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 Course Title		Ins. hrs /week	Credit	Title of the Paper	Maximum Marks		
SEMESTER III						CIA	Uni. Exam	Total
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						CIA	Uni. Exam	Total
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

C.Abdul Hakeem College (Autonomous)

Year: II Year Subject Code: U19MBA301 Semester: III

Major - 5 Title: **Production Management**

Credits: 4 Max. Marks. 75

UNIT-I INTRODUCTION

Production Management - Meaning - Function & Responsibility of Production Management-Objectives - Scope - Problem of Production Management - Importance.

UNIT-II PRODUCTION PLANNING & CONTROL

Meaning - Advantages - Functions - Maintenance - M eaning - Types - Functions of Maintenance program - Scheduling - Meaning - Problem - Inputs of Scheduling.

UNIT-III PLANT LOCATION & LAYOUT

Meaning - Recent trends in location of Industry - Advantages of Urban, Sub urban & Rural Locations - Objectives - Factors Influencing Plant Location.

Plant Layout - Meaning - Characteristics - Principles - Factors Influencing Plant Layout - Types of Layout - Problem of Layout

UNIT-IV METHOD STUDY

Meaning - Importance - Oralytical Approach of Method Study - Time Study - Method Study symbols - Objectives - Steps Involved in Method Study.

UNIT-V QUALITY CONTROL

Meaning - Importance of Quality Control system - Inspection - Kinds of Inspection - Objectives - Functions - Pie Chart, X Chart.

Text Books:

1. Saravanavel Pand Sumathi S - Production and Materials Management.

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 funding initial basics solutions, NWC, LCM and VAM – Simple problems.

UNIT-III GAME THEORY

Gametheory—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 njobs through two machines-Processing njobs 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 Macmillian.
- 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

Year: II Year Subject Code: U19MBA304 Semester: III

Major - 8 Title: ORGANISATIONAL BEHAVIOUR

Credits: 3 Max. Marks.75

UNIT I: INTRODUCTION

Meaning - key elements of OB – nature – fundamental factors determining individual Behaviour: personal factors, organizational factors, Psychological factors and environmental factor.

UNIT II: GROUP AND GROUP BEHAVIOUR

Meaning of group and group dynamics – reasons for the formation of groups – Characteristics of groups – types of groups in organization - group cohesiveness – factors Influencing group cohesiveness – group decision making process.

UNIT III: LEADERSHIP AND MOTIVATION

Leadership – Meaning – Qualities of a leader- leadership styles – motivation – Meaning-importance - Financial and non-financial Motivators – Abrahams Maslow's Motivation Theory- Herzberg theory of Motivation.

UNIT IV: ORGANISATIONAL CHANGE AND STRESS MANAGEMENT

Organisational Change-Meaning – Reasons for resistance to change – How to overcome resistance-Stress Management- Meaning of Stress- causes of Stress – Consequences of stress- stress management at individual level and Organisational Level.

UNIT V: QUALITY OF WORK LIFE

Meaning-Importance-Criteria for measuring QWL- Measures to improve QWL-Benefits of QWL

Text Books

S.S.Khanka, Organizational Behaviour, S.Chand & Co., New Delhi Edn, 2007

Reference Book

2. Prasad L.M – Organizational Theory & Behaviour – Sultan Chand & sons, New Delhi, 1998.

Year: II Year Subject Code: U19ABA301 Semester: III

Allied - 3 Title: INVESTMENT MANAGEMENT

Credits: 4 Max. Marks. 75

UNIT-I: INTRODUCTION

Investment: Objective – Features – Investment Alternatives – The Investment Process – Qualities for Successful Investing – Common Errors made While Investing- Approaches to investment Decision Making.

UNIT-II:

Financial Markets: Functions – Investment vs. Speculation, Gambling - Speculation vs. Gambling – Money Market Instruments – Globalization of Financial Markets.

UNIT-III: RISK & RETURN:

Return – Types – Risk – Sources of Risk – Types of Risk. Credit Rating – Functions and Benefits.

UNIT- IV: SECURITY ANALYSIS:

Fundamental Analysis: Economic Analysis –Industry Analysis and Company Analysis. Technical Analysis: Basic Assumption – Difference between Technical Analysis & Fundamental Analysis.

UNIT V: PORTFOLIO MANAGEMENT & INVESTMENTS THEORIES

Portfolio Management: Objects and Constraints- Portfolio Management process- Essential factors to be considered in selection of securities-Policies -Efficient Market Hypothesis – Random Walk Theory-Dow Theory.

Text books

1. Investment Analysis and Portfolio Management by Prasanna Chandra, Tata McGram Hill Publication.

Reference Book

- 2. Security Analysis and Portfolio Management by Punithavathy Pandien, Vilcar Publishing Home.
- 3. Investment Analysis and Portfolio Management Personal Education, New Delhi

by Dr. Rananatham M & Madhumathi R.

Year: II Year Subject Code: U19SBA301 Semester: III

Skill based-1 Title: SALES AND ADVERTISEMENT MANAGEMENT

Credits: 3 Max. Marks. 75

UNIT-I

Sales Management- Meaning- Sales policy-Sales Organisation-Sales Territories-Sales Quota-Selling Process-Functions of Sales Manager

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UNIT-II

Need for Sales force-Recruitment and Selection of Sales Force-Qualities of a Good Salesman-Training and Motivation of Sales Force

UNIT-III

Advertising-Objectives of Advertising-Need and Advantages of Advertising- Ethical issues of Advertising.

