



MANONMANIAM SUNDARANAR UNIVERSITY -TIRUNELVELI  
UG PROGRAMMES



OPEN AND DISTANCE LEARNING (ODL) PROGRAMMES

(FOR THOSE WHO JOINED THE PROGRAMMES FROM THE ACADEMIC YEAR 2023–2024)

B.B.A.

Semester	Course	Title of the Course	Course Code	Course Type
I	Part I –Languages (Tamil)	Pothu Tamil-I-Tamil Ilakkiya Varalaru-I	J1TL11	Theory
	Part II – Languages (English)	General English–I	J2EN11	Theory
	Core – I	Principles of Management	JMBA11	Theory
	Core – II	Accounting for Management-I	JMBA12	Theory
	Major Elective - I	Managerial Economics	JEBA11	Theory
	Skill Enhancement Course - I	Basics of Event Management	JSBA11	Theory
	Foundation Course	Managerial Communication	JFBA11	Theory

### 3. Principles of Management

UNIT	CONTENT
I	Management: Importance – Definition – Nature and Scope of Management - Process – Role and Functions of a Manager–Levels of Management – Development of Scientific Management and other Schools of thought and approaches.
II	Planning: Nature – Importance – Forms – Types – Steps in Planning – Objectives – Policies – Procedures and Methods – Natures and Types of Policies – Decision – making – Process of Decision–making –Types of Decision.
III	Organizing: Types of Organizations – Organization Structure – Span of Control and Committees – Departmentalization – Informal Organization- Authority – Delegation – Decentralization–Difference between Authority and Power–Responsibility.
IV	Direction – Nature and Purpose. Co- ordination – Need, Type and Techniques and requisites for excellent Co-ordination – Controlling – Meaning and Importance – Control Process.
V	Definition of Business ethics - Types of Ethical issues -Role and importance of Business Ethics and Values in Business - Ethics internal - Ethics External – Environment Protection – Responsibilities of Business.
<b>Recommended Text</b>	
1	JAF Stoner, Freeman R.E and Daniel R Gilbert “Management”, 6thEdition, Pearson Education, 2004.
2	Griffin,T.O., Management, Houghton Mifflin Company, Boston, USA, 2014.
3	Stephen A. Robbins & David A. Decenzo & Mary Coulter, “Fundamentals of Management” 7thEdition,PearsonEducation, 2011
4	Stoner, Freeman, Gilbert Jr. (2014). Management (6thedition), New Delhi: Prentice Hall India.
5	Robbins,S., Coulter,M., Sidani,D., and Jamali,D., Management: Arab World Edition, Pearson,2014.

#### 4. Accounting for Management I

UNIT	CONTENT
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.
II	Subsidiary book – Preparation of cash Book–Bank reconciliation statement – Rectification of errors– Suspense account.
III	Preparation of Final Accounts – Adjustment – Closing stock, outstanding, prepaid and accrued, depreciation, bad and doubtful debts, provision and discount on debtors and creditors, interest on drawings and capital.
IV	Hire Purchase System – Default and Repossession – Hire Purchase Trading Account –Installment System.
V	Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method.
<b>Recommended Text</b>	
1	Goel. D. K and Shelly Goel, 2018, Financial Accounting, Arya Publications, 2nd edition.
2	Jain.S.P & Narang .K, 1999, Financial Accounting, Kalyani Publishers, Ludhiana, 4th edition
3	Rakesh Shankar.R & Manikandan.S, Financial Accounting, SCITECH, 3rd edition.
4	Shukla & Grewal, 2002, Advanced Accounting, Sultan Chand & Sons, New Delhi, 15th edition.
5	TulsianP.C., 2006,FinancialAccounting,Pearson Education

## 5. Managerial Economics

UNIT	CONTENT
I	Nature and scope of managerial economics – definition of economics – important concepts of economics – relationship between micro, macro and managerial economics – nature and scope – objectives of firm.
II	Demand analysis – Theory of consumer behavior – Marginal utility analysis – indifference curve analysis Meaning of demand – Law of demand – Types of demand- Determinants of demand – Elasticity of demand – Demand forecasting.
III	Production and cost analysis – Production – Factors of production – production function – Concept – Law of variable proportion – Law of return to scale and economics of scale – cost analysis – Different cost concepts – Cost output relationship short run and long run– Revenue curves of firms– Supply analysis.
IV	Pricing methods and strategies – Objectives – Factors – General consideration of pricing–methods of pricing – Dual pricing– Priced is crimination.
V	Market classification – Perfect competition–Monopoly – Monopolistic competition– Duopoly– Oligopoly
<b>Recommended Text</b>	
1	Journal of Economic Literature – American Economic Association
2	Arthasastra Indian Journal of Economics & Research
3	Mithani D.M.(2016) –Managerial Economics –Himalaya Publishing House – Mumbai
4	Indian Economic Journal / Sage Publications
5	Mehta P.L (2016) – Managerial Economics – Sultan Chand & Sons – New Delhi

## 6. Basic of Event Management

UNIT	CONTENT
I	Introduction: Event Management – Definition, Need, Importance, Activities.
II	Concept and Design of Events: Event Co-ordination, Developing &, Evaluating event concept –Event Design
III	Event Feasibility: Resources – Feasibility, SWOT Analysis
IV	Event Planning & Promotion –Marketing & Promotion – 5Ps of Event Marketing – Product, Price, Place, Promotion, Public Relations.
V	Event Budget – Financial Analysis – Event Cost – Event Sponsorship
<b>Recommended Text</b>	
1	Event Management: A Booming Industry and an Eventful Career by Devesh Kishore, Ganga Sagar Singh – Har – Anand Publications Pvt.Ltd.
2	Event Management by Swarup K. Goyal – A dhyayan Publisher - 2009
3	Event Management & Public Relations by Savita Mohan- Enkay Publishing House
4	EventPlanning-Theultimateguide-PublicRelationsbyS.J.SebellinRoss
5	Event Management By Lynn Van Der Wagen & Brenda R Carlos, Pearson Publishers

## 7. Managerial Communication

UNIT	Details
I	Definition–Methods–Types–Principles of effective Communication – Barriers to Communication – Communication etiquette.
II	Business Letter – Layout - Kinds of Business Letters: application, offer, acceptance / acknowledgement and promotion letters. Business Development Letters – Enquiry, replies, Order, Sales, circulars, Grievances.
III	Interviews - Direct, telephonic & Virtual interviews – Group discussion –Presentation skills – body language
IV	Communication through Reports – Agenda –Minutes of Meeting – Resume Writing.
V	Modern Forms of Communication: podcasts, Email, virtual meetings – Websites and their use in Business – social media-Professional Networking sites.
<b>Recommended Text</b>	
1.	Krishan Mohan & Meena Banerji, Developing Communication Skills, Macmillan India Ltd,2008
2.	Mallika Nawal – Business Communication– CENGAGE
3.	Bovee, Thill, Schatzman, Business Communication Today – Peason Education Private Ltd – New Delhi.
4.	Michael Brown, Making Presentation Happen, Allen & Unwin, Australia, 2008
5.	Sundar K.A, Business communication Vijay Nicoleim prints Pvt. Ltd., Chennai.