



SOURASHTRA COLLEGE, MADURAI- 625004
(An Autonomous Institution Re-accredited with 'B' grade by NAAC)
BACHELOR OF BUSINESS ADMINISTRATION(B.B.A)
(Syllabus under CBCS w.e.f. 2017 – 2018 onwards)

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I SEMESTER

Sl. No	Subject Code	Nature	Subject Title	Hrs Week	Durati on of exams	CA	SE	Tot	Cre dits
1	17UBNV11	PART – I	வணிகக் கடிதங்கள்	6	3	25	75	100	3
2	17UAC E11	PART – II	English – I	6	3	25	75	100	3
3	17UBNC11	PART – III CORE	Business Environment (Eco.Dept)	6	3	25	75	100	5
4	17UBNA11	PART – III ALLIED	Business Economics (Eco.Dept)	6	3	25	75	100	5
5	17UBNS11	PART – IV SKILL	Financial Accounting Skills	3+1	3	25	75	100	3
6	14UACVE1	PART – IV	Value Education	2	3	25	75	100	2
			Total	30				600	21

Passed in the BOS Meeting
held on 15-3-2017

Signature of Chairman/HOD



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PART - I	Title : வணிகக் கடிதங்கள்	Subject Code : 17 UBNV11
Semester : I	HOURS : 6 hours / Week	CREDITS :3

- Objectives: 1. To make the students, understand the basics of Business Letters**
2. To provide practice in writing Business letters in specific situations

பகுதி 1

வணிகக் கடிதங்கள் - தேவை மற்றும் முக்கியத்துவம் - நோக்கங்கள் - வணிகக் கடிதங்களின் அடிப்படைக் கூறுகள் - வணிகக் கடிதங்கள் பொது அமைப்பு மற்றும் படிவங்கள் - சிறப்புக் கூறுகள் - கடித வகைகள்

பகுதி 2

வியாபாரக் கடிதங்கள் - முனைவு கடிதங்கள் மற்றும் விசாரணைகள்- விலைப்புள்ளிகள் - ஆணையுறுக்கள் - “ஆணையுறு நிறைவேற்றுதல்” - சரக்கு பெற்றுக்கொண்டதை உறுதி செய்தல்.

பகுதி 3

வணிகர் விசாரணை கடிதங்கள் - வியாபார விசாரணை மற்றும் வங்கி விசாரணை – புகார்களும் சரிக்கட்டலும் - நிலுவைத் தொகை நினைவுறுத்தல் - வசூல் செய்தல்.

பகுதி 4

சுற்றுக் கடிதங்கள் - விற்பனைக் கடிதங்கள் - அரசுத்துறை மற்றும் பொதுசேவை அமைப்பு சார்ந்த கடிதங்கள்

பகுதி 5

வங்கிக் கடிதங்கள் - வேலை வேண்டி விண்ணப்பக் கடிதம் - பத்திரிக்கை ஆசிரியருக்கு கடிதங்கள்

குறிப்பு

வணிக நிர்வாகவியல் ஆசிரியர்கள் மட்டுமே இந்தப் பாடத்தை நடத்தவும் விடைத்தாள் மதிப்பீடு செய்யவும் பரிந்துரைக்கப்படுகிறது.

Text Book

1. “வணிகக்கடிதங்கள் ”; - Dr. K. Anbazhagan and Dr. S. Ramar, Merit India Publications, Eighteenth Edition

Reference

1. Commercial Correspondence & Office Management - R.S.N. Pillai & Baghavathi
2. Business communication – by Sharma Gupta- Kalyani publishers.

	Book Title	Chapters
I	“வணிகக்கடிதங்கள் ”; - Dr. K. Anbazhagan and Dr. S. Ramar	I
II	“வணிகக்கடிதங்கள் ”; - Dr. K. Anbazhagan and Dr. S. Ramar	5, 6, 7
III	“வணிகக்கடிதங்கள் ”; - Dr. K. Anbazhagan and Dr. S. Ramar	9, 10, 11
IV	“வணிகக்கடிதங்கள் ”; - Dr. K. Anbazhagan and Dr. S. Ramar	14, 22, 21
V	“வணிகக்கடிதங்கள் ”; - Dr. K. Anbazhagan and Dr. S. Ramar	15, 26,

Websites

1. www.scribd.com
2. <https://www.youtube.com/watch?v=egeyiUpFsaw>
3. <http://www.goodletterwriting.com/formal-letters.html>
4. <http://www.wikihow.com/Write-a-Business-Letter>



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PART - IV	Title : FINANCIAL	Subject Code : 17 UBN S11
SKILL BASED	ACCOUNTING SKILLS	
Semester : I	HOURS : 4 hours / Week	CREDITS : 3

Objectives: 1. To develop basic accounting skills
To practice book keeping methods

UNIT-I:

Fundamentals of Book Keeping –Meaning - Accounting concepts and conventions- kinds of Accounts –Journalizing Rules – Journal entry.

UNIT-II:

Ledger Postings –Trial Balance.

UNIT-III:

Format of final accounts (Manufacturing, Trading, Profit and Loss Account and Balance Sheet).

UNIT-IV:

Final Accounts- Elementary problems with simple adjustments (Closing Stock, Outstanding Expenses, Prepaid Expenses, Accrued Incomes, Incomes received in Advance, Interest on Capital, Interest on Drawings, Interest on Loan, Interest on Investment, Depreciation, Bad debts)

UNIT-V:

Depreciation- Meaning- Causes and need- Methods-Straight Line Method and WDV Method only

Note: Questions must be asked 60% on problems & 40% on theory.

TEXT BOOKS:

1. Financial Accounting- S.P. Jain, K.L. Narang, Kalyani Publishers, Fifth Edition

REFERENCE BOOKS:

1. Advanced Accounts - R.L.Gupta
2. Advanced Accounts - Arulanandham

Units	Book Title	Chapters
I	Financial Accounting -Jain and Narang.	1
II	Financial Accounting -Jain and Narang.	2
III	Financial Accounting -Jain and Narang.	3
IV	Financial Accounting -Jain and Narang.	3
V	Financial Accounting -Jain and Narang.	4

Websites:

- <https://www.moneyinstructor.com/accounting.asp>
- <http://www.learnaccountingforfree.com/>



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II SEMESTER

Sl. No	Subject Code	Nature	Subject Title	Hrs Week	Durati on of exams	CA	SE	Tot	Cre dits
1	17 UBN V21	PART – I	அலுவலக மேலாண்மை	6	3	25	75	100	3
2	17 UAC E21	PART – II	English – II	6	3	25	75	100	3
3	17 UBN C21	PART – III CORE	Indian Economic System(Eco.Dept)	6	3	25	75	100	5
4	17 UBN A21	PART – III ALLIED	Money and Banking(Eco.Dept)	6	3	25	75	100	5
5	17 UBN S21	PART – IV SKILL	Cost Accounting skills	3 + 1	3	25	75	100	3
6	14 UAC ES1	PART – IV	Environmental Studies	2	3	25	75	100	2
			Total	30				600	21

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PART - I	Title : அலுவலக மேலாண்மை	Subject Code:17UBNV21
Semester : II	HOURS : 6 hours / Week	CREDITS: 3

- Objectives:** 1. To make the students understand the basics of an office and its management.
 2. To provide exposure on office functions and
 3. To introduce them to the filing systems in office.

