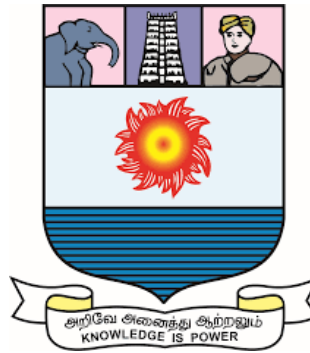


MANONMANIAM SUNDARANAR UNIVERSITY

Accredited with 'A+' Grade (CGPA: 3.46 Out of 4.0) by NAAC (4th Cycle)

Tirunelveli– 627 012, Tamilnadu, India

CENTRE FOR DISTANCE AND ONLINE EDUCATION



PROGRAMME PROJECT REPORT

B.B.A

REGULATIONS AND SYLLABUS
[From the academic year 2026-2027 onwards]

Credit Based System

PROGRAMME PROJECT REPORT
Bachelor of Business Administration
Credit Based System (CBS)

PROGRAMME MISSION AND OBJECTIVES

VISION

To provide quality higher education in the field of Business Administration and to develop competent, ethical, innovative, and socially responsible graduates capable of meeting the challenges of the dynamic global business environment through academic excellence, skill development, entrepreneurship, and research orientation.

MISSION

- To impart comprehensive knowledge in the areas of Accounting, Banking, Finance, Insurance, Taxation, Marketing, Human Resource Management, and Business Laws.
- To equip learners with managerial, analytical, communication, leadership, and entrepreneurial skills required for industry and business sectors.
- To promote value-based education, professional ethics, innovation, and lifelong learning among students.
- To prepare students for employment, higher education, research, and self-employment opportunities in business and allied sectors.
- To contribute towards social, economic, technological, and sustainable national development through quality education.

RELEVANCE OF THE PROGRAMME WITH THE UNIVERSITY VISION AND MISSION

The Bachelor of Business Administration (B.B.A.) Programme is designed in alignment with the Vision and Mission of Manonmaniam Sundaranar University to provide inclusive, accessible, and quality higher education to learners through Open and Distance Learning mode.

The programme aims at transforming learners into intellectually competent and socially responsible human resources by imparting knowledge and skills relevant to the contemporary business world. The curriculum integrates theoretical foundations with practical exposure in the fields of commerce, management, finance, marketing, entrepreneurship, and business analytics.

The programme emphasizes:

- Academic excellence and professional competency
- Employability enhancement and entrepreneurial development
- Industry-oriented and skill-based learning
- Research aptitude and critical thinking
- Ethical values and social responsibility

The curriculum is structured to meet the present industrial and societal requirements and to prepare students for higher education, research, and professional careers.

NATURE OF PROSPECTIVE TARGET GROUP OF LEARNERS

The B.B.A. Programme is intended for a diverse group of learners including:

- Students seeking higher education in Business Administration
- Working professionals aspiring for career advancement
- Entrepreneurs and self-employed individuals
- Employees in banking, finance, insurance, marketing, and business sectors
- Learners preparing for competitive examinations
- Individuals interested in management and administrative careers
- Distance learners seeking flexible and affordable education opportunities

The programme caters to learners from urban as well as rural backgrounds and provides opportunities for continuous learning and skill enhancement.

EMPLOYMENT OPPORTUNITIES

Employment Areas

Graduates of the B.B.A. Programme may find employment opportunities in:

- Banking and Financial Institutions
- Insurance Companies
- Business Consultancy Firms
- Marketing and Sales Organizations
- Human Resource Departments
- Educational Institutions
- Export and Import Agencies
- Investment and Merchant Banking Firms
- Accounting and Auditing Firms
- Industrial and Manufacturing Organizations
- Retail and Service Sectors
- Treasury and Foreign Exchange Departments
- Government and Public Sector Organizations

Job Opportunities

B.B.A. graduates may be employed as:

- Banking Assistant / Probationary Officer

- Administrative Assistant
- Marketing Executive
- Human Resource Executive
- Financial Analyst
- Insurance Advisor
- Tax Consultant Assistant
- Accounts Executive
- Business Development Executive
- Customer Relationship Officer
- Entrepreneur / Start-up Founder
- Stock Market and Investment Assistant
- Office Administrator
- Management Trainee

Graduates are also eligible to pursue higher studies such as:

- M.B.A.
- M.Com.
- M.B.E.
- Professional Courses such as CA, CMA, CS, etc.

APPROPRIATENESS OF THE PROGRAMME TO BE CONDUCTED UNDER OPEN AND DISTANCE LEARNING MODE

The Bachelor of Business Administration Programme is highly suitable for offering through Open and Distance Learning (ODL) mode as it provides flexibility and accessibility to learners from different socio-economic and geographical backgrounds.

The programme facilitates self-learning and independent study through well-structured learning materials, learner support services, counselling sessions, assignments, and technology-enabled teaching-learning processes.

The ODL mode enables learners to:

- Acquire managerial and entrepreneurial competencies
- Develop communication and leadership skills
- Gain knowledge in business operations and management practices
- Enhance analytical, decision-making, and problem-solving abilities
- Continue education without affecting employment or personal commitments

The programme is designed to promote employability, self-employment, and lifelong learning. It also serves as a strong foundation for higher education, research, and professional development in Commerce, Management, and Business-related disciplines.



MANONMANIAM SUNDARANAR UNIVERSITY -TIRUNELVELI
UG PROGRAMMES



OPEN AND DISTANCE LEARNING (ODL) PROGRAMMES

(FOR THOSE WHO JOINED THE PROGRAMMES FROM THE ACADEMIC YEAR 2023–2024)

B.B.A.

Semester	Course	Title of the Course	Course Code	Course Type
I	Part I –Languages (Tamil)	Pothu Tamil-I-Tamil Ilakkiya Varalaru-I	J1TL11	Theory
	Part II – Languages (English)	General English–I	J2EN11	Theory
	Core – I	Principles of Management	JMBA11	Theory
	Core – II	Accounting for Management-I	JMBA12	Theory
	Major Elective - I	Managerial Economics	JEBA11	Theory
	Skill Enhancement Course - I	Basics of Event Management	JSBA11	Theory
	Foundation Course	Managerial Communication	JFBA11	Theory

3. Principles of Management

UNIT	CONTENT
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.
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.
III	Organizing: Types of Organizations – Organization Structure – Span of Control and Committees – Departmentalization – Informal Organization- Authority – Delegation – Decentralization–Difference between Authority and Power–Responsibility.
IV	Direction – Nature and Purpose. Co- ordination – Need, Type and Techniques and requisites for excellent Co-ordination – Controlling – Meaning and Importance – Control Process.
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 Text	
1	JAF Stoner, Freeman R.E and Daniel R Gilbert “Management”, 6thEdition, Pearson Education, 2004.
2	Griffin,T.O., Management, Houghton Mifflin Company, Boston, USA, 2014.
3	Stephen A. Robbins & David A. Decenzo & Mary Coulter, “Fundamentals of Management” 7thEdition,PearsonEducation, 2011
4	Stoner, Freeman, Gilbert Jr. (2014). Management (6thedition), New Delhi: Prentice Hall India.
5	Robbins,S., Coulter,M., Sidani,D., and Jamali,D., Management: Arab World Edition, Pearson,2014.

4. Accounting for Management I

UNIT	CONTENT
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.
II	Subsidiary book – Preparation of cash Book–Bank reconciliation statement – Rectification of errors– Suspense account.
III	Preparation of Final Accounts – Adjustment – Closing stock, outstanding, prepaid and accrued, depreciation, bad and doubtful debts, provision and discount on debtors and creditors, interest on drawings and capital.
IV	Hire Purchase System – Default and Repossession – Hire Purchase Trading Account –Installment System.
V	Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method.
Recommended Text	
1	Goel. D. K and Shelly Goel, 2018, Financial Accounting, Arya Publications, 2nd edition.
2	Jain.S.P & Narang .K, 1999, Financial Accounting, Kalyani Publishers, Ludhiana, 4th edition
3	Rakesh Shankar.R & Manikandan.S, Financial Accounting, SCITECH, 3rd edition.
4	Shukla & Grewal, 2002, Advanced Accounting, Sultan Chand & Sons, New Delhi, 15th edition.
5	TulsianP.C., 2006,FinancialAccounting,Pearson Education

5. Managerial Economics

UNIT	CONTENT
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.
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.
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.
IV	Pricing methods and strategies – Objectives – Factors – General consideration of pricing–methods of pricing – Dual pricing– Priced is crimination.
V	Market classification – Perfect competition–Monopoly – Monopolistic competition– Duopoly– Oligopoly
Recommended Text	
1	Journal of Economic Literature – American Economic Association
2	Arthasastra Indian Journal of Economics & Research
3	Mithani D.M.(2016) –Managerial Economics –Himalaya Publishing House – Mumbai
4	Indian Economic Journal / Sage Publications
5	Mehta P.L (2016) – Managerial Economics – Sultan Chand & Sons – New Delhi

