios - profitability ratios - solvency ratios - Activity ratios – interpretation of financial statement using Ratio analysis (15 hrs)

UNIT V FUND FLOW AND CASH FLOW STATEMENTS

Fund flow statement: Meaning – uses of fund flow statement – schedule of changes in working - capital – fund flow statement – preparation of funds flow statement- cash flow statement: meaning – uses – difference between fund flow and cash flow statement – preparation of cash flow statement (15hrs)

UNIT V BUDGETORY CONTROL

Budgetary control- Budgeting – Meaning and definition- uses – Functional budgets-master Budget- preparation of cash Budget and Flexible Budget (15 hrs)

(Marks: Theory 40% and Problems 60%)

Reference Books:

1. Cost and Management Accounting — Y.Hari Prasad Reddy, T.S.
2. Cost and Management Accounting.-P.Jain and K.L.Narang
3. Cost and Management Accounting — S.N.Mageshwari
4. Cost and Management Accounting- A.Murthi.
5. Cost Accounting – R.S.N. Pillai

MARKETING MANAGEMENT

L	T	P	C
3	1	0	4

Course Objective: To familiarize students with the marketing function in organizations. Also aims to equip the students with understanding of the Marketing mix elements and sensitizethem to certain emerging issues in Marketing.

UNIT -I: INTRODUCTION

Nature, Scope and importance of marketing, Core marketing concepts, Company orientation - Production concept, Product concept, Selling concept, Marketing concept, Holistic marketing concept. Overview of consumer buying process and factors influencing consumer behavior (12 hrs)

UNIT-II: SEGMENTATION, TARGETING AND POSITIONING

Market Segmentation: Levels of Market segmentation, basis for segmenting consumer markets and Industrial markets. Market Targeting: Evaluating and Selecting Market Segments. Positioning: Positioning Statement, determining which positioning to promote. (12 hrs)

UNIT- III: PRODUCT

Product –definition – levels of product- classification of products - Product Mix: Levels, Hierarchy, Classifications, Mix. Product life cycle: The Concept and its Strategic Implications, Significance of branding, New Product development Process. (12 hrs)

UNIT- IV: PRICING AND PHYSICAL DISTRIBUTION

Significance of pricing, factors influencing pricing, pricing objectives, and Pricing Strategies Channels: Channel Functions and Flows, Channel Levels, Whole Saling : Functions and types of wholesalers. Retailing - Retail functions -Types of retailers- retail decisions. (12 hrs)

UNIT- V PROMOTION

Eight elements of the Promotion Mix: basics of Advertising (5M's), Sales Promotion, Events & Experiences, Public Relations & Publicity, Direct Marketing, Interactive Marketing, Word of Mouth Marketing and Personal Selling. Factors affecting the promotion mix. (12 hrs)

Reference Books:

1. Marketing Management -Kotler, P. & Keller, K. L
2. Marketing Management – Rajan Nair
3. Marketing Management: Global Perspective- Ramaswamy, V.S., Namakumari, S

L	T	P	C
3	1	0	4

Course Objective: To acquaint students with the fundamentals of Human Resource Management and the recent developments in Human Resource Management.

UNIT- I: INTRODUCTION

HRM-meaning, nature, objectives and scope, Functions of Human Resource Management, Significance of Human Resource Management-Role and Qualities of HR manager. (12 hrs)

UNIT –II: HUMAN RESOURCE PLANNING

Importance of Human Resource Planning – Forecasting human resource requirement – matching supply and demand - process of HRP- Job analysis- Job description- Job design- Recruitment – meaning- sources- Selection- meaning and importance –steps in selection procedure- interview- types of interview- Induction- Placement. (12 hrs)

UNIT- III: TRAINING AND DEVELOPMENT

Training and Development-Meaning, Importance-Training-types, methods of Training-Learning-Learning principles- Management Development programme-Job evaluation- Performance appraisal and career planning- Need and importance- objectives-process-methods and problems of performance appraisal- Concept of career planning –features methods–uses career Development-Transfer-Promotion-code of conduct (12hrs)

UNIT- IV: COMPENSATION MANAGEMENT

Compensation management - Compensation Planning-Objectives-Principles of compensation – Pay Structure – Incentives- Rewards, Intrinsic, extrinsic- Fringe Benefits-Stress Management- Quality of Work Life. (12hrs)

UNIT- V:GRIEVANCE HANDLING

Grievance redressal procedure - Discipline- essentials of a good discipline system-Disciplinary Process -approaches- punishment-exit interview-.Legislative Framework – Trade Unions -Managing Conflicts - - Collective Bargaining - Labour participation in management and workers empowerment. (12hrs)

Reference Books:

1. Human Resource Management- Gupta ,C.B
2. Personnel and Human Resource Management - SubbaRao, P
3. Human Resource Management - Prasad, L.M.
4. Human Resource Management - Aswathappa, K.

PRODUCTION AND OPERATIONS MANAGEMENT

L	T	P	C
4	1	0-	4

Course Objective: To acquaint students with the various facets of production and operations in an organization from product design to checking product quality before delivery to the final consumers.

