## CBCS STRUCTURE for BBA (from the academic year 2015 – 2018)

### I SEMESTER

<table>
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<tr>
<th>Part</th>
<th>Sub.Code</th>
<th>PAPER</th>
<th>Hrs</th>
<th>Cr</th>
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<td>15UESL11</td>
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<td>III</td>
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<td>V</td>
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### III SEMESTER

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### IV SEMESTER

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<td>Core – 9 Business Economics</td>
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<td>Core - 15 Institutional Training &amp; Viva - Voce</td>
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<td>15UBAD76</td>
<td>Core - 17 Export Documentation &amp; Procedure</td>
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<td>15UBAD86</td>
<td>Core – 18 Advertising Theory &amp; Practices</td>
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<td>15UBAD96</td>
<td>Core – 19 Business Policy &amp; Strategic Management</td>
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<td>Core – 20 Field Study Project Report &amp; Viva - Voce</td>
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Part – I

Part – II

Part – III

- Core: 90
- Allied: 16
- Core Electives: 06
- Total: 112

Part – IV

- Non-Major Electives: 04
- Skill based Electives: 04
- Value Education: 02
- Total: 10

Part – V

**NON MAJOR ELECTIVES**

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<th>Title</th>
<th>Credit</th>
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<tr>
<td>III</td>
<td>Marketing Management (For Science Students)</td>
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<tr>
<td>IV</td>
<td>Office Management (For Arts Students)</td>
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**SELF LEARNING COURSES**

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<td>IV</td>
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<td>V</td>
<td>15UBASL5</td>
<td>Stress management</td>
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<td>VI</td>
<td>15UBASL6</td>
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PRINCIPLES OF MANAGEMENT
(Revised - For those who join in June 2015 and afterwards)

Objectives:
- To give the basic knowledge about the management
- To make the students familiarize with the functions of management
- To prepare the students to become a Successful Manager.

UNIT-I: Introduction to Management (18 Hours)

UNIT-II: Planning and Decision making (18 Hours)

UNIT-III: Organising and Staffing (18 Hours)
Organizing – Definition, Features. Departmentation – Bases, Span of management, Organization structure: line, line and staff organization, functional organization. Staffing – Concept, Sources of Recruitment, Selection Process

UNIT-IV: Directing (18 Hours)

UNIT-V: Controlling (18 Hours)
Controlling – Importance, Features, Steps, Types, Difference between strategic and operational control, Stages, Control areas, Design of effective control system, Essentials of effective control system, Causes of resistance, Behavioral implications

Book for Study:

Books for Reference:
OFFICE MANAGEMENT
(Revised - For those who join in June 2015 and afterwards)

Objectives:
- Help the students understand the functions of Management and Administration
- To give ideas about how to manage the office
- To understand the basic concept of Index and filing system

UNIT-I: Introduction to Office Management (18 Hours)
Modern Office: Functions of office, Factors contributing to the growth of office,
Importance - Office Management: Functions, Manager, Qualities, Functions of Manager - Office
Systems and Routines, Merits and Demerits

UNIT-II: Location and Layout (18 Hours)
Office Location: Merits and Demerits of Urban and Rural area - Layout: Merits of good
layout, Open Office, Private office, Merits and Demerits - Office Furniture: Principles in
selecting office furniture, Types

UNIT-III: Mailing and Filing System (18 Hours)
Mail and Correspondence: Nature, Types, Merits and Demerits - Mail services:
Classification, Inward mail, Outward Mail - Filing System: Essentials, Modern Methods, Merits
and Demerits, Classifications of files

UNIT-IV: Indexing and Stationery (18 Hours)
Indexing: Essentials, Methods of Indexing, Merits and Demerits - Office stationery:
Purchase procedure, Control of Stationery, Essential Requirements

UNIT-V: Office Appliances (18 Hours)
Office Appliances: Importance, Merits and Demerits, Types of Appliances,
Administration and correspondence, accounting appliances

Book for Study:
1. R.S.N Pillai and Bagavathi, Office Management, Sultan Chand and Sons Publishing
   House, New Delhi, 2010.

