

Sri Kaliswari College (Autonomous), Sivakasi

(Affiliated to Madurai Kamaraj University

Re-Accredited with 'A' grade (CGPA 3.30) by NAAC)



Programme Scheme, Scheme of Examination and Syllabi

(For those who join from June 2018 and afterwards)

Department of Business Administration

UG Programme – B.B.A

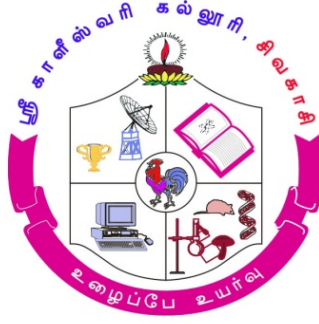
Curriculum Design and Development Cell

Annexure E

Sri Kaliswari College (Autonomous), Sivakasi

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Curriculum Design and Development Cell

UG Programme – B.B.A

HOD

**Dean of
Business Science**

**Dean of
Academic Affairs**

Principal

Sri Kaliswari College (Autonomous), Sivakasi

Department of Business Administration

Members of Board of Studies (2018-2021)

S. No.	Board Members	Name and Designation
1.	Chairman of the Board	Dr. P.K.Balamurugan, MBA., M.Phil., Ph.D., NET Associate Professor and Head, Department of Business Administration, Sri Kaliswari College (Autonomous), Sivakasi
2.	University Nominee	Dr. K. Ravichandran, M.B.A., Ph.D Professor and Head, Department of Entrepreneurship Studies, School of Business Studies, Madurai Kamaraj University, Madurai. Contact No: 93605 05443
3.	Academic Expert 1	Mr. G.Venkadasalapathy, M.B.A., M.Phil., Associate Professor in Business Administration, Director-Self Finance Courses, G. Venkataswamy Naidu College, Kovilpatti. Contact No: 96295 99930
4.	Academic Expert 2	Dr. D. Ram Kumar, M.B.A., Ph.D., Assistant Professor, Department of Business Administration, Government Arts College, Paramakudi. Contact No: 98423 46237
5.	Industrial Expert	Mr. R. Sathian, M.B.A., Distributor, Hatsun Agro Products Pvt. Ltd., Sivakasi. Contact No: 97867 86433
6.	Alumnus	Mr. P. Mahesh Kumar, M.B.A., Business Development Executive, NNR Global Logistics (I) Pvt. Ltd, Cochin. Contact No: 73567 54888
Members		
7.	Ms. A. Pandilakshmi	Assistant Professor in Business Administration
8.	Mr. S. Ajith Kumar	Assistant Professor in Business Administration
9.	Mr. S. Palpandian	Assistant Professor in Business Administration
10.	Mr. P. Venkatesh Kumar	Assistant Professor in Business Administration
11.	Mrs. K. Muthu Selvi	Assistant Professor in Business Administration
12.	Mrs. M. Nageswari	Assistant Professor in Business Administration
13.	Mrs. M. Sathya	Assistant Professor in Business Administration

Sri Kaliswari College (Autonomous), Sivakasi
Department of Business Administration
B.B.A (Semester) - (2018-2021)
Objectives, Outcomes, Regulation

Programme Objectives:

- To develop the junior level managers.
- To provide basic exposure to the functional areas of business.
- To develop employability of the students by providing value based enrichment courses.
- To develop the personality of students.

Programme Outcomes:

Knowledge

PO 1: Well grounded knowledge in chosen subjects.

PO 2: Updated knowledge related to the subjects.

Skills

PO 1: Acquisition of cognitive skills

PO 2: Acquisition of Life Skills for Employment.

Attitude

PO 1: Holistic Personality Development through Self-directed and lifelong learning.

PO 2: Eco Sensitivity, inclusive culture, moral uprightless and social commitment.

Programme Specific Outcomes:

- Enrich the students to gain conceptual knowledge in the functional areas of management viz., Production, Marketing, Finance and Human Resources
- Help the students to develop decision making skills, communicative skills and organizational skills
- Educate students to solve the Business related issues by applying conceptual knowledge
- Providing the opportunities to upgrade the students to be eligible to pursue higher studies
- Making the students by developing entrepreneurial skills and employable competencies.

Regulation

Duration of the programme : Three years (equivalent to six semesters)

Eligibility:

Candidate should have passed the higher secondary examinations conducted by the board of higher secondary education, Government of Tamilnadu or any other examinations accepted by the Syndicate of the Madurai Kamaraj University as its equivalent.

Medium of Instruction : English

Age Limit:

Max age limit : 21 Years

Age Relaxation:

SC/ST/OBC/MBC/DNC & Women : 3 years age relaxation

Differently Abled Students : 5 years age relaxation

Transitory Permission:

Students joined from 2018 - 2021 may be permitted to write their examinations in this pattern up to April 2026.

Sri Kaliswari College (Autonomous), Sivakasi
Department of Business Administration
Choice Based Credit System
UG Programme – B.B.A
2018 - 2021

Scheme of Examination / Question Paper Pattern

Theory Examination

The Internal and External marks should be allotted in the ratio 25:75.

Internal Marks:

i. Test (3Tests)	: 15 Marks (Average of the best two tests)
ii. Assignment	: 5 Marks (Average of two)
iii. Seminar / Quiz	: 5 Marks
Total	: 25 Marks

External Question Paper Pattern:

The question paper for external exam will have three parts.

Time: 3 Hours

Max. Marks: 75

Part – A (10 X 1 =10)

Question No.1 To 10 – All are Multiple Choices (2 Questions from Each Unit)

Part – B (5 X 7 =35)

Choosing Either (a) or (b) Pattern (One Question from Each Unit)

- Question No. 11. (a) or 11. (b) - From Unit I
12. (a) or 12. (b) - From Unit II
13. (a) or 13. (b) - From Unit III
14. (a) or 14. (b) - From Unit IV
15. (a) or 15. (b) - From Unit V

Part – C (3 X 10 =30)

Answer any Three out of Five questions (One Question from Each Unit)

Question No. 16 – 20.

- 16 - From Unit I
17 - From Unit II
18 - From Unit III
19 - From Unit IV
20 - From Unit V

Question Paper Setting

Component unit	Knowledge			Understanding			Higher objective			Total Marks
	PART A	PART B	PART C	PART A	PART B	PART C	PART A	PART B	PART C	
UNIT I	1 (1) 2 (1)				11a (7)	16 (10)		11b (7)		26
UNIT II	3 (1) 4 (1)	12a (7)				17 (10)		12b (7)		26
UNIT III	6 (1)	13a (7)			13b (7)		5 (1)		18 (10)	26
UNIT IV	8 (1)		19 (10)		14a (7) 14b (7)		7 (1)			26
UNIT V	9 (1) 10 (1)	15a (7)			15b (7)	20 (10)				26
Total	8	21	10		35	30	2	14	10	130

- Knowledge based - 30%
- Understanding - 50%
- Higher Objective - 20%

Practical Examination

Internal Marks:

i. Average of two tests	: 30 Marks
ii. Record Work	: 5 Marks
iii. Lab Performance	: 5 Marks
Total	: 40 Marks

External Marks:

i. Aim, Procedure / Algorithm and Program	: 25 Marks
ii. Results	: 20 Marks
iii. Viva	: 15 Marks
Total	: 60 Marks

Sri Kaliswari College (Autonomous), Sivakasi
Department Of Business Administration
Choice Based Credit System - Curriculum Pattern
UG Programme – B.B.A
(2018 – 2021)

Semester	Part	Course Code	Course Name	Hours	Credits
I	I	18UBAL11	Seyalar Panimuraigal	6	3
	II	18UENL11	General English I	6	3
	III	18UBAC11	Core Course I: Principles of Management	5	5
		18UBAC12	Core Course II: Fundamentals of Accounting	5	5
		18UBAA11	Allied Course I: Managerial Economics	4	3
	IV	18UBAN11	Non-Major Elective Course I: Fundamentals of Management	2	1
		18UBAE11	Enrichment Course I: Introduction to Business Organisation	2	1
	Total				30
II	I	18UBAL21	Aluvalaga Melanmai	6	3
	II	18UENL21	General English II	6	3
	III	18UBAC21	Core Course III: Business Environment	5	5
		18UBAC22	Core Course IV: Cost Accounting	5	5
		18UBAA21	Allied Course II: Monetary Economics	4	3
	IV	18UBAN21	Non-Major Elective Course II: Entrepreneurship Development	2	1
		18UBAE21	Enrichment Course II: Business Communication	2	1
	Total				30

Semester	Part	Course Code	Course Name	Hours	Credits
III	III	18UBAC31	Core Course V: Organizational Behaviour	6	4
		18UBAC32	Core Course VI: Business Law	6	4
		18UBAC33	Core Course VII: Business Statistics	5	4
		18UBAC3P	Core Course VIII: Computer Application in Business Lab	5	3
		18UBAA31	Allied Course III: Computer Application in Business – Theory	4	3
	IV	18UBAS31	Skill Based Course I: Soft Skill for Managers – Theory	2	2
		18UBAV31	Value Based Course I: Business Ethics	2	1
	Total				30
IV	III	18UBAC41	Core Course IX: Entrepreneurship	6	4
		18UBAC42	Core Course X: Banking and Insurance Management	6	4
		18UBAC43	Core Course XI: Business Mathematics	5	4
		18UBAC44	Core Course XII: Labour Legislation	5	4
		18UBAA41	Allied Course IV: Management Information System	4	3
		18UBAO41 18UBAO42 18UBAO43	Major Elective Course I : 1. Consumer Affairs 2. Event Management 3. Logistics Management	4	4
	V		Extension	-	1
	Total				30

Semester	Part	Course Code	Course Name	Hours	Credits	
V	III	18UBAC51	Core Course XIII: Operations Management	5	4	
		18UBAC52	Core Course XIV: Human Resource Management	5	5	
		18UBAC53	Core Course XV: Financial Management	5	5	
		18UBAC54	Core Course XVI: Marketing Management	5	5	
		18UBAO51 18UBAO52 18UBAO53	Major Elective Course II : 1. Marketing Research 2. Industrial Relations 3. Financial Services	4	3	
	IV	18UBAS51	Skill Based Course II: Advertising Management	2	1	
		18UBAS52	Skill Based Course III: Co-operative Management	2	1	
			18UDMG51	Disaster Management	1	1
	V		18UVED 51	Value Education	1	1
			18UBAJ51	On Job Training	-	1
	Total				30	27
VI	III	18UBAC61	Core Course XVII: Strategic Management	5	5	
		18UBAC62	Core Course XVIII: Management Accounting	5	5	
		18UBAC63	Core Course XIX: International Business	5	5	
		18UBAC64	Core Course XX: Retail Management	5	5	
		18UBAO61 18UBAO62 18UBAO63	Major Elective Course III: 1. Family Business Management 2. Travel and Tourism Management 3. Services Marketing	4	3	
	IV	18UBAJ61	Skill Based Course IV: Project Viva Voce	2	2	
		18UBAV61	Value Based Course II: Fundamentals of Goods and Services Tax	2	1	
	V		18UESR61	Environmental Studies	2	1
	Total				30	27

EXTRA CREDIT COURSE:

Semester	Course Code	Course Name	Hours	Credits
III	18UBAEX1	Personality Development	4	1
IV	18UBAEX2	Soft Skills	4	1
Total			8	2

Semester	I	II	III	IV	V	VI	Total
Credits	21	21	21	23	27	27	140

HOD

**Dean of
Business Science**

**Dean of
Academic Affairs**

Principal

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI

Department – B.B.A

Choice Based Credit System – Curriculum Structure

UG Programme

2018–2021 (Revised)

Part	Subject	Sem I	Sem II	Sem III	Sem IV	Sem V	Sem VI	Credits
I	Tamil/Hindi/French	6 (3)	6 (3)	-	-	-	-	6
II	English	6 (3)	6 (3)	-	-	-	-	6
III	Core Course	5 (5)	5 (5)	6 (4)	6 (4)	5 (4)	5 (5)	90
		5 (5)	5 (5)	6 (4)	6 (4)	5 (5)	5 (5)	
				5 (4)	5 (4)	5 (5)	5 (5)	
				5 (3)	5 (4)	5 (5)	5 (5)	
	Allied Course	4 (3)	4 (3)	4 (3)	4 (3)	-	-	12
	Optional Course	-	-	-	4 (3)	4 (3)	4 (3)	9
IV	Non-Major Elective	2 (1)	2 (1)	-	-	-	-	2
	Enrichment Course	2 (1)	2 (1)	-	-	-	-	2
	Skill Based Course	-	-	2 (2)	-	2 (1)	2 (2)	6
						2 (1)		
	Value Based Course	-	-	2 (1)	-	-	2 (1)	2
	Value Education Disaster Management	-	-	-	-	1 (1)	-	2
						1 (1)		
Environmental Studies On Job Training	-	-	-	-	-	2 (1)	2	
V	Extension	-	-	-	(1)	-	-	1
Hours (Per Week)		30	30	30	30	30	30	-
Credits		21	21	21	23	27	27	
Total								140

Sri Kaliswari College (Autonomous), Sivakasi

Department of Business Administration

UG Programme – B.B.A

Semester I

(2018 – 2021)

Part I: செயலர் பணிமுறைகள் (18UBAL11)

(For those who join from June 2018 and afterwards)

Credits : 3

Hours / Week: 6

Duration : 90 Hrs

Int. Marks : 25

Ext. Marks : 75

Max. Marks : 100

கற்றலின் நோக்கங்கள்:

- நிறுமத்தின் இலக்கணங்களையும், தன்மைகளையும் விளக்குதல்.
- மாணவர்களுக்கு நிறுமக் கூட்டங்கள் மற்றும் தீர்மானங்களை பற்றி எடுத்துரைத்தல்.
- நிறுமச் செயலரின் அதிகார உரிமைகள், கடமைகள் மற்றும் பொறுப்புகளை பகுத்துரைத்தல்.

கற்றலின் விளைவுகள்:

1. மாணவர்களுக்கு நிறுமத்தின் தன்மைகளை விளக்குதல்.
2. மாணவர்களுக்கு நிறுமச் செயலரின் பொறுப்புகளைப் பற்றி எடுத்துரைத்தல்
3. மாணவர்களுக்கு நிறுமத்தைத் தோற்றுவித்தலில் நிறுமச் செயலரின் கடமைகள் பற்றி விளக்குதல்.
4. மாணவர்களுக்கு நிறுமக் கூட்டம் நடத்தும் முறைகளை எடுத்துரைத்தல்.
5. மாணவர்களுக்கு தீர்மானங்கள் நிறைவேற்றும் விதம் பற்றி விளக்குதல்.

பிரிவு 1

(18 hrs)

நிறுமம் மற்றும் நிறுமச்செயலர் - நிறுமம் - இலக்கணம் - வகைகள் - நன்மைகள் மற்றும் தீமைகள். நிறுமச் செயலர் - இலக்கணம் - தகுதிநிலை - நியமனம் - நீக்கம் - உரிமைகள் - கடமைகள் - பொறுப்புகள்.

பிரிவு 2

(18 hrs)

நிறுமத்தைத் தோற்றுவித்தலும் நிறுமச் செயலரும் - நிறுமத்தை அமைப்பதற்கான முறைகள் - தோற்றுவித்தல் - பதிவுசெய்தல் - மூலதனம் திரட்டுதல் - தொழிலைத் திரட்டுதல் - தொழிலைத் தொடங்குதல் - நிறுமத்தைத் தோற்றுவித்தல் நிறுமச்செயலரின் கடமைகள் மற்றும் பொறுப்புகள்.

பிரிவு 3

(18 hrs)

நிறுமக்கூட்டங்கள் மற்றும் தீர்மானங்கள் - நிறுமக் கூட்டங்கள் - வகைகள் - இயங்குநரவைக் கூட்டம் - பங்குதாரர்களின் கூட்டம் - சட்டமுறைக்கூட்டம் - ஆண்டுப் பொதுக்கூட்டம் - அசாதாரணப் பொதுக்கூட்டம் - வகையினர் கூட்டம் - கூட்டஅழைப்பு - கூட்டம் நடத்தும் முறையில் செயலரின் பங்கு - கூட்டத்தலைவர் - நிகழ்ச்சிநிரல் - குறைவெண் - பதிலாள். தீர்மானங்கள் - வகைகள் - நிறைவேற்றும்விதம் - நிகழ்ச்சிக் குறிப்பு ஆவணங்கள் மற்றும் அறிக்கைகள் தயார் செய்தல் - செயலரின் கடமைகள்.

பிரிவு 4**(18 hrs)**

நிறுமமேலாண்மையும் நிர்வாகமும் - இயக்குநர்கள் அவை - இயக்குநர்கள் நியமனம் - அதிகாரங்களும் பணிகளும் - கடமைகள் - பொறுப்புகள் - பதவிநீக்கம் - நிர்வாக இயக்குநர் - உரிமைகள் அதிகாரங்கள் மற்றும் கடமைகள் - தனிக்கையாளர் - கணக்காளர் - சட்டஆலோசகர் - தகுதிகள் - நியமனம் - நீக்கம் - அதிகாரங்கள் - கடமைகள் மற்றும் பொறுப்புகள் - செயலரின் கடமைகள்.

பிரிவு 5**(18 hrs)**

நிறுமக்கலைப்பு - நிறுமக் கலைப்பு-பொருள் - நிறுமக் கலைப்புமுறைகள் - நிறுமக் கலைப்புமுறையின் படிநிலைகள் - கலைப்பாளர் - அதிகாரங்கள் - கடமைகள் - நிறுமக் கலைப்பும் நிறுமம் மூடப்படுதலும் - செயலரின் கடமைகள்.

Text Book:

1. முனைவர். எஸ். பீரமுகமது மற்றும் முனைவர். எஸ். ஏ. என். ஷாகலி இப்ராகிம். “செயலர் பணிமுறை”, பாஸ் பப்ளிகேசன்ஸ், மறுபதிப்பு 2016.

Unit	Text Book No.	Chapters	Section	Page No.
I	1	1	-	1.1-1.19
	1	2	-	2.1-2.15
II	1	3	-	3.1-3.29
III	1	4	-	4.1-4.25
	1	5	-	5.1-5.15
IV	1	6	-	6.1-6.22
V	1	7	-	7.1-7.27

Reference Books:

1. முனைவர். ராதா, “செயலாளர் பணிமுறை” பிரசன்னா பப்ளிர்ஸ், சென்னை, மறுபதிப்பு 2013.
2. ராமலிங்கம் மற்றும் மனோகரன், “செயலர் பணிமுறை”, மெரிட் இந்தியா பப்ளிகேசன்ஸ், மதுரை. மறுபதிப்பு 2006.

Sri Kaliswari College (Autonomous), Sivakasi

Department of Business Administration

UG Programme – B.B.A

Semester I

(2018 – 2021)

Core I: Principles of Management (18UBAC11)

(For those who join from June 2018 and afterwards)

Credits : 5 Int. Marks : 25

Hours / Week : 5 Ext. Marks : 75

Duration : 75 Hrs Max. Marks : 100

Course Objectives:

- To familiarize the learners to learn the basic principles of management.
- To learn the scientific decision making process.
- To gain knowledge of problem solving techniques.

Course Outcomes:

1. Enable the learners acquaint with the principles of management.
 2. Helps the learners to understand the various functions of management like planning, organising, staffing, directing and controlling.
 3. Assist the learners to involve in Event Management activities.
 4. Enrich the learners' managing competency, decision making skills and leadership skills
 5. Facilitates the learners to realize the importance of communication in an organization for smooth flow of operations.
 6. Helps the learners to understand the evolution of scientific management concepts and its application in increasing productivity.
 7. Helps the learners to apply the principles of management in solving real life problems
-

UNIT I (15 hrs)

Management –Nature and Features – Functions – Levels of Management – Role of a Manager – Skills of a Manager – Management Art or Science– Evolution of management thoughts – Contributions of F.W.Taylor, Henry Fayol and Elton Mayo.