பகுதி 1

அலுவலக மேலாண்மை - இலக்கணம் - நவீன அலுவலகத்தின் அமைப்பு முறைகள்:நவீன அலுவலகத்தின் இலக்கணம் செயல்பாடுகள் மற்றும் முக்கியத்துவம்

பகுதி 2

அலுவலக இடவசதி- அலுவலக அமைப்புத்திட்டம். -பணிக்கேற்ற சூழ்நிலை - பணியை எளிதாக்குதல் - தபால்களைக் கையாளுதல் - மையப்படுத்தப்பட்ட அஞ்சல் பணி - உள்வரும் மற்றும் வெளி தொடர்பு

பகுதி 3

கோப்பிலிடுதல் : நல்ல கோப்பீடு முறையின் முக்கிய அம்சங்கள் - கோப்பீட்டு முறைகள் - மையக் கோப்பீட்டு முறை மற்றும் பரவலாக்கப்பட்ட கோப்பீட்டு முறை - கட்டகராதியின் பல்வேறு வகைகள்.

பகுதி 4

அலுவலக இயந்திரங்களும் சாதனங்களும் : பல்வேறு சாதனங்களின் தேவைகள் - அலுவலக இயந்திரங்களைத் தேர்ந்தெடுப்பதற்கான அடிப்படைக் கோட்பாடுகள் - கணிப்பொறி மற்றும் புள்ளி விவரங்களைத் தொகுத்தளிக்கும் இயந்திரம்.

பகுதி 5

அலுவலக அறிக்கைகள் : அறிக்கைகளின் வகைகள் - அமைப்பு மற்றும் அறிக்கைகளின் செயலாக்கம்.

குறிப்பு : வணிக நிர்வாகவியல் ஆசிரியர்கள் மட்டுமே இந்தப் பாடத்தை நடத்தவும் விடைத்தாள் மதிப்பீடு செய்யவும் பரிந்துரைக்கப்படுகிறது.

Text Book

1. அலுவலக மேலாண்மை – By S.M. Sundaram, Sri Meenakshi Publications, 2015 Edition.

Reference

1. Commercial Correspondance & Office Management - R.S.N. Pillai & Baghavathi
2. Office Management – Sharma-Gupta, Kalyani Publishers.

	Book Title	Chapters
I	அலுவலக மேலாண்மை – By S.M. Sundaram	I-1,2,3
II	அலுவலக மேலாண்மை – By S.M. Sundaram	I- 4,5, II
III	அலுவலக மேலாண்மை – By S.M. Sundaram	IV, V
IV	அலுவலக மேலாண்மை – By S.M. Sundaram	VI
V	அலுவலக மேலாண்மை – By S.M. Sundaram	VII

Websites:

- <http://www.himpub.com/documents/Chapter871.pdf>
- <https://www.youtube.com/watch?v=Q5n31ABrN2s>
- <https://www.youtube.com/watch?v=FrrN6VY6K6w>
- <https://www.youtube.com/channel/UCJMaTIs47vKdWxPk3nNcC3w>
- <http://bieap.gov.in/Pdf/OAPaperIIIYR2.pdf>



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PART - IV	Title : COST ACCOUNTING SKILLS	Subject Code : 17 UBN S21
SKILL BASED		
Semester : II	HOURS : 4 hours / Week	CREDITS : 3

Objectives:

1. To make the students understand the basics of cost accounting.
2. To develop their skills in preparing cost sheet.
3. To expose them moderately to various elements of cost.

UNIT-I:

Cost Accounting –meaning- objectives–cost Accounting Vs Financial Accounting – Advantages and limitations of cost accounting

UNIT-II:

Material control-EOQ- Bin card-Stores ledger –material issues – FIFO, LIFO, simple average and weighted average methods.

UNIT-III:

Methods of wage payments- Elementary problems

UNIT-IV:

Overhead –Meaning- allocation and apportionment –Apportionment problem.

UNIT-V:

Unit or output costing –meaning –cost sheet

Note: Question must be asked 60% on problems & 40%on theory

TEXT BOOK:

1. Cost Accounting- R.S.N. Pillai and V. Bagavathi, S. Chand and Company, Recent Edition

REFERENCE BOOKS:

1. Studies in Cost Accounting – Das Gupta
2. Cost Accounting – Dr. L.P. Ramalingam
3. Cost Accounting – Dr. Ramasamy

Units	Book Title	Chapters
I	Cost Accounting- R.S.N. Pillai and V. Bagavathi	1,2
II	Cost Accounting- R.S.N. Pillai and V. Bagavathi	3,5
III	Cost Accounting- R.S.N. Pillai and V. Bagavathi	8
IV	Cost Accounting- R.S.N. Pillai and V. Bagavathi	10
V	Cost Accounting- R.S.N. Pillai and V. Bagavathi	17

Websites:

- www.wiziq.com/tutorials/cost-accounting
<http://www.cimaglobal.com/>



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III SEMESTER

Sl. No	Subject Code	Nature	Subject Title	Hrs/Week	Duration of exams	C A	SE	Tot	Credits
1.	17UBNC31	PART – III CORE	Principles of Management	6	3 hrs	25	75	100	4
2.	17UBNC32	PART – III CORE	Modern Banking (Eco. Dept.)	6	3 hrs	25	75	100	4
3.	17UBNC33	PART – III CORE	Organisational Behaviour	6	3 hrs	25	75	100	5
4.	17UBNA31	PART – III ALLIED	Business Statistics	6	3 hrs	25	75	100	5
5.	17UBNS31	PART – IV SKILL	Computers for Managers	4	3 hrs	25	75	100	3
6.	17UBNN31	PART – IV NME	Basic Principles of Management	2	3 hrs	25	75	100	2
			Total	30				600	23

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PART - III CORE	Title : PRINCIPLES OF MANAGEMENT	Subject Code : 17 UBN C31
Semester : III	HOURS : 6 hours / Week	CREDITS : 4

Objectives:

1. To make the students understand the basic concepts of management.
2. To make the students aware of the major functions of Management.

UNIT-I: Management – Definition – Nature of Management – Management as an Art – Management as a Science – Management as a Profession – Levels of Management – Pioneers of Management thought – F.W. Taylor, Henry Fayol and Peter F. Drucker.

Unit-II: Planning – Definition – Nature – Advantages and Disadvantages of Planning – Types of Planning – Steps in Planning – Types of Plans.