6. Basic of Event Management

UNIT	CONTENT
I	Introduction: Event Management – Definition, Need, Importance, Activities.
II	Concept and Design of Events: Event Co-ordination, Developing &, Evaluating event concept –Event Design
III	Event Feasibility: Resources – Feasibility, SWOT Analysis
IV	Event Planning & Promotion –Marketing & Promotion – 5Ps of Event Marketing – Product, Price, Place, Promotion, Public Relations.
V	Event Budget – Financial Analysis – Event Cost – Event Sponsorship
Recommended Text	
1	Event Management: A Booming Industry and an Eventful Career by Devesh Kishore, Ganga Sagar Singh – Har – Anand Publications Pvt.Ltd.
2	Event Management by Swarup K. Goyal – A dhyayan Publisher - 2009
3	Event Management & Public Relations by Savita Mohan- Enkay Publishing House
4	EventPlanning-Theultimateguide-PublicRelationsbyS.J.SebellinRoss
5	Event Management By Lynn Van Der Wagen & Brenda R Carlos, Pearson Publishers

7. Managerial Communication

UNIT	Details
I	Definition–Methods–Types–Principles of effective Communication – Barriers to Communication – Communication etiquette.
II	Business Letter – Layout - Kinds of Business Letters: application, offer, acceptance / acknowledgement and promotion letters. Business Development Letters – Enquiry, replies, Order, Sales, circulars, Grievances.
III	Interviews - Direct, telephonic & Virtual interviews – Group discussion –Presentation skills – body language
IV	Communication through Reports – Agenda –Minutes of Meeting – Resume Writing.
V	Modern Forms of Communication: podcasts, Email, virtual meetings – Websites and their use in Business – social media-Professional Networking sites.
Recommended Text	
1.	Krishan Mohan & Meena Banerji, Developing Communication Skills, Macmillan India Ltd,2008
2.	Mallika Nawal – Business Communication– CENGAGE
3.	Bovee, Thill, Schatzman, Business Communication Today – Peason Education Private Ltd – New Delhi.
4.	Michael Brown, Making Presentation Happen, Allen & Unwin, Australia, 2008
5.	Sundar K.A, Business communication Vijay Nicoleim prints Pvt. Ltd., Chennai.



MANONMANIAM SUNDARANAR UNIVERSITY -TIRUNELVELI
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OPEN AND DISTANCE LEARNING (ODL) PROGRAMMES

(FOR THOSE WHO JOINED THE PROGRAMMES FROM THE ACADEMIC YEAR 2023-2024)

B.B.A.

Semester	Course	Title of the Course	Course Code
II	Part I – Languages (Tamil)	தமிழ் இலக்கிய வரலாறு - II	J1TL21
	Part II – Languages (English)	General English – II	J2EN21
	Core – III	Organizational Behaviour	JMBA21
	Core – IV	Accounting for Management - II	JMBA22
	Elective – II	Business Regulatory Frame Work	JEBA21
	Skill Enhancement Course – II	Managerial Skill Development	JSBA21
	Skill Enhancement Course – III	Business Etiquette and Corporate Grooming	JSBA22

ORGANIZATIONAL BEHAVIOUR

UNIT	Details
I	INTRODUCTION : Concept of Organizational Behavior (OB): Nature, Scope and Role of OB: Disciplines that contribute to OB; Opportunities for OB (Globalization, Indian workforce diversity, customer service, innovation and change, networked organizations, work-life balance, people skills, positive work environment, ethics)
II	INDIVIDUAL BEHAVIOUR: 1. Learning, attitude and Job satisfaction: Concept of learning, conditioning, shaping and reinforcement. Concept of attitude, components, behavior and attitude. Job satisfaction: causation; impact of satisfied employees on workplace. 2. Motivation : Concept; Theories (Hierarchy of needs, X and Y, Two factor, McClelland, Goal setting, Self-efficacy, Equity theory); Job characteristics model; Redesigning jobs, 3. Personality and Values : Concept of personality; Myers- Briggs Type Indicator (MBTI); Big Five model. Relevance of values; Linking personality and values to the workplace (person-job fit, person-organization fit) 4. Perception, Decision Making: Perception and Judgments; Factors; Linking perception to individual decision making:
III	GROUP BEHAVIOUR : 1. Groups and Work Teams : Concept : Five Stage model of group development; Group norms, cohesiveness ; Group think and shift ; Teams; types of teams; Creating team players from individuals and team based work (TBW) 2. Leadership : Concept; Trait theories; Behavioral theories (Ohio and Michigan studies); Contingency theories (Fiedler, Hersey and Blanchard, Path- Goal);
IV	ORGANISATIONAL CULTURE AND STRUCTURE: Concept of culture ; Impact (functions and liability); Creating and sustaining culture: Concept of structure, Prevalent organizational designs: New design options
V	ORGANISATIONAL CHANGE, CONFLICT AND POWER: Forces of change; Planned change; Resistance; Approaches (Lewin's model, Organisational development);. Concept of conflict, Conflict process; Types, Functional / Dysfunctional. Introduction to power and politics.
Reading List	
1.	Neharika Vohra Stephen P. Robbins, Timothy A. Judge, <i>Organizational Behaviour</i> , Pearson Education, 18 th Edition, 2022.
2.	Fred Luthans, <i>Organizational Behaviour</i> , Tata McGraw Hill, 2017.
3.	Ray French, Charlotte Rayner, Gary Rees & Sally Rumbles, <i>Organizational Behaviour</i> , John Wiley & Sons, 2011
4.	Louis Bevoc, Allison Shearsett, Rachael Collinson, <i>Organizational Behaviour Reference</i> , Nutri Niche System L L C (28 April 2017)
5.	Dr. Christopher P. Neck, Jeffery D. Houghton and Emma L. Murray, <i>Organizational Behaviour: A Skill-Building Approach</i> , SAGE Publications, Inc; 2 nd edition (29 November 2018).

ACCOUNTING FOR MANAGEMENT II

UNIT	Details
I	Cost accounting – Meaning, nature, scope and functions, need, importance and limitations - Cost concepts and classification – Cost sheets– Tenders & Quotation
II	Management accounting – Meaning, nature, scope and functions, need, importance and limitations – Management Accounting vs Cost Accounting. Management Accounting vs. Financial Accounting. Analysis and Interpretation of financial statements – Nature, objectives, essentials and tools, methods – Comparative Statements, Common Size statement and Trend analysis.
III	Ratio Analysis – Interpretation, benefits and limitations. Classification of ratios - Liquidity, Profitability, turnover. Cash flow and Funds flow statement.
IV	Budgets and budgetary control– Meaning, objectives, merits and demerits – Sales, Production, flexible budgets and cash budget
V	Marginal Costing – CV P analysis – Breakeven analysis
Reading List	
1.	Gupta, R.L and M. Radhaswamy. Advanced Accountancy, Sultan Chand & Sons, 2016.
2.	T.S. and A.Murthy. Management Accounting. Chennai: Margham, 2007.
3.	Jain S. P and K. L Narang. Advanced Accountancy(PartII).Kalyani, 2007.
4	Maheshwari S. N, Advanced Accountancy (Part1I).Vikas,2007.
5	Man Mohan and S.N. Goyal. Principles of Management Accounting. Agra: Sahitya Shawan, 2017.

BUSINESS REGULATORY FRAME WORK

UNIT	Details
I	Brief outline of Indian Contracts Act-Special contracts Act
II	Sale of goods Act – Contract of Agency
III	Brief outline of Indian Companies Act 1956.- kinds – formation – MOA – AOA – Prospectus - Appointment of Directors- Duties-Meeting – Resolutions -Winding up
IV	Consumer Protection Act – RTI
V	Brief outline of Cyber laws – IT Act 2000 & 2008
Reading List	
1	Tulsian.P.C Business Law (2018) Third Edition, Mc Graw Hill Publications
2	Pillai R S N, Bhagavati, Business Law, Third Edition, Sultan Chand
3	N D Kapoor (2019), Elements of Merchantile Law, Sultan Chand & Sons
4	Constitutional Law – Dr.M.R. Sreenivasan & Ananda Krishna Deshkulkarni
5	Business Law (Commercial Law) – Dr.M.R.Sreenivasan

MANAGERIAL SKILL DEVELOPMENT

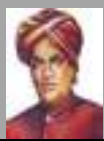
UNIT	Details
I	Self: Core Competency, Understanding of Self, Components of Self— Self-identity, Self- concept, Self - confidence and Self-image. Skill Analysis and finding the right fit. Self- learning styles, attitude towards change and applications of skills.
II	Self Esteem: Meaning & Importance, Components of self-esteem, High and low self-esteem, measuring our self-esteem and its effectiveness, Personality mapping tests, Appreciative Intelligence.
III	Building Emotional Competence: Emotional Intelligence — Meaning, Components, Importance and Relevance, Positive and Negative Emotions., Healthy and Un healthy expression of Emotions, Thesix – phase model of Creative Thinking: ICEDIP model.
IV	Thinking skills: The Mind / Brain / Behaviour, thinking skills, Critical Thinking and Learning, Making Predictions and Reasoning, Memory and Critical Thinking, Emotions and Critical Thinking. Creativity: Definition and meaning of creativity, The nature of creative thinking, Convergent and Divergent thinking, Idea generation and evaluation(Brain Storming),Image generation and evaluation.
V	Communication related to course: How to make oral presentations, conducting meetings, reporting of projects, reporting of case analysis, answering in Viva Voce, Assignment writing Debates, presentations, role plays and group discussions on current topics. Audio and Video Recording of the above exercises to improve the non-verbal communication and professional etiquettes.
Reading List	
1.	Managerial Skill Articles
2.	The Management Skills of SALL Managers – Si SAL Journal
3.	Managerial Skills by Dr. K. Alex S.CHAND
4.	Managerial Skills 2 by Cynthia Menezes, Prabhu, Pento Print Publishing LLP
5.	Gallagher (2010), Skills Development for Business & Management Students, Oxford University Press. PROF. SANJIV