UNIT II (15 hrs)

Planning – Nature – Principles of Planning – Steps in planning process – Types of Plans – Decision – Types of decision – Decision making process.

UNIT III (15 hrs)

Organizing – Steps in organizing – Organizational structure – Determinants – Principles – Formal and Informal Organization.

UNIT IV**(15 hrs)**

Staffing – Elements – Principles – Directing – Principles – Techniques (Delegation, Supervision, Orders and Instruction) – Models of Directing

UNIT V**(15 hrs)**

Controlling – Need – Controlling Process – Types of Control – Essentials of an Effective Control System – Techniques of Control (Management Audit, Responsibility Accounting, PERT and CPM).

Text Books:

1. C.B. Gupta, “Management Theory and Practice”, Sultan Chand & Sons, New Delhi, 19th Revised Edition, 2017.
2. T. Ramasamy, “Principles of Management”, Himalaya Publishing House, Mumbai, 9th Edition, 2017.

Unit	Text Book No.	Chapters	Section	Page No.
I	1	1	1.4,1.5,1.11 to 1.13	1.7,1.8,1.17 to 1.21
		4	4.8.1,4.8.2,4.8.5	4.16-4.22, 4.26
II	1	7	7.1,7.2,7.7 to 7.9	7.4,7.9 to 7.11
		10	10.1,10.5,10.7	10.2,10.3 & 10.4, 10.7 & 10.8
III	1	13	13.1,13.3,13.4,13.6,13.7	13.4-13.13
IV	1	27	27.1-27.3,27.5	27.4- 27.5, 27.7
		32	32.1,32.4,32.5	32.4, 32.4 – 32.9
V	1	40	40.1, 40.7,40.10	40.4, 40.6 – 40.9, 40.13 – 40.15

Reference Books:

1. P.C. Tripathi, and P.N. Reddy, “Principles of Management”, Tata McGraw- Hill Publishing House, New Delhi, 6th Edition, 2017.
2. Harold Koontz and Heinz Weihrich, “Essential of Management: An International, Innovation and Leadership Perspective”, Tata McGraw- Hill Publishing House, New Delhi, 10th Edition, 2015.

Sri Kaliswari College (Autonomous), Sivakasi
Department of Business Administration
UG Programme – B.B.A
Semester I
(2018 – 2021)

Core II: Fundamentals of Accounting (18UBAC12)
(For those who join from June 2018 and afterwards)

Credits	: 5	Int. Marks	: 25
Hours / Week	: 5	Ext. Marks	: 75
Duration	: 75 Hrs	Max. Marks	: 100

Course Objectives:

- To impart the fundamental knowledge of accounting to the learners.
- To familiarize the learner to prepare the financial statement
- To train the learners to prepare the accounts of trading and non- trading concerns

Course Outcomes:

1. To understand the basic Accounting concepts.
2. To understand the kinds of cash book.
3. To understand the practice of final accounts.
4. To understand the various methods of Depreciation.
5. To understand the features of Non Trading Organization.
6. To understand the nature of Receipts and Payments account.
7. To understand the concept of Double Entry System.

UNIT I **(15 hrs)**

Accounting - Meaning – Book Keeping – Accounting Concepts – Double entry system – Advantages - Journal, Ledger, Trial Balance.

UNIT II **(15 hrs)**

Subsidiary Book – Types – Advantages – Cash book – Kinds – Single, Double and Triple Column Cash book – Petty Cash book

UNIT III **(15 hrs)**

Final Accounts -Trading Account – Profit and Loss Account – Balance Sheet (Simple Adjustments Only)

UNIT IV **(15 hrs)**

Depreciation – Meaning and Definition – Causes – Need – Methods – Straight Line and Written Down Value method only (Simple Problem only).

UNIT V**(15 hrs)**

Non Trading Organisation – Meaning - Features – Receipt and Payment account – Income and Expenditure account – Balance Sheet.

Note: Question must be asked 60% on Problem 40 % on Theory

Text Books:

1. T.S.Grewal, “Double Entry Book-Keeping”, Sultan Chand & Sons, New Delhi, reprint 2002.
2. S.P.Jain and K.L Narang, “Financial Accounting”, Kalyani Publishers, Ludhiana, 5th Edition 2010.

Unit	Text Book No.	Chapters	Section	Page No.
I	1	1	-	1.2
		2	-	2.1-2.3,2.7
		3	-	3.7-3.11
		4	-	4.1-4.7,4.12-4.19
II	1	5	-	5.1-5.19
III	1	10	-	10.8-10.34
IV	1	13	-	13.1-13.6
V	1	17	-	17.1-17.16

Reference Books:

1. T.S.Reddy and A.Murthy, “Financial Accounting”, Margham Publications, 6th Edition, Reprint 2014.
2. M.C.Shukla, T.S.Grewal and S.C.Gupta, “Advanced Accounts - Volume 1”, S.Chand and Company Ltd., New Delhi, 17th Edition, 2011.

Sri Kaliswari College (Autonomous), Sivakasi

Department of Business Administration

UG Programme – B.B.A

Semester I

(2018 – 2021)

Allied Course I: Managerial Economics (18UBAA11)

(For those who join from June 2018 and afterwards)

Credits : 3

Hours / Week: 4

Duration : 60 Hrs

Int. Marks : 25

Ext. Marks : 75

Max. Marks : 100

Course Objectives:

- To familiarize the learners to learn basic managerial economics concepts.
- To apply economic analysis in the formulation of business policies.

Course Outcomes:

1. Familiarizing the learners to learn basic managerial economics concepts.
2. Understanding the internal and external decisions to be made by managers.
3. Identifying the economic analysis in the formulation of business policies.
4. Improving the ability with economic reasoning to solve the business problems.
5. Imparting knowledge of price concepts to the students.

UNIT I

(12 hrs)

Managerial Economics – Meaning – Definition – Nature – Scope – Functions of Managerial economist – Managerial Economics with other disciplines – Fundamental concepts – Objectives of a firm.

UNIT II

(12 hrs)

Demand – Meaning – Determinants and Distinctions of Demand – Law of Demand – Meaning – Types and Measurement of Elasticity of Demand – Law of Diminishing Marginal utility – Demand Forecasting.

UNIT III

(12 hrs)

Cost concepts – Cost output relationship in the Short run and Long run – Long run Average Cost (LAC) – Cost control and Cost reduction – Break even Analysis.

UNIT IV**(12 hrs)**

Pricing Methods – Meaning – Features – Price determination under perfect competition – Monopoly – Monopolistic competition – Oligopoly (Kinked Demand Curve Model).

UNIT V**(12 hrs)**

National Income – Meaning – Definition – Concept – Measurement of National Income – Importance – Difficulties – Business cycle.

Text Book:

1. S. Sankaran, “Managerial Economics”, Margham Publications, Chennai, 5th Edition, 2013.

Unit	Text Book No	Chapters	Section	Page No.
I	1	1 & 2	-	3-23, 24-28
II	1	4	-	81-114, 121-140
III	1	9,10 & 11	-	189-207, 209-222
IV	1	14	-	258-273, 281-289
V	1	26 & 27	-	425-429, 458-469

Reference Books:

1. M.L. Jhingan and J.K Stephen, “Managerial Economics”, Vrinda Publications Pvt. Limited, New Delhi, 2nd Edition, 2015.
2. D.M. Mithani, “Managerial Economics-Theory and Applications”, Himalaya Publishing House, Mumbai, 18th Edition, 2017.
3. D.N. Dwivedi, “Managerial Economics”, Vikas Publishing House Pvt. Ltd., New Delhi, 8th Edition, 2015.

Sri Kaliswari College (Autonomous), Sivakasi
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Semester I
(2018 – 2021)

Non Major Elective I: Fundamentals of Management (18UBAN11)
(For those who join from June 2018 and afterwards)

Credit	: 1	Int. Marks	: 25
Hours / Week	: 2	Ext. Marks	: 75
Duration	: 30 Hrs	Max. Marks	: 100

Course Objectives:

- To familiarize the learners to learn the basic fundamentals of management.
- To familiarize the learners to learn the functions of management.

Course Outcomes:

1. Make the learners realize basic practices of management.
2. Make the learners understand basic principles of management.
3. Impart the management function during the course of time.

UNIT I **(6 hrs)**

Management- Definition - Nature - Importance –Management as a science or as an Art- Levels of Management-Management Functions.

UNIT II **(6 hrs)**

Planning - Definition-Features - Importance - Types of Planning- Steps in Process of Planning.

UNIT III **(6 hrs)**

Organising –Definition – Importance - Formal Organisation - Informal Organisation.

UNIT IV **(6 hrs)**

Directing – Definition - Principles - Importance – Techniques.

UNIT V **(6 hrs)**

Controlling – Definition - Steps – Features - Types of controls.

Text Book:

1. Ramasamy. T, “Principles of Management”, Himalaya Publishing House, Mumbai, 9th Edition, 2017.

Unit	Text Book No.	Chapters	Section	Page No.
I	1	1	-	2 – 4, 7 – 10
II	1	5	-	70 – 72, 75 – 79
III	1	9	-	111 – 113, 117 – 121
IV	1	19	-	214 – 216
V	1	24	-	270 – 272, 278

Reference Books:

1. C.B. Gupta, “Management Theory and Practice”, Sultan Chand & Sons, New Delhi, 19th Revised Edition, 2017.
2. P.C. Tripathi and P.N. Reddy, “Principles of Management” Tata McGraw- Hill Publishing House, New Delhi, 2nd Edition, 2012.

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Semester I
(2018 – 2021)

Enrichment Course I: Introduction to Business Organization (18UBAE11)
(For those who join from June 2018 and afterwards)

Credit	: 1	Int. Marks	: 25
Hours / Week	: 2	Ext. Marks	: 75
Duration	: 30 Hrs	Max. Marks	: 100

Course Objectives:

- To get exposure about the various forms of organization.
- To know about the procedure for starting an organization.

Course Outcomes:

1. Enable the learners to know the forms of organization.
2. Make the learners to understand the features of partnership.
3. Make the learners to realize the importance of co-operative enterprise.

Unit I **(6 hrs)**

Meaning of Business – Concept of Business–Nature and Scope-Business Activities-Characteristics of Business-Objectives of Business-Business System-Essentials of Good Business-Industry and its Classification –Types of Manufacturing Industries.

Unit II **(6 hrs)**

Introduction-Forms of Business Organization-Sole Proprietorship-Partnership Organization-Limited Companies - Co-operative Enterprises-Joint Sector

Unit III **(6 hrs)**

Public Sector-Objectives-Growth and performance of public Enterprises- Private Sector- Joint Sector-Formation of Joint Sector Enterprises-Co-operative Enterprises - Processing and Industrial Co-operatives.

Unit IV **(6 hrs)**

Concept of Non-profit Organizations-Non-profit Sector in India-Problems Faced by Non-profit Organizations -Managerial Challenges before Non-profit Organizations-Coping with Challenges - Some Prominent Non-profit Organizations India.

Unit V**(6 hrs)**

Corporate Social Responsibility - Areas of Social Responsibility-Arguments for and Against Social Responsibility - Organizational Approach to Social Responsibility - Managing Social Responsibility

Text Book:

1. Martand and T. Telsang, "Industrial and Business Management", S. Chand & Company Ltd, reprint 2007.

Unit	Text Book No	Chapters	Section	Page No.
I	1	1	1.1-1.10	3 - 9
II	1	2	2.1-2.5	10 - 17
III	1	14	-	238-242, 262-264, 266-268
IV	1	50	50.1-50.8	50.1-50.8
V	1	5	5.5	36 - 38

Reference Books:

1. Dr. Francis Cherunilam, "Business Environment Text and Cases", Himalaya Publishing House, Mumbai, 25th Edition, 2017.
3. C.B.Gupta, "Management Theory and Practice", Sultan Chand & Sons, New Delhi, 19th Revised Edition, 2017.

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Semester II

(2018 – 2021)

Part I: அலுவலக மேலாண்மை (18UBAL21)

(For those who join from June 2018 and afterwards)

Credits : 3

Int. Marks : 25

Hours / Week : 6

Ext. Marks : 75

Duration : 90 Hrs

Max. Marks : 100

கற்றலின் நோக்கங்கள்:

- அலுவலக அமைப்பு முறை மற்றும் செயல்முறைகள் பற்றி எடுத்துரைத்தல்
- அலுவலகத் தகவல் தொடர்பு மற்றும் அதன் வகைகளை அறியச் செய்தல்
- கோப்பிடுதல் முறைகளைப் பற்றி எடுத்துரைத்தல்

கற்றலின் விளைவுகள்:

1. அலுவலகம் என்பதன் தலையாய கடமையை உணர்த்துதல்.
2. அலுவலகத்தின் அடிப்படையான அவசியங்களையும், நோக்கங்களையும் புரிதுரைத்தல்.
3. கோப்பீட்டின் பயன்பாடுகளையும் மற்றும் பயன்படுவதன் நோக்கங்களையும் கற்றுணர்த்தல்.
4. கோப்பீட்டின் பாதுகாப்பு அம்சங்களை ஆராய்தல்.
5. செய்திகளை பரிமாற்றும் விதம் மற்றும் வகைகள் பற்றிய முக்கியத்துவத்தை விளக்குதல்.

பிரிவு -1

(18 hrs)

அலுவலக மேலாண்மை - அலுவலக மேலாண்மையின் கூறுகள் - அலுவலக மேலாண்மையின் பணிகள் - அலுவலக மேலாளர் - அலுவலக மேலாளருக்கு வேண்டிய தகுதிகள்- அலுவலக மேலாளரின் பணிகளும், கடமைகளும் - அலுவலக அமைப்பு – அமைப்புக் கோட்பாடுகள் - அமைத்தலின் கட்டங்கள் - துறைகள் அமைத்தல்

பிரிவு -2

(18 hrs)

அலுவலக முறைகள் - அலுவலக முறைகளின் கோட்பாடுகள்- அலுவலக நடைமுறைகள் - அலுவலக முறைகளுக்கும் நடைமுறைகளுக்கும் உள்ள வேறுபாடுகள் - நவீன அலுவலகம் - பணிகள் மற்றும் முக்கியத்துவம் - அலுவலக இடஅமைப்பு – அலுவலக அமைப்புத் திட்டம் - நோக்கங்கள் - கோட்பாடுகள்

பிரிவு -3

(18 hrs)

கோப்பிடுதல் - பணிகள் - இயல்புகள் - மையக்கோப்பிடு முறையும் பண்முகக் கோப்பு முறையும் - கோப்புகளை வகைப்படுத்துதல் - கோப்பு முறைகள் - சுட்டகராதி – முக்கியத்துவம் - இயல்புகள் வகைகள் - அலுவலகத் தகவல் தொடர்பு – வகைகள்

பிரிவு -4**(18 hrs)**

அலுவலக அஞ்சல் முறை - அஞ்சலைக் கையாளுவத்தில் உள்ள கட்டங்கள் - கடிதப் போக்குவரத்து - நன்மைகள் - கடிதம் தயாரித்தல் - கடிதம் எழுதும் முறைகள் - சுருக்கெழுத்துப் பணிகள்

பிரிவு -5**(18 hrs)**

அலுவலக அறிக்கைகள் - அறிக்கைகளின் வகைகள் - அமைப்பு மற்றும் அறிக்கைகளின் செயலாக்கம் பிழை திருத்தப் பிரதி திருத்துதல் - குறியீடுகளைப் பயன்படுத்தும் முறைகள்

பாடப் புத்தகம்:

1. முனைவர். V. ராதா, “அலுவலக மேலாண்மை”, பிரசன்னா பப்ளிஷர்ஸ், சென்னை, 3 ஆம் பதிப்பு, 2004.
2. முனைவர். கு. அன்பழகன் மற்றும் இராமர், “அலுவலக மேலாண்மை”, மெரிட் இந்தியா பப்ளிக்கேசன், மதுரை, 3 ஆம் பதிப்பு, 1996.

Unit	Text Book No.	Chapters	Section	Page No.
I	1	1	-	1 - 10
		2	-	11 - 15, 31 - 32
II	1	3	-	34 - 37
		4	-	53 - 56
		5	-	58 - 68
III	1	9	-	112 - 130
		10	-	131 - 141
IV	1	11	-	142-157
V	2	14	-	186 - 189
	1	17	-	207 - 209

குறிப்பு நூல்:

1. R.S.N. Pillai and Bagavathy, “Modern Commercial Correspondence and Office Management”, S. Chand & Sons Publication, New Delhi, Reprint 2013.

Sri Kaliswari College (Autonomous), Sivakasi

Department of Business Administration

UG Programme – B.B.A

Semester II

(2018 – 2021)

Core III: Business Environment (18UBAC21)

(For those who join from June 2018 and afterwards)

Credits : 5

Int. Marks : 25

Hours / Week : 5

Ext. Marks : 75

Duration : 75 Hrs

Max. Marks : 100

Course Objectives:

- To provide the learners with effective knowledge on various Internal and External environments of business which have a considerable influence on the course of business.
- To give learners the fundamental knowledge of a range of business organizations, and the many factors that shape the nature of organizations operating in an increasingly complex business world.

Course Outcomes:

1. The learners will understand the nature of environment and suggest a suitable organizational arrangement for scanning the environment
2. The learners will be able to know the economic role of government and the political environment factors which influence the business.
3. The learners will be able to know the elements of demographic environment and its inspection on business.
4. The learners will familiarize with the impact of culture in business.
5. The learners will understand the technology on business and can bring the interface between technology and business.
6. The learners will be able to know the benefits and problems of MNCs to host country and home country.
7. To familiarize the learners about the code of conduct of multinational companies in India.

UNIT I

(15 hrs)

Business Environment – Meaning – Environmental analysis – Techniques – Steps – Types of environmental forecasting – Economic environment – Nature – Structure – Economic Policies – Economic Conditions.

UNIT II

(15 hrs)

Political and Legal Environment – Functions of state – Economic role of government – Government and legal environment – Economic roles of government in India – The Constitutional environment.

UNIT III**(15 hrs)**

Demographic and Societal Environment – Population Size – Falling birth rate and changing age structure – Migration and Ethnic aspects. Business and Society – Objectives – Importance - Business and Culture – Elements of culture – Impact of culture- Culture and Organisational Behaviour

UNIT IV**(15 hrs)**

Emerging trends in business environment technology – Technological environment – Innovation – Technological leadership and followership – Technology and Competitive advantage – Sources of technological dynamics – Time lags in technology introduction / absorption – Appropriate technology and technology adaptation – Impact of technology on Globalisation – IT and Marketing -Transfer of technology.

UNIT V**(15 hrs)**

Multi-National Corporations (MNC) – Meaning and Definition – Organizational models – Dominance of MNCs – MNCs and international trade – Merits of MNCs – Demerits – Perspectives – Code of conduct – Multinationals in India

Text Books:

1. Dr. Francis Cherunilam, “Business Environment”, Himalaya Publishing House. Mumbai – 26th Edition, 2017.
2. K. Aswathappa, “Essentials of Business Environment”, Himalaya Publishing House, 13th Revised Edition, 2017.

Unit	Text Book No	Chapters	Section	Page No.
I	1	1	-	4
	1	3	-	62 – 71
	1	4	-	75,79-83
II	1	5	-	86-92,94 -103
III	1	7, 8	-	132 – 136, 142, 143, 146 - 158
IV	1	6	-	108 – 125
V	1	40	-	675 - 684

Reference Books:

1. S.K. Mishra and V.K. Puri, “Economic Environment of Business”, Himalaya Publishing House. Mumbai – 1st Edition, 2000.
2. Justin Paul, “Business Environment”, Tata McGraw hill publishing Company (P) Ltd, New Delhi, reprint 2006.

