

BUSINESS ADMINISTRATION

Syllabus

Program Code: UBA

2018-2019 onwards



MANNAR THIRUMALAI NAICKER COLLEGE

(AUTONOMOUS)

Re-accredited with "A" Grade by NAAC

PASUMALAI, MADURAI – 625 004

Eligibility for Admission

Candidates seeking admission to the B.B.A Degree course must have passed the Higher Secondary Education, (should have studied Commerce and Accountancy in HSC) of the Government of Tamil Nadu or any other state or its equivalent qualification.

Duration of the course

The duration of the course shall be three academic years comprising six semesters with two semesters in each academic year.

Subjects of Study

Part I : Tamil / Company Secretarial Practice and Modern Office Management

Part II : English

Part III :

1. Core Subjects
2. Allied Subjects
3. Electives

Part IV :

1. Non Major Electives
2. Skill Based Subjects
3. Environmental Studies - Mandatory Subject
4. Value Education - Mandatory Subject

Part V :

Extension Activities

The scheme of Examination

The components for continuous internal assessment are:

Two tests and their average	--15 marks
Seminar /Quiz	--5 marks
Assignment	--5 marks
Total	--25 marks

Pattern of the questions paper for the continuous Internal Assessment

(For Part I, Part II, Part III , NME & Skilled Paper in Part IV)

The components for continuous internal assessment are:

Part –A

Six multiple choice questions (answer all) 6 x 01= 06 Marks

Part –B

Two questions ('either or 'type) 2 x 07=14 Marks

Part –C

One question out of two 1 x 10 =10 Marks

Total 30 Marks

Pattern of the question paper for the Summative Examinations:

Note: Duration- 3 hours

Part –A

Ten multiple choice questions 10 x 01 = 10 Marks

No Unit shall be omitted: not more than two questions from each unit.)

Part –B

Five Paragraph questions ('either or 'type) 5 x 07 = 35 Marks

(One question from each Unit)

Part –C

Three Essay questions out of five 3 x 10 =30 Marks

(One question from each Unit)

Total 75 Marks

The Scheme of Examination (Environmental Studies and Value Education)

Two tests and their average	--15 marks
Project Report	--10 marks*
	<hr/>
Total	--25 marks
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** The students as Individual or Group must visit a local area to document environmental assets – river / forest / grassland / hill / mountain – visit a local polluted site – urban / rural / industrial / agricultural – study of common plants, insects, birds – study of simple ecosystem – pond, river, hill slopes, etc.

Question Paper Pattern

Pattern of the Question Paper for Environmental Studies & Value Education only (Internal)

Part –A

(Answer is not less than 150 words)

Four questions ('either or 'type) 4 x 05=20 Marks

Part –B

(Answer is not less than 400 words)

One question ('either or 'type) 1 x 10=10 Marks

Total

 30 Marks

Pattern of the Question Paper for Environmental Studies & Value Education only (External)

Part –A

(Answer is not less than 150 words)

Five questions (either or type) 5 x 06 =30 Marks

(One question from each Unit)

Part –B

(Answer is not less than 400 words)

Three questions out of Five 3 x 15 = 45 Marks

each unit (One question from each Unit)

Total

 75 Marks

Minimum Marks for a Pass

40% of the aggregate (Internal +Summative Examinations).

No separate pass minimum for the Internal Examinations.

27 marks out of 75 is the pass minimum for the Summative Examinations.

PROGRAMME SPECIFIC OUTCOMES

PSO 1	:	To equip the students with specific knowledge and skills for junior and middle positions of responsibilities in industrial and commercial organizations.
PSO 2	:	To provide instructions on the lines of professional course by adopting participative methods of learning.
PSO 3	:	To assist the graduates in finding employment opportunities in business and industry and developing entrepreneurial skills.
PSO 4	:	To enable students to learn the process, tools and techniques of research in business.

B.B.A. COURSE STRUCTURE

Study component	Semester	Part I	Part II	Part III	Part IV	Part V	Total
	I	5 (3)	6 (3)	Core 5 (4) Core 5 (4) Allied 5 (4)	Skill 2 (2) EVS 2 (2)	-	7 (22)
	II	5 (3)	6 (3)	Core 5 (4) Core 5 (4) Allied 5 (4)	Skill 2 (2) VEDN 2 (2)	-	7 (22)
	III	-	-	Core 5 (4) Core 5 (4) Core 5 (4) Core 5 (4) Allied 6 (4)	Skill 2 (2) NME 2 (2)	-	7 (24)
	IV	-	-	Core 5 (4) Core 5 (4) Core 5 (4) Core 5 (4) Allied 6 (4)	Skill 2 (2) NME 2 (2)	Extension (1)	8 (25)
	V	-	-	Core(E) 5 (5) Core(E) 5 (5) Core 6 (4) Core 6 (4) Core 6 (4)	Skill 2 (2)	-	6 (24)
	VI	-	-	Core(E) 5 (5) Core(E) 5 (5) Core 6 (4) Core 6 (4) Core 6 (4)	Skill 2 (2)	-	6 (24)
	Total	2	2	4+22=26	6+2+2=10	1	41 (141)

SEMESTER I						
Sub Code	Title of the Paper	No. of Hours	No. of Credits	Internal	External	Total
Part I	Tamil / Alternate Subject					
18UBAG11	Company Secretarial Practice	5	3	25	75	100
Part II	English					
18UBEG11	English I: Business English – I	6	3	25	75	100
Part III	Core Subjects					
18UBAC11	Management Practices	5	4	25	75	100
18UBAC12	Financial Accounting	5	4	25	75	100
Part III	Allied Subject					
18UBAA11	Business Economics	5	4	25	75	100
Part IV	Skill Based Subject					
18UBAS11	Managerial Skills	2	2	25	75	100
Part IV	Mandatory Subject					
18UEVG11	Environmental Studies	2	2	25	75	100
	Total	30	22	175	525	700
SEMESTER II						
Sub code	Title of the Paper	No. of Hours	No. of Credits	Internal	External	Total
Part I	Tamil / Alternate Subject					
18UBAG21	Modern Office Management	5	3	25	75	100
Part II	English					
18UBEG21	English II: Business English – II	6	3	25	75	100
Part III	Core Subjects					
18UBAC21	Business Environment	5	4	25	75	100
18UBAC22	Cost Accounting	5	4	25	75	100
Part III	Allied Subject					
18UBAA21	Modern Banking	5	4	25	75	100
Part IV	Skill Based Subject					
18UBAS21	Employability Skills	2	2	25	75	100
Part IV	Mandatory Subject					
18UVLG21	Value Education	2	2	25	75	100
	Total	30	22	175	525	700

SEMESTER III						
Sub Code	Title of the Paper	No. of Hours	No. of Credits	Internal	External	Total
18UBAC31	Business Law	5	4	25	75	100
18UBAC32	Computer Application in Business	5	4	25	75	100
18UBAC33	Entrepreneurship	5	4	25	75	100
18UBAC34	Organisational Behaviour	5	4	25	75	100
18UBAA31	Business Statistics	6	4	25	75	100
18UBAS31	Personality Development Skills	2	2	25	75	100
18UBAN31	Business Management	2	2	25	75	100
	Total	30	24	175	525	700
SEMESTER IV						
Sub code	Title of the Paper	No. of Hours	No. of Credits	Internal	External	Total
18UBAC41	Industrial Law	5	4	25	75	100
18UBAC42	Human Resource Management	5	4	25	75	100
18UBAC43	Marketing Management	5	4	25	75	100
18UBAC44	Research Methodology	5	4	25	75	100
18UBAA41	Business Mathematics	6	4	25	75	100
18UBAS41	Body Language Skills	2	2	25	75	100
18UBAN41	Entrepreneurial Development	2	2	25	75	100
	Part V Extension Activities	0	1	25	75	100
18UGKG41	General Knowledge (<i>Extra Credit Paper</i>) Students will take up the General Knowledge paper as a self – study course	0	1	---	---	100
	Total	30	25	200	600	800

SEMESTER V						
Sub Code	Title of the Paper	No. of Hours	No. of Credits	Internal	External	Total
18UBAC51	Operations Management	6	4	25	75	100
18UBAC52	Financial Management	6	4	25	75	100
18UBAC53	Internship Training Report	6	4	40	60	100
Electives	Group A: Marketing*					
18UBAE51	Retail Management	5	5	25	75	100
18UBAE52	Logistics and Supply Chain Management	5	5	25	75	100
	Group B: Finance*					
18UBAE53	Security Analysis and Portfolio Management	5	5	25	75	100
18UBAE54	Micro Finance and Insurance	5	5	25	75	100
	Group C: HRM*					
18UBAE55	Training and Development	5	5	25	75	100
18UBAE56	Organisational Development	5	5	25	75	100
Skill Based Subject 18UBAS51	Group Discussion and Interview Skills	2	2	25	75	100
	Total	30	24	165	435	600

SEMESTER VI						
Sub code	Title of the Paper	No. of Hours	No. of Credits	Internal	External	Total
18UBAC61	Management Accounting	6	4	25	75	100
18UBAC62	Case Analysis	6	4	25	75	100
18UBAPR1	Project Report	6	4	40	60	100
Electives	Group A: Marketing*					
18UBAE61	Services Marketing	5	5	25	75	100
18UBAE62	Advertising and Sales Management	5	5	25	75	100
	Group B: Finance*					
18UBAE63	Export and Import: Procedures and Documentation	5	5	25	75	100
18UBAE64	Forex Management	5	5	25	75	100
	Group C: HRM*					
18UBAE65	Industrial and Labour Relations	5	5	25	75	100
18UBAE66	Counseling Skills for Managers	5	5	25	75	100
Skill Based Subject						
18UBAS61	Numerical and Reasoning Skills	2	2	25	75	100
	Total	30	24	165	435	600

**Choose any one pair either a or b or c from the elective offered*



MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous)
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Programme : UG

Semester : I

Sub Code : 18UBEG11

Part II : English

Hours : 06

Credits : 03

BUSINESS ENGLISH – I

COURSE OUTCOMES	
<p>CO1: To cater to the four essential aspects of communication skills namely, listening, Speaking, Reading and Writing and thereby create a congenial class room atmosphere, leaving enough scope for confident interactions and free flow of individual thoughts.</p> <p>CO2: To equip students to effectively acquire skills in reading, writing, comprehension and communication, as also to use electronic media for business communication.</p> <p>CO3: This paper will helps students to develop verbal and non-verbal communication skills placing emphasis on the practical applications of both.</p> <p>CO4: To motivate them to enjoy and learn parts of speech and other rules in Grammar.</p>	
UNIT I	<p>: BASICS OF COMMUNICATION: Meaning, Importance, Objectives and Principles of Communication. Media of Communication – Written, Oral, Face-to-face, Visual, Audio, Audio-Visual, Computer based and Silence. Types of communication – Downward, Upward, Horizontal, Grapevine and Consensus. Barriers to communication – Physical, Semantic, Socio Psychological, Different comprehension of reality and Wrong choice of Medium. Measures to overcome the Barriers to Communication.</p>
UNIT II	<p>: BUSINESS LETTERS: Need, Functions and Kinds. Effective Business Letters – Importance, Essentials and How to write it. Layout of Business Letters – Style/Form and Structure/Parts. Job Application Letters and Resume.</p>
UNIT III	<p>: GRAMMAR</p> <ol style="list-style-type: none"> 1. Noun 2. Pronoun 3. Adjectives. 4. Adverbs. 5. Articles. 6. Verbs- Transitive and Intransitive; Regular and Irregular. Auxiliary Verb. 7. Conjunction. 8. Tag Questions.
UNIT IV	<p>: COMPOSITION</p> <ol style="list-style-type: none"> 1. Reading Comprehension. 2. Précis Writing. 3. Note Making.
UNIT V	<p>: ESSAY WRITING</p> <ol style="list-style-type: none"> 1. Science & Technology

	2. Trade, Business & Commerce 3. Burning Issues
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Text Book:

1. R.S.N.PILLAI BAGAVATHI, **Modern Commercial Correspondence**, S.Chand & Company Pvt. Ltd., Ram Nagar, New Delhi – 110 055.
2. G. RADHAKRISHNA PILLAI, **Emerald English Grammar & Composition**, Emerald Publishers, Chennai, 2008.

Reference Books:

1. Rajendra Pal and J.S. Korlahalli, **Essentials of Business Communication**, Sultan Chand & Sons, 23, Daryaganj, New Delhi – 110002
2. Urmila Rai and S.M.Rai, **Business Communication**, Himalaya Publishing House, 'Ramdoot' Dr.Bhalerao Marg, Girgaon, Mumbai – 400 004.
3. Varinder Kumar and Bodh Raj, **Business Communication**, Kalyani Publishers, 1, Mahalakshmi Street, T.Nagar, Chennai – 600 017.
4. K.Chellappan, **Creative Communication**, Emerald Publishers, Chennai, 2008.



MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous)
DEPARTMENT OF B.B.A
 (For those who joined in 2018-2019 and after)

Programme : BBA
Semester : I
Sub Code : 18UBAC11

Part III : Core
Hours : 05
Credits : 04

MANAGEMENT PRACTICES

COURSE OUTCOMES	
CO1: To make aware the historical evolution of management theories.	
CO2: To gain knowledge about the various management functions of planning, organizing, staffing, leading, and controlling	
CO3: To learn the basics of decision making techniques of managing work teams.	
CO4: To familiarize with various control techniques of managing work teams.	
UNIT I	: Management: Meaning - Definition of Business Administration and Management – Nature – Administration Vs Management -Functions and Functional areas of management – Management-Art, Science and Profession. Emergence of Management thought – F.W.Taylor, Henry Fayol and Elton Mayo
UNIT II	: Planning and Decision Making: Planning – Meaning and Definition – Features – Importance – Process of Planning – Types of Plans (in brief) – MBO – Meaning-Process. Decision Making – Meaning - Process.
UNIT III	: Organizing: Meaning and Definition – Objectives – Steps in Organizing. Organization – Structure-Line, Functional, Line & Staff, Committee. Departmentation – Meaning – Types – Delegation – Meaning – Obstacles in Delegation Process – Guidelines to make Delegation effective – Centralization & Decentralization – Meaning – Factors determining the degree of Decentralization – Distinction between Delegation and Decentralization. Span of Management – Meaning- Factors influencing Span – V.A.Graicuna’s Formula.
UNIT IV	: Staffing & Directing: Meaning – Process of Staffing - Functions – Recruitment – Meaning – Sources. Selection – Meaning – Selection Procedure – Performance Appraisal – Objectives – Types. Directing-Definition, Characteristics, Principles & Techniques of Directing.
UNIT V	: Control: Control – Meaning – Process – Supervision – Definition-Characteristics. Some tools of control: Budgetary Control, PERT, CPM

Text Book

1. T.Ramasamy, **Principles of Management**, Himalaya Publishing House, ‘Ramdoot’ Dr.BhaleraoMarg, Girgaon, Mumbai – 400 004.