BUSINESS ETIQUETTE AND CORPORATE GROOMING

UNIT	Details
I	Introduction to Business Etiquette : Introduction – ABCs of etiquette-meeting and greeting scenarios – principles of exceptional work behavior- role of good manners in business – professional conduct and personal spacing.
II	Workplace Courtesy and Business Ethics: Workplace Courtesy- Practicing common courtesy and manners in a workplace – Etiquetteat formal gatherings - Professional qualities expected from an employer’s perspective - Hierarchy andProtocol. Ethical issues -preventing sexual harassment – conflict resolution strategies- Choosing appropriate ift in the business environment- real life work place scenarios –company policy for business etiquette.
III	Telephone Etiquette, email etiquette and Disability Etiquette Mastering the telephone courtesy, handling rude or impatient clients - internet usage in the workplace, email etiquette, online chat etiquette guidelines-Basic disability Etiquette practices
IV	Diversity and Cultural Awareness at Workplace Impact of diversity –Cultural Sensitivity –Taboos and Practices – Inter – Cultural Communication.
V	Business Attire and Professionalism Business style and professional image –dress code – guidelines for appropriate business attire – grooming for success.
Reading List	
1.	Journal of Computer Mediated Communication By ICA
2.	Business and Professional Communication by Sage Journals
3.	Business Etiquette Made Easy: The Essential Guide to Professional Success by My ka Meier, Sky horse
4.	Emily Post's The Etiquette Advantage in Business: Personal Skills for Professional Success by Peggy Post and Peter Post, William Morrow
5.	Shital Kakkar Mehra, “Business Etiquette: A guide for the Indian Professional”, Harper Collins Publisher (2012)



MANONMANIAM SUNDARANAR UNIVERSITY -TIRUNELVELI
UG PROGRAMMES



OPEN AND DISTANCE LEARNING (ODL) PROGRAMMES

(FOR THOSE WHO JOINED THE PROGRAMMES FROM THE ACADEMIC YEAR 2023-2024 ONWARDS)

B.B.A.

Semester	Course	Title of the Course	Course Code
III	Part I –Languages (Tamil)	தமிழக வரலாறும் பண்பாடும்	J1TL31
	Part II – Languages (English)	General English–III	J2EN31
	Core – V	Marketing Management	JMBA31
	Core – VI	Financial Management	JMBA32
	Major Elective - III	Business Statistics	JEBA31
	Skill Enhancement Course - IV	Computer Application in Business	JSBA31
	NMC /Substitute Paper	New Venture Management	JNBA31
EVS	Environmental Studies (Common)	JEVS31	

Marketing Management

UNIT	Details
I	Fundamentals of Marketing –Market - Classification of Market - Role of Marketing - Importance – Modern Marketing - Marketing Functions - Concept of Marketing Mix –Marketing Approaches
II	Market Segmentation and product – Need And Basis of Segmentation -Product – Characteristics – Benefits – Classifications – Product Mix-New Product Development Process- Product Life Cycle
III	Pricing – Meaning - Objectives - SignificanceBasic Principles of pricing - Methods of pricing - pricing policies and strategies - pricing process - Factors affecting Pricing Decisions
IV	Physical Distribution: Meaning- Importance – Features - Type of channel of distribution - Function of channel members – Factors influencing the channel selection
V	Promotion - Promotion mix - Sales Promotion tools - Objectives - Importance - Factors determining promotion mix – Digital Marketing - Application and benefits

Reading List
Philip Kotler & Gary Armstrong, Principles of Marketing: A South Asian Perspective, Pearson Education, 2018.
Rajan Saxena, Marketing Management, Tata Mc Graw Hill, 2017.
L.Natarajan, Marketing, Margham Publications, 2017.
J P Mahajan & Anupama Mahajan, Principles of Marketing, Vikas Publishing House, 2017.
K Karunakaran, Marketing Management, Himalaya Publishing House,2017.

Financial Management

UNIT	Details
I	Meaning, objectives and Importance of Finance – Sources of finance – Functions of financial management – Role of financial manager in Financial Management.
II	Capital structures planning - Factors affecting capital structures – Determining Debt and Equity proportion – Theories of capital structures – Leverage concept.
III	Cost of capital – Cost of equity – Cost of preference share capital – Cost of debt – Cost of retained earnings – Weighted Average (or) Composite cost of capital (WACC)
IV	Capital Budgeting: ARR, Pay back period, Net presentvalue, IRR, Capital rationing, simple problems on capital budgeting methods.
V	Working capital – Components of working capital – operating cycle – Factors influencing working capital – Determining (or) Forecasting of working capital requirements.

Reading List	
1.	Dr. Kulkarni and Dr. SathyaPrasad, Financial Management, 13 th Edition 2011
2.	Advanced Financial Management kohok, M A, Everest Publishing House
3.	Financial Management Kishore R M, Taxman Allied Service
4.	Strategic Financial Management Jakhotiya
5.	Financial Management & Policy Srivastava, R M Himalaya

Business Statistics

UNIT	Details
I	Introduction – Meaning and Definition of Statistics – Collection and Tabulation of Statistical Data – Presentation of Statistical Data – Graphs and Diagrams-
II	Measures of Central Tendency – Arithmetic Mean, Median and Mode – Harmonic Mean and Geometric Mean.
III	Measures of Variation – Standard Deviation – Mean deviation – Quartile deviation
IV	Simple Correlation – Scatter Diagram – Karl Pearson’s Correlation – Rank Correlation – Regression.
V	Testing of hypothesis – Chi-Square test, T Test, F Test, ANOVA.

Reading List	
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

Computer Application in Business (Practical Subject)

UNIT	Details
I	Introduction, Menus, Shortcuts, Document types, working with Documents-Opening, Saving, Closing, Editing Document, Using Toolbars, Rulers, Help, Formatting Documents-Setting font, paragraph, Page Style-Setting foot notes, page break, Line break, creating sections and frames, Inserting clip arts, pictures, Setting document styles, Creating Tables- Settings, borders, alignments, Merging, splitting, sorting rows and columns, Drawing-Inserting, drawing, formatting, grouping, ordering, rotating pictures, Tools- Word completion, Spell check.
II	Introduction, Spread sheet application, Tool bars and icons, Spreadsheet-Opening, saving, closing, setting margins, Converting file to different formats, spread sheet addressing, Entering And Editing Data- Copy, cut, paste, undo, redo, find, search, replace, filling continuous rows and columns, inserting data cells, columns, rows and sheet, Basic formulas, Functions Types- Mathematical, Group, string, date and time, Formatting Spread Sheet- Alignment, font, border, hiding, locking, cells, Highlighting values, background color, bordering and shading, Working With Sheet-Sorting, filtering, subtotals, Charts-Selecting, formatting, labeling, scaling, spell check
III	Introduction, opening new presentation, Presentation templates, presentation layout, Creating Presentation- adding text, Formatting- Adding style, color, gradient fills, arranging objects, adding header and footer, slide background, slide layout, Slide Show, Inserting pictures,movies, Adding Effects-Setting animation and transition effects, audio and video.
IV	Database introduction - Creating Database - Creating Table - Modifying Data in Table
V	Use Google forms to develop & share questionnaire.

Reading List
International Journal of Computer Applications in Technology
International Journal of Computer Applications – IJCA
P.Rizwan Ahmed; Computer Application in Business, Margham Publications, 2019.
Computer Application in Business (Tamil Nadu) by Dr. R.Paramaeswaran
Taxmann’s Basics of Computer Applications in Business by Hem Chand Jain and H.N. Tiwari, Taxmann Publications Private Limited .

Exercise Word:

1. Create table with five columns and six rows. Do the following options using that table:
 - a) Sorting, b) The sum function c) Merge cell d) Table headings
 Convert Text to a table, Splitting a Table and Table AutoFormat. Show with example.
2. Assuming yourself as the General Manager of a company draft an appointment letter to a candidate short-listed through an interview.
3. Create at least two pages of text with multicolumn layouts like magazines and newspapers. Add the following options: a) Borders and shading for title b) Use WordArt for heading c) Use Text Box

EXERCISES: Excel

1. Prepare a Mark Sheet of a School for 10 Students with 6 Subjects details and Calculate how many students pass and fail by including one column as result in the mark sheet.
2. Prepare an EMPLOYEE Database of an Organization with the following details: (Atleast 10 Details) Name, Emp Id, Gender, Address, Phone No, E-Mail Id Qualification, Designation, Department, Salary, Year Of Joining And Working Station Draw chart to find out the % of Male & Female working (Pie chart)
3. Graphically present the following sales data from ABC Corporation Limited

Zone	Sales in Lakhs			
	1st quarter	2nd quarter	3rd quarter	4th quarter
North	23	26	32	30
South	21	25	30	30
East	24	26	29	27
West	21	26	28	29

EXERCISES: Power Point

1. Present the agenda of the Annual General Meeting of a company using PowerPoint.
 - a) Set a suitable timing between two slides.
 - b) Use appropriate templates, fonts and styles.
 - c) Store a copy of the presentation as a PowerPoint show (ie., with a pps extension)
 - d) The timing between slides is 30 seconds
 - e) Use different animation effects for each slide. Prepare at least seven slides.
2. Design presentation slides for a products of your choice the slides must include name, brand name, type of product, characteristics, special offers, price etc.
 - a) Changing background colour, font colour using wordart.
 - b) Use manual mode for the slide show.
 - c) Use Top-down, Bottom-up, Zoom in and Zoom out effects.

