

Mannar Thirumalai Naicker College

(An Autonomous Institution Affiliated to Madurai Kamaraj University)

(Accredited with 'A' by NAAC)

PASUMALAI, MADURAI – 625004

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DEPARTMENT OF BUSINESS ADMINISTRATION

B.B.A – SYLLABUS

(For those who joined in 2015 and after)

PRINCIPAL

Dr. S. Nehru, M.Com., M.Phil., B.L., Ph.D

DEPARTMENT OF BUSINESS ADMINISTRATION

S.No	Department Staffs Name	Designation
1.	Dr. N. Thenpandian, M.B.A., B.L., Ph.D.	H.O.D & Associate Professor
2.	Dr. G. Raghupathy, B.Com., M.B.A., Ph.D.	Associate Professor
3.	Dr. M. Sakthivel, M.B.A., Ph.D.	Associate Professor
4.	Dr.. T. Agnes Natchathiram, B.E., M.B.A., M.Phil.	Asst.Professor
5.	Mrs. R. Meenakshidevi, M.B.A., M.Phil., Ph.D.	Asst.Professor
6.	Dr. P. Anbuoli, M.S (IT&M) M.Com., M.B.A., M.Phil., Ph.D.	Asst.Professor

SEMESTER I						
Sub Code	Title of the Paper	No. of Hours	No. of Credits	Internal	External	Total
15UBAG11	Business Correspondence	5	3	25	75	100
15UENG11	English I: Language Through Literature	6	3	25	75	100
15UBAC11	Principles of Management	5	4	25	75	100
15UBAC12	Financial Accounting	5	4	25	75	100
15UBAA11	Business Economics	5	4	25	75	100
15UBAS11	Managerial Skills - I	2	2	25	75	100
15UEVG11	Environmental Studies	2	2	25	75	100
SEMESTER II						
Sub code	Title of the Paper	No. of Hours	No. of Credits	Internal	External	Total
15UBAG21	Secretarial Practice and Office Management	5	3	25	75	100
15UENG21	English II: Language Through Literature	6	3	25	75	100
15UBAC21	Business Environment	5	4	25	75	100
15UBAC22	Cost Accounting	5	4	25	75	100
15UBAA21	Fundamentals of Computers	5	4	25	75	100
15UBAS21	Managerial Skills - II	2	2	25	75	100
15UVLG21	Value Education	2	2	25	75	100

SEMESTER III

Sub Code	Title of the Paper	No. of Hours	No. of Credits	Internal	External	Total
	Allied Subject					
15UBAA31	Business Statistics	6	4	25	75	100
	Core Subject					
15UBAC31	Business Law	5	4	25	75	100
15UBAC32	Computer Application in Business	5	4	25	75	100
15UBAC33	Entrepreneurship	5	4	25	75	100
15UBAC34	Organisational Behaviour	5	4	25	75	100
	Skill Based Subject					
15UBAS31	Employability Skills	2	2	25	75	100
	Non-Major Elective Subject					
15UBAN31	Business Management	2	2	25	75	100

SEMESTER IV

Sub code	Title of the Paper	No. of Hours	No. of Credits	Internal	External	Total
	Allied Subject					
15UBAA41	Business Mathematics	6	4	25	75	100
	Core Subject					
15UBAC41	Industrial and Labour Laws	5	4	25	75	100
15UBAC42	Management Information System	5	4	25	75	100
15UBAC43	Strategic Management	5	4	25	75	100
15UBAC44	Marketing Management	5	4	25	75	100
	Skill Based Subject					
15UBAS41	Body Language and Interview Techniques	2	2	25	75	100
	Non-Major Elective Subject					
15UBAN41	Entrepreneurial Development	2	2	25	75	100
15UETN41	Part V Extension Activities	0	1	25	75	100

SEMESTER V						
Sub Code	Title of the Paper	No. of Hours	No. of Credits	Internal	External	Total
	Allied Subject					
15UBAA51	Case Analysis I	6	4	25	75	100
	Core Subject					
15UBAC51	Operations Management	5	4	25	75	100
15UBAC52	Human Resource Management	5	4	25	75	100
	Elective Subject					
15UBAC53	Retail management	6	5	25	75	100
15UBAC54	Services Marketing	6	5	25	75	100
	Skill Based subject					
15UBAS51	Numerical & Reasoning Skills	2	2	25	75	100

SEMESTER VI						
Sub code	Title of the Paper	No. of Hours	No. of Credits	Internal	External	Total
	Allied Subject					
15UBAA61	Case Analysis II	6	4	25	75	100
	Core Subject					
15UBAC61	Logistics Management	5	4	25	75	100
15UBAC62	Financial Management	5	4	25	75	100
	Elective Subject					
15UBAC63	Advertising and Sales Management	6	5	25	75	100
15UBAC64	Marketing Research	6	4	25	75	100
	Skill Based Subject					
15UBAS61	Counseling Skills for Managers	2	2	25	75	100

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DEPARTMENT OF B.B.A –UG-CBCS
(For those who joined in 2015 or after)

Title of the Paper: Business Correspondence Semester : I
Subject Code : 15UBAG11 Conduct Hours
: 05

- Unit- I : Business Communication:** – Meaning, Importance, Objectives and Principles. Media of communication – Written, Oral, Face-to-face, Visual, Audio Visual, Computer based and Silence. Types of communication – Downward, Upward, Horizontal, Grapevine and Consensus. Barriers to communication – Physical, Semantic, Socio Psychological, Different comprehension of reality and Wrong choice of Medium.
- Unit- II : Business Letters:** Need, Functions and Kinds. Effective Business Letters – Importance, Essentials and How to write it. Layout of Business Letters – Style/Form and Structure/Parts. Job Application Letters and Resume.
- Unit- III : Enquiry Letters:** Enquiries and Replies – Offers and Quotations – Orders and their execution. Credit and Status Enquiries – Complaints and Adjustments – Collection Letters – Sales Letters – Circular Letters.
- Unit- IV : Institutional Letters:** Bank and Insurance Letters. Import and Export Business Letters. Agency Letters.
- Unit- V : Public Relations Letters:** Letter to the Editor. Representations and Requests.

Text Book

Rajendra Pal and J.S. Korlahalli, **Essentials of Business Communication**, Sultan Chand & Sons, 23, Daryaganj, New Delhi – 110002.

Reference Books

1. Urmila Rai and S.M.Rai, **Business Communication**, Himalaya Publishing House, ‘Ramdoot’ Dr.BhaleraoMarg, Girgaon, Mumbai – 400 004.
2. Varinder Kumar and Bodh Raj, **Business Communication**, Kalyani Publishers, 1, Mahalakshmi Street, T.Nagar, Chennai – 600 017.
3. R.S.N Pillai and Bagavathi, **Commercial Correspondence and Office Management**, S Chand & Sons, New Delhi – 110055.

Title of the Paper: English I: Language Through Literature
Subject Code : 15UENG11
: 06

Semester : I
Conduct Hours

- Unit- I : POETRY**
1. William Blake – The Tyger.
2. William Wordsworth – The Solitary Reaper.
3. John Keats – La Belle Dame Sans Merci.
4. Alfred Tennyson – Ulysses.
- Unit- II : PROSE**
1. Samuel Smiles – Self Culture.
2. W. Somerset Maugham – The Luncheon.
3. Jawaharlal Nehru – Means and Ends.
4. Ishbel Ross – Helen Keller.
- Unit- III : SHORT STORY**
1. Rev. G. W.Cox – Orpheus and Eurydice.
2. Guy De Maupassant – At the Church Door.
3. Hans Anderson -It Is Quite True.
4. Don Quixote and The Windmills – (adapted from the Spanish work of Cervantes).
- Unit- IV : GRAMMAR**
1. Noun
2. Pronoun
3. Adjectives.
4. Adverbs.
5. Articles.
6. Verbs- Transitive and Intransitive;
Regular and Irregular.
Auxiliary Verb.
7. Conjunction.
8. Tag Questions.
- Unit- V : COMPOSITION**
1. Reading Comprehension.
2. Précis Writing.
3. Note Making.

Books Recommended:

1. V.Ayothi and Prof .S.A. Sankaranarayanan, **An Anthology of Poems for the Young.**
2. K.Chellappan, **Creative Communication**, Emerald Publishers, Chennai, 2008.
3. V.Ayothi and S.A. Sankaranarayanan, **Nine Telling Tales.**
4. G. Radhakrishna Pillai, **Emerald English Grammar Composition**, Emerald Publishers, Chennai, 2008.