UNIT-III: Organising - Definition –Nature – Importance - Steps in the process of organising- Formal and Informal Organisation – Distinction– Departmentation– Meaning – Importance – Types – Organisation Structure- Line, Functional, Line and Staff – Committee Organisation.

UNIT-IV: Staffing – Definition- Recruitment – Definition- Selection Definition – Directing – Meaning – Nature – Principles of Directing – Motivation – Meaning – Importance – Leadership – Meaning – Importance – Styles of Leadership.

UNIT-V: Controlling – Definition – Nature – Control Process – Characteristics of an Ideal Control System – Benefits of Controlling.

TEXT BOOK:

1. Business Management- Dr. C. B. Gupta – Sultan Chand & Sons. 8th Revised Edition.

REFERENCE BOOKS:

1. Principles of Management- Dr. T. Ramasamy.
2. Principles of Management- Dr. K.P. Ganesan and Natarajan.
3. Principles of Management- L.M.Prasad.

Units	Book Title	Chapters
I	Business Management- Dr. C. B. Gupta	1,3
II	Business Management- Dr. C. B. Gupta	5,6
III	Business Management- Dr. C. B. Gupta	9,11,15
IV	Business Management- Dr. C. B. Gupta	18,19,20,22,25
V	Business Management- Dr. C. B. Gupta	27

Websites:

- mbaexamnotes.com/principles-of-management.html
sjecnotes.weebly.com/principle-of-management.html

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PART - III CORE	Title : ORGANISATIONAL BEHAVIOUR	Subject Code : 17 UBN C33
Semester : III	HOURS : 6 hours / Week	CREDITS : 5

Objectives:

1. To impart basic knowledge on Organisational Behaviour.
2. To make them understand the methods of Morale building and Motivation.

UNIT-I: Organizational behaviour – definition – features of Organizational behaviour –various approaches to study of Organizational behaviour –process of Behaviour- Models of Organizational behavior.

UNIT-II: Group dynamics-definition –types of groups –theories of group formation –problems of informal groups –group norms -types - meaning of group cohesiveness –five stages of group development.

UNIT-III: Definition of Motivation -Theories of motivation – Maslow’s needs Hierarchy theory, Alfred’s ERG theory, Herzberg motivation theory- Motivational techniques.

Unit -IV: Definition of morale-factors affecting morale –cause of low morale – factors improving morale – Measurement of Morale.

UNIT-V: Meaning of Change –forces for changes –types of changes –managing planned change –planning, assessing and implementing the change –causes of resistance to change –overcoming resistance to change.

TEXT BOOK:

1. Organisational Behaviour- L.M.Prasad, Sultan Chand & Sons

REFERENCE BOOKS:

1. Organisational Behaviour – Shashi k.Gupta& Rosy Joshi, Kalayani publishers, New Delhi.
2. Organisational Behaviour- Dr. P.C. Sekar..
3. Organisational Behaviour – Fred Luthans.

Units	Book Title	Chapters
I	Organisational Behaviour- L.M.Prasad	1,6
II	Organisational Behaviour- L.M.Prasad	15
III	Organisational Behaviour- L.M.Prasad	11
IV	Organisational Behaviour- L.M.Prasad	12
V	Organisational Behaviour- L.M.Prasad	25

Websites:

- <https://en.m.wikipedia.org>
- [www.investopedia.com>terms>organizational behaviour](http://www.investopedia.com/terms/organizational_behaviour)
- www.yourarticle.com>organization



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PART - III ALLIED	Title : BUSINESS STATISTICS	Subject Code : 17 UBN A31
Semester : III	HOURS : 6 hours / Week	CREDITS : 5

Objectives:

1. To develop statistical basic knowledge for business purpose.
2. To teach the basic tools for Analysis of Data.

UNIT-I: Introduction - Definition – Application of statistics in various fields- Collection of Data – Primary and Secondary data – Framing a Questionnaire – Sampling – Methods of Sampling – Classification – Characteristics- Objects- Types – Frequency Distribution – Cumulative Frequency Distribution – Tabulation – Types – Simple Problems.

UNIT-II : Diagrammatic Presentation – Types – Line Diagram, Bar Diagram, Pie Diagram – Graphic Presentation – Graphs of Frequency Distribution – Histogram, Frequency Polygon, Frequency curves, Ogives – Simple Problems.

UNIT-III : Measures of Central Tendency – Mean, Median, Mode – Geometric mean, Harmonic Mean – Combined mean- correcting incorrect mean (Individual series only) – Merits and Demerits – Problems.

UNIT-IV : Measures of Dispersion – Methods of Measuring Dispersion – Range, Mean Deviation, Standard Deviation, Lorenz Curve – Coefficient of Variation – Consistency of Data.

UNIT-V : Index Numbers – Types - Simple Aggregate Method, Simple Average of Price Relatives – Weighted Index Numbers – Laspeyre’s, Bowley’s Fischer’s and Marshall – Edgeworth Index Numbers – Advantages of index numbers.

Note: 70% of the marks are allotted to problems and 30% to theory

TEXT BOOKS:

1. Elementary Statistical Method: S.P.Gupta, Sultan Chand & Sons, New Delhi.

REFERENCE BOOKS:

1. Business Statistics – R. S. N. Pillai and Bhagavathi.

Units	Book Title	Chapters
I	Elementary Statistical Method: S.P.Gupta	Vol I 1,3,4,5
II	Elementary Statistical Method: S.P.Gupta	6
III	Elementary Statistical Method: S.P.Gupta	7
IV	Elementary Statistical Method: S.P.Gupta	8
V	Elementary Statistical Method: S.P.Gupta	13

Websites:

www.personal.kent.edu/~mshanker/.../Business%20Statistics%20Chapter%20Notes.html
gurukpo.com/business-statistics



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PART - IV	Title : COMPUTERS	Subject Code : 17 UBN S31
SKILL BASED	FOR MANAGERS	
Semester : III	HOURS : 4 hours / Week	CREDITS : 3

Objectives:

1. To train the basic Computer Concepts.
2. To develop the understanding of MS- Office

Unit – I : INTRODUCTION TO COMPUTERS : Definition – Characteristics and capabilities of computers – Generations of computers – classification of computers – Types of computers – Basic principles of operation of a digital computer – Block diagram of computer System – Hardware – CPU, memory (Primary and Secondary) – Input devices, output devices – uses and applications of Computers.

UNIT-II: WINDOWS XP – Introduction to Windows XP - Features – Basic components: Desktop, Icons, Task bar and Channel bar – Start menu – Files and Folders – Windows Explorer – Internet Explorer – Control Panel – Shortcuts – Briefcase.

UNIT-III: MS WORD – Introduction to word processing and MS WORD – Components of Word opening Screen – Creating Word documents- Entering, Editing, Creating bulleted and numbered lists – types of views – spell checker and Grammar – Auto format - Copying and moving text – Applying Fonts and Font - Styles – Aligning and formatting Text – AutoCorrect – Creating Tables and working with tables – mail merge.

