

DEPARTMENT OF BUSINESS ADMINISTRATION

PREAMBLE

UG : Course profile and syllabus of courses offered in semester III and IV along with its evaluation components (With effect from 2018 – 2021 batch onwards).

PROGRAMME PROFILE: BBA

PSO 1: Development of communication skills, interpersonal relationships and ability to work as a team.

PSO 2: Analysis of the business scenario, organizational context and capability to apply management principles

PSO 3: Ability to apply the inter-disciplinary approach to solve business problems.

PSO 4: Cultivation of rational approach to make decisions for optimal use of resources and Maximize returns.

Sem	Part	Category	Course Code	Course Title	Contact Hrs/ Week	Credit	
						Min	Max
I	I	LANGUAGE-I	UTAL105/ UTAL106	Basic Tamil I/Advanced Tamil I/ French I /Hindi I	4	2	3
	II	ENGLISH-I	UENL107/ UENL108	General English I/Advanced English-I	5	3	4
	III	Core-I	UBAM105	Management Thoughts and Thinkers	2	1	1
		Core-II	UBAM106	Business Organization	5	4	4
		Core-III	UBAM108\ UCOM104\ UCCM102	Financial Accounting	6	5	5
	Allied - I	UCEA103	Business Economics	6	5	5	
	IV	Value Education			2	1	1
TOTAL					30	21	23
II	I	LANGUAGE-II	UTAL205/ UTAL206	Basic Tamil II/Advanced Tamil II/ French II /Hindi II	4	2	3
	II	ENGLISH-II	UENL207/ UENL208	General English II/Advanced English	5	3	4
		Core-IV	UBAM206	Business Environment	4	4	4
		Core-V	UBAM207	Principles of Management	5	5	5
		Core-VI	UBAR201	Workshop on Decision Making	1	1	1
		Allied - II	UCOA203	Accounting Package Theory	2	2	2
	Allied Practical I	UCOR 203	Accounting Package Practical	3	2	2	
	IV	Non Major Elective			4	2	2
		Soft skill			2	1	1
	V	Extension activity			-	1	2

		/ Physical Education/NCC					
TOTAL					30	23	26
III	III	Core-VII	UBAM308	Marketing Management	5	4	4
		Core-VIII	UBAM310/ UCOM305/ UCCM305	Cost Accounting	5	4	4
		Core –IX	UBAM311	Business Communication	4	3	3
		Core –X	UBAM312	Creativity For Innovative Management	4	2	2
		Core –XI	UBAM313	Organizational Behaviour	5	4	4
	Allied-II	UMAA301	Business Statistics	5	4	4	
	IV	Value Education			2	1	1
TOTAL					30	22	22
IV	III	Core-XII	UBAM405	Production & Materials Management	5	4	4
		Core-XIII	UBAM406	Micro, Small And Medium Enterprises	6	5	5
		Core-XIV	UBAM407	Human Resource Management	5	4	4
		Allied-III	UMAA410	Quantitative Techniques In Business	5	4	4
		Allied-IV	UCSA407	Cyber security in Finance	3	3	3
		Allied Practical II	UCSR413	Cyber security Lab	3	2	2
		CORE –XV	UBAR401	Workshop On Creative Thinking Skill	1	1	1
	IV	Soft Skill			2	1	1
	V	Extension activity / Physical Education/NCC			-	-	2
TOTAL					30	24	26
V	III	Core-XVI	UBAM507	Research Methodology in Business	2	2	2
		Core-XVII	UBAM508	Services Marketing	6	5	5
		Core-XVIII	UBAM509	Mercantile Law	6	5	5
		Core-XIX	UBAM504/ UCOM507/ UCCM507	Management Accounting	6	5	5
		Core-XX	UBAM510	Business Informatics	5	5	5
	IV	Online Courses		NPTEL/Spoken Tutorial	3	1	2
	IV	Value Education			2	1	1
TOTAL					30	24	25
III	III	Core-XXI	UBAM608	Strategic Management	5	4	4
		Core-XXII	UBAM611/ UCOM614/ UCCM614	Financial Management	6	5	5
		Core-XXIII	UBAM612	Business Analytics for Managers	5	5	5
		Core –XXVI	UBAR601	Workshop On Leadership Skills	1	1	1