UNIT- I INTRODUCTION TO PRODUCTION AND OPERATION FUNCTIONS

Definition, objectives and functions-Relationship between production and other functions – production management Vs Operations Management- functions of operations management.– Methods of production – Continuous and intermittent production systems. FMS- Cellular manufacturing. (15 hrs)

UNIT-II: PLANT LAYOUT AND LOCATION

Meaning – factors involved in selection of location – Steps in Location selection – Techniques of selection (Weber’s, Sargent Florance’s) – Plant layout – Objectives, Factors for good layout, different types of layout – their merits and demerits and suitability. (15 hrs)

UNIT III PRODUCTION PLANNING AND CONTROL

Need for PPC, functions – Planning – Routing – Scheduling –Despatching – Inspection- **Capacity Planning:** Importance of capacity planning- Capacity measurement – Capacity Requirement Planning (CRP) process- production control – objectives – functions involved in production control. **Aggregate Planning:** Definition, nature, strategies of aggregate planning, methods of aggregate planning. (15 hrs)

UNIT- IV WORK STUDY AND PLANT MAINTENANCE

Work study – Objectives – Components – Relationship of time and motion study to work study –Benefits of work study. Method study – procedure for method study – Techniques – Micro motion study – Process charts – Plant Maintenance – Importance- Types – Break down & Preventive maintenance. (15 hrs)

UNIT -V MATERIALS MANAGEMENT

Meaning – need – functions of materials management – Material requirement planning (MRP) and control: MRP concept and process - Inventory control systems and techniques Inventory control – importance, objectives – Tools – ABC, VED, FSN analysis – EOQ – Re-order point – Safety Stock – Models of EOQ – JIT (Elementary level). (15 hrs)

Reference Books:

1. Industrial Engineering – O.P. Khanna
2. Production & Operations management- Nair.S
3. Production Management – Paneerselvam.R
4. Operations Management- Krajewski&Ritzman.
5. Modern Production/Operations Management- Buffa&Sarin

L	T	P	C
3	1	0	3

Course Objective: To provide an insight into the fundamentals of social science research and to impart practical knowledge and required skills in carrying out research project independently.

Unit I INTRODUCTION

Research- Meaning, Nature, Scope, Significance, Objectives and Utilities - Types of Research- Fundamental, Applied, Exploratory, Descriptive, Predictive, Analytical, Experimental, Diagnostic, Qualitative and Quantitative Research- Ex-post Facto Research – Case Study- Censes Study- Action Research- Surveys and Field Studies –Research Process and its Steps.
(12hrs)

UNIT II RESEARCH DESIGN

Identifying a Research Problem – Review of Literature – Identifying Research Gap –Research Questions - Setting of Objectives and Hypotheses – Need, Significance and Types of Hypotheses- Variables and types- Research Design- Steps in developing a Research Design – Qualities of Good Research Design
(12hrs)

UNIT III DATA COLLECTION AND SAMPLING

Sources of Data – Primary and Secondary Data –Tools for Data Collection- Observations, Interviews and Experiments –Questionnaire Vs, Schedules- construction of questionnaire-Scaling Techniques and Construction of Scales –Sampling- Probability and Non-Probability Sampling Techniques –Determinants of sample size – sampling errors and sources - Pre-testing and Pilot Study
(12hrs)

UNIT IV DATA ANALYSIS

Data Analysis- Statistical Tools and Techniques for Data Analysis- - Parametric and Non Parametric Tests (Concepts and types only) -Introduction to Statistical Packages – SPSS, Uses of SPSS- Precaution on using SPSS –Interpretation of analysed data
(12hrs)

UNIT V RESEARCH REPORTING

Research Report - types of reports – content of report –Style of Reporting – Steps in Drafting Reports – Qualities of a good report –References -Bibliography – APA Format in writing references and bibliography
(12hrs)

Reference Books:

1. Social Research Methods – Alan Bryman and Edward Allan Bell
2. Research Methodology- Methods and Techniques- . Kothari, C
3. Research Methodology in Social Science-KrishnaswamyOR&Ranganatham, M.
4. Research Methodology-Panneerselvam, R.
5. Market Research,-NareshMalhotra, John Hall, Mike Shaw & Peter

MSU/2020-21/UG-Colleges/Part-III (B.B.A.)/ Semester-IV / Ppr.no.26/ Skill based subject-2
EFFECTIVE EMPLOYABILITY SKILLS
(PRACTICAL SUBJECT)

L	T	P	C
1	1	2	3

Course Objective: To impart the knowledge and skills for enhancing the career opportunities to the Business Administration students.

To achieve the above objective, the suggestive list of activities to be conducted are

1. Expert lectures
2. Aptitude Tests
3. Group Discussion
4. Quiz (General/Technical)
5. Presentations by the students
6. Team building Exercises

UNIT- 1: TEST OF ENGLISH

Reading Comprehension--- Cloze Test---Synonyms & Antonyms---Rearranging the Sentence –error detection – preposition rules –idioms and phrases- tenses rules- Paragraph completion. (12 hrs)

UNIT- II:TEST OF REASONING

Alphabet Test---Coding& Decoding---Ranking (Or)Arranging in Order---Analogy -Assigning Artificial Values to Arithmetical Series --- Series Completion Test--- Syllogism - Blood relations---Distance & Direction--- Number Test & Time Sequence- Puzzles. (12 hrs)

