

**MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI**

**U.G. Course – Affiliated Colleges**

**BACHELOR OF BUSINESS ADMINISTRATION (B.B.A)**

**(With effect from the Academic Year – 2020-21)**

**SCHEME OF EXAMINATIONS**

**Bachelor of Business Administration** is one of the most popular bachelor degree programmes after class XII. The BBA course is the gateway to numerous job opportunities in a plethora of sectors like Marketing, Education, Finance, Sales, and Government. The 3-year undergraduate course in Business Administration is open to students from all the three streams of education namely Commerce, Arts and Science. The BBA course offers knowledge and training in management and leadership skills to prepare them for managerial roles and entrepreneurship. During the tenure of the course, candidates learn various aspects of business administration and management through class room lectures, Games, Seminars and practical projects. The overall objectives of this academic Bachelor's program is to develop the students' intellectual capacity, executive personality, and managerial skills in a way that enables them assume entry-level managerial positions in business and industry, public sector organizations, consultancy companies and other organizations. Graduates of the program may also choose to start their own entrepreneurial business ventures

**ELIGIBILITY FOR ADMISSION** Candidate seeking admission to the B.B.A. course must have passed the Higher Secondary Examination of the Government of Tamil Nadu or any other Examination accepted to aid the graduates in finding satisfactory employment opportunities in business firms. Preference will be given to *those who have taken Mathematics* as a subject in the qualifying examinations.

**DURATION OF THE COURSE** The duration of the course shall be three academic years comprising **six semesters** into with two semesters for each academic year.

**STUDY TOUR / INDUSTRIAL VISIT** Study tour / Industrial visits must be arranged during the 3 year B.B.A. programme. The faculty accompanying the students during such tour / visits will be sanctioned leave on other duty. *Students must submit factory visit reports / tour reports within 7 days of their visit to the Head of the Department.*

**MEDIUM OF WRITING UNIVERSITY EXAMINATIONS** Students who are studying the B.B.A. course should write the University Examinations in the *English medium*.

**MANONMANIAM SUNDARANAR UNIVERSITY TIRUNELVELI**  
**CHIOCE BASED CREDIT SYSTEM**  
**BACHELOR OF BUSINESS ADMINISTRATION (With effect from the Academic Year 2020-2021 onwards)**

| Sem .<br>(1) | Part<br>I/<br>II/II<br>I/IV<br>/V<br>(2) | Subject<br>Numbe<br>r<br>(3) | Subject<br>Status<br>(4)       | Subject Title<br>(5)                                                                               | Cont<br>act<br>Hou<br>rs<br>per<br>wee<br>k<br>(6) | Cred<br>its<br>(7) | Maximum marks |              |           |
|--------------|------------------------------------------|------------------------------|--------------------------------|----------------------------------------------------------------------------------------------------|----------------------------------------------------|--------------------|---------------|--------------|-----------|
|              |                                          |                              |                                |                                                                                                    |                                                    |                    | Internal      | Extern<br>al | Tota<br>l |
| I            | I                                        | 1                            | Language                       | Tamil / Other<br>Language                                                                          | 6                                                  | 4                  | 25            | 75           | 100       |
|              | II                                       | 2                            | Language                       | Communicative<br>English                                                                           | 6                                                  | 4                  | 25            | 75           | 100       |
|              | III                                      | 3                            | Core-1                         | Business Statistics                                                                                | 6                                                  | 4                  | 25            | 75           | 100       |
|              | III                                      | 4                            | Add on<br>Major<br>(Mandatory) | Professional English<br>for Commerce and<br>Management –I                                          | 6                                                  | 4                  |               |              |           |
|              | III                                      | 5                            | Allied-1                       | Environment of<br>Business                                                                         | 4                                                  | 3                  | 25            | 75           | 100       |
|              | IV                                       | 6                            | Common                         | Environmental<br>Studies                                                                           | 2                                                  | 2                  | 25            | 75           | 100       |
|              | Sub Total                                |                              |                                |                                                                                                    |                                                    | 30                 | 21            |              |           |
| II           | I                                        | 7                            | Language                       | Tamil / Other<br>Language                                                                          | 6                                                  | 4                  | 25            | 75           | 100       |
|              | II                                       | 8                            | Language                       | English                                                                                            | 6                                                  | 4                  | 25            | 75           | 100       |
|              | III                                      | 9                            | Core-2                         | Principles of<br>Management                                                                        | 6                                                  | 4                  | 25            | 75           | 100       |
|              | III                                      | 10                           | Add on<br>Major<br>(Mandatory) | Professional English<br>for Commerce and<br>Management - II                                        | 6                                                  | 4                  |               |              |           |
|              | III                                      | 11                           | Allied-2                       | Managerial<br>Economics                                                                            | 4                                                  | 3                  | 25            | 75           | 100       |
|              | IV                                       | 12                           | Common                         | Value Based<br>Education /<br>சமூகஒழுக்கங்களும்<br>பண்பாட்டு<br>விழுமியங்களும் /<br>Social Harmony | 2                                                  | 2                  | 25            | 75           | 100       |
|              | Sub Total                                |                              |                                |                                                                                                    |                                                    | 30                 | 21            |              |           |

