

**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	<del>---25 marks---</del>

\*\* The students as Individual or Group must visit a local area to document environmental assets – river / forest / grassland / hill / mountain – visit a local polluted site – urban / rural / industrial / agricultural – study of common plants, insects, birds – study of simple ecosystem – pond, river, hill slopes, etc.

**Question Paper Pattern**

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

**Part –A**

(Answer is not less than 150 words)

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

**Part –B**

(Answer is not less than 400 words)

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

Total 30 Marks

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

**Part –A**

(Answer is not less than 150 words)

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

(One question from each Unit)

**Part –B**

(Answer is not less than 400 words)

Three questions out of Five 3 x 15 = 45 Marks

each unit (One question from each Unit)

Total 75 Marks

**Minimum Marks for a Pass**

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

No separate pass minimum for the Internal Examinations.

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

**PROGRAMME SPECIFIC OUTCOMES**

<b>PSO 1</b>	<b>:</b>	To equip the students with specific knowledge and skills for junior and middle positions of responsibilities in industrial and commercial organizations.
<b>PSO 2</b>	<b>:</b>	To provide instructions on the lines of professional course by adopting participative methods of learning.
<b>PSO 3</b>	<b>:</b>	To assist the graduates in finding employment opportunities in business and industry and developing entrepreneurial skills.
<b>PSO 4</b>	<b>:</b>	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 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
	<b>Total</b>	<b>30</b>	<b>24</b>	<b>175</b>	<b>525</b>	<b>700</b>

### 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> ) <b>Students will take up the General Knowledge paper as a self – study course</b>	0	1	---	---	100
	<b>Total</b>	<b>30</b>	<b>25</b>	<b>200</b>	<b>600</b>	<b>800</b>



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**Programme : UG**  
**Semester : III**  
**Sub Code : 18UBAC31**

**Part III : Core**  
**Hours : 05**  
**Credits : 04**

**BUSINESS LAW**

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



**Text Book:**

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

**Reference Books:**

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



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**Semester : III**  
**Sub Code : 18UBAC32**

**Part III : Core**  
**Hours : 05**  
**Credits : 04**

**COMPUTER APPLICATION IN BUSINESS**

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

**Text Books:**

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

**Reference Books:**

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



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**Semester : III**

**Sub Code : 18UBAC33**

**Part III : Core**

**Hours : 05**

**Credits : 04**

**ENTREPRENEURSHIP**

**COURSE OUTCOMES**

**CO1:** Understand and explain the key terms, definitions, and concepts used in Entrepreneurship Development

**CO2:** Demonstrate the meaning, functions, types and roles of an entrepreneur

**CO3:** identify the most recognized sources of potential funding and financing for business start-ups and/or expansion.

**CO4:** To analyse the environment setup relating to small industry and business.

UNIT I	:	<b>Introduction</b> - Entrepreneur - Meaning - Importance - Qualities, Nature, Types, Traits, Culture, Similarities and Differences between Entrepreneur and Intrapreneur. Evolution of Entrepreneurs - Entrepreneurial Promotion: Training and Developing Motivation: Factors - Mobility of Entrepreneurs - Entrepreneurial Change - Occupational Mobility - Factors in Mobility - Role of Consultancy Organizations in Promoting Entrepreneurs - Forms of Business for Entrepreneurs.
UNIT II	:	<b>Small Business</b> : Concept & Definition, Role of Small Business in the Modern Indian Economy, Small Entrepreneur in International Business; Steps for Starting a Small Industry, Registration as SSI, Advantages and Problems of SSIs; Institutional Support Mechanism in India; Incentives & Facilities, Govt. Policies for SSIs
UNIT III	:	<b>MSMEs</b> - Setting MSMEs- Location of Enterprise - Steps in Setting - Problems of Entrepreneurs - Sickness in Small Industries - Reasons and Remedies - Incentives and Subsidies - Evaluating Entrepreneurial Performance - Rural Entrepreneurship - Women Entrepreneurship.
UNIT IV	:	<b>Project Management</b> – Feasibility and Viability Analysis – Technical – Financial – Market – Appraisal and Evaluation – Project Report Preparation
UNIT V	:	<b>Project Finance:</b> Sources of Finance – Institutional Finance - Role of IFCI, IDBI, ICICI, LIC, SFC, SIPCOT, and Commercial Bank - Appraisal of Bank for Loans. Institutional Aids for Entrepreneurship Development - Role of DST, DICS, SIDCO, NSICS, IRCI, NIDC, SIDBI, SISI, SIPCOT, TIIC Entrepreneurial Guidance Bureau - Approaching Institutions for Assistance.