- Unit- I** : **Management and Evolution of Management:** Nature and Definition – Functions of Management – Management – Art, Science and Profession. Administration Vs Management-Functional Areas of Management– Managerial Skills - Levels of Management – School of Management Thoughts : F.W.Taylor, Mayo, Follett, Bernard and Drucker.
- Unit- II** : **Planning:** Definition, Importance and Characteristics. Planning Process. Types of Plans. Merits and Limitations of Planning. Objectives, Definition and Features – Process of MBO. Business Forecasting. Definition and Methods. Decision Making – Nature, Importance and steps. Decision Making Techniques.
- Unit- III** : **Organising:** Meaning, Definition and Principles. Organisational Climate. Developing a sound Climate. Organisation Structure. Features of good organisation: Line, Functional, Line and Staff, Committee. Merits and Demerits of Line, Line and Staff. Departmentation – Process and Methods. Delegation of Authority: Definition, Need and Principles. Centralisation and Decentralization.
- Unit- IV** : **Staffing and Directing:** Meaning, Definition, Merits and Demerits. Staffing – Steps and Importance. Directing – Definition and Principles. Motivation – Types and needs. Theories of Maslow, McGreger and Herzberg. Leadership – Meaning and Definition – Types of Leaders – Leadership Theories. Communication – Meaning – Types – Barriers to effective communication – Ten commandments of effective communication.
- Unit- V** : **Controlling:** Definition, Steps and Techniques. Span of Management – Factors influencing span – V.A.Graicunas Formula. PERT and CPM.

Text Book

T.Ramasamy, **Principles of Management**, Himalaya Publishing House, ‘Ramdoot’ Dr.BhaleraoMarg, Girgaon, Mumbai – 400 004.

Reference Books

1. Stoner and Freeman, **Management**, Prentice Hall of India, New Delhi.
2. Gilbert, **Principles of Management**, McGraw Hill, New Delhi.
3. P.C.Tripathi and P.N.Reddy, **Principles of Management**, McGraw Hill, New Delhi.
4. Heinz Wehrich and Harold Koonz, **Management- A Global Entrepreneurial Perspective**, McGraw Hill, New Delhi.

Title of the Paper: Financial Accounting
Subject Code : 15UBAC12
: 05

Semester : I
Conduct Hours

- Unit- I** : **Introduction to Financial Accounting:** Meaning and Definition - Objectives - Functions - Advantages - Limitations – Evolution of Accounting and Bookkeeping – Types of Accounts – Golden Rules of Accounting - Accounting Principles – Concepts – Conventions – Kinds of Accounting - Journal – Accounting Standards – Meaning of Single Entry and Double Entry Accounting – Difference between Bookkeeping and Accounting.
- Unit- II** : **Subsidiary Books:** Purchase Book – Sales Book – Purchase Return Book – Sales Return Book- Bills Receivable Book – Bills Payable Book – Cash Book (Single , Double , Triple Columns) – Depreciation – Meaning – Causes – Need – Methods [Straight Line Method , and Written Down Value Method Only]
- Unit- III** : **Ledger and Trial Balance:** Ledger posting – Trial Balance – Rectifications of Errors – Meaning – Kinds of Accounting Errors and Methods – Bank Reconciliation Statement Accounting.
- Unit- IV** : **Final Account and Balance Sheet:** Final accounting – Trading a/c , Profit and Loss a/c – Balance sheet. (Elementary problems with simple adjustments) – Capital Expenditure , Revenue Expenditure , and Deferred Revenue Expenditure – Meaning and Distinction – Capital Reserves and Revenue Reserves – Meaning and Distinction.
- Unit- V** : **Company Accounts:** Company Accounts – Journal: Issue of shares at par – Premium – Discount – Allotment – Calls on Share – Forfeiture of Shares

20% of the questions should be theory related
80% of the questions should be problem oriented

Text Book :

1. S.P.Jain and K.L.Narang, **Financial Accounting**, Kalyani Publishers, 1, Mahalakshmi Street, T.Nagar, Chennai – 600 017.

Reference Books:

1. S.N.Maheswari, **Financial Accounting**, Vikas Publishing House Pvt Ltd, 23, Daryaganj, New Delhi – 110002.
2. Dr.M.A.Arulanandan, Dr.K.S.Raman, **Advanced Accountancy**, Himalaya Publishing House, ‘Ramdoot’ Dr.BhaleraoMarg, Girgaon, Mumbai – 400 004.
3. R.L.Gupta, **Financial Accounting**, Sultan Chand & Sons, 23, Daryaganj, New Delhi – 110002.

Title of the Paper: Business Economics

Semester : I

Subject Code : 15UBAA11

Conduct Hours : 05

Unit- I : **Business Economics:** Introduction to Business Economics and Fundamental concepts-Nature, Scope, Importance and Definitions of Business Economics, Difference between Business Economics and Economics, Contribution and Application of Business Economics to Business. Meaning and Definition of Micro Economics and Macro Economics.

Unit- II : **Demand Analysis:** Demand Analysis and Elasticity of Demand-Objectives, Meaning, Law of Demand, Type and Measurement of Elasticity of Demand, Factors Affecting Elasticity of Demand, Demand Forecasting: Need, objective and Method (Brief)

Unit- III : **Cost Analysis:** Cost and Revenue concepts-Short run cost and Long run cost, Explicit cost and Implicit cost, Private and Social cost. Total revenue, Average revenue and Marginal revenue, Average revenue Under different markets. Meaning and techniques of profit forecasting.

Unit- IV : **Equilibrium and Utility:** Equilibrium – meaning and conditions. Break Even point – meaning, uses and Determination of BEP. Utility analysis-law of diminishing marginal utility. Internal and External economies of scale.

Unit- V : **Market Structures and Pricing:** Market Structures–Pricing–Meaning, Objectives and Methods. Pricing under Perfect Competitions, Monopoly Oligopoly and Monopolistic Competitions. Control of Monopoly.

Text Book:

S.Sankaran, **Business Economics**, Margham Publications, 24, Rameswaram Road, T.Nagar, Chennai – 600 017.

Reference Books:

1. R.L. Varshney and K.L. Maheshwari, **Business Economics**, Sultan Chand and sons, New Delhi.
2. M.L.Seth, **Micro Economics**, Lakshmi Narain Agarwal, New Delhi.
3. D.M. Mithani, **Managerial Economics Theory and Application**, Himalaya Publishing House, ‘Ramdoot’ Dr.BhaleraoMarg, Girgaon, Mumbai – 400 004.

- Unit- I** : **Introduction to Skills and Managerial Communication** : Personal Skills – Skills of Effective Managers – Learning and Application of Skills – Oral and Written Language – Meetings – Conferences – Speeches – Public Speeches – Role Play – Group Discussion – Office Memos.
- Unit- II** : **Team Building:** Developing Team Work – Advantages of Team – Leading Team – Team Membership – Skill Development (Life Skills) and Skill Application.
- Unit- III** : **Art of Negotiation:** Negotiations – Rapport – Conflict Resolution.
- Unit- IV** : **Presentation:** How to make an effective oral presentation – Power Point Presentation.
- Unit- V** : **Empowerment and Delegation:** Meaning of Empowerment – Dimensions of Empowerment – How to Develop Empowerment – inhibitors of Empowerment – Delegating Works.

Text Book:

E.H.McGrath.S.J, **Basic Managerial Skill for All**, PHI Learning Private Limited.,
New Delhi – 110 001.

Reference Books:

1. V.S.P.Rao, **Managerial Skills**, Excel Books, New Delhi – 110 001.
2. Krishna Mohan and Meena Banerjee, **Managerial Skills**, Macmillan India Ltd.,
23, Daryaganj, New Delhi – 110002.
3. Sanjay Kumar and Pushpalatha, **Communication Skills**, Oxford University Press,
New Delhi – 110002.

Title of the Paper: Environmental Studies

Semester : I

Subject Code : 15UEVG11

Conduct

Hours : 05

Unit- I : Earth and Its Environment: Earth – Formation and Evolution of Earth over time –Structure of Earth and its components – Atmosphere, Lithosphere, Hydrosphere and Biosphere.

Resources: Renewable Resources and Non-Renewable Resources.

Unit- II : Ecology and Ecosystem Concepts: Ecology-Definition – Ecosystem-Definition Structure and Function – Energy Flow – Food Chain and Food Web – Examples of Ecosystems.

Biogeo Cycles: Nitrogen, Carbon, Phosphorus and Water.

Unit- III : Biodiversity: Definition – Values of Biodiversity – Threats to Biodiversity – Conservation of Biodiversity.

Biodiversity of India: As a mega Diversity nation – Biogeographical Distribution – Hotspots of Biodiversity – National Biodiversity Conservation Board and Its functions.

Unit- IV : Pollution Issues: Definition – Causes – Effects and Control Measures of Air, Water, Soil, Marine, Noise, Thermal and Nuclear Pollution.

Global Issues: Global Warming and Ozone Layer Depletion.

Unit- V : Sustainable Development: Sustainable Agriculture – Organic farming – Irrigation – Water Harvesting – Water Recycling – Cyber Waste and Management.

