

MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A)

SCHEME OF EXAMINATIONS (2021-22 Onwards)

Bachelor of Business Administration is one of the most popular bachelor degree program after class XII. The BBA course is the gateway to numerous job opportunities in a plethora of sectors like Marketing, Education, Finance, Sales, and Government. The 3-year undergraduate course in Business Administration is open to students from all the three streams of education namely Commerce, Arts and Science. The BBA course offers knowledge and training in management and leadership skills to prepare them for managerial roles and entrepreneurship. During the tenure of the course, candidates learn various aspects of business administration and management through class room lectures, Games, Seminars and practical projects. The overall objectives of this academic Bachelor's program is to develop the students' intellectual capacity, executive personality, and managerial skills in a way that enables them assume entry-level managerial positions in business and industry, public sector organizations, consultancy companies and other organizations. Graduates of the program may also choose to start their own entrepreneurial business ventures

ELIGIBILITY FOR Any candidate who has passed the Plus Two of the Higher Secondary Board of Tamilnadu or that of any other university or Board of Examinations in any state recognized as equivalent to the Plus Two of the Higher Secondary Board in Tamilnadu.

DURATION OF THE COURSE The duration of the course shall be three academic years comprising **six semesters** into with two semesters for each academic year. There shall be at least 90 working days in a semester and a minimum 450 hours of instructions in a semester.

REGISTRATION Each student shall register for the courses in the prescribed registration form in consultation with the Faculty Advisor within two weeks from the commencement of each semester.

PROGRAMME STRUCTURE The BBA programme shall include 40courses, including four language courses and two projects:-

Nature of Course	Number
1. Language Courses	4
2. Foundation Courses	2
3. Core Courses (excluding project)	19
4. Allied Courses	4
5. Complementary Courses	2
6. Skill Based Core courses	2
7. Skill based common	1
8. Non Major Elective courses	2
9 Major Elective	2
10. Projects	2

The students secure the credit assigned to a course on successful completion of the course. The students shall be required to earn a minimum of 120 credits for the award of the degree.

STUDY TOUR / INDUSTRIAL VISIT Study tour / Industrial visits must be arranged during the 3 year B.B.A. programme. The faculty accompanying the students during such tour / visits will be sanctioned leave on other duty. *Students must submit factory visit reports / tour reports within 7 days of their visit to the Head of the Department.*

MEDIUM OF INSTRUCTION AND WRITING UNIVERSITY EXAMINATIONS. The major classes are handled by using English language as the medium of instruction. Students who are studying the B.B.A. course should write the University Examinations in the *English medium.*

MANONMANIAM SUNDARANAR UNIVERSITY TIRUNELVELI

CHOICE BASED CREDIT SYSTEM

**BACHELOR OF BUSINESS ADMINISTRATION
(With effect from the Academic Year 2021-2022 onwards)**

Sem (1)	Part I / II/III/ IV/V (2)	Subject Number (3)	Subject Status (4)	Subject Title (5)	L	T	P	C	Maximum marks		
									Internal	External	Total
I	I	1	Language	Tamil / Other Language	5	1	0	4	25	75	100
	II	2	Language	Communicative English	4	2	0	4	25	75	100
	III	3	Core-1	Professional English for Commerce and Management-I	3	1	1	4	25	75	100
	III	4	Core-2	Principles of Management	4	1	0	4	25	75	100
	III	5	Allied-1	Business Statistics	3	1	2	4	25	75	100
	IV	6	Common	Environmental Studies	2	0	0	2	25	75	100
	Sub Total					20	9	1	22		
II	I	7	Language	Tamil / Other Language	5	1	0	4	25	75	100
	II	8	Language	Communicative English	4	2	0	4	25	75	100
	III	9	Core-3	Professional English for Commerce and Management-II	3	2	0	4	25	75	
	III	10	Core-4	Managerial Economics	3	0	2	4	25	75	100
	III	11	Allied-2	Business Mathematics	3	1	2	4	25	75	100
	IV	12	Common	Value Education	2	0	0	2	25	75	100
	Sub Total					20	9	1	22		

