

ANANDA COLLEGE, DEVAKOTTAI
DEPARTMENT OF BUSINESS ADMINISTRATION
SYLLABUS

CLASS: II BBA

S.no	Subject code	Subject	Handling staff
1	7BBA3C1	Organizational Behaviour	Mr.T.Justin
2	7BBA3C2	Business Statistics	Maths Dept
3	7BBA3C3	Computer Applications in Business – I	Ms.A.Vidya
4	7BCSA3	Laws for common man	Mrs.A.Veerakanmani
5	7NME3C	Effective Employability Skills	Mrs.A.Veerakanmani
6	7SBS3A2	Executive skills	Mr.T.Justin
7	7BEA3	Extension Activities	

II YEAR – III SEMESTER
COURSE CODE: 7BBA3C1

CORE COURSE - V - ORGANIZATIONAL BEHAVIOUR

Unit I

Organisational Behaviour: Meaning and Scope of Organisational Behaviour – Features of Organisational Behaviour – Individual behaviour and Group behaviour.

Unit II

Personality: Meaning – Determinants – Personality Traits – Personality attributes influencing OB. **Perception:** Meaning and Importance – Factors influencing perception – Perception in individual decision making – Meaning and techniques of Group Decision Making.

Unit III

Communication: Meaning, functions and process of Communication – Barriers to effective communication and methods of overcoming – **Leadership:** Meaning and types – Importance– Trait theories – behavioural theories – Managerial Grid.

Unit IV

Conflict: Meaning and types of conflict – Negotiation process. **Stress:** Stress and behavior – Sources of stress – General Stress syndrome – Effects of job stress – Individual and Organisational strategies in managing stress.

Unit V

Organisational Change: Meaning, need and significance – External and internal forces – Resistance to change – Steps in managing change. **Organisational Development:** Objectives of OD program – Basic OD assumptions – OD interventions.

Text Books:

- 1.Organisational Behaviour – Stephen P. Robbins
- 2.Organisational Behaviour – Jit.S. Chandan
- 3.Organisational Behaviour – L.M. Prasad
4. Organisational Behaviour: Text and Cases – Sundar.K



**II YEAR – III SEMESTER
COURSE CODE: 7BBA3C2**

CORE COURSE - VI - BUSINESS STATISTICS

Unit I

Introduction to statistics – definitions – use of statistics in business – Limitations – Types of Series– Formulation of frequency distribution – diagrammatic and graphic presentation – significance of diagrams and graphs

Unit II

Measures of central value – average – meaning – objectives of average – types of average – limitations of averages - Arithmetic Mean – Median – Mode – Geometric Mean – Harmonic Mean – relationship among averages.

Unit III

Dispersion – meaning – methods of measuring dispersion – Range – Quartile Deviation – Mean Deviation – Standard Deviation – Coefficient of variation – uses of dispersion.

Unit IV

Correlation – definition – Correlation analysis – types of correlation – methods of studying correlation – Scatter diagram, Graphical method, Karl Pearson’s coefficient correlation – Rank correlation – uses of correlation analysis – Regression Analysis – definition – regression equations.

Unit V

Index Numbers – meaning – uses – construction of index numbers (Chain base method excluded) – cost of living index – limitations of index numbers – Time Series – components – measurement of trend – graphic method, semi average method, Moving averages method, method of least squares, Uses of time series.

Books Recommended:

- | | | |
|-------------------------------------|---|------------------------------|
| 1. Statistical Methods | – | S.P.Gupta |
| 2. Business Statistics | – | S.P.Gupta & M.P.Gupta |
| 3. Statistics – Theory and Practice | – | M.C.Shukla & S.C.Gulshan |
| 4. Statistics | – | R.S.N. Pillai & V.Bagavathi. |



II YEAR – III SEMESTER
COURSE CODE: 7BBA3C3

CORE COURSE - VII - COMPUTER APPLICATIONS IN BUSINESS - I

Unit I

Introduction to Computers – Computers Software Languages – flow charting – Programming concepts – Assembly language – High level language – Operating system – Compilers – Assemblers – Packages.

