

**C.ABDUL HAKEEM COLLEGE
(AUTONOMOUS)
MELVISHARAM.**

(Affiliated to Thiruvalluvar University, Vellore & Re-Accredited by NAAC with 'A' Grade)

**DEPARTMENT OF
BUSINESS
ADMINISTRATION**

**Board of Studies Meeting
Held ON
19-02-2019**

C. ABDUL HAKEEM COLLEGE (AUTONOMOUS)

(Affiliated to Thiruvalluvar University, Vellore and Re-Accredited with 'A' Grade)

Hakeem Nagar, Melvisharam – 632509, Vellore District, Tamil Nadu

BACHELOR OF BUSINESS ADMINISTRATION

UNDER CBCS

(With effect from 2019-2020)

The Course of Study and the Scheme of Examinations

S.No.	Study Components		Ins. hrs /week	Credit	Title of the Paper	Maximum Marks		
	Course Title					CIA	Uni. Exam	Total
SEMESTER III								
14	Core Theory	Paper-05	5	4	Production Management	25	75	100
15	Core Theory	Paper-06	5	5	Management Accounting-1	25	75	100
16	Core Theory	Paper-07	4	3	Operations Research	25	75	100
17	Core Theory	Paper-08	4	3	Organisational Behaviour	25	75	100
18	Allied-3	Paper -3	7	4	Investment Management	25	75	100
19	Skill based subject	Paper -1	3	3	Sales and Advertisement Management	25	75	100
20	Non major	Paper -1	2	2	Management concept	25	75	100
SEMESTER IV								
21	Core Theory	Paper-09	6	3	Materials Management	25	75	100
22	Core Theory	Paper-10	6	4	Management Accounting-II	25	75	100
23	Core Theory	Paper-11	6	3	Human Resource Management	25	75	100
24	Allied-3	Paper-4	7	6	Research Methodology	25	75	100
25	Skill based subject	Paper -2	3	3	Total Quality Management	25	75	100
26	Non major	Paper -2	2	2	Business Correspondence	25	75	100

Year: II Year Subject Code: U19MBA302 Semester: III

Major - 6 Title: **Management Accounting – I**

Credits: 5 Max. Marks.75

Unit-I INTRODUCTION

Management Accounting – Meaning, Objectives functions - Advantages and limitations- Difference between Financial and Management Accounting- Financial statement Analysis.

Unit-II RATIO ANALYSIS

Ratio Analysis: Meaning, Definition – Significance and limitations – Classification – Turnover and Profitability Ratios.

Unit-III RATIO ANALYSIS

Ratio Analysis: Concept of ratio, Uses of Ratio – Liquidity, Solvency.

Unit-IV FUND FLOW STATEMENT

Fund Flow Analysis: Meaning – Objectives, functions – concept of funds, sources and uses of funds – fund flow statement.

Unit –V CASH FLOW STATEMENT

Cash flow Analysis: Meaning – Objectives, functions – Cash Flow statement.

(Weightage of Marks, Problems – 80%, Theory – 20%)

Text Book

1. T.S. Reddy & Hari Prasad Reddy – Management Accounting – Marham Publications, Chennai.

Reference Books:-

1. S.N. Maheswarin – Management Accounting – Sultan Chand & Sons, New Delhi.

Year: II Year Subject Code: U19MBA303 Semester: III

Major - 7 Title: **OPERATIONS RESEARCH**

Credits: 3 Max. Marks.75

UNIT-I: INTRODUCTION TO OPERATION RESEARCH

Operation Research (OR) – Nature and Significance of OR – Various models in OR – Applications and scope of OR – Linear Programming (LPP) – Characteristics of LPP and its formulation – Graphical method of solving LPP.

UNIT-II ASSIGNMENT AND TRANSPORTATION

Assignment problem and its solution – Transportation problem – Method of finding initial basic solutions, NWC, LCM and VAM – Simple problems.

UNIT-III GAME THEORY

Game theory – Two person zero sum games – pure and mixed strategies – saddle point – Dominance Rules – Graphical solution of Rectangular games.

UNIT-IV SEQUENCING AND REPLACEMENT OF ITEMS

Sequencing problem – Processing n jobs through two machines – Processing n jobs through three machines – Replacement models – Replacement of items whose efficiency deteriorates with time – Simple problems.

UNIT-V NETWORK DIAGRAM

Introduction – PERT, CPM - Basic difference between PERT – CPM – Construction of Network diagram – critical path analysis – Three time estimates.