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Semester II

(2018 – 2021)

Core IV: Cost Accounting (18UBAC22)

(For those who join from June 2018 and afterwards)

Credits : 5

Int. Marks : 25

Hours / Week: 5

Ext. Marks : 75

Duration : 75 Hrs

Max. Marks : 100

Course Objectives:

- To familiarize the learners with the basic cost accounting concept.
- To equip the learners to know the techniques maintaining the stock level.
- To enable the learners to take decision for cost control.

Course Outcomes:

1. To enable the learners to prepare the cost sheet.
2. To enable the learners to understand the stock levels.
3. To enable the learners to learn the Labour turnover ratio.
4. To enable the learners to identify the method of Remuneration.
5. To enable the learners to understand the allocation of overheads.
6. To enable the learners to prepare the primary distribution.
7. To enable the learners to learn the procedure for process costing.

UNIT I

(15 hrs)

Cost Accounting – Objectives – Functions – Financial Accounting vs. Cost Accounting – Methods of Cost – Types of Costing –Classification- Elements of cost –Non-cost Expenses– Cost Sheet – Production Account.

UNIT II

(15 hrs)

Material control – Objectives – Essentials – Advantages - Purchase Department – Stock Levels –Methods of pricing of material issue – FIFO, LIFO, Simple Average and Weighted average method

UNIT III

(15 hrs)

Labour – Direct and Indirect Labour – Labour Turnover Ratio – Method of Remuneration – Time Rate System and Piece Rate System – Bonus system

UNIT IV**(15 hrs)**

Overhead – Meaning – Allocation and Apportionment – Classification – Principles of apportionment - Primary Distribution.

UNIT V**(15 hrs)**

Process Costing - Process costing Vs Job costing-Features-Advantages-Disadvantages- Procedure-Losses and gains in process-Normal loss-abnormal loss- Abnormal gain

Note: Question must be asked 60% on Problem 40 % on Theory

Text Books:

1. R.S.N. Pillai, and Bagawathi V, “Cost Accounting”, S. Chand & Company Ltd, New Delhi, 7th Edition, 2017.
2. Shukla M.C., Grewal T.S., “Cost Accounting Text and Problems” S. Chand & Company Ltd, New Delhi, Reprint 2006.

Unit	Text Book No.	Chapters	Section	Page No.
I	1	1	-	4-8
	1	2	-	20-40
II	1	3	-	67,68
	1	4	-	82-89
	1	5	-	112-123
III	1	7	-	146,159-161
	1	8	-	164-180
IV	1	9	-	211-224
V	1	19	-	482-498

Reference Books:

1. S.P. Jain, and Narang K.L.,” Cost Accounting”, Kalyani Publishers, Ludhiana, 8th Edition, 2013.
2. Reddy T.S., and Hari Prasad Reddy, “Cost Accounting”, Margham Publication, Chennai, 4th Edition reprint 2012.

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Semester II
(2018 – 2021)
Allied Course II: Monetary Economics (18UBAA21)
(For those who join from June 2018 and afterwards)

Credits	: 3	Int. Marks	: 25
Hours / Week:	4	Ext. Marks	: 75
Duration	: 60 Hrs	Max. Marks	: 100

Course Objectives:

- To understand current economic condition.
- To create awareness about the banking system and monetary policy.

Course Outcomes:

1. Knowing the macroeconomic aspects to the learners.
 2. Analyzing the circular flow of money.
 3. Inculcating the knowledge of types of money.
 4. Make the learners to understand the monetary standard.
 5. Equip the learners to understand the principles of note issue.
-

Unit I **(12 hrs)**

Meaning and difficulties in Barter economy – Evolution – Nature and functions of Money- Kinds of money – Drawbacks of money – Significance of money in capitalist economy – Circular flow of money

Unit II **(12 hrs)**

Monetary Standard – Meaning –Types of Monetary Standard – Metallic Standard: Monometallism - Bimetallism-Gresham's Law – Paper Standard – Principles of Note Issue

Unit III **(12 hrs)**

Inflation –Meaning – Causes– Consequences – Measures to control – Inflationary gap-Deflation – Causes – Effects- Measures to control

Unit IV **(12 hrs)**

Commercial banking – Functions and role of commercial banks –Bank assets and liabilities –Creation of credit –Process of credit creation –Limitations of credit creation –New trends in commercial banking

Unit V**(12 hrs)**

Central bank – Nature and Functions –Methods of credit control – Quantitative and qualitative – Functions of Reserve bank of India – Monetary policy – Objectives

Text Book:

1. D.M. Mithani, “Money, Banking, International Trade and Public Finance” –, Himalaya Publishing House, Mumbai, 18th Edition, 2016.

Unit	Text Book No	Chapters	Section	Page No.
I	1	1 & 2	-	3-9, 17-22, 11-12, 30-33
II	1	3	-	40-44
III	1	10	-	161-163, 168-174, 186-188, 191-193, 206-207
IV	1	13	-	268-276, 280-285, 288-289,
V	1	16,18&19	-	372-377, 413-422 444-446

Reference Books:

1. R. Cauvery, U. K. Sudha Nayak, M. Kruparani, and A. Manimekalai., “Monetary Economics”, S. Chand and Company Ltd, New Delhi, 1st Edition, 2003.
2. E. Narayanan Nadar, “ Money and Banking”, PHI Learning Pvt. Ltd., New Delhi, 1st Edition, 2013.

Sri Kaliswari College (Autonomous), Sivakasi
Department of Business Administration
UG Programme – B.B.A
Semester II
(2018 – 2021)

Non Major Elective II: Entrepreneurship Development (18UBAN21)
(For those who join from June 2018 and afterwards)

Credit	: 1	Int. Marks	: 25
Hours / Week	: 2	Ext. Marks	: 75
Duration	: 30 Hrs	Max. Marks	: 100

Course Objectives:

- To familiarize the learners to learn the functions of entrepreneur.
- To familiarize the learners to learn the entrepreneur role.

Course Outcomes:

- Preach the crucial role of Entrepreneur.
- Understand the learners to distinguish between an Entrepreneur and a manager.
- Realize the learners about real function of an entrepreneur

UNIT I **(6 hrs)**

Entrepreneur- Meaning- Characteristics- Functions of Entrepreneurs- Distinguish between an Entrepreneur and a Manager- Types of entrepreneur-Women entrepreneur.

UNIT II **(6 hrs)**

Project-Meaning- Classification- Identification- Selection.

UNIT III **(6 hrs)**

Project Report –Meaning-Significance –Contents-Formulation of a Project Report.

UNIT IV **(6 hrs)**

EDP-Meaning-Need-Objectives- Course Contents and Curriculum-Phases.

UNIT V **(6 hrs)**

Institutional Support to Entrepreneurs- DIC Specialized Institutions-NISEBUD, NISIET

Text Book:

1. Dr. S.S. Khanka, “Entrepreneurial Development” S. Chand & Company Ltd., New Delhi, Reprint 2010.

Unit	Text Book No.	Chapters	Section	Page No.
I	1	1,3	-	1-6,18-19
II	1	11	-	83-87
III	1	12	-	88-93
IV	1	9	-	61-64
V	1	18	-	163-164,166-167

Reference Book:

1. Gordon. E and Natarajan, “Entrepreneurship Development”, Himalaya Publishing House Pvt. Ltd., Mumbai, Reprint 2013.

Sri Kaliswari College (Autonomous), Sivakasi
Department of Business Administration
UG Programme – B.B.A
Semester II
(2018 – 2021)

Enrichment Course II: Business Communication (18UBAE21)
(For those who join from June 2018 and afterwards)

Credit	: 1	Int. Marks	: 25
Hours / Week	: 2	Ext. Marks	: 75
Duration	: 30 Hrs	Max. Marks	: 100

Course Objectives:

- To provide the learners with a basic knowledge about the verbal and non -verbal communication.
- To develop an awareness of the layout of business letter.
- To develop and deliver effective presentations.

Course Outcomes:

1. To understand and demonstrate writing and speaking processes through invention, organization, drafting, revision, editing, and presentation.
2. To understand the importance of specifying audience and purpose and to select appropriate communication choices.
3. To understand and appropriately apply modes of expression, i.e., descriptive, expository, narrative, scientific, and self-expressive, in written, visual, and oral communication.

UNIT I

(6 hrs)

Communication – Definition - Need - Objectives – Importance of communication to business – Process of communication – Barriers.

UNIT II

(6 hrs)

Business communication – Importance – Types of communication employed by business organizations – External communications – Advantages – Internal communication – Personal communication – Directions of communication – Downward and upward communication – Horizontal communication.

UNIT III**(6 hrs)**

Layout of Business Letter – General Precautions – Letterhead / Heading – Different Models of Letterhead – Date line - Inside address – Salutation – Body – Complimentary close – Signature – Illustrations of full block form and Modified block form – Features in the layout of a Business letter – Essential features – Full Block format – Indented form – Modified block form – Optional features in a letter - Role of technology in business communication.

UNIT IV**(6 hrs)**

Offer – Meaning – Similarities and Dissimilarities between an offer and quotations – Kinds of offer – Essential features of an offer – Drafting an offer letter - Method of drafting an offer letter – Points to be remembered while drafting offer letters – Quotations- clauses relating to transit of goods – Abbreviations and terms used in offers and quotations.

UNIT V**(6 hrs)**

Reports and Report – Writing: Need of Report – Importance of a report as a tool in the management process – Kinds of reports – Classification based on length - Classification based on content – Meaning of effective reports – Guidelines to be followed to make a report effective – Project reports – Short reports - Format of a short report - Guidelines on the preparation of short report – Preparation of a long report – Layout of a long report.

Text Book:

1. Prof. N.S. Ragunathan and Prof. B. Santhanam, “Business Communication”, Margham Publications, 4th Revised edition 2015, Chennai.

Unit	Text Book No.	Chapters	Section	Page No.
I	1	1	-	1.1 – 1.7
II	1	1	-	1.8 – 1.15
III	1	1	-	5.1 - 5.18
IV	1	1	-	9.1 – 9.13
V	1	1	-	27.1 – 27.5,27.7-27.11

Reference Book:

1. R.S.N. Pillai and Bagawathi, “Modern Commercial Correspondence”, S. Chand Publishing Company, New Delhi, reprint 2013.

Sri Kaliswari College (Autonomous), Sivakasi

Department of Business Administration

UG Programme – B.B.A

Semester III

(2018 – 2021)

Core V: Organisational Behaviour (18UBAC31)

(For those who join from June 2018 and afterwards)

Credits : 4

Int. Marks : 25

Hours / Week: 6

Ext. Marks : 75

Duration : 90 Hrs

Max. Marks : 100

Course Objectives:

- To impart the knowledge on the behaviour of individual, group and the overall organization in different aspects.
- To emphasis the value of group activities and decision making.

Course Outcomes:

1. Helps to understand the employees in a better way.
2. Enable the learners to assess the concepts of OB principles and concepts.
3. Helps to know how employees act, feel and think in an organization.
4. Motivate the learners to work in a team collectively for better productivity.
5. Helps to create and sustain organizational culture.
6. Helps to change and develop the organization by applying behavioral theories.

UNIT I

(18 hrs)

Organisational Behaviour (OB) – Introduction – Elements – Nature and Scope – Need – Disciplines of OB – Evolution – Development – OB Process – Challenges.

UNIT II

(18 hrs)

Individual Behaviour – Introduction – Individual Differences – Human Behaviour and its Causation – Models of Man – Personality – Introduction – Determinants – Types – Theories.

UNIT III

(18 hrs)

Perception – Process – Factors affecting perception – Attitudes – Formation – Types – Measurement of Attitude – Change of Attitude – Values – Types – Learning – Determinants – Learning theories (Classical Conditioning, Operant Conditioning, Cognitive, Social Learning) – Learning principles.

UNIT IV**(18 hrs)**

Group Dynamics – Characteristics – Reason for Joining group – Types – Stages of group formation group behaviour – Motivation – Theories of Motivation (Maslow, Herzberg two factors) – Motivational Tools – Incentives, Job Design – Leadership – Functions – Styles – Theories (Trait Theory, Behavioural Theory, Managerial Grid).

UNIT V**(18 hrs)**

Organisational Change – Introduction – Reasons for Change – Types – Planned Change – Kurt Lewi’s Change model – Resistance to change – Managing resistance – Organizational Development (OD) – Introduction – Characteristics – Models of OD – OD Intervention.

Text Book:

1. S.S. Khanka, “Organisational Behaviour – Text and Cases” S. Chand & Company Ltd, New Delhi, Revised Edition, 2013.

Unit	Text Book	Chapters	Section	Page No.
I	1	1, 2	-	3 – 11, 16 – 20
II	1	4,5	-	31 – 38, 41 – 47
III	1	6,7,8	-	58, 59 – 62, 72 – 77, 89 – 92
IV	1	9, 10,11	-	105, 107 – 114, 125 – 127,137 – 140, 208, 211 – 214
V	1	22	-	283 - 298

Reference Books:

1. Dr. P. Subbarao, “Management and Organisational Behaviour – (Text and Cases)”, Himalaya Publishing House, Mumbai, 2nd Edition, 2017.
2. K. Aswathappa, “Organisational Behaviour – (Text, Cases and Games)”, Himalaya Publishing House, Mumbai, 12th Edition, 2016.

Sri Kaliswari College (Autonomous), Sivakasi

Department of Business Administration

UG Programme – B.B.A

Semester III

(2018 – 2021)

Core VI: Business Law (18UBAC32)

(For those who join from June 2018 and afterwards)

Credits : 4

Int. Marks : 25

Hours / Week : 5

Ext. Marks : 75

Duration : 75 Hrs

Max. Marks : 100

Course Objectives:

- To provide the learners with a basic knowledge about law relating to business.
- To create an awareness of the legal framework within which business operates in India.

Course Outcomes:

1. Understanding the role and significance of legal enactments influencing business.
2. Know about the essentials of a valid contract.
3. Inculcating the remedies for breach of contract.
4. Identify the contract of sale of goods.
5. Familiarizing the sale and agreement to sell to the students.
6. Identify with the cyber law and information technology.

UNIT I

(15 hrs)

Scope of Indian Contract Act 1872 – Agreement and Contract - Characteristics of agreement- Kinds of an agreement – Essentials of a Contract - Classification of Contract – Valid, Void, Voidable, Illegal and Unenforceable.

UNIT II

(15 hrs)

Discharge of contract by performance – Devolution of Joint Liabilities and Joint Rights – Time and Place for Performance – Discharge of Contract by New Agreement – Discharge of Contract by Operation of Law – Discharge by supervening Impossibility - Doctrine of frustration- Breach of contract- Remedies for breach of contract-

UNIT III

(15 hrs)

Contract of Agency – Classification of Agents - Duties, Rights and Liabilities of agent – Termination of Agency - Contract of sale of goods – Essential of Contract of Sale – Distinction between Sale and Agreement to sell – Difference between Sale and Hire purchase Agreement – Goods - Classification of goods - Document of title to goods.

UNIT IV**(15 hrs)**

Contracts of Partnership-Elements of Partnership – Classification of Partnership – Partners and their Liability – Partnership Deed – Registration of Firms – Relation of Partners to one another – Relation of Partners to third Parties – Reconstitution of a firm – Dissolution of firm – Winding up – Settlement of Accounts – Public Notice.

UNIT V**(15 hrs)**

Cyber Law – Need for Cyber Law – Cyber Crime – Types of Cyber Crimes – Pornography on the Net –Cryptography, privacy and national security concerns – Breach of Confidentiality and Privacy – Encryption and Cryptography-The Right to privacy and Cryptography –Restrictions on Cryptography in India-Preventing of Computer Crime-By Practicing Safe Computing –Information Technology-Objectives-Electronic Governance-Offences

Text Book:

1. P. Saravanavel and S. Sumathi, “Legal Aspects of Business”, Eswar Press, Chennai, 1st Edition, 2012.

Unit	Text Book No	Chapters	Section	Page No.
I	1	2	-	2.1-2.9
II	1	8,9	-	8.1-8.13,9.1-9.9
III	1	12,13	-	12.1,12.2,12.9-12.10,12.13,12.14 13.1-13.6
IV	1	15	-	15.1-15.18
V	1	30	-	30.1-30.7,30.8,30.11-30.15,30.18

Reference Books:

1. N. D. Kapoor, “Elements of Mercantile Law”, Sultan Chand & Sons, New Delhi, 34th revised Edition, 2012.
2. M.C. Shukla, “Mercantile law”, S. Chand & Company Ltd, New Delhi, 5th Edition, 2013.

Sri Kaliswari College (Autonomous), Sivakasi
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UG Programme – B.B.A
Semester III
(2018 – 2021)
Core VII: Business Statistics (18UBAC33)
(For those who join from June 2018 and afterwards)

Credits	: 4	Int. Marks	: 25
Hours / Week:	5	Ext. Marks	: 75
Duration	: 75 Hrs	Max. Marks	: 100

Course Objectives:

- To know the important concepts in statistics.
- To learn the sampling techniques used in a research.
- To acquire knowledge in statistical tools applied in business and research.

Course Outcomes:

1. Acquire knowledge in statistical tools applied in Business.
2. Learners can get an exposure about the classification, coding and tabulation of Data.
3. Enlighten the learners' knowledge about measures of Dispersion.
4. Impart the fundamental knowledge of measures of central tendency to the learners.
5. Enrich the learners to inculcate the knowledge of measuring correlation and Regression-analysis for the research work.
6. Facilitates the learners to get a clear idea about the consumer Price Index Number methods.

UNIT I **(15 hrs)**

Statistics – Importance – Functions – Data – Primary Data - Secondary Data – Classification and Coding - Tabulation – Diagrammatic and Graphic Presentation – sampling – Types of sampling.

UNIT II **(15 hrs)**

Arithmetic Mean – Geometric Mean – Harmonic Mean – Median – Mode. Measures of Dispersion – Range – Quartile Deviation – Mean Deviation – Standard Deviation – Co-efficient of Variation.

UNIT III **(15 hrs)**

Correlation – Methods of Measuring correlation – Scatter Diagram – Graphic method – Karl Pearson's Co-efficient of Correlation - Rank Correlation- Con-current Deviation method.

UNIT IV**(15 hrs)**

Regression Analysis – Regression line – Regression equations – Least square Method – Deviation taken from actual mean and assumed mean method.

UNIT V**(15 hrs)**

Index numbers – Meaning, Definition, Users, Types – Tests – Consumer Price Index number. Analysis of Time Series – Components, Uses – Methods of determining Trend – Semi-Average Method and Least Square Method.

Text Book:

1. R.S.N. Pillai and Bagavathi, “Statistics Theory and Practice”, S. Chand and Company Pvt. Ltd., New Delhi, 7th Revised Edition, 2009.

Unit	Text Book No.	Chapters	Section	Page No.
I	1	1	-	3-7
		2	-	12-17
		4	-	27-34
		5	-	38-44
		6	-	50-73
		7	-	81-93
		8	-	100-118
II	1	9	-	124-202
		10	-	241-308
III	1	12	-	396-443
IV	1	13	-	465-511
V	1	14	-	526-563

Reference Books:

1. Dr. P.N. Arora and S. Arora, “Statistics for Management”, S. Chand and Company Pvt. Ltd., New Delhi, Reprint 2016.
2. E.Narayana Nadar, “Statistics”, PHI Learning Pvt. Ltd, New Delhi, 2nd Edition, 2015.
3. D. N. Elhance, Veena Elhance and B.M. Aggarwal, “Fundamentals of Statistics”, Kitab Mahal, Allahabad, Reprint 2002.