EXERCISES: Access

- i. Create a table, form and report for the database: —Patient details
- ii. Fields are: patient, Patient name, Patient age, Patient Gender, Patient address, Patient phone, Patient mobile, Patient email, Doctor detail, Patients reports (At least 10 records should be included).

Google Form:

1. Create a Quiz using Google form
2. Create a survey using Google form

New Venture Management

UNIT	Details
I	Concept of Entrepreneurship – Evolution - importance – Importance of entrepreneurship, developing creativity and understanding innovation, stimulating creativity
II	Developing Successful Business Ideas: Recognizing Opportunities and Generating Ideas - Entry strategies: New Product – Franchising - Buying an existing firm.
III	Feasibility Analysis: Marketing, Technical and Financial Feasibility analysis - Industry and Competitor Analysis-assessing a New Venture’s Financial Strength and Viability
IV	Moving from an Idea to a New Venture: Preparing the Proper Ethical and Legal Foundation- Building a New-Venture Team – Leadership - Corporate Entrepreneurship, Social Entrepreneurship.
V	Financing the New Venture: Financing entrepreneurial ventures - Valuation of a new company - Arrangement of funds - Alternate Source of Funding - Start-ups, MSMEs, any new venture

Reading List	
1.	Journal of Business Venturing – Elsevier
2.	Technology, Innovation, Entrepreneurship and Competitive Strategy, Emerald
3.	Entrepreneurship: New Venture Creation (2016) David H. Holt, Pearson Education India,
4.	Entrepreneurship and New Venture Creation; Arun Sahay, V. Sharma; Excel Book (2008)
5.	Entrepreneurship ,11 th Edition , By Robert D. Hisrich, Michael P.Peters, Dean A.Shepherd , Sabyasachi Sinha , Mc Graw Hill



MANONMANIAM SUNDARANAR UNIVERSITY -TIRUNELVELI
UG PROGRAMMES



OPEN AND DISTANCE LEARNING (ODL) PROGRAMMES

(FOR THOSE WHO JOINED THE PROGRAMMES FROM THE ACADEMIC YEAR 2023-2024
ONWARDS)

B.B.A.			
Semester	Course	Title of the Course	Course Code
IV	Part I –Languages (Tamil)	தமிழும் அறிவியலும்	J1TL41
	Part II – Languages (English)	General English IV	J2EN41
	Core – VII	Business Environment	JMBA41
	Core – VIII	Human Resource Management	JMBA42
	Major Elective - IV	Operations Research	JEBA41
	Skill Enhancement Course - V	Tally	JSBA41
	NMC /Substitute Paper	Intellectual Property Rights	JNBA41
	Value Education	Value Based Education (Common)	JVBE41

தமிழும் அறிவியலும்

அலகு-1	தமிழரின் அறிவியல் சிந்தனைகள்
	<ul style="list-style-type: none"> • அறிவியலும் மனித வாழ்வும் • ஐந்திணைப் பகுப்பும் சூழலியலும் • தொழில்நுட்ப மேலாண்மை • நீர் நில மேலாண்மை
அலகு-2	பழந்தமிழ் இலக்கியங்களில் அறிவியல் சிந்தனைகள்
	<ol style="list-style-type: none"> 1. நிலவியல் 2. உலோகவியல்

	<ol style="list-style-type: none"> 3. வானவியல் 4. உயிரியல் 5. உணவியல்
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அலகு-3	இடைக்கால இலக்கியங்களில் அறிவியல் சிந்தனைகள்
	<ol style="list-style-type: none"> 1. காப்பியங்களில் அறிவியல் 2. சிற்றிலக்கியங்களில் அறிவியல் 3. உரைநூல்களில் அறிவியல்

அலகு-4	இணையத் தமிழ்
	<ol style="list-style-type: none"> 1. இணையத் தமிழ் பயன்பாடு - அறிமுகம் 2. இணையத்தமிழ்க் கல்விக்கழகம் 3. இணைய நூலகம் 4. செயற்கை நுண்ணறிவியல் 5. தமிழ்நாட்டு அறிவியல் ஆளுமைகள்

அலகு-5	கடிதம் எழுதுதலும் கட்டுரை எழுதுதலும்
	<ul style="list-style-type: none"> • உறவு முறைக் கடிதப் பயிற்சி • அலுவலகக் கடிதப் பயிற்சி • விண்ணப்பப் படிவம் எழுதும் பயிற்சி • தன் விவரப் படிவம் எழுதும் பயிற்சி • கருத்து விளக்கக் கட்டுரைகள் எழுதும் பயிற்சி • பத்திரிகைகளுக்குக் கட்டுரை எழுதும் பயிற்சி

Text books

Reference Books

1. தமிழர் வேளாண்மை மரபுகள் - இல).செ.கந்தசாமி
- 2. சங்க இலக்கியத்தில் வேளாண் சமுதாயம், பெ.மாதையன், நியூ செஞ்சரி புக் ஹவுஸ்
3. தமிழில் அறிவியல் இதழ்கள்சாமுவேல்- ரா.பார்வேத்தன் ஃபிஷ்விறீன் பதிப்பகம், கோவை
4. அறிவியல் தமிழ் - பதிப்பாசிரியர் இராதா செல்லப்பன்,பாரதிதாசன் பல்கலைக்கழகம், திருச்சிராப்பள்ளி.
5. இணையத் தமிழ் வரலாறு, மு.பொன்னவைக்கோ, பாரதிதாசன் பல்கலைக்கழகம்
6. இணையத் தமிழ், சந்திரிகா சுப்பிரமணியம் - சந்திரோதயம் பதிப்பகம்

7. இணையமும் இனிய தமிழும் - துரை. மணியரசன், இசை பதிப்பகம்
8. கணினித் தமிழ், இல. சுந்தரம் - விகடன் பிரசுரம்
9. மாண்புமிகு மண், பாமயன், வம்சி புக்ஸ்
10. தமிழ் இலக்கியத்தில் அறிவியல் சிந்தனைகள் வானதி பதிப்பகம், சென்னை

**SECOND YEAR - SEMESTER IV
PAPER II –GENERAL ENGLISH**

UNIT	Details
I	<p>GOAL SETTING (UNICEF) Life Story 1.1 From Chinese Cinderella – Adeline Yen Mah 1.2 Why I Write - George Orwell Short Essay 1.3 On Personal Mastery – Robin Sharma 1.4 On the Love of Life – William Hazlitt</p>
II	<p>INTEGRITY Short Story 2.1 The Taxi Driver – K.S. Duggal 2.2 Kabuliwala - Rabindranath Tagore 2.3 A Retrieved Reformation – O Henry Extract from a play 2.4 The Quality of Mercy (Trial Scene from the Merchant of Venice - Shakespeare)</p>
III	<p>COPING WITH EMOTIONS Poem 3.1 Pride – Dahlia Ravikovitch 3.2 Phenomenal Woman – Maya Angelou Reader’s Theatre 3.3 The Giant’s Wife A Tall Tale of Ireland – William Carleton 3.4 The Princess and the God : A Tale of Ancient India</p>
IV	<p>Language Competency Sentences 4.1 Simple Sentences 4.2 Compound Sentences 4.3 Complex Sentences Direct and Indirect Speech</p>
V	<p>Report Writing 5.1 Narrative Report 5.2 Newspaper Report Drafting Speeches 5.3 Welcome Address 5.4 Vote of Thanks</p>
Text Books (Latest Editions)	1.Oxford Practice Grammar , John Eastwood, Oxford University Press
	2.Cambridge Grammar of English , Ronald Carter and Michael McCarthy
	3.George Orwell Essays, Penguin Classics

Business Environment

UNIT	Details
I	The concept to Business Environment: its nature and significance A brief overview of political, cultural, legal, economic, and social environments and the irimpact on business and strategic decisions
II	Political Environment: Functions of state, economic roles of government, government and legal environment.
III	Economic Environment: Business Cycles (Inflation, Deflation), Macro economic Parameters Like GDP, Growth Rate, Population, Urbanization, National Income, and Per Capita Income, and Their Impact on Business Decisions
IV	Social environment; cultural heritage; social attitudes; castes and communities Joint family systems; linguistic and religious groups
V	Technologyenvironment –Industry4.0-Meaning- Features-basic Applications and Uses-Block chain, AI, AR, Cloud, IOT, IIOT, Big Data and Analytics
References Books	Business Environment: A Test/Reference Book With Case Studies E-book: Prakash, NR Mohan
	Business Environment Ruchi Goyal Publisher: Neel kanth Publishers Pvt. Ltd.2019
	Business Environment, Fourth Edition, By Pearson
	Business Environment Indian And Global Perspective 3 Rd Edition by AHMED, FAISALALAM ,M. ABSAR, PHI Learning

HUMAN RESOURCE MANAGEMENT

UNIT	Details
I	Introduction - Characteristics - Functions - Nature and scope of Human Resources Management –Roles & responsibilities of HR manager-HR Policies & procedures-Differences Between personnel management and HRM
II	Human Resource Planning - Job Evaluation- methods-Job analysis-Job description, Job specification .Recruitment – Selection –Process, Methods–Interview, Tests, Induction and Placement
III	Training and Development , Training Process, Methods, Training Need Assessment , Career Development. Transfer and Promotion.
IV	Employee Engagement -Meaning-Importance- evaluation- measuring employee employee engagement- Employee Compensation- components-incentives-benefits-welfare and social security measures
V	Human Resource Audit –Nature–Benefits – Scope – Recent trends in HRM: Green HRM & Virtual HRM Practices,
References Books	VSP Rao, Human Resource Management :Text & Cases, Excel Books, 3 rd Edition ,2010
	K.Ashwathappa, Human Resource Management-Text and cases, McGraw Hill Education India, 6 th Edition
	Garry Deseler, Human Resource Management, Pearson, 15 th Edition, 2017
	LMPrasad,HumanResourceManagement,SultanChandandSons3 rd Edition , 2014
	Tripathi.PC,HumanResourceManagement,SultanChandandSons 1st Edition, 2010

