

SYLLABUS

MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI-12

UG - COURSES – AFFILIATED COLLEGES

Course Structure for
BACHELOR OF BUSINESS ADMINISTRATION

B.B.A

(Choice Based Credit System)

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

Semester-IV				
Part	Subject Status	Subject Title	Subject Code	Credit
3	Core 9	Cost and Management Accounting	AMBA41	4
3	Core 10	Marketing Management	AMBA42	4
3	Core 11	Human Resource Management	AMBA43	4
3	Core 12	Production and Operations Management	AMBA44	4
3	Allied 4	Research Methodology	AABA41	3
3	Skill Based Core-2	Effective Employability Skills (Practical Subject)	ASBAP2	3
4	Non Major Elective -II	Economics for Competitive Examination - II	ANEC41	2
4	Non Major Elective -II	Arimuga Tamil Paper - II	ANTL41	2
4	Common	Computer for Digital Era	ACDE41	2
5	Part V	Extension Activity (NCC,NSS,YRS,YWF)	A5EA41	1



Total Marks: 100 Internal Exam: 25 marks + External Exam: 75 marks

A. Scheme for internal Assessment:

Maximum marks for written test: **20 marks**

3 internal tests, each of **1 hour** duration shall be conducted every semester.

To the average of the **best two** written examinations must be added the marks scored in. The **assignment** for 5 marks.

The break up for internal assessment shall be:

Written test- 20 marks; Assignment -5 marks Total - 25 marks

B. Scheme of External Examination

3 hrs. examination at the end of the semester

A – Part : 1 mark question two - from each unit

B – Part : 5 marks question one - from each unit

C – Part : 8 marks question one - from each unit

➤ **Conversion of Marks into Grade Points and Letter Grades**

S.No	Marks	Letter Grade	Grade point (GP)	Performance
1	90-100	O	10	Outstanding
2	80-89	A+	9	Excellent
3	70-79	A	8	Very Good
4	60-69	B+	7	Good
5	50-59	B	6	Above Average
6	40-49	C	5	Pass
7	0-39	RA	-	Reappear
8	0	AA	-	Absent

➤ **Cumulative Grade Point Average (CGPA)**

$$CGPA = \frac{\Sigma (GP \times C)}{\Sigma C}$$

- **GP** = Grade point, **C** = Credit
- CGPA is calculated only for Part-III courses
- CGPA for a semester is awarded on cumulative basis

➤ **Classification**

- First Class with Distinction : CGPA $\geq 7.5^*$
- First Class : CGPA ≥ 6.0
- Second Class : CGPA ≥ 5.0 and < 6.0
- Third Class : CGPA < 5.0



COST AND MANAGEMENT ACCOUNTING

Course Objective:

To impart conceptual and practical knowledge to students on cost and management accounting and the methods and techniques.

UNIT I

INTRODUCTION

Definition - Meaning - Nature - scope and objectives of cost Accounting and Management Accounting - differences between cost Accounting - Management Accounting and Financial Accounting - preparation of cost sheet

UNIT II

MARGINAL COSTING AND STANDARD COSTING

Marginal costing - Assumptions - advantages - Break –even- analysis - PV ratio - Margin of safety - Break even chart- Managerial applications of Break even analysis. Meaning of standard cost and standard costing, advantages, limitations and applications. Variance Analysis – material, labour, overheads and sales variances.