Sri Kaliswari College (Autonomous), Sivakasi
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Semester III
(2018 – 2021)

Core VIII: Computer Application in Business Lab (18UBAC3P)
(For those who join from June 2018 and afterwards)

Credits	: 3	Int. Marks	: 40
Hours / Week	: 6	Ext. Marks	: 60
Duration	: 90 Hrs	Max. Marks	: 100

Course Objectives:

- To provide basic idea about document and Excel Preparation.
- To provide basic knowledge about Slide Presentation.

Course Outcomes:

1. Make the learners to understand basic knowledge of computer.
 2. Make the learners to create an effective Advertising Copy.
 3. Make the learners to draw an Invitation for capture the eye movements.
 4. Make the learners to prepare Business letter as well as mail merge concept.
 5. Make the learners to understand sorting concept.
-

Text Editing and Formatting Tool

1. Preparing Business letter pad by using header & footer option.
2. Preparation of Time Table by using tables
3. Resume Preparation with Cover Letter
4. Agenda Preparation.
5. Preparing circular letter using mail merge.
6. Designing a new letter by using Drop cap, Wrapping text, Split column, change case and sort.
7. Preparation of Prospectus.
8. Menu card preparation for Hotel.

Spread Sheet Tool

9. Preparation of Students Mark Statement by using charts
10. Preparation of Employee Payroll Calculation by using tools
11. Usage of Statistical functions (Any three).

Slide Preparation Tool

12. Preparing a company advertisement.
13. Creation of Slide by using Photo Album
14. Preparing a Business presentation.

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Semester III
(2018-2021)

Allied Course III: Computer Application in Business – Theory (18UBAA31)
(For those who join from June 2018 and afterwards)

Credits	: 3	Int. Marks	: 25
Hours/Week	: 4	Ext. Marks	: 75
Duration	: 60 Hrs	Max. Marks	: 100

Course Objectives:

- To know about the Basics of computers.
- To know about the Office Automation tools.

Course Outcomes:

1. Make the learners to know about the basics of computers memory concepts of computer.
2. Understand the classification of computers.
3. Gain knowledge about five generations of computer system.
4. Make the learners to know the components of MS-Word.
5. Help the learners to create formulas to calculate values using MS-Excel.

UNIT I **(12 hrs)**

Introduction to Computers- Introduction – Characteristics of Computers – Generation of computers - Classification of Computers – Types of Personal computers – Basic functional units of a computer – Memory classifications – Input devices – Output devices.

UNIT II **(12 hrs)**

Modify the structure and appearance of text:-Apply paragraph formatting - Structure content manually - Apply character formatting - Create and modify lists - Apply built-in styles to text - Collaborate on documents - Mark up documents - Display and review document markup - Compare and merge documents - Control content changes.

UNIT III **(12 hrs)**

Merge data with documents and labels- Understand the mail merge process - Start the mail merge process - Choose and refine the data source - Insert merge fields - Preview and complete the merge - Create individual envelopes and labels.

UNIT IV**(12 hrs)**

Perform calculations on data- Name groups of data - Define Excel tables - Create formulas to calculate values - Summarize data that meets specific conditions - Set iterative calculation options and enable or disable automatic calculation - Use array formulas - Find and correct errors in calculations - Manage worksheet data - Limit data that appears on your screen - Manipulate worksheet data - Define valid sets of values for ranges of cells.

UNIT V**(12 hrs)**

Create and manage slides- Add and remove slides - Divide presentations into sections - Rearrange slides and sections - Apply themes - Change slide backgrounds - Insert and manage simple graphics: Insert, move, and resize pictures - Edit and format pictures - Draw and modify shapes - Capture and insert screen clippings - Create a photo album - Add sound and movement to slides - Animate text and pictures on slides - Customize animation effects - Add audio content to slides - Add video content to slides.

Text Books:

1. Dr. P. Rizwan Ahmed, “Introduction to Information Technology”, Margham Publication, 2nd Revised Edition, 2017.
2. Joan Lamert and Curtis Frye, “Microsoft Office 2016 Step by Step”, Microsoft Press A division of Microsoft Corporation One Microsoft Way Redmond, Washington, 1st Edition, 2015.

Unit	Text Book No.	Chapter	Section	Page No.
I	1	2	-	2.1– 2.10, 2.17 – 2.20, 2.25 – 2.30
II	2	3	-	69 -108
		4	-	115 – 153
III	2	5	-	159 – 190
IV	2	6	-	197 – 235
		7	-	239 – 257
V	2	10	-	313 – 344
		11	-	351 – 380
		12	-	385 – 417

Reference Books:

1. Alex Leon & Mathews Leon, “Introduction to Computers”,Vikas Publishing, Reprint 2011.
2. Asoke K Ghosh, “Microsoft Office XP Step by Step”, Prentice-Hall of India, 1st Edition, 2001.

Sri Kaliswari College (Autonomous), Sivakasi
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Semester III
(2018 – 2021)

Skill Based Course I: Soft Skill for Managers – Theory (18UBAS31)
(For those who join from June 2018 and afterwards)

Credits	: 2	Int. Marks	: 25
Hours / Week	: 2	Ext. Marks	: 75
Duration	: 30 Hrs	Max. Marks	: 100

Course Objectives:

- To understand the basic attributes of Soft Skills and helps to realize oneself.
- Helps the learners to aware about the Group Discussion and Interview techniques.

Course Outcomes:

1. The learners can understand and analyze their own strength and weakness through SWOT analysis.
2. The learners can know the acceptable body language.
3. The learners can effectively participate in Group Discussion.
4. Make the learners to use the available time in an effective way.

UNIT I **(6 hrs)**

Soft skills – Importance – Attributes – Exhibiting your skills – Identifying your skills – Improving your soft skills – Practicing soft skills.

UNIT II **(6 hrs)**

Know Thyself or Self Discovery – Introduction – Importance – Process of knowing yourself – SWOT Analysis – Benefits of SWOT Analysis – Using SWOT Analysis - SWOT Analysis Grid.

UNIT III **(6 hrs)**

Body Language – Introduction – Voluntary & Involuntary Body Language – Forms – Parts – Uses – Types – Improving your Body Language.

UNIT IV **(6 hrs)**

Group Discussion (GD) – Introduction – Characters tested in GD – Tips – Types – Skills required – Consequences – GD Etiquette – Techniques – Interview – Introduction – Types – Types of questions asked – Reasons for selecting a candidate – Reasons for rejecting a candidate – Dress code at interview.

UNIT V**(6 hrs)**

Time Management – 80:20 rule – Features of Time – Secrets of Time Management – Time Management Matrix – Effective scheduling – Difficulties in Time Management – Overcoming Procrastination

Text Book:

1. Dr. K. Alex, “Soft Skills – Know Yourself and Know the World” S. Chand & Company Pvt. Limited, New Delhi, 3rd Revised Edition, 2014.

Unit	Text Book No.	Chapters	Section	Page No.
I	1	1	-	1 – 12
II	1	2	-	13 – 19
III	1	12	-	120 – 133
IV	1	14, 17	-	151 – 159 207 – 218
V	1	18	-	224 - 231

Reference Books:

1. M.S. Rao, “Soft Skills: Enhancing Employability”, I.K. International Publishing House Pvt. Ltd., New Delhi, 1st Edition, 2010.
2. Hari Mohan Prasad and Rajnish Mohan, “How to prepare for Group Discussion and Interview”, Tata McGraw-Hill Publishing Company Limited, New Delhi, 2nd Edition, 2009.

Sri Kaliswari College (Autonomous), Sivakasi

Department of Business Administration

UG Programme – B.B.A

Semester III

(2018 – 2021)

Value Based Course I: Business Ethics (18UBAV31)

(For those who join from June 2018 and afterwards)

Credit : 1

Int. Marks : 25

Hours / Week: 2

Ext. Marks : 75

Duration : 30 Hrs

Max. Marks : 100

Course Objectives:

- To understand the basic concepts in Business Ethics.
- To establish moral standards/norms of behavior and issues relating to various business areas.

Course Outcomes:

1. Enable the learners accustom with the Business Ethics.
2. Helps the learners to understand the professional ethical standards in Marketing and Human Resource Management.
3. Assist the learners to be familiar with the environmental ethics.

UNIT I

(6 hrs)

Ethics – Definition – Morality and Law – Moral Standards – Ethical Theories in relation to Business.

UNIT II

(6 hrs)

Business Ethics – Principles of professional Ethics – Code of conduct and Ethics for managers – Roots of unethical behaviour – Ethical Decision making – Characteristics of an Ethical organization – Recognizing Ethical organization.

UNIT III

(6 hrs)

Environmental Ethics – Role of Stakeholders in Environmental Preservation – Innovative Business responses to Environmental Regulations – Environmental Audit.

UNIT IV

(6 hrs)

Marketing Ethics – Indian Economy Context – Normative Marketing Ethics – Areas in Marketing Ethics.

UNIT V

(6 hrs)

Ethics in Human Resource Management – Definition –Emerging challenges of HRM – HR related Ethical issues – Role of HRM in creating an ethical organization – Institutional Culture.

Text Book:

1. A. C. Fernando, “Business Ethics and Corporate Governance” Pearson India Education Services Pvt. Limited, Noida, 2nd Edition, 2017.

Unit	Text Book No.	Chapters	Section	Page No.
I	1	2	-	26 – 28, 30
II	1	1	-	2 – 4, 9 – 10, 14
III	1	4	-	87 – 89, 95 – 100
IV	1	5	-	131 – 135
V	1	6	-	156, 159, 162 – 165

Reference Books:

1. Dr. S.S. Khanka, “Business Ethics and Corporate Governance - Principles and Practices”, S. Chand and Sons, New Delhi, 1st Edition, 2014.
2. C.S.V. Murthy, “Business Ethics”, Himalaya Publishing House, New Delhi, 1st Edition, 2017.

Sri Kaliswari College (Autonomous), Sivakasi

Department of Business Administration

UG Programme – B.B.A

Semester IV

(2018 – 2021)

Core IX: Entrepreneurship (18UBAC41)

(For those who join from June 2018 and afterwards)

Credits : 4

Int. Marks : 25

Hours / Week: 6

Ext. Marks : 75

Duration : 90 Hrs

Max. Marks : 100

Course Objectives:

- To provide knowledge about the different entrepreneurial traits.
- To familiarize the learners with the institutions that assist entrepreneurship.

Course Outcomes:

1. Know the parameters to assess opportunities and constraints for new business ideas.
2. Understand the systematic process to select and screen a business idea.
3. Design strategies for successful implementation of ideas.
4. Equip to write a business plan.
5. Analyze the internal/external factors affecting a business/organization to evaluate business opportunities.
6. Define, identify and/or apply the principles of preparing a start-up business plan emphasizing financing, marketing, and organizing.

UNIT I

(18 hrs)

Entrepreneur- Definition- functions –Qualities - types – Entrepreneurship: Definition, Role of entrepreneurship in economic development – Entrepreneurship as a career - Rural Entrepreneurship – Meaning – Need – Problems.

UNIT II

(18 hrs)

Entrepreneurship Development Programme (EDP) – Meaning, Need, Phases in EDP, Problems in EDP, Institutions for EDP-TCO, NIESBUD. Women Entrepreneurs- Functions - Profile - Problems – Suggestions.

UNIT III

(18 hrs)

SSI – Definition – Steps in starting SSI unit –Registration and Licensing SSI unit. Small Enterprises - Meaning and Definition – Features and Characteristics – Scope and Objectives of Micro Enterprises – Problems.

UNIT IV**(18 hrs)**

Project Classification – Project Life Cycle - Project Identification – Steps - Project Report – Contents, Project Appraisal – Meaning – Feasibility analysis – Market, Technical, Financial, Economic, Managerial and Social

UNIT V**(18 hrs)**

Need for Institutional support- Institutional Support to Entrepreneurs: NSIC, SIDO, SSIB, SSID, SISI, DIC, Industrial Estates. Sickness in SSI unit: Definition-Symptoms – Causes – Remedial measures.

Text Books:

1. Dr. S.S. Khanka, “Entrepreneurship Development” S. Chand & Company Ltd, New Delhi, 5th Revised Edition, 2012.
2. Dr. L. Rengarajan, “Entrepreneurial Development”, Sree Renga Publications, Rajapalayam, 3rd Edition, 2008.

Unit	Text Book No.	Chapters	Section	Page No.
I	2	1	-	1, 6-7, 9-14, 25
	2	3	-	54,56-58
II	2	7	-	90,92-93,96-101
	2	8	-	110 – 113
	2	2	-	36-38, 45-48
III	2	16	-	228-233
	1	13	-	249,253-254,258 – 259,271-273
IV	2	9	-	125-127,128,130-132,
	2	11	-	144-149, 153 - 158
V	1	21	-	403-414
	2	20	-	262,264-269,272- 273

Reference Books:

1. C.B. Gupta and N.P. Srinivasan, “Entrepreneurial Development”, Sultan Chand and Sons, New Delhi, 6th Revised Edition, 2012.
2. Madhurima Lall and Shikha Sahai, “Entrepreneurship”, Excel Books, New Delhi, 1st Edition, 2006.

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Semester IV
(2018 – 2021)

Core X: Banking and Insurance Management (18UBAC42)
(For those who join from June 2018 and afterwards)

Credits	: 4	Int. Marks	: 25
Hours / Week	: 5	Ext. Marks	: 75
Duration	: 75 Hrs	Max. Marks	: 100

Course Objectives:

- To study the banking systems and its operations.
- To create awareness among the learners of E-banking concepts.

Course Outcomes:

1. Learners can understand and get expertise in the operations of a commercial bank.
 2. Learners learn the basic principles of banking.
 3. Learners can have awareness about technological banking.
 4. Learners are provided with the basic concepts and principles of Insurance.
 5. Learners can understand the types of insurance and its benefits.
 6. Learners provide with the procedure of claims and settlements of Insurance.
-

UNIT I

(15 hrs)

Banking – Origin – Banker – Customer – Types of Customer – Relationship between Banker and Customer – Termination of Relationship – Deposits – General Precautions for opening an account – Types of Deposits (Recurring Deposit Account, Savings Deposit Account, Current Deposit Account and Fixed Deposit Account) – Fixed Deposit Receipt (FDR).

UNIT II

(15 hrs)

E- Payments (Retail Fund Transfer System) – Introduction – Electronic Clearing Services (ECS) – Special Electronic Fund Transfer (SEFT) – National Electronic Fund Transfer (NEFT) – Real Time Gross Settlement (RTGS) – Society for Worldwide Inter-bank Financial Telecommunications (SWIFT) – Money Transfer Service Scheme (MTSS) – Cheque Truncation System (CTS) – E- Cheque – E- PAY – E- Rail – Tele Banking – Mobile Phone Banking – Automatic Teller Machine (ATM) – Biometric ATM – Biometric Smart Cards.

UNIT III (15 hrs)

Insurance – Definition – Nature – Importance – Development of Insurance in India – Essentials of Insurance Contract – Principles of an Insurance Contract.

UNIT IV (15 hrs)

Classification of Insurance – Life Insurance – Introduction – Principles – Essential Features – Principal Contingencies – Supplementary Benefits – Riders – Settlement of Claims.

UNIT V (15 hrs)

Fire Insurance – Introduction – Principles – Policies and Claim Settlements – Marine Insurance – Types – Fundamental Principles – Warranties – Marine Losses and Claim settlement.

Text Books:

1. Prof. E. Gordon and Dr. K. Natarajan, “Banking Theory, Law and Practice” Himalaya Publishing House Pvt. Ltd, Mumbai, 26th Revised Edition, 2016.
2. S. Arunajatesan and S. Radhakrishnan, “Bank Management” Margham Publications, Chennai, 2nd Revised Edition, 2013.
3. Swarup C. Sahoo and Suresh C. Das, “Insurance Management (Text and Cases)” Himalaya Publishing House Pvt. Ltd, Mumbai, 2nd Revised Edition, 2016.

Unit	Text Book No.	Chapters	Section	Page No.
I	1	1,2,4	-	1 – 46, 54 – 72
II	2	9	-	9.8 – 9.19
III	3	4	-	33 – 37
		7	-	57 – 61
IV	3	4	-	38
		8	-	75 – 82
V	3	19	-	176 – 178
		20	-	181 – 187
		22	-	200 – 208

Reference Books:

1. M.N. Mishra and S.B. Mishra, “Insurance Principles and Practices” S.Chand Publishing Company, New Delhi, 22nd Edition, 2016.
2. Dr. P.K. Srivastava, “Banking – Theory and Practice”, Himalaya Publishing House, Mumbai, 12th Edition, 2016.

Sri Kaliswari College (Autonomous), Sivakasi
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Semester IV
(2018 – 2021)

Core XI: Business Mathematics (18UBAC43)

Credits	: 4	Int. Marks	: 25
Hours / Week	: 5	Ext. Marks	: 75
Duration	: 75 Hrs	Max. Marks	: 100

Course Objectives:

- To enlighten the learners' basic mathematical abilities.
- To make the learners to do the basic calculations for the Business applications.
- To enrich the learners' knowledge in the commercial arithmetic calculations.

Course Outcomes:

1. Understanding the basic applications of set theory by independently solving business related problems.
2. Acquire the knowledge with practical problems through set theory and venn diagram.
3. Enhance the learners to develop their knowledge in the fundamental operations of addition, subtraction, multiplication and division through exponential and logarithmic expressions.
4. Enable the learners to solve the problems in the areas of simple interest, compound interest, Bankers' loan, Bankers' discount and depreciation.
5. Enrich the learners to define the basic terms in the areas of business.
6. Gain the analytical knowledge on the business applications of matrices.

UNIT I **(15 hrs)**

Elements of Set Theory – Roster method - Rule method – Types of sets – Union - Intersection – Complements – Difference of two sets – Venn diagram – De-Morgan's Law

UNIT II **(15 hrs)**

Indices - Positive – Fractional – Operational with power function - Logarithms – definition – Exponential form – Laws of logarithms – Change of base –Common Logarithms and Natural logarithms – Characteristics and Mantissa.

UNIT III **(15 hrs)**

Commercial Arithmetic – Simple Interest – Compound Interest – Depreciation - Present value – Normal Rate – Effective rate of interest.

UNIT IV**(15 hrs)**

Discounting of Bills – Face value of bills. Banker's discount – Banker's gain – Normal due rate – Legal due rate – Calculation of period for Bankers discount and True discount - Annuity - Types – Present value – Sinking fund – Amortization of principal.

UNIT V**(15 hrs)**

Determinants – Properties – Product – Matrix – Types – Addition – Multiplication – Matrix inversion – Solving a system of linear equation using matrix inversion – Rank of Matrix – Testing consistency of equation.

Text Book:

1. Dr. M. Manoharan, Dr. C. Elango, and Prof. K.C. Eswaran, "Business Mathematics" Palani Paramount Publications, Palani, 8th Edition, 2013.

Unit	Text Book No.	Chapters	Section	Page No.
I	1	1	1.1-1.22	8-53
II	1	2	2.1-2.8	54-66
	1	2	3.1-3.8	93-118
III	1	4	4.1-4.3	126-149
IV	1	4	4.4-4.7	149 - 184
V	1	8	8.1-8.7	329-430

Reference Book:

1. Dr. A. Rethinapandy and A. Krishnan, "Business Mathematics", Sree vani Publications, Madurai, 1st Edition, 2010.

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Semester IV

(2018 – 2021)

Core XII: Labour Legislation (18UBAC44)

(For those who join from June 2018 and afterwards)

Credits : 4

Int. Marks : 25

Hours / Week : 5

Ext. Marks : 75

Duration : 75 Hrs

Max. Marks : 100

Course Objectives:

- To help the learners to gain knowledge of the various branches of law relating to industrial units.
- To create awareness about the obligatory, social security measures available in India.