**Text Book:**

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

**Reference Books:**

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



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**Programme : UG**

**Semester : III**

**Sub Code : 18UBAC34**

**Part III : Core**

**Hours : 05**

**Credits : 04**

**ORGANISATIONAL BEHAVIOUR**

<b>COURSE OUTCOMES</b>	
<b>CO1:</b> Get a clear idea about The Individuals; Group (or Team); and The Organization. <b>CO2:</b> Examine attitudes, social climate, and performance within an organization by examining both individual and group behavior on a regional, national, or global level. <b>CO3:</b> Help to understand their behaviors, attitudes, ethical views, and performance, as well as those of the people with whom they will be working with. <b>CO4:</b> Helpful for finding the right mix of talents and working styles required for achievement of the task at hand.	
<b>UNIT I</b>	<b>:</b> <b>Introduction to Organisational Behaviour:</b> Organisational Behaviour – Concept – Nature – Determinants of O.B – Models of O.B. Values – Meaning, Types of Values – Sources of Values. Attitudes – Meaning – Sources of attitudes- Formation of Attitudes. Learning – Meaning – Theories of Learning.(Classical conditioning, operant, cognitive and social learning – only 4 Theories)
<b>UNIT II</b>	<b>:</b> <b>Perception and Personality:</b> Perception – Meaning – Process – Factors affecting Perception — Perceptual errors-Johari Window. Emotional Intelligence and its role in an organisation.
<b>UNIT III</b>	<b>:</b> <b>Motivation:</b> Motivation - Concept –Theories of Motivation – Hierarchy of Needs theory, Motivation – Hygiene theory, Theory X and Theory Y, – Financial and Non-financial motivation. .  Morale – Concept – Nature – Measurement – Morale and Productivity
<b>UNIT IV</b>	<b>:</b> <b>Group Dynamics and Conflict:</b> Group – Concept – Nature – Types of Groups – Theories of Group Formation – Group Behaviour – Norms – Group Cohesiveness.  Conflict – Nature – Dysfunction – Levels of Conflict – Individual, Group and Organisation – Conflict Handling Strategies.
<b>UNIT V</b>	<b>:</b> <b>Leadership:</b> Leadership – Concept – Styles of leadership – Theories of Leadership – Trait Theory, Michigan Studies, and Managerial Grid– Recent approaches to Leadership –Charismatic Leadership theory, Transactional vs. Transformational Leadership.

**Text Book:**

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

**Reference Books:**

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



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**Programme : UG**  
**Semester : III**  
**Sub Code : 18UBAA31**

**Part III : Allied**  
**Hours : 06**  
**Credits : 04**

**BUSINESS STATISTICS**

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

**20% of the questions should be theory related**

**80% of the questions should be problem oriented**



**Text Book:**

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

**Reference Books:**

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



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**Programme : UG**

**Semester : III**

**Sub Code : 18UBAS31**

**Part IV : Skill**

**Hours : 02**

**Credits : 02**

**PERSONALITY DEVELOPMENT SKILLS**

<b>COURSE OUTCOMES</b>	
<b>CO1:</b> To enhance holistic development of students and improve their employability skills. <b>CO2:</b> To develop inter personal skills and be an effective goal oriented team player. <b>CO3:</b> To re-engineer attitude and understand its influence on behavior <b>CO4:</b> Helps the students to face, meet and overcome the challenges of the outside world more effectively and efficiently.	
UNIT I	<b>:</b> <b>Introduction to Personality:</b> Personality- Meaning -Characteristic of Personality-Importance of Personality-Categories of Personality. Factors Affecting Personality Development. Important Theories of Personality. (Sigmund Freud's Psychoanalytic Theory, Erikson's Theory and Sheldon's Physiognomy Theory only)
UNIT II	<b>:</b> <b>Personality Types &amp; Traits:</b> Types of Personality-Major Personality Traits and Attributes.
UNIT III	<b>:</b> <b>Attitude:</b> Factors influencing Attitude-Challenges and Lessons from Attitude-Etiquette.  Wish List, SMART Goals, Blue print for success, Short Term, Long Term, Life Time Goals.
UNIT IV	<b>:</b> <b>Interpersonal Relations:</b> Interpersonal Behavior: Understand Self – Different Categories; Diagnosis of Type of Self Identifying own type of self; Effect of Interpersonal Behaviour of Interpersonal Relationship; Transactional Analysis – An explanation; Open Self Personality – How do we develop it?
UNIT V	<b>:</b> <b>Time Management</b> - Recognizing the Importance of Time-Causes for Wastage of Time; Methods for Managing Time Efficiently-Value of time, Diagnosing Time Management, Weekly Planner To do list, Prioritizing work. A Stitch in Time Saves Nine: Concept and applications of time management.

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



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**Programme : UG**  
**Semester : III**  
**Sub Code : 18UBAN31**

**Part IV : NME**  
**Hours : 02**  
**Credits : 02**

**BUSINESS MANAGEMENT**

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

**Text Book:**

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

**Reference Books:**

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

**MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous)****DEPARTMENT OF BUSINESS ADMINISTRATION****(For those who joined in 2018-2019 and after)****Programme : UG****Semester : IV****Sub Code : 18UBAC41****Part III : Core****Hours : 05****Credits : 04****INDUSTRIAL LAW****COURSE OUTCOMES****CO1:** To sensitize the students to the tasks of industrial relations, and,**CO2:** To familiarize them with the current IR practices**CO3:** To acquaints the students with important legal provisions governing the industrial employees.**CO4:** To help the students to consider the goals of workers and society