Disaster Management: Flood and Drought – Earthquake and Tsunami – Landslides and Avalanches – Cyclones and Hurricanes – Precautions, Warnings, Rescue and Rehabilitation.

Text Book:

Study Material for **Environmental Studies**, Publications Division, Madurai Kamaraj University, Madurai – 625 021.

Reference Books:

1. R.C. Sharma and Gurbir Sangha, **Environmental Studies**, Kalyani Publishers, 1, Mahalakshmi Street, T.Nagar, Chennai – 600 017.
2. Radha, **Environmental Studies for Undergraduate Courses of all Branches of Higher Education, (Based on UGC Syllabus)**, Prasanna Publishers & Distributors, Old No. 20, Krishnappa Street, (Near Santhosh Mahal), Chepak, Chennai – 600 005.
3. S.N.Tripathy and Sunakar Panda, **Fundamentals of Environmental Studies**, Vrinda Publications (P) Ltd. B-5, Ashish Complex, (opp. To Ahlcon Public School), MayurVihar, Phase-1, Delhi– 110 091.
4. G.Rajah, **Environmental Studies for All UG Courses, (Based on UGC Syllabus)**, Margham Publications, 24, Rameswaram Road, T.Nagar, Chennai – 600 017.

- Unit- I** : Modern office - Introduction - Definition - Function of an office - Importance of an office. Office management – Introduction -definition - Function of an office management. Office manager- Qualities of an Office manager - Function of an office management. Office organization – forms of organization – delegation of authority – Office Accommodation, layout and Environment.
- Unit- II** : Office equipment and machines - Introduction–Importance of mechanization – factors in selecting office machines. Office furniture’s - Introduction – Basic principles in selecting office furniture – types of furniture. Office stationery and forms – introduction – significance – control of office stationery – purchase procedure. Forms – Types – Guidelines in forms control – continuous stationery.
- Unit- III** : Records management - Filing – Essentials of good filing system – Classification and Arrangement of Files – Filing Methods – Centralized vs Decentralized Filing. Indexing – types of index.
- Unit- IV** : Company – Definition – Characteristics – Kinds of Companies – Incorporation of a company – Memorandum of Association – Articles of Association. Company Secretary – Definition – Appointment – Duties – Rights _ Liabilities and qualifications.
- Unit- V** : Company meetings - Definition – Kinds of company meetings – Board meetings –Annual General meetings – Statutory meeting – Notice – Agenda – Minutes – Resolutions – Quorum – Proxy - law and practice of meetings.

Text Book:

1. S.K.Tuteja, **Company Meetings and Administration**, Sultan Chand & Sons, 23, Daryaganj, New Delhi – 110002.
2. R.K.Sharma and Shashi K.Gupta, S.K.Gupta, **Office Management**, Kalyani Publishers, 1, Mahalakshmi Street, T.Nagar, Chennai – 600 017.

Reference Books:

1. P.K.Ghosh, **Secretarial Practice and Office Management**, Sultan Chand & Sons, 23, Daryaganj, New Delhi – 110002.
2. M.C.Shuka, **Secretarial Practice and Office Management**, S.Chand & Co, Ram Nagar, New Delhi – 110002.

English - II

Unit- I : POETRY

1. Robert Browning – Incident of the French Camp.
2. David Herbert Lawrence – Snake.
3. Thomas Streans Eliot – The journey of the Magi.
4. Wystan Hugh Auden – As I Walked out one Evening.

Unit- II : PROSE

1. H.G Wells – The Truth about Pyecraft.
2. A.G.Gardiner – On Saying Please.
3. Bertrand Russell – Can we keep open Minds?
4. A.P.J.Abdul Kalam – My Visions for India

Unit- III : ONE ACT PLAY

1. Bertolt Brecht – The Informer.
2. William Saroyan – Hello Out There.
3. Tennessee Williams – Lord Byron’s Love Letter.
4. Anton Chekhov - The Boor.

Unit- IV : GRAMMAR

1. Tense.
2. Voice.
3. Transformation of Sentences (Simple, Compound, Complex).
4. Conditionals.
5. Direct and Indirect.
6. Prepositions.

Unit- V : COMPOSITION

1. Report Writing.
2. Dialogue Writing.
3. Drafting an Email.

Books Recommended:

1. 1. V.Ayothi and S.A. Sankaranarayanan, **An Anthology of Poems for the Young.**
2. K.Chellappan, **Creative Communication**, Emerald Publishers, Chennai, 2008.
3. V.Ayothi and.S.A. Sankaranarayanan, **Nine Telling Tales.**
4. G. Radhakrishna Pillai, **Emerald English Grammar Composition**, Emerald Publishers, Chennai, 2008.

- Unit- I** : **Business environment** – meaning – types of environment affecting business-economic, socio- cultural, political and government, demographic and global environment- environmental analysis.
- Unit- II** : **Business and society** – social responsibility of business – meaning and types – arguments for and against social responsibility of business – barriers of social responsibility – social audit – business ethics – corporate governance – consumerism – Joint Family System.
- Unit- III** : **Business and government** – industrial policy – new industrial policy – industrial licensing – monetary and fiscal policies – Fundamental Rights – Directive Principles of State Policy.
- Unit- IV** : **Liberalisation, Privatization and Globalisation** – meaning and history – ways of privatization – conditions for success of privatization – benefits and pitfalls of privatization – arguments against privatization – Impact of Globalisation – Foreign Direct Investment - Disinvestment.
- Unit- V** : **Business and Economic System** – Types of economic system and its features – public sector – definition , objectives , growth and performance of public sector – new public sector policy – private , joint and co-operative sector and MNCs..

Text Book:

Francis Cherunilam, **Business Environment Text and Cases**, Himalaya Publishing House, Mumbai.

Reference Books:

1. K.Aswhathappa, **Essentials of Business Environment**, Himalaya Publishing House, Mumbai.
2. RavindraSaini, **Business Environment**, Global Vision Publishing House, New Delhi.
3. C.B.Gupta, **Business Environment**, Sultan Chand and Sons, New Delhi.

Unit- I : Cost Accounting – meaning – objectives – Importance – Advances – cost accounting vs financial Accounting – cost accounting vs management accounting – elements, classification and types of cost – preparation of cost sheet.

Unit- II : Material – purchase procedure – store keeping – different levels of stock and Economic Order Quantity – Material issue procedure - FIFO, LIFO, Simple Average and Weighted Average methods.

Unit- III : Labour-control of labour turnover-methods of remunerating labour-Incentive, wage Plans-premium and bonus plans.

Unit- IV : Overhead-Meaning, Allocation and Apportionment-Importance-classification-Reapportionment-absorption of overheads-methods-Machine Hour Rate-Administration overhead-selling and distribution Overheads (simple problems).

Unit- V : Methods of costing -job costing- unit costing – contract costing- Profit – Reconciliation Statement (Simple Problems).

20% of the questions should be theory based

80% of the questions should be problem based

Text Book:

Ramachandran and Srinivasan, **Cost Accounting – Theory, Problems and Solutions**, Shriram Publications, Thennur, Trichy.

Reference Books:

1. M.Wilson, **Cost Accounting**, Himalaya Publishing House, ‘Ramdoot’ Dr.BhaleraoMarg, Girgaon, Mumbai – 400 004.
2. S.P Jain and K.L.Narang, **Practical Problems in Cost Accounting**, Kalyani Publishers, 1, Mahalakshmi Street, T.Nagar, Chennai – 600 017.
3. V.K Saxena and C.D.Vashist, **Cost Accounting**, Sultan Chand & Sons, 23, Daryaganj, New Delhi – 110002.

- Unit- I : Introduction to Computer:** Definition, History, Generation, Characteristics, Classification & Applications. Principle of operation of a Computer.
- Unit- II : Computer Hardware :** Introduction to Hardware, Input Devices- Keyboard, Mouse, Scanner, etc, Memory- Primary Storage devices and Secondary Storage Devices - ROM, RAM, Hard Disk Drive, Floppy Disk, Compact Disk, Output Devices Visual Display Unit, Printers, USB Flash Drive etc.
- Unit- III : Computer Software :** Introduction to Software – System Software, Application Software. Introduction to operating system, Functions of operating system BIOS, Disk operating system, WINDOW operating system , Desk Top, Status bar, Start menu, Icons – My Computer, Control Panel .
- Unit- IV : Microsoft Office:** Introduction to Application Software ,- MS - WORD : Elements of WORD Screen, Creating , Opening, Saving, Closing a word file, Editing and Formatting Text. MS-EXCEL: Elements of MS-Excel Screen, Creating, Opening, Saving and Closing Workbook, Editing and Formatting Text, Inserting, Deleting Splitting and Merging Rows & Column, Creating Table, Creating Charts – Types of charts. Working with simple Formulae and Functions. MS - POWER POINT: Creating Powerpoint presentations, Adding Graphics and Special effects-Slide Transitions, Animation, Slide show.
- Unit- V : Introduction To Internet:** History of Internet, World wide web, URL, Protocol- Transmission Control Protocol (TCP), Internet Protocol (IP), Internet Service Provider (ISP), Modem and its type, Internet Explorer, Creating email address, Composing, Sending and Receiving an email.