UNIT-III : QUANTITATIVE APTITUDE

Number System---squares & cubes---simplification -Average ---Simple Interest---Compound Interest- Profit & loss -Ratio & partnership -Data Interpretation. (12 hrs)

UNIT- IV: GENERAL KNOWLEDGE

Important days in a year ---Abbreviations ---Countries , Capital & Currency – historical important events- Current events across the world – Corporate Head quarters – CEOs- Books and Authors – Invention and Inventors –Celebrities- World records in sports and games. (12 hrs)

UNIT –V: INTERVIEW SKILLS

Resume writing – Meaning – Features of a good resume, Model (Exercise) . Key Skills to attend the Interview, Answering interview Questions, Handling Tricks situations. (12 hrs)

Evaluation of the Practical Subject:

* A Board of two examiners (Internal Examiner and External Examiner) appointed by the University shall conduct the practical examinations. Internal marks are awarded on the basis of students' performance in regular class activities and continuous internal assessment examinations and external marks are awarded on the basis of students' performance in the final practical examinations conducted by the board of examiners appointed by the University.

Reference Books:

- a. Upkar's Mental Ability Test - Dr. Lal & Jain;
- b. Quicker Reasoning Test - Dr. Lal & A.K. Singh
- c. Soft Skills - Dr. K. Alex

ENTREPRENEURSHIP

L	T	P	C
2	0	0	2

Course Objectives: To equip and develop the learners entrepreneurial skills and qualities essential to undertake business.

UNIT –I: INTRODUCTION

Concept and Evolution of entrepreneurship, Core elements of entrepreneurship, Factors affecting Entrepreneurship development- Role of entrepreneurship in the developing economy. (6 hrs)

UNIT- II: THE ENTREPRENEURIAL MINDSET

Attributes of entrepreneurs, Types of entrepreneurs - Distinction between entrepreneur and manager, Distinction between entrepreneur and intreprenuer. (6 hrs)

UNIT- III: GENERATION OF IDEAS

Methods and process of generating ideas, sources of ideas and screening process Assessing opportunities: Challenges, pitfalls and critical factors of new venture; Business and Entrepreneurial development organizations. (6 hrs)

UNIT- IV: SOURCE OF FUNDING

Search for entrepreneurial capital- Debt vs. Equity; Venture Capital Market; Angel Financing and Alternative sources of finance for Entrepreneurs. (6 hrs)

UNIT- V: DRAFTING BUSINESS PLAN

Introduction - Idea Selection - Selection of the Product / Service - Aspects of a Project - Phases of a Project - Project Report - Contents of a Project Report (6 hrs)

Reference Books:

1. Entrepreneurial Development - S.S.Khanka,Entrepreneurship- Rajeev Roy
2. Small scale Industries and Entrepreneurship.-Dr. Vasant Desai Entrepreneurship- Arya Kumar Pearson
3. Projects: Planning, Analysis, Selection, Implementation - Prasanna Chandra

FINANCIAL MANAGEMENT

L	T	P	C
3	0	2	4

Course Objective: To acquaint students with the techniques of financial management and their applications for business decision making.

Unit –I: INTRODUCTION

Financial Management: Meaning, Nature and Scope of financial Management-Traditional and Modern Approach; Profit Maximization, Wealth Maximization - Finance Function – Concept of Time Value of Money, present value, future value, and annuity. (15 hrs)

UNIT- II: COST OF CAPITAL

Concept of Cost of Capital- Significance of Cost of capital- Measurement of specific costs of capital- Cost of debt-Cost of Equity Share- Cost of Preference Share- Cost of Retained Earning- Measurement of overall cost of capital based on Historical and Market value weights.- Capital structure-Meaning-Capital structure Vs financial structure-Optimal capital structure- Factors determining capital structure-Capital structure theories-Net income approach-Net-operating income approach-Modigliani and Miller Approach-Arbitrage process-Traditional approach. (15 hrs)

UNIT- III: CAPITAL BUDGETING

Capital Budgeting –Nature and meaning of capital budgeting- Cash flow-Capital budgeting techniques – Payback period-Accounting Rate of Return, Net Present Value, Internal Rate of Return -Profitably Index Method. (15 hrs)

UNIT –IV: DIVIDEND DECISION

Dividend decisions - Dividend policy- Determinants of dividend-Conservative vs. liberal policy - Payout ratio- Retention ratio- Dividend theories-Walters model-Gordon model- MM hypothesis policy-Bonus shares- Stock splits. (15 hrs)

UNIT –V: WORKING CAPITAL MANAGEMENT

Working Capital - concept-Types- Operating and cash cycle-Importance-Determinants of working capital-Sources of working capital-Estimation of working capital-Cash management- Receivable management-Inventory management. (15 hrs)

(Marks: Theory 40% and Problems 60%)

Reference Books:

1. Financial Management Text Problem and Cases -Khan, M.Y & P.K. Jain
2. Financial Management): Theory and Practices - Pandey, I.M
3. Financial management: Theory and Practice -. Chandra Prasanna.
4. Financial management- S.N. Maheshwari
5. Financial Management -ShashiK.Gupta, R.K.Sharma, Neeti Gupta

ENTREPRENEURSHIP DEVELOPMENT

L	T	P	C
4	1	0	4

Course Objective: To equip and develop the learners entrepreneurial skills and qualities essential to undertake business and to impart the learner's entrepreneurial competencies needed for managing business efficiently and effectively.