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

**Text Book:**

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

**Reference Books:**

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



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**Programme : UG**

**Semester : IV**

**Sub Code : 18UBAC42**

**Part III : Core**

**Hours : 05**

**Credits : 04**

**HUMAN RESOURCE MANAGEMENT**

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

**Text Book:**

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

**Reference Books:**

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



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

**Programme : UG**

**Semester : IV**

**Sub Code : 18UBAC43**

**Part III : Core**

**Hours : 05**

**Credits : 04**

**MARKETING MANAGEMENT**

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

**Text Book:**

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

**Reference Books:**

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

**MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous)****DEPARTMENT OF BUSINESS ADMINISTRATION****(For those who joined in 2018-2019 and after)****Programme : UG****Semester : IV****Sub Code : 18UBAC44****Part III : Core****Hours : 05****Credits : 04****RESEARCH METHODOLOGY****COURSE OUTCOMES****CO1:** Students will be able to identify the overall process of designing a research study from its inception to its report.**CO2:** Students will be familiar with ethical issues in educational research, including those issues that arise in using quantitative and qualitative research.**CO3:** Students will know the various types of validity strategies typically used in good qualitative research.**CO4:** To enable the students to organize the efforts into one cohesive and conceptual product idea generation task.

UNIT I	:	<b>Introduction</b> - Research Methodology – An Introduction – Meaning – Objectives – Types – Significance – Problems encountered by Researchers in India – Criteria of Good Research. Research Process – Important Concepts relating to Research Design
UNIT II	:	<b>Data Collection</b> - Methods of Data Collection - Questionnaire Construction and Interview Schedules – Methods.
UNIT III	:	<b>Sampling</b> - Fundamentals – Samples Design - Measurement and scaling Techniques.
UNIT IV	:	<b>Processing and analysis of Data</b> - Hypothesis functions – Importance – Types – Characteristics.
UNIT V	:	<b>Interpretation and report writing</b> - Use of library and internet in Research. Plagiarism– UGC guidelines on plagiarism – Contents of a good research report.

**Text Book:**

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

**Reference Books:**

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





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**Programme : UG**

**Semester : IV**

**Sub Code : 18UBAA41**

**Part III : Allied**

**Hours : 06**

**Credits : 04**

**BUSINESS MATHEMATICS**

**COURSE OUTCOMES**

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

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

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

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

**CO4:** To understand the financial transactions for investment purposes.

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

**20% of the questions should be theory related**

**80% of the questions should be problem oriented**

**Text Book:**

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

**Reference Book:**

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



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**Programme : UG**  
**Semester : IV**  
**Sub Code : 18UBAS41**

**Part IV : Skill**  
**Hours : 02**  
**Credits : 02**

**BODY LANGUAGE SKILLS**

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

**Text Book:**

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

**Reference Books:**

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



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**Programme : UG**

**Semester : IV**

**Sub Code : 18UBAN41**

**Part IV : NME**

**Hours : 02**

**Credits : 02**

**ENTREPRENEURIAL DEVELOPMENT**

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

**Text Book:**

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

**Reference Books:**

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



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

**Semester : IV Extra Credit Paper**

**Hours : 0**

**Subject Code : 18UGKG41**

**Credit : 01**

**COURSE OUTCOMES**

**CO1:** General knowledge makes students smarter.

**CO2:** More General Knowledge makes students more generally competent in the tasks of life.

**CO3:** To have the basic civic sense of behaving well.

**CO4:** To keep abreast of the development in various fields.

UNIT I	:	<b>World Politics:</b> World President and Prime Ministers - Capital & Currencies of various Countries - Central Banks of Various Countries. - Countries and Their National Games - Famous Personalities and Their Nicknames - Famous Sports Personalities in The World - Food Festivals in The World - Important Cups Trophies Related to Sports - Important Persons in Current News - Awards and Honours -.
UNIT II	:	<b>World Arts &amp; Culture:</b> National Animals in All Countries - National Birds in All Countries - National Flowers in All Countries - Organizations & it's Headquarters - Popular Industries in The World - Popular Newspapers in The World - Richest Man in the World - Stadiums in The world - Stock Exchanges Point in The World - Stock legislatures in The World.
UNIT III	:	<b>Indian Politics:</b> Presidents of India - Prime Ministers of India - Cabinet Ministers in India - UNESCO World Heritage in India - Union Territories of India - Revolutions in India - Nuclear Power Plants in India - Satellites Launched in India - Domestic - International Airports in India - Five Year Plans in India - Insurance Companies in India - Major Industries in India -
UNIT IV	:	<b>Indian Arts &amp; Culture:</b> National Parks in India - National Symbols of India - Scientific Inventions in India - Tiger Reserves in India - Folk Dances in India - Indian Rivers and their States. - Famous Temples in India - Major Ports in India. Banks in India Important Days in India - Cities & Their Nicknames in India - Dams in India.
UNIT V	:	<b>Tamilnadu General Knowledge:</b> History of Tamil Nadu - Personalities of Tamil Nadu - Politics of Tamil Nadu - Tamil Nadu Art & Culture - Geography of Tamil Nadu - Tamil Nadu Economy - Tamil Nadu Current Affairs.

**Text Book:**

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