Text Book:

S.V.Srinivasa Vallabhan ,**Computer Applications in Business**, Sultan Chand & Sons, New Delhi – 110 002.

Reference Books:

1. Alexander – Wiley, **Microsoft office**.
2. Edward C Willet , **Office 2013 Bible** ,Wiley Publishing Company Inc, USA.
3. P.K Sinha, **Computer Fundamentals**, BPB Publications.
4. Guy Hart-Davis, **The ABCs of Microsoft Office**, Professional edition, BPB Publications.
5. **Rapidex Computer Course Windows 7/8 and XP**, Rapidex Publications.

- Unit- I : Managerial Personality:** Definition of personality - basics of personality – determinants of personality – development of personality – theories of personality.
- Unit- II : Personality Traits** – definition – nature and importance of perception. Factors influencing the perception.
- Unit- III : Self Development:** Self-awareness - self-confidence – mnemonics – goal setting – time management and effective planning. human growth and behavior
- Unit- IV : Self Management:** Stress management – meditation and concentration techniques – self hypnosis – self acceptance and growth.
- Unit- V : Transactional Analysis** – Ids – Ego – Superego – Transactions – Life positions – winners and losers – Interpersonal Relations.

Text Book:

1. J.M.Patel, **Personality Development**, Vista Publishers, Mumbai – 400 001.

Reference Books:

1. S.P.Sharma, **A youngster's guide to Personality Development**, V & S Publishers, F-2/16, Ansari Road, Daryaganj, New Delhi – 110 002.
2. B.Elizabeth and Hurluck, **Personality Development**, McGraw Hill, New Delhi.
3. S.R.Khan, **Personality Development**, Readers Delight, 12-H, New Daryaganj Road, Opp. To Kotwali, New Delhi – 110 002.

Title of the Paper: Value Education
Subject Code : 15UVLG21

Semester : II
Conduct Hours : 02

- Unit- I : Values and the Individual:** Values – Meaning – The significance of Values – Classification of Values – Need for Value Education – Values and the Individual – Self-Discipline – Self-Confidence – Self-Initiative – Empathy – Compassion – Forgiveness – Honesty and Courage.
- Unit- II : Religions and Values:** Objectives – Introduction to Religious Values – Karma Yoga in Hinduism – Love and Justice in Christianity – Brotherhood in Islam – Compassion in Buddhism – Ahimsa in Jainism – Courage in Sikhism – Need for Religious Harmony.
- Unit- III : Values and Society:** Definition of Society – Democracy – Secularism – Socialism – Gender Justice – Human Rights – Socio-Political Awareness – Social Integration – Social Justice.
- Unit- IV : Professional Values:** Definition – Accountability – Willingness to learn – Team Spirit – Competence Development – Honesty – Transparency – Respecting others – Democratic functioning – Integrity and Commitment.
- Unit- V : Role of Social Institutions in Value Formation:** Social Institutions – Role of Family – Educational Institutions – Society – Peer Groups – Mass Media.

Text Book:

Text Module for **Value Education**, Publications Division, Madurai Kamaraj University, Madurai – 625 021.

Reference Books:

1. N.S.Raghunathan, **Value Education**, Margham Publications, 24, Rameswaram Road, T.Nagar, Chennai – 600 017.
2. Dr.P.Saravanan, and P.Andichamy, **Value Education**, Merit India Publications, (Educational Publishers), 5, Pudumandapam, Madurai-625001.

- Unit- I** : Statistics - Introduction - Definition - Applications of Statistics in Various fields. Collection of data - Types of Data. Framing Questionnaire. Sampling - Methods of Sampling – Classification of Data - Objectives, Types - Frequency Distribution - Cumulative Frequency Distribution - Tabulation -Types of Tables.
- Unit- II** : Diagrammatic Presentation - Introduction - Rules for making a Diagram - Types of Diagram - Graphic Presentation - Difference between Diagram and Graph – General rules - Graphs of Frequency Distribution - Histograms - Frequency Polygon - Frequency Curves –Ogives.
- Unit- III** : Measures of Central Tendency - Mean, Median, Mode, Geometric Mean and Harmonic Mean - Quartiles, Deciles - Merits and Demerits (Simple Problems)
- Unit- IV** : Measures of Dispersion - Range, InterQuartile Range, Mean Deviation Standard Deviation and Lorenz Curve - Coefficient of Variation. (Simple Problems)
- Unit- V** : Measures of Skewness – Simple Correlation – Simple Regression.

20% of the questions must be theory

80% of the questions must be problems

Text Book:

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

Reference Books:

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

- Unit- I** : Indian Contract Act, 1872: Definition - Essentials of Valid Contract - Types of Contract - Legal rules as to Offer, Acceptance and Consideration.
- Unit- II** : Capacity to Contract - Free consent – Coercion, Undue influence, Misrepresentation, Fraud and Mistakes. Quasi Contracts - Wagering and Contingent Contracts. Discharge of Contract Breach of Contract and Remedies for Breach of Contract
- Unit- III** : Contracts of Indemnity & Guarantee – Features, Differences between Indemnity and Guarantee, Kinds of Guarantee and Rights of Surety. Bailment – Duties of Bailor and Bailee and Differences between Pledge and Bailment. Agency – Creation, Rights and Duties of Agent and Principal and Termination of Agency.
- Unit- IV** : Sale of Goods Act 1930: Meaning of Sale and Goods, Conditions and Warranties, Transfer of Property, Rights of an Unpaid Seller. The Indian Partnership Act 1932 – Definition and Formation of Partnership, Kinds of Partners, Duties and Rights of Partners.
- Unit- V** : Consumer Protection Act 1986 – Objects of the Act – Consumer Rights – Objects and Procedure for Meetings of Consumer Protection Councils: Central, State and District Level - Composition, Jurisdiction, Procedure for Complaint and Admission, Findings and Appeal of Disputes Redressal Agencies: District Forum, State Commission and National Commission – Action Taken on Complaint and Miscellaneous Provisions.

Text Book:

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

Reference Books:

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

- Unit- I** : DATABASE MANAGEMENT SYSTEM – MS ACCESS: Database Management System – Need for DBMS in Business - MS ACCESS - Introduction - Database Objects Table, Form, Query, Report, Tables - Creating Tables Using Design View, Data Types, Primary Key, Forms - Creating Forms Using Design View, Form Wizard, Auto Forms, Queries - Types of Queries , Creating Queries Using Query Wizard And Design View, Reports : Creating Reports Using Design View, Report Wizard.
- Unit- II** : E- COMMERCE IN BUSINESS: Introduction – Meaning , Benefits of E Commerce, Impact of E- Commerce Classification of E- Commerce (B2B, B2C, C2B, C2C, B2G), Revenue Models of E- Commerce, Electronic Data Interchange, Difference between Paper Based Purchasing Process and EDI Purchasing Process, Framework of E- Commerce , Value Added Network.
- Unit- III** : ECOMMERCE AND SOCIAL NETWORKING: Role of Social Networking in E commerce , Web Logs (Blogs) , Social Networking Web Sites for Shoppers , Introduction to Virtual Learning Network, Web Portals Introduction to Mobile Commerce, Online Auctions, Role of Agents in E-Commerce , An overview of Online Marketers – Amazon. Com, Flipcart etc.
- Unit- IV** : ELECTRONIC PAYMENT: Introduction, Electronic Fund Transfer, Payment Cards – Credit cards, Debit Cards,, Advantages and Disadvantages of Payment Cards, Electronic Cash, Electronic Wallets, Smart Cards.
- Unit- V** : SECURITY SYSTEMS: Elements of Computer Security – Secrecy, Integrity, Necessity, Authentication Security Policy, Protecting the Network from Threats – Denial of Service, Sniffing. Spoofing Firewalls.

Text Books:

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

Reference Books:

1. S.V.Srinivasa Vallabhan, **Computer Applications in Business**, Sultan Chand & Sons, New Delhi- 110 002,
2. Bharat Bhaskar, **Electronic Commerce**, Tata McGraw Hill Company, 2007.