UNIT I INTRODUCTION

Definition of Entrepreneurship – Concept of Entrepreneurship – Role of Entrepreneurship in Economic development – Types of Entrepreneurs – Barriers – ED cycle - Characteristics of Successful Entrepreneurs. (15hrs)

UNIT II ENTREPRENEURIAL ENVIRONMENT

EDP in India – Phases of Entrepreneurial programs — Industrial Estates –Industrial clusters – Incentives and subsidies – Advantages - Needs & Problems – Promotional agencies – NMCC,SIDO, NSIC, NAYE, TCO, SISI's- Khadi& Village Commission- STEP – NIESBUDKITCO–SIDCO- TIIC- MSME & DICs- Business Incubators& Start-ups (15hrs)

UNIT III BUSINESS PLAN PREPARATION

Sources of Product for Business - Prefeasibility Study - Criteria for Selection of Product - Ownership - Capital Budgeting- Project Profile Preparation - Matching Entrepreneur with the Project - Feasibility Report Preparation and Evaluation Criteria. (15 hrs)

UNIT IV FINANCING OF SMALL BUSINESS

Financing Options - Bridge capital, Seed capital assistance, Margin money scheme, Sickness, Causes-Remedies- An overview on the roles of institutions/schemes in entrepreneurial development- SIDBI, TIIC,IFCI, TNSFC, - commercial banks - .Scheme MUDRA, CGMSE,CLCS,SWARNA JAYANTHI Rozgar Schemes, PMRY -- Other financing options - venture capital, crowd funding, Angel Investors (15hrs)

UNIT V MANAGEMENT OF SMALL BUSINESS

Monitoring and Evaluation of Business - Business Sickness - Prevention and Rehabilitation of Business Units - Effective Management of small Business - Case Studies. (15 hrs)

Reference Books:

1. Entrepreneurial Development - S.S.Khanka,
2. Small Scale Industries and Entrepreneurship.S. Vasant Desai
3. Entrepreneurship-R.D.Hisrich
4. Entrepreneurship - Rajeev Roy
5. Projects – Planning, Analysis, Selection, Implementation - Prasanna Chandra

MANAGEMENT INFORMATION SYSTEM

L	T	P	C
3	1	0	4

Course Objective: The course will introduce students to get a comprehensive knowledge and understanding on why information systems are so important today for business and management, evaluate the role of the major types of information system in a business environment and their relationship to each other.

UNIT – I: INTRODUCTION

Introduction, Concept, evolution and meaning of MIS; Information system for competitive advantage; Systems approach to problem solving; Challenges in the development of MIS, MIS function in an organization. (12 hrs)

UNIT II: INFORMATION AND MANAGERIAL EFFECTIVENESS

Information and Managerial Effectiveness, Information as a corporate resource, pervasiveness of information, types of information – operational, tactical and strategic; Levels of management and information needs of management; Process of generation of information; Quality of information; information systems for finance, marketing, manufacturing, research and development and human resource areas. (12 hrs)

Unit III: Information Systems

Information Systems – Information systems and their role in Business systems, changing role of information systems, users of information systems; Types of information systems – transaction processing systems, MIS decision support systems, executive support system; Enterprise Resource Planning (ERP) system, Business expert system. (12 hrs)

Unit IV: Information System for Functional Areas and Issues

Information system for functional areas- Information system for Financial- Marketing inventory control- Production and HR functions – Security Issues relating to Information System, threats to information system – Vulnerability, Risk and Control measures. (12 hrs)

UNIT- V:- NEW TRENDS IN MIS

Cloud computing, CRM technology for business. Data Warehousing and artificial intelligence, Near field communication and Super Beam (Only Concepts) (12 hrs)

Reference Books:

1. Management Information System - Jawadekar
2. Management Information System - Arora
3. Management Information System- C.S.V. Murthy
4. Management Information - G. V. SatyaSekhar

L	T	P	C
2	1	1	4

Course Objective: Understanding the Role of Business Analyst and Data Science in business. And to familiarize the use and applications of Business Analytics to the students of Business Administration

UNIT –I: INTRODUCTION

Business Analytics : The Science of Data Driven Decision making ,Concept of Descriptive, Predictive and Prescriptive Analytics, Framework, Challenges and Future of Data Driven Decision Making. (12 hrs)

UNIT- II: INTRODUCTION TO DESCRIPTIVE ANALYTICS

Data Types and Scales- Importance of data quality - Dealing with missing or incomplete data - Data Classification - coding- encryption-decryption - Data Visualization: Histogram, Bar Chart, Pie Chart, Scatter Plot, Coxcomb Chart, Box Plot. (12 hrs)

UNIT- III: INTRODUCTION TO PROBABILITY

Probability Theory, Terminology, Fundamental Concepts of Probability, Random Variable, Probability Distributions: Binomial, Poisson, Normal. Central Limit Theorem, Estimations of Population Parameters, Types of Estimations: Point and Interval, (12 hrs)

UNIT –IV: PRESCRIPTIVE ANALYTICS

Introduction to Prescriptive Analytics - Linear Programming (LP): LP Model Building, LPP Terminologies, Assumptions of LP, Sensitivity Analysis in LPP, Solving LPP by Graphical Method. (12 hrs)

UNIT- V: APPLICATION OF BUSINESS ANALYSIS

Marketing Analytics, Financial Analytics, Big Data Analytics, Web and Social Media Analytics. (12 hrs)

Reference Books:

1. Essentials of Business Analytics: An Introduction to the methodology and its application, Bhimasankaram Pochiraju, SridharSeshadri,
2. Fundamentals Of Business Analytics. Prasad, R.N., & Acharya,
- 3 Business Analytics: The Science of Data-driven Decision Making. S.Kumar
4. An Introduction to Business Analytics, GerKoole, Lulu.com, 2019

L	T	P	C
3	1	0	4

Course Objectives: To give an overview of the conceptual aspects of retail marketing management.

