



University of Madras

Chepauk, Chennai 600 005

[Est. 1857, State University, NAAC 'A' Grade, CGPA 3.32, NIRF 2019 Rank: 20]

Website: www.unom.ac.in, Tel. 044-2539 9561

Undergraduate Programme in Management.

Curriculum and Syllabus for
B.B.A.-Bachelor of Business Administration
(With effect from the Academic Year 2020-21)

February 2020

Note: The Board of Studies in Business Administration designed learning Outcome Based Curriculum Framework of B.B.A. programme prescribed by UGC.

COURSE STRUCTURE:

SEMESTER I		SUBJECTS	Int. Hours	CREDIT	MAX MARKS		TOTAL
COURSE COMPONENT					INT	EXT	
Part I	Paper – I	Tamil/ other Language	4	3	25	75	100
Part II	Paper – I	BP2-ENG01: Communicative English	3	3	50	50	100
Part III	Core Paper – I	BBA-DSC01:Principles of Management	5	4	25	75	100
	Core Paper – II	BBA-DSC02:Financial Accounting	6	4	25	75	100
	Allied Paper - I	BBA-DSA01: Managerial Economics	6	5	25	75	100
Part IV		Basic/Adv.Tamil/NME-I*	2	2	25	75	100
		BP4-ECAM- English for Commerce and Management	4	4	50	50	100

SEMESTER II		SUBJECTS	Int. Hours	CREDIT	MAX MARKS		TOTAL
COURSE COMPONENT					INT	EXT	
Part I	Paper – II	Tamil/ other Language	4	3	25	75	100
Part II	Paper – II	English	4	3	25	75	100
Part III	Core Paper – III	BBA-DSC03: Business Communication	6	4	25	75	100
	Core Paper – IV	BBA-DSC04: Management Accounting	6	4	25	75	100
	Allied Paper - II	BBA-DSA02: International Trade	6	5	25	75	100
Part IV		Basic/Adv. Tamil/NME-II*	2	2	25	75	100
		Soft Skills	2	3	50	50	100

***NME: Choose any one from the other Department**

SEMESTER III		SUBJECTS	Int. Hours	CREDIT	MAX MARKS		TOTAL
COURSE COMPONENT					INT	EXT	
Part III	Core Paper –V	BBA-DSC05: Financial Management	6	4	25	75	100
	Core Paper –VI	BBA-DSC06:Organisational Behaviour	6	4	25	75	100
	Core Paper –VII	BBA-DSC07: Computer Application in Business	5	4	25	75	100
	Core Paper –VIII	BBA-DSC08: Marketing Management	5	4	25	75	100
	Allied Paper – III	BBA-DSA03: Business Statistics	5	5	25	75	100
Part IV		Soft Skills	2	3	50	50	100
		Environmental Studies	1	Exam – 4 th Semester			

SEMESTER IV		SUBJECTS	Inst. Hour	CREDIT	MAX MARKS		TOTAL
COURSE COMPONENT					INT	EXT	
Part III	Core Paper –IX	BBA-DSC09:Human Resource Management	6	4	25	75	100
	Core Paper –X	BBA-DSC10: Business Regulatory Frame Work	5	4	25	75	100
	Core Paper –XI	BBA-DSC11:Financial Services	5	4	25	75	100
	Core Paper –XII	BBA-DSC12: Management Information system	5	4	25	75	100
	Allied Paper – IV	BBA-DSA04: Operation Research	6	5	25	75	100
Part IV		Environmental Studies	1	2	25	75	100
		Soft Skill – IV	2	3	50	50	100

SEMESTER V		SUBJECTS	Inst. Hours	CREDIT	MAX MARKS		TOTAL
COURSE COMPONENT					INT	EXT	
Part III	Core Paper – XIII	BBA-DSC13: Advertising Management and Sales Promotion	6	4	25	75	100
	Core Paper – XIV	BBA-DSC14: Research Methodology	5	4	25	75	100
	Core Paper – XV	BBA-DSC15: Operations Management	5	4	25	75	100
	Core Paper – XVI	BBA-DSC16: Materials Management	6	4	25	75	100
	Elective – I	BGE-CSC19: Entrepreneurial Development** Or BGE-CSC15: Logistics and Supply Chain Management**	6	5	25	75	100
Part IV		Value Education	2	2	25	75	100

****The syllabus of the said courses as same as B.Com Degree programs.**

SEMESTER VI		SUBJECTS	Inst. Hours	CREDIT	MAX MARKS		TOTAL
COURSE COMPONENT					INT	EXT	
Part III	Core Paper – XVII	BBA-DSC17: Business Environment	6	4	25	75	100
	Core Paper – XVIII	BBA-DSC18: Service Marketing	6	4	25	75	100
	Core Paper – XIX	BBA-DSC19: Business Taxation	6	4	25	75	100
	Elective – II	BBA-DSE2A: Customer Relationship Management Or BBA-DSE2B: E-Business	6	5	25	75	100
	Elective – III	BBA-DSE03: Project work (Group)	6	5	20	80	100
Part V		Extension Activities		1			

UNIVERSITY OF MADRAS
U.G. DEGREE COURSES

சிறப்புத் தமிழ் (Advanced Tamil)

முதற் பருவம்

2 மதிப்பீடுகள்

I. நாட்டுப் புறப்பாடல்

1. பஞ்சம்
2. மானம் விடிவதெப்போ?

II. புனை கதை

1. "கட்டை விரல்" - சி.என்.அண்ணாதுரை

III. புதுக்கவிதை

1. ஆடிக்காற்றே-சிற்பி
2. கடமையைச் செய்-மீரா
3. இழந்தவர்கள்-அப்துல் ரகுமான்

IV. மொழித்திறன்

1. கலைச்சொல்லாக்கம்
2. பொருந்தியச் சொல் தருதல்
3. பிழை நீக்கி எழுதுதல்

UNIVERSITY OF MADRAS
U.G. DEGREE COURSES

சிறப்புத் தமிழ் (Advanced Tamil)

இரண்டாம் பருவம்

2 மதிப்பீடுகள்

I. கட்டுரை

1. பெண்ணின் பெருமை-திரு.வி.க

II. செய்யுள்

புறநானூறு

- அ. கெடுகசிந்தை-ஓக்கூர் மாசாத்தியார்
- ஆ. ஈன்று புறந்தருதல் - பொன்முடியார்
- இ. யாதும் ஊரோ - கனியண் பூங்குன்றனார்
- ஈ. திருகுறள் - வான் சிறப்பு முழுமையும்
- உ. சிலப்பதிகாரம் - மங்கல வாழ்த்துப் பாடல்
- ஊ. திருவாசகம் - வேண்டத்தக்கது
- எ. திருவாய்மொழி - உயர்வற
- ஏ. இரட்சண்ய யாத்ரிகம் (சிலுவைப்பாடு)-பாடல்எண்-1,3,4
- ஐ. சீறாப்புராணம் - வானவர்க்கும்
- ஓ. பாரதியார் - நல்லதோர் வீணை

III. இலக்கிய வரலாறு

பாடம் தழுவிய இலக்கிய வரலாறு

IV. மொழிப் பெயர்ப்பு

ஆங்கிலப் பகுதியை தமிழாக்கம் செய்தல்

UNIVERSITY OF MADRAS
U.G. DEGREE COURSES

அடிப்படைத் தமிழ்ப் பாடம் (BASIC TAMIL)

முதற் பருவம்

2 மதிப்பீடுகள்

தமிழ் மொழியில் அடிப்படைக் கூறுகள்

1. எழுத்துக்கள்: முதல் எழுத்துக்கள்

1. உயிர எழுத்து, ஆய்த எழுத்து
2. மெய் எழுத்து
3. உயிர் மெய் எழுத்து

2. சொற்கள்

1. பெயர் சொல்
2. வினை சொல்
3. இடை சொல்
4. உரி சொல்

3. தொடரமைப்பு

1. எழுவாய்
2. பயனிலை
3. செயப்படுப் பொருள்

4. (a) பிழை நீக்கம்

1. ஒற்றுப் பிழை
2. எழுத்துப் பிழை
3. தொடர் பிழை

(b) எண்கள் (Numerals), உறவுப் பெயர்கள், வாழ் இடங்களும், பொருள்களும்

5. அறிமுகம்

1. விழாக்கள்
2. இயற்கை
3. உணவு முறைகள்-சுவை-காய்கள்-பழங்கள்

NOTE:

The mode of conduct of Examination for Part-IV-Basic Tamil (I&II Semesters) are as follows:

அடிப்படைத் தமிழுக்கு விடையைத் தேர்ந்தெடுத்தல் முறையின்படி (objective type) 50 வினாக்கள் கொடுக்கப்பட வேண்டும். ஒவ்வொரு வினாவிற்கும் 2 மதிப்பெண்கள் வீதம் எழுத்துத் தேர்வில் 100க்கு மதிப்பெண்கள் வழங்கி பின்னர் 75க்கு மாற்றம் செய்ய வேண்டும். அகமதிப்பீட்டிற்கு உள்ள 25 மதிப்பெண்களுடன் எழுத்துத் தேர்வு மதிப்பெண்ணையும் சேர்த்து 100க்கு மொத்தமாக வழங்கலாம்.