BUSINESS STATISTICS

Total Credits:4

No. of Instructional Hours: 6 Hours per week

Course Objective: 1. To provide an understanding for the graduate business student on statistical concepts to include measurements of location and dispersion, regression, and correlation analysis, multiple regression and business/economic forecasting.

UNIT – I:INTRODUCTION

Nature and Scope Of Statistics – Use of Statistics In Business And Industries – Collection Of Data – Methods – Kinds of data – Relative Merits And Demerits – Graphic and Diagrammatic Representation Of Data – Bar Charts – Pie Diagram – Line Graphs – Sampling.

UNIT – II: MEASURE OF CENTRAL TENDENCY

Classification And Tabulation Of Data – Frequency Distribution Graphic Representation - Histogram, Frequency Polygon And Curve – Measures Of Central Tendency – Mean, Median – Ogive Curves, Modes, Geometric Mean And Harmonic Mean.

UNIT – III: DISPERSION

Dispersion – Purpose – Range , Quartile Deviation, Mean Deviation And Standard Deviation- Co-Efficient Of Variation.

UNIT – IV: CORRELATION AND REGRESSION

Simple Correlation and Regression – Definition - Addition and Multiplication – Probability – Simple problems.

UNIT – V: INDEX NUMBERAND TIME SERIES ANALYSIS

Index Number – Meaning And Uses, Construction Of Index Numbers – Methods Of Index Numbers – Time series – Definition – Components – Estimating the Trend and Seasonal Variations – Business forecasting - Meaning and Uses.

Reference Books:

1) Business Statistics – R.S.N.PILLAI

2) Statistical Methods – S.P.GUPTA

3) Statistics – ELHANCE .

ENVIRONMENT OF BUSINESS

No. of Credits: 3

No.of instructional Hours:4 per Week

COURSE OBJECTIVES:

1. To understand the different environment in the business domain
2. To know the minor and major factors affecting the business in various streams
3. To know the different environment like Cultural, Social, Political, Technological and Global environment in the business

Unit – I INTRODUCTION

Business Environment - Concept-Significance - Types-Internal - External - Micro - Macro Environment - Environmental Analysis .

Unit – II CULTURAL ENVIRONMENT

Business and Culture: Elements Of Culture –Traditional Value and Its Impact – Caste And Communities - Impact Of Foreign Culture.

Unit – III SOCIAL RESPONSIBILITY OF BUSINESS

Business and Society: Social Responsibilities Of Business - Responsibilities To Shareholders, To Customer, To The Community and To The Government - Business Ethics.

Unit IV POLITICAL AND TECHNOLOGICAL ENVIRONMENT

Business and Government: State Regulations On Business – Industrial Policy 1991 and Industrial Licensing Policy 1991 – Technology – Import Of Technology – Impact of Technological Changes on Business.

Unit – V GLOBAL ENVIRONMENT

Global Environment: Concept – Liberalisation, Privatisation and Globalisation - Meaning – Features - Merits and Demerits.