UNIT-IV: MS – EXCEL: Introduction to spread sheet – components of EXCEL Opening Screen – Building worksheet. Entering data in worksheet – Editing, Deleting, Copying and moving cells and ranges – Adjusting column width and row height – inserting and deleting cells, rows and columns – using auto-fill - creating and working with formula – functions in Excel - Database in EXCEL – Graphs and charts : Types of charts – Element of a chart – Creating a chart.

UNIT V: MS POWERPOINT: Meaning and Features – Presentation: Creating a presentation using Auto content wizard, Design templates and Blank presentation – Types of views – Opening an existing presentation – editing saving and closing a presentation – Enhancing presentation: Applying Transition effects and animation effects – Spell checking the presentation and adding speaker notes – Inserting objects: Inserting a graph, organization chart, clip Art, sound and video – Running slide show.



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TEXT BOOKS:

1. Fundamentals of Computing: P.Sudharsan, RBA Publications, First Edition.
2. M.S.Office, Plain & Simple : Carol Brown & Resources

REFERENCE BOOKS:

1. Fundamentals of Computers: P.K. Sinha.
2. MICRO SOFT OFFICE: Gini Courter and Annette Margins, Publications, New Delhi.
3. MICRO SOFT OFFICE FOR WINDOWS: Steve Saga, Peachpit Press.
4. Fundamentals of Computer: V. Rajaraman, Prentice Hall of India.

Units	Book Title	Chapters
I	Fundamentals of Computing: P.Sudharsan	1
II	Fundamentals of Computing: P.Sudharsan	4
III	Fundamentals of Computing: P.Sudharsan	4
IV	Fundamentals of Computing: P.Sudharsan	4
V	M.S.Office, Plain & Simple : Carol Brown & Resources	14

Websites: www.slideshare.net/hanneq1/pc-for-managers

https://www.studentscholarships.org/.../computer_and_information_systems_manager



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PART - IV NME	Title : BASIC PRINCIPLES OF MANAGEMENT	Subject Code : 17 UBN N31
Semester : III	HOURS : 2 hours / Week	CREDITS : 2

Objectives:

1. To make the students understand the basic elements of Management.
2. To expose Managerial functions for other major students.

UNIT-I: Management – Definition – Characteristics- Levels.

UNIT-II: Planning – Definition, Characteristic, Advantages and Limitations – Steps in planning.

UNIT-III: Organising - Definition – Steps in organizing - Types (Line, Functional, Line and Staff, Committee) – Delegation of authority.

UNIT-IV: Staffing – Definition, Importance. Directing – Definition, Need.

UNIT-V: Controlling – Meaning, Steps in controlling, Benefits of controlling.

TEXT BOOK:

1. Principles of Management- T. Ramasamy, Himalaya Publishing House, Latest Edition.

REFERENCE BOOKS:

1. Principles of Management- C.B.Gupta
2. Principles of Management- Dr. K.P. Ganesan and Natarajan.
3. Principles of Management- L.M.Prasad

Units	Book Title	Chapters
I	Principles of Management- T. Ramasamy	1,3
II	Principles of Management- T. Ramasamy	6,10
III	Principles of Management- T. Ramasamy	12,13,14
IV	Principles of Management- T. Ramasamy	16,17,18,20
V	Principles of Management- T. Ramasamy	21

Websites:

- mbaexamnotes.com/principles-of-management.html
sjecnotes.weebly.com/principle-of-management.html



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IV SEMESTER

Sl. No	Subject Code	Nature	Subject Title	Hrs Week	Duration of exams	CA	SE	Tot	Crd
1.	17UBNC41	PART – III CORE	Elements of Mercantile Law	6	3 hrs	25	75	100	5
2.	17UBNC42	PART – III CORE	Marketing Management	6	3 hrs	25	75	100	5
3.	17UBNC43	PART – III CORE	Industrial Relations (Eco.Dept.)	6	3 hrs	25	75	100	4
4.	17UBNA41	PART – III ALLIED	Business Mathematics	6	3 hrs	25	75	100	5
5.	17UBNS41	PART – IV SKILL	E- Commerce	4	3 hrs	25	75	100	3
6.	17UBNN41	PART – IV NME	Basics of Organizational Behaviour	2	3 hrs	25	75	100	2
7.		PART-V	Extension Activities	-	-	25	75	100	1
			Total	30				700	25

Passed in the BOS Meeting
held on 15-3-2017

Signature of Chairman/HOD



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PART - III CORE	Title : ELEMENTS OF MERCANTILE LAW	Subject Code : 17 UBN C41
Semester : IV	HOURS : 6 hours / Week	CREDITS : 5

Objectives:

1. To introduce the basic business laws to the students.
2. To make the students aware of basic labour laws.

UNIT-I : Law of Contract – Definition of Contract – Essential Elements of a valid contract – Classification of Contracts.

UNIT-II : Offer – Meaning – Legal rules as to Offer – Acceptance – Meaning – Legal Rules as to Acceptance – Consideration – Meaning - Legal rules as to consideration

UNIT-III : Stranger to Contract – Discharge of Contract – Remedies for Breach of Contract.

UNIT-IV : Factories Act, 1948 – Definitions – Health – Safety – Welfare – Rules relating to employment and working hours of young persons, adult and women.

UNIT-V:

Trade Unions Act, 1926 – Definitions – Registrations- Cancellation- Rights and Privileges of Registered Trade Union – Amalgamation and Dissolution.

TEXT BOOK:

1. Elements of Mercantile Law – N.D.Kapoor, Sultan Chand and Sons, Recent Edition.

REFERENCE BOOKS:

1. Industrial Law – N.D. Kapoor, Sultan Chand & Sons.
2. Indian Mercantile Law – Davar.
3. Business Law–II -K.C. Garg, V.K. Sareen, Mukesh Sharma

Units	Book Title	Chapters
I	Business Law – N.D. Kapoor	1
II	Business Law – N.D. Kapoor	2,3
III	Business Law – N.D. Kapoor	10,11
IV	Business Law–II - K.C. Garg, V.K. Sareen, Mukesh Sharma	1
V	Business Law–II - K.C. Garg, V.K. Sareen, Mukesh Sharma	4

Websites:

www.sheir.org/mercantile_law_notes.html

<https://www.scribd.com/doc/80682277/Mercantile-Law-Short-Notes-by-Syed-Ali-Raza>



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PART - III CORE	Title : MARKETING MANAGEMENT	Subject Code : 17 UBN C42
Semester : IV	HOURS : 6 hours / Week	CREDITS : 5

Objectives:

1. To prepare the students for Marketing field.
2. To make them understand basic elements of Marketing.

UNIT-I: Marketing –definition –nature and scope of marketing –concepts of marketing mix – consumers behavior - 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, Steps in price determination.

Unit -IV: Channels of distribution –channel functions – factors considered in channel selection – retailing and whole selling.