Reference Books

1. P.C.Tripathi and P.N.Reddy, **Principles of Management**, McGraw Hill, New Delhi.



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Programme :BBA
Semester : I
Sub Code :18UBAC12

Part III : Core
Hours : 05
Credits : 04

FINANCIAL ACCOUNTING

COURSE OUTCOMES	
<p>CO1: To Understand the basic accounting principles and their application in business. CO2: To Apply the dual-entry recording framework to a series of transactions that reflects in a balance sheet. CO3: To Develop the skills needed to prepare and analyze financial statements effectively. CO4: To familiarize with the accounting practices in companies</p>	
UNIT I	<p>Introduction to Financial Accounting: Meaning and Definition -Objectives - Functions - Advantages - Limitations – Evolution of Accounting and Book Keeping - Golden Rules of Accounting - Accounting Principles – Concepts – Conventions – Kinds of Accounting - Journal –Difference between Book keeping and Accounting.</p>
UNIT II	<p>Subsidiary Books: Purchase Book – Sales Book – Purchase Return Book –Sales Return Book- Cash Book (Single , Double , Triple Columns& Petty Cash Book) – Depreciation – Meaning –Causes – Need – Methods [Straight Line Method and Written Down Value Method Only]</p>
UNIT III	<p>Ledger and Trial Balance: Ledger posting – Trial Balance – Rectifications of Errors – Meaning – Kinds of Accounting Errors and Methods – Bank Reconciliation Statement Accounting.</p>
UNIT IV	<p>Final Account and Balance Sheet: Final accounting – Trading a/c , Profit and Loss a/c – Balance sheet. (Elementary problems with simple adjustments) – Capital Expenditure, Revenue Expenditure, and Deferred Revenue Expenditure – Meaning and Distinction – Capital Receipts and Revenue Receipts. Capital Reserves and Revenue Reserves – Meaning and Distinction.</p>
UNIT V	<p>Company Accounts: Company Accounts – Journal: Issue of shares at par – Premium – Discount – Allotment – Calls on Share – Calls in Earlier – Calls in Advance. Forfeiture of Shares. (JOURNAL ONLY).</p>

80% of marks must be allotted to Problem solving questions
20% of marks must be allotted to Theory questions

Text Book:

S.P.Jain and K.L.Narang, Financial Accounting, Kalyani Publishers, 1, Mahalakshmi Street, T.Nagar, Chennai – 600 017. Fifth Edition, 2010. Reprinted 2013.

Reference Books:

1. S.N.Maheswari, Financial Accounting, Vikas Publishing House Pvt Ltd, 23, Daryaganj, New Delhi – 110002. Reprint 2013.
2. Dr.M.A.Arulanandan, Dr.K.S.Raman,Advanced Accountancy, Himalaya Publishing House, „Ramdoot“ Dr.BhaleraoMarg, Girgaon, Mumbai – 400 004.



MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous)
DEPARTMENT OF B.B.A
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Programme :BBA

Part III

:Allied

Semester : I

Hours : 05

Sub Code :18UBAA11

Credits : 04

BUSINESS ECONOMICS

COURSE OUTCOMES	
<p>CO1: To familiarize the students with the fundamental principles of economics. CO2: To make them understand the relevance of economics in business decisions. CO3: To help them be equipped with economic tools for business analysis. CO4: To familiarize the students to make use the Economics as tool for Analysis and Decision making in Business.</p>	
UNIT I	: Business Economics: Nature, Definitions of Business Economics - Wealth, Welfare and Scarcity Definitions, Importance and Significance of Business Economics, Contribution and Application of Business Economics to Business, Micro Economics and Macro Economics- Meaning and Importance. Distinction between Micro Economics and Macro Economics.
UNIT II	: Utility and Demand Analysis: Utility - Meaning, Cardinal and Ordinal utility, Concepts of Total Utility and Marginal Utility, Marginal Utility Analysis(Cardinal), The Law of Diminishing Marginal Utility- Importance, Illustration, Assumptions and Exemptions. Demand Analysis: Law of Demand, Demand Determinants, Types of Demand - Price, Income and Cross Demands. Elasticity of Demand - Definition, Factors influencing Elasticity of Demand, .Demand Forecasting
UNIT III	: Cost, Revenue and Break - Even Analysis: Cost - Fixed Cost, Variable Cost and Total Cost, Average Fixed Cost, Average Variable Cost and Average Total Cost, Marginal Cost and Marginal Cost Curve. Revenue -Total revenue, Average revenue and Marginal revenue, Revenue curves of the firm under perfect and imperfect Competitions. Break- Even Analysis - Meaning, Determination of BEP, Assumptions and Limitations of BEP.
UNIT IV	: Equilibrium: Equilibrium – Mmeaning and Assumptions, Methods to find out Equilibrium - Total Revenue and Cost Method, Average Revenue and Cost Method, Marginal Revenue and Cost Method. Equilibrium of the firm under Perfect, Monopoly, Monopolistic and Oligopoly Competitions
UNIT V	: Market Structures and Pricing: Market Structures– Perfect, Monopoly, Monopolistic and Oligopoly - Definition, Characteristics. Pricing Policy – Meaning, Objectives, Factors influencing Pricing Policy, Pricing Methods-Cost Plus Pricing , Rate of Return Pricing , Marginal Cost Pricing, Pricing under Perfect, Monopoly, Monopolistic and Oligopoly Competitions.

Text Book:

S.Sankaran, **Business Economics**, Margham Publications, 24, Rameswaram Road, T.Ngar, Chennai – 600 017, Year 2010, Edition – 4

Reference Books:

1. M.L.Seth, **Micro Economics**, Lakshmi Narain Agarwal, New Delhi , Year 2009. Revised Edition -25.



MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous)
DEPARTMENT OF B.B.A
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Programme :BBA
Semester : I
Sub Code :18UBAS11

Part IV : Skill
Hours : 02
Credits : 02

MANAGERIAL SKILLS

COURSE OUTCOMES	
CO1: To facilitate students' understanding of their own managerial skills.	
CO2: To develop and learn about goals specific to the students.	
CO3: To equip the students with the required soft skills that would instill confidence and courage in them, to take up new opportunities for their career.	
CO4: To equip the students in Team Building and Conflict Resolution Techniques.	
UNIT I	: Skill – Meaning – Definition. Difference between Skill Vs Talent Vs Trait. Skills for Effective Managers. Methods to develop the Skills.
UNIT II	: Life Skills – Self Management – Awareness – Self Confidence – Stress Management – Mnemonics.
UNIT III	: Team Building – Developing Teams – Advantages of Teams - Exercises.
UNIT IV	: Conflicts – Conflict Resolution Techniques. Rapport Building – Meditation.
UNIT V	: Public Speaking – Methods of effective Oral Presentation. Empowerment – Meaning – Dimensions. Empowerment developing methods.

Text Book:

Text Material Will be supplied by the Department

Reference Books:

1. E.H.McGrath.S.J, **Basic Managerial Skill for All**, PHI Learning Private Limited., New Delhi – 110 001.
2. V.S.P.Rao, **Managerial Skills**, Excell Books, New Delhi – 110 001.
3. Krishna Mohan and Meena Banerjee, **Managerial Skills**, Macmilan India Ltd., 23, Daryaganj, New Delhi – 110002.
4. Sanjay Kumar and Pushpalatha, **Communication Skills**, Oxford University Press, New Delhi – 110002.



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DEPARTMENT OF B.B.A
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Programme :BBA

Semester : I

Sub Code :18UEVG11

Part IV :Mandatory

Hours : 02

Credits : 02

ENVIRONMENTAL STUDIES

COURSE OUTCOMES	
<p>CO1: To gain knowledge on the importance of environmental education and ecosystem.</p> <p>CO2: To acquire knowledge about environmental pollution- sources, effects and control measures of environmental pollution</p> <p>CO3: To understand the various energy sources, exploitation and need of alternate energy resources. Disaster management To acquire knowledge with respect to biodiversity, its threats and its conservation and appreciate the concept of interdependence</p> <p>CO4: To make the student to understand the various pollution problems control mechanisms.</p>	
UNIT I	<p>Environment and Earth: Environment – Meaning – Definition - Components of Environment – Types of Environment. Interference of man with the Environment. Need for Environmental Education. Earth – Formation and Evolution of Earth– Structure of Earth and its components – Atmosphere, Lithosphere, Hydrosphere and Biosphere.</p> <p>Natural Resources: Renewable Resources and Non-Renewable Resources. Natural Resources and Associated Problems. Use and Exploitation of Forest, Water, Mineral, Food, Land and Energy Resources.</p>
UNIT II	<p>Ecology and Ecosystems: Ecology – Meaning - Definition – Scope – Objectives – Subdivisions of Ecology.</p> <p>Ecosystem–Concept - Structure - Functions – Energy Flow – Food Chain and Food Web – Examples of Ecosystems (Forest, Grassland, Desert, Aquatic).</p>
UNIT III	<p>Biodiversity: Definition – Biodiversity at Global, National and Local Level. Values of Biodiversity – Threats to Biodiversity – Conservation of Biodiversity.</p> <p>Biodiversity of India:Biogeographical Distribution – Hotspots of Indian Biodiversity – National Biodiversity Conservation Board and Its functions. Endangered and Endemic Species of India</p>
UNIT IV	<p>Pollution Issues: Definition – Causes – Effects and Control Measures of Air, Water, Soil, Marine, Noise, Thermal and Nuclear Pollutions.</p> <p>Global Issues: Global Warming and Ozone Layer Depletion. Future plans of Global Environmental Protection Organisations.</p>
UNIT V	<p>Sustainable Development:Key aspects of Sustainable Development – Strategies for Sustainable Development - Agriculture – Organic farming – Irrigation – Water Harvesting – Water Recycling – Cyber Waste and Management.</p> <p>Disaster Management:Meaning – Types of Disasters - Flood and Drought – Earth quake and Tsunami – Landslides and Avalanches – Cyclones and Hurricanes – Preventions and Consequences. Management of Disasters -</p>

Text Book: Study Material for **Environmental Studies**, Mannar Thirumalai Naicker College, Pasumalai, Madurai – 625 004.



MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous)
DEPARTMENT OF B.B.A
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Programme :BBA
Semester : II
Sub Code :18UBAG21

Part I : Alternate
Hours : 05
Credits : 03

MODERN OFFICE MANAGEMENT

COURSE OUTCOMES

The Modern Office Management subject is different from other subjects. This subject will help the students

CO1: The main objective is to familiarize the students with the activities of a modern office.

CO2: To familiarize students with smooth functioning of any organization depends upon the way various activities are organized.

CO3: To impart knowledge about various operations of an office.

CO4: To familiarize the students with various machines used in the office and their functions.

UNIT I	:	Modern Office: Definition - Function of a Modern office - Importance and activities of a Modern office. Office management – Meaning - Elements and Functions of an office management. Office manager- Functions, Qualities and Responsibilities of an Office manager - Centralisation and Decentralisation of Office
UNIT II	:	Office Accommodation, Location, Layout and Environment: Location - Type-Urban, Semi urban, Factors influencing Location selection. Office Accommodation - Factors. Office Layout - Meaning, Objectives, Principles, Types – Open, Private Layouts and Factors influencing the Layout, Environment factors. Office Safety and Security.
UNIT III	:	Office Machines and Furniture: Office Machines - Mechanisation - Advantages, Disadvantages, Types of Office Machines, Factors influencing the Selection of Office Machines. Office Furniture - Type of Furniture, Factors influencing Furniture Selection.
UNIT IV	:	Office Forms and Stationery: Office Forms –Forms Control , Forms Design, Form Sets, Types of Forms, Continuous Stationery- Types. Office Stationery – Selection, Purchase Procedure, Storage, Issue, Control of Stationeries.
UNIT V	:	Records Management: Record Management – Importance, Filing- Essentials of Good Filing System, Classification of Files, Filing Methods, Centralised Vs Decentralised Filing, Disposal of Old Files Filing Routine . Indexing – Types of Index

Text Book:

R.K.Sharma and Shashi K.Gupta, S.K.Gupta, **Office Management**, Kalyani Publishers, 1, Mahalakshmi Street, T.Nagar, Chennai – 600 017.Fifth Edition 1999.Reprinted 2002.

Reference Books:

1. P.K.Ghosh, **Office Management**, Sultan Chand & Sons, 23, Daryaganj, New Delhi – 110002
- 2.M.C.Shuka, **Office Management**, S.Chand & Co, Ram Nagar, New Delhi – 110002.



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DEPARTMENT OF B.B.A
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Programme :BBA

Core

Semester : II

Sub Code :18UBAC21

Part III :

Hours : 05

Credits : 04

BUSINESS ENVIRONMENT

COURSE OUTCOMES	
The expected outcome after learning this course is that the student will be able to:	
CO1: To understand the various environment, culture and society.	
CO2: To know the differences between the business and Government.	
CO3: Contextualize the concepts of public sector in India.	
CO4: To familiarize with the New Economic policy and its impact on Business.	
UNIT I	: Introduction: Business environment – meaning – Types of business environment-internal, external, micro, macro, market & non-market. Environmental factors affecting business-economic, socio- cultural, political and government, demographic and global environment
UNIT II	: Business and Society - social responsibility of business – meaning and types – arguments for and against social responsibility of business – barriers of social responsibility. Business ethics- meaning-business code of conduct- business ethics in India. Consumerism-meaning- reasons for consumer movement- Corporate governance-meaning-principles. New initiatives of the government – Demonitisation – Disinvestment – GST.
UNIT III	: Economic & Technological Systems: Types of economic systems-Capitalism-Meaning, features- Socialism- Meaning, features- Mixed economy-Meaning, features. Technological environment- meaning- impact of technology on business operations, sources of technology dynamics
UNIT IV	: Business and Government- Industrial policy-Meaning- Industrial policy 1991-meaning-Objectives of NIP –New policy for small scale industries. Industrial licensing- meaning- objectives. Fundamental rights- meaning-Directive principles of state policy- meaning-analysis of directive principles of state policy- Difference between Fundamental rights and Directive principles.
UNIT V	: Liberalization, Privatization and Globalization: Privatization- meaning, ways of privatization- Privatization in India-Liberalization-meaning, objectives- Globalization-definition- advantages & disadvantages- Reforms made to adopt liberalization & Globalization

Text Book:

FrancisCherunilam, **Business Environment Text and Cases**, Himalaya Publishing House, Mumbai.

Reference Books:

1. K.Aswathappa, **Essentials of Business Environment**, Himalaya Publishing House, Mumbai.
2. C.B.Gupta, **Business Environment**, Sultan Chand and Sons, New Delhi.



MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous)
DEPARTMENT OF B.B.A
 (For those who joined in 2018-2019 and after)

Programme :BBA

Core

Semester : II

Sub Code :18UBAC22

Part III :

Hours : 05

Credits : 04

COST ACCOUNTING

COURSE OUTCOMES	
On completion of this course students would be able to demonstrate knowledge and to	
CO1: To understand contemporary developments in cost accounting practice	
CO2: To understand contemporary approaches to cost accounting research	
CO3: To critically evaluate different cost accounting approaches;	
CO4: To Familiarize with cost sheets in Business Organisations.	
UNIT I	: Cost Accounting – Meaning – Objectives – Importance – Advantages – Cost Accounting vs Financial Accounting – Cost Accounting vs Management Accounting – Elements, Classification and Types of Cost – Preparation of Cost Sheet.
UNIT II	: Material – Purchase procedure – Store keeping – Different levels of Stock and Economic Order Quantity – Material issue procedure - FIFO, LIFO, Simple Average and Weighted Average methods.
UNIT III	: Labour- Control of labour turnover- Methods of remunerating labour -Incentive, Wage Plans- Premium and Bonus Plans.
UNIT IV	: Overhead- Meaning, Allocation and Apportionment-Importance-Classification-Reapportionment-Absorption of Overheads-Methods-Machine Hour Rate-Administration Overhead-Selling and Distribution Overheads (simple problems).
UNIT V	: Methods of Costing -Job Costing- Unit Costing – Contract Costing- Process Costing (Theory Only).

80% of marks must be allotted to Problem solving questions

20% of marks must be allotted to Theory questions

Text Book :

Ramachandran and Srinivasan, Cost Accounting – Theory, Problems and Solutions, Shriram Publications, Thennur, Trichy. Fifth Edition 2015.

Reference Books:

1. M.Wilson, Cost Accounting, Himalaya Publishing House, “Ramdoot” Dr.BhaleraoMarg, Girgaon, Mumbai – 400 004.
2. S.P Jain and K.L.Narang, Practical Problems in Cost Accounting, Kalyani Publishers, 1, Mahalakshmi Street, T.Nagar, Chennai – 600 017. Fifth Edition 1999. Reprinted 2002
3. V.K Saxena and C.D.Vashist, Cost Accounting, Sultan Chand & Sons, 23, Daryaganj, New Delhi – 110002. Reprint 2013.



MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous)
DEPARTMENT OF B.B.A
 (For those who joined in 2018-2019 and after)

Programme :BBA
Allied

Semester : II
Sub Code :18UBAA21

Part III :

Hours : 05
Credits : 04

MODERN BANKING

COURSE OUTCOMES	
<p>CO1: To impart firsthand knowledge in banking.</p> <p>CO2: Conversant with Banking Law's and how it shaped today's bank, Regulatory regime.</p> <p>CO3: To enhance the employability skills in the field of Banking.</p> <p>CO4: To make aware of various Financial makes in India.</p>	
UNIT I	<p>: Banker and Customer:</p> <p>Banker and customer-origin of banking-Banker and customer- Relationship between a Banker and Customer- Right to claim incidental charges- Right to charge- Compound Interest.</p>
UNIT II	<p>: Deposits and Negotiable Instruments:</p> <p>General precautions for opening accounts- KYC norms- Types of deposits- Negotiable Instrument-Promissory note, Bill of Exchange and cheque- Definition and Characteristics- Types of cheques, Crossing and Endorsements.</p>
UNIT III	<p>: Lending principles and its associated concepts:</p> <p>Principles of sound lending- style of credit- cash credit system- overdraft-Types of loans- Modes of charging security- Lien-Pledge-Mortgage-Assignment- Hypothecation.</p>
UNIT IV	<p>: Financial Institution in India:</p> <p>Financial Institutions in India- ICICI-IDBI-SIDBI-Investment Institutions- Specialized Financial Institutions-EXIM-RBI and its Functions.</p>
UNIT V	<p>: New Technology in Banking:</p> <p>E-Banking-Electronic delivery Channels- Facets of E-Banking-Inter Bank Mobile Payment Services (IMPS) - Virtual Currency- models of E-Banking- Security measures-RTGS.</p>

Text Book:

Banking Law, Theory and Practice, Gordon and Natrajan, Himalaya Publishing House, Chennai – 28.



MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous)
DEPARTMENT OF B.B.A
 (For those who joined in 2018-2019 and after)

Programme :BBA
Semester : II
Sub Code :18UBAS21

Part IV : Skill
Hours : 02
Credits : 02

EMPLOYABILITY SKILLS

COURSE OUTCOMES	
CO1: To make the students career readiness and enhance the required employability opportunities. CO2: To equip the students on various life skills. CO3: To suit the students what industry expect. CO4: To make students prepare for Employment.	
UNIT I	: Employability Skills – Meaning – Definition – Hard & Soft skills – Vocational Skills – Employability Attributes.
UNIT II	: Common Employability Skills – People Skills – Personal Skills – Application of Skills – Workplace Skills.
UNIT III	: Core Skills for work development Framework.
UNIT IV	: Employability Skills in delivery and Assessment – Concept of Work Integrated Learning (WIL)
UNIT V	: Job Application Letters writing - Resume Preparation – Mock Interview

Text Book:

Study Material, **Employability Skills**, Department of Business Administration.

Reference Book:

1. **Government of India, Ministry of Labor& Employment, DGE & T, 2011.**
2. A Bartetz Ko, **Employability Skills and the new training Organization, Key Competencies, 2004.**



MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous)
DEPARTMENT OF B.B.A
(For those who joined in 2018-2019 and after)

Programme :BBA

Mandatory

Semester : II

Sub Code :18UVLG21

Part IV :

Hours : 02

Credits : 02

VALUE EDUCATION

COURSE OUTCOMES	
<p>CO1: Clarifying the meaning and concept of value - value education.</p> <p>CO2: To inspire students to develop their personality and social values based on the principles of human values.</p> <p>CO3: Developing sense of Love, Peace and Brotherhood at Local, national and international levels.</p> <p>CO4: To enable the students to understand the social realities and to inculcate an essential value system towards building a health society</p>	
UNIT I	<p>Values and The Individual: Values – Meaning – Definition – Importance – Classification of Values, Value Education – Meaning – Need for Value Education. Values and the Individual – Self-Discipline – Meaning – Tips to Improve Self-Discipline. Self-Confidence – Meaning - Tips to Improve Self-Confidence. Empathy – Meaning – Role of Empathy in motivating Values. Compassion – Role of Compassion in motivating Values. Forgiveness – Meaning - Role of Forgiveness in motivating Values. Honesty – Meaning – Role of Honesty in motivating Values. Courage – Meaning – Role of Courage in motivating Values.</p>
UNIT II	<p>Religions and Communal Harmony: Religions – Meaning – Major Religions in India - Hinduism – Values in Hinduism. Christianity – Values in Christianity. Islam – Values in Islam. Buddhism – Values in Buddhism. Jainism – Values in Jainism. Sikhism – Values in Sikhism. Need for Religious Harmony in India. Caste System in India – Need for Communal Harmony in India. Social Justice – Meaning – Factors Responsible for Social Justice.</p>
UNIT III	<p>Society and Social Issues: Society – Meaning – Values in Indian Society. Democracy – Meaning – Values in Indian Democracy. Secularism – Meaning – Values in Indian Secularism. Socialism – meaning – Values in Socialism. Social Issues – Alcoholism – Drugs – Poverty – Unemployment.</p>
UNIT IV	<p>Human Rights and Marginalised People: Human Rights – Meaning – Problem of Violation of Human Rights in India – Authorities available under the Protection of Human Rights Act in India. Marginalised People like Women, Children, Dalits, Minorities, Physically Challenged – Concept – Rights – Challenges. Transgender – Meaning – Issues.</p>
UNIT V	<p>Social Institutions in Value Formation: Social Institutions – Meaning – Important Social Institutions. Family – Meaning – Role of Families in Value Formation. Role of Press & Mass Media in Value Formation – Role of Social Activists – Meaning Contribution to Society – Challenges.</p>

Text Book:

Text Module for **Value Education**, Mannar Thirumalai Naicker College, Pasumalai, Madurai – 625 004.



MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous)
DEPARTMENT OF BUSINESS ADMINISTRATION
 (For those who joined in 2018-2019 and after)

Programme : UG

Core

Semester : III

Sub Code : 18UBAC31

Part III :

Hours : 05

Credits : 04

BUSINESS LAW

COURSE OUTCOMES	
Students who complete this course should: CO1: Understand the general principles of the law of contract — that is, the common law, equitable and statutory rules relating to enforceable agreements; and CO2: Exposed to the knowledge on the Sales of Goods Act, 1930. CO3: Analyse and assess the need for consumer protection and outline the areas covered by consumer protection laws. CO4: To enable the students more aware of many legal issues that arise in the day-to-day operation of any business.	
UNIT I	: Indian Contract Act, 1872: Definition - Essentials of Valid Contract - Types of Contract - Legal rules as to Offer, Acceptance and Consideration.
UNIT II	: Capacity to Contract - Free consent – Coercion, Undue influence, Misrepresentation, Fraud and Mistakes. Quasi Contracts - Wagering and Contingent Contracts. Discharge of Contract. Breach of Contract and Remedies for Breach of Contract
UNIT III	: Contracts of Indemnity & Guarantee – Features, Differences between Indemnity and Guarantee, Kinds of Guarantee and Rights of Surety. Bailment – Duties of Bailor and Bailee and Differences between Pledge and Bailment. Agency – Creation, Rights and Duties of Agent and Principal and Termination of Agency.
UNIT IV	: Sale of Goods Act 1930: Meaning of Sale and Goods, Conditions and Warranties, Transfer of Property, Rights of an Unpaid Seller. The Indian Partnership Act 1932 – Definition and Formation of Partnership, Kinds of Partners, Duties and Rights of Partners.
UNIT V	: Consumer Protection Act 1986 – Objects of the Act – Consumer Rights – Objects and Procedure for Meetings of Consumer Protection Councils: Central, State and District Level - Composition, Jurisdiction, Procedure for Complaint and Admission, Findings and Appeal of Disputes Redressal Agencies: District Forum, State Commission and National Commission – Action Taken on Complaint and Miscellaneous Provisions.

Text Book:

1. Garg. K.C, V.K.Sareen, Mukesh Sharma and R.C.Chawla, **Business Law-I**, Kalyani Publishers, 1, Mahalakshmi Street, T.Nagar, 600 017, Chennai.

Reference Books:

1. Senthamarai Lakshmi. C and Muthulakshmi. I, **Business Law**, Limra Publications, 625 001, Madurai.
2. Maheshwari, S.N. and S.K. Maheshwari, **A Manual of Business Law**, , Himalaya Publishing House, New Delhi.
3. Kapoor, N. D, **Elements of Mercantile Law**, Sultan Chand & Sons, New Delhi.



MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous)
DEPARTMENT OF BUSINESS ADMINISTRATION
 (For those who joined in 2018-2019 and after)

Programme : UG **Part III :**
Core
Semester : III **Hours : 05**
Sub Code : 18UBAC32 **Credits : 04**

COMPUTER APPLICATION IN BUSINESS

COURSE OUTCOMES	
CO1: Define the terminology, features, classifications, and characteristics embodied in database systems.	
CO2: Describe Internet trading relationships including Business to Consumer, Business- to-Business, Intra-organizational.	
CO3: Gain an understanding on how innovative use of the E-Commerce can help developing competitive advantage.	
CO4: To Recognize and respond to an ethical issue related to computer usage.	
UNIT I	: Introduction to Computer: Definition – Generation – Characteristics – Classification and Applications of Computers. Introduction to Internet: History of Internet – world wide web – URL – Protocol Transmission Control Protocol (TCP) – Internet Protocol (IP) – Internet Service Provider (ISP) – Modem and its type – Internet Explorer – Creating e-mail address – Composing – Sending and Receiving e-mail.
UNIT II	: E-Commerce in Business: Introduction – Meaning , Benefits of E Commerce, Impact of E- Commerce Classification of E- Commerce (B2B, B2C,,C2B, C2C, B2G), Revenue Models of E- Commerce, Electronic Data Interchange, Difference between Paper Based Purchasing Process and EDI Purchasing Process, Framework of E- Commerce , Value Added Network.
UNIT III	: E-Commerce and Social Networking: Role of Social Networking in E commerce , Web Logs (Blogs) , Social Networking Web Sites for Shoppers , Introduction to Virtual Learning Network, Web Portals Introduction to Mobile Commerce, Online Auctions, Role of Agents in E- Commerce , An over view of Online Marketers – Amazon. Com, Flipcart etc.
UNIT IV	: Electronic Payment: Introduction, Electronic Fund Transfer, Payment Cards – Credit cards, Debit Cards,, Advantages and Disadvantages of Payment Cards, Electronic Cash, Electronic Wallets, Smart Cards.
UNIT V	: Security Systems: Elements of Computer Security – Secrecy, Integrity, Necessity, Authentication Security Policy, Protecting the Network from Threats – Denial of Service, Sniffing. Spoofing Firewalls.

Text Books:

1. Study Material on Computer Application in Business, Department of Business Administration, MTN College, Madurai-625004

Reference Books:

1. Srinivasa Vallaban. S.V, **Computer Applications in Business**, Sultan Chand & Sons, New Delhi- 110 002,
2. Bharat Bhaskar, **Electronic Commerce**, Tata McGraw Hill Company, 2007.
3. [R. Parameswaran](#). **Computer Applications in Business**, S. Chand Publishing, 2008.



MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous)
DEPARTMENT OF BUSINESS ADMINISTRATION
 (For those who joined in 2018-2019 and after)

Programme : UG

Part III :

Core

Semester : III

Hours : 05

Sub Code : 18UBAC33

Credits : 04

ENTREPRENEURSHIP

COURSE OUTCOMES	
<p>CO1: Understand and explain the key terms, definitions, and concepts used in Entrepreneurship Development</p> <p>CO2: Demonstrate the meaning, functions, types and roles of an entrepreneur</p> <p>CO3: identify the most recognized sources of potential funding and financing for business start-ups and/or expansion.</p> <p>CO4: To analyse the environment setup relating to small industry and business.</p>	
UNIT I	<p>Introduction - Entrepreneur - Meaning - Importance - Qualities, Nature, Types, Traits, Culture, Similarities and Differences between Entrepreneur and Intrapreneur. Evolution of Entrepreneurs - Entrepreneurial Promotion: Training and Developing Motivation: Factors - Mobility of Entrepreneurs - Entrepreneurial Change - Occupational Mobility - Factors in Mobility - Role of Consultancy Organizations in Promoting Entrepreneurs - Forms of Business for Entrepreneurs.</p>
UNIT II	<p>Small Business : Concept & Definition, Role of Small Business in the Modern Indian Economy, Small Entrepreneur in International Business; Steps for Starting a Small Industry, Registration as SSI, Advantages and Problems of SSIs; Institutional Support Mechanism in India; Incentives & Facilities, Govt. Policies for SSIs</p>
UNIT III	<p>MSMEs - Setting MSMEs- Location of Enterprise - Steps in Setting - Problems of Entrepreneurs - Sickness in Small Industries - Reasons and Remedies - Incentives and Subsidies - Evaluating Entrepreneurial Performance - Rural Entrepreneurship - Women Entrepreneurship.</p>
UNIT IV	<p>Project Management – Feasibility and Viability Analysis – Technical – Financial – Market – Appraisal and Evaluation – Project Report Preparation</p>
UNIT V	<p>Project Finance: Sources of Finance – Institutional Finance - Role of IFCI, IDBI, ICICI, LIC, SFC, SIPCOT, and Commercial Bank - Appraisal of Bank for Loans. Institutional Aids for Entrepreneurship Development - Role of DST, DICS, SIDCO, NSICS, IRCI, NIDC, SIDBI, SISI, SIPCOT, TIIC Entrepreneurial Guidance Bureau - Approaching Institutions for Assistance.</p>

Text Book:

1. Khanka. S.S, **Entrepreneurial Development**, S.Chand & Company Ltd. New Delhi.

Reference Books:

1. Vasanth Desai, **Dynamics of Entrepreneurial Development and Management**, Himalaya Publishing House, New Delhi.
2. Gordon. E and Natarajan. K, **Entrepreneurship Development**, Himalaya Publishing House, No: 8/2 Madley Street, Ground Floor, T.Nagar, Chennai – 600 017.
3. Dr.P.T.Vijayashree and Dr.M.Alagammai, **Entrepreneurship & Small Business Management**, Margham Publications, 24, Rameswaram Road, T.Nagar, Chennai-600017.



MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous)
DEPARTMENT OF BUSINESS ADMINISTRATION
 (For those who joined in 2018-2019 and after)

Programme : UG

Core

Semester : III

Sub Code : 18UBAC34

Part III :

Hours : 05

Credits : 04

ORGANISATIONAL BEHAVIOUR

COURSE OUTCOMES

CO1: Get a clear idea about The Individuals; Group (or Team); and The Organization.

CO2: Examine attitudes, social climate, and performance within an organization by examining both individual and group behavior on a regional, national, or global level.

CO3: Help to understand their behaviors, attitudes, ethical views, and performance, as well as those of the people with whom they will be working with.

CO4: Helpful for finding the right mix of talents and working styles required for achievement of the task at hand.

UNIT I	:	Introduction to Organisational Behaviour: Organisational Behaviour – Concept – Nature – Determinants of O.B – Models of O.B. Values – Meaning, Types of Values – Sources of Values. Attitudes – Meaning – Sources of attitudes- Formation of Attitudes. Learning – Meaning – Theories of Learning.(Classical conditioning, operant, cognitive and social learning – only 4 Theories)
UNIT II	:	Perception and Personality: Perception – Meaning – Process – Factors affecting Perception — Perceptual errors-Johari Window. Emotional Intelligence and its role in an organisation.
UNIT III	:	Motivation: Motivation - Concept –Theories of Motivation – Hierarchy of Needs theory, Motivation – Hygiene theory, Theory X and Theory Y, – Financial and Non-financial motivation. . Morale – Concept – Nature – Measurement – Morale and Productivity
UNIT IV	:	Group Dynamics and Conflict: Group – Concept – Nature – Types of Groups – Theories of Group Formation – Group Behaviour – Norms – Group Cohesiveness. Conflict – Nature – Dysfunction – Levels of Conflict – Individual, Group and Organisation – Conflict Handling Strategies.
UNIT V	:	Leadership: Leadership – Concept – Styles of leadership – Theories of Leadership – Trait Theory, Michigan Studies, and Managerial Grid– Recent approaches to Leadership –Charismatic Leadership theory, Transactional vs. Transformational Leadership.

Text Book:

1. Shasi K. Gupta & Rosy Joshi, **Organizational Behavior**, Kalyani Publishers. 1, Mahalakshmi Street, T.Nagar, Chennai-600 017.

Reference Books:

1. Stephen P. Robins, **Organizational Behavior**, Pearson Education, New Delhi.
2. Prasad. L.M, **Organizational Behavior**, Sultan Chand and Sons, New Delhi.
3. Fred Luthans, **Organizational Behavior**. McGraw Hill Publishers, New Delhi.



MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous)
DEPARTMENT OF BUSINESS ADMINISTRATION
 (For those who joined in 2018-2019 and after)

Programme : UG

Allied

Semester : III

Sub Code : 18UBAA31

Part III :

Hours : 06

Credits : 04

BUSINESS STATISTICS

COURSE OUTCOMES	
<p>CO1: Student will understand and calculate Various Types of Averages and Variations; the concept of Sample and Population in Data Collection and also classification and tabulation and frequency distributions.</p> <p>CO2: Student will learn to do regression analysis and ascertain the relationship between two variables and also estimate the future values.</p> <p>CO3: Student will be able to apply commonly used statistical methods in business and interpret the results out of statistical analysis.</p> <p>CO4: Helps to do forecasting for planning and to make a decision on a certain hypotheses created.</p>	
UNIT I	<p>Introduction - Statistics - Introduction - Definition - Applications of Statistics in Various fields. Collection of data - Types of Data. Framing Questionnaire. Sampling - Methods of Sampling – Classification of Data - Objectives, Types - Frequency Distribution - Cumulative Frequency Distribution - Tabulation -Types of Tables.</p>
UNIT II	<p>Diagrammatic Presentation - Introduction - Rules for making a Diagram - Types of Diagram - Graphic Presentation - Difference between Diagram and Graph – General rules - Graphs of Frequency Distribution - Histograms - Frequency Polygon - Frequency Curves –Ogives.</p>
UNIT III	<p>Measures of Central Tendency - Mean, Median, Mode, Geometric Mean and Harmonic Mean - Quartiles, Deciles - Merits and Demerits (Simple Problems)</p>
UNIT IV	<p>Measures of Dispersion - Range, Inter Quartile Range, Mean Deviation Standard Deviation and Lorenz Curve - Coefficient of Variation. (Simple Problems)</p>
UNIT V	<p>Measures of Skewness, Correlation &Regression Measures of Skewness – Simple Correlation – Simple Regression.</p>

20% of the questions should be theory related

80% of the questions should be problem oriented

Text Book:

1. Pillai. R.S.N and Bagavathi.V, **Statistics**, S. Chand & Company Ltd. New Delhi-110055.

Reference Books:

1. Navanitham. PA, **Business Statistics**, Jai Publishers, Trichy – 21.
2. Sivakumar. T.R.N and Sadasivam. K, **Business Statistics**, Kalyani Publishers, 1, Mahalakshmi Street, T.Nagar, Chennai – 600 017.
3. Gupta S.P, **Statistical Methods**, Sultan Chand & Sons Publishers, 23 Daryaganj, New Delhi-110002.



MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous)
DEPARTMENT OF BUSINESS ADMINISTRATION
 (For those who joined in 2018-2019 and after)

Programme : UG

Part IV :

Skill

Semester : III

Hours : 02

Sub Code : 18UBAS31

Credits : 02

PERSONALITY DEVELOPMENT SKILLS

COURSE OUTCOMES

CO1: To enhance holistic development of students and improve their employability skills.

CO2: To develop inter personal skills and be an effective goal oriented team player.

CO3: To re-engineer attitude and understand its influence on behavior

CO4: Helps the students to face, meet and overcome the challenges of the outside world more effectively and efficiently.

UNIT I	:	Introduction to Personality: Personality- Meaning -Characteristic of Personality-Importance of Personality-Categories of Personality. Factors Affecting Personality Development. Important Theories of Personality. (Sigmund Freud's Psychoanalytic Theory, Erikson's Theory and Sheldon's Physiognomy Theory only)
UNIT II	:	Personality Types & Traits: Types of Personality-Major Personality Traits and Attributes.
UNIT III	:	Attitude: Factors influencing Attitude-Challenges and Lessons from Attitude-Etiquette. Wish List, SMART Goals, Blue print for success, Short Term, Long Term, Life Time Goals.
UNIT IV	:	Interepersonal Relations: Interpersonal Behavior: Understand Self – Different Categories; Diagnosis of Type of Self Identifying own type of self; Effect of Interpersonal Behaviour of Interpersonal Relationship; Transactional Analysis – An explanation; Open Self Personality – How do we develop it?
UNIT V	:	Time Management - Recognizing the Importance of Time-Causes for Wastage of Time; Methods for Managing Time Efficiently-Value of time, Diagnosing Time Management, Weekly Planner To do list, Prioritizing work. A Stitch in Time Saves Nine: Concept and applications of time management.

Text Book: Text Material will be supplied by the Department.



MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous)
DEPARTMENT OF BUSINESS ADMINISTRATION
 (For those who joined in 2018-2019 and after)

Programme : UG
NME

Semester : III
Sub Code : 18UBAN31

Part IV :

Hours : 02
Credits : 02

BUSINESS MANAGEMENT

COURSE OUTCOMES	
<p>CO1: To explain the principal concepts, theories, and practices in and describe the interrelationships between the functional areas of business, including accounting, marketing, finance and management.</p> <p>CO2: Evaluate legal and ethical principles in business and apply them to organizational decision making.</p> <p>CO3: Construct coherent oral and written forms of communication and present them in a professional context.</p> <p>CO4: Enables the students to recognize the characteristics of proper management by identifying what successful managers do and how they do it</p>	
UNIT I	: Introduction to Management and Planning: Management – definition of business administration and Management – nature –Administration Vs Management; Functions and Functional areas of management. Planning – Definition, Characteristics, Advantages and Limitations – Steps in Planning.
UNIT II	: Organising: Definition – Formal Vs Informal organization structure-Characteristics - Delegation of Authority-Meaning-Features. Centralisation, Decentralisation-Meaning.
UNIT III	: Staffing: Definition – Recruitment – Meaning-Sources, Selection –Meaning-Process, Training Methods, Performance Appraisal and its Importance.
UNIT IV	: Directing: Definition – Elements of Direction – Motivation – Meaning and Importance. Leadership – Meaning, Styles and Importance. Communication – Meaning – Process- Barriers in Communication and Ways to Overcome.
UNIT V	: Controlling: – Meaning, Steps in Controlling. Qualities of a Good Control System. Benefits of Controlling.

Text Book:

1. Ramasamy. T, **Principles of Management**, Himalaya Publishing House, ‘Ramdoot’ Dr.BhaleraoMarg, Girgaon, Mumbai – 400 004.First Edition 1998. Reprint 2014.

Reference Books:

1. Stoner and Freeman, **Management**, Prentice Hall of India, Reprint 2007, New Delhi.
2. Gilbert, **Principles of Management**, McGraw Hill, Reprint 2011, New Delhi.
3. Tripathi. P.C and Reddy. P.N, **Principles of Management**, McGraw Hill, Reprint 2006, New Delhi.



MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous)

DEPARTMENT OF BUSINESS ADMINISTRATION
(For those who joined in 2018-2019 and after)

Programme : UG

Core

Semester : IV

Sub Code : 18UBAC41

Part III :

Hours : 05

Credits : 04

INDUSTRIAL LAW

COURSE OUTCOMES	
<p>CO1: To sensitize the students to the tasks of industrial relations, and, CO2: To familiarize them with the current IR practices CO3: To acquaints the students with important legal provisions governing the industrial employees. CO4: To help the students to consider the goals of workers and society</p>	
UNIT I	<p>: Factories Act, 1948: Definitions – Provisions relating to Working Hours and Holidays – Provisions relating to Employment of Women and Child – Provisions relating to Health, Safety and Welfare Measures. Trade Union Act, 1926 – Definitions - Registration of Trade Unions – Rights and Privileges of Registered Trade Unions.</p>
UNIT II	<p>: Industrial Disputes Act 1947: Definitions - Authorities under the Act - Powers, Reference of Disputes to Authorities - Strikes, Lock outs, Lay off, Retrenchment, Closure, Unfair Labour Practices. The Industrial Employment (Standing Orders) Act 1946 – Definitions - Procedure for Submission and Certification of Standing Orders – Contents of Standing Orders.</p>
UNIT III	<p>: Payment of Wages Act, 1936: Object - Application of the Act – Definitions - Responsibility for Payment of Wages, Fixation of Wage Period, Time of Payment of Wage, Deductions which may be made from Wages. Minimum Wages Act, 1948 - Concept of Minimum Wage, Fair Wage, Living Wage, Procedure for Fixation and Revision of Minimum Wages - Advisory Boards.</p>
UNIT IV	<p>: Payment of Gratuity Act, 1972: Payment of Gratuity, Forfeiture of Gratuity, Nomination, Determination and Recovery of Gratuity. Employees Provident Fund and Miscellaneous Provisions Act, 1952 – Employees Pension Scheme, Administration of the Scheme. Payment of Bonus Act, 1965 – Eligibility and Disqualification for Bonus, Determination and Recovery of Bonus.</p>
UNIT V	<p>: Workmen’s Compensation Act, 1923: Definition of Dependant, Workman, Partial Disablement and Total Disablement - Employer’s Liability for Compensation - When Employer is not Liable, Amount of Compensation, and Distribution of Compensation. Employees State Insurance Act, 1948 - Objectives – Definitions - Standing Committee - Contribution, Kinds of Benefits and Eligibility.</p>

Text Book:

1. Garg. K.C, Sareen. V.K and Mukesh Sharrma, Business Law-II, Kalyani Publishers. 1, Mahalakshmi Street, T.Nagar, Chennai-600 017.

Reference Books:

1. Sundaram. S.S, Industrial Law, Meenakshi Publications, Karaikudi.
2. Kapoor, N.D, **Industrial Law**. Sultan Chand and Sons Ltd, New Delhi.
3. Pathi. P.K, Labour and Industrial Laws, Eastern Economic Edition, New Delhi.



MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous)
DEPARTMENT OF BUSINESS ADMINISTRATION
 (For those who joined in 2018-2019 and after)

Programme : UG

Part III :

Core

Semester : IV

Hours : 05

Sub Code : 18UBAC42

Credits : 04

HUMAN RESOURCE MANAGEMENT

COURSE OUTCOMES	
CO1: Understand the effective use of personnel, aimed at improving the organization's performance.	
CO2: Know about the selection of people, taking into account their compliance with the requirements of a specific position and organization goals.	
CO3: Be aware of Stabilizing and maintaining the moral and psychological climate at an appropriate level in the organization.	
CO4: To Know how to create the added value of the ideal use of labor.	
UNIT I	: Introduction to Human Resource Management – Importance – scope and objectives - Functions of a human resources management – Role of HR professionals - Emerging HR Trends.
UNIT II	: Human Resource Planning – HR Planning Concept – Objectives – Policies. HR Policies: Meaning – Types – Scope. Job analysis and Job Design – Recruitment: Sources – Selection process: types of tests, Interviews and its types.
UNIT III	: Orienting the Employees – HR training process – need and Importance – Training techniques – Types of training, wage and salary administration – objectives, principles - components and methods of wage payments.
UNIT IV	: Performance Evaluation: Meaning – importance - methods of performance evaluation. Promotion, Demotion, Transfer and Separation – Implications of job change.
UNIT V	: Industrial Relations and Grievance Handling: – Definition, Importance , scope and objectives, causes for poor industrial relation – Remedies, Definition and Meaning of Grievances – sources of grievance , essentials of sound grievance procedure – Role of Trade Unions in Industrial Relations.

