



MANONMANIAM SUNDARANAR UNIVERSITY -TIRUNELVELI
UG PROGRAMMES



OPEN AND DISTANCE LEARNING (ODL) PROGRAMMES

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

B.B.A.

Semester	Course	Title of the Course	Course Code
III	Part I –Languages (Tamil)	தமிழக வரலாறும் பண்பாடும்	J1TL31
	Part II – Languages (English)	General English–III	J2EN31
	Core – V	Marketing Management	JMBA31
	Core – VI	Financial Management	JMBA32
	Major Elective - III	Business Statistics	JEBA31
	Skill Enhancement Course - IV	Computer Application in Business	JSBA31
	NMC /Substitute Paper	New Venture Management	JNBA31
EVS	Environmental Studies (Common)	JEVS31	

Marketing Management

UNIT	Details
I	Fundamentals of Marketing –Market - Classification of Market - Role of Marketing - Importance – Modern Marketing - Marketing Functions - Concept of Marketing Mix –Marketing Approaches
II	Market Segmentation and product – Need And Basis of Segmentation -Product – Characteristics – Benefits – Classifications – Product Mix-New Product Development Process- Product Life Cycle
III	Pricing – Meaning - Objectives - SignificanceBasic Principles of pricing - Methods of pricing - pricing policies and strategies - pricing process - Factors affecting Pricing Decisions
IV	Physical Distribution: Meaning- Importance – Features - Type of channel of distribution - Function of channel members – Factors influencing the channel selection
V	Promotion - Promotion mix - Sales Promotion tools - Objectives - Importance - Factors determining promotion mix – Digital Marketing - Application and benefits

Reading List
Philip Kotler & Gary Armstrong, Principles of Marketing: A South Asian Perspective, Pearson Education, 2018.
Rajan Saxena, Marketing Management, Tata Mc Graw Hill, 2017.
L.Natarajan, Marketing, Margham Publications, 2017.
J P Mahajan & Anupama Mahajan, Principles of Marketing, Vikas Publishing House, 2017.
K Karunakaran, Marketing Management, Himalaya Publishing House,2017.

Financial Management

UNIT	Details
I	Meaning, objectives and Importance of Finance – Sources of finance – Functions of financial management – Role of financial manager in Financial Management.
II	Capital structures planning - Factors affecting capital structures – Determining Debt and Equity proportion – Theories of capital structures – Leverage concept.
III	Cost of capital – Cost of equity – Cost of preference share capital – Cost of debt – Cost of retained earnings – Weighted Average (or) Composite cost of capital (WACC)
IV	Capital Budgeting: ARR, Pay back period, Net presentvalue, IRR, Capital rationing, simple problems on capital budgeting methods.
V	Working capital – Components of working capital – operating cycle – Factors influencing working capital – Determining (or) Forecasting of working capital requirements.

Reading List	
1.	Dr. Kulkarni and Dr. SathyaPrasad, Financial Management, 13 th Edition 2011
2.	Advanced Financial Management kohok, M A, Everest Publishing House
3.	Financial Management Kishore R M, Taxman Allied Service
4.	Strategic Financial Management Jakhotiya
5.	Financial Management & Policy Srivastava, R M Himalaya

Business Statistics

UNIT	Details
I	Introduction – Meaning and Definition of Statistics – Collection and Tabulation of Statistical Data – Presentation of Statistical Data – Graphs and Diagrams-
II	Measures of Central Tendency – Arithmetic Mean, Median and Mode – Harmonic Mean and Geometric Mean.
III	Measures of Variation – Standard Deviation – Mean deviation – Quartile deviation
IV	Simple Correlation – Scatter Diagram – Karl Pearson’s Correlation – Rank Correlation – Regression.
V	Testing of hypothesis – Chi-Square test, T Test, F Test, ANOVA.

Reading List	
1.	P.R. Vittal, Business Mathematics and Statistics, Margham Publications, Chennai, 2004.
2.	S.P. Gupta, Statistical Methods, Sultan Chand & Sons, New Delhi, 2007.
3.	S.P. Gupta, Elements of Business Statistics, Sultan Chand & Sons, New Delhi, 2007
4.	J.K. Sharma, Business Statistics, Pearson Education, New Delhi, 2007.
5.	Business Statistics & OR - Dr. S. P. Rajagopalan, Tata McGraw-Hill

Computer Application in Business (Practical Subject)