Books for Reference:
2. C.B.Gupta, Office Organisation and Management. Sultan Chand and Sons Publishing
   House, New Delhi, 2012.
OBJECTIVES:
- To introduce the fundamentals of Financial Accounting.
- To provide adequate knowledge in the concept and principles of accounting.
- To familiarize the accounting entries in the account books.

UNIT I: Introduction (15 hours)

UNIT II: Journal and Ledger (15 hours)

UNIT III: Final Accounts (15 hours)
Cash book: Single column, Double column - Trial balance: Preparation of Trading, Profit and loss accounts and Balance sheet of a sole trader with simple adjustments

UNIT IV: Depreciation (15 hours)
Depreciation: causes, Factors influencing depreciation, Methods, Straight line method, Output method, Machine hour rate method, Diminishing Balance Method

UNIT V Accounts of Non-Trading Organisation (15 hours)
Final accounts of Non – Trading Organization: Receipts and Payments account, Income and Expenditure account, Difference between Receipts and payments account and income and expenditure account, Simple problems – Capital expenditure, Revenue expenditure

Book for Study:

Books for Reference:
1. P.S. Boopathi Manickam, Financial Management and Accounting,
2. R.L. Gupta. Advance Accounts. Sultan Chand and Sons
Objectives:
1. To enable the student familiarize with both internal and external environment of business
2. To emphasis the social responsibility of business.
3. To understand the ideas about LPG

UNIT I: Introduction (18 Hours)
Business Environment: Types of Environment, Internal Environment, External Environment, Micro environment, Suppliers, Customers, Competitors, Marketing Intermediaries, Financiers, Public - Macro environment

UNIT II: External Environment (18 Hours)

UNIT III: Social Responsibilities of Business (18 Hours)
Social responsibilities of business: Models, Responsibilities to different sections - Corporate Governance: Importance, Reason for Growing Demand

UNIT IV: LPG & Industrial Policy (20 Hours)

UNIT V: International Trade Issues (16 Hours)
GATT – Objectives, Evolution of GATT, GATT and WTO – Multinational Corporations: Dominance of MNC’s, Merits and Demerits, Multinationals in India.

Text Book:

Reference:
ENTREPRENEURIAL DEVELOPMENT
(Revised - For those who join in June 2015 and afterwards)

Objectives:
- To motivate the student to become an entrepreneur
- To help the student understand the modes of starting the business
- To understand the functions of various financial institutions

UNIT I: Introduction (18 Hours)
Entrepreneur: Characteristics, Functions, Types – Entrepreneurship: Concept, Growth, Roles of Entrepreneurship in Economic Development – Rural Entrepreneurs: Need, Problems, Role of NGO’s in development of Rural Entrepreneurship

UNIT II: Women Entrepreneurship (18 Hours)
Women entrepreneurship: Concept, Functions, Recent trends, Problems, Growth, Successful women entrepreneurs - Entrepreneurship Development Programme, Course Contents, Phases, Evolution

UNIT III Small Enterprises and Formulation (18 Hours)
Small Enterprises: Characteristics, Objectives, Scope, Role of small enterprises in Economic development – Form of Ownership – Project identification and Selection: Project Formulation, Significance, Contents and formulation of a project report, Planning commission guidelines, Specimen of a project Report

UNIT IV: Project Appraisal (18 Hours)
Project Appraisal: Methods of Project Appraisal – Institutional Support to Entrepreneurship Development: NSIC, SIDCO, SISI, DIC and TCO

UNIT V: Industrial Sickness (18 Hours)
Tax Benefits: Need, Tax Holidays, Concessions – TQM for small enterprises: Sickness in small business, Signals, symptoms, Consequences and corrective measures

Book for Study:

Books for Reference:
BUSINESS STATISTICS

Objectives:
1. To make the students familiarize in the concepts of quantitative techniques.
2. To help the students for their project work in further studies.
3. To provide a very short history of the use of statistics.