UNIT-V: Sales promotion –objectives –kinds of sales promotion.

TEXT BOOK:

1. Marketing Management – Dr. S.P. Bansal, Kalyani Publications, New Delhi.

REFERENCE BOOKS:

1. Marketing management- Philip Kotler
2. Fundamentals of Marketing –William J.Stanton.
3. Marketing Mangement – R.S.N. Pillai and Bhawathi

Units	Book Title	Chapters
I	Marketing Management – Dr. S.P. Bansal	1,2,3,4
II	Marketing Management – Dr. S.P. Bansal	5,6
III	Marketing Management – Dr. S.P. Bansal	7
IV	Marketing Management – Dr. S.P. Bansal	10,11
V	Marketing Management – Dr. S.P. Bansal	8,9

Websites:

[https://en.m.wikipedia.org/wiki/Marketing Management](https://en.m.wikipedia.org/wiki/Marketing_Management)
www.enotesmba.com/2012/09/mba-n...



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PART - III ALLIED	Title : BUSINESS MATHEMATICS	Subject Code : 17 UBN A41
Semester : IV	HOURS : 6 hours / Week	CREDITS : 5

Objectives:

1. To develop Quantitative aptitude.
2. To train them on five areas in Business Mathematics.

Unit – I : Set Theory – Set Definition – Operations on sets – Venn diagram – Laws of Sets – Verification of Laws by Venn diagrams and Examples – Solving problems using set theory.

Unit - II: Elements of co-ordinate geometry- Distance between two points – Equation of straight line: Point slope form, Slope intercept form, two point form only – Intersection of lines- Break Even Analysis.

Unit – III: Differentiation – Formulae – Applications of Derivative – UV method – U/V method, function of function (Simple problems)

Unit – IV: Application of Differentiation - Marginal Cost – Marginal Revenue – Elasticity – Maxima and Minima Conditions – Simple Problems.

Unit – V : Matrix – Definition – Types – Addition, Subtraction, Multiplication of Matrices – Matrix Equation – Transpose of Matrix, Inverse of Matrix – Solving Simultaneous Equations by Matrix inverse Method.

Note:

70% of the marks are allotted to problems and 30% to theory.

TEXT BOOK:

1. Business Mathematics – N.K. Nag, Kalyani Publications, New Delhi (Recent edition)
2. Business Mathematics – Sundaresan, Jeyaseelan, S. Chand Company Ltd., New Delhi.

REFERENCE BOOKS:

Units	Book Title	Chapters
I	Business Mathematics – Sundaresan, Jeyaseelan	1
II	Business Mathematics – Sundaresan, Jeyaseelan	1
III	Business Mathematics – Sundaresan, Jeyaseelan	3,4,5,6
IV	Business Mathematics – Sundaresan, Jeyaseelan	7,8,9
V	Business Mathematics – Sundaresan, Jeyaseelan	10

Websites:

Study.com/academy/course/business-math.html

www.lse.ac.uk/study/undergraduate/.../GONO_BSc_BMS.aspx



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PART - IV SKILL BASED	Title : E-COMMERCE	Subject Code : 17 UBN S41
Semester : IV	HOURS : 4 hours / Week	CREDITS : 3

Objectives:

1. To prepare the students for Digital age.
2. To develop knowledge on awareness for E-Commerce.

Unit –I: E-Commerce-Meaning, definition, Pure Vs Partial Electronic Commerce, Driving forces behind E- Commerce, Impact of Electronic Commerce.

Unit – II : Benefits of E – Commerce to Business, Benefits of E – Commerce to Consumers, Disadvantages of E – Commerce, Types of E – Commerce.

Unit – III: Business to Consumer (B2C) Electronic commerce – Factors that influence to buy, Impact of E – Commerce on Traditional Retailing System, On –Line Purchasing Process, Customer service in E- Commerce transactions.

Unit IV: Business to Business (B2B) Electronic Commerce, Difference between B2C buyers and B2B Buyers, Supplier- Oriented B2B E –Commerce, Buyer oriented B2B E – Commerce, Intermediary oriented B2B E – Commerce, On- Line banking, advantages of On- Line banking.

Unit – V: Electronic Payment Systems – Meaning, Types of Electronic payment system, Electronic cash, Electronic cheques and Credit card based Electronic Payment Systems, Smart cards, Electronic Purses.

TEXT BOOK:

E- Commerce –MamtaBhusry, Firewal Media, (An Imprint of Laxmi Publications Pvt Ltd)

REFERENCE BOOKS:

1. E-Commerce – RitendraGoel – New Age International Publisher’s
2. E- Commerce – Strategy, Technologies and Applications – David Whiteley – Tata Mc. Graw Hill Edition.

Units	Book Title	Chapters
I	E- Commerce – MamtaBhusry	1
II	E- Commerce – MamtaBhusry	1
III	E- Commerce – MamtaBhusry	2
IV	E- Commerce – MamtaBhusry	3
V	E- Commerce – MamtaBhusry	9

Websites:

- <https://en.wikipedia.org/wiki/E-Commerce>
www.investopedia.com/terms/e/ecommerce.asp



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PART - IV NME	Title : BASICS OF ORGANISATIONAL BEHAVIOUR	Subject Code : 17 UBN N41
Semester : IV	HOURS : 2 hours / Week	CREDITS : 2

Objectives:

1. To train the students for basic life skills.
To make them develop their personality and quality of life.

Unit – I:Introduction – meaning – scope – goals – role.

Unit – II: Individual behaviour – Personal factor, Environmental factors.

Unit - III: Motivation – Nature, Importance, Techniques.

Unit – IV: Change – Meaning – forces – types – barriers – Techniques to overcome the barriers.

Unit – V:Leadership – Nature, Characteristics, Styles, Functions

TEXT BOOK:

1. Organizational Behaviour- Shashi K. Gupta & Rosy joshi- Kalyani publishers, New Delhi.

REFERENCE BOOKS:

- 1.Organizational Behaviour- L.M. Prasad –Sultan Chand & Sons.
- 2.Personality Development – Dr.T.Bharathi&EG.Pameswaran

Units	Book Title	Chapters
I	Organizational Behaviour- Shashi K. Gupta & Rosy joshi	1
II	Organizational Behaviour- Shashi K. Gupta & Rosy joshi	2
III	Organizational Behaviour- Shashi K. Gupta & Rosy joshi	3,4
IV	Organizational Behaviour- Shashi K. Gupta & Rosy joshi	8
V	Organizational Behaviour- Shashi K. Gupta & Rosy joshi	10

Websites:

- <https://en.m.wikipedia.org>
[www.investopedia.com>terms>organizational behaviour](http://www.investopedia.com/terms/organizational_behaviour)
www.yourarticle.com>organization



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V SEMESTER

Sl. No	Subject Code	Nature	Subject Title	Hrs Week	Duration of exams	CA	SE	Tot	Credits
1.	17UBNC51	PART – III CORE	Operations Management	6	3 hrs	25	75	100	5
2.	17UBNC52	PART – III CORE	Human Resources Management	6	3 hrs	25	75	100	5
3.	17UBNC53	PART – III CORE	Case Analysis	6	3 hrs	25	75	100	5
4.	17UBNE51	PART – III Elective	Financial Management	6	3 hrs	25	75	100	5
5.	17UBNE52	PART – III Elective	Summer Training Report	6	-	25	75	100	5
6.	16USS S51	Self Study	Soft Skills	-	-	-	-	100	-
			Total	30				600	25

Passed in the BOS Meeting
held on 15-3-2017

Signature of Chairman/HOD



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PART - III CORE	Title : OPERATIONS MANAGEMENT	Subject Code : 17 UBN C51
Semester : V	HOURS : 6 hours / Week	CREDITS : 5

Objectives:

1. To expose the students about the basic concepts of Operations Management.
2. To develop basic awareness on Operations Management.