Course Outcomes:

1. Make the learners to understand the knowledge of the various branches of law relating to industrial units.
2. Imparting the knowledge of legal rules and principles to factual situations in problem solving exercises.
3. Understand the basic benefits of employees' state insurance act.
4. Make the learners to understand the workmen compensation.
5. Know about the employees provident fund scheme and payment of bonus and wages.
6. Identify the Industrial Disputes to the learners.

UNIT I

(15 hrs)

Factories Act 1948 – Objects of the Act –Approval, Licensing and Registration-The Inspection Staff- Health – Safety – Welfare –Working Hours of Adult Workers-Restrictions on Employment of Women– Employment of Young Persons.

UNIT II

(15 hrs)

The Employees' State Insurance Act 1948 – The Employees' State Insurance Corporation–Powers and Duties of ESI Corporation-Medical Benefits Council– Benefits of ESI– General provisions regarding benefit. Workmen Compensation Act 1923 –Rules – Arising out of and in the course of employment – Amount of compensation. The Maternity Benefit Act 1961-Scope and Coverage of the Act. The Employee Provident Fund Act 1952 – Application – EPF Scheme – Employees' Family Pension Scheme – Employees Deposit Linked Insurance Scheme and Fund .The Payment of Gratuity Act, 1975-Payment of Gratuity

UNIT III**(15 hrs)**

The Payment of Wages Act, 1936-Rules for Payment of Wages – Deduction from wages –Enforcement of the Act. The Minimum Wages Act, 1948-Fixation and Revision of Wages-Safeguards in Payment of Minimum Wages. The Equal Remuneration Act, 1976-Scope and Application of the Act–Increasing Employment Opportunity for Women-Power of Inspectors. The Payment of Bonus Act, 1965-Objects –Applicability of the Act-Determination of Bonus

UNIT IV**(15 hrs)**

Industrial Disputes Act 1947 – Objects – Meaning – Definition – Authorities for Settlement of Disputes – Conciliation Machineries – Adjudication – Procedures and Powers authorities. Strike-Types-Lock –Outs-Prohibition of Strike and Lock-Outs in Public Utility Services-Lay-Off-Essentials-Rules-Continuous Service-Compensation for Lay-Off-Prohibition of Lay-Off-Retrenchment-Conditions Precent to Retrenchment

UNIT V**(15 hrs)**

The Trade Union Act 1926 – Registration of Trade Union–Rights & Privileges of a Registered Trade Union-Duties and Liabilities of a registered trade union-Amalgamation of Trade Union-Dissolution of Trade Union

Text Book:

1. P. Saravanavel, “Labour Legislation” Eswar Press, Chennai 1st Edition, 2012.

Unit	Text Book No	Chapters	Section	Page No.
I	1	2	-	2.1-2.13,2.18-2.24
II	1	3 to 7	-	3.1-3.16 4.1-4.9,4.12-4.19 5.1-5.3,5.7-5.13 6.1-6.9,7.1-7.8
III	1	8 to 11	-	8.1-8.14,9.1-9.10, 10.1-10.6,11.1-11.20
IV	1	14	-	14.1-14.18,14.26-14.35
V	1	12	-	12.1-12.19

Reference Books:

1. N. D. Kapoor, “Elements of Mercantile Law,” Sultan Chand & Sons, New Delhi, 34th Revised Edition, 2012.
2. M. C. Shukla, “Mercantile Law”, S. Chand & Company, New Delhi, 5th Edition, 2013.

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Semester IV
(2018 – 2021)

Allied Course IV: Management Information System (18UBAA41)
(For those who join from June 2018 and afterwards)

Credits : 3

Hours / Week: 4

Duration : 60 Hrs

Int. Marks : 25

Ext. Marks : 75

Max. Marks : 100

Course Objectives:

- To provide the basic idea about the efficient and effective planning and control functions of the management.
- To provide the necessary information for decision making.

Course Outcomes:

1. Make the learners to understand the concept of Management Information System and Functional Information system.
2. Highlighted the importance of Decision making to the learners.
3. Make the learners to realize Simon's model step-by-step processes while decision making.
4. Make the learners to ignite Signals will be made quality contents display.
5. Knowing about the band-width ranges in order to keep the explores.

UNIT I

(12 hrs)

Management Information system- Concept – Definition – Information technology and MIS – Nature – Scope – Characteristics – Functions – Structure – MIS Classification – Functional Information System –System- Definition-Kinds of Systems.

UNIT II

(12 hrs)

Decision Making and MIS- Decision making – Simon's model of decision making – Types of Decisions – Methods for Choosing among alternatives-Information-Types of Information-Information quality-Dimensions of Information.

UNIT III

(12 hrs)

Data communication-Types of Signals –Communication Channel–Characteristics – Communications Hardware – Communication Networks – Computer Networks in India.

UNIT IV **(12 hrs)**

Data base management system-Introduction – Database Hierarchy – Files – Traditional and Modern Approaches – Database Structure – Types of Database Structure – Structured Query Language (SQL) – Normalization – Advances in Database Technology.

UNIT V **(12 hrs)**

Implementation and Evaluating of MIS-Implementing process – Hardware and Software Selection – Evaluation of MIS – System Maintenance.

Text Book:

1. Goyal D. P, “Management Information systems”- Macmillian India Limited, 1st Edition, 2000.

Unit	Text Book No.	Chapter	Section	Page No.
I	1	1	1.2-1.4.2	4-19
		2	2.1-2.3	23-51
		4	4.5-4.6	83-86
II	1	3	3.1-3.4	57-72
		4	4.1-4.4	77-83
III	1	6	6.1-6.7	141-157
IV	1	7	7.1-7.10	172-196
V	1	11	11.1-11.4	253-275

Reference Books:

1. C.S.V. Murthy, “Management Information Systems”, Himalaya Publishing House, 1st Edition, reprint 2017.
2. James A. O’Brian and George M. Marakas, “Management Information Systems”, Tata McGraw Publishing House, 10th Edition, 2013.

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(2018 – 2021)

Optional/ Elective Course I: Consumer Affairs (18UBAO41)
(For those who join from June 2018 and afterwards)

Credits	: 3	Int. Marks	: 25
Hours/Week	: 4	Ext. Marks	: 75
Duration	: 60 Hrs	Max. Marks	: 100

Course Objectives:

- To familiarize the learners with their rights and responsibilities as a consumer, the social framework of consumer rights and legal framework of protecting consumer rights.
- To provide an understanding of the procedure of redress of consumer complaints, and the role of different agencies in establishing product and service standards.
- To enable the learners to comprehend the business firms' interface with consumers and the consumer related regulatory and business environment.

Course Outcomes:

1. The learners know about the need for consumer protection and the areas covered by consumer protection law
2. Learners will have a clear idea on legislative controls on unconscionable conduct, misleading or deceptive conduct, false or misleading representations and other unfair practices
3. The learners know the legal obligations of a supplier of goods or services
4. The learners know the obligations of manufacturers and the rights of consumers to compensation
5. The learners know the bodies available to protect the rights of the consumer and discuss their operations.

UNIT I **(12 hrs)**

Consumer – meaning, Consumer and markets – Whole sale, Retail and Online markets concept of price – Retail price including Maximum Retail Price (MRP) with Goods and Service Tax (GST)

Consumer problems – Consumer Complaints – defect in goods, spurious goods, deficiency service – unfair trade practices – Restrictive trade practices.

UNIT II **(12 hrs)**

Consumer Rights and UN Guidelines on Consumer Protection – Consumer Protection Act, 1996, Consumer Protection Bill 2018.

Consumer Protection Council – Objectives – Dispute Redressal forums – Central, State and District lands – Composition, Powers and Jurisdiction.

UNIT III**(12 hrs)**

Grievance Redressal Mechanism under the Indian Consumer Protection Law: Who can file a complaint? Grounds of filing a complaint; Limitation period; Procedure for filing and hearing of a complaint; Disposal of cases, Relief/Remedy available; Temporary Injunction, Enforcement of order, Appeal, frivolous and vexatious complaints; Offences and penalties.

Recent Cases decided under Consumer Protection law by Supreme Court/National Commission.

UNIT IV**(12 hrs)**

Role of Industry Regulators in Consumer Protection: Banking: RBI and Banking Ombudsman - Insurance: IRDA and Insurance Ombudsman - Telecommunication: TRAI - Food Products: FSSAI - Electricity Supply: Electricity Regulatory Commission - Real Estate Regulatory Authority

UNIT V**(12 hrs)**

Contemporary Issues in Consumer Affairs: Consumer Movement in India: Evolution of Consumer Movement in India. Interest of consumer and Misleading Advertisements, National Consumer Helpline and Product testing.

Quality and Standardization: Voluntary and Mandatory standards; Role of BIS, Indian Standards Mark (ISI), Ag-mark, Hallmarking, Licensing and Surveillance.

Text Books:

1. "The Consumer Protection Act, 1986", Universal Law Publishing, New Delhi, 2017.
2. Dr. Francis Cherunilam, "Business Environment: Text and Cases", Himalaya Publishing House, Mumbai, 26th Revised Edition, 2017.
3. Swarup C. Sahoo and Suresh C. Das, "Insurance Management: Text and Cases", Himalaya Publishing House, Mumbai, 2nd Revised Edition, 2017.

Unit	Text Book No.	Chapter	Section	Page No.
I	1	1 & 2	-	3 - 14
II	2	10	-	188 - 206
III	1	3	-	14 - 36
IV	3	25 & 27	-	220 - 229, 244 - 249
V	1	4	-	40 - 54

Reference Books:

1. Khanna, Sri Ram, Savita Hanspal, Sheetal Kapoor, and H.K. Awasthi, "Consumer Affairs" - Universities Press, 2007
2. Choudhary, Ram Naresh Prasad, "Consumer Protection Law Provisions and Procedure" - Deep Publications Pvt Ltd, 2005.
3. G. Ganesan and M. Sumat, "Globalisation and Consumerism", - Regal Publications, 2012.
4. Rajyalaxmi Rao, "Consumer is King", - Universal Law Publishing Company, 2012.

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Semester IV

(2018 – 2021)

Optional/ Elective Course I: Event Management (18UBAO42)

(For those who join from June 2018 and afterwards)

Credits : 3

Hours / Week: 4

Duration : 60 Hrs

Int. Marks : 25

Ext. Marks : 75

Max. Marks : 100

Course Objectives:

- To provide basic idea about attributes of Event Management.
- To make the learners to understand the application of management principles in event management.

Course Outcomes:

1. Make the learners to understand the role of Managerial functions in event management.
2. Make the learners to familiarize confluence of various factors made the event successful.
3. Make the learners to apply the marketing Practices in Event management.
4. Make the learners to evaluate the event by using appropriate techniques.
5. Make the learners to start their own event management business.

UNIT I

(12 hrs)

Events-Meaning-Characteristics of Events-Importance of Events-Types of Events-Structure of Events- Key Elements of Events.

UNIT II

(12 hrs)

Event Hierarchy-Categories Events-Event Variations-Event Watch –Event Planning Function-Need for Planning-Types of Planning-Principles of Planning –Steps in Planning.

UNIT III

(12 hrs)

Organisational Design of Event-Elements of Organisational Design-Organisational Structure - Making the Organisation work - Authority and Power- Decentralisation -Event Staffing-Activities in Event Management - Components of an Event Process-Property Creation - Celebrity Management and endorsements-Managing Media Coverage - Controlling Events - Management of Exhibition - Managing a Sports Event.

UNIT IV**(12 hrs)**

Concept of market in Events-Focus of Event Marketing-Brand Building and Sales Stimulation-Brand Building –Pricing-Key Issue for Event Marketing-Global Integration in Event Marketing.

UNIT V**(12 hrs)**

Promotion in Events- Positioning of Events-Celebrity Advertising- Establishing Sensitivity in Evaluation - Measuring Performance-Critical Evaluation-Measuring Reach-Measuring Interaction.

Text Book:

1. Sita Ram Singh, “Event Management”, A.P.H. Publishing Corporation, New Delhi, Reprint 2012.

Unit	Text Book No.	Chapter	Section	Page No.
I	1	1	1.1-1.6	1-16
II	1	2	2.1-2.4	17-45
		3	3.1-3,5	47-83
III	1	4	4.1-4.7	85-96
		5	5.1-5.5	97-122
		6	6.1-6.3	123-162
IV	1	8	8.1-8.7	187-220
V	1	9	9.1-9.3	221-238
		10	10.1-10.5	239-248

Reference Books:

1. Sandeep Sharma, “Event Planning and Management”, Aadi Publications, 1st Edition, 2011.
2. Jones Meegan, “Sustainable Event Management: A Practical Guide”, Routledge A Taylor Francis Group, 2nd Edition, 2014.

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Semester IV
(2018 – 2021)

Optional / Elective Course I: Logistics Management (18UBAO43)
(For those who join from June 2018 and afterwards)

Credits	: 3	Int. Marks	: 25
Hours / Week	: 4	Ext. Marks	: 75
Duration	: 60 Hrs	Max. Marks	: 100

Course Objectives:

- To develop knowledge about the interconnectedness of business units and organizations (via the flow of products, money, and information) within the supply chain.
- To develop knowledge about key elements of logistics processes, such as logistics planning and strategy, customer service, procurement, transport, inventory, warehousing, and handling.

Course Outcomes:

1. Helps to analyze how logistical decisions (e.g., facilities, inventory, and transportation) impact the performance of the firm as well as the entire supply chain.
2. Enable the learners to analyze the strengths and weaknesses of various transportation modes and perform cost analysis.
3. Helps to develop the strategies to find the best paths to route vehicles to deliver and collect goods at multiple stops.
4. Develop the strategies to manage inventories in an optimum way.
5. Helps to know basic characterises and costs of warehousing and materials handling activities.

UNIT I **(12 hrs)**

Logistics Management – Introduction – Competitive advantage – Philosophy – Working of Logistics – Inventory Management Policy – Integrated Logistics – Operational Objectives.

UNIT II **(12 hrs)**

Logistics Information – Introduction – Information Functionality – Principles of Designing – Logistics Information Architecture – Application of Information Technology.

UNIT III **(12 hrs)**

Transportation – Introduction – Functionality – Principles – Participants in Transport Decisions – Modal Characteristics – Intermodal Operators – Transport Economics.

UNIT IV**(12 hrs)**

Inventory – Introduction – Characteristics of Inventory – Types – Functionality – Conceptual Framework – Service Level – Inventory Categorization – Poor Inventory Management

UNIT V**(12 hrs)**

Warehousing – Introduction – Need – Evolution – Role – Principles of Warehouse Design – Types of Warehouses – Strategies – Functions.

Text Book:

1. Sathish C. Ailawadi and Rakesh P. Singh, “Logistics Management” PHI Learning Pvt. Ltd, Delhi, 2nd Edition, 2013.

Unit	Text Book No.	Chapters	Section	Page No.
I	1	1	-	1-6, 11 – 21
II	1	4	-	34 – 47
III	1	8	-	77 – 89
IV	1	6	-	54 - 60
V	1	9	-	91 – 103

Reference Books:

1. K. Shridhara Bhat, “Logistics Management”, Himalaya Publishing House, Mumbai, 3rd Edition, 2018.
2. David B. Grant, “Logistics Management”, Pearson Education Limited, 1st Edition, 2012.

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Semester V
(2018 – 2021)
Core XIII: Operations Management (18UBAC51)
(For those who join from June 2018 and afterwards)

Credits : 4

Hours / Week: 5

Duration : 75 Hrs

Int. Marks : 25

Ext. Marks : 75

Max. Marks: 100

Course Objectives:

- To provide the basic knowledge on the elements of Operations Management.
- To create an awareness on the Operations Management.

Course Outcomes:

1. Make the learners to understand basics of Production and Operations management.
2. Educates the learners about manufacturing and service operations.
3. Make the learners to realize and adopt effective method of production processes.
4. Make the learners to design layout.
5. Make the learners to select a location for a plant.
6. Make the learners to learn the practices of scheduling of operations.

UNIT I

(15 hrs)

Production Management and Operations Management -Meaning-Characteristics of Modern Production and Operations Function- Organisation of production Function-Recent Trends in Production and Operations Management-Process Planning and Process Design: Process- Process planning-Process Selection-Process Management-Major Process Decisions-Process choice-Vertical Integration- Resource Flexibility- Customer involvement- Capital Intensity.

UNIT II

(15 hrs)

Production Processes Manufacturing Operations and Service Operations -Selection of a Process-Non-Manufacturing or Service Operations-Differences between Manufacturing and Service Operations-Classification of Manufacturing Processes-Manufacturing Operations as Conversion Processes-Characteristics of Modern Manufacturing-Operations in the Service Sector-Production of Goods (Manufacturing) versus Service Operations-The Challenging Facing Operations Managers.

UNIT III**(15 hrs)**

Location- Introduction-Location Theories-Freedom of Location-Errors in Selection-Steps in Location Selection-Relative importance of Location Factors-Location Models-Layout-Introduction-Meaning-Definition-Scope-Objectives-Factors Influencing facility layout-Principles of layout-Types of layout-Service Facility layout-Special arrangements for particular types of Plants-Arrangement of Other Facilities.

UNIT IV**(15 hrs)**

Operations Strategies for Services- Types of Service Operations-Scheduling for Services- Scheduling Strategies for Service-Other Possible Strategies- Scheduling: Quasi-Manufacturing Operations-Scheduling Customer-As-Participant -Service Operations-Scheduling Customer-As Product-Service Operations-Scheduling Multiple Resources-Cyclical Schedule-Rotating Schedule.

UNIT V**(15 hrs)**

Quality Management: Nature of Inspection-Quality Control-Statistical Quality Control (SQC)- Types of Control Charts-Acceptance Sampling Technique- Total Quality Management- Quality Management- Modern Quality Management- Process Management-Bench Marking- Business Process Reengineering (BPR)- Quality Movement in India-Quality Circles (QC)- Quality Certification.

Text Book:

1. K. Aswathappa, K. Shridhara Bhat,” Production and Operations Management”, Himalaya Publishing House Pvt. Ltd., 1st Edition, reprint 2017.

Unit	Text Book No.	Chapter	Section	Page No.
I	1	1 5	-	5-8,9-12 64-65,68-71
II	1	2	-	38-54
III	1	8 9	-	118-132 140-154
IV	1	14	-	292-302
V	1	17	-	388-429

Reference Books:

1. Isha, Komal Singh Soni,” Production and Operation Management”, Kalyani Publishers, 1st Edition, 2016.
2. S. A. Chunawalla, D. R. Patei,” Production and Operations Management”, Himalaya Publishing House, 1st Edition, 2016.

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Semester V

(2018 – 2021)

Core XIV: Human Resource Management (18UBAC52)

(For those who join from June 2018 and afterwards)

Credits : 5

Int. Marks : 25

Hours / Week: 5

Ext. Marks : 75

Duration : 75 Hrs

Max. Marks : 100

Course Objectives:

- To know about the various functions of Human Resource Management.
- To study about Industrial relations and methods of Workers participation in Management.

Course Outcomes:

1. Demonstrate ethical and socially responsible behaviour.
2. Contribute to the development, implementation, and evaluation of employee recruitment, selection, and retention plans and processes.
3. Build effective internal and external relationships using influencing, communication and consultative skills.
4. Develop self-leadership strategies to enhance personal and professional effectiveness.
5. Develop, implement, and evaluate employee orientation, training, and development programs.
6. Evaluate the effectiveness of HRM practices in supporting the strategic and operational needs of the organization in a global economy.
7. Inculcate the capabilities of coordinating the workers in a work place through workers participation in management.