UNIVERSITY OF MADRAS
U.G. DEGREE COURSES

அடிப்படைத் தமிழ்ப் பாடம் - (BASIC TAMIL)

இரண்டாம் பருவம்

2 மதிப்பீடுகள்

1. நீதி நூல்கள்

1. ஆத்திச் சூடி(1-12)
2. கொன்றை வேந்தன்(1-8)
3. திருக்குறள்(5)
 - I. அகர முதல (1)
 - II. செயற்கரிய (26)
 - III. மணத்துக்கண் (34)
 - IV. கற்க கசடறக்..... (391)
 - V. எப்பொருள் (423)

(இப்பகுதியில் 15 வினாக்கள் பாடம் தொடர்பாகவும், 5 வினாக்கள் பாடல் வரிகளை எழுதும் வகையில் அமைதல் வேண்டும்)

2. நீதி கதைகள்

1. பீர்பால் கதை
2. பரமாத் குரு கதை

3. அறிமுகம்

1. தமிழ் இலக்கிய வரலாறு - இலக்கியங்கள் புலவர்கள்
2. தமிழக வரலாறு - வரலாற்றுச் சின்னங்கள், சுற்றுலாத்தலங்கள், அலுவலகப் பெயர்கள்
3. பழமொழிகள்.

NOTE:

The mode of conduct of Examination for PART-IV - Basic Tamil (I & II Semesters) are as follows:

அடிப்படைத் தமிழுக்கு விடையைத் தேர்ந்தெடுத்தல் முறையின்படி (objective type) 50 வினாக்கள் கொடுக்கப்பட வேண்டும். ஒவ்வொரு வினாவிற்கும் 2 மதிப்பெண்கள் வீதம் எழுத்துத் தேர்வில் 100க்கு மதிப்பெண்கள் வழங்கி பின்னர் 75க்கு மாற்றம் செய்ய வேண்டும். அகமதிப்பீட்டிற்கு உள்ள 25 மதிப்பெண்களுடன் எழுத்துத் தேர்வு மதிப்பெண்ணையும் சேர்த்து 100க்கு மொத்தமாக வழங்கலாம்.

UNIVERSITY OF MADRAS
B.B.A. DEGREE COURSE IN BUSINESS ADMINISTRATION
SYLLABUS WITH EFFECT FROM 2020-2021

BBA-DSA01

ALLIED-I: MANAGERIAL ECONOMICS

UNIT I

Nature and scope of managerial economics – definition of economics – important concepts of economics – relationship between micro, macro and managerial economics – nature and scope – objectives of firm

UNIT II

Demand analysis – Theory of consumer behavior – Marginal utility analysis – indifference curve analysis Meaning of demand – Law of demand – Types of demand – Determinants of demand – Elasticity of demand – Demand forecasting

UNIT III

Production and cost analysis – Production – Factors of production – production function – Concept – Law of variable proportion – Law of return to scale and economics of scale – cost analysis – Different cost concepts – Cost output relationship – Short run and long run – Revenue curves of firms – Supply analysis

UNIT IV

Pricing methods and strategies – Objectives – Factors – General consideration of pricing – methods of pricing – Dual pricing – Price discrimination

UNIT V

Market classification – Perfect competition – Monopoly – Monopolistic competition – Duopoly – Oligopoly

Recommended Texts

1. Dr. S.Shankaran, Managerial Economics - Margram Publication - Chennai
2. P.L Metha, Managerial Economics - Sultan Chand Publications - New Delhi
3. RL Varsheny and K L Maheshwari, Managerial Economics - Sultan Chand Publications -New Delhi.
4. Joel Dean, Managerial Economics - Prentice Hall of India Pvt. Ltd.,- New Delhi.
5. Spencer M H, Contemporary Economics - Worth publishers - New York.
6. VI Mote Samuel Paul G.S Gupta, Managerial Economics – concepts and cases – Tata McGraw Hill - New Delhi.

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B.B.A. DEGREE COURSE IN BUSINESS ADMINISTRATION
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BBA-DSA03

ALLIED-III: BUSINESS STATISTICS

UNIT I

Introduction – Meaning and Definition of Statistics – Collection and Tabulation of Statistical Data – Presentation of Statistical Data – Graphs and Diagrams- Measures of Central Tendency – Arithmetic Mean, Median and Mode – Harmonic Mean and Geometric Mean.

UNIT II

Measures of Variation – Standard Deviation –Mean deviation – Quartile deviation- Skewness and kurtosis – Lorenz Curve –Simple Correlation – Scatter Diagram – Karl Pearson's Correlation – Rand Correlation – Regression.

UNIT III

Analysis of Time Series – Methods of Measuring Trend and Seasonal Variations

UNIT IV

Index Numbers – Consumer Price Index – And Cost Of Living Indices- Statistical quality control

UNIT V

Sampling procedures - simple, stratified and systematic.

Reference Books:

1. P.R. Vittal, **Business Mathematics and Statistics**, Margham Publications , Chennai, 2004.
2. S.P.Gupta, **Statistical Methods**, Sultan Chand & Sons, New Delhi, 2007.
3. S.P. Gupta, **Elements of Business Statistics**, Sultan Chand & Sons, New Delhi, 2007.
4. J.K.Sharma, **Business Statistics**, Pearson Education, New Delhi, 2007.
5. **Business Statistics & OR** - Dr.S.P.Rajagopalan, Tata McGraw Hill

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SYLLABUS WITH EFFECT FROM 2020-2021

BBA-DSA04

ALLIED-IV: OPERATIONS RESEARCH

UNIT – I

Introduction to OR – Meaning and scope – Characteristics – models in OR.LPP-
Formulation graphical method – Simplex method- Big M Method application in
Business – merits and Demerits.

UNIT – II

Transportation model – basic feasible solution – formulation, solving a TP.
Assignment models – formulation – solution.

UNIT – III

Network analysis – work break down analysis – construction – numbering of event.
Time Calculation – critical path, slack, float – application.

UNIT – IV

Queuing models- elements of queuing system – characteristics of queuing model.

UNIT – V

Decision theory – statement of Baye's theorem application. Probability – decision
trees. Game theory meaning and characteristics – saddle point – Dominance property.

RECOMMENDED TEXTS / REFERANCE BOOKS

1. P.R. Vittal & V.Malini, Operative Research – Margham Publications – Chennai – 17.
2. P.K.Gupta & Man mohan, Problems in Operations Research – Sultan Chand & sons – New Delhi
3. V.K.Kapoor, Introduction to operational Research – Sultan chand & sons – New Delhi
4. Hamdy A Taha, Operation Research – An Introduction prentice Hall of India- New Delhi

UNIVERSITY OF MADRAS
B.B.A. DEGREE COURSE IN BUSINESS ADMINISTRATION
SYLLABUS WITH EFFECT FROM 2020-2021

BBA-DSC01

CORE-I: PRINCIPLES OF MANAGEMENT

UNIT I

Management: Importance – Definition – Nature and Scope of Management Process – Role and Functions of a Manager – Levels of Management – Development of Scientific Management and other Schools of thought and approaches.

UNIT II

Planning: Nature – Importance – Forms – Types – Steps in Planning – Objectives – Policies – Procedures and Methods – Natures and Types of Policies – Decision –making – Process of Decision – making – Types of Decision.

UNIT III

Organizing: Types of Organisations – Organisation Structure – Span of Control and Committees – Departmentalisation – Informal Organisation- Authority – Delegation – Decentralisation – Difference between Authority and Power – Responsibility.

UNIT IV

Recruitment – Sources, Selection, Training – Direction – Nature and Purpose. Co-ordination – Need, Type and Techniques and requisites for excellent Co-ordination – Controlling – Meaning and Importance – Control Process.