UNIT I: Introduction (15 Hours)
Statistics: Nature, Stages – Collection of data: Methods, Primary data, Secondary data, Relative merits and demerits – Sampling: methods, merits and demerits

UNIT II: Classification of data (15 Hours)
Classification of data: Characteristics, Rules, Types: Geographical, Chronological, Qualitative, Quantitative – Tabulation of data, Difference between classification and tabulation, Rules, Types - Diagrammatic representation of data – Rules – Types – One dimensional, Two dimensional, Three dimensional, Pictogram, Cartogram

UNIT III: Measures of Central Tendency (15 Hours)
Measures of central tendency: Mean, Median, Mode, Harmonic Mean - Range - Quartile Deviation - Standard deviation

UNIT IV: Correlation & Regression (15 Hours)
Karl Pearson’s Co efficient of correlation: Simple problems - Regression: Difference between correlation and regression, Simple problems

UNIT V: Index Numbers & Time Series Analysis (15 Hours)
Index numbers: Methods of constructing: Paasche, Laspeyre, Bowley, Fisher’s Index Method - Analysis of time series: Components, Secular trend, Graphical method, Semi average method, Moving average method, Method of least squares

Note: 60% of questions must be asked on problems and 40% on theory.

Text Book:

References:
ORGANIZATIONAL BEHAVIOUR

Objectives:
1. To provide the theoretical knowledge about the scientific decision making process and problem solving techniques.
2. To familiarize the concept of modern management process.
3. To give an idea about the behavioral aspects of an individual in the organization.

UNIT I
Organisational Behaviour – Definition – Nature and Scope – Need for studying OB – OB process Models of OB.

UNIT II

UNIT III

UNIT IV

UNIT V

Text Books:

References:
COMPANY ORGANISATION

Objectives:
1. To know about the provisions available for public and private companies
2. To give in depth knowledge about the basic requirements for starting the new ventures.
3. To impose the knowledge about the various administrative structure of the company.

UNIT I (18 Hours)
Definition of company – Features - kinds of Companies – Company formation Memorandum and articles of association – Prospectus.

UNIT II (18 Hours)
Board of directors, Managing Directors, – Appointment – Rights, Duties and Liabilities – Terminations - Secretary and Auditor – Appointment – Rights and duties and liabilities.

UNIT III (18 Hours)
Company Meetings Kinds - Notice of meeting - Quorum minutes, proxies – Resolution.

UNIT IV (18 Hours)

UNIT V (18 Hours)
Winding up of companies and dissolutions – Reasons – Modes of Winding up.

Text Book:

Reference:
MARKETING MANAGEMENT

Objectives:
1. To help the students to gain in depth knowledge about marketing management.
2. To help the students to develop their marketing skills
3. To impart knowledge about 4P is of Marketing.

UNIT I (15 Hours)
Nature and scope of Marketing- Role of marketing with Special reference to India – Concepts of marketing – Consumer Behaviour – Buying motives – Consumer Decision making.

UNIT II (15 Hours)

UNIT III (15 Hours)

UNIT IV (15 Hours)
Channel of distribution – channel of functions – factors to be considered in channel selection – retailing and wholesaling.

UNIT V (15 Hours)
Advertising – Objectives – Advertising as a process of communication – type of advertising – Message selection.

Text Books:

Reference:
BUSINESS MATHEMATICS

Objectives:
1. To enable the students to acquire knowledge of mathematics and their use in business decision making.
2. To provide the knowledge about basic analytical knowledge in Mathematics
3. To acquire the knowledge in Matrices

UNIT I
Sets: Basic concepts – subset – operations on sets – Applications – Cartesian product of two sets
Functions: Functional representation – Finding Functions

UNIT II
Matrices: Basic concepts – types - Solving a system of Linear equation using Matrix inversion - Rank of Matrix.