(Weightage of Marks, Problems — 80%, Theory -20%)

Text and Reference Books:

1. J.K. Sharma (2002): Operations Research – Theory and Applications Macmillan.
2. P.K. Gupta and Hira D.S (1995): Problems in operations Research, S. Chan and Company Ltd., New Delhi.
3. Taha. H.A. (1997): Operations Research – An Introduction, PHI
4. R. Paneer Selvam (2000): Operations Research, PHI

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Syllabus for B.B.A., effective from the year 2015-2016

Year: II Year Subject Code: U19MBA403 Semester: IV

Major - 11 Title: **Human Resource Management**

Credits: 3 Max. Marks.75

UNIT-I INTRODUCTION

Human resource management – meaning - Nature and scope of HRM – Importance – objectives of HRM – Principles – Functions of HRM- Role - Qualities of HR Manager.

UNIT-II RECRUITMENT AND SELECTION

Human Resource Planning – Meaning – Need - Importance – Objectives – Steps in HRP - Recruitment – Sources - Selection - Selection process – types of interview - Placement.

UNIT-III TRAINING AND DEVELOPMENT

Training - Meaning – Need – Importance - Methods – Essentials of good training programme – Induction Training – Objectives – contents of induction training .

UNIT-IV PERFORMANCE APPRAISAL

Meaning – Objectives – Importance – Problems – Methods of Performance Appraisal - Job Evaluation – Meaning - Methods.

UNIT-V TRANSFER AND PROMOTION

Transfer – Meaning – Kinds of transfer - Principles - Essentials – Characteristics of transfer – Promotion- Meaning – Reasons – Methods – Demotion – Reasons – Suspension – Dismissal – Career Development – Importance – Essentials – Steps.

Text Books:

1. Dwivedi RS - Human Relations and Organization Behavior

Reference book

2. Memoria CB - Personnel Management

3. Subba Rao P - Human Resource Management and Industrial Relations

4. Prasad - Getting the right people - MacMillan I Ltd

5. Aswathappa K - Human Resource and Personnel Management

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Syllabus for B.B.A., effective from the year 2015-2016

Year:	II Year	Subject Code:	U19SBA401	Semester:	IV
Skill Based -2	Title:	Total Quality Management (SBS-II)			
Credits:	3			Max. Marks.	75

UNIT-I INTRODUCTION

Meaning - Characteristics of Quality –Components –Types -Meaning of TQM - Features-Principles-Benefits and Limitations of TQM.

UNIT-II- STATISTICAL QUALITY CONTROL

Statistical Quality Control- Importance of SQC-Acceptance Sampling-Sampling Procedure- Inspection-Inspection Plans in Acceptance Sampling-Objectives-Types of Inspection.

UNIT –III QUALITY CIRCLE

Management of Quality Circle-Characteristics-Objectives-Principles-Advantages and Limitations-

UNIT –IV MANAGEMENT OF ZD PROGRAMME

Management of ZD Programme- Introduction- Purpose-Process-Principles- Six Sigma- Introduction-Features-Objectives.

UNIT-V Q7 TOOLS

Q7 Tools- Analysis Scatter Diagrams- Flow Chart.

TEXT BOOK

1. TOTAL QUALITY MANAGEMENT- S HEMA- THAKUR PUBLISHER CHENNAI

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Syllabus for B.B.A., effective from the year 2015-2016

Year:	II Year	Subject Code: U19NBA401	Semester:IV
Non Major -2	Title:	Business correspondence(NME-II)	
Credits:	2		Max. Marks. 75

UNIT-I INTRODUCTION

Communication-Importance and Needs of Business correspondence - Objectives –Principles of effective Communication- Formal and Informal Communication-Communication Barriers.

UNIT-II MEDIA OF COMMUNICATION

Written, Oral, Visual, Audio and Computer based Communication and the merits and demerits of each.

UNIT-III BUSINESS LETTERS

Business Letters Kinds of Business Letters-Layout of Business Letter.

UNIT-IV LETTER WRITING

Application for the Situation- Bio-data- Business Enquiries- Complaint Letter.

UNIT-V HI-TECH COMMUNICATION

Hi-tech Communication -internet: Websites-Email -Video Conferencing- social Networking (face book, whatsapp, twitter)

Text Books:

1. Rajendra Pal and Korlehalli - Essentials of Business Communication

Reference Book

2. S.M Ramesh & C.C Pattanshetti - Business Communication.
3. Kathiresan And Dr. Radha - Business Communication
4. R.S.N. Pillai & Bagavathi - Modern Commercial Correspondence