

MANNAR THIRUMALAI NAICKER COLLEGE

PASUMALAI, MADURAI- 625 004

(An Autonomous Institution Affiliated to Madurai Kamaraj University)

(Re-accredited with 'A' Grade by NAAC)



Business Administration

SYLLABUS AND REGULATIONS

UNDER
CHOICE BASED CREDIT SYSTEM (CBCS)
(For those who joined during 2018-2019 and after)

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*
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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
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Part –B

(Answer is not less than 400 words)

One question ('either or 'type)	1 x 10=10 Marks
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Total	----- 30 Marks -----
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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
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(One question from each Unit)

Part –B

(Answer is not less than 400 words)

Three questions out of Five each unit (One question from each Unit)	3 x 15 = 45 Marks
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Total	----- 75 Marks -----
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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)	Skilll 2 (2) EVS 2 (2)	-	7 (22)
	II	5 (3)	6 (3)	Core 5 (4) Core 5 (4) Allied 5 (4)	Skilll 2 (2) VEDN 2 (2)	-	7 (22)
	III	-	-	Core 5 (4) Core 5 (4) Core 5 (4) Core 5 (4) Allied 6 (4)	Skilll 2 (2) NME 2 (2)	-	7 (24)
	IV	-	-	Core 5 (4) Core 5 (4) Core 5 (4) Core 5 (4) Allied 6 (4)	Skilll 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)	Skilll 2 (2)	-	6 (24)
	VI	-	-	Core(E) 5 (5) Core(E) 5 (5) Core 6 (4) Core 6 (4) Core 6 (4)	Skilll 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)
DEPARTMENT OF B.B.A
(For those who joined in 2018-2019 and after)

Programme :BBA
Semester : I
Sub Code : 18UBAG11

Part I :Tamil/Subject
Hours : 05
Credits : 03

COMPANY SECRETARIAL PRACTICE

COURSE OUTCOMES	
The Company Secretarial Practice subject is different from other subjects. This subject will help the students	
CO1: To have knowledge on formation of companies and the documents preparation.	
CO2: To know the various kinds of company meetings and the secretarial work in connected with.	
CO3: To know the qualities and functions of a company secretary.	
CO4: To make aware the legal formalities relating to Management of companies.	
UNIT I	: Company and its Types: Company – Definition – Characteristics – Difference between a Company and Sole Proprietorship- Difference between a Company and Partnership - Kinds of Companies- Public Company - Private Company- Difference between Public and Private Companies.
UNIT II	: Company Secretary : Definition - Qualification of a Company Secretary - Procedure for Appointment & Dismissal of a Company Secretary - Duties and Responsibilities - Rights and Powers - Liabilities of a Company Secretary.
UNIT III	: Formation of a Company: Promotion of a Company- Steps in Company Promotion - Steps for Incorporation of a Company- Memorandum of Association- Content- Clauses- Articles of Association- Distinction between Memorandum and Articles of Association- Prospectus.
UNIT IV	: Company Meetings - Law and Practice: Company Meetings – Meaning- Kinds of Company Meetings- Law and Practice of Meetings- Notice of Meetings- Quorum- Agenda- Proxies- Chairman of Meetings – Appointment-Qualifications- Powers and Duties- Proxy-Methods of Voting- Resolution and Minutes -Types.
UNIT V	: Members Meetings and Board Meetings: Statutory Meeting – Procedure- Secretarial Duties Before-During and After the Statutory Meeting-Annual General and Extraordinary General Meeting – Notice- Procedure for holding the Meeting- Secretarial work- Board Meeting Procedure-General Powers of the Board- Secretarial Duties during the Board meeting.

Text Book:

P.K.Ghosh & V.Balachandran, “Company Secretarial Practice”- Sultan Chand & Sons. New Delhi – 110002.

Reference Books:

1. Appppannaiah, Reddy, Prabhudev, **Company Law and Secretarial Practice**, Himalaya Publishing House , Mumbai - 400 004.
2. P.K.Ghosh, **Secretarial Practice** Sultan Chand & Sons, 23, Daryaganj, New Delhi – 110002
3. M.C.Shuka, **Secretarial Practice**, S.Chand & Co, Ram Nagar, New Delhi – 110002



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

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	: 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.
UNIT II	: 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.
UNIT III	: GRAMMAR 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	: COMPOSITION 1. Reading Comprehension. 2. Précis Writing.