UNIT V

Definition of Business ethics - Types of Ethical issues -Role and importance of Business Ethics and Values in Business - - Ethics internal - Ethics External - Environment Protection - Responsibilities of Business

Recommended Texts

1. C.B.Gupta, Management Theory & Practice - Sultan Chand & Sons - New Delhi.
2. L.M.Prasad, Principles & Practice of Management - Sultan Chand & Sons – New Delhi.
3. P.C. Tripathi & P.N Reddy, Principles of Managements - Tata Mc.Graw Hill – New Delhi.
4. Weihrich and Koontz, Management – A Global Perspective
5. N.Premavathy, Principles of Management - Sri Vishnu Publication - Chennai.
6. J.Jayasankar, Business Management - Margham Publication - Chennai.

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B.B.A. DEGREE COURSE IN BUSINESS ADMINISTRATION
SYLLABUS WITH EFFECT FROM 2020-2021

BBA-DSC02

CORE-II: FINANCIAL ACCOUNTING

UNIT I

Meaning and scope of Accounting, Basic Accounting Concepts and Conventions – Objectives of Accounting – Accounting Transactions – Double Entry Book Keeping – Journal, Ledger, Preparation of Trial Balance – Preparation of Cash Book.

UNIT II

Preparation of Final Accounts of a Sole Trading Concern – Adjustments Receipts and Payments Account, Income & Expenditure Account and Balance Sheet of Non Trading Organizations

UNIT III

Partnership Accounts-Final accounts of partnership firms – Basic concepts of admission, retirement and death of a partner including treatment of goodwill - rearrangement of capitals. (Simple problems on Partnership Accounts).

UNIT IV

Depreciation – Meaning, Causes, Types – Straight Line Method – Written Down Value Method, Insurance Policy Method, Sinking Fund Method & Annuity Method. Insurance claims – Average Clause (Loss of stock & Loss of Profit)

UNIT V

Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method

Recommended Texts

1. R.L.Gupta & V.K.Gupta, Advanced Accounting – Sultan Chand & Sons - New Delhi.
2. Jain & Narang, Financial Accounting – Kalyani Publishers - New Delhi.
3. T.S. Reddy & A.Murthy, Financial Accounting -Margham Publications –Chennai-17.
4. Shukla & Grewal, Advanced Accounting – S Chand -New Delhi.
5. Nirmal Gupta, Financial Accounting-Ane Books India– New Delhi.
6. S.Parthasarathy and A.Jaffarulla, Financial Accounting- Kalyani Publishers – New Delhi.

UNIVERSITY OF MADRAS
B.B.A. DEGREE COURSE IN BUSINESS ADMINISTRATION
SYLLABUS WITH EFFECT FROM 2020-2021

BBA-DSC03

CORE-III: BUSINESS COMMUNICATION

UNIT I

Definition – Methods – Types – Principles of effective Communication – Barriers to Communication – Business Letter – Layout.

UNIT II

Kinds of Business Letters: Interview – Appointment – Acknowledgement – Promotion – Enquiries – Replies – Orders – Sales – Circular – Complaints.

UNIT III

Bank Correspondence – Insurance Correspondence – Agency Correspondence – Correspondence with Shareholders, Directors.

UNIT IV

Reports Writing – Agenda, Minutes of Meeting – Memorandum – Office Order – Circular – Notes.

UNIT V

Modern Forms of Communication: Fax – Email – Video Conferencing – Internet – Websites and their use in Business.

Recommended Texts

1. Rajendra Pal & J.S. Korlahalli, Essentials of Business Communication - Sultan Chand & Sons - New Delhi.
2. Shirley Taylor, Communication for Business - Pearson Publications - New Delhi.
3. Bovee, Thill, Schatzman, Business Communication Today - Pearson Education Private Ltd. - New Delhi.
4. Penrose, Rasbery, Myers, Advanced Business Communication - Bangalore.
5. Simon Collin, Doing Business on the Internet - Kogan Page Ltd.- London.
6. Mary Ellen Guffey, Business Communication – Process and Product – International Thomson Publishing - Ohio.

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SYLLABUS WITH EFFECT FROM 2020-2021

BBA-DSC04

CORE-IV: MANAGEMENT ACCOUNTING

UNIT I

Management accounting – Meaning, nature, scope and functions, need, importance and limitations – Management Accounting vs. Cost Accounting. Management Accounting vs. Financial Accounting.

UNIT II

Analysis and Interpretation of financial statements – Nature, objectives, essentials and tools, methods – Comparative Statements, Common Size statement and Trend analysis.

UNIT III

Ratio Analysis – Interpretation, benefits and limitations. Classification of ratios - Liquidity, Profitability, turnover, capital structure and Leverage.

UNIT IV

Funds flow and Cash flow analysis. Budgets and budgetary control – Meaning, objectives, merits and demerits.

UNIT V

Investment decisions; brief introduction of cost of capital; methods of capital budgeting; Average Rate of Returns (ARR), Pay Back Period (PBP), Net present Value (NPV) and Internal Rate of returns (IRR), capital rationing (simple problems on capital budgeting methods).

Recommended Texts

1. SN Maheswari, Management Accounting - Sultan Chand & Sons.
2. Jhamb, Fundamentals of Management Accounting – AneBooks India - New Delhi.
3. Horngren Sunderu Stratton, Introduction to Management Accounting - Pearson Education.
4. T. S. Reddy and Hari Prasad Reddy-Management Accounting, Maegham Publication.

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SYLLABUS WITH EFFECT FROM 2020-2021

BBA-DSC05

CORE-V: FINANCIAL MANAGEMENT

UNIT I

Meaning, objectives and Importance of Finance – Sources of finance – Functions of financial management – Role of financial manager in Financial Management.

UNIT II

Capital structures planning - Factors affecting capital structures – Determining Debt and equity proportion – Theories of capital structures – Leverage concept.

UNIT III

Cost of capital – Cost of equity – cost of preference capital – Cost of debt – Cost of retained earnings – weighted Average (or) composite cost of capital (WACC)

UNIT IV

Dividend policies – Factors affecting dividend payment - Company Law provision on dividend payment –Various Dividend Models (Walter's Gordon's – M.M. Hypothesis)

UNIT V

Working capital – components of working capital – working capital operating cycle – Factors influencing working capital – Determining (or) Forecasting of working capital requirements.

Reference Books :

1. Financial Management - I.M. Pandey
2. Financial Management – Prasanna Chandra
3. Financial Management – S.N. Maheswari
4. Financial Management – Y. Khan and Jain

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BBA-DSC06

CORE-VI: ORGANISATIONAL BEHAVIOUR

UNIT I

Need and scope of organizational behaviour - Theories of organization - Individual difference Vs Group intelligence tests -Measurement of intelligence - Personality Tests - Nature – Types and uses of perception.

UNIT II

Motivation - Financial and non -Financial motivational techniques - Job satisfaction - meaning - Factors - Theories -Measurement -Morale - Importance - Employee attitudes and behavior and their significance to employee productivity.

UNIT III

Work environment -Good house keeping practices - Design of work place - Fatigue – Causes and prevention and their importance - Leadership -Types and theories of leadership

UNIT IV

Group dynamics -Cohesiveness - Co-operation - Competition - Resolution - Sociometry - Group norms - Role position status

UNIT V

Organizational culture and climate - Organizational Development

Recommended Books

1. Uma Sekaran, Organisational Behaviour Text & cases, 2nd edition, Tata McGraw Hill Publishing CO.Ltd
2. Gangadhar Rao, Narayana , V.S.P Rao, Organisational Behaviour 1987, Reprint 2000, Konark Publishers Pvt.Ltd , 1 st edition
3. S.S. Khanka , Organisational Behaviour , S.Chand & Co , New Delhi .
4. J.Jayasankar , Organisational Behaviour , Margham Publications , Chennai . 3.

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BBA-DSC07

CORE-VII: COMPUTER APPLICATION IN BUSINESS

UNIT – I

Word Processing: Meaning and role of word processing in creating of documents, Editing, formatting and printing documents using tools such as spell check, thesaurus, etc., in word processors (MS Word), Electronic Spreadsheet, Structure of Spread sheet and its applications to accounting , finance, and marketing functions of business; Creating a dynamic/ sensitive worksheet; Concept of absolute and relative cell – reference; Using built – in functions; Goal seeking and solver tools; Using graphics and formatting to worksheet; Sharing data with other desktop applications ; Strategies of creating error – free worksheet (MS Excel)

UNIT – II

Programming under a DBMS environment: The concept of data base management system; Data field, records, and files, Sorting and Indexing data; Searching records. Designing queries, and reports; Linking of data files; Understanding programming environment in DBMS; Developing menu driven applications in query language (MS – Access).