Text Book:

1. Human Resource Management – Shasi K. Gupta & Rosy Joshi – Kalyani Publishers.

Reference Books:

1. Prasad L.M., Human Resource Management, 2nd edition, Sultan Chand, New Delhi, 2001.
2. Personnel Management & Industrial Relations – Tripathi & Reddy , Himalaya Publishing house, Chennai.
3. Manmohan Joshi, Human Resource Management, bookboon.com.



MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous)
DEPARTMENT OF BUSINESS ADMINISTRATION
 (For those who joined in 2018-2019 and after)

Programme : UG

Core

Semester : IV

Sub Code : 18UBAC43

Part III :

Hours : 05

Credits : 04

MARKETING MANAGEMENT

COURSE OUTCOMES	
CO1: Develop an ability to understand and develop the marketing mix for an Organisation	
CO2: Able to develop suitable marketing strategies in light of the environment	
CO3: Acquire analytical skills in solving marketing related problems and challenges and be familiar with the strategic marketing management process.	
CO4: To provide students with a foundation of the proven practices and the application theory used in marketing.	
UNIT I	: Introduction - Marketing – Definition – Nature and Scope of Marketing – Concepts of Marketing Mix – Marketing Management and its Evolution – Consumers Behaviour – Buying Motives – Consumer Decision Making.
UNIT II	: Product – Product Classification – Product Policies – Product Planning and Development – Product Mix – Product Life Cycle – Branding and Packaging.
UNIT III	: Pricing – Pricing Objectives – Kinds of Pricing – New Product Pricing. Channels Function – Factors in Channel Selection – Retailing and Wholesaling – Motivating Channel Members.
UNIT IV	: Advertising – Meaning and Importance – Types of Advertising – Objectives – Advertisement Copy – Advertising Media – Media selection – Advertising Budget – Advertising Agency – Evaluation of Advertising Effectiveness.
UNIT V	: Sales Promotion – Objectives – Kinds of Sales Promotion.

Text Book:

1. Marketing Management, C.N.Sontaki, Kalyani Publishers, 1-Mahalakshmi Street, T.Nagar, Chennai-600 017

Reference Books:

1. Philip Kotler, Marketing management, Prentice Hall of India Private Limited, New Delhi – 110 001.
2. Marketing Management, Dr.N.Rajan Nair and Sanjith Nair, Sultan Chand & Sons, 23-Daryaganj, New Delhi-110 002
3. [John W. Mullins](#) and [Orville C. Walker Jr.](#), Marketing management, textbooks.com



MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous)

DEPARTMENT OF BUSINESS ADMINISTRATION
(For those who joined in 2018-2019 and after)

Programme : UG

Part III :

Core

Semester : IV

Hours : 05

Sub Code : 18UBAC44

Credits : 04

RESEARCH METHODOLOGY

COURSE OUTCOMES	
<p>CO1: Students will be able to identify the overall process of designing a research study from its inception to its report.</p> <p>CO2: Students will be familiar with ethical issues in educational research, including those issues that arise in using quantitative and qualitative research.</p> <p>CO3: Students will know the various types of validity strategies typically used in good qualitative research.</p> <p>CO4: To enable the students to organize the efforts into one cohesive and conceptual product idea generation task.</p>	
UNIT I	: Introduction - Research Methodology – An Introduction – Meaning – Objectives – Types – Significance – Problems encountered by Researchers in India – Criteria of Good Research. Research Process – Important Concepts relating to Research Design
UNIT II	: Data Collection - Methods of Data Collection - Questionnaire Construction and Interview Schedules – Methods.
UNIT III	: Sampling - Fundamentals – Samples Design - Measurement and scaling Techniques.
UNIT IV	: Processing and analysis of Data - Hypothesis functions – Importance – Types – Characteristics.
UNIT V	: Interpretation and report writing - Use of library and internet in Research. Plagiarism– UGC guidelines on plagiarism – Contents of a good research report.

Text Book:

1. Research Methodology, Methods & Techniques – Kothari – Wiley Easter Ltd., Publications.

Reference Books:

1. Research Methods in Social Sciences – Dr.S.Nakkiran Dr.R.Selvaraju – Himalaya Publishing House.
2. Research Methodology – Dr.A.Mustafa – Nayas Publications, Madurai.
3. Business Research Methods – Dr.sue Greener, bookboon.com



MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous)
DEPARTMENT OF BUSINESS ADMINISTRATION
 (For those who joined in 2018-2019 and after)

Programme : UG

Allied

Semester : IV

Sub Code : 18UBAA41

Part III :

Hours : 06

Credits : 04

BUSINESS MATHEMATICS

COURSE OUTCOMES

Upon successful completion of this paper, you should be able to:

CO1: understand and use equations, formulae, and mathematical expressions and relationships in a variety of contexts

CO2: apply the knowledge in mathematics (algebra, matrices, calculus, optimization) in solving business problems

CO3: demonstrate critical thinking, modelling, and problem solving skills in a variety of contexts.

CO4: To understand the financial transactions for investment purposes.

UNIT I	:	Theory of sets: Set Theory- Definition- Description of Sets - Types - Set Operations - Venn Diagram - Laws of Sets - Verification of Laws by Venn Diagrams and Example. Problems.
UNIT II	:	Differentiation & Integration: Differentiation -Formulae - Application of Differentiation in Business - Marginal Cost - Marginal Revenue - Elasticity - Maxima and Minima -(Simple Problems) Integration: Formulae - Application of Integration in Business - Marginal Cost, Total Cost and Average Cost - Marginal Revenue, Total Revenue and Average Revenue.
UNIT III	:	Co-ordinate Geometry: Elements of Co-ordinate Geometry - Distance between Two Points - Straight Line Equations. (simple Problems)
UNIT IV	:	Interest: Simple Interest - Compound Interest - Discount on Bills - True Discount - Banker's Discount, Present Value.
UNIT V	:	Matrices: Definition - Types - Addition, Subtraction, Multiplication of Matrices - Transpose of Matrix - Inverse of Matrix - Solving Equations by Matrix Inverse Method - Orthogonal Matrix – Problems.

20% of the questions should be theory related

80% of the questions should be problem oriented

Text Book:

1. Dr.Vittal. P.R, **Business Mathematics**, Margham Publishers, 24, Rameswaram Road, T.Nagar, Chennai-600 017.

Reference Book:

1. Nag.N.K, Business Mathematics, Kalyani Publishers. 1, Mahalakshmi Street, T.Nagar, Chennai-600 017.
2. Sundaresan and Jeyaseelan, Introduction to Business Mathematics, Sultan Chand and Sons Ltd, New Delhi.
3. Sanchetti and Kapoor, Problems and Solutions in Business Mathematics, S.Chand and Company Ltd, New Delhi.



MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous)
DEPARTMENT OF BUSINESS ADMINISTRATION
 (For those who joined in 2018-2019 and after)

Programme : UG
Skill

Semester : IV
Sub Code : 18UBAS41

Part IV :

Hours : 02
Credits : 02

BODY LANGUAGE SKILLS

COURSE OUTCOMES	
<p>CO1: Learn reliable and quick way of sending thoughts, expressions, and messages. CO2: Understand the effectiveness of how a person communicates through his or her body language. CO3: Successfully carry out the business deals and meetings, impress his/her superiors, or smoothly carry on with his/her team members. CO4: Successfully carry out the business deals and meetings, impress his/her superiors, or smoothly carry on with his/her team members.</p>	
UNIT I	: Introduction: Non-verbal Communication- Meaning, Types-Body Language- Definition, Similarities & Differences between Verbal Language and Non-verbal Language-Main aspects of Body Language
UNIT II	: Characteristics of Body Language: Body Language as Communication- Approaches to the interpretation of Body Language-Advantages of Body Language.
UNIT III	: Gestures and their meanings- Palm Gestures and smiling gestures. Hand and arm gestures, Hand to face gestures. Leg Gestures, Pointers, Courtship gestures
UNIT IV	: Territories and Zones – Territorial gestures, Expectancy. Understanding attitudes by body gestures.
UNIT V	: Traits and Attitudes of Body Language: Body Types in Body Language- Range of Traits and Attitudes-Body Language in Corporate Sector.

Text Book:

1. VinayMohan ,**Understanding Body Language**, PustakMahal Publications.

Reference Books:

1. Allan Pease – “ How to read others thoughts”, Sudha Publication, New Delhi.
2. Shalini Varma – “ Art of reading gestures and posture” , S.Chand & Co.
3. Hedwig Lewis – “Body Language”, Response Books Pvt. Ltd.-2011



MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous)
DEPARTMENT OF BUSINESS ADMINISTRATION
 (For those who joined in 2018-2019 and after)

Programme : UG **Part IV :**
NME
Semester : IV **Hours : 02**
Sub Code : 18UBAN41 **Credits : 02**

ENTREPRENEURIAL DEVELOPMENT

COURSE OUTCOMES	
CO1: Have the ability to discern distinct entrepreneurial traits.	
CO2: Know the parameters to assess opportunities and constraints for new business ideas.	
CO3: Understand the stages of the entrepreneurial process and the resources needed for the successful development of entrepreneurial ventures.	
CO4: To grow the number of entrepreneurs in the Future.	
UNIT I	: Introduction - Entrepreneur: Meaning and Types - Qualities- Factors Affecting Entrepreneurial Growth – Challenges of Women Entrepreneurs.
UNIT II	: Entrepreneurial Development – Meaning, Need, objectives – Entrepreneurial Training – Institution – Skill Development for Entrepreneurs.
UNIT III	: MSME’s - Micro Small and Medium Enterprises – Steps to Start a MSME’s and SSI - Legal Framework – Licenses.
UNIT IV	: Project Management – Feasibility and Viability Analysis – Technical – Financial – Market – Appraisal and Evaluation – Project Report Preparation
UNIT V	: Role of Promotional Institutions- Promotional Institutions with Special Reference to TIIC, SIDCO, DIC, SIDBI - Credit Facilities from Banks.

Text Book:

1. Gordon. E and Natarajan. K, Entrepreneurship Development, Himalaya Publishing House, No: 8/2 Madley Street, Ground Floor, T.Nagar, Chennai – 600 017.

Reference Books:

1. Kanka. S.S, **Entrepreneurial Development**, Sultan Chand and Sons, New Delhi.
2. Gupta. C.B & Sreenivasan. N.P, **Entrepreneurial Development**, Sultan Chand and sons, New Delhi.
3. Vasantha Desai, **Dynamics of Entrepreneurial Development**, Himalaya.



MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous)
DEPARTMENT OF BUSINESS ADMINISTRATION
 (For those who joined in 2018-2019 and after)

Title of the Paper: GENERAL KNOWLEDGE (Extra Credit Course)

Semester : IV Extra Credit Paper

Hours : 0

Subject Code : 18UGKG41

Credit : 01

COURSE OUTCOMES	
<p>CO1: General knowledge makes students smarter. CO2: More General Knowledge makes students more generally competent in the tasks of life. CO3: To have the basic civic sense of behaving well. CO4: To keep abreast of the development in various fields.</p>	
UNIT I	: World Politics: World President and Prime Ministers - Capital & Currencies of various Countries - Central Banks of Various Countries. - Countries and Their National Games - Famous Personalities and Their Nicknames - Famous Sports Personalities in The World - Food Festivals in The World - Important Cups Trophies Related to Sports - Important Persons in Current News - Awards and Honours -.
UNIT II	: World Arts & Culture: National Animals in All Countries - National Birds in All Countries - National Flowers in All Countries - Organizations & it's Headquarters - Popular Industries in The World - Popular Newspapers in The World - Richest Man in the World - Stadiums in The world - Stock Exchanges Point in The World - Stock legislatures in The World.
UNIT III	: Indian Politics: Presidents of India - Prime Ministers of India - Cabinet Ministers in India - UNESCO World Heritage in India - Union Territories of India - Revolutions in India - Nuclear Power Plants in India - Satellites Launched in India - Domestic - International Airports in India - Five Year Plans in India - Insurance Companies in India - Major Industries in India -
UNIT IV	: Indian Arts & Culture: National Parks in India - National Symbols of India - Scientific Inventions in India - Tiger Reserves in India - Folk Dances in India - Indian Rivers and their States. - Famous Temples in India - Major Ports in India. Banks in India Important Days in India - Cities & Their Nicknames in India - Dams in India.
UNIT V	: Tamilnadu General Knowledge: History of Tamil Nadu - Personalities of Tamil Nadu - Politics of Tamil Nadu - Tamil Nadu Art & Culture - Geography of Tamil Nadu - Tamil Nadu Economy - Tamil Nadu Current Affairs.

Text Book:

Text Material will be supplied by the Department of Business Administration (regular)



MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous)
DEPARTMENT OF BUSINESS ADMINISTRATION
 (For those who joined in 2018-2019 and after)

Programme : UG
Semester : V
Sub Code : 18UBAC51

Part III : Core
Hours : 06
Credits : 04

OPERATIONS MANAGEMENT

COURSE OUTCOMES		PO Level	K Level
After completing this course, the students will be able to			
CO1: Explain the basic concept input–process–output framework, and apply them to a wide range of operations		PO1	K2
CO2: Evaluate capacity locations, plan and schedule production by solving the problems		PO3	K5
CO3: Solve organization problems, individually and/or in teams, using quantitative, qualitative, and technology-enhanced approaches.		PO6	K3
CO4: Examine and alter the capacity for its operational improvement. The impact of costs.		PO5	K4
CO5: Create process to optimize timeliness, capacity and costs		PO7	K6
UNIT I	: PRODUCTION AND OPERATIONS MANAGEMENT -Importance, Functions, Types of production system, Continuous Production - Mass production, Process Production, Intermittent Production – Job Production , Batch Production.		
UNIT II	: PLANT LOCATION - Location Theories, Factors influencing plant location, Plant layout- Factors influencing plant layout, Principles of plant layout , Types of layout – Product Layout, Process layout and other layouts.		
UNIT III	: PRODUCTION PLANNING AND CONTROL: Elements of PPC, Plant maintenance, Types of Plant Maintenance, Work study – Method study, Steps in Method study, Work Measurement, Steps in work measurement.		
UNIT IV	: PURCHASING: Purchasing cycle, Principles of purchasing, Stock control, Functions of Stock control Inventory control – EOQ, Inventory control Techniques- ABC analysis, VET analysis.		
UNIT V	: QUALITY CONTROL: SQC, Control charts, Acceptance Sampling, TQM, Value Analysis, Productivity improvement.		

Text Book:

1. Dr.B.S.Goel, "Production and Operations Management"- PragatiPrakashan Publication, Meerut.

Reference Books:

1. P.Saravanel&S.Sumathi , " Production and Material management "- Margham Publication, Chennai.
2. S.N.Chary, "Production and Operations Management " – Tata Mc Graw Hill Company, New Delhi.
3. K.Aswathappa&K.Shridara Bhat,"Production Operation Management "- Himalaya Publishing House.



MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous)
DEPARTMENT OF BUSINESS ADMINISTRATION
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Programme : UG
 Semester : V
 Sub Code : 18UBAC52

Part III : Core
 Hours : 06
 Credits : 04

FINANCIAL MANAGEMENT

COURSE OUTCOMES		PO Level	K Level
After completing this course, the students will be able to			
CO1: Ability to analyze complicated scientific and professional problems and view a situation critically, address the current financial management issues of a company, take decisions, complete highly qualified professional functions.		PO1	K3
CO2: Demonstrate ability of financial management and forecast, ensuring competitiveness of a company and increasing its added value in the changing environment of global economy		PO2	K4
CO3: Analyse the complexities associated with management of cost of funds in the capital Structure		PO6	K6
CO4: Integrate the main ways of raising capital and their respective advantages and disadvantages in different circumstances		PO5	K2
CO5: Ability to assess and analyze the financial environment in the local and international markets		PO3	K5
UNIT I	: FINANCIAL MANAGEMENT: Nature – Scope and objectives of financial management – (profit maximization Vs wealth maximization). Functions of financial management (Investment Decision, Financing Decision and Dividend Decision, Liquidity Decision) – finance functions (Controller Vs Treasurer).		
UNIT II	: SOURCE OF FINANCE: Types of securities: - Capital Structure, planning (effect of leverage on EPS, EBIT-EPS analysis). Cost of capital.		
UNIT III	: CAPITAL BUDGETING: capital budgeting process, time value of money – investment evaluation methods: payback period, accounting rate of return, net present value and internal rate of return. (Problems on IRR - to be excluded).		
UNIT IV	: WORKING CAPITAL AND CASH MANAGEMENT: Working capital policies. Management and determinants of working capital – forecasting cash flow and cash budget – Managing collection; lock box system and concentration banking – Managing disbursements: controlled disbursing – float – control of float.		
UNIT V	: DIVIDEND DECISION – Factors affecting dividend decision – alternative forms of dividends: Stock dividend and stock split.		

20% of the questions must be theory
80% of the questions must be problems
Text Book:

1. Financial Management Theory and Practice – Shashi K.Gupta, R.K.Sharma, Kalyani Publishers

Reference Books:

1. Financial Management - I M Panday, Vikas Publishing House.
2. Financial Management _ Dr. R.Ramachandran and Dr.R.Srinivasan, Sriram Publication, Trichy.
3. Financial Management Theory and Practice – Prasanna Chandra, Mc Graw Hill Publishers.



MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous)
DEPARTMENT OF BUSINESS ADMINISTRATION
 (For those who joined in 2018-2019 and after)

Programme : UG
Semester : V
Sub Code : 18UBAC53

Part III : Core
Hours : 06
Credits : 04

INTERNSHIP TRAINING REPORT

COURSE OUTCOMES	PO Level	K Level
After completing this course, the students will be able to		
CO1: Explain the student to the environment and expectations of performance on the part of private/public companies or government entities	PO1	K2
CO2: Able to develop work habits and attitudes necessary for job success. Build a record of work experience	PO2	K5
CO3: Explore career alternatives by Integrating theory and practice and Learn to appreciate work and its function in the economy.	PO3	K6
CO4: Expose the student to professional role models by developing communication, interpersonal and other critical skills	PO4	K3
CO5: Examine employer-valued skills such as teamwork, communications and attention to detail.	PO6	K4

The final year students must undergo 4 weeks Internship Training in their fourth semester vacation i.e. before starting their fifth semester after completing their fourth semester examinations. The report preparation, presentation and viva-voce will be conducted during the fifth semester and the marks will be entered in their fifth semester. The following guidelines to be strictly followed:

1. The internship period should be minimum four weeks (i.e. minimum 28 working days)
2. The students should produce permission letter as well as the attendance certificate.
3. There will be two supervisors to guide the students one is Faculty Guide and other one is Factory Guide.
4. The students should submit an Internship Training Report (Minimum 50 Pages).

The Marks for Internship Training will be awarded only on the basis of the Internship Training Report.

Course Description

The Project is conducted by the following Course Pattern.

The presentation and submission will be evaluated by minimum three faculty members Faculty guide, HOD, one more faculty each to 40 marks and average . its purly internal no outsider needed.

Internal

Presentation	}	40
Submission		

External

Project Report	}	60
Viva Voce		

Total - 100

5. The Internship Training Report should contain
 - (a) Introduction about the Training
 - (b) Objectives of the Training
 - (c) Scope of the Training
 - (d) Limitations of the Training
 - (e) About the Organization
 - (f) About functioning of various Departments the Organization
 - (g) Inferences
 - (h) Conclusion
6. The evaluation of the Internship Training Report will be purely internal.
 - a) Report will be valued by both the Faculty guide and HOD to 40 marks each and Average it.
 - b) The Viva-voce will be conducted by the three panel of Expert one the Faculty guide and the second one is HOD and the third person will be an expert from the outside college for 20 marks each and Average it.



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 (For those who joined in 2018-2019 and after)

Programme : UG
Semester : V
Sub Code : 18UBAE51

Part III : Elective
Hours : 05
Credits : 05

RETAIL MANAGEMENT

COURSE OUTCOMES		PO Level	K Level
After completing this course, the students will be able to			
CO1: Explain the key role of retail in industrialized societies, and the impact of key market/retail trends upon this sector in the local and global contexts		PO1	K2
CO2: Develop the different winning strategy for different retail formats.		PO3	K5
CO3: Apply the moral and ethical dilemmas that face the retailing industry in today's business environment.		PO5	K3
CO4: Point out how technology in retailing affects all channel members.		PO7	K4
CO5: Prepare to face various retail opportunities and Predict the retailing trends		PO2	K6
UNIT I	: RETAILING: Meaning and Evolution. Retailer in the Distribution Channel - Retailer – Functions and Benefits - Retail Scenario – Current and Future.		
UNIT II	: RETAILING ENVIRONMENT: Economic, Political, Legal, Technological and Global Competitive Environment. Type of Competition - Framework for Analysing Competition.		
UNIT III	: RETAIL ORGANISATION AND FORMATS: Store Based and Non-Store Based Formats. Generalist and Specialist Retailer – Services Retailing, E-tailing.		
UNIT IV	: STORES MANAGEMENT: Role of Stores Manager in Store Merchandising – Item Space Allocation – Arrangement of Self Service – Factors of Self Service – Check Out Operations – Check Out Systems and Productivity.		
UNIT V	: UNDERSTANDING CONSUMPTION AND CONSUMER: Changing Consumer Demography – Life Style Changes – Shopping Behaviour – Retail and Outlet Choice – Legal and Ethical Issues in Retailing – Retailing – Indian experience (GST impact).		

Text Book:

1. Retail Marketing, B.N.Mishra, Manit Mishra, Vrinda Publications, Delhi.

Reference Books:

1. Retail Management, Michael Levy & Baston a. Weitz Pvt Ltd. Delhi
2. Retail Management, Petes Fleming, Jaico Publication.
3. Barry Berman & Joel R.Evans, PHI



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DEPARTMENT OF BUSINESS ADMINISTRATION
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Programme : UG

Semester : V

Sub Code : 18UBAE52

Part III : Elective

Hours : 05

Credits : 05

LOGISTICS AND SUPPLY CHAIN MANAGEMENT

COURSE OUTCOMES		PO Level	K Level
After completing this course, the students will be able to:			
CO1: Understand activities of logistics and supply chain that occur within the boundaries of a single organization and to coordinate their actions to deliver a product to market.		PO1	K2
CO2: Collaborate between firms to connect suppliers, customers, and other partners as a means of boosting efficiency and producing value for the society.		PO2	K3
CO3: Integrate <u>supply and demand</u> management within and across companies that cooperate to provide product and service offerings for the wellbeing of the society		PO5	K5
CO4: Optimize the value to customers, markets, and other stakeholders through the application of standard frameworks and models, which encompass supply chain process analysis and innovation.		PO7	K6
CO5: Design coordinated and collaborative processes and activities among the business partners in a supply chain, leveraging current and emerging technologies.		PO6	K4
UNIT I	:	INTRODUCTION: Definition, Evolution, Importance-The concepts of logistics- Logistics relationships-Functional applications – HR, Marketing, Operations, Finance, IT. Logistics Organization - Logistics in different industries.	
UNIT II	:	LOGISTICS MANAGEMENT: Logistics Activities: – functions, objectives, solution. Customer Service, Warehousing and Material Storage, Material Handling, order processing, information handling and procurement Transportation and Packaging.-Third party and fourth party logistics - Reverse Logistics.	
UNIT III	:	NETWORK DESIGN: Definitions- Supply chain- strategy, Strategic Supply Chain Management and Key components- Drivers of Supply Chain Performance – key decision areas of External Drivers of Change.	
UNIT IV	:	SOURCING AND INVENTORY MANAGEMENT: Dimensions of Logistics & SCM – The Macro perspectives, and – Logistical Operations Integration, Customer	

		service – Supply Chain Relationships.
UNIT V	:	CURRENT TRENDS: Framework and Role of Supply Chain in e-business and b2b practices. - E-logistics, E-Supply Chains - International and global issues in logistics.

Text Book:

1. Bowersox Donald J, Logistical Management – The Integrated Supply Chain Process” Tata McGraw Hill, 2000
2. Sunil Chopra and Peter Meindl, Supply Chain Management-Strategy Planning and Operation, Prentice Hall, 2007.

Reference Books:

1. Donald J. Bowersox, David J. Closs and M. Bixby Cooper, “Supply Chain Logistics Management”, Tata McGraw Hill, 2008
2. Altekar Rahul V, Supply Chain Management-Concept and Cases, Prentice Hall India, 2005.
3. Joel D. Wisner, G. Keong Leong, Keah-Choon Tan, “Principles of Supply Chain Management- A Balanced Approach”, South-Western, Cengage Learning 2005.

***Study Material will be supplied by the Department**



MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous)
DEPARTMENT OF BUSINESS ADMINISTRATION
 (For those who joined in 2018-2019 and after)

Programme : UG

Semester : V

Sub Code : 18UBAE53

Part III : Elective

Hours : 05

Credits : 05

SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

COURSE OUTCOMES		PO Level	K Level
After completing this course, the students will be able to			
CO1: Recognize and apply appropriate theories, principles, and concepts relevant to securities analysis and portfolio management.		PO1	K2
CO2: Analyze portfolio theory and study various methods of modeling the risk associated with stock investment.		PO5	K4
CO3: Demonstrate an appropriate portfolio for a given investor and market conditions.		PO4	K3
CO4: Identify, formulate and solve investment problems and evaluate common securities		PO3	K5
CO5: Apply stock valuation models in portfolio management		PO2	K6
UNIT I	:	Introduction: Investment:-Meaning and process of Investment Management – Speculation Investment Avenues in India.	
UNIT II	:	Risk and Return: Historical and Expected return – Measurement – Risk and its measurement – Systematic and Unsystematic risk – Types.	
UNIT III	:	Security Valuation: Bond, Equity and preference share valuation – Yield to maturity- Bond value theorems.	
UNIT IV	:	Fundamental and Technical Analysis : Economy, Industry and Company analysis – Tools for technical analysis	
UNIT V	:	Portfolio Selection: Markowitz Models – Sharpe Index Model.	

Text Book:

1. Punithavathy Pandian, **Security analysis and Portfolio Management**, Vikas Publishing House Private Ltd, New Delhi, 2018,

Reference Books:

1. Balla, V.K., **Fundamentals of Investment Management**, S.Chand, Ram Nagar, New Delhi, 2006.
2. Avadhani, V.A, **Investment& Security Markets in India**, Himalaya Publishing House, Mumbai, 2006.
3. Preethi Singh, **Investment Management - Security and portfolio Management**, Himalaya publishing House, Mumbai, 2008.



MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous)
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 (For those who joined in 2018-2019 and after)

Programme : UG
Semester : V
Sub Code : 18UBAE54

Part III : Elective
Hours : 05
Credits : 05

MICRO FINANCE AND INSURANCE

COURSE OUTCOMES		PO Level	K Level
After completing this course, the students will be able to			
CO1: Define and recall the concepts of micro finance and micro insurance		PO1	K2
CO2: Apply the basic awareness of Microfinance and its various dimensions.		PO2	K3
CO3: Create new revenue model of micro finance and develop new ways in which microfinance may be utilized to accelerate the expansion of local micro businesses		PO3	K7
CO4: Assess the functions of IRDA with other global insurance regulatory authorities.		PO5	K6
CO5: Analyse financial Performance of various Micro-finance institutions all over the world.		PO7	K4
UNIT I	: Introduction - Demand and Supply of Microfinance – Development Strategy in Industry - Role of Banks in Microfinance–Microfinance Innovative Concepts, Approaches and Financial Inclusion		
UNIT II	: Financial and Operational Evaluation - Analyzing and Managing Financial Performance of MFIs – Analyzing and Managing Financial Statements of MFIs/RRBs – Financial Ratios, Capital Adequacy, IRAC and Provisioning Norms.		
UNIT III	: Revenue Models of Microfinance - Role of Subsidies and Donors in Microfinance - Benchmarking and Rating of MFIs –Business Planning – Impact Assessment– Legal and Regulatory Compliance in Microfinance–Role of Ethics in Microfinance.		
UNIT IV	: Insurance - Definition and nature of insurance- Role- importance and functions of insurance-- IRDA Insurance Regulatory & Development Authority Duties- powers - functions of Authority.		
UNIT V	: Definitions of Microinsurance - Microinsurance products - Microinsurance delivery models - Microinsurance scheme - Microinsurance and development - procedure for issuing a policy.		

Text Book:

1. **Microfinance in India: A Performance Evaluation**, S.M.FEROZE, A.K.CHAUHAN, Amazon.in
2. Insurance: Best Practical Guide for Risk Management, Property, Liability, Life and Health with Concepts and Coverage (Personal Finance Book 1) —by— James Stevens

Reference Books:

1. Microfinance – Mario & Vento
2. Insurance guidance – Dr.L.P.Gupta
3. Essentials of microfinance – Dr.Shahul



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DEPARTMENT OF BUSINESS ADMINISTRATION
 (For those who joined in 2018-2019 and after)

Programme : UG

Semester : V

Sub Code : 18UBAE55

Part III : Elective

Hours : 05

Credits : 05

TRAINING AND DEVELOPMENT

COURSE OUTCOMES		PO Level	K Level
After completing this course, the students will be able to			
CO1: Describe the importance of training and employees principle of learning.		PO1	K2
CO2: Utilize the various training methods and organize development programmes.		PO6	K3
CO3: Analyse the factors inhibiting development.		PO3	K4
CO4: Choose the appropriate coaching and counseling techniques.		PO5	K5
CO5: Propose various committee assignments and management games.		PO2	K6
UNIT I	: Unit-I: Meaning and Definition - Need for Training - Importance of Training, Objectives of Training, and Responsibility for Training.		
UNIT II	: Unit-II: Steps in Training Programs, Training Policy, Training courses, support material for training, Training period, Training for Different employees principles of learning.		
UNIT III	: Unit-III: Training methods: On the Job, Vestibule Training, Training by Experience Workman, Training by Supervisors, Demonstrations and examples, Simulation, Apprenticeship. Off the Job: Lecturers, Conference method, Seminar or Team Discussion, Case Studies, Role playing, Programmed Instruction, T-Group training, Audio-visual aids, Retraining.		
UNIT IV	: Unit-IV: Development: Importance of Development - Management Development, Purpose and objectives of Development, Stages in development programs, Components of development program, Factors inhibiting Development.		
UNIT V	: Unit-V: Coaching and Counseling: Methods, Management syndicate, Incident process, In-Basket, Sensitivity counseling - Special Projects, Committee assignments conferences, Management games.		