UNIT-I:Operations management-definition - importance – functions – advantages - production systems - intermittent –continuous –scheduling – meaning – scheduling procedures.

UNIT-II:Plant location-factors affecting plant location-plant layout –principles-types of layout – product-process-combination layout.

UNIT-III:Plant maintenance-merits and demerits - Production planning and control –objectives – functions-work study-method study and work measurement.

UNIT-IV:Purchasing of materials –objectives –procedure – Inventory control techniques –ABC analysis - Productivity improvement and operations strategy –six basic components of operation strategy.

UNIT-V: Material handling-objectives –principles-equipments –quality control-SQC-control charts - value analysis and waste control.

TEXT BOOK:

1. Production and Operation Management- Dr.K. Aswathappa and Prof. K. Shridharabhat, Himalaya Publishing House, Recent Edition.

REFERENCE BOOKS:

1. Production and Operation Management- Dr.B.S.Goel(PragatiPrakashan Publication)
2. Production Management – Elwood Buffa(Johnuron)
3. Integrated Materials Management-Gopalakrishnan(Tata McGraw Hill)

Units	Book Title	Chapters
I	Production and Operation Management- Dr.K. Aswathappa and Prof. K. Shridharabhat	1,4
II	Production and Operation Management- Dr.K. Aswathappa and Prof. K. Shridharabhat	8,9
III	Production and Operation Management- Dr.K. Aswathappa and Prof. K. Shridharabhat	10,18
IV	Production and Operation Management- Dr.K. Aswathappa and Prof. K. Shridharabhat	2,21
V	Production and Operation Management- Dr.K. Aswathappa and Prof. K. Shridharabhat	22,17

Websites:

https://en.wikipedia.org/wiki/Operations_management
www.investopedia.com/terms/o/operations-management



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PART - III CORE	Title : HUMAN RESOURCE MANAGEMENT	Subject Code : 17 UBN C52
Semester : V	HOURS : 6 hours / Week	CREDITS : 5

Objectives:

1. To develop human skills in students.
2. To expose students on basic HRM functions.

UNIT-I:

Human resource management –meaning and definition–objectives–scope–functions.Human resource planning –definition –objectives –need and importance –human resource planning process.

UNIT-II:

Job analysis- job description- Job specification and job evaluation- Recruitment –factors affecting recruitment –sources of recruitment –recruitment process- Definition of selection – selection methods and process- placement Induction.

UNIT-III:

Definition of training –need and importance –steps in training programme –types of Training – Training Methods.

UNIT-IV:

Wage and salary administration-objectives and principles of wage and salary administration –components –methods of wage payments.

UNIT-V:

Performance appraisal –meaning and methods of performance appraisal.

TEXT BOOK:

1. Human Resource Management – S.S. Khanka, S.Chand Publications.

REFERENCE BOOKS:

1. Human Resource Management- Subba Rao
2. Human Resource Management- ShasiK.Gupta&Rosy Joshi- Kalyani Publishers
3. Personal management & Industrial Relations-Tripati& Reddy Himalaya publishing house

Units	Book Title	Chapters
I	Human Resource Management – S.S. Khanka	1,4
II	Human Resource Management – S.S. Khanka	5,6,7,8,14
III	Human Resource Management – S.S. Khanka	10,15
IV	Human Resource Management – S.S. Khanka	15
V	Human Resource Management – S.S. Khanka	28

Websites:

- https://en.wikipedia.org/wiki/Human_resource_management
www.inc.com/encyclopedia/human-resource-management.html



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PART - III CORE	Title : CASE ANALYSIS	Subject Code : 17 UBN C53
Semester : V	HOURS : 6 hours / Week	CREDITS : 5

Objectives:

The main objectives of this course is to make the students get into the habit of diagnosing problems, analyzing and evaluating alternatives and formulating workable plans of actions through classroom participation and discussion.

One case per week has to be discussed by the students. Approximately 12-13 cases will be discussed during the semester. The cases should be distributed by the teacher concerned on the different functional areas of the management.

The students should be trained to discuss the cases in small groups and develop analytical thinking and to present the findings to the common class. The chairmanship should be rotated among the students. This is to develop conference leadership. They should also be trained to write case reports.

The examiner should give a case or case let and asks the students to identify the problem in the case. Analyse the causes and suggest suitable alternative courses of action after considering the relative merits and demerits of each alternative.

AREA OF CASES DEALT:

- i. General Management Cases
- ii. Cases from Organisational Behaviour
- iii. Cases from Marketing Management
- iv. Cases from Human Resource Management

Question Paper Pattern:

“Analyse the following case and write your report”.

The marks may be allocated as follows:

1. Summary of case facts and identifying the problem situation of issues (10 Marks).
2. Analyzing the cause of the problem situation of issues (10 Marks)
3. Stating the various alternative courses of action possible (15 Marks)
4. Discussing the relative merits and demerits of each alternatives (15 Marks)
5. Choosing the best alternative course of action and stating the reason for the choice (10 Marks)
6. Report format and conclusions and overall presentation (15 Marks).

REFERENCE BOOKS:

1. Principles and Practices - Dinakar Pagare
2. Marketing Management - C.B. Mamoria & Satish Mamoria
3. Human Resource Management - C.B. Gupta
4. Organisational Behaviour - B.P. Singh & T.N. Chabbria



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PART - III ELECTIVE	Title : FINANCIAL MANAGEMENT	Subject Code : 17 UBN E51
Semester : V	HOURS : 6 hours / Week	CREDITS : 5

Objectives:

1. To teach basics of Financial Management.
2. To develop working knowledge on basic Financial Management concepts.
3. To introduce them with various Corporate Financing Options.

UNIT-I:

Nature of financial management – objectives of the firm- profit maximization Vs wealth maximization- Functions of finance – Organisation of finance function – Controller Vs treasurer - Investment decision- financing decision and dividend decision.