Title of the Paper: Entrepreneurship

Semester : III

Subject Code : 15UBAC33

Conduct Hours : 05

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

Text Book:

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

Reference Books:

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

- Unit- I** : Organizational Behavior - Concepts, Meaning, Nature, Scope, Features of OB. OB and Other Disciplines - Managerial Skills Influencing Organizational Behavior, Challenges Faced by Organizational Behavior
- Unit- II** : Individual Behavior - Basic Psychological Process - Personality, Determinants of Personality - Personality Traits - Perception, Factors Affecting Perception - Learning, Theories of Learning - Social Learning. Motivation - Theories of Motivation (Maslow's, Hertzberg, Mc Gregor's X and Y theory) Financial and Non-Financial Motivation.
- Unit- III** : Group - Concept of Group Dynamics - Features of Group - Types of Group Behavior - Formal and Informal Group Behavior - Stages of Group Development - Group Moral - Group Norms - Group Cohesiveness.
- Unit- IV** : Leaderships – Types - Theories of Leadership (Trait Theory, Michigan Studies and Fielder's Contingency Model) - Leadership Styles. Fundamentals of Building Good Morale, Factors Affecting an Employee's Morale, Indicators of Low Morale, Relationship between Morale and Productivity, Working Conditions, Determinants of Work Conditions, Impact of Working Conditions on Employees' Performance,
- Unit- V** : Organisational Conflict, Types of Conflicts, Conflict Resolution - Organizational Development - Meaning, Need, Benefits and Limitations of OD - Steps in OD. Organizational Changes - Causes of Resistance to Change – Overcoming Resistance to Change.

Text Book:

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

Reference Books:

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

- Unit- I** : Introduction to Employability Skills - Meaning - Definition - Hard Skills and Soft Skills – Employability Skills and Vocational Skills – Employability and Employment – Employability Attributes.
- Unit- II** : Unpacking Employability Skills- Embedded Employability Skills- Dimensions of Competency –Task Skills- Task Management Skills – Contingency Management Skills– Job/Role Environment Skills.
- Unit- III** : Inter – relationships of Employability Skills – Communication – Teamwork – Problem Solving – Initiative and Enterprise – Planning and Organizing – Self Management – Learning – Technology.
- Unit- IV** : Employability Skills in Delivery and Assessment – Employability Skills in Delivery – Employability Skills in Assessment – Contextualizing Employability Skills – Employability Skills and the AQTF.
- Unit- V** : Writing Application Letters – Resume Preparation – Group Discussion and Mock Interview.

Text Book:

1. Study Material, **Employability Skills**, Department of Business Administration.

Reference Book:

1. **Government of India, Ministry of Labor& Employment**, DGE & T, 2011.
2. A Bartetzko, **Employability Skills and the new training Organization**, Key Competencies, 2004.

- Unit- I** : Business – Concept & Definition, Role of Business in the Modern Indian Economy - Management – Definition – Nature – of Business Management – Universality of Management Principle – Planning – Definition, Characteristic, Importance, Advantages and Limitations – Steps in Planning.
- Unit- II** : Organising – Definition – Steps in organising – Importance of Organising – Bases of Organising – Function, Territory – Customer – Uses of Staff – Delegation of Authority.
- Unit- III** : Staffing – Definition – Recruitment – Sources, Selection – Techniques, Training Methods, Performance Appraisal and its Importance.
- Unit- IV** : Directing – Definition – Elements of Direction – Motivation – Meaning and Importance. Leadership – Meaning, Styles and Importance. Communication – Meaning – Process and Importance. Barriers in Communication and Ways to Overcome.
- Unit- V** : Controlling – Meaning, Steps in Controlling. Qualities of a Good Control System. Benefits of Controlling.

Text Book:

1. S. Pandi Sakthi Rajan, Principles of Management, Merit India, Madurai.

Reference Books:

1. T.Ramasamy, **Principles of Management**, Himalaya Publishing House, ‘Ramdoot’ Dr.BhaleraoMarg, Girgaon, Mumbai – 400 004.
2. T.Jayasankar, **Principles of Management**, Margham Publications, 24, Rameswaram Road, T.Nagar, Chennai-600 017.
3. P.C.Tripathi and P.N.Reddy, **Principles of Management**, McGraw Hill, New Delhi.

Title of the Paper: Business Mathematics
Subject Code : 15UBAA41

Semester : IV
Conduct Hours : 06

Unit- I : **Theory of sets:** Set Theory- Definition- Description of Sets - Types - Set Operations - Venn Diagram - Laws of Sets - Verification of Laws by Venn Diagrams and Example. Problems.

Unit- II : **Differentiation:** Differentiation -Formulae - Application of Differentiation in Business - Marginal Cost - Marginal Revenue - Elasticity - Maxima and Minima -(Simple Problems)

Integration: Formulae - Application of Integration in Business - Marginal Cost, Total Cost and Average Cost - Marginal Revenue, Total Revenue and Average Revenue.

Unit- III : **Co-ordinate Geometry:** Elements of Co-ordinate Geometry - Distance between Two Points - Straight Line Equations. (simple Problems)

Unit- IV : **Interest:** Simple Interest - Compound Interest - Discount on Bills - True Discount - Banker's Discount, Present Value.

Unit- V : **Matrices:** Definition - Types - Addition, Subtraction, Multiplication of Matrices - Transpose of Matrix - Inverse of Matrix - Solving Equations by Matrix Inverse Method - Orthogonal Matrix – Problems.

20% of the questions must be theory

80% of the questions must be problems

Text Book:

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

Reference Book:

1. N.K.Nag, Business Mathematics, Kalyani Publishers. 1, Mahalakshmi Street, T.Nagar, Chennai-600 017.

2. Sundaresan and Jeyaseelan, Introduction to Business Mathematics, Sultan Chand and Sons Ltd, New Delhi.

3. Sanchetti and Kapoor, Problems and Solutions in Business Mathematics, S.Chand and Company Ltd, New Delhi.

Title of the Paper: Industrial and Labour Laws
Subject Code : 15UBAC41

Semester : IV
Conduct Hours : 05

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

Text Book:

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

Reference Books:

1. S.S.Sundaram, Industrial Law, Meenakshi Publications, Karaikudi.
2. Kapoor, N.D., **Industrial Law**. Sultan Chand and Sons Ltd, New Delhi.

Title of the Paper: Management Information System
Subject Code : 15UBAC42

Semester : IV
Conduct Hours : 05

- Unit- I** : Management Information Systems – Need, Purpose and Objectives – Contemporary Approaches to MIS – Information as a Strategic Resource - Use of Information for Competitive Advantage- MIS as an instrument for the Organisational Change.
- Unit- II** : Data and Information: Introduction, Meaning: Measuring data – Managing Data Resources: Introduction, The Need for Data Management – History of Data Use, Challenges of Data Management – Database Concepts. Information System in Organisations – Need for Information Systems - Types of Information Systems – Transaction Processing Systems.
- Unit- III** : Management Information Systems in Organisations: Introduction, - Challenges for the Manager – Building Information System – Importance of Information Systems – Capabilities.
- Unit- IV** : Decision and Information : Introduction, Decision Making with MIS – Types of Decisions- Tactical Decisions – Operational Decisions- Strategic Decisions. Decision Support Systems (DSS) – MIS and DSS – Business Analytics and Business Intelligence- BI Techniques. Group Support Systems – Executive Information Systems – Executive Support Systems – Artificial Intelligence.
- Unit- V** : Applications of MIS in Functional Areas- Business Process Integration – Enterprise Resource Planning Systems in Finance, Accounting, Human Resource, Manufacturing, Operations, Sales and Marketing.

Text Book:

1. Rajagopalan, Dr. **Management Information System**, Margham Publishers, 24, Rameswaram Road, T.Nagar, Chennai-600 017.

Reference Books:

1. James O Brien.S.P., Management Information Systems – Managing Information Technology in the E-Business Enterprise, Tata Mc Graw Hill Company, New Delhi.
2. Kenneth.C, Laudon and Jane Price Laudon, Management Information Systems – Managing the Digital Firm, PHI Learning, Pearson Education, New Delhi.
3. Rahul de, MIS in Business, Government and Society, Wiley India Pvt Ltd. New delhi.