VI		Core-XXV	UBAP601	Project	6	4	4
		Viva-Voce	UBAM611	Comprehensive Viva	-	1	1
		Major Elective	UBAO609	Consumer Affairs	5	5	5
			UBAM309/ UBAO610	Financial Markets and Services			
			UBAO604	Customer Relationship Management			
			UBAO605	Retail Management			
			UBAO606	Emerging Business Practices In India			
			UBAO607	Industrial Relations			
			UBAO608	Rural Marketing			
		IV	Soft Skill			2	1
	V	Extension activity / Physical Education/NCC			-	-	2
TOTAL					30	26	28
GRAND TOTAL					180	140	150

ALLIED COURSES OFFERED TO OTHER DEPARTMENTS

Semester	Class	Category	Course Code	Course Title	Contact/ Week	Credit	
						Min	Max
II	I ISM	ALLIED	UBAA202	Business Communication	5	5	5

NON MAJOR ELECTIVES

Semester	Part	Category	Course Code	Course Title	Contact/ Week	Credit	
						Min	Max
II	IV	Non major Elective –I	UBAE202	Leadership Skills	4	2	2
III	IV	Non major Elective-II	UBAE304	Rural Management	4	2	2

EXTRA CREDIT EARNING PROVISION

Semester	Category	Course code	Course Title	Credit	
				Min	Max
II	Internship	UBAI201	Summer Internship	-	1
IV	Internship	UBAI401	Summer Internship	-	1

SELF STUDY PAPER

Semester	Category	Course code	Course Title	Contact / Week	Credit	
					Min	Max
III	CORE-XXVI	UBAS201	Office Management	2	1	1
IV	CORE-XXVII	UBAS401	Travel and Tourism Management	2	-	1
V	CORE-XXVIII	UBAS501	Business Ethics	2	-	1
VI	CORE- XXIX	UBAS502	Corporate Social Responsibility	2	-	1

UBAM308 MARKETING MANAGEMENT

Semester	: III	Credit	: 4
Category	: Core VII	Hours/Week	: 5
Class & Major	: II B. Com. & II BBA	Total Hours	: 65

Objectives

To enable the students

- Understand different concept in marketing.
- Realize the significance of marketing mix decisions in capturing market share.
- Analyze the marketing strategies of companies for market segmentation & positioning.

UNIT - I FUNDAMENDALS OF MARKETING 13 Hrs

Marketing: Meaning - Classification - Functions- approaches- Relationship of marketing with other functional areas- Various Environmental factors affecting the marketing functions— Market Mix –Meaning of marketing management

UNIT - II PRODUCT AND PRICING 13 Hrs

Product – Characteristics – Classification- Product mix – process of New Product development - Product life cycle – Branding – Packaging- Pricing strategies -Factors influencing pricing decisions – Kinds of pricing- Pricing objectives – Pricing policies.

UNIT - III PROMOTION 13 Hrs

Promotion mix- Advertising – Publicity – Public relations – Personal Selling – Sales Promotion Administration- Physical distribution – Importance of various kinds of distribution channels- Case studies

UNIT - IV BUYER BEHAVIOR AND SALES FORECASTING 14 Hrs

Buying motives – Buyer Behavior models – Buying Decision Process -Factors influencing Buyer behavior- Market segmentation – Need and basis of segmentation, targeting-positioning– Marketing strategy- Various methods of sales forecasting

UNIT - V MARKETING RESEARCH 12 Hrs

Meaning – Steps involved in Market Research –Marketing Information System- organization involved in marketing research in India –Case studies

