

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*

Total -----
--25 marks

** 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
each unit (One question from each Unit)

3 x 15 = 45 Marks

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.

BUSINESS ADMINISTRATION DEPARTMENT PEOs

PEO1: Be Skillful Intrapreneurs and Invigorate Entrepreneurs.

PEO2: Be Innovators in Exploring New Business Strategies and startup Initiatives.

PEO3: Be Critical thinkers, Crisis Handlers and Uphold Future Executives.

PEO4: Become Ethical, Moral, Self-sustained Citizens.

PROGRAMME OUTCOMES (POs)

PO1: Disciplinary Knowledge

PO2: Leadership Readiness and Reflective Thinking

PO3: Analytical Reasoning and Problem Solving

PO4: Communication Skills and Digital Literacy

PO5: Moral / Ethical Reasoning and Critical Thinking

PO6: Cooperation/ Team Work

PO7: Scientific Reasoning and Research related skills

PROGRAM SPECIFIC OUTCOME

PSO1 Equip the students with specific knowledge and skills for junior and middle positions of responsibilities in industrial and commercial organizations.

PSO2 Provide instructions on the lines of professional course by adopting participative methods of learning.

PSO3 Assist the graduates in finding employment opportunities in business and industry.

PSO4 Enable students learn the process, tools and techniques of marketing research.

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)
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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 | | P03 | 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.



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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.



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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 |
| <p>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:</p> <ol style="list-style-type: none"> 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). <p>The Marks for Internship Training will be awarded only on the basis of the Internship Training Report.</p> | | |

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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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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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**



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DEPARTMENT OF BUSINESS ADMINISTRATION
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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.



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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



MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous)
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.



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

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 | | |

| | |
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| | competencies and OD, creating whole system change, using OD to facilitate partnerships and alliances, enhancing constant learning, trends within the organization. |
|--|--|

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**



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

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.



MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous)
DEPARTMENT OF BUSINESS ADMINISTRATION
 (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



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

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

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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Programme : UG
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. Vasanthi Venugopal & 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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DEPARTMENT OF BUSINESS ADMINISTRATION
 (For those who joined in 2018-2019 and after)

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**



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

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, New Delhi, 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. | |

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| UNIT V | : | ETHICS IN COUNSELING: Making Ethical decisions – Beneficence – Non-maleficence – 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.



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

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.