Title of the Paper: Strategic Management

Semester : IV

Subject Code : 15UBAC43

Conduct Hours : 05

-
- Unit- I** : Strategy- Meaning – Definition - Strategic Decision Making - Approaches to Strategic Decision Making - Business Ethics - Strategic Management – Need - Strategic Management Planning Process – Strategic Plans during Recession, Recovery, Boom and Depression- Levels of Strategy.
- Unit- II** : Corporate Strategy - Concept - Scope - Components - Strategy Formulation - Affecting Factors - Process of Strategic Planning - Project Life Cycle - Portfolio Analysis : BCG Matrix - G.E Matrix - Step High Strategy - Directional Policy Matrix Strategic Management - Generic Strategic Alternatives - Horizontal, Vertical Diversification.
- Unit- III** : Implementation of strategy and Functional Strategies - Elements of Strategy Implementation - Procedural Implementation – Structural Implementation - Behavioral Implementation – Leadership Implementation
- Unit- IV** : Corporate Restructuring – Concept – Process - Mergers and Acquisition- Amalgamation – Strategies for Acquisition- Corporate Strategies- Reasons for Strategic Alliances- Risks and Costs of Strategic Alliances - Designing a Technology Strategy- Technology Forecasting and R & D Strategies- - Emerging issues of Social Audit .
- Unit- V** : Global Strategies - Global Expansion Strategies - MNC Mission Statement- Market Entry Strategy - International Strategy - Strategic Evaluation - Importance - Barriers- Evaluation Criteria- Strategic Control- Operational Control- Characteristics of an Effective Control System - Control Process - Evaluation Techniques for Operational Control

Text Book:

1. Subbarao, **Business Policy and Strategic Management**, Himalaya Publishing House, New Delhi.

Reference Book:

1. Francis Cherunillam, **Strategic Management**, Himalaya Publishing House, Bombay.
2. Dr. C.B. Mamoria and Dr. Satish Mamoria, **Business planning and policy**, Himalaya Publishing House, Mumbai, 1987.
3. S.C. Bhattacharya, **Strategic Management Concepts & Cases**, S.Chand and sons, New Delhi.
4. V.S. Ramasamy, S. Namakumari, **Strategic Planning formulation of Corporate Strategy Text & Cases**, Macmillan India Ltd., New Delhi.
5. LM Prasad, **Business policy & Strategy**, Sultan Chand Co, New Delhi.

Unit- I : Marketing – Definition – Nature and Scope of Marketing – Concepts of Marketing Mix – Marketing Management and its Evolution – Consumers Behaviour – Buying Motives – Consumer Decision Making.

Unit- II : Product – Product Classification – Product Policies – Product Planning and Development – Product Mix – Product Life Cycle – Branding and Packing.

Unit- III : Pricing – Pricing Objectives – Kinds of Pricing – New Product Pricing. Channels Function – Factors in Channel Selection – Retailing and Wholesaling – Motivating Channel Members.

Unit- IV : Advertising – Meaning and Importance – Types of Advertising – Objectives – Advertisement Copy – Advertising Media – Media selection – Advertising Budget – Advertising Agency – Evolution of Advertising Effectiveness.

Unit- V : Sales Promotion – Objectives – Kinds of Sales Promotion.

Text Book:

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

Reference Books:

1. Philip Kotler, Marketing management, Prentice Hall of India Private Limited, New Delhi – 110 001.
2. Marketing Management, Dr.N.Rajan Nair and Sanjith Nair, Sultan Chand & Sons, 23-Daryaganj, New Delhi-110 002

Title of the Paper: Body Language and Interview Techniques Semester :
IV Subject Code : 15UBAS41
Conduct Hours : 02

- Unit- I** : Gestures and their meanings- Palm Gestures and Smiling Gestures. Hand and Arm Gestures, Hand to Face Gestures. Leg Gestures, Pointers, Courtship Gestures
- Unit- II** : Territories and Zones – Territorial Gestures, Expectancy. Understanding Attitudes by Body Gestures.
- Unit- III** : Elements of Interview – Oral, Observational, Face to Face, Conversational Personal Evaluation. Pre Interview Stage: Self-Assessment, Factors considered in Selecting a Company - Factors in Choosing a Job for Applying Certificate Arrangements.
- Unit- IV** : Preparing for Interview: Dress Code, Need for Punctuality, Avoiding Tensions and Nervousness, Qualities Observed during the Interview.
How to Answer Questions. Commonly Asked Questions, Need for Preparation, Post Interview Behavior.
- Unit- V** : Attitude Formation – Reasons for Negative Attitude, Components, Functions and Developing Positive Mental Attitude.

Text Book:

1. Vinay Mohan, **Understanding Body Language**, PustakMahal Publications.
1. Diane Berk, **Preparing for Interview**, Viva Books Pvt. Ltd.

Reference Books:

1. Shalini Varma, **Art of reading gestures and posture**, S.Chand and Co, New Delhi.
2. Allan Pease, **How to read others thoughts**, Sudha Publication, New Delhi.
3. Farhatullah, **Planning Career in 21st Century Job Market**, Boston Publishers.
4. Sudhir Andrews, **How to Succeed Interviews**, TataMcGraw Hill Company.

Title of the Paper: Entrepreneurial Development

Semester : IV

Subject Code : 15UBAN41

Conduct Hours : 02

- Unit- I** : Entrepreneur: Meaning and Types - Qualities– Factors Affecting Entrepreneurial Growth – Challenges of Women Entrepreneurs.
- Unit- II** : Entrepreneurial Development – Meaning, Need, objectives – Entrepreneurial Training – Institution – Skill Development for Entrepreneurs - Identification of Business Opportunities in the context of Tamil Nadu – Industrial Policies
- Unit- III** : Micro Small and Medium Enterprises – Steps to Start a MSME and SSI - Legal Framework – Licenses.
- Unit- IV** : Project Management – Feasibility and Viability Analysis – Technical – Financial – Market – Appraisal and Evaluation – Project Report Preparation
- Unit- V** : Role of Promotional Institutions with Special Reference to TIIC, SIDCO, DIC, SIDBI - Credit Facilities from Banks.

Text Book:

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

Reference Books:

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

Title of the Paper: English for Competitive Examinations –I Semester : III
Subject Code : 15UENN31 Contact Hours : 02

Unit –I

Vocabulary
Synonyms
Antonyms
Affixes

Unit-II

Word Substitutions
Pairs of Words Confused

Unit-III

Idioms and Phrases

Unit-IV

Foreign Expressions

Unit-V

Cloze Tests

Prescribed Texts:

1. Gopalan.Rental. **General English for Competitive Examinations**, Vijay Nicole Imprints Private Ltd.Chennai. 2010.
2. Radhakrishna.Pillai**English for Success**, Emerald Publishers. Chennai. 2003.

Reference Books:

1. Dhanavel S.P. **English and Softskill**. Orient Black Swan. Hyderabad. 2010.
2. Rajappan.C. **English for Communication and Competitive Examinations**. Pavai Publications. Chennai. 2005.



MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous)

DEPARTMENT OF BUSINESS ADMINISTRATION

Course Structure – Semester wise CBCS (w.e.f.2017-2018)

Class	: BBA	Part III	: Core Subject
Semester	: V	Hours	: 05
Subject Code	: 15UBAC51	Credits	: 04

OPERATIONS MANAGEMENT

UNIT: I PRODUCTION AND OPERATIONS MANAGEMENT-Importance, Functions, Types of production system, Continuous Production - Mass production, Process Production, Intermittent Production – Job Production , Batch Production.

UNIT: II PLANT LOCATION - Location Theories, Factors influencing plant location, Plant layout- Factors influencing plant layout, Principles of plant layout , Types of layout – Product Layout, Process layout and other layouts.

UNIT: III PRODUCTION PLANNING AND CONTROL: Elements of PPC, Plant maintenance, Types of Plant Maintenance, Work study – Method study , Steps in Method study, Work Measurement , Steps in work measurement.

UNIT: IV PURCHASING: Purchasing cycle, Principles of purchasing, Stock control, Functions of Stock control Inventory control – EOQ, Inventory control Techniques- ABC analysis.

UNIT: V QUALITY CONTROL: SQC, Control charts, Acceptance Sampling, TQM, Value Analysis, Productivity improvement.

Text Book:

1. Dr.B.S.Goel, “Production and Operations Management”- PragatiPrakashan Publication, Meerut.

Reference Books:

1. P.Saravanavel.Sumathi ,” Production and Material management “- Margham Publication, Chennai.
2. S.N.Chary, “Production and Operations Management “ – Tata Mc Graw Hill Company, New Delhi.
3. K.Aswhathappa&K.Shridara Bhat,“Production Operation Management ”- Himalaya Publishing House.



MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous)

DEPARTMENT OF BUSINESS ADMINISTRATION

Course Structure – Semester wise CBCS (w.e.f.2017-2018)

Class	: BBA	Part III	: Core Subject
Semester	: V	Hours	: 05
Subject Code	: 15UBAC52	Credits	: 04

HUMAN RESOURCE MANAGEMENT

- UNIT: I INTRODUCTION TO HUMAN RESOURCE MANAGEMENT** – Importance – scope and objectives - Functions of a human resources management – Role of HR professionals - Emerging HR Trends.
- UNIT: II HUMAN RESOURCE PLANNING** – HR Planning Concept – Objectives – Policies. HR Policies: Meaning – Types – Scope. Job analysis and Job Design – Recruitment: sources and choice – Selection process: types of tests, Group discussion, Interviews and its types and medical tests.
- UNIT: III ORIENTING THE EMPLOYEES** – HR training process – need and Importance – Training techniques – Types of training, methods, wage and salary administration – objectives, principles - components and methods of wage payments.
- UNIT: IV PERFORMANCE EVALUATION:** Methods of performance evaluation – Feedback – Industry practices. Promotion, Demotion, Transfer and Separation – Implication of job change.
- UNIT: V INDUSTRIAL RELATIONS AND GRIEVANCE HANDLING:** – Definition, Importance , scope and objectives, causes for poor industrial relation – Remedies, Definition and Meaning of Grievances – sources of grievance , essentials of sound grievance procedure – Trade Unions: Present Trends.