UNIT I

(15 hrs)

Human Resource Management – Meaning - Definition – Functions – Objectives - Human Resource Planning – Objectives – Benefits - HR Planning Process – Factors affecting HR planning.

UNIT II

(15 hrs)

Job Analysis – Process – Job Analysis Information – Techniques of Data collection for Job Analysis - Job Description - Job Specification – Recruitment – Recruitment Process – Sources of recruitment – Selection – Selection Process – Placement – Induction.

UNIT III**(15 hrs)**

Performance Appraisal – Methods of Performance Appraisal - Training – Needs – Methods of training – Training procedures – Job Evaluation – Objectives – Principles – Methods of Job Evaluation.

UNIT IV**(15 hrs)**

Wage and salary administration – Objectives - Factors affecting wage and salary Levels - Promotion – Transfer – Demotion – Career Development - Steps – Career Development actions

UNIT V**(15 hrs)**

Workers Participation in Management – Objectives - Forms of Workers Participation in Management – Quality of work life – Specific issues in Quality Work Life – Quality Work Life and Productivity – Workplace violence – Aspects of E- HRM.

Text books:

1. P. Subba Rao, “Personnel and Human Resource Management”, Himalaya Publishing House, 5th revised Edition, 2017.
2. S. Seetharaman and B. Venkateswara Prasad, “Human Resource Management”, SCITECH Publications, 1st Edition, 2007.

Unit	Text Book No.	Chapters	Section	Page No.
I	1	1	-	1-2, 4-10, 14-15
	1	4	-	67-78
II	1	3	-	48-56
	1	5	-	82-92
	1	6	-	96-113
III	1	8	-	132, 137 - 146
	1	9	-	152, 155, 158 - 163
	1	15	-	210 - 220
IV	1	16	-	222 - 226
	1	12	-	186 - 194
V	1	29, 30, 36	-	393 – 396, 403 – 409, 461 - 464

Reference Books:

1. K. Aswathappa, “Human Resource Management: Text and Cases”, Tata Mcgraw Hill Education, 7th Edition, 2013.
2. C.B. Gupta, “Human Resource Management Text & Cases”, Sultan Chand & Sons, New Delhi, 13th Edition, 2017.
3. P.C. Tripathi, “Personnel Management & Industrial Relations”, Sultan Chand & Sons, New Delhi, 21st Revised Edition, 2013.

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Semester V

(2018 – 2021)

Core XV: Financial Management (18UBAC53)

(For those who join from June 2018 and afterwards)

Credits : 5

Int. Marks : 25

Hours / Week : 5

Ext. Marks : 75

Duration : 75 Hrs

Max. Marks : 100

Course Objectives:

- To provide a thorough understanding of concepts and theories and develop the skills to understand, analyze and interpret financial data to make better financial decisions.

Course Outcomes:

1. Enable the learners to understand the basic concepts of financial decisions, investment, liquidity and dividend decisions.
 2. Critically evaluate the theories of capital structure adopted in the company form of organization.
 3. Appraise the risk profile of firms and estimate the costs of capital, including debt and equity capital using financial data.
 4. Gain practical knowledge on capital budgeting and project appraisal.
 5. Understand the concepts of dividend policies expected by the shareholders and the theories of dividend policy.
 6. Gain practical knowledge on working capital management.
 7. Examine the company financial position through the analytical approach.
-

UNIT I

(15 hrs)

Financial Management – Aims of Finance function - Scope of Financial Management – Objectives of Financial Management – Financial Decisions – Functional areas of Financial Management – Functions of a finance manager.

UNIT II

(15 hrs)

Capital structure - Equity Capital - Preference Capital - Debentures - Institutional Loans - Capital Structure – Theories of Capital Structure – Net Income Approach, Net Operating Income Approach – Traditional Approach – Modigliani and Miller Approach
Financing Decision - Cost of Equity Capital - Cost of Preference Share Capital – Cost of Retained Earnings – Cost of Debentures – Overall Cost of Capital.

UNIT III

(15 hrs)

Capital Budgeting Decisions – Capital Budgeting Process - Types of Investment Decisions – Methods of Capital Budgeting - Payback Period - Discounted Payback Period - Average Rate of Return and Discounted Techniques – Net Present Value - Internal Rate of Return and Profitability Index.

UNIT IV**(15 hrs)**

Dividend Decision - Relevance of Dividends – Irrelevance of Dividends – Determinants of Dividend Policy – Bonus Shares – Stock Split.

UNIT V**(15 hrs)**

Liquidity Decision – Need - Kinds of Working Capital – Sources of Working capital - Factors determining Working Capital requirements - Statement of estimating Working Capital Requirements.

Text Book:

1. Dr. R. Ramachandran and Dr. R. Srinivasan, “Financial Management, Theory, Problems and Solutions”, Sri Ram Publications, Trichy, 16th Edition, 2013.

Unit	Text Book No.	Chapters	Section	Page No.
I	1	1	-	1.1 – 1.21
II	1	7, 9	-	7.1 – 7.70 9.1 – 9.26
III	1	5	-	5.1 – 5.44
IV	1	12	-	12.1 – 12.48
V	1	13	-	13.1 – 13.43

Reference Books:

1. M.Y. Khan and P.K.Jain, “Financial Management”, Tata McGraw Hill Education Private Limited, New Delhi, 6th reprint, 2004.
2. Dr. S.N. Maheswari, “Financial Management”, Sultan Chand and Sons, New Delhi, 13th Edition, 2007.
3. Shashi K. Gupta and R. K. Sharma, “Financial Management and Management Accounting”, Kalyani Publishers, New Delhi, Reprint 2014.

Sri Kaliswari College (Autonomous), Sivakasi

Department of Business Administration

UG Programme – B.B.A

Semester V

(2018 – 2021)

Core XVI: Marketing Management (18UBAC54)

(For those who join from June 2018 and afterwards)

Credits : 5

Int. Marks : 25

Hours / Week : 5

Ext. Marks : 75

Duration : 75 Hrs

Max. Marks : 100

Course Objectives:

- To equip the learners with required skills to be a good marketing manager
- To provide insights into the concepts, functions and techniques of marketing management

Course Outcomes:

1. Develop understanding about marketing management concepts and frameworks, and apply these to a new or existing business
2. Develop skills to analyze and synthesize information and derive insights related to marketing management, from several perspectives
3. Enhance business communication skills required to work effectively with a marketing team.
4. Evaluate marketing implementation strategies
5. Identify core concepts of marketing and the role of marketing in business and society.
6. Ability to communicate the unique marketing mixes and selling propositions for specific product offerings.
7. Ability to develop marketing strategies based on product, price, place and promotion objectives.

UNIT I

(15 hrs)

Market – meaning - Marketing - Meaning, definition – Importance - Functions of marketing – Evolution of marketing concept – Changing concepts of marketing - Modern Marketing Concepts - Marketing Mix-elements

UNIT II

(15 hrs)

Market Segmentation – Meaning – Requirements of effective segmentation - Bases of segmentation - levels of segmentation - Consumer Behavior – Factor influencing consumer buying behavior – Consumer decision making process - buying motives of Consumer.

UNIT III (15 hrs)

Product – Meaning - Levels of product – Product Objectives and Policies – Branding: Brand name-Functions – Kinds of Brand and Brand names and Packaging: Meaning – Functions – Kinds – Essentials of good package - Product Life Cycle (PLC) - New Product Development

UNIT IV (15 hrs)

Pricing – Meaning- -Factors affecting price- objectives of pricing - Kinds of pricing- New Product Pricing-Channels of Distribution-Meaning-Kinds of Distribution Channels – Functions of Distribution Channels

UNIT V (15 hrs)

Advertising – Definition- Objectives - Kinds of advertisement-Importance of advertising- Advertising media— Choice of advertising media - Advertisement copy- - Advertising agency: Meaning and advantages - Sales Promotion-Meaning-Levels of sales promotion.

Text Book:

1. Dr. C.B. Gupta and Dr. N. Rajan Nair, “Marketing Management”, S. Chand & Sons Co., Ltd., New Delhi, 15th Revised Edition, 2012.

Unit	Text Book No.	Chapters	Section	Page No.
I	1	1	-	1.6 – 1.17
	1	2	-	2.4-2.11
	1	5	-	5.16 – 5.18
II	1	5	-	5.2 – 5.10
	1	4	-	4.8 – 4.18
III	1	7	-	7.7 – 7.10, 7.15 – 7.20, 7.22 -7.26
	1	8	-	8.3 – 8.7, 8.8 – 8.9
IV	1	9	-	9.5, 9.7 - 9.11, 9.15 – 9.19
	1	10	-	10.4, 10.7 – 10.8, 10.29-10.45
V	1	13	-	13.2- 13.7, 13.12-13.21, 13.25
	1	15	-	15.2, 15.5 – 15.10

Reference books:

1. Dr. R.L. Varshney and Dr. S.L. Gupta, “Marketing Management”, S. Chand & Sons Co. Ltd., New Delhi, 8th Revised Edition, 2015.
2. Rajan Saxena, “Marketing Management”, Tata McGraw - Hill Publishing Co., Ltd., 3rd Edition, 2006.

Sri Kaliswari College (Autonomous), Sivakasi

Department of Business Administration

UG Programme – B.B.A

Semester V

(2018 – 2021)

Optional / Elective Course II: Marketing Research (18UBAO51)

(For those who join from June 2018 and afterwards)

Credits	: 3	Int. Marks	: 25
Hours / Week	: 4	Ext. Marks	: 75
Duration	: 60 Hrs	Max. Marks	: 100

Course Objectives:

- To equip the learners to launch new products or services.
- To train the learners to enter new markets internationally or locally.
- To improve stakeholder relations.

Course Outcomes:

1. Understand the process of marketing research and its different processes.
2. Identify sources of information.
3. Understand different research methods.
4. Apply selected research methods.
5. Analyze and interpret both qualitative and quantitative data.

UNIT I

(12 hrs)

Introduction of Marketing Research – Definition - Nature and scope-Marketing Research and the user-Importance of Marketing Information system (MIS) and Decision support system (DSS) in Marketing Research- Assessing information needs-The research process-Types of research.

UNIT II

(12 hrs)

Pre requisites of collecting accurate data-Range of research data and sources of collecting data-Role of research in global marketing-International Marketing Research and business ethics- Primary Data Collection: Data collection methods for qualitative research- Qualitative research methods-Observational research method - Survey research with the aid of computer technology-Sampling and quantitative research-.

UNIT III

(12 hrs)

Secondary Source Of Data Collection- Meaning of secondary research –using secondary data-Advantages of secondary data-Limitations of secondary data-Internal sources of secondary data- External sources of secondary data-Research Process - Defining a research problem-Major seven steps in designing a research project-Assessing research proposals.

UNIT IV**(12 hrs)**

Inter-relationship between analysis and interpretation activities-Techniques for analyzing data-Simple statistical summarizing techniques-Hypothesis development and testing – Attitudes measurement and scaling- Criteria for good measurement –Types of rating scales(basic) – Marketing Information System: Meaning and definition of MIS-The purpose or need of a system for marketing information-A simple model of MIS –The concept of a marketing information system.

UNIT V**(12 hrs)**

Researching for new products - New product development process-Research for determining price-Distribution research –Advertising research-Media selection-Market segmentation and marketing research.

Text Books:

1. Suja R.Nair, “Marketing Research”, Himalaya Publishing House Pvt. Ltd, Mumbai 1st Edition, Reprint 2012.
2. Rajendra Nargundkar, “Marketing Research: Text and Cases”, Tata McGraw Hill Publishing Company Ltd, New Delhi, 2nd Edition, Fifth reprint 2005.

Unit	Text Book No.	Chapters	Section	Page No.
I	1	1	-	1-22
	1	2	-	23-50
II	1	3	-	51-66
	1	4	-	67-91
III	1	5	-	92-108
	1	6	-	109-120
IV	1	7	-	121-134
	1	9	-	178-185
V	1	11	-	208-231

Reference Book:

1. Dr.S.Nakkiran and Dr.K.Ravichandran, “Marketing Research”, Himalaya Publishing House Pvt. Ltd, Mumbai, 3rd Edition, 2001.

Sri Kaliswari College (Autonomous), Sivakasi
Department of Business Administration
UG Programme – B.B.A
Semester V
(2018 – 2021)

Optional/Elective Course II: Industrial Relations (18UBAO52)
(For those who join from June 2018 and afterwards)

Credits	: 3	Int. Marks	: 25
Hours / Week:	4	Ext. Marks	: 75
Duration	: 60 Hrs	Max. Marks	: 100

Course Objectives:

- To introduce learners to the theories, institutions and practices of Industrial relations.
- To promote and develop congenial labor management relations.

Course Outcomes:

1. Analyze the three actors of industrial relations.
2. Identify the causes of grievance and need for grievance procedure.
3. Understand the implications of the Red-Hot Stove Rule.
4. Understand the different types of industrial conflicts.
5. Analyze the functions of collective bargaining.

UNIT I

(12hrs)

Industrial Relations-Meaning-Characteristics-Factors affecting Industrial Relations-Dunlop Model of Industrial relations-Importance of harmonious Industrial Relations-Principles-Theories of Industrial Relations: Unitary Theory-Conflict Theory-Social Action Theory-System Theory-Marxist Theory -Functions-Conditions for congenial Industrial relations-Approaches to Industrial relations.

UNIT II

(12hrs)

Grievance Procedure-Meaning- Characteristics- Need– Causes - Pre-requisites - Basic Elements - Errors in Interview-Evaluation. Disciplinary Procedure-Meaning-Aspects of Discipline-Objectives-The Red Hot Stove Rule-Indiscipline-Causes-Approaches-Industrial Employment (Standing Orders) Act, 1946-Discharge and Dismissal-Role of HR Manager-Principles of Effective Discipline

UNIT III

(12hrs)

Industrial Conflicts-Definition-Features-Causes of Industrial Conflicts-Types-Prevention-Settlement of Conflict

UNIT IV**(12hrs)**

Collective Bargaining – Definition – Characteristics – Necessity – Importance –Forms
 - Essential Conditions for the success of collective bargaining – Functions – Process -
 Collective Bargaining in India- Recent Trends

UNIT V**(12hrs)**

International Labour Organisation (ILO) - Aims of the ILO - Principal Organs of the ILO - Principal Activities - The International Labour Code – Technical Assistance - Educational Programme - India’s Relationship with the ILO - Evaluation – Important ILO Conventions Ratified by India. Employers Organizations - Aims and Objects of Federations - Role and Functions of the Employers Organizations – Obligation to Constituents - Finances - Communications-Social Responsibilities - International Affiliations.
 Industrial Relations in the context of Globalisation-Changing Face of Trade Unions in a Liberalised Economy-Issues related to trade union-Conceptual Model-Labour Flexibility and Industrial Relations.

Text Books:

1. Dr. Pulapa Subba Rao, “Essentials of Human Resource Management and Industrial Relations” Himalaya Publishing House, Mumbai, 5th Edition, 2018.
2. Dr. Biswanath Ghosh, “Industrial Relations of Developing Economy” Himalaya Publishing House, Mumbai, 1st Edition, 2009.

Unit	Text Book No	Chapters	Section	Page No.
I	1	21	-	479 -493
	2	2	-	16-31
II	1	20	-	463-476
III	1	23	-	520-544
IV	1	24	-	546-559
V	2	16,11,19	-	210-215,140-154, 244-260

Reference Books:

1. Dr. Satish Mamoria, Dr. C.B. Mamoria and Dr. Pulapa Subba Rao, “Dynamics of Industrial Relations”, Himalaya Publishing House, 16th Edition, 2016.
2. P.C. Tripathi, “Personnel Management and Industrial Relations”, Sultan Chand & Sons, New Delhi, 22nd Edition, 2013.

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI

Department of Business Administration

UG Programme – B.B.A

Semester – V

(2018 - 2021)

Optional / Elective II: Financial Services (18UBA053)

(For those who join from June 2018 and afterwards)

Credits : 3

Hours / Week: 4

Duration : 60 Hrs

Int. Marks : 25

Ext. Marks : 75

Max. Marks : 100

Course Objectives:

- The Course aims at providing basic knowledge about the various financial services.
- To provides adequate information about the Concept of Hire purchase and Leasing.
- The course also provides information about the Mutual fund and Credit Rating.

Course Outcomes:

1. This course provides the knowledge about financial services.
2. This course helps the students to get an exposure on the current scenario of financial system.
3. This course focuses on the qualities required for Merchant Bankers.
4. This course gives an understanding about the features of Hire Purchase Agreement.
5. This course deals with steps involved in Leasing Transaction.

UNIT I

(12 hrs)

Financial Services - Meaning – Features – Importance – Scope – Financial Innovation – Challenges of the financial Service Sector – Current Scenario of Financial System.

UNIT II

(12 hrs)

Merchant Banking – Introduction – Definition – Origin – Services of Merchant Banks – Merchant Bankers and Lead Managers – Qualities Required for Merchant Bankers – Guidelines for Merchant Bankers – Merchant Bankers’ Commission – Merchant Bankers in the Market making Process – Process of Merchant Bankers in India – Problems of Merchant Bankers – Scope for Merchant Banking in India.

UNIT III

(12 hrs)

Hire Purchase - Features of Hire Purchase Agreement – Legal Position – Hire Purchase and Credit Sale – Hire Purchase and Instalment Sale – Hire Purchase and Leasing – Origin and Development – Banks and Hire Purchase Business – Banks Credit for Hire Purchase Business. Leasing - Concept of Leasing –Steps Involved in Leasing Transaction – Types of Lease – Advantages of Leasing – Disadvantages of Leasing – Legal Aspects of Leasing – Contents of a Lease Agreement.

UNIT IV**(12 hrs)**

Mutual Funds – Introduction – Scope of Mutual Fund – Definition – Origin of the Fund – Types of Funds/Classification of Funds – Importance of Mutual Funds – Risks – Facilities Available to Investors – Performance Evaluation of Mutual Funds – Shaper’s Model for Evaluation – Treynor’s Model for Evaluation – Jenson Model – Other Parameters of Performance – Investor’s Rights – General Guidelines – Selection of a Fund – Mutual Funds in India – Reasons for slow Growth.

UNIT V**(12 hrs)**

Credit Rating - Meaning of Credit Rating – Functions of Credit Rating – Origin – Credit Rating in India - Benefits of Credit Rating – Benefits to Rated Companies – Credit Rating agencies in India – New Symbols of Credit Rating – Practical Problems – Future of Credit Rating in India.

Text Books:

1. E. Gordon & K. Natarajan, “Financial Markets and Services”, Himalaya Publishing House, Mumbai, 10th Revised Edition, 2016.
2. Dr. S. Gurusamy, “Financial services & markets”, Vijay Nicole Imprints Private Limited, Chennai, Reprint 2012.

Unit	Text Book No.	Chapters	Section	Page No.
I	1	9	B	246-250,258-262,265-267
II	1	10	B	270,272-286
III	1	11,12	B	289-295,297-306
IV	1	14	B	336-361,363-367
V	1	18	B	450-465

Reference Books:

1. Nalini Prava Tripathy, “Financial Services”, PHI Learning Limited, New Delhi, 3rd Printing, 2007.
2. M.Y.Khan, “Financial Services”, Tata Mc.Graw Hill Publishing Company Ltd., New Delhi, 4th Edition, 2008.

Sri Kaliswari College (Autonomous), Sivakasi

Department of Business Administration

UG Programme – B.B.A

Semester V

(2018 – 2021)

Skill Based Course II: Advertising Management (18UBAS51)

(For those who join from June 2018 and afterwards)

Credit : 1

Hours / Week: 2

Duration : 30 Hrs

Int. Marks : 25

Ext. Marks : 75

Max. Marks : 100

Course Objectives:

- To provide the basic idea about Advertising and Campaign Planning.
- To provide the necessary idea to Prepare Advertising Layout.