UNIT III

FINANCIAL STATEMENT ANALYSIS

Financial statement Analysis - Financial statements – profit & loss accounts - Balance sheet - functions of financial statements - limitations - Techniques of financial statement analysis - comparative and common size income statement and Balance sheet - Trend analysis – Ratio analysis - Liquidity ratios - profitability ratios - solvency ratios - Activity ratios – interpretation of financial statement using Ratio analysis

UNIT V

FUND FLOW AND CASH FLOW STATEMENTS

Fund flow statement: Meaning – uses of fund flow statement – schedule of changes in working - capital – fund flow statement – preparation of funds flow statement- cash flow statement: meaning – uses – difference between fund flow and cash flow statement – preparation of cash flow statement

UNIT V

BUDGETORY CONTROL

Budgetary control- Budgeting – Meaning and definition- uses – Functional budgets-master Budget- preparation of cash Budget and Flexible Budget
(Marks: Theory 40% and Problems 60%)

Reference Books:

1. Cost and Management Accounting — Y.Hari Prasad Reddy, T.S.
2. Cost and Management Accounting.-P.Jain and K.L.Narang
3. Cost and Management Accounting — S.N.Mageshwari
4. Cost and Management Accounting- A.Murthi.
5. Cost Accounting – R.S.N. Pillai



MARKETING MANAGEMENT

Course Objective:

To familiarize students with the marketing function in organizations. Also aims to equip the students with understanding of the Marketing mix elements and sensitize them to certain emerging issues in Marketing.

UNIT -I:

INTRODUCTION

Nature, Scope and importance of marketing, Core marketing concepts, Company orientation - Production concept, Product concept, Selling concept, Marketing concept, Holistic marketing concept. Overview of consumer buying process and factors influencing consumer behavior

UNIT-II:

SEGMENTATION, TARGETING AND POSITIONING

Market Segmentation: Levels of Market segmentation, basis for segmenting consumer markets and Industrial markets. Market Targeting: Evaluating and Selecting Market Segments. Positioning: Positioning Statement, determining which positioning to promote.

UNIT- III:

PRODUCT

Product –definition – levels of product- classification of products - Product Mix: Levels, Hierarchy, Classifications, Mix. Product life cycle: The Concept and its Strategic Implications, Significance of branding, New Product development Process.

UNIT- IV:

PRICING AND PHYSICAL DISTRIBUTION

Significance of pricing, factors influencing pricing, pricing objectives, and Pricing Strategies Channels: Channel Functions and Flows, Channel Levels, Whole Saling : Functions and types of wholesalers. Retailing - Retail functions -Types of retailers- retail decisions.

UNIT- V

PROMOTION

Eight elements of the Promotion Mix: basics of Advertising (5M's), Sales Promotion, Events & Experiences, Public Relations & Publicity, Direct Marketing, Interactive Marketing, Word of Mouth Marketing and Personal Selling. Factors affecting the promotion mix.

Reference Books:

1. Marketing Management -Kotler, P. & Keller, K. L
2. Marketing Management – Rajan Nair
3. Marketing Management: Global Perspective-Ramaswamy,V.S, Namakumari, S



HUMAN RESOURCE MANAGEMENT

Course Objective:

To acquaint students with the fundamentals of Human Resource Management and the recent developments in Human Resource Management.

UNIT- I:

INTRODUCTION

HRM-meaning, nature, objectives and scope, Functions of Human Resource Management, Significance of Human Resource Management-Role and Qualities of HR manager.

UNIT –II:

HUMAN RESOURCE PLANNING

Importance of Human Resource Planning – Forecasting human resource requirement – matching supply and demand - process of HRP- Job analysis- Job description- Job design- Recruitment – meaning- sources- Selection- meaning and importance –steps in selection procedure- interview- types of interview- Induction- Placement.

UNIT- III:

TRAINING AND DEVELOPMENT

Training and Development-Meaning, Importance-Training-types, methods of Training- Learning-Learning principles- Management Development programme-Job evaluation- Performance appraisal and career planning- Need and importance- objectives-process- methods and problems of performance appraisal- Concept of career planning –features methods–uses career Development-Transfer-Promotion-code of conduct

UNIT- IV:

COMPENSATION MANAGEMENT

Compensation management - Compensation Planning-Objectives-Principles of compensation – Pay Structure – Incentives- Rewards, Intrinsic, extrinsic- Fringe Benefits-Stress Management- Quality of Work Life.