UNIT III

UNIT IV
Differential calculus – Rules - Sum Rule – Product rule Quotient rule

UNIT V
Optimization - Functions of function rule – Simple problems - Criteria for Maxima – Minima – Applications

Text Book:

References:
INTRODUCTION TO MARKETING MANAGEMENT

Objectives:
1. To help the students gain in depth knowledge about marketing management.
2. To help the students develop their marketing skills.
3. To impart knowledge about 4P’s of Marketing.

UNIT I  Fundamentals of Marketing  

UNIT II  Product Mix  

UNIT III Pricing  

UNIT IV Channel of Distribution  
Channel of distribution – channel functions – factors to be considered in channel selection – retailing and wholesaling.

UNIT V Advertising  
Advertising – Objectives – Advertising as a process of communication – type of advertising – Message selection.

Text Books:

Reference:
EXECUTIVE COMMUNICATION – I

Objectives:

1. To emphasis the development of both soft hard skills for smooth managerial functions.
2. To understand the preparation and development of business letters and reports.
3. To learn the trends in communication and application for effective managerial functions.

Unit I (12 Hours)

Unit II (12 Hours)
Types of communication – Barriers of communication – Modern communications – Modern Electronic communication system.

Unit III (12 Hours)

Unit IV (12 Hours)
Status enquiries – Trade and bank references – Bank and insurance correspondence.

Unit V (12 Hours)
Correspondence with public authorities and other agencies.

Text Book:

Reference:
BODY LANGUAGE

Objectives:
To help the students to understand the concept of Body language

UNIT I
Body language in Interpersonal communication – use of body language – Communicating methods – Types of body language – The impression – Stages – Body language during job interviews – Do’s and Don’ts

UNIT II

UNIT III

UNIT IV

UNIT V
The touch behavior – Bodily conduct and touching – Dominant and submissive handshakes – appearance and physique – Body shape and size – body language for sales person – Top ten body language.

Text Book:
SERVICES MARKETING

Objectives:
1. The course aims at making students understand concepts, philosophies, processes and techniques of managing the service operations of a firm.
2. To understand the difference between product and services marketing
3. To study about the kinds of services prevails in the recent scenario

UNIT I (18 Hours)

UNIT II (18 Hours)
Classification of services – Difference between goods and products – Service marketing management – organizing marketing planning – Analyzing opportunities – Selecting target market – Developing the services marketing mix.

UNIT III (18 Hours)
Services marketing mix - Product – Pricing – Promotion - Place

UNIT IV (18 Hours)
People in service- Process and Physical evidence.

UNIT V (18 Hours)
Marketing of services – Bank marketing – Tourism Marketing – Hospital and Airline marketing.

Text Books:

References:
BUSINESS ECONOMICS

Objectives:
1. To enable the students to learn the basic principles of economics and its application in the decision making in the business.
2. To understood the profit, profit policies, cost volumes relationship..
3. To become skilled at the demand analysis and various cost aspects in the business.

UNIT I (18 Hours)

UNIT II (18 Hours)
Objectives of a modern firm – Role of a managerial economist – Demand forecasting – Purpose - methods

UNIT III (18 Hours)

UNIT IV (18 Hours)
Pricing methods and problems – Cost plus target pricing – Marginal cost pricing - Going rate pricing – Customary prices pricing new products – Specific pricing problems.

UNIT V (18 Hours)

Text Book:

References:
BUSINESS LAW

Objectives:

1. To know about the regulatory laws applicable to Indian industries
2. To familiarize with the various provisions of the industrial law.
3. To provide in-depth knowledge about the basic eligibility for obtaining benefits provided by the company.

UNIT I (15 Hours)

UNIT II (15 Hours)

UNIT III (15 Hours)
The Factories Act, 1948 - Definition of Factory - Health safety and welfare measures - The Workmen’s Compensation Act, 1923- Disablement – Partial and Total disablement, employer and liability for compensation – Occupational diseases,

UNIT IV (15 Hours)
Payment of Wages Act- payment of wages, permissible deductions from the wages limits on deductions. Payment of Bonus Act- Employer eligibility and disqualification for bonus section 8 and 9 computation of gross profit - Minimum Bonus, Maximum bonus, time limit for payment of bonus.