		3. Note Making.
UNIT V	:	ESSAY WRITING 1. Science & Technology 2. Trade, Business & Commerce 3. Burning Issues

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.



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 :18UBAC12

Part III : Core
Hours : 05
Credits : 04

FINANCIAL ACCOUNTING

COURSE OUTCOMES	
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	
UNIT I	: 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.
UNIT II	: 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]
UNIT III	: Ledger and Trial Balance: Ledger posting – Trial Balance – Rectifications of Errors – Meaning – Kinds of Accounting Errors and Methods – Bank Reconciliation Statement Accounting.
UNIT IV	: 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.
UNIT V	: 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).

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

Programme :BBA
Semester : I
Sub Code :18UBAA11

Part III :Allied
Hours : 05
Credits : 04

BUSINESS ECONOMICS

COURSE OUTCOMES	
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.	
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 – Meaning 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
(For those who joined in 2018-2019 and after)

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.



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 :18UEVG11

Part IV :Mandatory
Hours : 02
Credits : 02

ENVIRONMENTAL STUDIES

COURSE OUTCOMES	
CO1: To gain knowledge on the importance of environmental education and ecosystem. CO2: To acquire knowledge about environmental pollution- sources, effects and control measures of environmental pollution 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 CO4: To make the student to understand the various pollution problems control mechanisms.	
UNIT I	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. 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.
UNIT II	Ecology and Ecosystems: Ecology – Meaning - Definition – Scope – Objectives – Subdivisions of Ecology. Ecosystem –Concept - Structure - Functions – Energy Flow – Food Chain and Food Web – Examples of Ecosystems (Forest, Grassland, Desert, Aquatic).
UNIT III	Biodiversity: Definition – Biodiversity at Global, National and Local Level. Values of Biodiversity – Threats to Biodiversity – Conservation of Biodiversity. Biodiversity of India: Biogeographical Distribution – Hotspots of Indian Biodiversity – National Biodiversity Conservation Board and Its functions. Endangered and Endemic Species of India
UNIT IV	Pollution Issues: Definition – Causes – Effects and Control Measures of Air, Water, Soil, Marine, Noise, Thermal and Nuclear Pollutions. Global Issues: Global Warming and Ozone Layer Depletion. Future plans of Global Environmental Protection Organisations.
UNIT V	Sustainable Development: Key aspects of Sustainable Development – Strategies for Sustainable Development - Agriculture – Organic farming – Irrigation – Water Harvesting – Water Recycling – Cyber Waste and Management. 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 -

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

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.



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 :18UBAC21

Part III : Core
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.



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Semester : II
Sub Code :18UBAC22

Part III : Core
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.



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Programme :BBA
Semester : II
Sub Code :18UBAA21

Part III : Allied
Hours : 05
Credits : 04

MODERN BANKING

COURSE OUTCOMES	
CO1: To impart firsthand knowledge in banking. CO2: Conversant with Banking Law's and how it shaped today's bank, Regulatory regime. CO3: To enhance the employability skills in the field of Banking. CO4: To make aware of various Financial makes in India.	
UNIT I	: Banker and Customer: 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.
UNIT II	: Deposits and Negotiable Instruments: 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.
UNIT III	: Lending principles and its associated concepts: Principles of sound lending- style of credit- cash credit system- overdraft-Types of loans- Modes of charging security- Lien-Pledge-Mortgage-Assignment-Hypothecation.
UNIT IV	: Financial Institution in India: Financial Institutions in India- ICICI-IDBI-SIDBI-Investment Institutions- Specialized Financial Institutions-EXIM-RBI and its Functions.
UNIT V	: New Technology in Banking: E-Banking-Electronic delivery Channels- Facets of E-Banking-Inter Bank Mobile Payment Services (IMPS) - Virtual Currency- models of E-Banking- Security measures-RTGS.

Text Book:

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



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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
Semester : II
Sub Code :18UVLG21

Part IV : Mandatory
Hours : 02
Credits : 02

VALUE EDUCATION

COURSE OUTCOMES	
CO1: Clarifying the meaning and concept of value - value education. CO2: To inspire students to develop their personality and social values based on the principles of human values. CO3: Developing sense of Love, Peace and Brotherhood at Local, national and international levels. CO4: To enable the students to understand the social realities and to inculcate an essential value system towards building a health society	
UNIT I	: 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.
UNIT II	: 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.
UNIT III	: 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.
UNIT IV	: 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.
UNIT V	: 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.

Text Book:

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