UNIT- V:

GRIEVANCE HANDLING

Grievance redressal procedure - Discipline- essentials of a good discipline system- Disciplinary Process -approaches- punishment-exit interview-.Legislative Framework – Trade Unions -Managing Conflicts - - Collective Bargaining - Labour participation in management and workers empowerment.

Reference Books:

1. Human Resource Management- Gupta ,C.B
2. Personnel and Human Resource Management - SubbaRao, P
3. Human Resource Management - Prasad, L.M.
4. Human Resource Management - Aswathappa, K.



PRODUCTION AND OPERATIONS MANAGEMENT

Course Objective:

To acquaint students with the various facets of production and operations in an organization from product design to checking product quality before delivery to the final consumers.

UNIT- I

INTRODUCTION TO PRODUCTION AND OPERATION FUNCTIONS

Definition, objectives and functions-Relationship between production and other functions – production management Vs Operations Management- functions of operations management.– Methods of production – Continuous and intermittent production systems. FMS- Cellular manufacturing.

UNIT-II:

PLANT LAYOUT AND LOCATION

Meaning – factors involved in selection of location – Steps in Location selection – Techniques of selection (Weber's, Sargent Florance's) – Plant layout – Objectives, Factors for good layout, different types of layout – their merits and demerits and suitability.

UNIT III

PRODUCTION PLANNING AND CONTROL

Need for PPC, functions – Planning – Routing – Scheduling –Despatching – Inspection- Capacity Planning: Importance of capacity planning- Capacity measurement – Capacity Requirement Planning (CRP) process- production control – objectives – functions involved in production control. Aggregate Planning: Definition, nature, strategies of aggregate planning, methods of aggregate planning.

UNIT- IV

WORK STUDY AND PLANT MAINTENANCE

Work study – Objectives – Components – Relationship of time and motion study to work study –Benefits of work study. Method study – procedure for method study – Techniques – Micro motion study – Process charts – Plant Maintenance – Importance- Types – Break down & Preventive maintenance.

UNIT –V

MATERIALS MANAGEMENT

Meaning – need – functions of materials management – Material requirement planning (MRP) and control: MRP concept and process - Inventory control systems and techniques Inventory control – importance, objectives – Tools – ABC, VED, FSN analysis – EOQ – Re-order point – Safety Stock – Models of EOQ – JIT (Elementary level).



Reference Books:

1. Industrial Engineering – O.P. Khanna
2. Production & Operations management- Nair.S
3. Production Management –Paneerselvam.R
4. Operations Management- Krajewski&Ritzman.
5. Modern Production/Operations Management- Buffa&Sarin



RESEARCH METHODOLOGY

Course Objective:

To provide an insight into the fundamentals of social science research and to impart practical knowledge and required skills in carrying out research project independently.

Unit I

INTRODUCTION

Research- Meaning, Nature, Scope, Significance, Objectives and Utilities - Types of Research- Fundamental, Applied, Exploratory, Descriptive, Predictive, Analytical, Experimental, Diagnostic, Qualitative and Quantitative Research- Ex-post Facto Research – Case Study- Census Study- Action Research- Surveys and Field Studies –Research Process and its Steps.

UNIT II

RESEARCH DESIGN

Identifying a Research Problem – Review of Literature – Identifying Research Gap –Research Questions - Setting of Objectives and Hypotheses – Need, Significance and Types of Hypotheses- Variables and types- Research Design- Steps in developing a Research Design – Qualities of Good Research Design

UNIT III

DATA COLLECTION AND SAMPLING

Sources of Data – Primary and Secondary Data –Tools for Data Collection- Observations, Interviews and Experiments –Questionnaire Vs, Schedules- construction of questionnaire- Scaling Techniques and Construction of Scales – Sampling- Probability and Non-Probability Sampling Techniques –Determinants of sample size – sampling errors and sources - Pre-testing and Pilot Study