Unit II

MS Word – Introduction to Word – Creating Word Document – Formatting – Spell check – Grammar check – Working with Tables – Saving, Opening and closing Document – Mail Merge.

Unit III

MS PowerPoint – Creation – Insert Picture – Animation – Creating Multimedia Presentations– Insert tables and Graphs

Unit IV

MS Excel – Introduction – Spreadsheet – Entering data in Working Sheets – Editing and Formatting Worksheets – Charts – Functions like Saving, Opening and closing Work book.

Unit V

Introduction to internet – Browsers – Search Engine – WWW – Internet Protocols – FTP – TELNET – HTTP – Email – How to create Email – Internet Vs Intranet – Webpage – URL.

Book for Reference:

Complete Reference on MS Office – Deitel & Deitel



COURSE CODE: 7BCSA3

ALLIED COURSE - III – LAWS FOR COMMON MAN

Unit I

Constitution of India – introduction – Features Rights: Right to Equality, Rights to Freedom, Right against Exploitation, Right to Freedom of Religion, Cultural and Educational Rights and Right to Constitutional Remedies- Fundamental duties – Directive principles of State Policy.

Unit II

Constitution of India: Administrative, Legislative and Judicial processes – Union State Relations – The president – Election and Powers – The Parliament – Council of Ministers – Procedure of passing Bills – Supreme Court– High Court.

Unit III

The Right to information Act 2005 – Objectives – Definition – Obligations of public authority – Request for Information – Third Party Information – Consitution of Information Commission – Powers and Function – Penal Provisions

Unit IV

The Consumer Protection Act, 1986 – Objectives – Definition – Consumer’s Rights – Remedies to consumers – Redressal Machinery.

Unit V

Environmental Protection Act, 1986 – Objectives – Definition – General Powers of the Central Government – Prevention and Control of Environmental Pollution – Penal provisions.

Books for References:

1. N.D. Kapoor and Rajni Abbi, General Laws, Sultan chand and sons, New Delhi
2. V.Balachandran, Economic and other legislations, Vijay Nicole, Chennai
3. Sima Majumdar, Students’ Manual to General and Commercial Laws



PART IV (I) – (C)
NON – MAJOR ELECTIVE – COURSE II

II YEAR – III SEMESTER
COURSE CODE: 7NME3C

COURSE II – EFFECTIVE EMPLOYABILITY SKILLS

Unit I Curriculum Vitae & Facing the Interview

Applying for jobs, Preparing the curriculum Different formats vita, Facing the interviews, Frequently Asked Questions (FAQs).

Unit II Interpersonal Communication

One to one Communication

One to group Communication

Unit III Group Discussion

Listening, Ice-breaking, Leader – Member Moderates his role responsibility, Conflict, Management, Consensus, Steps involved

Unit IV Team Work

Qualities Selection constant & comfort, Orientation Review Tea, Review of the team work

Unit V Motivation

Leadership & Motivation, Behaviour, Motives Managerial Skills

Books for Reference:s

1. E.H.McGrath, S.J., “Basic Managerial Skills For All”, Prentice-Hall of India Private Limited, New Delhi 110 001. ISBN-0-87692-498-4.
2. D.K.Sarma, “You & Your Career”, Wheeler Publishing, 755, Anna Salai, Chennai 600002. ISBN 81-7544-170-4. -1999
3. Indian Jaycees, “Skills” Series, published by Indian Jaycees.
4. S.P.Sachdeva, “Interview In A Nutshell”, Sudha Publications (P) Ltd., B-5, Prabhat Kiran, Rajendra Place, New Delhi 110 008.