UNIT V (15 Hours)

Text Books:

References:
OPERATIONS RESEARCH

Objectives:
1. To impart the knowledge of Quantitative decision making skills
2. To learn the feasible solution and optimum solution for the resource management.
3. To help the students to acquire problem solving skills.

UNIT I (15 hours)

UNIT II: (15 hours)
Introduction to Linear Programming – Critical Examples – Development of Linear Programming model - Graphical method – Simplex method – Solving a simplex problems - Problems with only slack variables.

UNIT III: (15 hours)
Transportation problem – Mathematical model for transportation problem – Types – Methods to solve transportation problem – Transshipment model – Assignment problem – Zero one programming model.

UNIT IV: (15 hours)

UNIT V: (15 hours)
Game theory – Graphical method for 2Xn or mX2 games – LP approach for game theory - Introduction to Queuing theory – Basic waiting line models (M/M/1): (GD/a/a)- (M/M/C): (GD/a/a)

Text Books:

References:
INTRODUCTION TO OFFICE MANAGEMENT
(For Arts Students)

Objectives:
- To help the students understand the functions of management and Administration
- To give ideas about how to manage the office
- To understand the basic concept of Index and filing system

UNIT –I     Introduction to Office Management  9 Hours
Office Management - Functions of Office Management – Functions of Manager-qualities - Modern Office – Merits and Demerits

UNIT-II    Location and Layout  9 Hours
Office Location- Merits and Demerits of rural and urban area- merits of good layout-office furniture

UNIT-III  Office Correspondence  9 Hours
Types of correspondence- Classification of files- Essentials of Filing System – Merits and Demerits of Correspondence.

UNIT-IV   Indexing and Stationery  9 Hours
Indexing - Methods of Indexing - Merits and Demerits - Office Stationery- Purchase Procedure.

UNIT-V    Office Appliances  9 Hours
Office Appliances- Importance- Types of Appliances- Administration and Correspondence

Book For Study :

Books for Reference:
EXECUTIVE COMMUNICATION – II

Objectives:
1. To highlight the skills for smooth decision-making functions.
2. To be aware of the preparation and progress of business letters and reports.
3. To study the emerging trends in communication and application for effective managerial functions.

UNIT – 1 PRESENTATION SKILLS (12 Hours)
What is presentation – Presentation Skills – Elements of presentation – use of aid – designing a presentation – Advanced visual support for business presentation – types of visual aid.

UNIT – 2 NEGOTIATION SKILLS (12 Hours)

UNIT – 3 EMPLOYMENT COMMUNICATION (12 Hours)

UNIT – 4 GROUP COMMUNICATION (12 Hours)

UNIT – 5 VERBAL COMMUNICATION (12 Hours)
Target group profile – Developing Decision Making Skill – Listening, Feedback, Public speaking – Practice Presentation – Non verbal communication.

Text Book:
1. Dr.Nageshwar Rao, Dr.Rajendra P.Das – Communication Skills – Himalaya Publishing House - 2010

Reference Books:
Objectives:
To introduce the students to study about Group discussion in Interview

UNIT I
Group Discussion – Concept – Methodology – Components – Leadership – Role players – Positive and negative traits – Suggestions – Success in a Group discussion.

UNIT II
Myths of group discussion – Generating Ideas for discussion – technique for evaluation.

UNIT III

UNIT IV
Interview – Perspective- Major objective – Importance – Techniques – Advantages and disadvantages – Appearing for an interview- Types of questions expected.

UNIT V
Interview process – Writing a resume – Qualities of a candidate – Telephonic interview – Criteria for evaluating a candidate.

Text Book:
(from the academic year 2012 – 2013)

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**SELF LEARNING COURSES**

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ARUL ANANDAR COLLEGE (AUTONOMOUS), KARUMATHUR- 625514
DEPARTMENT OF BUSINESS ADMINISTRATION

OPERATIONS MANAGEMENT

Class : BBA  Part : III Core-11
Semester : V  Hours : 90
Subject Code : 12BAC155  Credit : 05

Objectives

1. To introduce the basic concepts of operations management.
2. To explain the techniques of decision making in Production management
3. To provide theoretical combination of the various process to production.

