

MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI

UG COURSES – AFFILIATED COLLEGES

B.B.A

(Choice Based Credit System)

(with effect from the academic year 2016-2017 onwards)

(44th SCAA meeting held on 30.05.2016)

Sem.	Pt. I/II/ III/ IV/V	Sub. No.	Subject status	Subject Title	Hrs./ week	Cre- dits	Marks				
							Maximum			Passing minimum	
							Int.	Ext.	Tot.	Ext.	Tot.
V	I	25	Core - 10	CASE ANALYSIS	7	5	25	75	100	30	40
	II	26	Core - 11	MARKETING MANAGEMENT	7	5	25	75	100	30	40
	III	27	Core - 12	PRODUCTION MANAGEMENT	7	6	25	75	100	30	40
		28	Major Elective - II	MANAGEMENT ACCOUNTING	6	5	25	75	100	30	40
	IV	29	Skilled Based (Common)	Personality Development/ Effective Communication/ Youth Leadership	4	4	25	75	100	30	40
Subtotal					31	25					
VI	III	30	Core - 13	RETAIL MANAGEMENT	6	5	25	75	100	30	40
	III	31	Core - 14	FINANCIAL MANAGEMENT	6	5	25	75	100	30	40
	III	32	Core - 15	HUMAN RESOURCE MANAGEMENT	6	5	25	75	100	30	40
	III	33	Core - 16	ENTREPRENEU RSHIP	6	5	25	75	100	30	40
	IV	34	Major Elective-3	MARKETING RESEARCH	6	5	25	75	100	30	40
Subtotal					30	25					

**MSU/2016-17/UG-Colleges/Part-III (Business Administration)
Semester-V/ppr.no.25/Core-10**

CASE ANALYSIS

One case per week is to be discussed by the students. The cases could be from different functional areas of management.

The students would be provided with the case lets. They would discuss the ‘case’ in groups. The teacher would guide and facilitate group discussions so as to impart, develop and hone the GD Skills.

Since, this subject focuses on developing GD Skills, the scheme of examination has two main components’ and respective sub - components and marks. The marks are to be distributed as follows:

Components	External	Internal (40 Marks)			
	(3 Hours Examination)	Skill Components			Test
		Communication Skill	Leadership Skill	Inter – Personal Skill	
Marks	75	5	5	5	10
Total	75	15			10

**MSU/2016-17/UG-Colleges/Part-III (Business Administration)
Semester-V/ ppr.no.26 /Core-11**

MARKETING MANAGEMENT

UNIT –I

Marketing – Definition – Nature and Scope- Role of Marketing in India- Concepts of marketing – Buying Motives – Perception – Learning – Reference groups – Consumer Decision Making – Market Segmentation.

UNIT –II

Product – Product Classification – Product Planning and Policies- New Product Development- Product Modification- Product diversification and Product Elimination – Branding and Packaging- Product Life Cycle- Product positioning.

UNIT –III

Pricing – Methods Of Price Determination – Cost Oriented Pricing – Demand oriented pricing – Competitive Pricing – New Product Pricing – Product Line Pricing - Geographical pricing – Psychological Pricing – Price Discounts.

UNIT –IV

Channels of Distribution – Channel functions – Factors to Be Considered in Channels Selection - Motivations channel members – Retailing And Wholesaling.

UNIT –V

Advertising – Objective - Advertising as a Process Of Communication – Types Of Advertising- Advertising budgets – Message design – Media Selection – Sales Promotion And Types.

Reference books:

1. Fundamentals of Marketing – Willam J. Stanton
2. Marketing Management – Philip Kotler
3. Marketing Management (In the Indian context) – V.S. Ramasamy and S. Namakumari.

PRODUCTION MANAGEMENT

UNIT –I

Production Management – Definition – Scope- Functions of Production Management – Production systems – Job order- Intermittent and Continuous Flow Line Production – Assembly line production – Automation.

UNIT –II

Plant location – Factors Affecting Plant Location – Multi plant Location Decision- Plant Layout – Principles, Methods Of Laying Out - Types Of Layout - Product – Process And Combination Layout .

UNIT –III

Plant Maintenance – Organisation for Maintenance –Economics of maintenance – Types Of Maintenance – Merits And Demerits – Safety Engineering – Good House Keeping.

UNIT –IV

Production Planning And Control – Objectives And Functions – Planning, Routing, Scheduling, Dispatching, Expediting And Follow Up–Charts.

UNIT -V

Work study- Method Study And Work Measurement- Flow Process Chart – Two Handed Process Chart – Micro motion Study – Time Study Procedure And Techniques – Application Of Work Study Techniques.