GROUP I – SET I
II YEAR – III SEMESTER
COURSE CODE: 7SBS3A2
COURSE II – EXECUTIVE SKILLS

Objectives:

- To understanding good leadership behaviors
- To prepare themselves for training after reviewing administrative matters and making introduction
- To understand qualities and strengths
- To understand housekeeping and documentation skill

Unit I

Professionalism: professional approach & behaviour – rational vs. Emotional decisions – analysis of self-competence and self confidence – qualities of an effective executive

Unit II

Corporate etiquette: dressing occasions – formal – semi formal and informal – eating habits– table manners – body language: kinesics and proximity

Unit III

Housekeeping skills: cleanliness at work place – organizing the work table and shelves – spatial utility and energy saving habits – office files and personal computer / laptop management

Unit IV

Front office skills: reception and greeting – telephone manners – effective visitor appointments management – preparation to attend office meetings – preparation to hold office meetings

Unit V

Documentation: objectives, report writing, how to write minutes, preparation methods, and report for media?

Books for Reference:

1. Naveen kumar, sudan a. S; managerial skill development, first edition (2004), anmol publications
2. Lesikar & flatley, basic business communication, new delhi: tata mcgraw hill
3. www.executiveworld.com
4. www.selfconfidence.co.uk
5. www.senselang.com



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DEPARTMENT OF BUSINESS ADMINISTRATION
SYLLABUS

CLASS: III BBA

S.NO	Subject code	Subject	Handling Staff
1	7BBA5C1	Research Methodology	Mr.T.Justin
2	7BBA5C2	Management Accounting	Ms.A.Vidya
3	7BBA5C3	Human Resource Management	Mrs.A.Antony Jenifer
4	7BBAE1B	Marketing Research	Mrs.A.Veerakanmani
5	7BBAE2B	Insurance Management	Commerce Dept
6	7SBS5A4	Entrepreneurial development skills	Mrs.A.Antony Jenifer
7	7SBS5A6	Marketing and sales management	Mrs.A.Veerakanmani

**III YEAR - V SEMESTER
COURSE CODE: 7BBA5C1**

CORE COURSE-XII - RESEARCH METHODOLOGY

Unit I

Business Research – Meaning –Scope and significance – Utility of business research – Qualities of good researcher - Types of Research, Research process Problems Encountered by the Researcher, Problems and Precautions to the Researchers. Characteristics of Good Research

Unit II

Problem identification, selection and formulation of research problems Steps Research Design-features of good design - Various Methods of Research Design- Hypothesis- meaning and significance.

Unit III

Sampling- meaning, methods of sampling - Sample Size and Sampling Procedure, Various Types of Sampling Techniques. Types of Data: Secondary and Primary, Various Methods of Collection and Data.

Unit IV

Analysis of Data: Measurement and scaling techniques – Rating scales – attitude scales – Likert, Guttman scales. Processing and analysis of data - Coding, Editing and Tabulation of Data, Various Kinds of Charts and Diagrams.

Unit V

Interpretations and report writing- types of reports- steps in writing a report- Evaluation of report, Techniques of Interpretation, Components and Format of Research Reports, Guidelines for Writing Research Reports.

Suggested Readings:

1. Research Methodology Methods & Techniques - Kothari C R
2. Business Research Methods - Cooper and Schindler
3. Research Methodology - C. Murthy
4. Research Methodology - Bhattacharyya
5. Research Methodology - Panneer Selvam
6. Research Method for Behavioural Sciences- Gravetter



**III YEAR - V SEMESTER
COURSE CODE: 7BBA5C2**

CORE COURSE - XIII- MANAGEMENT ACCOUNTING

Unit I

Management Accounting – Meaning – Nature, scope, functions, advantages and disadvantages – Management Accounting Vs Financial Accounting and Cost Accounting – Financial statement analysis – comparative, common size and trend analysis.

Unit II

Ratio analysis – merits and demerits – classification of ratios – Dupont control chart.

Unit III

Fund flow statement and cash flow statement – meaning, merits and demerits – preparation of fund flow and cash flow statements.

Unit IV

Marginal costing – meaning, merits and demerits – cost volume profit analysis – break even analysis – application of marginal costing – make or buy decision, shut down or continue decision and selection of sales mix.