REFERENCE BOOKS:

1. Business Environments - Francis Cherunilam
2. Business and Society - Sankaran . S
3. Essentials of Business and Society - Aswathappa. K.
4. Business and Society - Lakshmi rattan
5. Economic Environment of Business - Sampth, Mukerji

## PRINCIPLES OF MANAGEMENT

No.of Credits: 4

No. of instructional Hours: 6 Hours per week

- Course Objectives:**
1. From the knowledge of **principles of management students** get indication on how to manage an organization.
  2. The **principles** enable budding **managers** to decide what should be done to accomplish given tasks and to handle situations which may arise in **management**.
  3. The knowledge of principles of management is ensuring optimum utilization of resources.

### UNIT I INTRODUCTION TO MANAGEMENT

Definition of Management – managerial roles and skills- Science or Art – Manager Vs Administrator – Evolution of Management – Scientific, human relations , system and contingency approaches (contributions of F.W Taylor, Henry Fayol, Elton Mayo, Gilberth and McGregor)-Levels and Functions of Management.

### UNIT II PLANNING

Nature and purpose of planning – planning process – types of planning – objectives – setting objectives – policies – Planning premises – Planning Tools and Techniques – Decision making steps and process.

### UNIT III ORGANISING

Nature and purpose – Formal and informal organization – organization chart – organization structure – types – Line and staff authority – departmentalization – delegation of authority – centralization and decentralization —Span of Management-Job design- Recruitment, selection, Training and Compensation.

### UNIT IV DIRECTING

Foundations of individual and group behaviour – motivation – motivational techniques – job enlargement – job enrichment – leadership – types and theories of leadership – communication – process of communication – barrier in communication – effective communication.

### UNIT V CONTROLLING

System and process of controlling – budgetary and non-budgetary control techniques – use of computers and IT in Management control – Productivity problems and management – control and performance – direct and preventive control – reporting.

#### Reference books:

1. Principles of Management- T.Ramasamy.
2. Principles and Practices of Management- L.M. Prasad.
3. Essentials of Management – KOONTZ AND O'DONNELL
4. Principles of Management – SHERLEKAR S. A.
5. Business Management – DINKAR PAGARE
6. Principles of Management – TRIPATHI AND REDDY

**No. of instructional Hours: 4 Hours per week**

**Course Objectives:** 1. Understand the internal and external decisions to be made by managers  
2. Analyze real-world business problems with a systematic theoretical framework.  
3. Analyze the demand and supply conditions and assess the position of a company  
4. Design competition strategies, including costing, pricing, product differentiation, and market environment according to the natures of products and the structures of the markets.

**Unit – I – Demand Analysis**

Meaning, Nature and Scope of Managerial Economics- Demand – Law of Demand –Exceptions to the law of demand, Determinants of Demand-Elasticity of demand – Supply – Law of Supply – Elasticity of Supply. Demand Forecasting: Meaning Significance, methods of demand forecasting

**Unit- II- Cost Analysis and Production Analysis**

Cost Concept- Types of cost – Cost Curves – Cost- Output Relationship in the short run and long run, LAC curve. Production function with one variable input – Law of variable Proportions. Production function with two variable inputs and Law of returns to scale, Indifference curves, Isoquants and Isocost line, Least cost combination factor, Economies of scale

**Unit III- Market structure and Pricing Practice**

Perfect Competition, Features, Determination of price under perfect competition. Monopoly-features, Pricing under monopoly, Price Discrimination. Monopolistic Competition- Features, pricing under monopolistic competition, product differentiation. Oligopoly- features, Kinked demand curve, cartels, Price leadership.

**Unit IV – Money**

Money- meaning – types- functions -- Foreign Exchange – Meaning – Exchange Rate- Spot rate and forward rate-Types of forex market- Inflation – Meaning – Types- causes and effects. Inflation Vs Deflation. Corrective mechanism (Monetary and fiscal measures).

**Unit V- National Income and Business Cycle**

National Income- Meaning – Concepts ( GDP, GNP, NNP, NDP, Private Income, Personal Income , Disposable Income and Per Capita Income) – Methods of Measurement (Product method, Income Method and Expenditure Method )- Difficulties in Measuring National Income. Business Cycle – Meaning-phases and effects.

**Reference Books:**

1. Managerial Economics- R.L. Varshney and Maheshwari,
2. Business Economics - Sankaran,
3. Managerial Economics –K.C. Sankaranarayanan
4. Managerial Economics – Sumitra Pal
5. Managerial Economics – H.L. Ahuja