UNIT I  (18 hours)

UNIT II  (18 hours)
Plant location and layout- Importance of plant location – Factors responsible for choice of plant location – Multi plant location problems - Factors affecting plant layout- Objectives–Types - Techniques – Building design - Plant maintenance – Objectives – Functions - Types - Merits and demerits –

UNIT III  (18 hours)

UNIT IV  (18 hours)

UNIT V  (18 hours)

Text Book:

Books for References:
ARUL ANANDAR COLLEGE (AUTONOMOUS), KARUMATHUR- 625514  
DEPARTMENT OF BUSINESS ADMINISTRATION  
HUMAN RESOURCE MANAGEMENT  

Class: BBA  
Semester: V  
Subject Code: 12BAC255  

Part: III Core -12  
Hours: 90  
Credit: 05  

Objectives:  
1. To understand the changing environment of the HRM and the role of the HR managers.  
2. To learn the recruitment process and the application of the IT.  
3. To learn the importance of the training and development.  

UNIT I  
(18 hours)  

UNIT II  
(18 hours)  

UNIT III  
(18 hours)  
Wages and Salary Administration, Objectives, Factors influencing wage policies, Methods of payment of wages – Training and Development, Need, Importance, Methods of Training, Process, Essentials of a Good Training Programme.  

UNIT IV  
(18 hours)  
Trade Union, Need, Functions, Problems of Trade Unions Movement in India - Industrial Relations, significance, Causes for poor IR, Remedial Measures – Industrial Disciplinary system, Objectives, Causes of Indiscipline, Procedure, Types of Punishment – Grievance Handling system , Causes, Grievance redress procedure.  

UNIT V  
(18 hours)  

Text Book:  

References:  

238
Class : BBA  Part : III Core -13
Semester : V  Hours : 75
Subject Code : 12BAC354  Credits : 04

Objectives:
1. To understand the various techniques of sampling.
2. To learn the various methods of analysis of data and its applicability in the decision making.
3. To prepare a good research report.

UNIT I  (15 hours)

UNIT II  (15 hours)

UNIT III  (15 hours)

UNIT IV  (15 hours)
Hypothesis formulization – Basic concepts concerning testing of Hypothesis – Procedures for Hypothesis testing – Limitations – Types, Characteristics.

UNIT V  (15 hours)

Text Book:

References:
ARUL ANANDARCOLLEGE (AUTONOMOUS), KARUMATHUR – 625514
DEPARTMENT OF BUSINESS ADMINISTRATION

FINANCIAL MANAGEMENT

Class: BBA  Part: III Core-14
Semester: V  Hours: 75
Subject Code: 12BAC454  Credits: 04

Objectives
1. To be taught the basic objectives and functions of financial management.
2. To study its application in financial decision making.
3. To provide a focus on capital expenditure appraisal methods.

UNIT I  (15 hours)

UNIT II  (15 hours)

UNIT III  (15 hours)

UNIT IV  (15 hours)

UNIT V  (15 hours)
Note: 60% of questions must be asked on Theories and 40% on Problems.

Text Book:

References:
Objectives:

1. To demonstrate knowledge of the main computer applications used in business and be able to choose the appropriate application for a given task.
2. To identify computer hardware and peripheral devices.
3. To create basic documents, worksheets, presentations and data bases.

UNIT I: COMPUTER FUNDAMENTALS (12 hours)


UNIT II: MS WORD (12 hours)


UNIT III: MS EXCEL (12 hours)


UNIT IV: MS ACCESS (12 hours)

Introduction to Access – Database – Relational Database – Creating Tables – Setting Relationship – Queries – Forms – Reports.

UNIT V: POWERPOINT (12 hours)


Text Book:

References:
OBJECTIVES:
1. To provide evidence about the correlates/consequences of stress; and evaluate the role of moderating variables in stress health/well being linkage.
2. To highlight the importance of social and psychological processes in the experience of health and illness.