Operation Research

UNIT	Details
I	Introduction - Overview of Operation Research - Nature-Scope and Characteristics of OR-Features of OR Stages in OR –Limitations of Operational Research
II	Linear Programming problem -Concept and scope of OR, general mathematical model of LPP, steps of L.P model formulation, Graphical method of the solution of LPP-simple problems.
III	Vogel's approximation method to find the optimal solution.
IV	Network models -PERT and CPM — difference between PERT and CPM-constructing network-critical path, various floats, three-time estimates for PERT
V	Game Theory - Maximin-Minmax criterion, Saddle point, Dominance property, Graphical method for solving $2 \times n$ and $m \times 2$ game. Decision Theory—statement Of Baye's theorem application –decision trees.
References Books	P.R. Vittal&V.Malini, OperativeResearch–MarghamPublications–Chennai–17.
	P.K.Gupta & Man Mohan, Problemsin Operations Research–Sultan Chand & sons–New Delhi
	V.K.Kapoor, IntroductiontooperationalResearch–SultanChand&sons–New Delhi
	Hamdy A Taha, Operation Research–An Introduction prentice Hall of India-New Delhi
	P.Gupta, N.Aruna Rani, M.Haritha (2018), Operations Research and Quantitative Techniques, First edition, Himalaya Publishing House.

Tally

UNIT	Details
I	Basic of Accounting & Fundamentals of Tally. ERP9: Accounting Principles or Concepts, Rules for Accounting, Creation/ Setting up of Company in Tally ERP and Configuration.
II	Accounting Master in Tally. ERP: Groups & Ledgers Creation Inventory Master in Tally ERP: Creation of Stock Groups and Categories and Units of Measure.
III	Vouchers Entries & Advance Accounting in Tally. ERP:Types of Vouchers, Invoicing, Bill Wise Details, Cost Centers and Bank Reconciliation and Scenarios Management.
IV	Advance Inventory & Taxes in Tally. ERP9:Order processing, Batch Wise Details, POS, TDS, TDS Returns Filing, TCS, GST Returns, EPF, ESIC & Professional Tax.
V	Technological Advantages, Payroll, Report Generations, Short Keys in Tally. ERP
References Books	Shraddha Singh & Navneet Mehra, Tally. ERP 9,V&SPublishers, 2015
	Official Guide to Financial Accounting using Tally.ERP 9, Fourth Revised & Updated Edition, BPB Publications
	VinodKumar,Tally.ERP9 Made Easy, Accounting Education
	Bimlendu Shekhar, Tally Practical Work Book-1,2 nd Edition
	Asian's Quint essential Course Tally. ERP 9with GST by Vishnu Priya Singh edition 2020

Intellectual Property Rights

UNIT	Details
I	IPR Introduction: and the need for intellectual property right–IPR in India–Different Classifications– Important Principles of IP Management – Commercialization of Intellectual Property Rights by Licensing
II	Introduction–Classification–Importance–Types of Patent Applications in India - Patent able Invention– Inventions Not Patentable.
III	Introduction–Fundamentals –Concept–Purpose– Functions– Characteristics–Guidelines - For Registration of Trade Mark–Kinds of TM–Protection –Non-Register Trademarks
IV	Introduction to Copy right – Conceptual Basis–Copy Right and Related Rights–Author & Ownership of Copyright- Rights Conferred By Copy Right-Registration – Transfer –Infringement
V	Geographical Indications: Concept, Protection & Significance
References Books	Land mark Judgement son Intellectual Property rights by Kush Kalra. Central Law Publishing
	Intellectual Property Rights in India by V.k.Ahuja, Lexis Nexis
	Introduction To Intellectual Property Rights Soft bound By Singh, Phundan, Daya Publishing House
	Introduction To Intellectual Property Rights by Chawkam H.S,Oxford & Ibh
	Intellectual Property-Patents, Copyright, Trade Marks and Allied Rights By W Cornish and DL lewelyn and T Pain

VALUE BASED EDUCATION

(Common Syllabus)

UNIT	Details
I	<p>Introduction to Value based Education</p> <p>a. Value: meaning and Classification b. Value based Education: Meaning, Characteristics, Components and Contents c. Value Erosion and Inculcation: Value crises in social life, economic life, and political life - Value inculcation: need and importance - Role of Parents and Teachers in inculcating values.</p>
II	<p>Harmony in Being and Living</p> <p>a. Harmony of the self (I) with the body: Nurturing of the body- Understanding myself as co-existence of the self and the body- Understanding needs of self and needs of the body- Understanding the activities in the self and activities in the body. b. Harmony in the Family, Society and Nature: Family as a basic unit of human interaction and values in relationships - Affection, care, guidance, reverence, Glory, gratitude, and love – Harmony in society: Justice preservation, Production Work, Exchange Storage Harmony in nature: four orders in nature- The holistic perception of harmony in existence.</p>
III	<p>Social Issues, Social Justice and Human Rights</p> <p>Social issues – causes and magnitude - alcoholism, drug addiction, poverty, Unemployment Social Justice: Definition and need – factors responsible for social injustice: caste and gender – contributions of social reformers. Human Rights: Concept and Principles of human rights – human rights and Indian constitution – Rights of Women and children – violence against women</p>
IV	<p>Values and Mass Media</p> <p>Mass media: Meaning, functions and characteristics – Effects and Influence on youth and children – Media Power – socio, cultural and political consequences of mass mediated culture - consumerist culture – Globalization – new media-prospects and challenges – Role of media in value building</p>
V	<p>Ethics</p> <p>Ethics: Meaning and importance Social ethics: tolerance, equity, justice for all, sensitivity towards mankind, love for nature and creatures, nationalism-love for nation, pride for nation, Honour to the law, Indian culture and traditions – Civic Sense: Being a good civilian Professional Ethics: Dedication to work and duty – Commitment to the Profession.</p>

<p style="text-align: center;">Reference</p>	<ol style="list-style-type: none"> 1. Allport, G.W., Vernon, P.E., and Lindzey, G. (1970) study of values, Buston: Houghton Mifflin. 2. Centaral Board of Secondary Education (1997), Value Education: A Handbook for Teachers, Delhi: Central Board of Secondary Education. 3. Delors, J. (1996), Learning: The Treasure within- Report of the International Commission on Education for the Twenty-First Century, Paris: UNESCO. 4. Morris, Charles W. (1956). Varieties of Human Values. Chikago: University of Chicago Press. 5. Shukla, R.P.(2005). Value Education and Human Rights. Sarup& Sons, New Delhi 6. Satchidananda. M.K. (1991), “Ethics, Education, Indian Unity And Culture” – Delhi, Ajantha Publications 7. Saraswathi. T.S. (Ed) 1999. Culture”, Socialisation And Human Development: Theory, Research And Application In India” – New Delhi Sage Publications. 8. Venkataiah. N (Ed) 1998, “Value Education” New Delhi Ph. Publishing Corporation. 9. Chakraborti, Mohit (1997) “Value Education: Changing Perspectives” New Delhi: Kanishka Publications. 10. Adithya Shetty and K.Pushpanandan Rao (2000): as quoted in Jayarami Reddy, B., (2010): “Values of B.Ed. teacher trainees in relation to certain psycho-sociological variables in Andhra Pradesh”, Unpublished Ph.D. Thesis, Department of Education, S.V.University, Tirupati, 11. Amareswaran, N. (2009): “Moral values of intermediate students”, Published Ph.D. Thesis, Department of Education, S.V. University, Tirupati. 12. Chetty, K. M. (2004): “Perspective of value oriented education” paper presented at UGC National Seminar on value oriented education, organized by Dept. of education, S.V.University, Tirupati. 13. Chhaganlal, Nandini Man Sukhbai (1992): “A study of the value, adjustment, attitude in the teaching profession and academic achievement of researchers’ children as compared to non-teachers children”. [Ph.D. Edu. Saurashtra University] 14. Mahatma Gandhi at Wardha Conference (1937) : as quoted in Gawande, E. N., (1994): “Value oriented education vision for better living”, Sarup and Sons Publishers 4740/23, Amsari Road, Darya Colony, New Delhi, p. 9. 15. Mohan Reddy (2011): “An analytical study of attitude of intermediate students towards value oriented education in relation to certain psycho-sociological variables”, Ph.D. theses, S.V.University, Tirupati. 16. Rajasekhar Reddy (2002) quoted in Nagarjuna, T.I. (2009): “A study of attitudes of DIET students towards value oriented education in relation to intelligence, personality and other variables”, Published Ph.D. Thesis, Department of Education, S.V. University, Tirupati. 17. Rajagopal (1989) quoted in Yella Reddy, B. (2009): “A study of moral judgment of intermediate students in relation to certain factors”, Published Ph.D. thesis, S.V.University, Tirupati. 18. Awasthi D. Value based Education is the only solution to the problem of Crisis of Moral Values among the youth of India. Retrieved from: worldwide, 2014. journals.com/gra/file:php? 2014. 1411110022_81.pdf. 19. Brubacher, J.S. Modern Philosophies of Education, McGraw Hill Book
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	<p>Company, INC, New York, 1950, Pp.93-95.</p> <p>20. Chetty, K.M., Value Education: A Conceptual Analysis, 70th Session of Indian Philosophical Congress, Haridwar, 1995, Pp.3-4.</p> <p>21. Dr. Jangaiah, C. Values Classification, APH Publishing Corporation, New Delhi, 1998, .</p> <p>22. Prahallada, N.N, Value Education in India. Association of Indian Universities, New Delhi, 2000.</p> <p>23. Rohidekar, S.R. Inculcation of values-how? APH Publishing Corporation, New Delhi, 1998.</p> <p>24. Seshadri, C. Education in Values, APH Publishing Corporation, New Delhi, 1998, Pp.47- 48.</p>
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MANONMANIAMSUNDARANARUNIVERSITY-TIRUNELVELI
UG PROGRAMMES



OPEN AND DISTANCE LEARNING(ODL)PROGRAMMES

(FOR THOSE WHO JOINED THE PROGRAMMES FROM THE ACADEMIC YEAR 2023-2024
ONWARDS)

B.B.A.