REFERENCE BOOKS:

1. Production Management – Eiwood Buffa
2. Manufacturing Management – Frankling G. Moore
3. Effective Industrial Managment – Lundy
4. Production Management – Goel Gupta
5. Introduction to Work Study – I.LO.
6. Time and Motion Study – Barner
7. Time and Motion Study – Nadiler
8. Production and Material Management – K. Sridharan Bhat
9. Production and Material Management – Kanishka Badi

**MSU/2016-17/UG-Colleges/Part-III (Business Administration)
Semester-V/ ppr.no.-28/Major Elective-2**

MANAGEMENT ACCOUNTING

UNIT 1:

Management Accounting-Definition-Function-Budgetary Control-Definition-Objectives-Merits And Limitations-Steps In Budgetary Control-Types Of Budgets.

UNIT 2:

Standard Costing-Definition-Standard Costing And Budgetary Control-Merits And Limitations-Analysis Of Variances-Material, Labour, Overheads And Sales Variances.

UNIT 3:

Marginal Costing- Definition- Merits And Demerits - Break Even Analysis- Application Of Marginal Costing.

UNIT 4:

Inter Firm Comparison- Meaning- Merits And Limitations - Ratio Analysis-Meaning- Types Of Ratio-Merits And Limitation.

UNIT 5:

Reporting for Management- Definition- Objectives-Types – Principles-Methods Of Reporting.

Note: Question 50% from Theory and 50% from Problem.

REFERENCE BOOKS:

1. Management Accounting – Manmohan and S.N. Goyal
2. Management Accounting and Financial Control – S.N. Maheswari
3. Cost Account – Banerjee
4. Management Accounting – T.S. Reddy and Y. Hari Prasad Reddy

**MSU/2016-17/UG-Colleges/Part-III (Business Administration)
Semester-VI/ ppr.no.30 /Core-13**

RETAIL MANAGEMENT

UNIT – I

Retailing – Meaning - Definition – Importance of Retailing – Functions and Characteristics – Types of Retailers – Retailing principles - Main drives of retailing in India – Challenges to retail development in India.

UNIT – II

Retailing formats: Store based and Non-store based – Advantages and Disadvantages.

UNIT –III

Retail Location – Types of Location site – Factors influencing selection of Location – Selection of Location (Urban, Rural, Sub-urban) – Merits and Demerits – Site analysis – Internet Retailing – Advantages and Disadvantages – Traditional Vs. Cyber retailing.

UNIT – IV

Store Layout – Importance – Steps for designing store layout – Strategic planning in retail - Strategic retail planning process – Opportunity in retail sales: Management and Entrepreneurial opportunities.

UNIT – V

Merchandise management: Visual merchandising – Meaning – Objectives – Essentials of successful visual merchandising- Signage – Types – Characteristics of a good signage – Retailing Relationship – Essentials - Advantages of retailing relationship.

REFERENCE BOOKS:

1. Retail Management – A Global Perspective, Text and Cases – Dr. Harjit Singh
2. Retail Marketing – S. Banumathy and M. Jayalakshmi
3. Retail Management – Arif Sheikh and Kaneez Fatima
4. Retail Management – Chetan Bajaj, Rajnish Tuli and Nidhi Srivastava
5. Retail Management – Dr. A. Mustafa
6. Retail Marketing – Dr. L. Natarajan

**MSU/2016-17/UG-Colleges/Part-III (Business Administration)
Semester-VI/ ppr.no.31 /Core-14**

FINANCIAL MANAGEMENT

UNIT – I

Nature of Financial Management- Objectives – Profit Maximisation Vs. Wealth Maximisation – Functions – Financial Decision – Organisation of the Finance.

UNIT – II

Source of Capital- Types of Securities- Cost of Capital – Cost of Debt , Cost of Preferred stock, Cost of equity, cost of retained earnings and weighted average cost of capital- Capital structure theories: Net income, Net Operating Income, Modigliani- Miller , Traditional approach.

UNIT – III

Working Capital Management – Types of working capital- Financial mix: Hedging, Determinants of working capital.

Cash Management- Objectives- Cash Budget Cash Management – Strategies - Receivables Management: Objectives - Credit policy: Credit terms, Credit Standards and Collection policy.

UNIT – IV

Capital Budgeting: Importance – process - Evaluation Methods: Payback Periods, Accounting rate of return, Net present value, profitability index and internal rate of return.