UNIT IV

DATA ANALYSIS

Data Analysis- Statistical Tools and Techniques for Data Analysis- - Parametric and Non Parametric Tests (Concepts and types only) -Introduction to Statistical Packages – SPSS, Uses of SPSS- Precaution on using SPSS –Interpretation of analysed data

UNIT V

RESEARCH REPORTING

Research Report - types of reports – content of report –Style of Reporting – Steps in Drafting Reports – Qualities of a good report –References -Bibliography – APA Format in writing references and bibliography



Reference Books:

1. Social Research Methods – Alan Bryman and Edward Allan Bell
2. Research Methodology- Methods and Techniques- . Kothari, C
3. Research Methodology in Social Science-KrishnaswamyOR&Ranganatham, M.
4. Research Methodology-Panneerselvam, R.
5. Market Research,-NareshMalhotra, John Hall, Mike Shaw & Peter



EFFECTIVE EMPLOYABILITY SKILLS (PRACTICAL SUBJECT)

Course Objective:

To impart the knowledge and skills for enhancing the career opportunities to the Business Administration students.

To achieve the above objective, the suggestive list of activities to be conducted are

1. Expert lectures
2. Aptitude Tests
3. Group Discussion
4. Quiz (General/Technical)
5. Presentations by the students
6. Team building Exercises

UNIT- 1:

TEST OF ENGLISH

Reading Comprehension--- Cloze Test---Synonyms & Antonyms--- Rearranging the Sentence –error detection – preposition rules –idioms and phrases- tenses rules- Paragraph completion.

UNIT- II:

TEST OF REASONING

Alphabet Test---Coding& Decoding---Ranking (Or)Arranging in Order--- Analogy -Assigning Artificial Values to Arithmetical Series --- Series Completion Test--- Syllogism - Blood relations---Distance & Direction--- Number Test & Time Sequence- Puzzles.

UNIT-III :

QUANTITATIVE APTITUDE

Number System---squares & cubes---simplification -Average ---Simple Interest---Compound Interest- Profit & loss -Ratio & partnership -Data Interpretation.

UNIT- IV:

GENERAL KNOWLEDGE

Important days in a year ---Abbreviations ---Countries , Capital & Currency – historical important events- Current events across the world – Corporate Head quarters – CEOs- Books and Authors – Invention and Inventors –Celebrities- World records in sports and games.

UNIT –V:

INTERVIEW SKILLS

Resume writing – Meaning – Features of a good resume, Model (Exercise) . Key Skills to attend the Interview, Answering interview Questions, Handling Tricks situations.



Evaluation of the Practical Subject:

* A Board of two examiners (Internal Examiner and External Examiner) appointed by the University shall conduct the practical examinations. Internal marks are awarded on the basis of students performance in regular class activities and continuous internal assessment examinations and external marks are awarded on the basis of students performance in the final practical examinations conducted by the board of examiners appointed by the University.

Reference Books:

1. Upkar's Mental Ability Test - Dr.Lal&Jain;
2. Quicker Reasoning Test -Dr.Lal & A.K.Singh
3. Soft Skills -Dr.K.Alex



ECONOMICS FOR COMPETITIVE EXAMINATIONS - II

Objectives:

- Equip the students with the knowledge of Economics to compete in the competitive examinations.

Unit I:

Globalisation and New Economic Policy:

LPG – Features – Components – Advantages and Disadvantages of Globalisation – New Economic Policy 1991- Objectives.

Unit II:

Population Census:

History of Indian Census - MPI, HDI, PQLI, GEM, GDI, TAI, Green index (concept only). Poverty: Definitions – Causes – Types - Measurement - Poverty Eradication programmes: RLM-ULM.

Unit III:

Inflation and Monetary policy:

Meaning of Inflation – Types of Inflation – WPI – CPI – Monetary Policy: Meaning and Instruments.