UNIT-IV

Advertising Media-Role of Media-Types of Media-Merits and Demerits of Media.

UNIT-V

Advertisement Copy-Components of Advertisement-Qualities of a Good Advertisement Copy-Creativity in Advertisement.

Text books:

1. Sales and advertisement Management- S Rajkumar and V Rajagopalan- S chand Publication

Year: II Year Subject Code: U19NBA301 Semester: III

Non Major - 1 Title: Management Concepts (NME - I)

Credits: 2 Max. Marks.75

UNIT-I

Management-Definition-Importance of management – Henry Fayol Principles of Management – -Function of Management- Level of Management-

Unit-2

Planning - meaning- importance- steps in planning- features of a good plan.

Unit-3

Staffing- Functions of staffing- Importance - Recruitment-Sources of Recruitment.

Unit-4

Selection- Selection Procedure – Test: (Aptitude test, Intelligence test, Proficiency test, Interest test, Personality test)-Interview: Types of interview.

Unit-5

Training- Need for training - Advantages- Methods of training (On the Job and Off the Job Training)

Text Book

1. Business Management- Dr. C.B Gupta – Sultan Chand & Sons.

Syllabus for B.B.A(Bachelor of Business Administration) effective from the year 2015-2016

Year: II Year Subject Code: U19MBA401 Semester: IV

Major - 9 Title: Materials Management

Credits: 3 Max. Marks.75

UNIT-I INTRODUCTION

Materials Management - Meaning - Objectives - Functions - Importance - Advantages of Combined Materials.

UNIT-II INVENTORY MANAGEMENT

Meaning - Functions - Importance - Inventory control - Meaning - Functions - Importance - Cost associated with Inventory Decision - MRP - Objectives - procedure - MRP System - ABC - VED - FSN analysis - EOQ and Stock level.

UNIT-III PURCHASE MANAGEMENT

Meaning - Function - Duties of Purchasing Department - Purchase parameters 8R's of Purchasing - Methods of Purchasing - JIT - Steps Involved in Input Purchase.

UNIT-IV STORE MANAGEMENT

Meaning - Objectives - Function of Store Keeper - Types of Stores - Principles of Good Store Location and Layout - Centralized and Decentralized Store room - Fire and other Hazards - Bin card - Stock ledger.

UNIT-V VENDOR RATING

Meaning - Criteria - Sources of Information on Potential Vendors - Methods of Evaluation of Suppliers - ISO - Types - The Process Obtaining ISO certificate - Advantages.

Text Book

1. Saravanavel P and Sumathi S - Production and Materials Management

Reference Books

1. Muhdnan - Production and Operation Management MacMi

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

Year: II Year Subject Code: U19MBA402 Semester: IV

Major - 10 Title: Management Accounting – II

Credits: 4 Max. Marks. 75

Unit-I

Budget and Budgetary Control: Meaning — Objectives — Uses and Limitations of budget — Preparation of Budget -materials Purchase, Production, Sales, Cash and Flexible Budget — Zero Base Budgeting.

Unit-II

Capital Budgeting: Nature — Advantages and Limitations — Ranking investment Proposals — Payback Period, ARR, NPV, present value Index.

Unit-III

Marginal costing: Meaning — Advantages and Limitation — BEP — Margin of Safety — P/V Ratio — Key factor.

Unit-IV

Marginal Costing: Make or Buy decision — Selection of Product mix — changes in Selling price — Foreign market offer — desired level of profit.

Unit-V

Standard Costing: Meaning—Features—Advantages—Limitation—Analysis of Variances — Materials Variance-Labour Variance.

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

Reference Books:

- 1. S.P. Gupta Management Accounting Sultan Chand & Sons, New Delhi.
- 2. T.S. Reddy & Hari Prasad Reddy Management Accounting Marham Publications, Chennai.
- 3. R.S.N. Pillai & Bhagavathi Management Accounting S. Chand & Co. Ltd., New Delhi.
- 4. S.P. Jain and Narang—Cost Accounting—kalyani Publishers, New Delhi.

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

Year: II Year Subject Code: U19ABA401 Semester: III

Allied - 3 Title: RESEARCH METHODOLOGY

Credits: 4 Max. Marks. 75

UNIT-I INTRODUCTION

Definition of research – Meaning – Objectives – types of research – research process – qualities of a researcher – criteria of good research – Problems encountered in research.

UNIT-II RESEARCH PROBLEM AND RESEARCH DESIGN

Defining research problem—Research design—features of good research design—types of research design—factors affecting research design—Hypothesis—meaning—definition—need for hypothesis—Formulation of hypothesis—Types of hypothesis.

UNIT-III SAMPLING

Samplingtechniques-types of sampling-Merits and Demerits-Sampling Design-steps in Sampling Process.

UNIT-IV PRIMARY AND SECONDARY DATA

Collection of primary and secondary data –Sources of Data-Interview techniques – survey and interview method – merits and demerits – Questionnaire – pre requisites of using questionnaire – structured and unstructured questionnaire – types of secondary data.

UNIT-V INTERPRETATION AND RESEARCH REPORT

Interpretation of Data – Forms of Interpretation – Essentials and Pre-requisition of Interpretation – Precautions of Interpretation – Structure of research report.

Textbooks:

- 1. C.R. Kothari Research Methodology Methods and techniques New Age International Publishers, Latest edition
- 2. P.Ravilochanan Research Methodology Margham Publication, Latest edition.

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

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