MSU/2020-21/UG-Colleges/Part-III (B.B.A.)/ Semester-I / Ppr.no.3/ Core-1
PROFESSIONAL ENGLISH FOR COMMERCE AND MANAGEMENT- I

L	T	P	C
3	1	1	4

Course objective: To develop the language skills of students by offering adequate practice in professional contexts and to focus on developing student's knowledge of domain specific registers and the required language skills

UNIT I- COMMUNICATION

Listening : Listening to audio text and answering questions - Listening to Instructions
Speaking : Pair work and small group work.
Reading : Comprehension passages –Differentiate between facts and opinion
Writing : Developing a story with pictures.
Vocabulary : Register specific - Incorporated into the LSRW tasks (15 hrs)

UNIT II – DESCRIPTION

Listening : Listening to process description.-Drawing a flow chart.
Speaking : Role play (formal context)
Reading : Skimming/Scanning- Reading passages on products, equipment and gadgets.
Writing : Process Description –Compare and Contrast Paragraph-Sentence Definition and Extended definition- Free Writing.
Vocabulary : Register specific -Incorporated into the LSRW tasks. (15 hrs)

UNIT III- NEGOTIATION STRATEGIES

Listening : Listening to interviews of specialists / Inventors in fields (Subject specific)
Speaking : Brainstorming. (Mind mapping). Small group discussions (Subject-Specific)
Reading : Longer Reading text.
Writing : Essay writing (250 words)
Vocabulary : Register specific - Incorporated into the LSRW tasks (15 hrs)

UNIT IV- PRESENTATION SKILLS

Listening : Listening to lectures.
Speaking : Short talks.
Reading : Reading Comprehension passages
Writing : Writing Recommendations Interpreting Visuals inputs
Vocabulary : Register specific - Incorporated into the LSRW tasks (15 hrs)

UNIT - V CRITICAL THINKING SKILLS

Listening : Listening comprehension- Listening for information.

Speaking : Making presentations (with PPT- practice).
Reading : Comprehension passages –Note making. Comprehension:
Motivational article on Professional Competence, Professional Ethics
and Life Skills
Writing : Problem and Solution essay– Creative writing –Summary writing
Vocabulary : Register specific - Incorporated into the LSRW tasks (15 hrs)

References:

1. Shiv Khera – You Can Win
2. Robin Sharma – The Monk Who Sold His Ferrari
3. A.P.J.AbdulKalam – Ignited Minds - Wings of Fire
4. Richard Back – Jonathan Livingston Seagull
5. Med Serif – How to Manage Yourself

PRINCIPLES OF MANAGEMENT

L	T	P	C
4	1	0	4

Course Objectives: To acquaint students with the fundamentals of management and the basic functions of modern management.

UNIT I INTRODUCTION TO MANAGEMENT

Definition of Management – managerial roles and skills- Science or Art – Manager Vs Administrator – Evolution of Management – Scientific, human relations, system and contingency approaches (contributions of F.W Taylor, Henry Fayol, Elton Mayo, Gilberth and McGregor) - Levels and Functions of Management. (15 hrs)

UNIT II PLANNING

Nature and purpose of planning – planning process – types of planning – objectives – setting objectives – policies – Planning premises – Planning Tools and Techniques – Decision making steps and process. (15 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 —Span of Management- Job design- Recruitment, selection, Training and Compensation. (15 hrs)

UNIT IV DIRECTING

Foundations of individual and group behaviour – motivation – motivational techniques – job enlargement – job enrichment – leadership – types and theories of leadership – communication – process of communication – barrier in communication – effective communication. (15 hrs)

UNIT V CONTROLLING

System and process of controlling – budgetary and non-budgetary control techniques – use of computers and IT in Management control – Productivity problems and management – control and performance – direct and preventive control – reporting. (15 hrs)

Reference books:

1. Principles of Management- T.Ramasamy.
2. Principles and Practices of Management- L.M. Prasad.
3. Essentials of Management – KOONTZ AND O'DONNELL
4. Principles of Management – SHERLEKAR S. A.
5. Business Management – DINKAR PAGARE
6. Principles of Management – TRIPATHI AND REDDY

MSU/2020-21/UG-Colleges/Part-III (B.B.A.)/ Semester-I / Ppr.no.5/ Allied-1
BUSINESS STATISTICS

L	T	P	C
3	1	2	4

Course Objective: To familiarize the students with various statistical Data Analysis tools that can be used for effective decision making. Emphasis will be on the application of the concepts learned.