UNIT –I: Introduction

Retailing: - Introduction - scope - Functions of retailing - Retail industry in India - types of Retailing format –Segments of organized retailing in India- Retail as a career (12hrs)

UNIT- II: Retail planning

Retail planning and location: - Introduction – Strategic retail planning process- Location- Types of locations- Steps- Site selection Analysis (12hrs)

UNIT- III: Retail store Design and Pricing

Store design, layout and Visual merchandising: Concepts and principles - elements – Visual merchandising and atmospherics – tools used for visual merchandising- pricing. (12hrs)

UNIT- IV: Retail Supply Chain Management

Supply chain management and Retail logistics: - Evolution of supply chain management –Need – CPFR – Retail logistics - concepts - Importance of information in supply chain management. (12hrs)

UNIT- V: Retail Promotion

Retail promotion: - Retail store sales promotion - Retail promotion mix strategy – Emerging trends in retailing - Online retailing. (12hrs)

Reference Books:

- 1 Retail management- Barmen, Barry and Joel Evans
- 2 Retail management –SwapnaPradhan
- 3 Retail management- Chetan Bajaj
- 4 Integrated Retail Management - James.R.Ogden and Denis .T .Ogden
- 5 Retail Management- Suja Nair

L	T	P	C
3	1	0	4

Course Objectives: Providing the students with an understanding of the various financial services available in the country.

UNIT- 1: INTRODUCTION

Financial system – meaning – components – financial markets – money market – capital market – financial instruments – financial institutions – financial service (12 hrs)

UNIT –II: FUND BASED FINANCIAL SERVICES

Lease financing – Hire purchase finance and consumer credit –factoring and forfeiting – bills discounting – housing finance – insurance – venture capital financing (12 hrs)

UNIT –III: NON- FUND BASED FINANCIAL SERVICES

Fee based advisory service - Merchant banking – project advisory services – custodian service – credit rating – capital restructuring service- safe custody services- stock broking – depositories. (12 hrs)

UNIT- IV: MUTUAL FUND SERVICES

Mutual funds - operations performances, regulation - SEBI guidelines for mutual funds. (12hrs)

UNIT- V: BPR SERVICES

Mergers and Acquisitions - SEBI code on Take-overs - Business Failures and reorganizations. (12 hrs)

Reference Books:

1. Financial Services - Khan M Y
2. Financial Services –Gurusami
3. Financial Services – SandeepGoel
4. Financial Services and System – K.Sasidharan& Alex K Mathews
5. Indian Financial System- Bharathi V Pathak

L	T	P	C
3	1	0	4

Course Objectives: To understand the concepts, tools and techniques of management training and development.

UNIT- I: LEARNING

Concept, principles of learning, methods of learning, importance of teaching techniques, instruction technology, instructor behaviour, attention versus involvement. (12 hrs)

UNIT –II: TRAINING

Training: Concept, Importance & Objectives of Training, Process and Significance of Training, Identification of Training Needs, Evaluation of Training Effectiveness. (12hrs)

UNIT – III: METHODS OF TRAINING

On the job training ,Off the job training, choosing optimum method ,the lecture, field trips, panel discussion, behavior modeling, interactive demonstrations, brain storming, case studies, action mazes, incident process, in-baskets, team tasks, buzz-groups and syndicates, agenda setting, role- plays-reverse role plays, rotational role plays, finding metaphors, simulations, business games, clinics, critical incidents, fish bowls, T-groups, data gathering, grouping methods, transactional analysis, exception analysis. (12hrs)

UNIT- IV: DESIGNING AND CONDUCTING TRAINING AND DEVELOPMENT PROGRAMMES

Concept - process of designing and conducting Training and development. Designing A Training Unit (Cross Cultural, Leadership, Training the Trainer, Change), Budgeting of Training. (12hrs)

UNIT- V: EVALUATION OF TRAINING AND DEVELOPMENT PROGRAMME

Concept-Definition of Training Evaluation-Types of Evaluation-Evaluation design issues, Induction versus Orientation-Evaluating Training and development-objectives, process, purpose, Effectiveness of training. (12 hrs)

Reference Books:

1. Training & Development – B. Janakiram
2. Essentials of Training and Development – Dr. Anjali Ghanekar
3. Manpower Training in organizations - Dayal, I,
4. Effective Human Resource Training and Development Strategy- Reddy
5. 360 Degree Feedback, Competency Mapping and Assessment Centres- Sharma, R

L	T	P	C
0	2	4	3

Course Objectives :

- To undergo an external field survey by choosing any industry (or) company (or) organization
- To train in drafting the formal report
- To improve the presentation skill among the students

The students may choose any industry (or) company (or) organization of their choice for doing mini-project. The data may be primary or secondary sources.