Text Book

- Philip Kotler, “*Marketing Management*”, Prentice Hall of India, 2006

Reference Books

- Varshney .L and Gupta SL , “*Marketing Management*”, 2009
- Saxena , “*Marketing Management*”, Tata Mc Graw Hill Pub – 2008

E-Resources

- www.businessdictionary.com/definition/marketingmanagement.html

UBAM311 BUSINESS COMMUNICATION

Semester	: III	Credit	: 3
Category	: Core IX	Hours/Week	: 4
Class & Major	: II BBA	Total Hours	: 52

Objectives

To enable the students

- Develop their communication skill.
- Inculcate the basics skills in writing and reading.
- Prepare agenda and minutes.

UNIT I INTRODUCTION TO COMMUNICATION 10 Hrs

Meaning and importance of business communication – Methods - Types – Communication process – Objectives – Principles of Effective Communication.

UNIT II BUSINESS LETTERS 10Hrs

Business letters – Structure of a letter – Qualities of a good business letter – Business enquiries Bank correspondence – Insurance correspondence.

UNIT III PROMOTIONAL LETTERS 12Hrs

Collection letters - Circular letters – Offer and Quotations – Orders – Execution of orders– Letters of complaints -Application for situations- Sales letters- Goodwill letters.

UNIT IV COMMUNICATION MEDIA 10 Hrs

Communication media – Telephone, Fax, Email, Internet, Intranet Extranet, Mobile phones- Video Conferencing-

UNIT V CORRESPONDENCE OF A COMPANY SECRETARY 10 Hrs

Correspondence of a company secretary – Preparation of Agenda and Minutes- Report writing and types of reports.

Text Book

- Rajendra Pal and Korlahalli – “*Essentials of Business Communication*”, S.Chand Publications,2009.

Reference Books

- Ramesh M.S. PattanShetty “*Effective Business English and correspondence*”, S.Chand & Son,2006.
- Shurter,” *Effective letters and Business law*”, TMH Publications, 2008.

e-Resources

- <https://bbamantra.com/business-communication-introduction>
- <https://www.slideshare.net/.../business-communication-435495..>

UBAM312 CREATIVITY FOR INNOVATIVE MANAGEMENT

Semester	: III	Credit	: 2
Category	: Core X	Hours/Week	: 4
Class & Major:	II BBA	Total Hours	: 52

Objectives

To enable the students

- Understand the various aspects of creativity and innovation.
- Hands on experience in applying creativity in problem solving.

UNIT-I CREATIVE THINKING

10 Hrs

Creativity-Meaning - Definition – Characteristics -Types of Creativity-Components of Creativity- Various Methods of creativity - – Individual and Group Creativity – Convergent Thinking – Divergent Thinking – Reasoning Problem Solving.

UNIT-II TECHNIQUES OF CREATIVITY

10Hrs

Creativity Exercises – Mental Gym – The Way the Mind Works – Lateral and Vertical Thinking - Difference between Lateral and Vertical Thinking – Attitudes Towards Lateral Thinking – Basic Nature of Lateral Thinking – Techniques – The Generation of Alternatives – Challenging Assumptions - Generation of Creative Ideas.

UNIT-III METHODS OF CREATIVITY

10Hrs

Thinking Hats Methods –Benefits - Redefinition Techniques – Random Stimulus – Generation of Creative Ideas in Groups – Brainstorming – Process – Stages – Creative Problem Solving - Reverse Brainstorming –Synaptic – Morphological Method.

UNIT-IV INNOVATION

10 Hrs

Innovation – Sources of Innovation – Making sense of Innovation- Categories of Innovation - Types of innovation, Barriers to Innovation, Innovation process - Establishing criterion for assessment of creativity & innovation – difference between Innovation & Invention.