Text Book:

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

Reference Books:

1. Prasad L.M., Human Resource Management, 2nd edition, Sultan Chand, New Delhi, 2001.
2. Personnel Management & Industrial Relations – Tripathi & Reddy , Himalaya Publishing house



MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous)

DEPARTMENT OF BUSINESS ADMINISTRATION

Course Structure – Semester wise CBCS (w.e.f.2017-2018)

Class	: BBA	Part III	: Core – Elective Subject
Semester	: V	Hours	: 06
Subject Code	: 15UBAC53	Credits	: 05

RETAIL MANAGEMENT

UNIT: I RETAILING: Meaning and Evolution. Retailer in the Distribution Channel. Retailer – Functions and Benefits. Retail Scenario – Current and Future.

UNIT: II RETAILING ENVIRONMENT: Economic, Political, Legal, Technological and Global Competitive Environment. Type of Competition - Framework for Analysing Competition.

UNIT: III RETAIL ORGANISATION AND FORMATS: Store Based and Non-Store Based Formats. Generalist and Specialist Retailer – Services Retailing.

UNIT: IV STORES MANAGEMENT: Role of Stores Manager in Store Merchandising – Item Space Allocation – Arrangement of Self Service – Factors of Self Service – Check Out Operations – Check Out Systems and Productivity.

UNIT: V UNDERSTANDING CONSUMPTION AND CONSUMER: Changing Consumer Demographic – LifeStyle Changes – Shopping Behaviour – Retail and Outlet Choice – Legal and Ethical Issues in Retailing – Retailing – Indian experience.

Text Book:

1. Retail Marketing, B.N.Mishra, Manit Mishra, Vrinda Publications, Delhi.

Reference Books:

1. Retail Management, Michael Levy & Baston a. Weitz Pvt Ltd. Delhi
2. Retail Management, Pete's Fleming, Jaico Publication.
3. Barry Berman & Joel R.Evans, PHI



MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous)

DEPARTMENT OF BUSINESS ADMINISTRATION

Course Structure – Semester wise CBCS (w.e.f.2017-2018)

Class	: BBA	Part III	: Core – Elective Subject
Semester	: V	Hours	: 06
Subject Code	: 15UBAC54	Credits	: 05

SERVICES MARKETING

UNIT: I SERVICES MARKETING: Introduction - nature, scope, importance.. Characteristics of services, Differentiating goods and Services, Reasons for the growth in the service sector, Career opportunities in the Service sector, Role of service sector in the Indian economy.

UNIT: II SERVICE MARKETING MIX: The Service Product- concept, Steps in the development of new services, Service life cycle management. The Pricing of Services – Importance of Pricing, Factors influencing the pricing of services, Methods of Pricing. Service Promotion – Designing a Communication campaign, Introduction to the Promotion mix for services - Place in Services – Service Locations, Channels for Service Distribution

UNIT: III PEOPLE IN SERVICES: Classification of Service personnel, Roles of a Service Employee Service Process – Service process design, Service blueprint. Physical Evidence – The concept of a Services cape (Physical environment). Role of evidence in Services marketing.

UNIT: IV SERVICE DEMAND MANAGEMENT: Demand patterns, Strategies for Demand management, Service Capacity Management – Strategies for Capacity management, Service marketing Strategy – The Service Triangle, Internal marketing, External marketing, Interactive marketing

UNIT: V SERVICE QUALITY MANAGEMENT: Total perceived Quality, SERVQUAL, The GAP Model of Service Quality, Zero Defections. Service Excellence in the marketing of Banking, Healthcare, Tourism, and Media Services.

Text Book:

1. Vasanthi Venugopal & Raghu V.N., “ Services Marketing”, Himalaya Publishing House.

Reference Books:

1. . S.M.Jha, “ Services Marketing “ - Himalaya Publishing House.
2. K. Rama Mohana Rao, “Services Marketing” - Pearson Education.



MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous)

DEPARTMENT OF BUSINESS ADMINISTRATION

Course Structure – Semester wise CBCS (w.e.f.2017-2018)

Class	: BBA	Part III	: Allied Subject
Semester	: V	Hours	: 06
Subject Code	: 15UBAA51	Credits	: 04

CASE ANALYSIS - I

- The case method is a teaching approach that uses decision-forcing cases to put students in the role of people who were faced with difficult decisions at some time in the past. A decision-forcing case is a kind of decision game. Like any other kinds of decision games, a decision-forcing case puts students in the role of a person faced with a problem and asks them to devise, defend, discuss, and refine solutions to that problem. The case method places emphasis on role play, asking students "what would you do if you were the place of the person faced with the problem of the case.
- For students, the purpose or objective of doing Case Study is to allow students with real expertise and understanding, as well as judgment to excel.
- Case Study requires the students to take risks, make judgments in uncertain situations, and to propose and select from multiple possible options, none of which may be "right" or "wrong". Case Study also is a case as is true in real-world, on-the-job settings.
- Here students were given Minimum 10 real cases of business concerns. The students will be trained in the classroom to study, discuss, present and submit written Assignment. In the General Management Area.

Text Book:

1. **Study Material and Case Booklet will be supplied.**



MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous)

DEPARTMENT OF BUSINESS ADMINISTRATION

Course Structure – Semester wise CBCS (w.e.f.2017-2018)

Class	: BBA	Part III	: Skill Based Subject
Semester	: V	Hours	: 02
Subject Code	: 15UBAS51	Credits	: 02

NUMERICAL & REASONING SKILLS

UNIT: I NUMERICAL SKILLS: Skills to solve simple numerical additions, subtractions and multiplications. Missing numbers – series completion - LCM – HCF.

UNIT: II BUSINESS SKILLS: Market Price, Cash Price & Expenditure Problems. Time & Work – Speed & Distance Problems. Length, Breadth, Height, Volume, Square, Rectangle and Cube Problems.

UNIT: III DATA INTERPRETATION SKILLS: Ratios – Averages – Percentages -Percentage and Ratio applications - Cross Multiplication method - Decimal Calculation - Approximation techniques. Pie Charts - Line Charts - Bar Graphs - Tabular Charts - Mixed Graphs. Percentage to Fraction Conversion Calculating (Approximating) Fractions. Comparing Fractions - Comparing Powers - Percentage Growth.

UNIT: IV REASONING SKILLS: Inductive Reasoning (What is observably (most) true?) - Deductive Reasoning (What is (*absolutely*) true?) - Abductive Reasoning (What is most likely true?) - Reductive Reasoning (What is NOT true?) - Fallacious Reasoning: (What you think is true?) - Spatial Reasoning - Logical Reasoning.

UNIT: V SITUATIONAL JUDGMENT SKILLS: Psychological Tests – Multiple Choice question Type – Video Based Questions.

Text Book:

Study Material will be prepared and supplied by the department



MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous)

DEPARTMENT OF BUSINESS ADMINISTRATION

Course Structure – Semester wise CBCS (w.e.f.2017-2018)

Class	: BBA	Part III	: Core Subject
Semester	: VI	Hours	: 05
Subject Code	: 15UBAC61	Credits	: 04

LOGISTICS MANAGEMENT

- UNIT: I LOGISTICS:** Meaning - Definition – Evolution of Logistics - Objectives – Types – Significance –Elements of Logistics Management – Role of Logistics in an Economy – Logistics Mix.
- UNIT: II STRATEGIC ROLE OF LOGISTICS:** Designing & implementing Logistical Strategy - Outsourcing Logistics- Concepts - Benefits and Issues in Logistics Outsourcing - Third party Logistics -Fourth party Logistics -Role of Logistics service providers.
- UNIT: III CONCEPT OF WAREHOUSING:** Concept of Warehousing in Logistics – Warehousing Management System (WMS) – Concept of Material handling in Logistics.
- UNIT: IV LOGISTICAL PACKAGING:** Concept – Design Consideration in Packaging – Types of Packaging Material – Packaging costs - Customer service.
- UNIT: V E-COMMERCE LOGISTICS:** Objectives of E-commerce - Requirements of Logistics in E-Commerce – E-Logistics structure - Logistic Resource Management(LRM) - Concepts of Logistics Information System(LIS) – Logistic Information Architecture – Application of Information Technology in Logistics.