UNIT I MEASURE OF CENTRAL TENDENCY

Measures of Central value- characteristics of an ideal measure- Measures of Central tendency –mean, median, mode – Application in Business decisions – Measures of Dispersion – absolute and relative measures of dispersion – Range, Quartile Deviation, Mean Deviation, Standard Deviation, Co-efficient of Variation – Moments, Skewness, Kurtosis - (Conceptual framework only) (18 hrs)

UNIT II CORRELATION ANALYSIS

Correlation analysis: Meaning and Significance – Correlation and Causation, Types of Correlation, Methods of studying Simple Correlation – Scatter diagram, Karl Pearson's Coefficient of Correlation, Spearman's Rank Correlation co-efficient. (18 hrs)

UNIT III REGRESSION ANALYSIS

Regression Analysis – Regression Vs Correlation, Linear Regression, Regression lines, Standard error of estimates. (18 hrs)

UNIT IV TIME SERIES ANALYSIS

Time Series-Meaning and significance – utility, components of Time series-Measurement of Trend: Method of least squares, Parabolic Trend and Logarithmic trend. (18 hrs)

UNIT V INDEX NUMBERS

Meaning and significance, problems in construction of index numbers, methods of constructing index numbers – weighted and unweighted, test of adequacy of index numbers, chain index numbers, base shifting, splicing and deflating index numbers (18 hrs)

(Marks: Theory 40% and Problems 60%)

Reference Books:

- 1) Business Statistics – R.S.N.PILLAI
- 2) Statistical Methods – S.P.GUPTA
- 3) Statistics – ELHANCE .

MSU/2020-21/UG-Colleges/Part-III (B.B.A.)/ Semester-II / Ppr.no.9/ Core-3
PROFESSIONAL ENGLISH FOR COMMERCE AND MANAGEMENT– II

L	T	P	C
3	0	2	4

Course Objectives: The Professional Communication Skills Course is intended to help the business Administration students Develop their competence in the use of English with particular reference to the workplace situation. Enhance the creativity of the students, which will enable them to think of innovative ways to solve issues in the workplace.

Unit 1- Communicative Competence

Listening – Listening to two talks/lectures by specialists on selected subject specific topics -(TED Talks) and answering comprehension exercises (inferential questions). Speaking: Small group discussions (the discussions could be based on the listening and reading passages- open ended questions. Reading: Two subject-based reading texts followed by comprehension activities/exercises

Writing: Summary writing based on the reading passages.

Grammar and vocabulary exercises/tasks to be designed based on the discourse patterns of the listening and reading texts in the book. This is applicable for all the units. (15 hrs)

Unit II Persuasive Communication

Listening: listening to a product launch- sensitizing learners to the nuances of persuasive communication. Speaking: debates – Just-A Minute Activities. Reading: reading texts on advertisements (on products relevant to the subject areas) and answering inferential questions. Writing: dialogue writing- writing an argumentative /persuasive essay. (15 hrs)

Unit III - Digital Competence

Listening: Listening to interviews (subject related). Speaking: Interviews with subject specialists (using video conferencing skills) Creating Blogs (How to become a blogger and use Blogging to nurture interests – subject related).Reading: Selected sample of Web Page (subject area). Writing: Creating Web Pages. Reading Comprehension: Essay on Digital Competence for Academic and Professional Life. The essay will address all aspects of digital competence in relation to MS Office and how they can be utilized in relation to work in the subject area (15 hrs)