UNIT-V INNOVATION OF PROBLEM SOLVING

12 Hrs

Achieving Creativity –Introduction to TRIZ methodology of Inventive Problem Solving - the essential factors –Innovator’s solution –creating and sustaining successful growth – Disruptive Innovation model –Segmentive Models –New market disruption - Managing the Strategy Development Process –Cases for Innovation.

Text Books

- Davis Gary , “ *Training Creative Thinking* “, Scott New York Pub.2006.
- Dr.P.Rizwan Ahmed ,”*Creativity and Innovation Management*” , Margham Publication.2015.
- Peter Drucker, “*Innovation and Entrepreneurship: Practice and Principles* “ ,Harper Business Publications,2016

Reference Books

- Clayton M. Christensen and Michael E. Raynor, “*The Innovator's Solution: Creating and Sustaining Successful Growth*”, Wall Street Journal and New York Times. Recorded Books LLC.2016.

e-Resources

- <https://www.open.edu/...management/creativity...innovation/al>.
- www.trm.chu.edu.tw/.../LEC5-INNOVATIONANDENTREPR..

UBAM313 ORGANIZATIONAL BEHAVIOUR

Semester	: III	Credit	: 4
Category	: Core XI	Hours/Week	: 5
Class & Major:	II BBA	Total Hours	:65

Objectives

To enable the students

- Acquire knowledge of theories of Organisation, individual and group behavior.
- Understand the motivation techniques, group dynamics & work environment in organizations.
- Function effectively in teams.

UNIT - I INTRODUCTION

12 Hrs

Organization: Meaning - Importance- scope - Theories; Organizational Behaviour: Meaning – Importance- scope - Organizational Behaviour models.

UNIT - II INDIVIDUAL BEHAVIOUR

13Hrs

Individual differences- Personality – concept- theories- Perception- attitudes - values – Beliefs – ethics- Power - Definition– Types – Case studies

UNIT - III MOTIVATION

13 Hrs

Definition - Financial and non financial motivational techniques –Theories of Motivation - job satisfaction – meaning – factors influencing techniques – measurement – morale – importance- case studies.

UNIT - IV GROUP DYNAMICS

13 Hrs

Group – meaning-Types – Size and status- Group dynamics- Concept –features- Group forms – Role position status-Group decision making- Process and Techniques

UNIT -V WORK ENVIRONMENT – TEAMS

14 Hrs

Work environment –meaning- impact of technology; Team - meaning – types- difference between team and group - Conflict –meaning - Resolution –process- Counseling - Mentoring– Importance - Types - Information need for counseling.

Text Book

- S.S.Khanka , “*Organizational Behaviour*” , Sulthan Chand and Sons - 2004

Reference Books

- B.S.Moshal, “*Organisational theory & Behaviour*”, Ane Books Pvt Ltd , 2006
- L.M.Prasad , “*Organizational Behaviour*” , Sulthan Chand and Sons - 2004
- K. Ashwathappa, “*Organisational Behaviour*”, Himalaya Publishing house , 2002

e-Resources

- www.b-u.ac.in/sde_book/msc_organ.pdf

UBAM405 PRODUCTION AND MATERIALS MANAGEMENT

Semester	: IV	Credit	: 4
Category	: Core XII	Hours/week	: 5
Class & Major:	II BBA	Total Hours	: 65

Objectives

To enable the students

- Understand the basic concepts of production.
- Analyses the various methods of production planning and control techniques.
- Apply the production process using store keeping & material handling procedures

UNIT I- INTRODUCTION

10 Hrs

Production system – Introduction – Production –Productivity – Production management –Objectives – Functions – Scope –Relationship with other functional areas.

UNIT II- PRODUCTION PLANNING AND CONTROL

15 Hrs

Production planning and control – Routing and scheduling – Dispatching – Maintenance management – Types of maintenance – Breakdown – Preventive – Routine – Maintenance scheduling.