1. The students should undergo an external field survey or case study of a selected industry (or) company (or) organization by confining the specialisation chosen from the available clusters.
2.As like a project report, this field survey / case study report shall be prepared by starting the title as Survey/ Case study of company or industry or organisation.
3. Since it is an external study report, the students should pay utmost interest in drafting the report and it should be as like formal report.
4. Field survey/ Case study chosen by the students for field investigation should be related to the course.
5. Before starting of fifth semester examinations, the student should submit the report both hard and soft copy with regard to this viva-voce shall be conducted through the Power-point presentation.
6. The report should be evaluated for 50 marks and viva-voce exam shall be conducted for 50 marks. Total marks for the paper is 100.
7. Students should attain 40 marks in both report and viva-voce to clear the paper. If the student is unable to clear or absent for the above examination, he/she should reappear with updated report after paying the examination fees to the university in the next semester.
8. After the completion of semester end examinations, the report and viva-voce exams have to be conducted by the approved examiners of the university.
9. ***Instruction for submission:***
 - a) The volume or size of the report may be about 15 to 20 pages typed with font name of Times New Roman in 1.5 paragraph space. (Excluding Content page, Certificate, Acknowledgement, Declaration certificate, Index and Appendix)
 - b) Students are required to submit the survey/case report in duplicate after duly signed by Principal/Director of the college and approved Faculty Guide before the semester end examination.
 - c) Duration for the survey/case report preparation can be fixed as per the direction of the Guide.

The report should have the following aspects and present the report in the order mentioned below.

CHAPTER-I : Introduction about the industry (or) company (or) organization - Form of Ownership - License or Registration - Organisation structure - Sources of Finance .

CHAPTER-II :Number of employees - Recruitment process – Training – Appraisal of employees

CHAPTER-III: Product / Service produced or offered – Manufacturing process – Raw materials and Equipments used - Logo – Slogan.

CHAPTER-IV: Marketing of Products/Services – Channel of Distribution – Advertising – Salespromotion and sales management.

CHAPTER-V :Conclusion based on the overall observation of the study.

L	T	P	C
4	1	0	4

Course Objective: To enhance decision making abilities of students in situations of Uncertainty in a dynamic business environment.

UNIT-I: INTRODUCTION

Strategic Management: Concepts- Difference between strategy and tactics-Three levels of strategy, Strategic Management Process- Benefits (15hrs)

UNIT-II: STRATEGY FORMULATION

Strategic Formulation: Corporate Mission: Need –Formulation, Objectives: Classification-Guidelines, Goals: Features- Types, Environmental Scanning- Need- Approaches- SWOT analysis-ETOP-Value chain analysis. (15 hrs)

UNIT-III: CORPORATE PORTFOLIO ANALYSIS

Choice of strategy: BCG matrix-The GE nine cell planning grid- Corporate level generic strategies: Stability, Expansion, Retrenchment, Combination strategies. (15 hrs)

UNIT-IV: STRATEGY IMPLEMENTATION

Strategic Implementation: Role of top management-Process- Approaches, Resource allocation-Factors -Approaches, Mckinsey's 7's framework, Strategic Positioning- Four routes to competitive advantage. (15 hrs)

UNIT-V: STRATEGY EVALUATION

Strategic Evaluation: Importance- Criteria- Quantitative and Qualitative factors, Strategic control: Process-Criteria-Types, Essential features of effective evaluation and control systems. (15hrs)

Reference Books:

1. Strategic Management- Francis Cherunillam
2. Strategic Planning and Management- P.K.Ghosh.
3. Strategic Planning-Formulation of corporate strategy,-V.S.Ramaswamy&S.Namakumari,
4. Strategic Management – Charles W.L. Hill
5. Business Policy – Ahar Kasmi

DIGITAL BUSINESS MANAGEMNT

L	T	P	C
4	1	0	4

Course Objective: To familiarize students with the basic concepts of internet, e-commerce, e-business and cyber security.

UNIT- I: INTRODUCTION TO DIGITAL BUSINESS

Definition and characteristics of Digital Business. Difference between physical economy and digital economy - Drivers of digital business. Difference between Digital Marketing and Digital Business Management - Opportunities and Challenges in Digital Business operations in India. (15 hrs)

UNIT- II: SOCIAL MEDIA

Social Media - Why Social Media, Building Relationship via FB, LinkedIn, Twitter and You tube Heading comments, Social media content base creation, Application of social media in different areas of business, Face Recognition tools. (15 hrs)

UNIT-III: MOBILE TECHNOLOGY

Mobile Technology - Concept of mobile web, mobile apps, mobile Discussion and Student should be able to understand use of smart phone in business, Use of marketing and mobile payments. (15 hrs)

UNIT- IV: SECURITY ISSUES IN DIGITAL BUSINESS

Cyber Security For Digital Business Introduction to Cyber crimes, Difference between Hacking and Cracking, Types of Hackers Types of Cyber Crimes- E-mail crimes, Social Networking Crimes, Financial Frauds/Banking Frauds, Cell Phone Technology Crimes Cyber Safety-Do's and Don'ts. (15hrs)