Text Book:

1. **Training And Development: Indian Text edition, by [B. Janakiram](#), Kindle Edition.**

Reference Books:

1. P.Subba Rao, VSP, Rao, Human Resource Management; Konark Publishing Houses, Mumbai.
2. SubasGurg& S C Jain, Managing Human Resource, Arihant Publications, Jaipur.



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Programme : UG

Semester : V

Sub Code : 18UBAE56

Part III : Elective

Hours : 05

Credits : 05

ORGANISATIONAL DEVELOPMENT

COURSE OUTCOMES		PO Level	K Level
After completing this course, the students will be able to			
CO1: Outline the basic concepts of organizational development and process of organizational development.		PO1	(K2)
CO2: Identify the levels of diagnosis in organizations.		PO	(K3)
CO3: Analyse the tools used in organizational development and the impact of technology in organizations.		PO	(K4)
CO4: Measure the expanding use of organizational development and enhance the constant learning.		PO	(K5)
CO5: Design the system change and develop the trends within the organizations.		PO	(K6)
UNIT I	:	Organizational development-an introduction: organizational change –concept, meaning. Organizational development – meaning and definition, history of OD, relevance of organizational development for managers, characteristics of OD, assumptions of OD.	
UNIT II	:	Process of od: process of od, components of od program, od program phases, making an entry, developing contract, launch, situational evaluation, closure.	
UNIT III	:	Designing interventions: OD interventions, characteristics of OD interventions, and levels of diagnosis in organizations, OD map, and factors affecting success of interventions. Types of interventions.	
UNIT IV	:	Technology and OD: technology & OD: basic concept, impact of technology in organizations, benefits of using technology in od, guidelines for integrating technology in OD interventions, tools used in OD. Issues faced in OD: introduction, issues related to client relationships, power, politics and organizational development.	
UNIT V	:	future of OD: organizational development and globalization, emerging trends in OD - expanding the use of OD, combining traditional “hard” business competencies and OD, creating whole system change, using OD to facilitate partnerships and alliances, enhancing constant learning, trends within the	

	organization.
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Text Book:

1. Gareth R.Jones Organizational Theory, Design, and change Pearson Education.

Reference Books:

1. Ramanarayan Rao Organization Development Response business books
2. Organization Development, V.G.KONDALKAR, New Age International Publisher.
3. **Organizational Development: A Process of Learning and Changing (Prentice Hall Organizational Development Series), W.WARNER BURKE**



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Programme : UG
Semester : V
Sub Code : 18UBAS51

Part III : Skill
Hours : 02
Credits : 02

GROUP DISCUSSION AND INTERVIEW SKILLS

COURSE OUTCOMES		PO Level	K Level
After completing this course, the students will be able to:			
CO1: Understand the systematic and purposeful interactive oral process.		PO1	K2
CO2: Develop the winning formula and the ideas takes place in a systematic and structured way.		PO2	K3
CO3: Analyse the dos and don'ts of group discussion and personal interview while exhibit leadership skills.		PO3	K5
CO4: Examine the benefits of interviewing skills. Define success factors, and identify the steps involved in writing and finalizing the success factors for a position.		PO7	K4
CO5: Prepare a game plan for an interview.		PO5	K6
UNIT I	: Group Discussion – Meaning – Need and Importance of GD - Tips for preparation to GD - Tips for enter in to GD – Tips for starting a GD - Blunders in a GD – GD Etiquettes - Tips for effective communication during GD.		
UNIT II	: GD Topics – Skills required for GD – Do's and Don'ts in a GD.		
UNIT III	: Elements of interview – Oral, Observational, face to face, Conversational Personal evaluation. Pre interview stage: self assessment, Factors considered in selecting a company factors in choosing a job for applying certificate arrangements.		
UNIT IV	: Preparing for interview: Dress Code, need for punctuality, Avoiding tensions and nervousness, Qualities observed during the interview. How to answer questions. Commonly asked questions, Need for preparation, Post interview behavior.		
UNIT V	: Attitude formation – reasons for negative attitude, components, functions and developing positive mental attitude.		

Text Book:

1. Department prepared Study Material will be Supplied.



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 (For those who joined in 2018-2019 and after)

Programme : UG
Semester : VI
Sub Code : 18UBAC61

Part III : Core
Hours : 06
Credits : 04

MANAGEMENT ACCOUNTING

COURSE OUTCOMES		PO Level	K Level
After completing this course, the students will be able to			
CO1: Understand various costing systems and management systems.		PO1	K2
CO2: Analyse and provide recommendations to improve the operations of organisations through the application of Cost and Management accounting techniques		PO7	K4
CO3: Develop and apply standards and budgets for planning and controlling purposes.		PO2	K5
CO4: Calculate various accounting ratios, reports and relevant data.		PO4	K3
CO5: Prepare cash flow and fund flow statements, this helps in planning for intermediate and long term finances.		PO3	K6
UNIT I	: Introduction to Management Accounting: Meaning, Features, Scope, Importance, Functions, Differences between Financial accounting, Cost accounting and Management accounting.		
UNIT II	: Budgetary Control: Meaning, Characteristics, Objectives, Steps, Advantages, Limitations, Types of budgets. Capital Budgeting: Meaning, Principles of capital, budgeting, Methods of evaluating, Capital Rationing.		
UNIT III	: Ratio Analysis: Meaning, Advantages, Limitations, Classifications of ratios		
UNIT IV	: Fund Flow Statement: Meaning, Uses, Limitations, Sources and uses of funds.		
UNIT V	: Cash Flow Statement: Meaning, Uses, Limitations, Sources and uses of cash.		

Text Book:

1. Shashi K.Gupta R.K.Sharma“Management Accounting”, Kalyani Publishers.

Reference Books:

1. Dr.R.Ramachandran “Management Accounting”, Sriram Publications
2. R.S.N.Pillai Bhagawathi “Management Accounting”, S.Chand
3. I.M.PANDEY, Management Accounting



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Programme : UG
 Semester : VI
 Sub Code : 18UBAC62

Part III : Core
 Hours : 06
 Credits : 04

CASE ANALYSIS

COURSE OUTCOMES	PO Level	K Level
After completing this course, the students will be able to		
CO1: Understand the concept of case and how to handle ambiguous, complex, real or realistic problems or issues.	PO1	K2
CO2: Explore the different cases to develop and use the critical thinking to bring a solution, decision, or action, rather than relying on instructors to explain the problem or issue and report the solution.	PO5	K6
CO3: Apply the different techniques to resolve the corporate real time issues.	PO2	K3
CO4: Analyse relevant and important facts or data as much as we can to solve the case.	PO7	K4
CO5: Evaluate a case in different dimensions and find multiple solutions to a problem or crisis.	PO3	K5
<ul style="list-style-type: none"> The case method is a teaching approach that uses decision-forcing cases to put students in the role of people who were faced with difficult decisions at some time in the past. A decision-forcing case is a kind of decision game. Like any other kinds of decision games, a decision-forcing case puts students in a role of person faced with a problem and asks them to devise, defend, discuss, and refine solutions to that problem. The case method place emphasis on role play, asking students "what would you do if you were the place of the person faced the problem of the case. For students, the purpose or objective of doing Case Study is to allow students with real expertise and understanding, as well as judgment to excel. Case Study requires the students to take risks, make judgments in uncertain situations, and to propose and select from multiple possible options, none of which may be "right" or "wrong". Case Study also a case as is true in real-world, on-the-job settings. Here students were given Minimum 10 real cases of business concerns. The students will be trained in the class room to study, discuss, present and submit written Assignment in General Management Area, Functional Areas of the Management like Production, Marketing, Human Resource and Finance. 		

Text Book: *Study Material and Case Booklet will be supplied.



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Programme : UG
Semester : VI
Sub Code : 18UBAPR1

Part III : Core
Hours : 06
Credits : 04

PROJECT REPORT

COURSE OUTCOMES	PO Level	K Level
After completing this course, the students will be able to		
CO1: Acquire the ability to make links across different areas of knowledge and to generate, develop and evaluate ideas and information so as to apply these skills to the project task.	PO1	K2
CO2: Gain the skills to communicate effectively and to present ideas clearly and coherently to specific audience in both the written and oral forms.	PO5	K6
CO3: Obtain collaborative skills through working in a team to achieve common goals.	PO2	K3
CO4: Able to learn on their own, reflect on their learning and take appropriate actions to improve it.	PO7	K4
CO5: Break work done into tasks and determine handover procedures.	PO3	K5
<p>The final year students must undergo 4 weeks Data Collection work for their Project Report in their fifth semester vacation i.e. before starting their sixth semester after completing their fifth semester examinations. The report preparation, presentation and viva-voce will be conducted during the sixth semester and the marks will be entered in their sixth semester. The following guidelines to be strictly followed:</p> <ol style="list-style-type: none"> 1. The Project Report should be only on the basis of Field Survey only. 2. The data collection period should be minimum four weeks (i.e. minimum 28 working days) 3. There will be one Faculty Guide to prepare the Project Report. 4. The students should submit the Project Report (Minimum 50 Pages). 5. The Marks for Project Report will be awarded only on the basis of the Project Report. External – 60 Marks and Internal – 40 Marks 		

Course Description

The Project is conducted by the following Course Pattern.

The presentation and submission will be evaluated by minimum three faculty members Faculty guide, HOD, one more faculty each to 40 marks and average . its purly internal no outsider needed.

Internal

Presentation	}	40
Submission		

External

Project Report	}	60
Viva Voce		

Total - 100

6. The Project Report should contain

- (a) Introduction about the Study
- (b) Objectives of the Study
- (c) Scope of the Study
- (d) Limitations of the Study
- (e) Analysis and Interpretation
- (f) Findings, Suggestions and Recommendations
- (h) Conclusion

7. The evaluation of the Project Report will be internal only.

- a) Report will be valued by both the Faculty guide and HOD to 40 marks each and Average it.
- b) The Viva-voce will be conducted by the three panel of Expert one the Faculty guide and the second one is HOD and the third person will be an expert from the outside college for 20 marks each and Average it.



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Semester : VI
Sub Code : 18UBAE61

Part III : Elective
Hours : 05
Credits : 05

SERVICES MARKETING

COURSE OUTCOMES		PO Level	K Level
After completing this course, the students will be able to			
CO1: Demonstrate an extended understanding of the similarities and differences in service-based and physical product based marketing activities.		PO1	(K2)
CO2: Prepare, communicate and justify marketing mixes and information systems for service-based organisations		PO4	(K3)
CO3: Evaluate integrative knowledge of marketing issues associated with service productivity, perceived quality, customer satisfaction and loyalty		PO5	(K5)
CO4: Analyse relevant services marketing theory, research and analysis skills to contemporary case studies and employing professional discourse and formats		PO3	(K4)
CO5: Create SERVQUAL model and maximize service excellence in marketing of various service industries.		PO2	(K6)
UNIT: I	SERVICES MARKETING: Introduction - nature, scope, importance. Characteristics of services, Differentiating goods and Services, Reasons for the growth in the service sector, Career opportunities in the Service sector, Role of service sector in the Indian economy.		
UNIT: II	SERVICE MARKETING MIX: The Service Product- concept, Steps in the development of new services, Service life cycle management. The Pricing of Services – Importance of Pricing, Factors influencing the pricing of services, Methods of Pricing. Service Promotion – Designing a Communication campaign, Introduction to the Promotion mix for services - Place in Services – Service Locations, Channels for Service Distribution		
UNIT: III	PEOPLE IN SERVICES: Classification of Service personnel, Roles of a Service Employee Service Process – Service process design, Service blue print. Physical Evidence – The concept of a Services cape (Physical environment). Role of evidence in Services marketing.		

UNIT: IV	SERVICE DEMAND MANAGEMENT: Demand patterns, Strategies for Demand management, Service Capacity Management – Strategies for Capacity management, Service marketing Strategy – The Service Triangle, Internal marketing, External marketing, Interactive marketing
UNIT: V	SERVICE QUALITY MANAGEMENT: Total perceived Quality, SERVQUAL, The GAP Model of Service Quality, Zero Defections. Service Excellence in the marketing of Banking, Healthcare, Tourism, and Media Services.

Text Book:

1. VasanthiVenugopal& Raghu V.N., “Services Marketing”, Himalaya Publishing House.

Reference Books:

1. Services Marketing - Woodruff
2. Services Marketing – S.M. Jha . Himalaya Publishing House
3. Services Marketing - Appaniah, Reddy, Himalaya Publishing House



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Programme : UG

Semester : VI

Sub Code : 18UBAE62

Part III : Elective

Hours : 05

Credits : 05

ADVERTISING AND SALES MANAGEMENT

COURSE OUTCOMES		PO Level	K Level
After completing this course, the students will be able to			
CO1: Describe the basic principles of sales management and advertising.		PO1	K2
CO2: apply in a competent manner the sales management tools such as sales forecasting, sales budgeting, sales reports, quotas, and sales analysis.		PO3	K3
CO3: Criticize the role of sales management in the corporate structure by means of team project that creates a sales force plan		PO6	K5
CO4: Infer the effectiveness of integrated advertising and marketing Communications initiatives.		PO5	K4
CO5: Develop creative strategies for advertising and selling.		PO2	K6
UNIT I	: SALES MANAGEMENT: Definition – Objectives and scope – Functions of Sales Department - Sales Planning and Control – Market Analysis and Sales Forecasting – Methods of Sales Forecasting – Sales Budget.		
UNIT II	: SALES TERRITORIES: Factors deciding Territories – Developing Sales Territories – Sales Quotas – types of Quotas – Quota Setting Procedures - Field Sales Supervision – Salesman’s Reports – Daily and Periodical reports – Expense Reports and Tour Dairy. Ethics and the Salesperson. Compensation – Characteristics of a good plan and methods of compensation – Motivation.		
UNIT III	: PROCESS OF EFFECTIVE SELLING: Prospecting – pre-approach, approach, presentation and demonstration. Handling objections, closing the sales and follow-up.		
UNIT IV	: ADVERTISING AS A TOOL OF COMMUNICATION: Role of Advertising in the Marketing Mix – Kinds of Advertising. Economic & Social Aspects of Advertising.		
UNIT V	: ADVERTISING BUDGET & RESEARCH: Advertising- Budget and its types- Advertising Research — Types of media – Media Research.		

Text Book:

1. Advertising & Sales Management, Sontakki, Kalyani Publishers, Chennai.

Reference Books:

1. Sales Management – Richard R Still, Edward W Cundiff, & Norman A.P.Govam PHI
2. Advertising & Sales Management, by [Mukesh Trehan](#), [Ranju Trehan](#), VK Publisher.
Amazon.in
3. Advertising & Sales Management, Kirandeep Kaur, N K Sahni, Meenu Gupta,
Kalyani Publishers.