Text Book:

1. David J. Bloomberg, Stephen LeMay& : Logistics, Prentice-Hall of India Pvt Joe B. Hanna Ltd.,New Delhi, 2003.

Reference Books:

1. Satish C. Ailawadi&RakeshSingh : Logistics Management, Prentice-Hall of India Pvt Ltd., New Delhi, 2005
2. Krishnaveni Muthiah : Logistics Management & World Sea borne Trade, Himalaya Publishing House, Mumbai, 1999



MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous)

DEPARTMENT OF BUSINESS ADMINISTRATION

Course Structure – Semester wise CBCS (w.e.f.2017-2018)

Class	: BBA	Part III	: Core Subject
Semester	: VI	Hours	: 05
Subject Code	: 15UBAC62	Credits	: 04

FINANCIAL MANAGEMENT

UNIT: I FINANCIAL MANAGEMENT: Nature – Scope and objectives of financial management – (profit maximization Vs wealth maximisation). Functions of financial management (Investment Decision, Financing Decision and Dividend Decision, Liquidity Decision) – finance functions (Controller Vs Treasurer).

UNIT: II SOURCE OF FINANCE: Types of securities: - Capital Structure planning (effect of leverage on EPS, EBIT-EPS analysis). Cost of capital.

UNIT: III CAPITAL BUDGETING: capital budgeting process, time value of money – investment evaluation methods: payback period, accounting rate of return, net present value and internal rate of return. (Problems on IRR - to be excluded).

UNIT: IV WORKING CAPITAL AND CASH MANAGEMENT: Working capital policies. Management and determinants of working capital – forecasting cash flow and cash budget – Managing collection; lock box system and concentration banking – Managing disbursements: controlled disbursing – float – control of float.

UNIT: V DIVIDEND DECISION – Factors affecting dividend decision – alternative forms of dividends: Stock dividend and stock split.

20% of the questions must be theory

80% of the questions must be problems

Text Book:

1. Financial Management Theory and Practice – Shashi K.Gupta, R.K.Sharma, Kalyani Publishers

Reference Books:

1. Financial Management - I M Panday, Vikas Publishing House.
2. Financial Management _ Dr. R.Ramachandran and Dr.R.Srinivasan, Sriram Publication, Trichy.



MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous)

DEPARTMENT OF BUSINESS ADMINISTRATION

Course Structure – Semester wise CBCS (w.e.f.2017-2018)

Class	: BBA	Part III	: Core – Elective Subject
Semester	: VI	Hours	: 06
Subject Code	: 15UBAC63	Credits	: 05

ADVERTISING & SALES MANAGEMENT

- UNIT: I SALES MANAGEMENT:** Definition – Objectives and scope – Functions of Sales Department. Sales Planning and Control – Market Analysis and Sales Forecasting – Methods of Sales Forecasting – Sales Budget.
- UNIT: II SALES TERRITORIES:** Factors deciding Territories – Developing Sales Territories – Sales Quotas – types of Quotas – Quota Setting Procedures. Field Sales Supervision – Salesman’s Reports – Daily and Periodical reports – Expense Reports and Tour Dairy. Ethics and the Salesperson. Compensation – Characteristics of a good plan and methods of compensation – Motivation.
- UNIT: III PROCESS OF EFFECTIVE SELLING:** Prospecting – pre-approach, approach, presentation and demonstration. Handling objections, closing the sales and follow-up.
- UNIT: IV ADVERTISING AS A TOOL OF COMMUNICATION:** Role of Advertising in the Marketing Mix – Kinds of Advertising. Economic & Social Aspects of Advertising.
- UNIT: V ADVERTISING BUDGET:** Advertising Research – Media for Advertising – Types – Media Research.

Text Book:

1. Advertising & Sales Management, Sontakki, Kalyani Publishers, Chennai.

Reference Books:

1. Sales Management – Richard R Still, Edward W Cundiff, & Norman A.P.Gov PHI



MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous)

DEPARTMENT OF BUSINESS ADMINISTRATION

Course Structure – Semester wise CBCS (w.e.f.2017-2018)

Class	: BBA	Part III	: Core – Elective Subject
Semester	: VI	Hours	: 06
Subject Code	: 15UBAC64	Credits	: 04

MARKETING RESEARCH

UNIT: I **MARKETING RESEARCH:** Meaning – Scope – Objectives. Distinction between Market Research and Marketing Research. Process of Marketing Research. Approaches to Marketing Research: Historical Approach – Descriptive Approach – Case Study Approach – Experimental Approach – Exploratory Approach.

UNIT: II **SAMPLING AND DATA COLLECTION:** Census and Sample survey – Implications of a sample design – Steps in sampling Design – Criteria of selecting a sample procedure – Characteristics of a good sample design – Different types of sample design. Sources of data: Primary data and secondary data – Methods of data collection – Questionnaire and schedule.

UNIT: III **MARKETING RESEARCH AREA:** Marketing Segmentation and Consumer Behaviour – Motivational Research – Product Research – Sales Control Research – Advertising Research. Role of Research Agencies.

UNIT: IV **PROCESSING AND INTERPRETATION OF DATA:** Editing – Coding – Classification – Tabulation – Analysis and Interpretation and Drawing conclusion. Use of Computers in Marketing Research.

UNIT: V **REPORT WRITING AND PRESENTATION:** Layout of the Report – Types of Reports – Methods of Report Writing – Organising a Marketing Research Report. Qualities of a good Marketing Research Report. Oral Presentation.

Text Book:

1. Beri , G.C: Marketing Research., Tata McGraw Hill, New Delhi.

Reference Books:

1. Luck, D.J.: Marketing Research, Prentice Hall, New Delhi



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DEPARTMENT OF BUSINESS ADMINISTRATION

Course Structure – Semester wise CBCS (w.e.f.2017-2018)

Class	: BBA	Part III	: Allied Subject
Semester	: VI	Hours	: 06
Subject Code	: 15UBAA61	Credits	: 04

CASE ANALYSIS - II

The case method is a teaching approach that uses decision-forcing cases to put students in the role of people who were faced with difficult decisions at some time in the past. A decision-forcing case is a kind of decision game. Like any other kinds of decision games, a decision-forcing case puts students in the role of a person faced with a problem and asks them to devise, defend, discuss, and refine solutions to that problem. The case method places emphasis on role play, asking students "what would you do if you were the place of the person faced the problem of the case.

For students, the purpose or objective of doing Case Study is to allow students with real expertise and understanding, as well as judgement to excel.

Case Study requires the students to take risks, make judgement in uncertain situations, and to propose and select from multiple possible options, none of which may be "right" or "wrong". Case Study also is a case as is true in real-world, on-the-job settings.

Here students were given Minimum 10 real cases of business concerns. The students will be trained in the classroom to study, discuss, present and submit written Assignment. In Functional Areas of the Management like Production, Marketing, Human Resource and Finance.

Text Book:

Study Material and Case Booklet will be supplied.



MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous)

DEPARTMENT OF BUSINESS ADMINISTRATION

Course Structure – Semester wise CBCS (w.e.f.2017-2018)

Class	: BBA	Part III	: Skill Based Subject
Semester	: VI	Hours	: 02
Subject Code	: 15UBAS61	Credits	: 02

COUNSELING SKILLS FOR MANAGERS

- UNIT: I** **COUNSELING:** Introduction – Definition – Evolution - Need – Distinction between Counseling and Psychotherapy and Instruction. Approaches to Counseling: Psychoanalytic Approach - Behaviourist Approach – Humanistic approach.
- UNIT: II** **GOALS OF COUNSELING:** Five Major Goals of Counseling - Role of a Counselor and Qualities - Process of Counseling – Model of the Counseling Process – Phases of Counseling. Counseling Procedures – Guidelines for Effective Counseling.
- UNIT: III** **COUNSELING SKILLS:** Communication and Building Relationship – Listening – Feelings and Emotions – Disclosure. Role Conflict in Counseling.
- UNIT: IV** **USES OF COUNSELING:** Changing Behaviours – Conflict Resolutions – Dealing with Problem Subordinates – Alcoholism and other substance abuse - Change Management.
- UNIT: V** **ETHICS IN COUNSELING:** Making Ethical decisions – Beneficence – Nonmaleficence – Justice – Fidelity – Common Ethical Violations by Professionals.

Text Book:

1. Counseling Skills for Managers, KAVITHA SINGH, PHI Learning Private Limited, Delhi – 110 092. Kindle Edition

Reference Books:

1. S Narayana Rao ,Counselling and Guidance (2nd Edition). Tata McGraw Hill Publishing Company Limited, New Delhi,
2. Fundamentals of Guidance and Counselling, Dr.Dalaganjan Naik, Adhyayan Publishers and Distributors, Delhi.
3. Guidance and Counselling (For Teachers, Parents and Students), Sister Mary Vishala, SND, S. Chand and Company Ltd., New Delhi.