Course Outcomes:

1. Make the learners to understand advertising to reach nook and corner.
 2. Make the learners to realize the importance of advertising media that acts like a pipeline carries message to the public.
 3. Make the learners to explore right Proportion of Advertising copy catches the eye movement and also mesmerism.
-

UNIT I

(6 hrs)

Advertising- Meaning- Definition- Characteristics – Nature - Scope of Advertising - Advertising Media - Indoor and Outdoor Advertising- Classification of Advertising media.

UNIT II

(6 hrs)

Classification of Advertising - Classification on the basis of Prospects- Products- Geographical Area-Demand Creation-Objectives- Response-Appeal- Advertising- Consumer Product -Industrial Product- Service- Co-operative- Purpose-Targeted Prospects- Advertising Media and Usefulness-Advertising Campaign Planning: Definition- Major Parameters involved in an Advertisement Campaign-Steps involved in Advertising Campaign Planning Process.

UNIT III

(6 hrs)

Advertising Copy- Purpose of the Copy- Characteristics of Good Advertisement Copy –Classification of Copy- Advertising Layout-Characteristics- Essentials of Good Layout-Steps involved in Preparation of Layout.

UNIT IV**(6 hrs)**

Themes - Designing Individual Advertisements- Advertising Themes – Appeals- Study of Appeals- Appeal to Human Wants- Appeal to the Senses.

UNIT V**(6 hrs)**

Advertising Agencies – Meaning - Role of Advertising Agency - Evolution of Advertising Agencies - Importance of Advertising Agency - Types of Advertising Agency- Advertising Budget - Meaning- Differences between Forecast and Budget - Some Observations about Budgeting - Methods of Determining the Advertising Budget appropriation.

Text Book:

1. P. Saravanavel and S. Sumathi, “Advertising and Salesmanship”, Margham Publications, 2nd Edition, reprint 2015.

Unit	Text Book No.	Chapter	Section	Page. No
I	1	2	-	2.1-2.6
		14	-	14.1-14.2
		15	-	15.1-15.10
		16	-	16.1-16.17
II	1	5	-	5.1-5.12
		10	-	10.1-10.7
III	1	11	-	11.1-11.4
		13	-	13.1-13.3
IV	1	12	-	12.1-12.3
V	1	8	-	8.1-8.4
		9	-	9.1—9.12

Reference Book:

1. Kruti Shah and Alan D’Souza, “Advertising and Promotions”, Tata McGraw – Hill Education Pvt. Ltd, 3rd Edition, Reprint 2011.

Sri Kaliswari College (Autonomous), Sivakasi

Department of Business Administration

UG Programme – B.B.A

Semester V

(2018 – 2021)

Skill Based Course III: Co-operative Management (18UBAS52)

(For those who join from June 2018 and afterwards)

Credit : 1

Hours / Week: 2

Duration : 30 Hrs

Int. Marks : 25

Ext. Marks : 75

Max. Marks : 100

Course Objectives:

- To learn Cooperative Management and its Applications in Cooperative Sectors.
- To apply the Management Principles in Cooperative Sectors.

Course Outcomes:

1. Helps the learners to understand the Principles of Cooperation.
2. Make the learners to know the structure of Cooperatives and the evaluation of performance.
3. Make the learners to know Powers and duties of the functioning in Cooperatives.

UNIT I

(6 hrs)

Management - Concept and Features. Functions of Management: Objectives of Cooperative Management- Applications of Principles of management and Principles of Cooperation.

UNIT II

(6 hrs)

Democratic Control - Democratic Structure – General Body: Functions- Authority – The Board and the Chief Executive –Leadership: Concepts - Types of Leaderships - Co-operative Leadership -Development of Professional Management in Co-operatives.

UNIT III

(6 hrs)

Functional Areas of Management in Co-operatives – Production – Marketing – Financial – Personnel and Materials Management.

UNIT IV

(6 hrs)

Evaluation of Performance of Co-operatives – Key Results Areas- Performance Evaluation – Criteria for Measuring the Operational Efficiency in Co-operatives.

UNIT V**(6 hrs)**

Co-operative Administration – Government Role in Co-operative Administration – Co-operative Departmental Set-up at Different Level – Delegation of Powers - Functional Registrars –Functions of Registrar – Cooperative Audit- Departmental Set-up of Cooperative Audit.

Text Book:

1. R.D.Agarwal, “Co-operative Management: Principles, Powers and Problems”, Himalaya Publishing House, New Delhi, 1st Edition, 2015.

Unit	Text Book No.	Chapters	Section	Page No.
I	1	1	-	1 - 18
II	1	2	-	19 – 32
III	1	3	-	32 – 45
IV	1	5	-	62 – 81
V	1	7	-	102 – 118

Reference Books:

1. Dr.G.S. Kamat, “New Dimensions of Cooperative Management”, Himalaya Publishing House, New Delhi, 2nd Revised Edition, 2011.
2. S Nakkiran, “Cooperative Management: Principles and Techniques”, Deep and Deep Publication, New Delhi, 1st Edition, 2006.

Sri Kaliswari College (Autonomous), Sivakasi
Department of Business Administration
UG Programme – B.B.A
Semester V
(2018 – 2021)

Part IV: On Job Training (18UBAJ51)
(For those who join from June 2018 and afterwards)

Credit	: 1	Int. Marks	: 40
Hours / Week:	-	Ext. Marks	: 60
Duration	: -	Max. Marks	: 100

Course Objectives:

- Make the learners to relate the concepts studied and its real life application.
- Help the learners to know the corporate culture.

Course Outcomes:

1. Exploring the Practices of questioning and also observing capacity.
 2. Train the learners to observe the functions of the functional areas of business organization.
 3. Equip the learners to gain practical knowledge and enrich their employability skills.
-

Rules Governing Institutional Training

- Each Student should undergo 25 days institutional training in a business organization during the fourth semester summer vacation.
- Attendance certificate from the organization is to be submitted to the HOD.
- The students undergo the above training in the organization approved by the department.
- The student has to submit four copies of the report in not less than 50 pages
- The training programme shall be evaluated for a total of 100 marks out of which 40 marks shall be allotted to the training programme to be evaluated by the guide.
- The student has to appear for viva- voce. The members of the viva-voce committee are HOD and External Examiner. The maximum marks for viva- voce is 60. A minimum mark for passing in this paper is 50%.

- The training report must contain the following:
 1. Introduction
 2. Objectives of the training
 3. Organizational structure of the concern.
 4. Observations about working of the concern.
 5. Identification of the problems, if any
 6. Suggestions to solve the problem
 7. Limitations of the training
 8. Conclusion

Internal Marks : 40 Marks

External Marks : 60 Marks

Sri Kaliswari College (Autonomous), Sivakasi

Department of Business Administration

UG Programme – B.B.A

Semester VI

(2018 - 2021)

Core XVII: Strategic Management (18UBAC61)

(For those who join from June 2018 and afterwards)

Credits	: 5	Int. Marks	: 25
Hours/ Week	: 5	Ext. Marks	: 75
Duration	: 75 Hrs	Max. Marks	: 100

Course Objectives:

- To impart the knowledge of strategic management to the learners.
- To develop the strategic decision making among the learners.
- To understand the concept of Strategic Analysis and Choice.

Course Outcomes:

1. Understand the relationship between the business and functional objectives.
2. Provide a clear structure for all of the various activities that organizations carryout.
3. Induce to achieve the stated objectives within the time period.
4. Enable to reveal their professional ability and skills to respond to a business scenario.
5. Make to understand the simplified processes relating to environment compliance.
6. Ability to examining the causes and provide alternative courses of actions for a problem.
7. Motivate the learners to investigate the cases in further aspects and diversified angles.

UNIT I

(15 hrs)

Strategy - Meaning – Criteria for effective strategy – Forms & Kinds of Strategy – Need for Strategy – Strategic Management – Need – Strategic Management – Process – Challenges for Strategic Management.

UNIT II

(15 hrs)

Environmental Analysis - Meaning & Characteristics of Environment – Environmental Sectors – Socio Cultural, Economic, Political, Market, Regulatory, National, International, Supplier, Technological. Michael Porter's approach to Industry Analysis – Environmental Scanning – Techniques – SWOT Analysis – Environmental Threat and Opportunity Profile.

UNIT III**(15 hrs)**

Strategic Analysis and Choice - Criteria for evaluating Strategic Alternatives – A Strategy analysis framework alternatives. BCG Matrix – GE Nine Cell Matrix – Hofers Life Cycle Matrix.

UNIT IV**(15 hrs)**

Corporate Level Strategic Alternatives - Strategy formulation – Situational Analysis – Stability Strategy – Growth Strategy – Diversification Strategy – Retrenchment Strategy – Turnaround and Transformation Strategy – Strategic Alliances – Combination Strategy/Portfolio Restructuring – Integrated functional Strategy: Learning, Experience and Technological Curves.

UNIT V**(15 hrs)**

Strategic Evaluation and Control - Introduction – Process of Strategic Control – Reluctance to Use Strategic Control – Strategic Control and Environmental Factors – Strategic Information Systems – Implementing Strategic Control – Guidelines for Successful Maintenance to Strategic Control.

Text Books:

1. P. Subba Rao, “Strategic Management”, Himalaya Publishing House, Mumbai , 3rd Edition, 2017
2. Azhar Kazmi, “Strategic Management and business policy”, Tata Mc-Graw Hill publishing company ltd, New Delhi, 3rd Edition, 2008.

Unit	Text Book No.	Chapters	Section	Page No.
I	1	1	-	5,7-10,16,19,20,22-33
II	1	2	-	37,75-84,102,103
II	2	3	-	68-72,73-91
III	1	3	-	130-134,142-153,155,156
IV	1	4	-	257-314
V	1	5	-	317-346

Reference Books:

1. R. Balasubramaniun, S.Ushapriya and K.Hema, “Strategic Management”, Gego Publication, Trichy, First millennium Edition, 2012.
2. Charles W. L. Hill, and Gareth R. Jones, “Strategic Management an Integrated Approach”, Biztantra publication New Delhi, 9th Edition, 2012.

Sri Kaliswari College (Autonomous), Sivakasi

Department of Business Administration

UG Programme – B.B.A

Semester VI

(2018 – 2021)

Core XVIII: Management Accounting (18UBAC62)

(For those who join from June 2018 and afterwards)

Credits : 5

Int. Marks : 25

Hours / Week : 5

Ext. Marks : 75

Duration : 75 Hrs

Max. Marks : 100

Course Objectives:

- Understood the concepts and application of management accounting along with the preparation.
- To learn the cost accounting concepts and applications.

Course Outcomes:

1. Understanding the basic concepts and processes used to take management related decisions.
2. Able to interpret financial statements and ratio analysis.
3. Enable the learners to analyze and evaluate the fund flow and cash flows of the organization.
4. Make the learners to get proficiency in marginal cost analysis.
5. Gain practical knowledge on budgetary control.
6. Understand the learners in the area of application of marginal costing technique.
7. Examine the financial position of a company using approaches.

UNIT I

(15 hrs)

Management accounting – Objectives – Functions – Scope - Advantages – Disadvantages – Financial statement analysis - Comparative – Common size - Trend percentages.

UNIT II

(15 hrs)

Ratio analysis - Mode of expression – Merits and Demerits - Classification of ratios - Solvency Ratio – Profitability Ratio – Turnover Ratio- Dupont control chart.

UNIT III

(15 hrs)

Fund Flow statement – Objectives – Preparation of fund flow statement – Cash Flow Statement – Significance - Fund flow Vs Cash flow statement – Preparation of cash flow statement.

UNIT IV

(15 hrs)

Marginal costing – Merits and Demerits – Differences between absorption costing and marginal costing – Fixed Cost and Variable Cost – Contribution – Break even analysis – Margin of Safety – Application of marginal costing.

UNIT V**(15 hrs)**

Budgetary control – Objectives – Steps in budgetary control – classification of budget – Budget based on Functions - Production Budget – Sales Budget - Cash Budget - Budget based on Flexibility.

Note: 80% Problems and 20% Theory.

Text Books:

1. Dr. R. Ramachandran and Dr. R. Srinivasan, “Financial Management, Theory, Problems and Solutions”, Sri Ram Publications, Trichy, 16th Reprint, 2013.
2. T.S. Reddy and Dr. Y. Hariprasad Reddy, “Management Accounting”, Margham Publications, Chennai, 1st Edition, 2000.

Unit	Text Book No.	Chapters	Section	Page No.
I	1	1	-	1.1-1.8
	2	2	-	2.1-2.22
II	2	3	-	3.1-3.51
	1	5	-	5.1-5.61
III	1	2,3	-	2.1-2.50,3.1-3.32
IV	1	6	-	6.1-6.15
V	1	7	-	7.1-7.64

Reference Books:

1. Shashi K. Gupta and R. K. Sharma, “Financial Management and Management Accounting”, Kalyani Publishers, New Delhi, reprint 2014.
2. R.S.N.Pillai and Bagavathi, “Management Accounting”, S.Chand and Sons, New Delhi, 2nd Edition, 2000.
3. Dr.S.N.Maheswari, “Management Accounting”, Sultan Chand and Sons, New Delhi, 13th Edition, 2007.

Sri Kaliswari College (Autonomous), Sivakasi
Department of Business Administration
UG Programme – B.B.A
Semester VI
(2018 – 2021)
Core XIX: International Business (18UBAC63)
(For those who join from June 2018 and afterwards)

Credits : 5

Hours / Week: 6

Duration : 90 Hrs

Int. Marks : 25

Ext. Marks : 75

Max. Marks : 100

Course Objectives:

- To give learners the knowledge and understanding of the unique aspects involved doing business internationally.
- To understand strategies used by business in the international market on a competitive basis.
- To analyze the role and impact of international business on national economic development.

Course Outcomes:

1. Helps the learners to perform environmental scan to evaluate the impact of world issues on an organization's international business opportunities.
2. Enable the learners to assess the role of social, cultural, political, legal, and technological environment in aiding or hindering international business.
3. Enrich the learners the ways and means of entering into international business.
4. Make the learners to stay the foreign market operations.
5. Enable to understand the theoretical relationship underlying international business transactions and the integration of functional activities in international firms.
6. Helps to identify the opportunities and challenges in the international environment and design strategies to deal with effectively.
7. Helps to know the control mechanism of the international business.

UNIT I

(18 hrs)

Globalisation – Introduction – Integrated Globalisation – Emerging global economy – Drivers of Economic Globalisation – Globalisation of Markets – Globalisation of Production – Globalisation of Investment – Globalisation of Technology – Advantages and Disadvantages of Globalisation

UNIT II

(18 hrs)

International Business – Meaning – Influences of International Business – Stages of Internationalisation – International Business Approaches – Goals of International Business – Advantages and Problems of International Business

UNIT III**(18 hrs)**

International Business Environment – Introduction – Social and cultural Environment – Technological Environment – Economic Environment – Political Environment – Country Evaluation and Selection – Introduction – Selection of Manufacturing – Selection of Marketing Centres – Data collection and Analysis – Country / Location Comparison Tools – Foreign Market Analysis

UNIT IV**(18 hrs)**

Modes of Entering International Business – Introduction – Modes of Entry – Comparison of Different Modes of Entry – Functional Alliances – Managing Conflict Situations – Break-up of Alliances

UNIT V**(18 hrs)**

Conflicts and Negotiations in International Business – Introduction – Factors causing Conflict – Conflict between Host Country and Transnational Country – Negotiations – Role of International Agencies in Conflict Resolution. Controlling and Evaluation of International Business – Control of MNCs – Performance Indicators – Organisation Structure and Relationships – Control Mechanism

Text Book:

1. P. Subba Rao, “International Business (Text and Cases)” Himalaya Publishing House, Mumbai, 4th Revised Edition, 2017

Unit	Text Book No.	Chapters	Section	Page No.
I	1	7	-	157 – 177
II	1	1	-	1, 8 – 27
III	1	3,4	-	58 – 99, 101 – 111
IV	1	5	-	114 - 137
V	1	10, 23	-	242 – 249, 558 - 564

Reference Book:

1. Dr. Francis Cherunilam, “International Business Environment”, Himalaya Publishing House, Mumbai, 7th Edition, 2018.

Sri Kaliswari College (Autonomous), Sivakasi
Department of Business Administration
UG Programme – B.B.A
Semester VI
(2018 – 2021)
Core XX: Retail Management (18UBAC64)
(For those who join from June 2018 and afterwards)

Credits	: 5	Int. Mark	: 25
Hours / Week	: 5	Ext. Mark	: 75
Duration	: 75 Hrs	Max. Mark	: 100

Course Objectives:

- To impart the basic ideas of retail management.
- To stimulate the learners towards retail ownership.

Course Outcomes:

1. Get familiarity with the role of retailer in the distribution channel.
2. Identify the functions of a retailer.
3. Developing the benefits of retail sectors in the society to the learners.
4. Understanding the wide variation of retail organizations in terms of product orientation and format.
5. Identify the store, non-store, generalist, specialist and service retailing.
6. Make the learners to understand the supply chain management.
7. Equip the learners to get employment in retail stores and markets.

UNIT I **(15 hrs)**

Retail Marketing-Introduction-Functions of Retailer-Characteristic features of Retailing-Retailing in the marketing channel-Retailer and marketing mix-Main drives of retailing in India- Organized retailing in India-Trends and opportunities for organized retailing in India-Main Indian retailers -Challenges to retail development in India.

UNIT II **(15 hrs)**

Retail Consumer-Introduction-Types of Buying Decisions-The Buying Process-Factors affecting consumer decision making-Factors influencing the retail shopper-Customer services in retailing-Market segmentation-Benefits of Market segmentation-Segmenting retail markets-Theories of Consumer behavior

UNIT III **(15 hrs)**

Retail Merchandising-Introduction-Merchandise Hierarchy-Merchandise Mix-Brand management in retailing-Brand Management-Change of Brand Logos for creating new markets-Branding strategies-Retail pricing-Factors influencing pricing-Pricing objectives-Establishing retail price-Retail pricing policies

UNIT IV**(15 hrs)**

Retail location Strategies-Introduction- Factors influencing retailer's choice of location-Levels of location decisions-Types of consumer goods and location decisions-Retail Organization-Introduction-Various retailing formats-Methods of customer interaction-Store Layout-Types of Store layout

UNIT V**(15 hrs)**

Supply Chain Management-Meaning-Institutions in the Supply Chain-Types of supply chains-Integrated supply chain-Vendor Management-Retail Promotion Strategies-Elements of retail promotion mix-Methods of communicating with customers-Steps in designing retail sales promotions-Paid personal communications-Unpaid Impersonal communications-Comparison various retail promotion methods-Media Selection-Popular media vehicles used in the Indian retail sector

Text Book:

1. S. Banumathy and M. Jayalakshmi, "Retail Marketing", Himalaya Publishing House, Mumbai, 1st Edition, 2017.

Unit	Text Book No	Chapters	Section	Page No.
I	1	1	-	1-23
II	1	2	-	25-45
III	1	3,4	-	48-50,55,64-68, 73-84,
IV	1	5,6,7	-	95-102, 105,111-118 122-127
V	1	9,10	-	148-157,159-177

Reference Books:

1. Swapna Pradhan, "Retailing Management: Text and Cases", Tata McGraw-Hill Education, New Delhi, 3rd Edition, 2009.
2. Barry R. Berman, Joel Evans and Patrali M. Chatterjee, "Retail Management A strategic Approach", Pearson Prentice - Hall, New Delhi, 13th Edition, 2017.