Semester	Course	Title of the Course	Course Code	Credits
V	Core-IX	Management Information System	JMBA51	4
	Core-X	Research Methodology	JMBA52	4
	Core-XI	Production and Materials Management	JMBA53	4
	Core-XII	Artificial Intelligence in Business	JMBA54	4
	Elective-V	Financial Services	JEBA51	3
	Elective-VI	Consumer Behaviour	JEBA52	3
	NMC/Substitute Paper	Fundamentals of Fin tech	JNBA51	3

MANAGEMENT INFORMATION SYSTEM

UNIT	Details
I	Computers & Information processing- generation of computers-Input Devices-Output devices- internal and external Storage devices- Batch & Online Processing- Hardware- Software, Types of software
II	Concept of Information System- Characteristics of information system, objectives of MIS– System Classification- Categories of Information Systems- Structure of MIS –MIS support for planning, organizing & controlling
III	Information for decision making-Functional Information System-Personal, production, material, marketing, Strategic information system & competitive advantage, process of SIS planning
IV	Decision Support System-Characteristics-Purpose- Components of DSS- Types of DSS- pros and cons
V	Business Process Outsourcing-Meaning-Types of BPO- Benefits of BPO- Drawbacks - Customer Relationship Management - Meaning- Types of CRM Software.

References Books

1.	Mudrick & Ross, "Management Information Systems", Prentice-Hallof India.
2.	Management Information System by Concise study by Kelkar SA
3.	CSV Murthy-"Management Information Systems"Himalaya publishing House.
4.	Michael Alexander (2014) Business Intelligence Tools for Excel Analysts
5	Management Information System by Oka MM

RESEARCH METHODOLOGY	
UNIT	Details
I	Introduction to Business Research - Meaning of Research – Research Process - Objectives- Characteristics - Nature and scope - significance of Research, Criteria of good research-Types of Research
II	Research Design - Meaning - Need - Features of Good research design - Types (Exploratory, Descriptive, Casual,) Factors affecting research design. Formulation of hypothesis - types. Measurement- characteristics – sound measurement tool, sampling--characteristics-Types
III	Sources and Collection of Data - Primary and secondary sources, problems in using secondary data. Questionnaires-Guidelines of Constructing questionnaires – schedules. Difference between questionnaire and schedules.
IV	Data Analysis: Statistical tools and techniques for Data analysis - Parametric and non-parametric tests – Introduction to statistical packages-SPSS, uses of SPSS- Precaution on using SPSS
V	Report preparation – Significance of Report Writing - Guidelines and precautions for interpretation – Steps in Report writing - Style of research reports (APA, MLA)–Mechanics of report writing–Layout of the research report-Precaution for writing research report
Reference Books	
1.	C.R Kothari, Gaurav Garg, Research Methodology Methods and Techniques,4th edition, New Age International Publisher2019.
2.	Donald R. Cooper, Pamela S. Schindler, Business Research Methods,12 th edition, Tata Mc Graw Hill,2018.
3.	Kumar R, Research Methodology, a step-by-step guide for beginners, Sage South Asia2011.
4.	Richard L. Levin, Davis S. Rubin, Sanjay Rastogi, Masood H. Siddiqui, Statistics For Management, PearsonEducation,8th edition, 2017.
5.	Dr. R. K. Jain, Research Methodology, Methods and Techniques, Vayu Education 2021

PRODUCTION & MATERIALS MANAGEMENT

UNIT	Details
I	Introduction– Meaning, scope and Functions of Production Management - Different types of Production Systems. Production design & Process planning: Plant location: Factors to be considered in Plant Location.
II	Lay out of manufacturing facilities: Principle sofa Good Layout–Layout Factors–Basic Types of Layouts – Service Facilities.
III	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.
IV	Integrated materials management-Concept-service function advantages- Inventory Control- Function of Inventory - Importance-Replenishment Stock- Material demand forecasting-MRP-Basis tools- ABC-VED-FSN Analysis
V	Purchase Management-Purchasing-Procedure- Dynamic Purchasing-Principles-Vendor rating and Management
References Books	
1.	P. Saravanavel and S. Sumathi; Production and Materials Management, Margham Publications,2015
2.	M.M. Verma, Materials Management Sultan Chand Publishing, Edition2004
3.	P. Gopalakrishnan & Abid Haleem; Handbook of Materials Management, Second Edition, PHI Learning Pvt., Ltd., 2015.
4.	P. Ramamurthy, Production and Operations Management, JBA publishers, 2nd edition2013.
5.	S.N. Chary, Production and Operations Management, JBA Publishers, Edition Edition VI

FINANCIAL SERVICES	
UNIT	Details
I	INTRODUCTION: Meaning and importance of financial services – Types of financial services – Financial services and economic and technological environment – Financial System- RBI, Commercial Banks; Financial Institutions-National Stock Exchange- Bombay Stock Exchange
II	Merchant Banking – Functions – Issue management –Managing of new issues– Underwriting – Capital market – Role of SEBI
III	Leasing and Hire purchase –Evaluation of leasing- features–Types of lease Accounts. -Merits and Demerits - Evolution of Hire purchase - concepts - Hire Purchase in India - Leasing vs. Hire Purchase
IV	Venture Capital – Features and types of venture capital - Growth of venture capital in India - Financing pattern under venture capital-legal aspects and guidelines for Venture capital
V	Mutual Funds: Meaning–Types-Objectives– Functions–Advantages-Mutual funds in India- Introduction to digital payments-crypto currency.
References Books	
1.	1.Financial Services–M.Y. Khan
2.	2.Financial Services–B. Santhanam
3.	3. Law of Insurance–Dr. M. N. Mishra
4.	4.Indian Financial System–Hr. Machiraju
5.	5.A Reviewof current Banking Theory and Practice– S.K. Basu.

CONSUMER BEHAVIOUR

UNIT	Details
I	Introduction to Consumer Behavior: Nature, scope & application; Importance of consumer behavior in marketing decisions; characteristics of consumer behavior; role of consumer research; consumer behavior interdisciplinary approach; E-Buying Behavior, The E- Buyer- à- vis the Brick –and mortar Buyer
II	Internal Influences on Consumer Behavior: Consumer Needs & Motivation: Characteristics of motivation, arousal of motives; theories of needs & motivation- Maslow 's hierarchy of needs, Mc Clelland 's APA theory
III	Consumer Personality- theories of personality- Freudian theory, Jungian theory, Trait theory; Theory of self- images; Role of self-consciousness. Consumer Perception: Perceptual Process - selection, organization & interpretation.
IV	External Influences on Consumer Behavior: consumer reference groups: Different types of reference groups; Family & Consumer Behavior: Consumer socialization process; consumer roles with in a family; purchase Influences and role played by children; family life cycle. Social Class
V	Consumer Decision Making: Consumer Decision making process: problem recognition; pre-purchase search influences; information evaluation; purchase decision; post-purchase evaluation
Text Books	
1.	Consumer Behaviour – Satish K Batra, SHH Kazmi
2.	Consumer Behaviour in Indian Context – KK Srivastava, Sujata Khandai
3.	Consumer Behaviour- Suja Nair – Himalaya Publishers. Assael: Consumer Behaviour, 6 ^e Thomson 2006
4.	Henry Assael, Consumer Behaviour and Marketing Action (2001) Cengage Learning
5.	Leon G Schiffman, Joseph Wesen Blit, S. Ramesh Kumar; Consumer Behavior, Pearson Publication, 11 th Edition, 2015

FUNDAMENTALS OF FIN TECH

Unit I: Introduction to Fin tech

Introduction–Meaning of Fin Tech-Definitions-The History and Evolution of the Fin tech Industry –Fin Tech Ecosystem –Recent Developments- Fin Tech in India- Fin Tech Market Trends in India - Types of FinTech or Transformation of Financial Services - Benefits of Fin Tech - Drawbacks of FinTech - Key Growth Drivers- Challenges.

Unit II: Financial Technology and Digital Payments

Introduction-Artificial Intelligence (AI) in FinTech-Machine Learning in FinTech- Machine Learning in Accounting and Finance –Robotic Process Automation (RPA)– Financial Data Analytics -Data Science and Big Data in Fin Tech-

Unit III: Digital Payments - Cashless Society - DFS Eco System -Developing Countries and DFS: The Story of Mobile Money -RTGS networks.