UNIT-II:

Sources of capital –long term, intermediate term and short term -types of securities- debt, equity and preferred stock -capital structure planning - EBIT - EPS analysis.

UNIT-III:

Working capital and cash management –working capital policies- Management and determinants of working capital-Estimation of Working Capital and cash budget.

UNIT-IV:

Cost of capital- cost of debt- cost of equity- cost of retained earnings and weighted average cost of capital.

Dividend decision –factors affecting dividend decision –alternative forms of dividends.

UNIT-V:

Techniques of 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. (Problem on IRR to be excluded).

NOTE: Question must be asked 60% on theory 40% on problems.

TEXT BOOK: Financial management-Shasi Gupta Sharma, Kalyani Publishers, New Delhi. (recent edition)

REFERENCE BOOKS:

1. Financial Management –I.M. Pandey
2. Financial Management- Khan and Jain

Units	Book Title	Chapters
I	Financial management- Shasi Gupta Sharma	1
II	Financial management- Shasi Gupta Sharma	2,3
III	Financial management- Shasi Gupta Sharma	4,5
IV	Financial management- Shasi Gupta Sharma	7
V	Financial management- Shasi Gupta Sharma	9.10

Websites:

- www.managementstudyguide.com/financial-management.htm
www.yourarticlelibrary.com/financial-management/financial-manage...



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PART - III ELECTIVE	Title : SUMMER TRAINING REPORT	Subject Code : 17 UBN E52
Semester : V	HOURS : 6 hours / Week	CREDITS : 5

Objectives:

1. To get the students exposed to various business practices being performed in different industrial units
2. To make the students aware of challenges in running an enterprise and have them to gain first hand knowledge on how to ward off such challenges.

RULES GOVERNING PROJECT (INSTITUTIONAL TRAINING)

- i. Each student should undergo 4 weeks institutional training under a manager during the fourth semester summer vacation and attendance certificate from the organisation is to be submitted to the H.O.D. through the Faculty Guide and it is to be inserted in the report.
- ii. He/ She shall undergo the above training in the organisation approved by the Faculty Guide.
- iii. The student has to submit two copies of the report in not less than 50 word document pages.
- iv. During the work load allotted for Project (Institutional Training) (5hrs/week) the following activities must be undertaken:
 - a. Report Discussion by the guide and student.
 - b. Report writing
 - c. Report presentation by the students in the class for general discussion.
- v. The Project (Institutional Training) report will be evaluated by the Faculty Guide. The student has to appear for a Viva-Voce. The Viva-Voce panel will consist of the Faculty Guide and H.O.D.
- vi. The Project (Institutional Training) shall be evaluated for a total of 100 marks as specified below.

Internal = 25 Marks (Viva – Voce = 25)	External = 75 Marks (Report Writing = 75)
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- vii. If any candidates fail to secure pass in Project (Institutional Training) he/she has to undergo the institutional training once again after the completion of the course.
- viii. The training report must contain the following:
Introduction, Reason for selecting particular firm, Industry Profile, Company profile, Product Profile, Purchase procedures of raw material – Form of Organisation, Functions of various departments, Details of marketing of the products, Remarks and Conclusion.



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VI SEMESTER

Sl. No	Subject Code	Nature	Subject Title	Hrs/Week	Duration of exams	CA	SE	Tot	Credits
1.	17UBNC61	PART – III CORE	Entrepreneurship Development	6	3 hrs	25	75	100	5
2.	17UBNC62	PART – III CORE	Management Accounting	6	3 hrs	25	75	100	5
3.	17UBNC63	PART – III CORE	Services Marketing	6	3 hrs	25	75	100	5
4.	17UBNC64	PART – III CORE	Research Methodology	6	3 hrs	25	75	100	5
5.	17UBNE61	PART – III Elective	Project work	6	-	25	75	100	5
6.	16UGKB61	Self Study	General Knowledge	-	-	-	-	100	-
			Total	30				600	25

Passed in the BOS Meeting
held on 15-3-2017

Signature of Chairman/HOD



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PART - III CORE	Title : ENTREPRENEURSHIP DEVELOPMENT	Subject Code : 17 UBN C61
Semester : VI	HOURS : 6 hours / Week	CREDITS : 5

Objectives:

1. To make the students aware of the basic concepts of Entrepreneurship.
2. To get them exposed to various institutions helping Entrepreneurs.

UNIT-I: Entrepreneur – Definitions – Characteristics of an Entrepreneur – Functions of an Entrepreneur – Entrepreneur Vs Manger - Types of Entrepreneurs.

UNIT-II: Women Entrepreneurs – Concepts – Factors influencing women entrepreneurs – types of women entrepreneurs – problems of women entrepreneurs – Remedial measures

UNIT-III: Project Identification – Meaning and Definition of Project – Project Classification – Project Life Cycle. Project Report – Meaning – Components of Project report.

UNIT-IV: Institutional Support to Entrepreneurs – Institutions at National Level – Industry Associations – Industry Related Research Institutions – Specialized Training Institutes – Institutions at Tamil Nadu. Institutional Finance to Entrepreneurs – State Financial Corporations (SFCs) – Small Industries Development Bank of India (SIDBI) – Commercial Banks.

UNIT-V: Incentives for Small-Scale Units – Meaning – Objectives – Subsidy – Meaning – Central Government Subsidy Schemes – Tax Concessions – Assistance – Subsidy Schemes of Government of Tamil Nadu. Sickness in Micro, Small and Medium- Definition of Sick unit – Causes of Industrial Sickness - Measures to Prevent Sickness

TEXT BOOK:

Entrepreneurship Development – E. Gordan, K. Natarajan, Himalaya Publishing House, 5th Revised Edition.

REFERENCE BOOKS: ENTREPRENEURSHIP DEVELOPMENT: P.Saravanavel

ENTREPRENEURSHIP DEVELOPMENT: Jeyashree Suresh

Units	Book Title	Chapters
I	Entrepreneurship Development – E. Gordan, K. Natarajan	1
II	Entrepreneurship Development – E. Gordan, K. Natarajan	5
III	Entrepreneurship Development – E. Gordan, K. Natarajan	8
IV	Entrepreneurship Development – E. Gordan, K. Natarajan	12,13
V	Entrepreneurship Development – E. Gordan, K. Natarajan	14,18

Websites:

- https://www.tutorialpoint.com/entrepreneurship_development/entrepreneur...
- https://en.wikipedia.org/.../Entrepreneurship_Development_institute_of



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PART - III CORE	Title : MANAGEMENT ACCOUNTING	Subject Code : 17 UBN C62
Semester : VI	HOURS : 6 hours / Week	CREDITS : 5

Objectives:

1. To teach basic tools for Managerial Decision Making.
2. To impart working knowledge on basic FSA.

UNIT-I: Management accounting – meaning- nature- functions- scope- advantages and disadvantages- management accounting Vs Financial accounting- financial statement analysis-comparative- common size trend percentages.