UNIT 1
Coping Response and Health Buffers:
Understanding the coping process, coping options, Extinguishing maladaptive reactions to distress, Strengthening adaptive reactions to distress, Thriving under pressure, Aerobic exercise, Nutrition, Sleep, Healthy pleasures.

UNIT 2
Managing Self and Relaxations Methods:
Self – talk and stress, Turning self – talk into a positive force, Application of reprogramming, Managing anger, Meaning and purpose: the spiritual dimension of wellness, The relaxation response: antidote to distress, Relaxation methods

UNIT 3
Managing time:
Time, stress, and health: A universal challenge, Managing time: Guidelines and technique

UNIT 4
Social support:
Social ties: A stress – resistance resource, Two relationships of social support to well – being, The challenge of building and using social support

UNIT 5
Personal Wellness and Social Commitment:
Constructive maladjustment, Altruistic egoism and egoistic altruism, Helping and wellness Heroism and responsibility, looking ahead

Books for Reference –
   Springer Publishing Company, Inc.
ARUL ANANDAR COLLEGE (AUTONOMOUS), KARUMATHUR- 625514
DEPARTMENT OF BUSINESS ADMINISTRATION

SALES MANAGEMENT

Class : BBA
Semester : VI
Subject Code : 12BAC165

Part : III Core-16
Hours : 90
Credits: 05

Objectives:
1. To make the student familiarize in the concept related to Sales.
2. To equip the students to became an efficient and innovative sales manager
3. To teach the process and theories of selling.

UNIT I
(18 hours)
Sales management – Definition – Objectives and Scope – Sales Organization, Types of sales Organization structure, - Sales Forecasting, Importance, Methods of sales Forecasting – Sales budget, Methods and Benefits of sales Budget.

UNIT II
(18 hours)
Sales territories – Factors deciding territories- Sales Quotas- Types of Quotas –Sales Man’s Reports, Types of reports – Ethics of Sales person.

UNIT III
(18 hours)

UNIT IV
(18 hours)
Nature and importance of personal selling – Qualities of successful sales person. Art of sales man ship. Personal selling situations -Theories of selling

UNIT V
(18 hours)
Process of selling- Prospecting - Pre approach - Approach, Methods of approaching prospects, -Presentation, Important aspects of presentation- Handling objections, Types of Objections- Closing the sales, Methods of closing and Follow-up.

Text Book:

References:
ARUL ANANDAR COLLEGE (AUTONOMOUS), KARUMATHUR- 625514
DEPARTMENT OF BUSINESS ADMINISTRATION
EXPORT DOCUMENTATION & PROCEDURE

Class : BBA
Semester : VI
Subject Code : 12BAC265

Part : III Core-17
Hours : 90
Credits: 05

Objectives:
1. To familiarize the students with the basic procedure and documents which are essential for export trade and other government policies.
2. To aware about the government policy related to the export.
3. To equip the students with the update information on the procedures of foreign trade financing, costing, and pricing for export and the various institutions involved in export finance.

UNIT I (18 hours)
Introduction – Foreign Trade, export and import, Balance of payment – Equilibrium in balance of payment, Meaning and methods of foreign payment – credit instruments and means of foreign payments, Role of RBI.

UNIT II (18 hours)
Introduction of foreign trade – Financial institutions and export trade, payment exports. Duty Draw Back credit scheme, Buyers credit scheme - Bid Bond and Quarantine against exports, factoring and forfeiting. EXIM Bank of India. Lending programs, line of credits, differed payments exports.

UNIT III (18 hours)
Indian Institute of Foreign Trade - Trade Development Authority - State Trading Corporation.

UNIT IV (18 hours)
Terms of trade and Shipping Documents – Related to Export bills - Marin Insurance policy - Invoices and certificates and other documents.

UNIT V (18 hours)
Supplementary documents, Customs document and procedure – Packing marketing and quality inspection - Terms used in Foreign exchange documentary - Export control – Licensing authorities – Concessions - Statutes - Breaches and penalties.