***Study Material will be supplied by the Department**



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Programme : UG

Semester : VI

Sub Code : 18UBAE63

Part III : Elective

Hours : 05

Credits : 05

EXPORT AND IMPORT: PROCEDURES AND DOCUMENTATION

COURSE OUTCOMES		PO Level	K Level
After completing this course, the students will be able to			
CO1: Understand the procedure for export and import clearance, international commercial terms and the concepts in custom clearance in international business.		PO1	K2
CO2: Classify the concept of various incentives, benefits & risk involved in shipping process.		PO5	K4
CO3: Evaluate the principle of international business and strategies adopted by firms to for exporting products globally.		PO2	K5
CO4: Construct documents like quotation, export order and applications for import and export license required for completing export and import transactions.		PO4	K3
CO5: Develop new strategies for getting success in Import – Export business.		PO3	K6
UNIT I	: Exporting Preliminary Consideration -Generation of Foreign enquiries, obtaining local quotation & offering to overseas buyers scrutinizing export order, opening L/C by buyers- Export Controls and Licenses –Patent, Trade Mark, Copy Right Registrations.		
UNIT II	: Export Sales – Selling and Purchasing- Consignment - Leases – Marine and Air Causality Insurances - Export Finance - Forex - Major currencies, Exchange rates, relations & impact.		
UNIT III	: Export Packaging - Preparation of pre shipment documentation – Methods of Transportation – Country of Origin Marking- Inspection of Export consignment - Export by Post, Road, Air & Sea - Claiming for Export benefits and Duty drawbacks.		
UNIT IV	: Shipment & Shipping documents - Complicated problems in shipments & negotiation of shipping documentations - 100% EOU & Free trade zone - Deemed Export – Isolated Sales Transactions.		
UNIT V	: Acts for export/import - Commencement - Customs Formalities - Export Documentation - Export of Services - Export of Excisable Goods - Import Documentation - Clearance - 100% export oriented units - customs house agents - import of different products - import/export incentives - import licenses etc.		

Text Book:

1. **Export/Import Procedures and Documentation, Thomas E. Johnson, Amazon.in**

Reference Books:

1. C. Rama Gopal, Export Import Procedures- Documentation and Logistics, New Age International.
2. P K Khurana, Export Management.
3. Thomas E Johnson and Donna L, Export Import Management, Export and Import Procedures and Documentations.



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Programme : UG
Semester : VI
Sub Code : 18UBAE64

Part III : Elective
Hours : 05
Credits : 05

FOREX MANAGEMENT

COURSE OUTCOMES		PO Level	K Level
After completing this course, the students will be able to			
CO1: Remember and Understand the architecture of foreign exchange markets, the role of conventions in exchange rates, and trading in foreign exchange markets.		PO1	K2
CO2: Analyse the relationship between the changes of exchange rates and the dynamics of fundamental economic factors (balance of payments, inflation, interest rates, expectations)		PO2	K3
CO3: Assess historical and contemporary international financial systems, and compare their relevance to markets.		PO3	K4
CO4: Evaluate the nature of foreign exchange exposure and risks and its management		PO5	K5
CO5: Assess and Create the structure of the balance of payments and evaluate the main relations between economic transaction in the balance of payments		PO7	K6
UNIT I	:	Unit-I: Nature and scope of forex management: Objectives, significance and scope of forex management, relationship between forex management and financial management, forex management and global environment	
UNIT II	:	Unit-II: International financial markets and instruments: An overview of international capital and money markets, arbitrage opportunities, integration of markets, international capital and money market instruments – GDRs, DRs, Euro Bonds, dual currency bonds, euro equity, euro deposits.	
UNIT III	:	Unit-III: Foreign Exchange Market: Functions, characteristics, organization, and participants, arbitrage in foreign exchange market, mechanics of making foreign payments, cost associated with international payments.	
UNIT IV	:	Unit-IV: Foreign exchange rates and its determinations: exchange rate, spot, forward and cross exchange rates, Forex trading and financing of international trade.	
UNIT V	:	Unit-V: Foreign Exchange Risk Hedging techniques: Swaps, Options, offshore banking, payment terms, i.e., Commercial Invoice, Letter of credit, Bill of exchange, documents and financing techniques.	

Text Book:

1. Foreign Exchange Management, Esha Sharma, Laxmi Publications

Reference Books:

1. Jeevanandan, C, Foreign Exchange and risk Management, Sultan Chand and sons, New Delhi
2. Chatterjee, Principles of Foreign Exchange, Himalaya, Bombay.
3. Ian Giddy, Global Financial Markets, AIYBS, New Delhi. 1.



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Programme : UG

Semester : VI

Sub Code : 18UBAE65

Part III : Elective

Hours : 05

Credits : 05

INDUSTRIAL AND LABOUR RELATIONS

COURSE OUTCOMES		PO Level	K Level
After completing this course, the students will be able to			
CO1: Describe the concepts of Industrial and labour relations and outline the characteristics of Labour legislations.		PO1	K2
CO2: Interpret the industrial related problems in public sectors.		PO5	K3
CO3: Evaluate the various laws relating to industrial relations and labour welfare in industrial setting.		PO3	K5
CO4: Explain the essential conditions for successful working of workers participation management.		PO2	K4
CO5: Design models to minimize industrial conflicts and develop industrial peace.		PO6	K6
UNIT I	:	UNIT I: Introduction: Background of Industrial Relations – Definition, Scope, Objectives, Factors affecting IR, Participants of IR, Importance of IR, Approaches to Industrial relations, System of IR in India.	
UNIT II	:	UNIT II: Grievance Procedure and Discipline management: Grievance – Meaning and forms, sources of grievance, Grievance procedures, and model grievance procedure. Discipline – causes of Indiscipline – Maintenance of Discipline. Domestic enquiries, Disciplinary procedures.	
UNIT III	:	UNIT III: Industrial Disputes – Disputes – impact – Causes – Strikes and Lockouts – prevention – Industrial peace – Government Machinery to settle disputes.	
UNIT IV	:	UNIT IV: Collective Bargaining and Negotiation: Definition, Meaning, Nature , Essential conditions for the success of collective bargaining, functions of collective bargaining , importance of collective bargaining, collective bargaining process and methods.	
UNIT V	:	UNIT V: Worker’s Participation in Management and Empowerment: Introduction, Employee Participation and Empowerment objectives , Employee Participation, Advantages of Employee Participation – Employee Participation in India, Methods of participation, Employee Empowerment	

Text Book:

1. Dynamics of Industrial relations, Mamoria & Mamoria, Sulthan Chand & Co.

Reference Books:

1. Maheshwari, S.N. and S.K. Maheshwari; A Manual of Business Law, 6th Edition, Himalaya Publishing House, 2015.
2. Kapoor, N. D.; Elements of Mercantile Law, 30th edition, Sultan Chand & Sons, NewDelhi,2015
3. Industrial Relations in India: A Practitioner's Handbook, by [Mr. E I Ravindranath](#), Amazon.in



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Programme : UG

Semester : VI

Sub Code : 18UBAE66

Part III : Elective

Hours : 05

Credits : 05

COUNSELING SKILLS FOR MANAGERS

COURSE OUTCOMES		PO Level	K Level
After completing this course, the students will be able to			
CO1: Identify essential interviewing and counseling skills to develop a therapeutic relationship and solution to the problems, which have an emotional angle.		PO1	K2
CO2: Infer appropriate counseling goals, design intervention strategies, evaluate client outcome, and successfully terminate the counselor-client relationship.		PO7	K4
CO3: Assess self-awareness to promote therapeutic relationships and appropriate professional boundaries.		PO2	K5
CO4: Demonstrate active listening, being aware of nonverbal communication, building rapport and application of ethical and legal considerations in professional counseling.		PO5	K3
CO5: Develop communications skills; conceptualization skills; personalization skills; and professional skills.		PO4	K6
UNIT I	: COUNSELING: Introduction – Definition – Evolution - Need – Distinction between Counseling and Psychotherapy and Instruction. Approaches to Counseling: Psychoanalytic Approach - Behaviouristic Approach – Humanistic approach.		
UNIT II	: GOALS & THE PROCESS OF COUNSELING: Five Major Goals of Counseling - Role of a Counselor –Personal characteristics of effective counselors-Values in Counseling.Process of Counseling – 5D Model of the Counseling Process – Phases of Counseling- Guidelines for Effective Counseling.		
UNIT III	: COUNSELING SKILLS: Communication and Building Relationship – Non-verbal Communication-Forms of NVC , Verbal Communication-Forms of VB. Listening Barriers-Tips to enhance Listening, Essential qualities of a Counselor.		
UNIT IV	: BEHAVIOURAL CHANGES THROUGH COUNSELING: – General Principles of Counseling. Specific techniques to change client Behaviour. Identifying problem subordinates-Types of Problem subordinates-Dealing with problem subordinates.		
UNIT V	: ETHICS IN COUNSELING: Making Ethical decisions – Beneficence – Non-		

	malefience – Justice – Fidelity – Common Ethical Violations by Professionals.
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Text Book:

1. Counseling Skills for Managers, KAVITHA SINGH, PHI Learning Private Limited, Delhi – 110 092. Kindle Edition

Reference Books:

1. S Narayana Rao, Counselling and Guidance (2nd Edition). Tata McGraw Hill Publishing Company Limited, New Delhi,
2. Fundamentals of Guidance and Counselling, Dr.DalaganjanNaik, Adhyayan Publishers and Distributors, Delhi.
3. Guidance and Counselling (For Teachers, Parents and Students), Sister Mary Vishala, SND, S. Chand and Company Ltd., New Delhi.



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Programme : UG
 Semester : VI
 Sub Code : 18UBAS61

Part III : Core
 Hours : 02
 Credits : 02

NUMERICAL AND REASONING SKILLS

COURSE OUTCOMES		PO Level	K Level
After completing this course, the students will be able to			
CO1: Discover conclusions or make decisions quantitatively based on situations that are dependent upon multiple factors.		PO1	K1
CO2: Analyze how different situations would affect the decisions.		PO2	K4
CO3: Evaluate and acquire satisfactory competency in use of Verbal and Non-Verbal Reasoning		PO4	K5
CO4: Solve campus placements aptitude papers covering Quantitative Ability, Logical Reasoning and Verbal Ability		PO5	K3
CO5: Compete in various competitive exams like CAT, TNPSC, UPSC, etc.		PO3	K6
UNIT I	: NUMERICAL SKILLS: Skills to solve simple numerical additions, subtractions and multiplications. Missing numbers – series completion - LCM – HCF.		
UNIT II	: BUSINESS SKILLS: Market Price, Cash Price & Expenditure Problems. Time & Work – Speed & Distance Problems. Length, Breadth, Height, Volume, Square, Rectangle and Cube Problems.		
UNIT III	: DATA INTERPRETATION SKILLS: Ratios – Averages – Percentages - Percentage and Ratio applications - Cross Multiplication method - Decimal Calculation - Approximation techniques. Pie Charts - Line Charts - Bar Graphs - Tabular Charts - Mixed Graphs. Percentage to Fraction Conversion Calculating (Approximating) Fractions. Comparing Fractions - Comparing Powers - Percentage Growth.		
UNIT IV	: REASONING SKILLS: Inductive Reasoning (What is observably (most) true?) - Deductive Reasoning (What is (absolutely) true?) - Abductive Reasoning (What is most likely true?) - Reductive Reasoning (What is NOT true?) - Fallacious Reasoning: (What you think is true?) - Spatial Reasoning - Logical Reasoning.		
UNIT V	: SITUATIONAL JUDGEMENT SKILLS: Psychological Tests – Multiple Choice question Type – Video Based Questions.		

Text Book: *Study Material will be supplied.

PROJECT WORK

Guidelines for Internship / Project Work after 4th & 5th Semesters of BBA.

The project work (Internship) is an integral part of the academic curriculum of BBA. It is an initiative to bridge the gap between knowledge and its application through a series of interventions that will enable students of BBA program to gain insights and exposure to the industry.

The objective of conducting Internship (project work) at the end of 4th semester of the course is:

1. To provide an opportunity for students to apply theoretical concepts in real life situations at the work place.
2. To sensitize students to the nuances of corporate culture and familiarize them with the corporate code of behavior.
3. To enable students to manage resources, work under deadlines, identify and carry out specific goal oriented tasks.
4. To sharpen domain knowledge and provide cross functional skills

Guidelines:

- The student will have to identify an Internship (project work) in a business enterprise that matches the student's area of specialization.
- Internship (project work) is a combination of Inplant study and a research project.
- Students are expected to study the functioning of an organization, identify a problem area and provide suggestions to overcome the problems.

Duration of Project work:

- The project work shall be for a period of 4 weeks immediately after completion of 4th semester but before commencement of the 5th semester.
- Students are expected to take up the work, such as identifying the organization, finalization of topic and review of literature during the fourth semester and start the Internship (project work) immediately after this.

Project Guide:

- Internal guide of the Internship is a full time faculty member working in Business Administration department of respective institution.
- External guide is from the business organization where the student is carrying out his/her project work.
- Maximum of ten students can work under an internal guide.
- The students are expected to be in continuous interaction with the guide during the course of the Internship.

- No two students of an institute shall work on the same problem in the same organization.
- The student will present Synopsis with the detailed execution plan to the internship committee (HOD, senior faculty of the Dept. of Business Administration) who will review and may (a) approve, (b) approve with modification or (c) Reject for fresh synopsis.
- The approval status is submitted to HOD who will officially give concurrence for execution of the internship

Synopsis:

- It is a 3 page document/hard copy to be submitted to the HOD with the signatures of guide and the student (Introduction with objectives and summary,
- Review of articles/literature about the topic with source of information and methodology of the study).
- Submission of final report of internship should be one week before the commencement of the university theory examination.

Evaluation:

- Internal Evaluation: Internal evaluation will be done by the internal guide.
- External Evaluation: External evaluation shall be done by a faculty member (not below the rank of Associate Professor) drawn from Dept. of Commerce & Business Administration of the University.

Viva-voce / Presentation:

- A viva-voce examination will be conducted at the respective institution where student is expected to give a presentation of his/her work. The viva-voce examination will be conducted by the respective HOD / Sr. Professor of the department and an expert drawn from the University as appointed by the University.
- Internship (Project) work carries 100 marks evaluation by the internal guide and external evaluation (average mark will be taken for award) and 100 marks for viva-voce examination.

Format of the Internship report:

The internship report shall be prepared using word processor viz., MS word, using Times New Roman font sized 12, on a page layout of A4 size with 1” margin on 175 all sides and 1.5 line spacing. The internship report shall not exceed 75 pages.

Submission of report:

Students should submit the internship report in electronic data form only, in PDF file (Un-editable format) to the Institute. Institute in turn shall submit all the CDs of their students along with a consolidated master list as per specialization containing USN, Name of the student and title of the report to Controller of Examination one week before the commencement of the theory examinations.