UNIT – III

Electronic Data Interchange (EDI) : Introduction of EDI - Basics of EDI; edi standards; Financial EDI (FEDI) FEDI for international trade transaction; Applications of EDI, Advantages of EDI; Future of EDI.

UNIT – IV

The internet and its basic concepts: Internet concept, History, Development in India: Technological foundation of internet; Distributed computing; Client – server computing ;internet protocol suite; Application of distributed computing ; Client server computing; Internet protocol suite in the internet environment ; Domain Name System (DNS); Generic Top – Level Domain (gTLD); Country code Top Level Domain (ccTLD) – India; Allocation of second level domains; IP addresses, Internet protocol; Applications of Internet in business, Education, Governance , etc.

UNIT – V

Information System Audit : Basic idea of information audit; - Difference with the traditional concepts of audit; Conduct and applications of IS audit in internet environment.

Reference Books:

1. Agarwala Kamlesh N and Agarwala Deeksha – Business on the Net – Introduction to E-Commerce
2. Goyal – Management Information System.
3. Minoli Daniel, Minoli Emma – e Commerce Technology Handbook.
4. Kanter – Managing with informations.

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SYLLABUS WITH EFFECT FROM 2020-2021

BBA-DSC08

CORE-VIII: MARKETING MANAGEMENT

UNIT I

Fundamentals of marketing - Role of Marketing - Relationship of Marketing with other functional areas - concept of marketing mix-Marketing approaches - Various Environmental factors affecting the marketing functions.

UNIT II

Buyer Behavior - Consumer goods and Industrial goods - Buying motives - Factors influencing buyer Behaviour Market segmentation - Need and basis of Segmentation - Targeting - positioning.

UNIT III

The Product - Characteristics - benefits - classifications - consumer goods - industrial goods - New Product Development process - Product Life Cycle - Branding - Packaging.

UNIT IV

Physical Distribution: Importance - Various kinds of marketing channels - distribution problems. Sales management: Motivation, Compensation and Control of salesmen.

UNIT V

A brief overview of: Advertising - Publicity - Public Relations - personal Selling – Direct selling and Sales promotion.

Recommended Texts

1. Philip Kotler, 2003, Marketing Management, 11th edition, Pearson Education (Singapore) Pte Ltd, New Delhi.
2. V.S. Ramaswamy & S.Namakumari, 1994, Principles of Marketing, first edition, S.G.Wasani / Macmillan India Ltd, New Delhi.
3. Crrainfield, Marketing Management, Palgrave Macmillan
4. Sontakki . C.N , Marketing Management, Kalyanni Publishers, Ludhiana
5. Gary Armstrong & Philip Kotler, 2003, Marketing -An Introduction, sixth edition, Pearson Education (Singapore) Pvt Ltd, New Delhi
6. R.S.N. Pillai and Bagavathi ,Modern Marketing , S.Chand & Co , New Delhi.
7. Jayasankar, Marketing, Margham publications, Chennai.

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SYLLABUS WITH EFFECT FROM 2020-2021

BBA-DSC09

CORE-IX HUMAN RESOURCE MANAGEMENT

UNIT I

Nature and scope of Human Resources Management – Differences between personnel management and HRM – Environment of HRM – Human resource planning – Recruitment – Selection – Methods of Selection – Uses of various tests – interview techniques in selection and placement.

UNIT II

Induction – Training – Methods – Techniques – Identification of the training needs – Training and Development – Performance appraisal – Transfer – Promotion and termination of services – Career development.

UNIT III

Remuneration – Components of remuneration – Incentives – Benefits – Motivation – Welfare and social security measures.

UNIT IV

Labour Relation – Functions of Trade Unions – Forms of collective bargaining-Workers' participation in management – Types and effectiveness – Industrial Disputes and Settlements (laws excluded)

UNIT V

Human Resource Audit – Nature – Benefits – Scope – Approaches.

REFERENCE BOOKS :

1. Human Resource Management – V S P Rao
2. Human Resource Management – Ashwathappa
3. Human Resource Management – Garry Deseler
4. Human Resource Management – L M Prasad
5. Human Resource Management – Tripathi.

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BBA-DSC10

CORE-X: BUSINESS REGULATORY FRAME WORK

UNIT I

Brief outline of Indian Contracts Act - Special contracts Act - Sale of goods Act - Contract of Agency

UNIT II

Brief outline of Indian Companies Act 1956.

UNIT III

Brief outline of FEMA - Consumer Protection Act

UNIT IV

The laws of Trade Marks - Copyright - Patents - Designs - Trade related Intellectual Property Rights. (TRIPS) RTP -IDRA -an overview

UNIT V

Brief outline of Cyber Laws

Recommended Text books

1. N.D.Kapoor, 1993, Business Laws, Sultan Chand, New Delhi
2. K.S.Anantharaman, 2003 Business and Corporate Laws ,Sitaraman&co. Pvt.Ltd.
3. Chandrasekaran ,2004 Sitaraman&co Pvt Ld , Intellectual Property Law
4. Bare Acts- FEMA , Consumer Protection Act
5. Acharya -2004, Intellectual Property Rights Asia Law House Publication,

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BBA-DSC11

CORE-XI: FINANCIAL SERVICES

UNIT I

Meaning and importance of financial services – Types of financial services – Financial services and economic environment – Players in Financial Services Sector.

UNIT II

Merchant Banking – Functions – Issue management – Managing of new issues – Underwriting – Capital market – Stock Exchange – Role of SEBI

UNIT III

Leasing and Hire purchase – Concepts and features – Types of lease Accounts. Factoring – Functions of Factor

UNIT IV

Venture Capital – Credit Rating – Consumer Finance

UNIT V

Mutual Funds : Meaning – Types – Functions – Advantages – Institutions Involved – UTI

REFERENCE BOOKS

1. Financial Services – M.Y.Khan
2. Financial Services – B.Santhanam
3. Law of Insurance – Dr.M.N. Mishra
4. Indian Financial System – H.r. Machiraju
5. A Review of current Banking Theory and Practice – S.K. Basu.

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BBA-DSC12

CORE-XII: MANAGEMENT INFORMATION SYSTEM

UNIT I

Definition of Management Information System - MIS support for planning, Organizing and controlling - Structure of MIS - Information for decision - making.

UNIT II

Concept of System - Characteristics of System - Systems classification - Categories of Information Systems - Strategic information system and competitive advantage

UNIT III

Computers and Information Processing - Classification of computer - Input Devices – Output devices - Storage devices, - Batch and online processing. Hardware - Software. Database management Systems.

UNIT IV

System Analysis and design - SDLC - Role of System Analyst - Functional Information system - Personnel, production, material, marketing.

UNIT V

Decision Support Systems - Definition. Group Decision Support Systems - Business Process Outsourcing - Definition and function

Recommended Books:

1. Mudrick & Ross , "Management Information Systems", Prentice - Hall of India .
2. Sadagopan , "Management Information Systems" - Prentice- Hall of India
3. CSV Murthy -"Management Information Systems" Himalaya publishing House .
4. Dr. S.P. Rajagopalan , "Management Information Systems and EDP " , Margham Publications , chennai .

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SYLLABUS WITH EFFECT FROM 2020-2021

BBA-DSC13

**CORE–XIII: ADVERTISING MANAGEMENT
AND SALES PROMOTION**

UNIT I

Advertising: Advertising, objectives, task and process, market segmentation and target audience – Message and copy development.

UNIT II

Media: Mass Media - Selection, Planning and Scheduling – Web Advertising – Integrated programme and budget planning.

UNIT III

Implementation: Implementing the programme coordination and control – Advertising agencies – Organization and operation.

UNIT IV

Sales Promotion: Why and When Sales promotion activities, Consumer and sales channel oriented – planning, budgeting and implementing and controlling campaigns.

UNIT V

Control: Measurement of effectiveness – Ethics, Economics and Social Relevance.