UNIT III - WORK STUDY

10 Hrs

Work and method study – Importance of work study – Work study procedures – Time study – Human considerations in work study – Introduction to method study – Objectives of method study – Steps involved in method study.

UNIT IV - MATERIALS MANAGEMENT

15 Hrs

Materials management - Definition - function – Importance of materials management. Integrated materials management – The concept – Service function advantages – Inventory control – Function of inventory - Importance – Replenishment stock – Material demand forecasting – MRP – Basis tolls – Inventory Management – ABC – VED – FSN analysis – Inventory control of spares and slow moving items – EOQ – EBQ – Stores planning.

UNIT V- MATERIALS HANDLING

15 Hrs

Store keeping and materials handling – Objectives – Function – Store keeping – Stores responsibilities – Location of store house – Centralized store room – Equipment – Security measures – Protection and prevention of stores, Methods of store keeping.

Text Book

- P. Saravanavel and S. Sumathi , *Production and Materials Management*, Margam Publications, Chennai, 2002

Reference books

- Gopalakrishnan & Sundaresan , *Materials Management* , Margham Publication,Chennai, 2004
- Varmam, *Materials Management* , S.Chand,New Delhi,1999
- Dutta, *Integrated Materials Management* , Vikhas Publications,Chennai,2003

e- Resources

- [http:// gurukpo.com/.../production_and_Material_Manageme...](http://gurukpo.com/.../production_and_Material_Manageme...)
- <https://www.slideshare.net/.../production-and-materials-manag...>

UBAM406 MICRO, SMALL AND MEDIUM ENTERPRISES

Semester	: IV	Credit	: 5
Category	: Core XIII	Hours/week	: 6
Class & Major:	II BBA	Total Hrs	: 78

Objectives

To enable the students

- Understand the concept of small scale business
- Identify various financial schemes
- Prepare business ideas to establish SMEs

UNIT I- SETTING UP MSME 13 Hrs

Evolution, Definition of SME's – Characteristics Advantages of MSME and its Role and significance in economic development – Need of SMEs. Forms of Organizations – Establishing SMEs –Environmental scanning – market assessment – Technology –Selection of site – organizational structures – Rules and Regulations.

UNIT II - MSMEs AND CLUSTER DEVELOPMENT 16 Hrs

Policy – Regulatory and Legal & Policy frame work for SMEs – Policy sift – Regulatory frame work – Laws and Regulation for SMEs – LLP Act – Changing policy frame work - Types of Clusters – Advantages and Disadvantages – Role of Clusters – Approaches to develop Clusters Strategies – Policy Environment.

UNIT III - INSTITUTIONAL FRAME WORK AND MSME FINANCING 15 Hrs

Institutions – Central Government- SSI Board – SIBO – SISI – PPDCs – RTC – State Government –Directorate of Industries - DICs – SFCs – SIDC – SIIC – Financial Institution and Banks – Commercials Banks – RRBs – Co – Operatives Banks

UNIT IV- FINANCING OPTIONS & MODELS 16Hrs

Sources of Finance - Methods of Financing – Relevance of Quasi Capital and own money in business – Ventures Capital – Hybrid capital – Assessment of Term Finance – Collaterals -

Documentation – Inspection - Follow up and Monitoring Review – Credit Scoring Models - Mudra Bank – Structure Approach to Financing SMEs.

UNIT V- GLOBAL OPPORTUNITIES MSME **18 Hrs**

Micro Finance Approach to SMEs - Linkages with Agriculture and industry - IT and SMEs - Relationship banking and its impact in SME development - WTO issues, impact on SMEs – globalization issues, impact, intermediation opportunities and Emerging issues affecting SMEs. Challenges & opportunities of MSME under current scenario-Case Studies.