UNIT-II: Ratio analysis – meaning- mode of expression- merits and demerits –classification of ratios (Simple problems only) - DuPont control chart.

UNIT-III: Fund flow statement – meaning- merits and demerits – preparation of fund flow statement without adjustment - Cash flow statement – meaning merits and demerits - preparation of cash flow statement (Simple problems only).

UNIT-IV: Marginal costing – meaning - merits and demerits - Breakeven point - Application of marginal costing.

UNIT-V: Budgetary control – meaning – objectives- merits and demerits- steps in Budgetary control –classification of budgets simple problems on cash budget, flexible budget, production budget, and sales budget- zero base budgeting.

Note:60% Marks for theory and 40% marks for problems.

TEXTBOOK:

1. Management Accounting- Shashi Gupta, Sharma, Neeti Gupta, Kalyani Publishers, New Delhi. Edition: 2013.

REFERENCE BOOKS:

1. Management Accounting - R.S.N.Pillai and Bagavathi
2. Management Accounting - S.N. Maheswari

Units	Book Title	Chapters
I	Management Accounting- Shashi Gupta, Sharma, Neeti Gupta	1,2,3
II	Management Accounting- Shashi Gupta, Sharma, Neeti Gupta	4
III	Management Accounting- Shashi Gupta, Sharma, Neeti Gupta	5,6
IV	Management Accounting- Shashi Gupta, Sharma, Neeti Gupta	7
V	Management Accounting- Shashi Gupta, Sharma, Neeti Gupta	8

Websites:

www.careerride.com/fa-management-accounting.aspx
icai.org/post.html?post_id=10161



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PART - III CORE	Title : SERVICES MARKETING	Subject Code : 17 UBN C63
Semester : VI	HOURS : 6 hours / Week	CREDITS : 5

Objectives:

1. Considering the importance of Services Marketing and Scope for employment in Industry, the course is offered to teach Services Marketing Mix.

UNIT-I: Services Marketing – Introduction - types – nature – characteristics – classification of services – difference between services and products – managing demand and supply in services.

UNIT-II: Services marketing mix – Overview.

Product: Core Services, Peripheral Services.

Pricing: Basis of Pricing.

Promotion: Marketing Communication Mix, Promotion Techniques.

UNIT-III: Place: Channels of Distribution – Types.

People: Developing Customer Conscious Employees – Empowering People – Benefits.

Physical Evidence: Peripheral Evidence – Essential Evidence.

UNIT-IV: Process: Designing the process – services as a system- Automation-Customisation.

Marketing Strategy- External Marketing- Internal Marketing.

UNIT-V: Service Quality – Dimensions – Influencing expectations – Customer Expected Quality – Tools for achieving Service Quality – Causes of Service Quality problem – Principles guiding Improving of Service Quality.

TEXTBOOK:

1. Services Marketing – Appaniah, Reddy, Anil Kumar, Nirmala - Himalaya Publishing House

REFERENCE BOOKS:

1. Services Marketing – S.M. Jha - Himalaya Publishing House
 Services Marketing - Vasanti Venugopal, Raghu, V.H - Himalaya Publishing House

Units	Book Title	Chapters
I	Services Marketing – Appaniah, Reddy, Anil Kumar, Nirmala	1,2,3
II	Services Marketing – Appaniah, Reddy, Anil Kumar, Nirmala	4,5,6,7
III	Services Marketing – Appaniah, Reddy, Anil Kumar, Nirmala	8,9,10
IV	Services Marketing – Appaniah, Reddy, Anil Kumar, Nirmala	11,13
V	Services Marketing – Appaniah, Reddy, Anil Kumar, Nirmala	14

Websites:

- www.marketing-schools.org/types-of-marketing/services-marketing.html
www.marketingteacher.com/introduction-to-services-marketing/



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PART - III CORE	Title : RESEARCH METHODOLOGY	Subject Code : 17 UBN C64
Semester : VI	HOURS : 6 hours / Week	CREDITS : 5

Objectives:

1. To teach them basic Research methodology
2. To prepare them theoretically for their Field Work.

UNIT-I:

Research Methodology – An Introduction – Meaning – Objectives – Types – Significance – Problems encountered by Researchers in India – Criteria of Good Research- Research Process – Important Concepts relating to Research Design.

UNIT-II:

Sampling Fundamentals – Samples Design - Measurement and scaling Techniques.

UNIT-III:

Methods of Data Collection - Questionnaire Construction – Methods.

UNIT-IV:

Processing and Analysis of Data - Hypothesis functions – Importance – Types – Characteristics.

UNIT-V: Interpretation and report writing - Use of library and internet in Research.

TEXT BOOK:

Research Methodology, Methods & Techniques – Kothari – Wiley Easter Ltd., Publications (Second Edition)

REFERENCE BOOKS:

1. Research Methods in Social Sciences – Dr. S. Nakkiran Dr. R. Selvaraju – Himalaya Publishing House.
2. Research Methodology – Dr. A. Mustafa – Nayas Publications, Madurai.

Units	Book Title	Chapters
I	Research Methodology, Methods & Techniques – Kothari	1,2,3
II	Research Methodology, Methods & Techniques – Kothari	4,5
III	Research Methodology, Methods & Techniques – Kothari	6
IV	Research Methodology, Methods & Techniques – Kothari	7,9
V	Research Methodology, Methods & Techniques – Kothari	14

Websites:

- www.modares.ac.ir/uploads/Agr.Oth.Lib.17.pdf
<https://en.wikipedia.org/wiki/Methodology>



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PART - III ELECTIVE	Title : PROJECT WORK	Subject Code : 17 UBN E61
Semester : VI	HOURS : 6 hours / Week	CREDITS : 5

Objectives:

1. To impart practical knowledge on business field.
2. To encourage them to undertake a mini project.

RULES GOVERNING FIELD STUDY IN VI SEMESTER

1. Each student should undergo 3 weeks field study in any area during middle of the VI semester outside the college.
2. The student has to submit the field study report in two copies in not less than 50 type written pages.
3. The student must decide the topic, construct the questionnaire if any and get the approval of the guide before leaving for field work.
4. The field study report will be evaluated by the faculty guide, the H.O.D and another faculty. The student has to appear for a viva voce that will be conducted before end of the march. Presence of External examiner in Viva panel is optional.
5. If the student fails to make the field study and fails to submit the report, he will not be permitted to appear for the 6th semester examinations.
6. The field study project report must contain the following:
 - a. Introduction
 - b. Objectives
 - c. Methodology
 - d. Data analysis
 - e. Findings
 - f. Suggestions
7. The report submitted will be evaluated as follows.

Report writing - 75	
Viva-voce - 25	

Total = 100	

8. 40% of the aggregate (Project evaluation + Viva-voce) is passing minimum.
9. No separate pass minimum for the viva – voce.
10. 27 Marks out of 75 is the pass minimum for the project evaluation.