Reference Books

1. Bhatia, T.K., Advertising and Marketing in Rural India, 2nd Edition, Macmillan India Ltd., 2007.
2. Hackley, C., Advertising and Promotion: An integrated communications approach, 2nd Edition, Sage Publications, 2010.
3. Jefkins, F., Advertising, 4th Edition, Pearson, 2002.
4. Wells, W.D., Burnett, J. and Moriarty, S., Advertising: Principles and Practice, 7th Edition, Pearson, 2007.

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SYLLABUS WITH EFFECT FROM 2020-2021

BBA-DSC14

CORE-XIV: RESEARCH METHODOLOGY

UNIT-I

Introduction to Business Research - Research in Business – Research Process- Research need, formulating the problem, designing, sampling, pilot testing .

UNIT –II

Research Design- Exploratory, Descriptive, Casual, Formulation of hypothesis - types. Measurement- characteristics of sound measurement tool, Scaling methods and sampling techniques.

UNIT –III

Sources and Collection of Data- : Primary and secondary sources, survey observation, experimentation- details and evaluation. - Questionnaires – schedules, data entry, tabulation & cross tabulation-and Graphic presentation . Data.

UNIT –IV

Analysis and Preparation: Hypothesis testing – statistical significance, statistical testing procedure. Tests of significance- -Simple Correlation -Regression .

UNIT –V

Presenting results and writing the report: - The written research Report.

REFERENCE

1. Donald R Cooper, Business Research Methods 7th Ed, McGraw Hill, 2001
2. Krishnaswami OR, M.Ranganatham, Methodology of Research for Social Science, Himalaya, Mumbai, 2001.
3. Anderson J. et.al, Thesis and Assignment writing, Wiley Eastern
4. Research Methodology by C.R. Kothari

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SYLLABUS WITH EFFECT FROM 2020-2021

BBA-DSC15

CORE-XV: OPERATIONS MANAGEMENT

UNIT – I

Introduction: Nature and Scope of Operations Management. Production design & Process planning: Plant location: Factors to be considered in Plant Location – Plant Location Trends.

UNIT – II

Layout of manufacturing facilities: Principles of a Good Layout – Layout Factors – Basic Types of Layout – Service Facilities.

UNIT – III

Production and Inventory Control: Basic types of production – Basic Inventory Models – Economic Order Quantity, Economic Batch Quantity – Reorder point – Safety stock – Classification and Codification of stock – ABC classification – Procedure for Stock Control, Materials Requirement Planning (MRP). JIT.

UNIT – IV

Methods Analysis and Work Measurement: Methods Study Procedures – The Purpose of Time Study – Stop Watch Time Study – Performance Rating – Allowance Factors – Standard Time – Work Sampling Technique. Quality Control: Purposes of Inspection and Quality Control – Acceptance Sampling by Variables and Attributes – Control Charts.

UNIT – V

Service Operations Management: Introduction – Types of Service – Service Encounter – Service Facility Location – Service Processes and Service Delivery.

Reference Books

1. Buffa, E.S. and Sarin, R., Modern Productions / Operations Management, 8th Edition, Wiley, 2007.
2. Chary, S.N., Production and Operations Management, 5th Edition, Tata McGraw-Hill, 2012.
3. B.Mahadevan, Operations Management, 2nd Edition, Pearson, 2010.
4. Lee Krajewski, Larry P Ritzman, Manoj K Malhotra & Samir K Srivastava, Operations Management, 9th Edition, Pearson, 2011.
5. Heizer, J., Render, B. and Rajashekhar, J., Operations Management, 9th Edition, Pearson, 2009.
6. Panneerselvam, R., Production and Operations Management, 3rd Edition, PHI Learning, 2012.
7. Srinivasan, G., Quantitative Models in Operations and Supply Chain Management, PHI Learning Pvt. Ltd

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SYLLABUS WITH EFFECT FROM 2020-2021

BBA-DSC16

CORE-XVI: MATERIALS MANAGEMENT

UNIT – I

Materials Management- Definition-Function-Importance of Materials Management.

UNIT – II

Integrated materials management- the concept- service function advantages- Inventory Control- Function Of Inventory - Importance-Replenishment Stock-Material demand forecasting- MRP- Basis tools - ABC-VED- FSN Analysis - Inventory Control Of Spares And Slow Moving Items -EOQ-EBQ-Stores Planning.

UNIT – III

Purchase Management- Purchasing - Procedure - Dynamic Purchasing - Principles – import substitution- International purchase- Import purchase procedure

UNIT – IV

Store Keeping And Materials Handling- Objectives - Functions - Store Keeping - Stores Responsibilities - Location Of Store House - Centralized Store Room - Equipment – Security Measures - Protection And Prevention Of Stores.

UNIT – V

Vendor Rating - Vendor Management - Purchase Department - Responsibility - Buyer Seller Relationship - Value Analysis - Iso Types.

REFERENCE BOOKS:

1. P.Saravanavel and S.sumathi, **Production and Materials Management**, Margham publications, 2015
2. M.M Verma, **Materials Management**, Sultan Chand Publications, 2012.
3. Hill, Operations managent,Palgrave Macmillan.

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BBA-DSC17

CORE-XVII: BUSINESS ENVIRONMENT

UNIT I

The concept of Business Environment – Its nature and significance – Brief overview of political – Cultural – Legal – Economic and social environments and their impact on business and strategic decisions

UNIT II

Political Environment – Government and Business relationships in India

UNIT III

Social environment – Cultural heritage- Social attitudes – Castes and communities – Joint family systems – linguistic and religious groups – Types of social organization

UNIT IV

Economic Environment – Economic systems and their impact of business – Fiscal deficit -- Plan investment – Five year planning.

UNIT V

Financial Environment – Financial system – Commercial bank – Financial Institutions – RBI Stock Exchange – IDBI – Non Banking Financial Companies NBFCs

RECOMMENDED TEXTS

1. Francis Cherunilam, 2002, Business environment, Himalaya Publishing House, 11th Revised Edition, India.
2. Dr.S.Sankaran, Business Environment, Margham Publications
3. K.Ashwathappa, 1997, Essentials of Business Environment, Himalaya Publishing House, 6th Edition, India
4. Joshi Rosy Kapoor Sangam, Business Environment, Kalyani Publishers, Ludhiana

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SYLLABUS WITH EFFECT FROM 2020-2021

BBA-DSC18

CORE–XVIII: SERVICES MARKETING

UNIT I

Marketing Services: Introduction growth of the service sector. The concept of service. Characteristics of service - classification of service designing of the service, blueprinting using technology, developing human resources, building service aspirations.

UNIT II

Marketing Mix in Service Marketing: The seven Ps: product decision, pricing strategies and tactics, promotion of service and distribution methods for services. Additional dimension in services marketing- people, physical evidence and process.

UNIT III

Effective Management of Service Marketing: Marketing demand and supply through capacity planning and segmentation - internal marketing of services - external versus internal Orientation of service strategy.

UNIT IV

Delivering Quality Service: Causes of service - quality gaps. The customer expectations versus perceived service gap. Factors and techniques to resolve this gap. Customer relationship management. Gaps in services - quality standards, factors and solutions – the service performance gap - key factors and strategies for closing the gap. External communication to the customers- the promise versus delivery gap - developing appropriate and effective communication about service quality.

UNIT V

Marketing of Service With Special Reference To:1.Financial services, 2.Health services, 3.Hospitality services including travel, hotels and tourism, 4.Professional service, 5.Public utility service, 6.Educational services.

Recommended Texts

1. S.M. Jha, Services marketing, Himalaya Publishers, India
2. Baron, Services Marketing , Second Edition. Palgrave Macmillan
3. Dr. L. Natarajan Services Marketing, Margham Publications, Chennai.
4. Thakur .G.S. Sandhu supreet & Dogra Babzan , Services marketing , kalyanni Publishers, Ludhianna .
5. Dr. B. Balaji , Services Marketing and Management ,S. Chand & Co , New Delhi .

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BBA-DSC19

CORE-XIX: BUSINESS TAXATION

UNIT I:

Objectives Of Taxation – Canons Of Taxation – Tax System In India – Direct And Indirect Taxes – Meaning And Types.

UNIT II:

Central Excise Duty – Classification – Levy and Collection of Excise duty – Clearance of excisable goods- Exemption from excise duty – Excise and Small Scale Industries – Excise and Exports – Demand, Refund, Rebate of Central Excise duty – Offences and Penalties – Settlement – Appellate Provisions.

UNIT III:

The Customs duty – Levy and Collection of customs duty – Organisation of the customs department – Officers of the customs – Powers – Appellate machinery – Infringement of the law – offences and penalties – Exemption from duty – customs duty drawback – duties free zones.