Unit IV:

Fiscal Policy:

Meaning of Budget – Objectives – Procedure – Concept of Fiscal Deficit – Fiscal Policy: Meaning and Instruments - VAT - FRBM – GST (meaning only).

Unit V:

Foreign Trade and Organisation:

Concept of Balance of Payment – Exchange Rate – FERA – FEMA. International Organisations (Meaning and Objectives only): IMF – UNCATD – ADB – OPEC – EEU - SAARC.

References:

1. Dutt, G. and A. Mahajan, Indian Economy, S. Chand Publishing, New Delhi, 2016.
2. Government of India (various issues), Economic Survey of India, Economic Division, Ministry of Finance, Government of India, New Delhi.
3. Government of India (various issues), Statistics and Abstract, Ministry of Statistics and Programme Implementation, Government of India, New Delhi.
4. K.R.Gupta and J.R. Gupta, Indian Economy, Atlantic Publishers, New Delhi, 2008.
5. V.K.Puri and S.K. Misra, Indian Economy: Its Development Experience, Himalaya Publishing House, New Delhi, 2015.



6. S.Sankaran, Indian Economy, Margham Publications, Chennai, 2002.
7. Economics Survey (Various issues), Ministry of Finance, GoI.



தமிழ்மொழியை அறியாத மாணவர்க்குரிய பாடத்திட்டம்

நான்காம் பருவம் அறிமுகத்தமிழ் - தாள் 2

இவ்விரு தாள்களும் தமிழ் மொழியைப் பயிலாத மாணவர்களுக்குப் பொதுவிருப்பப்பாடத் தேர்வு முறைப்படி (Choice Based Credit System) துறைசாரா விருப்பப்பாடத் திட்டத்தின் அடிப்படையில் தமிழ் மொழியினைக் கற்கும்வகையில் எளிமையுடன் அமைக்கப்பட்டுள்ளது. பிறமொழியினைத் தாய்மொழியாகக் கொண்டு கல்வி கற்கும் மாணவருக்குத் தமிழ் மொழியினை அறிமுகப்படுத்தும் வகையில் தமிழ் எழுத்துக்கள் அறிமுகப்படுத்தப்பட்டுள்ளன. மாணவர்களின் எழுதும் திறனும், பேசும் திறனும் சிறப்பாக அமைய கையெழுத்துப் பயிற்சியும், வாய்மொழிப் பயிற்சியும் இன்றியமையாதனவாகக் கருதப்படுவதால், அப்பயிற்சி பெறும் வகையில் பாடங்கள் வகுக்கப்பட்டுள்ளன. மேலும் மாணவரின் அறிவு மேம்படும் வகையிலும் தமிழ்மொழியைக் கற்கத் தூண்டும் வகையிலும் மொழித்திறன் பயிற்சியும் அமைந்துள்ளது.

பொருளடக்கம்

அலகு - 1 – செய்யுள் பகுதி

அலகு - 2 – கதை வாசித்து கதை சொல்லல், விடைகூறல், எழுதுதல்

அலகு - 3 – பொதுக்கட்டுரை

அலகு - 4 – சொற்பொருள் அறிதல்

அலகு - 5 – மொழித்திறன் பயிற்சி

இந்த பாடத்திட்டத்திற்றினாக பாடங்கள் மற்றும் மாதிரி வினாக்கள் அடங்கிய கையேடு பல்கலைக்கழக இணையதளத்திலிருந்து பதிவிறக்கம் செய்து கொள்ளலாம்.



COMPUTERS FOR DIGITAL ERA

(For the IV Semester UG/ Integrated PG Students of Departments and Affiliated Colleges of Manonmaniam Sundaranar University with effect from the Academic Year 2017-18.)

Objectives:

1. To create the awareness about the digital India among the student community.
2. To make the student to understand the role of computer in the day to day living.
3. To create the awareness about the e-learning and security issues.