Sri Kaliswari College (Autonomous), Sivakasi

Department of Business Administration

UG Programme – B.B.A

Semester VI

(2018 – 2021)

Optional / Elective Course III: Family Business Management (18UBAO61)

(For those who join from June 2018 and afterwards)

Credits	: 3	Int. Marks	: 25
Hours / Week	: 4	Ext. Marks	: 75
Duration	: 60 Hrs	Max. Marks	: 100

Course Objectives:

- To give an introduction about the Family Business Management.
- To know the problems of Family Business Firm.

Course Outcomes:

1. Make the learners to know the Core values of Family Business.
2. Enable the learners to know the succession options in Family Business.
3. Helps the learners to understand the types of Family Business.
4. Make the learners to develop the organisation structure for a Family Business.
5. Helps the learners to offer tips to prepare the next generation.

UNIT I

(12 hrs)

Family Business – Characteristics – Unique resources of Family Business – Strength and Weakness – Core Values, Culture and Ethical Climate of Family Business – Family Governance – Family Governance Structure – Family Constitution – Process of Creating a Family Constitution.

UNIT II

(12 hrs)

Succession Options – Succession Planning – Choosing the successor – Succession Challenges – Twenty Challenges for the Family Business – Management Problems in Family owned Businesses.

UNIT III

(12 hrs)

Family Business Dynamics – Roles in the Family Business – Planning Process – Family Dynamics – Growing role of women as successor in Family Business – Succession Planning – Reasons for the failure of Family Business – Benefits and Drawbacks of Family Succession.

UNIT IV **(12 hrs)**

Types of Family Business – Types of Founders – Different types of Owners of a Family Business – Managing the developing Family Business – Organisation Structure – Concepts – Rules for avoiding conflicts in a Family Business.

UNIT V **(12 hrs)**

Next Generation Leadership Perspectives – Keys to Family Business Success – Transition of the Family Business to Next Generation – Tips to prepare the next generation.

Text Book:

1. Prof. (Dr.)Mukesh Bhatia, “Family Business Management (Generation to Generation) from Family Business to Business Family” Regal Publications, New Delhi, 1st Edition, 2015.

Unit	Text Book No.	Chapters	Section	Page No.
I	1	1	-	1 – 11
II	1	2	-	13 – 28
	1	12		176 – 179
III	1	3	-	28 – 62
IV	1	5	-	78 – 82
	1	6	-	86 – 92
V	1	8	-	119 – 131

Reference Book:

1. Thomas Zellweger, “Managing the Family Business – Theory and Practice”, Edward Elgar Publishing, UK, 1st Edition, 2017.

Sri Kaliswari College (Autonomous), Sivakasi
Department of Business Administration
UG Programme – B.B.A
Semester VI
(2018 – 2021)

Optional / Elective Course III: Travel and Tourism Management (18UBAO62)
(For those who join from June 2018 and afterwards)

Credits	: 3	Int. Marks	: 25
Hours / Week	: 4	Ext. Marks	: 75
Duration	: 60 Hrs	Max. Marks	: 100

Course Objectives:

- To provide learners with the managerial skills and competencies necessary to meet the needs of the ever demanding Travel and Tourism industry.
- To create and promote forms of tourism that provide healthy interaction opportunities for tourists and locals and increase better understanding of different cultures, customs, lifestyles, traditional knowledge and believes.

Course Outcomes:

1. Understand the infrastructure and its importance of tourism.
2. Understand about the evaluation of accommodation concept in tourism and various department and sections of a hotel.
3. Know the significance of different mode of transport in tourism.
4. Know about the evaluation of travel trade around the world and India.
5. Know about travel itinerary and its various components.
6. Know about different travel documents and their importance in travel.
7. Understand the concept of marketing mix in tourism.

UNIT I

(12hrs)

Fundamentals of Tourism-Meaning and Definition of Tourism-Forms of Tourism-Nature of Tourism-Prerequisite of Tourism-Component of Tourism-Multi disciplinary Approach in Tourism-Tourist Motivation and related theories-Barrier for Travel

UNIT II

(12 hrs)

Accommodation and Tourism-Introduction-Forms of tourist accommodation-Popular hotel operating chains-Functional Machinery of a hotel. Transport and tourism-Introduction-Air, Water, Rail, Road transportation and tourism

UNIT III**(12 hrs)**

Travel Trade- Introduction- Concept of travel agent and agency- Tour operator- Source of earning for travel agency and tour operator - Role and Function of travel agency and tour operator-preparation of tour itinerary - Concept of Package Tours-Responsibility and Obligation of Travel Agency-Time Calculation procedure and its importance in travel Industry

UNIT IV**(12 hrs)**

Travel Documents – Definition - Passport - VISA- Health permit - Airport Tax- Custom Regulation-Currency Regulation. Tourism Planning and Development-Concepts- Levels and Forms of Tourism planning-Significance of planning in Tourism

UNIT V**(12 hrs)**

Contemporary Travel Trends-Historical Perspective of world tourism-Regional Growth of Tourism in Different region in the world-Profile of International Tourist-Profile of Foreign Tourist-Emerging Tourism Concepts-Tourism Marketing and its Challenges-Marketing Decision and need for information-Tourist Decision Making Process

Text Book:

1. MD. Abu Barkat Ali, “Travel and Tourism Management”, PHI Learning Private Limited, New Delhi, 1st Edition, 2015.

Unit	Text Book No	Chapters	Section	Page No.
I	1	1	-	1-26
II	1	3,4	-	59-4-74,76,89-123
III	1	5	-	126-163
IV	1	6,7	-	164-176,180-185
V	1	9,10	-	214-225,230-233,235,239

Reference Books:

1. Sampad Kumar Swain and Jitendra Mohan Mishra, “Tourism: Principles and Practices”, Oxford University Press, 1st Edition, 2011.
2. Vinay Kumar Rai and R S Pawar, “Tourism and Its Development: A Geographical Analysis”, Sonali Publications, Delhi, 1st Edition, 2006.

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Department of Business Administration

UG Programme – B.B.A

Semester VI

(2018 – 2021)

Optional / Elective Course III: Services Marketing (18UBAO63)

(For those who join from June 2018 and afterwards)

Credits : 3

Int. Marks : 25

Hours / Week : 4

Ext. Marks : 75

Duration : 60 Hrs

Max. Marks : 100

Course Objectives:

- To gain knowledge on service marketing.
- To understand the role of service sector in the economy.
- To recognize the growing importance of service sector and the challenges faced by service managers.

Course Outcomes:

1. Understand the theory and concepts pertaining to Services marketing.
2. Define the role of Services marketing and discuss its core concepts and explain the relationship among customer value, satisfaction, productivity and quality.
3. Understand how to develop effective service marketing strategies that emphasizes the value exchange between suppliers and their customers.
4. Discuss how marketing managers go about developing profitable customer relationships in the Services marketing area.
5. Develop familiarity with the concepts of Services Marketing.

UNIT I

(12 hrs)

Services marketing – Introduction – types – nature – characteristics — difference between services and goods – classification of services - service marketing management: Marketing management process for services.

UNIT II

(12 hrs)

Managing demand and supply: Forecasting demand – Understanding demand patterns – managing capacity constraints – capacity planning - Services Marketing Mix: Elements of service marketing mix – services product: Development of new service – Stages in new service development- Service life cycle concept –Branding in services – Service positioning

UNIT III

(12 hrs)

Pricing in Services: Role of pricing – steps involved in pricing decisions – objectives of pricing – factors affecting pricing decisions – methods of pricing in services – pricing strategies - services promotion: communication process – steps in developing effective communication – service communication – promotion mix for services

UNIT IV**(12 hrs)**

Physical Evidence - Essential Evidence, peripheral evidence – Physical environment - social setting – role of physical evidence - marketing strategy in services: Types of marketing in service firms – interactive marketing.

UNIT V**(12 hrs)**

Globalisation of services- challenges to global service marketers – successful global service marketing – typical international services – Globalisation and corporate culture-marketing of services – Bank marketing – Tourism marketing – Hospital marketing – Airline marketing

Text Book:

1. Vasanti Venugopal and V.N. Raghu, “Services Marketing”, Himalaya Publishing House, Mumbai, 1st Edition, 2017.

Unit	Text Book No.	Chapters	Section	Page No.
I	1	1	-	1-13
	1	3	-	29-38
II	1	5	-	49-60
	1	7	-	77-84
	1	8	-	91-101
III	1	9	-	102-111
	1	10	-	112-123
IV	1	14	-	218-227
	1	16	-	244-257
V	1	19	-	280-288
	1	20	-	293-318

Reference Book:

1. Dr. K. Nirmala, Prof. H.R. Appannaiah, Dr. Anil Kumar and Dr. P.N. Reddy, “Services Marketing”, Himalaya Publishing House, Mumbai, 1st Edition, 2011.

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Department of Business Administration

UG Programme – B.B.A

Semester VI

(2018 – 2021)

Skill Based Course IV: Project Viva Voce (18UBAJ61)

(For those who join from June 2018 and afterwards)

Credits : 2 Int. Marks : 40

Hours / Week : 2 Ext. Marks : 60

Duration : 30 Hrs Max. Marks : 100

Course Objectives:

- Work & gain knowledge of real time business environment.
- Explore the various functional areas and analyze how theoretical concepts taught are applied in real life situations.

Course Outcomes:

1. Make the learners to apply data collection tools.
2. Make the learners to analyse the data.
3. Make the learners to prepare research report based on their analysis.
4. Make the learners to compare the theory and practice.

Rules governing project Report

1. Each student should undergo 2 weeks field study in the optional area after completion of the V semester examinations.
2. The student has to submit the field study report in four copies in not less than 50 pages within a month of the re-opening of the college in the 6th semester.
3. The field study report will be evaluated by the guide and the HOD. The student has to appear a Viva-Voce conducted by the panel of HOD and External examiner.
4. The field study report must contain the following:
 - A. Introduction
 - B. Objectives
 - C. Methodology
 - D. Data Analysis
 - E. Findings
 - F. Limitations
 - G. Suggestions
 - H. Conclusion

Internal Marks : 40 Marks

External Marks : 60 Marks

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Department of Commerce

UG Programme – B.B.A

Semester – VI

(2018 – 2021)

Value Based Course – II: Fundamentals of Goods and Services Tax (18UBAV61)

(For those who join from June 2018 and afterwards)

Credits : 2

Hours/Week : 2

Duration : 30 Hrs

Int. Marks : 25

Ext. Marks : 75

Max. Marks : 100

Course Objectives:

- To know the need for integrating a single indirect tax system.
- To know the details of indirect taxes subsumed to bring GST.
- To know the concept of supply and tax input credit.

Course Outcomes:

1. We will have rudimentary knowledge in GST.
2. We could know the details of the IGST, SGST and CGST.
3. To have the thorough knowledge on GST council and its functions.
4. To know the procedures for registration through GST portal.

UNIT I

(6 hrs)

Goods and Services Tax – Introduction – Meaning – Emergence – GST Council – Features – Objectives – Basic Scheme – Scope – Subsuming of Taxes – Principles – Benefits.

UNIT II

(6 hrs)

Types of Goods and Services Tax – Central Goods and Service Tax (CGST) – State Goods and Service Tax (SGST) – Integrated Goods and Service Tax (IGST) – Union Territory Goods and Services Tax (UGST) – features.

UNIT III

(6 hrs)

Registration procedure of Goods and Services Tax – Time limit – Procedure – Persons liable for Registration – Persons not liable for Registration – Compulsory Registration – Deemed Registration.

UNIT IV

(6 hrs)

Procedure Relating to Levy – Scope of supply – Types of Supply – Rate of GST – Tax calculation under GST – Exempted Goods and Services.

UNIT V**(6 hrs)**

Assessment – Definition – Types – Provisional assessment, Scrutiny Assessment, Best Judgement Assessment – Summary Assessment.

Text Book:

1. Ghousia Khatoon, Naveen Kumar C. M. and Venkatesh S. N., “Goods and Services Tax”, - Himalaya Publishing House (ISO 9001:2008 CERTIFIED), 1st Edition, 2017.

Unit	Text Book No	Chapter	Section	Page No.
I	1	1	-	2,9,15,16,18 – 25, 27
II	1	1	-	40
		2	-	74-78
III	1	3	-	142-149
IV	1	3	-	164-166, 176, 162-163
V	1	4	-	204-206

Reference Books:

1. Datey V. S. “Taxmann’s GST Ready Reckoner”- Taxmann Publications Pvt. Ltd, Revised and Reprint July 2017.
2. CA. Keshav R. Garg “Bharat’s GST Ready Reckoner” Bharat Law House Pvt. Ltd. 1st Edition 2016.

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Department of Business Administration

UG Programme – B.B.A

Semester III

(2018 – 2021)

Extra Credit Course I: Personality Development (18UBAEX1)

(For those who join from June 2018 and afterwards)

Credits : 2

Hours / Week: 4

Duration : 60 Hrs

Int. Marks : 25

Ext. Marks : 75

Max. Marks : 100

Course Objectives:

- To empower the learners personality by providing conceptual background.
- To enrich the learners to change the inner behavior and attitude in their life.

Course Outcomes:

1. Helps the learners to understand their own personality.
2. To understand the level of perception of human being.
3. Helps the learners to manage them under stress.

UNIT I

(12 hrs)

Individual Perspective – Introduction – Foundations of Individual – Models of Man.
Personality – Introduction – Determinants – Types – Traits

UNIT II

(12 hrs)

Perception – Introduction – Perceptual process – Factors affecting perception –
Measures to improve perception.

UNIT III

(12 hrs)

Attitude – Introduction – Sources of attitude – Barriers to change attitude –
Overcoming barriers. Values – Introduction – Importance of values – Types of values –
Sources of values.

UNIT IV

(12 hrs)

Leadership – Introduction – Characteristics – Qualities – Functions – Types of
leadership styles.

UNIT V

(12 hrs)

Stress – Introduction – Nature – Faces of stress – Sources – Consequences of stress –
Managing Stress

Text Book:

1. K. Aswathappa, “Organisational Behaviour – (Text, Cases and Games)”, Himalaya Publishing House, Mumbai, 12th Edition, 2016.

Unit	Text Book No.	Chapters	Section	Page No.
I	1	5, 7	-	111 – 126, 146, 151 – 154, 156 – 161
II	1	8	-	170 – 181, 191
III	1	10	-	227 – 61, 70 – 79
IV	1	4	-	169 – 182
V	1	8	-	281 – 294

Reference Books:

1. Dr. P. Subbarao, “Management and Organisational Behaviour – (Text and Cases)”, Himalaya Publishing House, Mumbai, 2nd Edition, 2017.
2. Dr. P.K. Balamurugan, Dr. S. Chandra Bose and Dr. R. Velmurugan “Organisational Behaviour” Sri Kaliswari College Publication, Sivakasi, 1st Edition, 2008.
3. S.S. Khanka, “Organisational Behaviour – Text and Cases” S. Chand & Company Ltd, New Delhi, reprint 2013.

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Department of Business Administration

UG Programme – B.B.A

Semester IV

(2018 – 2021)

Extra Credit Course II: Soft Skills (18UBAEX2)

(For those who join from June 2018 and afterwards)

Credits : 2 **Int. Marks : 25**

Hours / Week : 4 **Ext. Marks : 75**

Duration : 60 Hrs **Max. Marks : 100**

Course Objectives:

- To understand the basic attributes of Soft Skills and helps to realize self.
- To understand the basic Body Language, Manners and Etiquette in an effective way.

Course Outcomes:

1. The learners can understand and analyze their own strength and weakness through SWOT analysis.
2. The learners can know the acceptable body language.
3. The learners can learn to shape their career.

UNIT I (12 hrs)

Soft Skills – Introduction – Importance – Attributes – Improving your soft skills – Train yourself – Practicising soft skills.

UNIT II (12 hrs)

Know Thyself – Introduction – Importance – Process – SWOT Analysis – Benefits – SWOT analysis grid – Questions to complete the grid.

UNIT III (12 hrs)

Career Planning – Introduction – Benefits – Guidelines for choosing a career – Myths about choosing a career – Tips for successful career planning – Developing career goals – Final thoughts on career planning – Things one should know while stating career and during his career.

UNIT IV (12 hrs)

Body Language – Introduction – Parts – Uses – Reasons – Types – Improving Body language. Etiquette – Introduction – Modern Etiquette – Benefits – Classification – Accompanying women.

UNIT V**(12 hrs)**

Manners – Introduction – Poor Manners – Practicing Good Manners – Dealing with the challenged – Attending Funeral – Professional Manners – Social Manners – Getting along with people – Corporate grooming tips – Mind your mobile manners – Annoying office habits.

Text Book:

1. Dr. K. Alex, “Soft Skills – Know Yourself and Know the World” S. Chand & Company Pvt. Limited, New Delhi, 3rd Revised Edition, 2014.

Unit	Text Book No.	Chapters	Section	Page No.
I	1	1	-	1 – 12
II	1	2	-	13 – 19
III	1	6	-	60 – 69
IV	1	12, 15	-	120 – 132, 166 – 172
V	1	15	-	173 – 186

Reference Books:

1. Vinay Mohan Sharma, “Body Language: The Art of Reading Gestures and Postures” V & S Publishers, New Delhi, Reprint 2014.
2. M.S. Rao, “Soft Skills: Enhancing Employability”, I.K. International Publishing House Pvt. Ltd., New Delhi, 1st Edition, 2010.

Sri Kaliswari College (Autonomous), Sivakasi
Semester V
(2018 – 2021)
Part IV: Disaster Management (18UDMG51)
(For those who join from June 2018 and afterwards)

Credit : 1

Hours / Week: 1

Duration : 15 Hrs

Int. Marks : 25

Ext. Marks : 75

Max. Marks : 100

Course Objectives:

- To provide basic knowledge on Disaster and Disaster Management.
- To know the causes and types of Disaster.

Course Outcomes:

1. Make the learners to plan and prepare for the management of Disaster.
2. Helps the learners to know the issues related with the Disaster rehabilitation.
3. Make the learners to know the role of Government in Disaster management.
4. Make the learners to aware of the agencies available in India for Disaster management.

UNIT I

(3 hrs)

Introduction – Disaster – Hazards – Causes and Impact of Disasters – Levels of Disaster – Casual factors of Disaster – Phases of a Disaster.

UNIT II

(3 hrs)

Disaster Mitigation – Risk reduction Measures – Mitigation Actions – Disaster Management Cycle – Classification of Mitigation Measures.

UNIT III

(3 hrs)

Disaster Preparedness and Planning – Objectives – Strategies – Elements of Disaster Preparedness – Principles of Disaster planning.

UNIT IV

(3 hrs)

Disaster Rehabilitation – Issues in Rehabilitation – Objectives – Approaches – Elements of a Rehabilitation Programme.

UNIT V

(3 hrs)

Framework Disaster Management in India – Features of National Policy on Disaster Management – Primary and Secondary Relief functions of Central Government – Disaster Management Act 2005 – Agencies for Disaster Management: India Red Cross Society, NIDM – Bharat Scouts and Guides, India Paramilitary Forces.

Text Book:

1. Satish Modh, "Introduction to Disaster Management" Macmillan Publishers India limited, New Delhi, 1st Edition, 2015.

Unit	Text Book No.	Chapters	Section	Page No.
I	1	2	-	18 – 27
II	1	9	-	216 – 225
III	1	11	-	241 – 250
IV	1	14	-	286 – 294
V	1	8	-	163 – 181

Reference Books:

1. Dasgupta. R, "Disaster Management and Rehabilitation", Mittal Publications, New Delhi, 1st Edition, 2010.
2. Narayanan. B, "Disaster Management", A.P.H. Publishing Corporation, New Delhi, 1st Edition, 2009.