UNIT	Details
I	Introduction, Menus, Shortcuts, Document types, working with Documents-Opening, Saving, Closing, Editing Document, Using Toolbars, Rulers, Help, Formatting Documents-Setting font, paragraph, Page Style-Setting foot notes, page break, Line break, creating sections and frames, Inserting clip arts, pictures, Setting document styles, Creating Tables- Settings, borders, alignments, Merging, splitting, sorting rows and columns, Drawing-Inserting, drawing, formatting, grouping, ordering, rotating pictures, Tools- Word completion, Spell check.
II	Introduction, Spread sheet application, Tool bars and icons, Spreadsheet-Opening, saving, closing, setting margins, Converting file to different formats, spread sheet addressing, Entering And Editing Data- Copy, cut, paste, undo, redo, find, search, replace, filling continuous rows and columns, inserting data cells, columns, rows and sheet, Basic formulas, Functions Types- Mathematical, Group, string, date and time, Formatting Spread Sheet- Alignment, font, border, hiding, locking, cells, Highlighting values, background color, bordering and shading, Working With Sheet-Sorting, filtering, subtotals, Charts-Selecting, formatting, labeling, scaling, spell check
III	Introduction, opening new presentation, Presentation templates, presentation layout, Creating Presentation- adding text, Formatting- Adding style, color, gradient fills, arranging objects, adding header and footer, slide background, slide layout, Slide Show, Inserting pictures,movies, Adding Effects-Setting animation and transition effects, audio and video.
IV	Database introduction - Creating Database - Creating Table - Modifying Data in Table
V	Use Google forms to develop & share questionnaire.

Reading List
International Journal of Computer Applications in Technology
International Journal of Computer Applications – IJCA
P.Rizwan Ahmed; Computer Application in Business, Margham Publications, 2019.
Computer Application in Business (Tamil Nadu) by Dr. R.Paramaeswaran
Taxmann’s Basics of Computer Applications in Business by Hem Chand Jain and H.N. Tiwari, Taxmann Publications Private Limited .

Exercise Word:

1. Create table with five columns and six rows. Do the following options using that table:
 - a) Sorting, b) The sum function c) Merge cell d) Table headings
 Convert Text to a table, Splitting a Table and Table AutoFormat. Show with example.
2. Assuming yourself as the General Manager of a company draft an appointment letter to a candidate short-listed through an interview.
3. Create at least two pages of text with multicolumn layouts like magazines and newspapers. Add the following options: a) Borders and shading for title b) Use WordArt for heading c) Use Text Box

EXERCISES: Excel

1. Prepare a Mark Sheet of a School for 10 Students with 6 Subjects details and Calculate how many students pass and fail by including one column as result in the mark sheet.
2. Prepare an EMPLOYEE Database of an Organization with the following details: (Atleast 10 Details) Name, Emp Id, Gender, Address, Phone No, E-Mail Id Qualification, Designation, Department, Salary, Year Of Joining And Working Station Draw chart to find out the % of Male & Female working (Pie chart)
3. Graphically present the following sales data from ABC Corporation Limited

Zone	Sales in Lakhs			
	1st quarter	2nd quarter	3rd quarter	4th quarter
North	23	26	32	30
South	21	25	30	30
East	24	26	29	27
West	21	26	28	29

EXERCISES: Power Point

1. Present the agenda of the Annual General Meeting of a company using PowerPoint.
 - a) Set a suitable timing between two slides.
 - b) Use appropriate templates, fonts and styles.
 - c) Store a copy of the presentation as a PowerPoint show (ie., with a pps extension)
 - d) The timing between slides is 30 seconds
 - e) Use different animation effects for each slide. Prepare at least seven slides.
2. Design presentation slides for a products of your choice the slides must include name, brand name, type of product, characteristics, special offers, price etc.
 - a) Changing background colour, font colour using wordart.
 - b) Use manual mode for the slide show.
 - c) Use Top-down, Bottom-up, Zoom in and Zoom out effects.

EXERCISES: Access

- i. Create a table, form and report for the database: —Patient details
- ii. Fields are: patient, Patient name, Patient age, Patient Gender, Patient address, Patient phone, Patient mobile, Patient email, Doctor detail, Patients reports (At least 10 records should be included).

Google Form:

1. Create a Quiz using Google form
2. Create a survey using Google form

New Venture Management

UNIT	Details
I	Concept of Entrepreneurship – Evolution - importance – Importance of entrepreneurship, developing creativity and understanding innovation, stimulating creativity
II	Developing Successful Business Ideas: Recognizing Opportunities and Generating Ideas - Entry strategies: New Product – Franchising - Buying an existing firm.
III	Feasibility Analysis: Marketing, Technical and Financial Feasibility analysis - Industry and Competitor Analysis-assessing a New Venture's Financial Strength and Viability
IV	Moving from an Idea to a New Venture: Preparing the Proper Ethical and Legal Foundation- Building a New-Venture Team – Leadership - Corporate Entrepreneurship, Social Entrepreneurship.
V	Financing the New Venture: Financing entrepreneurial ventures - Valuation of a new company - Arrangement of funds - Alternate Source of Funding - Start-ups, MSMEs, any new venture

Reading List	
1.	Journal of Business Venturing – Elsevier
2.	Technology, Innovation, Entrepreneurship and Competitive Strategy, Emerald
3.	Entrepreneurship: New Venture Creation (2016) David H. Holt, Pearson Education India,
4.	Entrepreneurship and New Venture Creation; Arun Sahay, V. Sharma; Excel Book (2008)
5.	Entrepreneurship ,11 th Edition , By Robert D. Hisrich, Michael P.Peters, Dean A.Shepherd , Sabyasachi Sinha , Mc Graw Hill