UNIT IV:

Central Sales Tax Act – Levy and Collection of CST - Liability of Tax – Registration of dealers – Goods of Special Importance – Offences and penalties - Value added tax – objectives – Levy of VAT – Arguments in favour of VAT – Difficulties in administering VAT

UNIT V:

Definition of GST – Administrative structure of GST – Officers as per CGST Act - Officers as per SGST Act – Jurisdiction – Appointment- Powers- Procedure for Registration – Amendment of registration – Cancellation of registration.

REFERENCE BOOKS:

1. V.S.Datey, **Central Excise**, JBA Publishers, Edition 2013. Reddy .T.S and Y. hari Prasad reddy, **Business Taxation (Goods & Services TAX - GST)**,Margam Publication, Edition 2019.
2. Srinivasan N.P and Priya Swami. M , **Business Taxation**, Kalyani publishers Edition 2013
3. Pagaredinkar, **Business Taxation**, Sultan Chand and Sons, 2012.
4. Senthil and Senthil, **Business Taxation**, Himalaya Publication, 4th Edition.
5. Vinodk.Singania, **Indirect Tax**, Sultan Chand and Sons, Edition 2013.
6. Dr. Vinodk.Singania and Dr. Monica Singhanian, **Students Guide to Income Tax (including service tax, vat) ,** JBA Publishers, Edition 2013.

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BBA-DSE2A

**ELECTIVE-II(A): CUSTOMER RELATIONSHIP
MANAGEMENT**

UNIT-I

Communication - need/ Mode of communication – barriers, channels of communication - oral - written -listening skill – Verbal skill- interpersonal communication and intra personal communication , Essentials of business letter.

UNIT -II

CRM - concept and approach - CR in competitive environment public relation and image building

UNIT -III

Banker - customer relationship -retaining and enlarging customer base - customer services - quality circle.

UNIT -IV

Nature and types of customer - complaint redressal methods Talwar and Goiporia committee report, customer service committee, customer day - Copra Forum - ombudsman.

UNIT - V

Market Segment - Customer Data Base - Market Research. Review and Evaluation of Customer Satisfaction.

Recommended Books

1. H.Peeru Mohamed & A. Sangadevan , Customers Relationship Management - A Step –by – step approach , Vikas Publishing House Private Limited , Noida .
2. Mukesh Chaturvedi Abhinav , Chaturvedi , Customers Relationship Management – An Indian Perspective , Excel Books , New Delhi .

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BBA-DSE2B

ELECTIVE-II(B): E- BUSINESS

UNIT I

Introduction to electronic business - meaning - value chains - the Internet and the web
- infrastructure for e-business

UNIT II

Web based tools for e - business - e - business software - overview of packages

UNIT III

Security threats to e - business - implementing security for e - commerce and
electronic payment systems.

UNIT IV

Strategies for marketing, sales and promotion - B2C and strategies for purchasing and
support activities - B2B - web auction virtual - web portals

UNIT V

The environment of e-business - international - legal ethical - tax issues - business
plan for implementing e-business

REFERENCE BOOKS:

1. Garry P Schneider and James T Perry - Electronic Commerce, Course technology,
Thomson Learning, 2000
2. Diwan, Prag and Sunil Sharma - E-Commerce - Managers guide to E-Business
3. Kosivr, David - Understanding E-Commerce

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BBA-DSE03

ELECTIVE-III: PROJECT WORK (GROUP)

A group of 3 students will be assigned a project in the beginning of the final year. The project work shall be submitted to the college 20 days before the end of the final year and the college has to certify the same and submit to the university 15 days prior to the commencement of the University examination.

The project shall be evaluated externally. The external examiner shall be from the panel of examiners suggested by the board of studies from time to time.

Those who fail in the project work will have to redo the project work and submit to the college for external examination by the University.

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BGE-CSC15

CORE-XV: LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Common to BCom(MM) & BCom(ISM)

Inst.Hrs : 6

Credits : Core 4 / Elective 5

YEAR: III

SEMESTER: V

Learning Objectives:

1. The students to gain deeper insights into logistics and supply chain management.
2. To highlight the integrated nature of working in logistics and supply chain industry.
3. To prepare students to work in logistics and allied industries.

OUTCOME

- On completion of syllabus student will understand the basic concepts of logistics and supply chain management and student prepare them self to work in logistics and allied industries

UNIT I: Concepts of Logistics – Evolution – Nature and Importance – Components of Logistics Management- Competitive advantages of Logistics – Functions of Logistics management – Principles – Logistics Network- Integrated Logistics system, Supply chain management – Nature and Concepts – Value chain- Functions – Supply chain effectiveness – Outsourcing – 3PLs and 4PLs – Supply chain relationships – Customer services.

UNIT II: Elements of Logistics and Supply chain management – Inventory carrying – Warehousing, Technology in the ware house: Computerisation, Barcoding, RFID and WMS – Material handling , Concepts and Equipments: Automated Storage and Retrieval Systems – Order Processing – Transportation – Demand Forecasting – Impact of Forecasts on Logistics and Supply chain Management- Performance measurements.

UNIT III: Transportation – Position of Transportation in Logistics and Supply chain management-Road, Rail, Ocean Transport - Ships- Types- Measurement capacity of ships – shipping information, Air, Transport Multi model transport – containerization – CFS – ICDS- Cross Docking- Selection of transportation mode – Transportation Network and Decision – Insurance aspects of logistics.

UNIT IV: Logistical Information System (LIS) - Operations – Integrated IT solution for Logistics and supply chain management- Emerging technologies in Logistics and Supply chain management. Components of a logistic system-transportation-Inventory carrying-warehousing-order processing –Distribution channels- Difference between warehouse and distribution centre.

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UNIT V: Performance- Bench marking for supply chain improvement- Dimensions and achieving excellence- Supply Chain Measures – SCOR model- Logistics score board- Activity Based Costing - Economic Value Added Analysis- Balance Score card approach-Lean thinking and six sigma approach in Supply Chain.

Recommended Text

1. John J.Coyle , C. John Langley .JR., Robert A. Novack , Brian J.Gibson – Supply Chain Management A Logistics Perspective – CENGAGE , New Delhi
2. Joel D.Wisner , Keah – Choon Tan , G.Keong Leong – Principles of Supply Chain Management A Balanced Approach– CENGAGE, New Delhi

REFERENCE BOOKS:

1. Agarwal, D.K., ‘Textbook of Logistics and Supply Chain Management’, Mac Millan India Ltd, 2003.
2. Chase, R.B., Shankar, R and Jacobs, F.R. ‘Operations Management and Supply Chain Management’, McGraw Hill Publications, 13th edition, 2018.
3. Chopra, S., Meindl, P. and Kalra, D.V. ‘Supply Chain Management’, Pearson Education India, 6th edition, 2016.
4. Krishnaveni Muthiah, ‘Logistics Management and Seaborne Trade’, Himalaya Publishing House, 2010.
5. Martin Christopher, ‘Logistics and Supply Chain Management’ Pearson Education, 2003.
6. Ronald H. Ballou, ‘Business Logistics and Supply Chain Management’ Pearson Education 2004.

E-RESOURCES:

1. www.managementstudyguide.com
2. https://www.tutorialspoint.com/supply_chain_management/supply_chain_management_tutorial.pdf
3. <https://www.camcode.com/asset-tags/supply-chain-management-guide/>
4. <https://library.ku.ac.ke/wp-content/downloads/2011/08/Bookboon/Magement%20andOrganisation/fundamentals-of-supply-chain-management.pdf>
5. https://www.youtube.com/watch?v=PmR2SKeY9Ms&list=PLGit8yny_3ANzZMsJJjeuxMg-S0f0hGcn
6. <https://www.youtube.com/watch?v=IqmrNUoiy7g&list=PLF9071540F59BA1F0>

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BGE-CSC19

CORE-XIX: ENTREPRENEURIAL DEVELOPMENT

Common to BCom(A&F) as Elective, BCom(CS),
BCom(BM), BCom(MM) & BCom(ISM)

Inst.Hrs : 6
Credits : Core 4 / Elective 5

YEAR: III
SEMESTER: VI

Course Objectives:

1. To enable the students to understand the concept of Entrepreneurship and to learn the professional behavior expected of an entrepreneur.
2. To identify significant changes and trends which create business opportunities and to analyze the environment for potential business opportunities.
3. To provide conceptual exposure on converting idea to a successful entrepreneurial firm.