Unit IV: Crypto currencies



Crypto currencies - features, benefits, disadvantages- Outline of crypto currency types wallet - Legal and Regulatory Implications - legal position of crypto currencies in India - Impact on crypto currencies.

Unit V: Block chain Technology

Block chain Technology in FinTech – An understanding of Block chain technology, its potential, and applications –BCT in Banking–Benefits of BCT in banking -BCT in Indian Banking Sector - BCT in supply chain management.

Text Books:

1. Dheenadhayalan V and Vijay C, 2022 Fintech, Vijay Nicole Imprints Pvt. Ltd, Chennai
2. Sanjay Phadke., 2020 Fintech Future: The Digital DNA of Finance Paperback–
3. Agustin Rubini, 2021 Fintech in a Flash: Financial Technology Made Easy (new edition) Kindle Edition

 MANONMANIAM SUNDARANAR UNIVERSITY - TIRUNELVELI UG PROGRAMMES 
OPEN AND DISTANCE LEARNING (ODL) PROGRAMMES
(FOR THOSE WHO JOINED THE PROGRAMMES FROM THE ACADEMIC YEAR 2023-2024 ONWARDS)

BBA			
Semester	Course	Title of the Course	Course Code
V	Core - XII	Artificial Intelligence in Business	

Artificial Intelligence in Business

UNIT	Details
I	Introduction to Artificial Intelligence: Definition and Meaning of Artificial Intelligence - Brief History and Evolution of AI - Characteristics of AI Systems - Types of AI: Weak AI, Strong AI, and Artificial General Intelligence - Difference Between Artificial Intelligence, Machine Learning (ML), and Deep Learning- Branches of AI: Expert Systems, Natural Language Processing (NLP), Computer Vision, Robotics - Common AI Tools and Platforms (e.g., ChatGPT, IBM Watson, Google AI) -Importance and Benefits of AI in Business
II	AI in Marketing: Role of AI in Customer Segmentation and Targeting - AI-based Advertising and Campaign Management - Recommendation Systems and Personalization - Predictive Analytics in Consumer Behavior - Sentiment Analysis using AI - Automation of Marketing Operations
III	AI in Finance and Operations: Applications of AI in Financial Forecasting and Budgeting - AI in Credit Scoring and Loan Processing - Fraud Detection and Risk Management using AI Algorithms - Inventory Management and Demand Forecasting - AI in Logistics, Supply Chain Optimization, and Process Automation - Use of Robotic Process Automation (RPA) in Business Operations
IV	AI in Human Resource Management: AI in Recruitment and Resume Screening - Employee Productivity Monitoring through AI Tools - AI-Driven Employee Training and Learning Systems - Use of Chatbots for HR Support and Employee Queries - AI in Performance Evaluation and Workforce Planning - Predictive HR Analytics for Retention and Talent Management

V	Ethics, Challenges, and Future of AI in Business: Ethical Considerations in AI: Data Privacy, Algorithmic Bias, and Transparency - Legal and Regulatory Concerns Related to AI Implementation (e.g., GDPR, Indian Data Privacy Bill – basic overview) – Organizational and Technical Challenges in AI Adoption - Human vs Machine Intelligence – Opportunities and Limitations - Future Trends in Business AI and Emerging Career Opportunities in AI for Business Professionals
References Books	Doug Rose – Artificial Intelligence for Business: A Roadmap for Getting Started with AI, Wiley, 2018.
	Ajay Agrawal, Joshua Gans, Avi Goldfarb – Prediction Machines: The Simple Economics of Artificial Intelligence, Harvard Business Review Press, 2018.
	Elaine Rich, Kevin Knight – Artificial Intelligence, McGraw-Hill, 3rd Edition.
	Stuart Russell, Peter Norvig – Artificial Intelligence: A Modern Approach, Pearson Education, 4th Edition.
	Parag Kulkarni – Artificial Intelligence: Building Intelligent Systems, PHI Learning, 2015.
	Ethem Alpaydin – Introduction to Machine Learning, MIT Press, 4th Edition



MANONMANIAMSUNDARANARUNIVERSITY -TIRUNELVELI
UG PROGRAMMES



OPENANDDISTANCELEARNING(ODL)PROGRAMMES

(FORTHOSEWHOJOINEDTHEPROGRAMMESFROMTHEACADEMICYEAR2023-2024
ONWARDS)

B.B.A.

Semester	Course	Title of the Course	Course Code	Credits
VI	Core-XIII	Entrepreneurial Development	JMBA61	4
	Core-XIV	Strategic Management	JMBA62	4
	Core-XV	Services Marketing	JMBA63	4
	Elective- VII	E- Business	JEBA61	3
	Elective-VIII	Business Taxation	JEBA62	3
	NMC/Substitute Paper	Quantitative Aptitude	JNBA61	3

ENTREPRENEURSHIP DEVELOPMENT	
UNIT	Details
I	Entrepreneur- Meaning & definition, Classification of entrepreneurs, Function of Entrepreneurs, Role of Entrepreneurs. Entrepreneurship- Concept of Entrepreneurship, Growth of Entrepreneurship in India, Role of Entrepreneurship in Economic Development, Factors Influencing Entrepreneurship
II	Generating innovative ideas of business- Brainstorming, focus group, survey, customer advisory boards. Creativity and selection of Products. Project profile preparation, match in genre preneur with the project, Steps for Starting Small Industry.
III	Business Plan Development- Business Idea Generation Technique, Identification of Business Opportunity, Feasibility Study, Marketing, Finance, Technology and Legal Formalities, Preparation of Project Report, Tools of Appraisal.
IV	Awareness of various government schemes for start-up business-Start-up India, Stand-up India, Make in India 'Program, MUDRA. Role of Women Entrepreneurs in Economic development. -Schemes for Women entrepreneurs- Annapurna scheme, Denashakti scheme, Mudra loan for women, Stree Shakti scheme.
V	Problems and remedies of sick industries, Concept of Industrial Sickness- Signals and Symptoms of Sickness- Magnitude of Industrial Sickness- Causes and Consequences of Industrial Sickness-Corrective Measures.
References Books	
1.	Barringer, B., Entrepreneurship: Successfully Launching New Ventures, 3rd Edition, Pearson,2011.
2.	The Lean Startup: How Today 's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses by Eric Ries
3.	http://www.simplynotes.in/role-of-government-in-promoting-entrepreneurship/
4.	Innovation and Entrepreneurship: Practice and Principles by Peter F Drucker
5.	Desai, V., Small Scale Industries and Entrepreneurship, Himalaya Publishing House, 2011.
6.	Nagendra and Manjunath, V.S, Entrepreneurship and Management, Pearson, 2010
7.	Stokes, D., and Wilson, N., Small Business Management and entrepreneurship, 6 th Edition, Cengage Learning,2010

STRATEGIC MANAGEMENT	
UNIT	Details
I	Introduction: Strategic Management-Overview of Strategic Management- Difference between Strategy and tactics - Levels - Process - Benefits
II	Strategy Formulation: External Environment Appraisal using PESTEL - Competitor Analysis using Porter 's 5- Forces model - Environmental Threat and Opportunity Profile (ETOP) - Value chain Analysis Strategic Advantage Profile (SAP) Scanning Functional Resources and Capabilities for building Organization Capability Profile (OCP) SWOT Analysis
III	Corporate Portfolio Analysis: Strategic alternative sat corporate level: concept of grand strategies -Strategic choice models - BCG, GE Nine Cell Matrix, Hofer 's matrix-Strategic alternatives at business level
IV	Strategy Implementation: Role of top management- Process - Approaches, Resource allocation - Factors - Approaches, McKinsey's 7's framework, strategic positioning- four routes to competitive advantage.
V	Strategy Evaluation: Importance - Criteria - Quantitative and qualitative factors, strategic control: Process-Criteria- Types, Essential features of effective evaluation and control systems.
References Books	
1.	Thomson & Strick land, (2008), Crafting and Executing Strategy, Mc Graw Hill. - Sixteenth Edition (2011)
2.	N. Chandrasekaran, Ananthanarayanan (2011), Strategic Management, Oxford University Press– First Edition–Second Impression (2012)
3.	Ireland, Hoskisson & Manikutty (2009), Strategic Management–A South Asian Perspective, Cengage Learning-Ninth Edition (2012)
4.	Dr.LM. Prasad, Strategic Management, Sultan Chand & Sons
5.	Kenneth Carrig, Scott A Snell. Strategic Execution: Driving Breakthrough Performance in business, Stanford University Press (2019)

E-BUSINESS

UNIT	Details
I	Introduction: Definition and scope of e-business - History and evolution of e-business- Types of e-business models (B2B, B2C, C2C) - Advantages and disadvantages of e-business-the Internet and the web- infrastructure fore- business
II	Web based tools for e -business - e-business software -overview of packages
III	Security threat stoe-business-implementing security for e - commerce and electronic payment systems - Ethical consideration sine-business
IV	E-marketing strategies and techniques-Online advertising and promotion-B2C and strategies for purchasing and support activities - B2B - web auction virtual – web portals
V	The environment of e-business -international -legal ethical-tax issues-business plan for implementing- business

Text 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
4.	Turban, Efrain, David Kinget. el.: Electronic Commerce: A Managerial Perspective, Pearson Education Asia, Delhi.
5.	CS Rayudu, E Commerce E Business, HPH