Unit I

FUNDAMENTALS OF COMPUTERS

The role of computers in the modern society – Types of Computers and their specifications – Server – Desk Top Computers - Lap Top – Tablet – Smart Phones - Block diagram of Digital Computer –Working Principle of Computer, I/O Devices – Central Processing Unit – Types of Memory - Display – Port – UPS – Setting up and Maintenance of Computer.

Unit II

TYPES OF SOFTWARE AND OFFICE AUTOMATION

Types of Software with examples – System Software – Application Software – Utility Software - Operating System – Basics on Windows – Introduction to Android –Application Software - Free Open source software – Database and its applications – Office Automation Software – applications of Microsoft Word – Microsoft Power Point – Microsoft Excel.

Unit III

INTERNET AND MOBILE APPLICATIONS

Introduction to computer networks – LAN – WAN – MAN – Wired and wireless network – Wi Fi Networks - Network Devices – Modem – Switch – Router – Broad Band – Leased Lines- Internet – WWW – URL- Browser – e-mail – SMS – MMS - Client Server Computing - Cloud – Public and Private cloud – Mobile Applications.

Unit IV

E – GOVERNANCE IN INDIA

E-Governance initiative by the Government – Digital India Platform – Agencies enabling Digital India - Electronic Payment and Receipt – Digital



Locker – e-district service – electronic signature service – Digital AIIMS – India BPO Scheme – Integrated Nutrient Management – GIS – Mobile Seva App Store- GARV- Grameen Vidyutikaran

Unit V

E – LEARNING AND MOOC

E – Learning – Digital Library – E- Journals – Introduction to MOOC – Edex – Course era etc - SWAYAM – NPTEL – Cyber Security – Virus – Malware – Network Security - Hacking – Big Data – Data Analytics – Social Networks – Social Media Analytics- Introduction to IT Act.

➤ 10 Hours Practical Sessions are to be allotted for Computer & Mobile Applications

Suggested List of Exercises:

1. Setting up of computers – Connecting I/O device, UPS, CPU, Printers, Mouse, Key Boards, Pen Drives, etc. (Mandatory)
2. Minor fault findings.
3. Preparing a word Document and saving, copying files, deleting files, renaming files, etc. (Mandatory)
4. Preparing slides – Animation – Slide Transition – Back Ground Changing – Word Art , etc. (Mandatory)
5. Preparing Mark Sheet with Excel - Calculating First Class, second class, etc. (Mandatory)
6. Browsing – Searching for documents – e-mail id creation - Useful mobile apps – downloading. (Mandatory)
7. Data/Wi-Fi Connectivity and Exchanging of Data.
8. Electronic Payment – Online Application Processing
9. Browsing for NPTEL/ SWAYAM Courses
10. Browsing the useful e-learning sites

Learning Outcomes:

At the end of the course the students will be able to:

1. apply the computing technology in their day to day life
2. create awareness regarding digital India initiatives to their surroundings
3. identify the areas where he can extend the digital computing for their benefits.



Text Book:

1. E- Materials of Manonmaniam Sundaranar University on “Computer for Digital Era”, <http://msuniv.ac.in>

References:

1. Andrew S. Tanenbaum, Computer Networks, 4th Edition, Eastern Economy Edition, PHI Private Ltd, New Delhi, 2003.
2. Gautam Shroff, Enterprise Cloud Computing, Technology, Architecture, Applications, Cambridge University Press, First Edition, 2010.
3. Reza B'Far, Mobile Computing Principles, Cambridge University Press, First Edition, 2005.
4. Charles P Pfleeger, Shari Lawrence Pfleeger, Security in Computing, I Edition, Pearson Education, 2003.
5. <https://swayam.gov.in>
6. <http://www.digitalindia.gov.in/content/social-media-analytics>

Scheme of Examination	
Internal – 25 Marks	External – 75 Marks
Internal Break Up - 15 for Continuous Assessment Test (CAT) + 5 for Assignment + 5 for Seminar. 3 CATs (Two tests on Theory and one on Practical)are to be conducted	