Unit IV- Creativity and Imagination

Listening to short (2 to 5 minutes) academic videos (prepared by EMRC/ other MOOC videos on Indian academic sites – (E.g. <https://www.youtube.com/watch?v=tpvicScuDy0>). Speaking: Making oral presentations through short films – subject based. Reading: Essay on Creativity and Imagination (subject based). Writing – Basic Script Writing for short films (subject

based). - Creating web pages, blogs, flyers and brochures (subject based). - Poster making – writing slogans/ captions (subject based) (15 hrs)

Unit V - Workplace Communication & Basics of Academic Writing

Speaking: Short academic presentation using PowerPoint .Reading & Writing: Product Profiles, Circulars, Minutes of Meeting. Writing an introduction, paraphrasing Punctuation(period, question mark, exclamation point, comma, semicolon, colon, dash, hyphen, parentheses, brackets, braces, apostrophe, quotation marks, and ellipsis) Capitalization (use of upper case) (15 hrs)

Reference Books:

1. Essentials of Business Communication - Rajendra Paland Korahill,
2. Speaking and Writing for Effective Business Communication - Francis Soundararaj
3. Effective Technical communication - Ashraf Rivi
- 4., Essentials of Business Skills- Shalini Aggarwal
5. Business Communication - Madhukar, R K

Managerial Economics

L	T	P	C
3	2	0	4

Course Objectives: Course Objectives: To impart the basic concepts of Economics and provide the application of economics principles in business decision making. Also aims to create awareness on the micro and macroeconomic environment.

Unit – I – Demand Analysis

Meaning, Nature and Scope of Managerial Economics- Demand – Law of Demand – Exceptions to the law of demand- Determinants of Demand-Elasticity of demand – Supply – Law of Supply – Elasticity of Supply. Demand Forecasting: Meaning Significance, methods of demand forecasting (15 hrs)

Unit- II- Cost Analysis and Production Analysis

Cost Concept- Types of cost – Cost Curves – Cost- Output Relationship in the short run and long run, LAC curve. Production function with one variable input – Law of variable Proportions. Production function with two variable inputs and Law of returns to scale, Indifference curves, Iso-Quants and Iso-cost line, Least cost combination factor, Economies of scale. (15 hrs)

Unit III- Market structure and Pricing Practice

Perfect Competition, Features, Determination of price under perfect competition. Monopoly- features, Pricing under monopoly, Price Discrimination. Monopolistic Competition- Features, pricing under monopolistic competition, product differentiation. Oligopoly- features, Kinked demand curve, cartels, Price leadership. (15 hrs)

Unit IV – Money

Money- meaning – types- functions -- Foreign Exchange – Meaning – Exchange Rate- Spot rate and forward rate-Types of forex market- Inflation – Meaning – Types- causes and effects. Inflation Vs Deflation. Corrective mechanism (Monetary and fiscal measures). (15 hrs)

Unit V- National Income and Business Cycle

National Income- Meaning – Concepts (GDP, GNP, NNP, NDP, Private Income, Personal Income , Disposable Income and Per Capita Income) – Methods of Measurement (Product method, Income Method and Expenditure Method)- Difficulties in Measuring National Income. Business Cycle – Meaning-phases and effects. (15 hrs)

Reference Books:

1. Managerial Economics- RL.Varshney and Maheshwari,
2. Business Economics - Sankaran,
3. Managerial Economics –KC. Sankaranarayanan
4. Managerial Economics – Sumitra Pal
5. Managerial Economics – H.L. Ahuja

MSU/2020-21/UG-Colleges/Part-III (B.B.A.)/ Semester-II / Ppr.no.11/ Allied–2

BUSINESS MATHEMATICS

L	T	P	C
3	1	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 – 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. (18 hrs)

Unit II

Set theory – definition – types – union, intersection, difference, and complement of sets – De Morgan’s Law – Venn diagram – simple set applications – Cartesian product (18 hrs)

Unit III

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 (18 hrs)

Unit IV

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.

(18 hrs)

Unit V

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.

(18hrs)

(Marks: Theory 40% and Problems 60%)

Reference Books:

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|-------------------------------|-----------------------------------|
| 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 |