Text Book:

Reference:
Objectives:

1. To promote the skills of various advertising techniques
2. To insist the students to enter into the field of media and advertisement.
3. To assist the students become creative personality in their area of their interest.

UNIT I  
Advertising meaning- Definition - Nature and Scope- Communication and advertising objectives- Importance and Value of objectives- Approaches to objective setting.

UNIT II  
Classification of advertising- Economic efforts of advertising social aspects of advertising- Ethics in advertising – MRTP Commission.

UNIT III  
Advertising budget– Budgetary process – Advertising budget approaches – advertising research – Evaluating advertising effectiveness- Time of measurement

UNIT IV  
Advertising media planning – Media selection consideration - Use of computer and models for media strategy - Media weight theories – Classification of media

UNIT V  
Advertising agency types – Selecting an agency – Agency compensation – Creative strategy planning and development – Creative process and advertising – Advertising layout – Current issues in advertising

Text Book:

References:
Objectives:
1. To help the student to analyses the various environments of the firm.
2. To help the students to learn the process of strategic decision making, implementation and evaluation of corporate policies.
3. To integrate the knowledge gained in various functional areas to make business decisions from the manager’s point of view in the global and Indian context.

UNIT I
(15 hours)
Concepts of Strategy: Defining strategy, levels at which strategy operates – Approaches to strategic decision making – Mission and purpose, objectives and goals – Strategic business unit – Functional level strategies.

UNIT II
(15 hours)
Environmental Analysis and diagnosis – Concept of environment and its components – Environment scanning and appraisal – Organizational appraisal – SWOT analysis

UNIT III
(15 hours)

UNIT IV
(15 hours)

UNIT V
(15 hours)

Text book:

References:
2. Pearce& Robinson, Strategic Management, All Indian Travellors, New Delhi, 2005.
ARUL ANANDAR COLLEGE (AUTONOMOUS), KARUMATHUR- 625514
DEPARTMENT OF BUSINESS ADMINISTRATION

TALLY 11

Class : BBA  Part : IV SBE-2
Semester : VI  Hours : 60
Subject Code : 12BAE162  Credit : 02

Objectives:
1. To understand the concept of accounting software.
2. To list down the user classification and to explain comprehensive accounting system.
3. To learn accounting and inventory management system.

UNIT I (12 hours)

Introduction: Tally – Features – Tally license - Gateway of Tally - Creating Company – Loading/Selecting – Shutting a company – Altering an existing company – Buttons on the button panel – Configuring company.

UNIT II (12 hours)

Accounting information: Menu related to Accounts – Groups - Creation of Groups (single & Multiple groups) – Creation of ledger (single & Multiple) – Cost categories and Cost centers (single & Multiple) – Display, Alteration, Deletion – Buttons on the button panel.

UNIT III (12 hours)


UNIT IV (12 hours)

Inventory information: Stock groups (Single & Multiple) Stock categories (Single & Multiple) – Stock items (Single & Multiple) – Display, alter, deletion. Godowns: Creation of Godowns (Single & Multiple) – Unit of measures (Single & Compound) – Display, alteration and deletion.

UNIT V (12 hours)


Text Book:

Reference:
UNIT I

Introduction – what is retail – Characteristics – Role of services in retailing – Functions – Retailing strategy – Retailing industry in India – Classification of retail units.

UNIT II


UNIT III


UNIT IV

Retail in India – Introduction – Traditional Retail formats – Retailing in rural India – Modern Retail formats in India.

UNIT V

Relationship Marketing in Retailing – Introduction – Relationship Marketing strategies in Retailing – Relationship marketing in the organized Vs Unorganized retailing sector.

Text Books:

DEPARTMENT OF BUSINESS ADMINISTRATION

Question pattern for Core, Core Electives, Allied, Non-Major Electives and Skill Based Electives

Time: 3 hours

Maximum marks: 100

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<td>Five questions with internal choice.</td>
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<td>Three questions in about 500 words out of five choices.</td>
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