Unit V

Standard costing and variance analysis – meaning, advantages and disadvantages – steps involved in the standard costing – variance – material variances – labour variances.

(Note: Questions must be 60% of problems and 40% of theory parts)

Text Books:

1. Management Accounting – S.P.Gupta
2. Management Accounting – RSN Pillai and Mrs Bagavathi
3. Management Accounting – Dr.S.N.Maheswari
4. Management Accounting – T.S.Reddy and A.Murthy



**III YEAR - V SEMESTER
COURSE CODE: 7BBA5C3**

CORE COURSE-XIV- HUMAN RESOURCE MANAGEMENT

Unit I

HRM: Definition and meaning – Difference between Human Resource Management and personnel management – HRM: Objectives – Scope – functions – Future of HRM.

Unit II

Recruitment: Meaning – sources – Recruitment process – Selection: Meaning, procedure – Types of tests – Advantages and disadvantages – Interview: Types – placement and introduction – Job analysis – Job description:– Job specification - Job evaluation: Objectives – methods of job evaluation .

Unit III

Training and development: meaning, need, importance – types of training. Executive development: meaning, objective and importance of executive development – Methods of executive development.

Unit IV

Wage and Salary Administration: Objectives and principles of wages and salary administration – Components and methods of wage payment promotion, transfer and demotion. Performance Appraisal: Meaning, methods of performance appraisal.

Unit V

Industrial Relations: meaning, objective and importance of IR – Causes for poor industrial relations-Workers’ participation in management – concept need and forms of workers’ participation in management – Collective Bargaining – definition, features, essentials and role of collective bargaining – Collective Bargaining in India.

Books Recommended:

- | | | |
|--|---|---------------------|
| 1. Human Resource Management | – | Shashi K. Gupta |
| 2. Human Resource Management | – | C.B.Memoria |
| 3. Human Resource Management | – | S.S. Khanka |
| 4. Personnel Management and Industrial Relations | – | Tripathi and Reddy. |
| 5. Human Resource Management: Text and Cases | – | Sundar.K |



**III YEAR - V SEMESTER
COURSE CODE: 7BBAE1B**

ELECTIVE COURSE – I - (B) MARKETING RESEARCH

Unit I

Marketing Research – Definition – Nature, scope and importance of Marketing Research – Applications, uses and limitations – Position of Marketing Research in India – Role of Marketing Research Agencies.

Unit II

Marketing Research procedure – Scientific methods in Marketing Research – Difficulties in applying scientific methods – Research Design – Exploratory and Conclusive research – methods such as descriptive research and experimental research.

Unit III

Collection of data – Primary data – methods of collection – observation and interview – Methods of interview – merits and demerits – Secondary data – advantages and limitations – evaluating secondary data – sources of secondary data – Questionnaire – steps in drafting questionnaire – Types of errors in information from respondents.

Unit IV

Census Vs. Sampling – Reasons for sampling – Types of sampling – Probability sampling and non-probability sampling – sampling methods – merits and demerits – Attitude measurement– Scaling Techniques – Classification and tabulation of data – presentation of data – Report writing.

Unit V

Motivation Research – techniques and limitations – Product Research – Test Marketing – Advertising Research – Sales analysis research – Consumer Research.

Books for Reference:

1. Marketing Research: Principles, Applications and cases – D.D.Sharma
2. Marketing Research – Harper Boyd & Ralph Westfall
3. Marketing Research –Taylor
4. Modern Marketing Research – Kulkarni
5. Modern Marketing Research – M.N.Mishra



**III YEAR - V SEMESTER
COURSE CODE: 7BBAE2B**

ELECTIVE COURSE-II - (B) - INSURANCE MANAGEMENT

Unit I

Concept of Insurance – nature – role and importance of insurance management – principles and functions – role of an insurance company manager.

Unit II

Nature of Life Insurance – classification of policies – selection of risk – measurement of risk– surrender value – valuation and surplus – management of LIC of India.

Unit III

Nature of Marine Insurance contracts – classification of policies – policy conditions – premium calculations – marine losses – payment claims – management of marine insurance – role of manager in marine insurance business – recent trends in marine insurance business.