UNIT – V

Dividend Decision- Relevance and Irrelevance of Dividend- Walter’s Model, Gordon’s Model, M.M. Model- Determinants of Dividend policy- Alternatives forms of dividends: Stock dividend and stock split.

NOTES: Questions 50% from theory & 50% from Problem.

REFERENCE BOOKS:

1. Financial Management – M.Y.Khan & P.K.Jain
2. Financial Management – I.M. Pandey
3. Financial Management – James C.Van Horne
4. Financial Management – G. Sudarsana Reddy.
5. Financial Management – A.Murthy.

**MSU/2016-17/UG-Colleges/Part-III (Business Administration)
Semester-VI/ ppr.no.32/Core-15**

HUMAN RESOURCE MANAGEMENT

UNIT –I

Human resource Management- Definition, Concepts, Objectives, Characteristics, Functions- Human Resource Planning – Definition- Objectives – Needs and importance – Human Resource Planning Process.

UNIT –II

Job analysis, Job description, Job specification, Job evaluation, Recruitment- Factors affecting recruitment – Sources of recruitment – Recruitment process- selection Definition – Methods and process – Placement induction.

UNIT –III

Training of employees, supervisors and executives - Types and Methods of Training - promotions – demotions, transfer, absenteeism, turnover, reward and incentives- performance appraisal.

UNIT –IV

Industrial relations and grievance handling – concept, scope, objective and importance of industrial relations – causes for poor industrial relations – remedies. Grievance – meaning, causes – sources of grievances – Grievance procedure – essentials of sound grievance procedure.

UNIT –V

Workers participation in management – definition, objectives, forms and advantages. Collective Bargaining – importance and process of collective bargaining.

REFERENCE BOOKS:

1. Personnel Management - EDWIN & FLIPPO
2. Personnel Management - C.B.MAMORIA
3. Industrial relations in India – CHARLESMYERS
4. Labour Problems in India – MAHINDRA.

**MSU/2016-17/UG-Colleges/Part-III (Business Administration)
Semester-VI/ ppr.no.33 /Core-16**

ENTREPRENEURSHIP

UNIT – I

Entrepreneurship – Meaning - Importance- Types – Role of Entrepreneur in economic development – Qualities of entrepreneur – Entrepreneurship as a career.

UNIT – II

How to start a business – Product Selection – Forms of Ownership – Plant location – Land , Building , Water and Power - Raw Materials – Man Power – Other Infrastructural facilities – Licensing , Registration and Local Byelaws.

UNIT – III

Institutional arrangement for Entrepreneurship Development - DIC, ITCOT, SIDCO, NSIC, SISI, Institutional Finance to Entrepreneurs TIIC,SIDBI, Commercial Banks- Incentives to Small Scale Industries.

UNIT – IV

Project report – Meaning and Importance - Project identification - Contents of project report – Formulation of the project report – Project appraisal- Market Feasibility- Technical feasibility- Financial feasibility- Economic feasibility.

UNIT – V

Entrepreneurship Development in India- Women Entrepreneurship in India- Sickness in Small Scale Industries And Their Remedial Measures.

REFERENCE BOOKS:

1. Entrepreneurship Development in India – Dr. C.B.Gupta , Dr. N.P. Srinivasan.
2. Entrepreneurship Development Principles, Policies and Programmes – P.Saravanvel.
3. Dynamics of Entrepreneurship Development in India – Vasant Desai.
4. Fundamentals of Entrepreneurship – Mohanty (PHI).

**MSU/2016-17/UG-Colleges/Part-III (Business Administration)
Semester-VI/ ppr.no.34/-Elective- 3**

MARKETING RESEARCH

UNIT- I

Marketing research- Definition- Nature and Scope- Problem Definition- Research Design- Exploratory, Descriptive, Experimental design.

UNIT –II

Data collection- Secondary Data- Primary data- Survey methods- Questionnaire Design- Measurement and Scaling- Observation method.

UNIT –III

Sampling- Types of Sampling- Sample Selection- Data Analysis- Classification, Tabulation and Interpretation of data- Report writing.

UNIT- IV

Motivation Research Techniques- Sales analysis research- Methods Of Sales Forecasting- Sales Potential.

UNIT –V

Product research – New Product Development- Test Marketing- Advertising research - copy testing- Pre-testing And Post-Testing - Media research.

Reference books:

1. Marketing Research- Boyd and west fall, Richard D. Irwin Inc.
2. Marketing Research- Luck, Wales and Taylor.
3. Marketing Research (principles, Application and Cases) – Dr.D.D.Sharma.

Note:

1. To foster deep insides into the practical domains of production and management industrial visits should be arranged as a part of the curriculum.