UNIT -V: E- DIGITAL BUSINESS MODELS

Digital retail business model- Digital financial service business model- Digital hospitality business model - Digital health business model -Digital Government and cities. (15 hrs)

Reference Books:

1. A textbook on E-commerce - Er Arunrajan Mishra, Dr WK Sarwade
2. E-commerce from vision to fulfillment - Elias M. Awad
3. E-Commerce - Managers guide to E-Business -Diwan, Prag and Sunil Shara
4. Digital Business and E-Commerce Management -Dave Chaffey
5. Introduction to E-business-Management and Strategy-, Colin Combe
6. Digital Business Concepts and Strategy – Eloise Coupey

TOTAL QUALITY MANAGEMENT

L	T	P	C
3	1	0	4

Course objectives: This course is introduced make the business administration students to understand the concept of quality management and apply Selected Quality Improvement techniques like TPM and FMEA in business.

UNIT- I:-INTRODUCTION

History of Quality – Importance of Quality Management – Contributions of Quality Gurus – Definition of Quality and its types – Distinction between product quality and service quality- Cost of Quality. (12 hrs)

UNIT- II: ESSENTIALS OF QUALITY MANAGEMENT

Customer focus – Steps of developing customer focus – Customer and management – Factors affecting customer satisfaction – Importance of customer retention – Roles of leaders in Quality Improvement – Quality circles. (12 hrs)

UNIT- III: QUALITY IMPROVEMENT TECHNIQUES

Quality System – Process Capability – SIX SIGMA – Bench Marking –Quality function Deployment. (12 hrs)

UNIT- IV: TOTAL PRODUCTIVE MAINTENANCE (TPM)

Objectives of TPM – Elimination of Wastes by TPM – Equipment Maintenance Techniques – Benefits of TPM – Performance Measures of Maintenance System – Pillars of TPM – Stages of Implementation of TPM – Reliability – Failure Modes and Effects analysis (FMEA) (12 hrs)

UNIT –V: QUALITY MANAGEMENT SYSTEMS AND AWARD

ISO 9000 Series – ISO 9000:2015– ISO 9000 Vs Baldrige award – Malcolm Baldrige National Quality award – Business Process Re – engineering. (12 hrs)

Reference Books:

1. Quality Management - Paneerselvam.R and SivaSankaran.P
2. “Total Quality Management -Bester field, D.H., Carol Bester field, G.H.,Mary Bester filed
3. Quality Management: Creating and Sustaining Organization effectiveness. -Summers, C.S
4. Applied Statistical Quality Control and Improvement -K.Krishnaiah

SERVICES MARKETING

L	T	P	C
3	1	0	4

Course Objective: To give insights about the foundations of services marketing, customer expectations of services and gap existing in the service delivery processes and service Quality.

UNIT- I: INTRODUCTION

Introduction– Definition – Evolution and growth of service sector –Nature and Scope of Services –Difference between services and tangible products–Unique characteristics of services– Challenges and issues in Services Marketing. (12 hrs)

UNIT –II: STP OF SERVICES MARKETING

Classification of services – Expanded marketing mix –Service marketing – Environment and trends –Assessing Service Market potential -Service market segmentation, targeting and positioning. (12 hrs)

UNIT –III: SERVICE DESIGN AND DEVELOPMENT

Service Life Cycle – New service development – Service Blue Printing – GAP model of service quality – Measuring service quality – SERVQUAL – Service Quality function development. (12 hrs)

UNIT- IV: SERVICE DELIVERY AND PROMOTION

Positioning of services – Designing service delivery System, Service Channel – Pricing of services, methods – Service marketing triangle – Managing demand, Managing supply, managing Demand and Supply of Service–Integrated Service marketing communication. (12 hrs)

UNIT- V: SERVICE STRATEGIES

Service Marketing Strategies for Health – Hospitality – Tourism – Financial – Logistics– Educational – Marketing of Online Services– Entertainment & public utility Information technique Services. (12 hrs)

Reference Books:

1. Services Marketing: People, Technology, strategy. - Christopher H. Lovelock and JochenWirtz
2. Services Marketing- .John.E.G.Bateson, K.Douglas Hoffman
3. Services Marketing Operation Management and Strategy - Kenneth E Clow
4. Services Marketing - Valarie Zeithaml
5. Services Management and Marketing a CRM in Service Competition - Christian Gronroos

L	T	P	C
3	1	0	4

Course Objective: To make the student understand the areas of Security Analysis and Portfolio Management for making prudent investment decisions.