Unit IV

Nature and uses of Fire Insurance – Fire insurance contract – kinds of policies – policy conditions – rate fixation in fire insurance –Payment of claim – management of fire insurance– role of a manager in fire insurance – Recent trends in fire insurance business.

Unit V

Motor Insurance – Burglary Insurance – Personal Accident Insurance – Rural Insurance in India – role of a manager of these insurance – Privatisation of Insurance Industry and its impacts.

Recommended Books:

Insurance- Principles and Practice – M.N.Mishra.



GROUP I – SET II
III YEAR – V SEMESTER
COURSE CODE: 7SBS5A4

COURSE I – ENTREPRENEURIAL DEVELOPMENT SKILLS

Objectives:

- To learn the concepts, principles of entrepreneurship and to develop entrepreneurial interest and qualities
- To impart the process and procedure involved in setting up of a small enterprise and to acquire the necessary managerial skills to run a small-scale industry

Unit I

Concept of Entrepreneurship and basics of selection of project/business

Qualities of an entrepreneur – Classification of industries as tiny, small, medium and large Infrastructure facilities, threats and Opportunities-Corporate Social Responsibility

Unit II

Preparation of Project Proposal

Introduction to nature of business – techniques of market survey – goal setting, funding institution, departmental licenses and clearance – production capacity – fixed capital – working capital and total investment – costing, pricing, profit assessment – return on capital investment, Break Even Point and Cash Flow

Unit III

Marketing skills

Salesmanship, credit sales, customer management, negotiation skills, business tie ups, export possibilities and policies

Unit IV

Management of Men, Materials, Money, Machine and Methods (the 5Ms)

Management of man power, problem solving, purchasing techniques, inventory management– Quality control and standards – resource mobilization – Financial planning, record keeping and accounting, knowledge of employees' welfare measures – plant selection and layout.

Unit V

Industrial Management

Technology up gradation – value addition – diversification – utilization of waste and by products – concepts of zero discharge

Books for Reference:

1. Entrepreneurial Development – S.S.Khanna, S.Chand & Co.
2. Entrepreneurial & Management of Small Business – CED, Madurai – 10.
3. Entrepreneurship Development – S.P.Saravanan, Sul



GROUP I – SET II
III YEAR – V SEMESTER
COURSE CODE: 7SBS5A6
COURSE III – MARKETING AND SALES MANAGEMENT

Objectives:

- To acquire analytical skills for solving marketing related problems and challenges and to familiar with the strategic marketing management process
- To learn the elements of sales force to be an effective component of an organization's overall marketing strategy.

Unit I

Introduction: Evolution of Marketing – Types of Marketing: Consumer Products Marketing, Industrial Marketing and Services Marketing – Demographic and Behavioural Dimensions of Marketing – Marketing Planning

Unit II

Basics of Market Segmentation, Targeting and Positioning – Components of The Marketing Mix: Product – Price – Place – Promotion – Distribution Channels: Types – Merits and Demerits

Unit III

Marketing Vs Selling – Nature and Scope of Sales Management – Personal Selling and Salesmanship – Selling Function – Understanding Consumer's Decision Making Process – Sales Organization and Types Of Selling

Unit IV

Prospecting – Approaching The Customer – Sales Presentation – Sales Demonstration – Negotiating Buyer Concerns – Closing The Sale – Post Sales Service and Complaint Handling

Unit V

Modern Trends in Marketing and Sales: Internet Marketing – Direct Marketing – Multi Level Marketing – Relationship Marketing – Selling through Kiosks

Books for Reference:

1. Chunawalla, S. A., Sales Management, 5th Edition (2007), Himalaya Publishing House
2. Havaladar, Krishna; Sales And Distribution Management, 1st Edition (2006), Tata Mcgraw Hill
3. Perreault, Jr., William; Mccarthy, E. Jerome, **Basic Marketing, 15th Edition, 2006, Tata Mcgraw Hill**