OUTCOME

- On completion of syllabus student will understand on the basic concepts of entrepreneurship and business opportunities to familiar with knowledge about business and project reports for starting a new ventures on team based.

UNIT I: Entrepreneurship

Entrepreneur : Meaning of entrepreneurship – Types of Entrepreneurship – Traits of entrepreneurship – Factors promoting entrepreneurship- Barriers to entrepreneurship- the entrepreneurial culture- Stages in entrepreneurial process – Women entrepreneurship and economic development- SHG.

UNIT II: Developing Successful Business Ideas

Recognizing opportunities – trend analysis – generating ideas – Brainstorming, Focus Groups, Surveys, Customer advisory boards, Day in the life research – Encouraging focal point for ideas and creativity at a firm level-Protecting ideas from being lost or stolen – Patents and IPR.

UNIT III: Opportunity Identification and Evaluation

Opportunity identification and product/service selection – Generation and screening the project ideas – Market analysis, Technical analysis, Cost benefit analysis and network analysis- Project formulation – Assessment of project feasibility- Dealing with basic and initial problems of setting up of Enterprises.

UNIT IV: Business Planning Process

Meaning of business plan- Business plan process- Advantages of business planning- preparing a model project report for starting a new venture (Team-based project work).

UNIT V: Funding

Sources of Finance- Venture capital- Venture capital process- Business angles- Commercial banks- Government Grants and Schemes.

UNIVERSITY OF MADRAS
B.Com. (GENERAL) DEGREE COURSE
SYLLABUS WITH EFFECT FROM 2020-2021

TEXT BOOKS:

1. Reddy, Entrepreneurship: Text & Cases - Cengage, New Delhi.
2. Kuratko/rao, Entrepreneurship: a south asian perspective.- Cengage, New Delhi.
3. Leach/Melicher, Entrepreneurial Finance – Cengage. , New Delhi.
4. K.Sundar – Entrepreneurship Development – Vijay Nicole Imprints private Limited
5. Khanka S.S., Entrepreneurial Development, S.Chand & Co. Ltd., New Delhi, 2001.
6. Sangeeta Sharma, Entrepreneurship Development, PHI Learning Pvt. Ltd., 2016.

REFERENCE BOOKS:

1. Barringer, B., Entrepreneurship: Successfully Launching New Ventures, 3rd Edition, Pearson, 2011.
2. Bessant, J., and Tidd, J., Innovation and Entrepreneurship, 2nd Edition, John Wiley & Sons, 2011.
3. Desai, V., Small Scale Industries and Entrepreneurship, Himalaya Publishing House, 2011.
4. Donald, F.K., Entrepreneurship- Theory, Process and Practice, 9th Edition, Cengage Learning, 2014.
5. Hirsch, R.D., Peters, M. and Shepherd, D., Entrepreneurship, 6th Edition, Tata McGraw-Hill Education Pvt.Ltd., 2006.
6. Mathew, J.M., Entrepreneurship Theory at Cross Roads: Paradigms and Praxis, 2nd Edition, Dream Tech, 2006.
7. Morse, E., and Mitchell, R., Cases in Entrepreneurship: The Venture Creation Process, Sage South Asia, 2008.
8. Nagendra and Manjunath, V.S., Entrepreneurship and Management, Pearson, 2010.
9. Reddy, N., Entrepreneurship: Text and Cases, Cengage Learning, 2010.
10. Roy, R., Entrepreneurship, 2nd Edition, Oxford University Press, 2011.
11. Stokes, D., and Wilson, N., Small Business Management and entrepreneurship, 6th Edition, Cengage Learning, 2010.

E-RESOURCES:

1. <http://inventors.about.com/od/entrepreneur/>
2. <http://learnthat.com/tag/entrepreneurship/>
3. www.managementstudyguide.com
4. www.quintcareers.com
5. www.entrepreneur.com

UNIVERSITY OF MADRAS
UG & 5 YR INTEGRATED DEGREE COURSES
SYLLABUS – OTHER LANGUAGES

BP1-LARC1

PART I - ARABIC
(w.e.f.2012-2013)
FIRST YEAR - SEMESTER – I
PAPER I – PROSE AND GRAMMAR – I

Books Prescribed:

1) Duroos Al-Lugha Al-Arabiyya Part-I

By Dr. V. Abdur Rahim (Lesson 1 to 12)

Unit 1 : Lesson 1 to 4

Unit 2 : Lesson 5 to 8

Unit 3 : Lesson 9 to 12

2) An-Nahu Al-Wadeh Part-I (Al-Ibtidaiyyah)

By Ali Al Jarim and Mustafa Ameen

Unit 4 :

Al-Jumlah Al-Mufeedha, Ajza Al-Jumlah, Al-Fi'l al-Madhi,
Al-Fi'l-al-Mudhari', Fi'l al-Amr

Unit 5 : Al-Fa'il, Al-Maf'uool, Al-Mubthdha Wal-Khabar

SEMESTER - II
PAPER II – COMMUNICATION SKILLS IN ARABIC

Books Prescribed:

Arabic Conversation Book

By Mohd. Harun Rashid and Khalid Perwez

Published by Goodword Books

Unit 1 : Lesson 1 to 4

Unit 2 : Lesson 5 to 9

Unit 3 : Lesson 10 to 13

Unit 4 : Lesson 14 to 16

Unit 5 : Lesson 17 to 19

UNIVERSITY OF MADRAS
UG & 5 YR INTEGRATED DEGREE COURSES
SYLLABUS – OTHER LANGUAGES

SECOND YEAR- SEMESTER - III
PAPER III – PROSE AND GRAMMAR – II

Books Prescribed:

1) Duroos Al-Lugha Al-Arabiyya Part-I

By Dr. V. Abdur Rahim (Lesson 13 to 23)

Unit 1 : Lesson 13 to 17

Unit 2 : Lesson 18 to 20

Unit 3 : Lesson 21 to 23

2) An-Nahu Al-Wadeh Part-I (Al-Ibtidaiyyah)

By Ali Al Jarim and Mustafa Ameen

Unit 4 : Al-Jumlah Al-Fi'liyyah, Al-Jumlah Al-Ismiyyah,
Nasb Al-Fi'l-al-Mudhari',

Jazm Al-Fi'l-al-Mudhari', Raf' Al-Fi'l-al-Mudhari'

Unit 5 : Kana wa Akhawatuha, Inna wa Akhawathuha, Jarr al-
Ism, An-Na'tu

SEMESTER IV
PAPER IV – QURAN AND HADITH

Books Prescribed:

1) Sooratu Luqman

Al-Quran – Chapter 31

Unit 1 : Verse 1 to 11

Unit 2 : Verse 12 to 21

Unit 3 : Verse 22 to 34

2) Ahadeeth Sahlah

By Dr. V. Abdur Rahim

Unit 4 : Hadith 1 to 10

Unit 5 : Hadith 11 to 20

UNIVERSITY OF MADRAS
UG & 5 YR INTEGRATED DEGREE COURSES
SYLLABUS – OTHER LANGUAGES

REVISED QUESTION PAPER PATTERN
Arabic Language Part –I

Part –A (30 Words)
10 out of 12 - (10 x 2marks = 20 marks)

Part – B (200 words)
5 out of 7 - (5 x 5marks = 25 marks)

Part – C (500 words)
3 out of 5 - (3 x 10marks = 30 marks)

UNIVERSITY OF MADRAS
U.G. DEGREE COURSE

ENVIRONMENTAL STUDIES PROGRAMME
ABILITY ENHANCEMENT COMPULSORY COURSES
(AECC- Environmental Studies)

Syllabus with effect from the academic year 2018-2019
(i.e. for batch of candidates admitted to the course from the academic year 2017-18)

Credits: 2

II Year / III/IV Sem.

Unit 1: Introduction to Environmental Studies

- Multidisciplinary nature of environmental studies;
- Scope and importance; concept of sustainability and sustainable development.

Unit 2 : Ecosystem (2 lectures)

- What is an ecosystem? Structure and function of ecosystem; Energy flow in an ecosystem:
Food chains, food webs and ecological succession, Case studies of the following ecosystem:
 - a) Forest ecosystem
 - b) Grassland ecosystem
 - c) Desert ecosystem
 - d) Aquatic ecosystem (ponds, stream, lakes, rivers, ocean, estuaries)

Unit 3: Natural Resources : Renewable and Non – renewable Resources (6 lectures)

- Land resources and land use change: Land degradation, soil erosion and desertification.
- Deforestation : Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations.
- Water : Use and over –exploitation of surface and ground water, floods, droughts, conflicts over water (international and inter-state).
- Energy resources : Renewable and non renewable energy sources, use of alternate energy sources, growing energy needs, case studies.