Unit- I: INTRODUCTION

Investment – meaning - definition – objectives - factors affecting investment – investment process -investment Vs gambling - investment Vs speculation – investment avenues –Bank FD- Post office savings schemes- Mutual funds –Stocks – NPS- Commodities –Reality- Bit coin –elements of risk. (12 hrs)

UNIT- II: CAPITAL MARKET MECHANISM

Capital market - Meaning – structure – Functions – Money market VS Capital market- capital market instruments - shares - debentures - bonds - stock exchanges – role - functions – stock exchanges in India-BSE - NSE – OTCEI – trading mechanism – online trading – types of investors - types of speculators (12 hrs)

UNIT- III: DERIVATIVES AND FUTURES

Derivatives – meaning - features – classifications - financial derivatives – forwards – futures options –swaps - Indian derivative markets – structure - trading regulatory frame work (12hrs)

UNIT- IV: SEBI REGULATION

Regulation of capital market in India - SEBI – constitution – powers – functions- roles- investor protection. (12hrs)

UNIT- V: PORTFOLIO MAAGEMENT

Portfolio management - meaning - importance – phases – security analysis – fundamental analysis- EIC frame work – technical analysis – Dow Theory - Elliot Wave Theory (12hrs)

Reference Books:

1. Investment Analysis and Portfolio Management-Rustagi RP2 Portfolio management-.S.Kevin
2. Investment analysis-Bhalla
3. Security Analysis and Portfolio Management -Avadhani V A 5, Investment Management-Preethi Sing

L	T	P	C
3	1	0	4

Course Objective: To make the students understand the importance and direction of performance in the organizational context.

Unit –I: INTRODUCTION

Meaning and concept of performance Management - features of Performance Management – Scope of Performance Management – Importance of Performance Management Defining Performance – Performance dimensions - approaches to measuring performance - diagnosing the causes of poor performance – differentiating task from contextual performance (12hrs)

UNIT- II: COMPETENCY ANALYSIS

Components of performance Management –Performance bench marking – Performance Culture – Competence and Competency Analysis –job competency Assessment – Team work and Performance (12hrs)

UNIT- III: PERFORMANCE EVALUATION

Appraisals-Introduction-need-skill required - the role of appraiser - job description and job specification- appraisal methods - ratters errors - data collection - conducting an appraisal interview - follow up and validation - present thoughts and future directions (12 hrs)

UNIT- IV: PERFORMANCE BASED REWARDS SYSTEM

Performance management and employee development - personal development plans – 360degree feed back as a developmental tool - performance management and reward system - performance linked remuneration system - performance linked career planning and promotion policy (12 hrs)

UNIT –V: PERFORMANCE CONSULTING

Performance consulting - concept - the need for performance consulting - role of the performance consulting - designing and using performance relationship maps - contracting for performance consulting services - organising performance improvement department (12hrs)

Reference Books:

1. Performance Management Systems and strategies- Bhattacharyya
2. The Talent Management Hand Book- Lance A. Berger & Dorothy R. Berger
3. Appraising & Developing Managerial Performance- Rao,T.V
4. Performance Management- Dixit Varsha,
5. Performance Appraisal and Management – Davinder Sharma

MSU/2020-21/UG-Colleges/Part-III (B.B.A.)/ Semester-VI / Ppr.no.40 / Major Project
MAJOR PROJECT

L	T	P	C
0	3	9	6

Course Objectives:

- To work & gain knowledge of real time business environment.
- To explore the various functional areas and analyze how theoretical concepts taught are applied in real life situations.
- To analyze best practices, system, processes, procedures and policies of a different functional areas and bring forward the deviations.
- To develop skills in report writing through data collection, data analysis, data extraction, and presentation and draw lessons vis-à-vis firm or company

For BBA Degree Programme there shall be a Project Work during the sixth semester on a topic related to any issues in commerce/Business/Industry/vocational course. The Project work can be done either individually or by a group not exceeding five students.

Under the supervision and guidance of the teachers of the Department. The topics shall either be allotted by the supervising teacher or be selected by the students in consultation with the supervising teacher.

The project work shall have the following stages:

- a. Project proposal presentation and literature review
- b. Field work and data analysis
- c. Report writing and draft report presentation
- d. Final report submission

The report shall be printed and flexi paper binding with around 50 A4 size pages. The layout is:

Font : Times New Roman Size : 12
Line Spacing : 1.5
Margin : Left - 1.5; Right-1; Top-1; Bottom-1

The project report should be submitted to the Department at least 15 days before the last working day of the sixth semester. The candidate shall prepare three copies of the report: two copies for submission to the Department and one copy for the student to bring at the time of viva-voce.

Structure of the Report

1. Title Pages
2. Certificate of the supervising Teacher with signature
3. Contents
4. List of Tables, Figures etc.
5. **Chapter 1-** Introduction, Review of literature, Statement of the problem, Need and Significance of the study, Objectives of the study, Research Methodology (Sample, Data sources, Tools of analysis etc.), Limitations of the study, Presentation of the study (5-8 pages)
6. **Chapter II-** Theoretical Back Ground (10-15 pages)
7. **Chapter III-** Data Analysis and Interpretation (25-30 pages)

8. **Chapter) IV** Summary of Findings, Conclusion and Suggestions
 9. **Appendix:** Questionnaire, Specimen copies of forms, other exhibits
 10. **Bibliography** (Books, journal articles, website etc. used for the project work) (Writtenbased on APA format)

Evaluation of the Report

- A Board of two examiners appointed by the University shall evaluate the report.
- A Viva voce based on the project report shall be conducted individually by the Board of Examiners.
- The total credits for Project work is 6.
- The Maximum Marks for evaluation of the report shall be 100 distributed among the following components,

i	Statement of the problem	5
ii	Objectives of the study	5
iii	Review of literature	5
iv	Methodology	5
v	Analysis and Interpretation	10
vi	Presentation of the report	5
vii	Findings and suggestions	10
viii	Bibliography	5
ix	Viva-Voce	50
	Total	100