Text Book

- M. B. Shukla., “*Entrepreneurship And Small Business Management*”, Kitab Mahal; 7th Edition edition (2007)

References

- Barrow C, “*The Essence of Small Business*”, Prentice Hall of India, New Delhi, 1997.
- Bedapatai Mohanty, “*Economics of Small Scale Industries*”, Ashish, New Delhi, 1986
- Charantimath P.M., “*Entrepreneurship Development and Small Business Enterprises*”, Pearson Education, New Delhi, 2006.

e- Resources

- <https://www.oecd.org/cfe/smes/2090740.pdf>
- http://en.wikipedia.org/wiki/Small_business

UBAM407 HUMAN RESOURCE MANAGEMENT

Semester	: IV	Credit	: 4
Category	: Core XIV	Hours/week	: 5
Class & Major	: II BBA	Total Hours	: 65

Objectives

To enable the students

- Identify the significance of Human Resources
- Understand the concepts in Human Resource Management.
- Gain awareness on contemporary HR practices in Industry

UNIT - I INTRODUCTION **14 Hrs**

Definition – Objectives – Functions – evolution and growth of HRM – Qualities of a good HR manager – changing roles of a HR manager– problems and challenges of a HR manager.

UNIT - II HUMAN RESOURCE PLANNING **12 Hrs**

Definitions of human resource planning –objectives – steps in human resources planning - job analysis – job description – job specification.

UNIT - III RECRUITMENT & SELECTION

13 Hrs

Concept, objectives of recruitment – sources- internal and external recruitment – Selection- application blank – testing – interviews – induction- Case studies.

UNIT - IV TRAINING AND DEVELOPMENT

13 Hrs

Concept, principles of training – assessment of training needs – on the job training methods – off the job training methods – evaluation of effectiveness of training programs-MDP - Career Planning.

UNIT - V PERFORMANCE APPRAISAL & COMPENSATION

13 Hrs

Concept, process – methods of performance appraisal –Compensation-Wages-Salaries-Fringe Benefits–Transfer, promotion Termination of service. Case studies.

Text Book

- K.Aswathappa., “*Human Resource Management*”, Tata Mc Graw Hill, Delhi,2009.

Reference Books

- Subba Rao., “*Human Resource Management*”, Konark Publishers, 2009.
- C.B.Gupta, “*Human Resource Management*”, S. Chand Publishers, Delhi, 2010.
- S.S.Khanka, “*Human Resource Management*”, S. Chand Publishers, Delhi, 2008.

e- Resources

- www.whatishumanresource.com/human-resource-management
- www.managementstudyguide.com/human-resource-management.html
- www.investopedia.com/.../HRM.asp

UBAR401 WORKSHOP ON CREATIVE THINKING SKILLS

Semester	: IV	Credit	: 1
Category	: Core XV	Hours/week	: 1
Class & Major	: II BBA	Total Hours	: 13

Activities related to following topics

- Building self Knowledge – self analysis
- Linking problems, solution and activities –Group discussion and case studies
- Quick thinking - Quiz
- Analytical thinking – Management games
- Creative thinking -Management activities

e- Resources

- spers.ca/wp.../50-activities-for-developing-critical-thinking-skills.pdf
- www.thinkingclassroom.co.uk/ThinkingClassroom/Creativity.aspx
- www.glencoe.com/sec/busadmin/entre/teacher/creative/ edu.

III & IV EVALUATION COMPONENTS OF CIA

Sem	Category	Course Code	Course Title	Component III	Component IV
III	CORE-VII	UBAM308	Marketing Management	Creating new Product	Advertisement
	CORE –IX	UBAM311	Business Communication	Assignment	Album making
	CORE –X	UBAM312	Creativity for Innovative Management	Poster Presentation	Album Making
	CORE –XI	UBAM313	Organizational Behaviour	Assignment of OB Model	Case studies
IV	CORE-XII	UBAM405	Production & Materials Management	Poster presentation	Album making
	CORE-XIII	UBAM406	Micro, Small And Medium Enterprises	Project preparation	Case Studies
	CORE-XIV	UBAM407	Human Resource Management	Assignment	Case studies