Unit 4: Biodiversity and Conservation (8 lectures)

- Levels of biological diversity: genetics, species and ecosystem diversity, Biogeographic zones of India: Biodiversity patterns and global biodiversity hot spots
- India as a mega- biodiversity nation, Endangered and endemic species of India.
- Threats to biodiversity: Habitat loss, poaching of wildlife, man- wildlife conflicts, biological invasions; Conservations of biodiversity: In-situ and Ex-situ Conservation of biodiversity.
- Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.

Unit 5: Environmental Pollution (8 lectures)

- Environmental pollution: types, causes, effects and controls: Air, Water, soil and noise Pollution.
- Nuclear hazards and human health risks
- Solid waste management: Control measures of urban and industrial waste
- Pollution case studies.

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Unit 6: Environmental Policies & Practices (8 lecturers)

- Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture
- Environment Laws: Environment Protection Act, Air (Prevention & Control of Pollution) Act; Water (Prevention and Control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act. International agreements: Montreal and Kyoto protocols and Convention on Biological Diversity (CBD).
- Nature reserves, tribal populations and rights, and human Wildlife conflicts in Indian context.

Unit 7: Human Communities and the Environment (7 lectures)

- Human population growth, impacts on environment, human health and welfare.
- Resettlement and rehabilitation of projects affected persons; case studies.
- Disaster management: floods, earthquake, cyclone and landslides.
- Environmental movements : Chipko, Silent Valley, Bishnois of Rajasthan.
- Environmental ethics : Role of Indian and other religions and cultures in environmental conservation.
- Environmental communication and public awareness, case studies(e.g. CNG Vehicles in Delhi)

Unit 8 : Field Work (6 lectures)

- Visit to an area to document environmental assets: river / forest/ flora/ fauna etc.
- Visit to a local polluted site – Urban / Rural/ Industrial/ Agricultural.
- Study of common plants, insects, birds and basic principles of identification.
- Study of simple ecosystem- pond, river, Delhi Ridge etc.

(Equal to 5 Lectures)

Suggested Readings:

1. Carson , R. 2002.Silent Spring, Houghton Mifflin Harcourt.
2. Gadgil , M.,& Guha, R. 1993.This Fissured Land: An Ecological History of India. Univ.of California Press.
3. Glesson, B. and Low, N.(eds.)1999. Global Ethics and Environment, London, Routledge.
4. Gleick,P.H.1993.Water Crisis. Pacific Institute for Studies in Dev.,Environment & Security. Stockholm Env.Institute, Oxford Univ.Press.
5. Groom, Martha J., Gary K.Meffe, and Carl Ronald Carroll. Principles of Conservation Biology. Sunderland: Sinauer Associates,2006.
6. Grumbine,R.Edward, and Pandit,M.K2013.Threats from India's Himalayas dams .Science,339:36-37
7. McCully,P.1996.Rivers no more :the environmental effects of dams(pp.29-64).Zed books.
8. McNeill,John R.2000.Something New Under the Sun: An Environmental History of the Twentieth Century.
9. Odum,E.P.,Odum, H.T.& Andrees,J.1971.Fundamental of Ecology. Philadelphia Saunders.
10. Pepper,I.L.,Gerba,C.P & Brusseau,M.L.2011.Environmental and Pollution Science. Academic Press.
11. Rao,M.N.& Datta,A.K1987.Waste Water Treatment. Oxford and IBH Publishing Co.Pvt.Ltd.
12. Raven,P.H.,Hassenzahl,D.M & Berg,L.R.2012 Environment.8th edition. John Willey & sons.

UNIVERSITY OF MADRAS
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13. Rosencranz, A., Divan,S.,& Noble, M.L.2001.Environmental law and policy in India. Tirupathi 1992.
14. Sengupta,R.2003.Ecology and Economics: An approach to sustainable development.OUP
15. Singh,J.S.,Singh,S.P and Gupta,S.R.2014.Ecology,Environmental Science and Conservation. S.Chand Publishing, New Delhi.
16. Sodhi,N.S.,Gibson,L.&Raven ,P.H(eds).2013.Conservation Biology :Voices from the Tropics. John Willey & Sons.
17. Thapar,V.1998.Land of the Tiger: A Natural History of the Indian Subcontinent.
18. Warren,C.E.1971.Biology and water Pollution Control. WB Saunders.
19. Willson,E.O.2006. The Creation: An appeal to save life on earth..New York: Norton.
20. World Commission on Environment and Development.1987.Our Common Future. Oxford University Press.

UNIVERSITY OF MADRAS
U.G. DEGREE COURSE

PART – IV - VALUE EDUCATION

Common for all U.G. & Five Year Integrated Courses
(Effective from the Academic Year 2012 – 2013)

SYLLABUS

CREDITS: 2

III YEAR / V SEM

Objective: Value are socially accepted norms to evaluate objects, persons and situations that form part and parcel of sociality. A value system is a set of consistent values and measures. Knowledge of the values are inculcated through education. It contributes in forming true human being, who are able to face life and make it meaningful. There are different kinds of values like, ethical or moral values, doctrinal or ideological values, social values and aesthetic values. Values can be defined as broad preferences concerning appropriate courses of action or outcomes. As such, values reflect a person's sense of right and wrong or what "ought" to be. There are representative values like, "Equal rights for all", "Excellence deserves admiration". "People should be treated with respect and dignity". Values tend to influence attitudes and behavior and help to solve common human problems. Values are related to the norms of a culture.

UNIT I: Value education-its purpose and significance in the present world – Value system – The role of culture and civilization – Holistic living – balancing the outer and inner – Body, Mind and Intellectual level – Duties and responsibilities.

UNIT II: Salient values for life – Truth, commitment, honesty and integrity, forgiveness and love, empathy and ability to sacrifice, care, unity, and inclusiveness, Self esteem and self confidence, punctuality – Time, task and resource management – Problem solving and decision making skills – Interpersonal and Intra personal relationship – Team work – Positive and creative thinking.

UNIT III: Human Rights – Universal Declaration of Human Rights – Human Rights violations – National Integration – Peace and non-violence – Dr.A P J Kalam's ten points for enlightened citizenship – Social Values and Welfare of the citizen – The role of media in value building.

UNIT IV: Environment and Ecological balance – interdependence of all beings – living and non-living. The binding of man and nature – Environment conservation and enrichment.

UNIT V: Social Evils – Corruption, Cyber crime, Terrorism – Alcoholism, Drug addiction – Dowry – Domestic violence – untouchability – female infanticide – atrocities against women – How to tackle them.

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U.G. DEGREE COURSE

Books for Reference :

1. M.G. Chitakra: Education and Human Values, A.P.H. Publishing Corporation, New Delhi, 2003.
2. Chakravarthy, S.K: Values and ethics for Organizations: Theory and Practice, Oxford University Press, New Delhi, 1999.
3. Satchidananda, M.K: Ethics, Education, Indian Unity and Culture, Ajantha Publications, Delhi, 1991.
4. Das, M.S. & Gupta, V.K.: Social Values among Young adults: A changing Scenario, M.D. Publications, New Delhi, 1995.
5. Bandiste, D.D.: Humanist Values: A Source Book, B.R. Publishing Corporation, Delhi, 1999.
6. Ruhela, S.P.: Human Values and education, Sterling Publications, New Delhi, 1986.
7. Kaul, G.N.: Values and Education in Independent Indian, Associated Publishers, Mumbai, 1975.
8. NCERT, Education in Values, New Delhi, 1992.
9. Swami Budhananda (1983) How to Build Character A Primer : Rmakrishna Mission, New Delhi.
10. A Culture Heritage of India (4 Vols.), Bharatiya Vidya Bhuvan, Bombay, (Selected Chapters only)
11. For Life, For the future : Reserves and Remains – UNESCO Publication.
12. Values, A Vedanta Kesari Presentation, Sri Ramakrishna Math, Chennai, 1996.
13. Swami Vivekananda, Youth and Modern India, Ramakrishna Mission, Chennai.
14. Swami Vivekananda, Call to the Youth for Nation Building, Advaita Ashrama, Calcutta.
15. Awakening Indians to India, Chinmayananda Mission, 2003.