BUSINESS TAXATION	
UNIT	Details
I	Objectives Of Taxation–Canons of Taxation–Tax System in India–Direct And Indirect Taxes– Meaning And Types.
II	Income Tax Act 1961 – Basic Concepts and Definitions – Income, Assessee, Person, Previous Year, Assessment Year, Gross Total Income, Total Income. Meaning of Permanent Account Number, Return of Income, TDS - Meaning - Rates - Filing and Return, Advance Tax, Rates of Taxation, Assessment Procedure
III	Customs Act 1962 - Introduction, Objectives, Definitions, Functions and powers of customs authorities, different types of custom duties. Classification of goods, procedure for assessment and methods of valuation for customs, demand and recovery of customs duty, procedure for claiming Customs duty draw back.
IV	Definitions of GST – business related person ‘s capital goods – levy and collection of tax – mixed supply, composite supply – meaning, advantages and disadvantages of unregistered supplier – time and value of supply – goods, services – input tax credit – Registration of GST – person liable for registration, not liable for registration, Registration of casual taxable person, deemed on cancellation of registration, Revocation of cancellation of registration-VAT.
V	Tax Invoice, Credit and Debit notes –Return of GST, Refunds, payment of tax, assessment and audit. An Overview of Tax Audit–Tax Incentives and Export Promotions, Deductions and Exemptions.
References Books	
1.	Senthil and Senthil, Business Taxation, Himalaya Publication, 4 th Edition.
2.	Vinodk. Singania, Indirect Tax, Sultan Chand and Sons, Edition 2013.
3.	Dr. Rajani Bhat & Dr. Dhamodharan V, Indirect Taxation, TR Publications, Chennai, 2020
4.	DR. Vandhana Bangar, Yogendra Bangar, Indirect tax laws, Aadhya Prakasam Allahabad 2018.
5.	T.S. Reddy & Y. Hariprasad Reddy, Business Taxation, Margham Publications, Chennai 2018.

QUANTITATIVE APTITUDE

UNIT	Details
I	Numerical Reasoning: Problems related to Number series, Analogy of numbers, Classification of numbers, Letter series, Seating arrangements, Directions, blood relations and puzzle test.
II	Combinatorics: Counting techniques, Permutations, Combinations and Probability
III	Syllogisms and data sufficiency
IV	Application of Base system: Clocks (Base24), Calendars(Base7), Cutting of Cubes and cuboids
V	Puzzle Solving & Time Management using various problems solving tools and techniques
References Books	
1.	Barron's by Sharon Welner Green and Ira K Wolf (Galgotia Publications pvt.Ltd.)
2.	Quantitative Aptitude by U Mohan Rao Scitech publications
3.	Quantitative Aptitude by Arun Sharma Mc Graw-Hill publications
4.	Quantitative Aptitude by Abhijit Guha
5.	Quantitative Aptitude by Pearson publications

SERVICES MARKETING	
UNIT	Details
I	Marketing Services: Evolution & growth of the service sector. Characteristics of service - Nature and Scope of Services - classification of service - designing of the service, blue printing using technology, Challenges & Issues in Services Marketing
II	Marketing Mix in Service Marketing: The seven Ps: product decision, pricing strategies and tactics, promotion of service and distribution methods for services. Service market segmentation, targeting and positioning.
III	Effective Management of Service Marketing: Service life cycle - New service development - GAP model of service quality - Measuring service quality - SERVQUAL-Internal marketing of services-external Versus internal Orientation of service strategy.
IV	Delivering Quality Service: Designing service delivery system, Service channel - Pricing of services, methods – Service marketing triangle- Managing demand, Managing supply- Integrated Service marketing communication.
V	Marketing of Service With Special Reference To:1. Financial services, 2. Health services, 3.Hospitality services including travel, hotels and tourism, 4. Professionalservice, 5.Publicutility service,6. Educational servicesand e-services.
ReferencesBooks	
1.	Dr.B. Balaji, Services Marketing and Management, S.Chand&Co, NewDelhi.
2.	S.M. Jha, Services marketing, HimalayaPublishers, India
3.	Baron, Services Marketing,Second Edition.Palgrave Macmillan
4.	Dr.L.Natarajan Services Marketing, Margham Publications, Chennai.
5.	Thakur.G.S.Sandhusupreet & Dogra Babzan, Services marketing, kalyanni Publishers, Ludhianna.

Duration of the Programme:

The programme for the degree of Bachelor of Business Administration consists of three Academic / Calendar years divided into six semesters. This programme having total credits of 140 as per TANSCHÉ on par with NEP. The duration of programme is three years at a maximum of 5 years as per UGC guidelines (N+2) pattern.

Sem	Part	Course Code	Course Name	Credits	Int.	Ex t.	Total
I	I	J1TL11	Pothu Tamil-I-Tamil Ilakkiya Varalaru-I	3	25	75	100
	II	J2EN11	General English-I	3	25	75	100
	III	JMBA11	Principles of Management	5	25	75	100
	III	JMBA12	Accounting for Management-I	5	25	75	100
	III	JEBA11	Managerial Economics	3	25	75	100
	IV	JSBA11	Basics of Event Management	2	25	75	100
	IV	JFBA11	Managerial Communication	2	25	75	100
II	I	J1TL21	Pothu Tamil - II Tamil Ilakkiya Varalaru-II	3	25	75	100
	II	J2EN21	General English – II	3	25	75	100
	III	JMBA21	Organizational Behaviour	5	25	75	100
	III	JMBA22	Accounting for Management - II	5	25	75	100
	III	JEBA21	Business Regulatory Frame Work	3	25	75	100
	IV	JSBA21	Managerial Skill Development	2	25	75	100
	IV	JSBA22	Business Etiquette and Corporate Grooming	2	25	75	100
III	I	J1TL31	Pothu Tamil - III Tamilaga Varalarum Panpadum	3	25	75	100
	II	J2EN31	General English – III	3	25	75	100
	III	JMBA31	Marketing Management	5	25	75	100
	III	JMBA32	Financial Management	5	25	75	100
	III	JEBA31	Business Statistics	3	25	75	100
	IV	JSBA31	Computer Application in Business	1	25	75	100
	IV	JNBA31	New Venture Management	2	25	75	100
	IV	JEVS31	Environmental Studies	2	25	75	100

IV	I	J1TL41	Pothu Tamil - IV Tamilum Ariviyalum	3	25	75	100
	II	J2EN41	General English – IV	3	25	75	100
	III	JMBA41	Business Environment	5	25	75	100
	III	JMBA42	Human Resource Management	5	25	75	100
	III	JEBA41	Operations Research	3	25	75	100
	IV	JSBA41	Tally	1	25	75	100
	IV	JNBA41	Intellectual Property Rights	2	25	75	100
	IV	JVBE41	Value Based Education	2	25	75	100
V	III	JMBA51	Management Information System	4	25	75	100
	III	JMBA52	Research Methodology	4	25	75	100
	III	JMBA53	Production and Materials Management	4	25	75	100
	III	JMBA54	Artificial Intelligence in Business	4	25	75	100
	III	JEBA51	Financial Services	3	25	75	100
	III	JEBA52	Consumer Behaviour	3	25	75	100
	IV	JNBA51	Fundamentals of Fin tech	3	25	75	100
VI	III	JMBA61	Entrepreneurial Development	4	25	75	100
	III	JMBA62	Strategic Management	4	25	75	100
	III	JMBA63	Services Marketing	4	25	75	100
	III	JEBA61	E- Business	3	25	75	100
	III	JEBA62	Business Taxation	3	25	75	100
	IV	JNBA61	Quantitative Aptitude	3	25	75	100
			Total Credit	140			

Faculty and Support Staff Requirements:

The programme for the degree of **Bachelor of Business Administration** requires the following faculty and supporting staff:

Staff Category	Required
Core Faculty	3
Faculty for Specialization	2
Clerical Assistant	1

Instructional Delivery Mechanisms:

- ❖ Self Learning Materials
- ❖ Web based Teaching and Learning
- ❖ Electronic study materials

1. Student Support Services:

The student support services will be facilitated by the head quarter i.e., Centre for Distance & Continuing Education, Manonmaniam Sundaranar University, Tirunelveli and its approved Learning Study Centres which are the Affiliated Colleges of Manonmaniam Sundaranar University located in the jurisdiction of this University (4 districts - Kanyakumari, Tirunelveli, Thoothukudi & Tenkasi).

2. The pre-admission student support services like counselling about the programme including curriculum design, mode of delivery, fee structure and evaluation methods will be explained by the staff at head quarter and Learning Study Centres who are well aware of the programme offered through ODL.
3. The post-admission student support services like issue of identity card, study materials, etc. will be downloaded from the University website (www.msuniv.ac.in – distance education), Learning Centres as well as Office of the Centre for Distance & Continuing Education.
4. The Personal contact programme for theory courses will be held at the university campus, Learning Study Centres. Programme wise Co-Ordinators along with required number of Assistant Professors are engaged to clarify the doubts of the candidates and ensuring the Teaching and Learning process.
5. The conduct of end-semester examinations, evaluation and issue of certificates will be done by office of the Controller of examinations, Manonmaniam Sundaranar University, Tirunelveli.

Procedure for Admission, curriculum transaction and evaluation:

f. 1. Procedure for Admission:

- ❖ Admission will be made as per eligibility norms prescribed by UGC/Tamil Nadu Government norms - approved by Standing Committee on Academic Affairs of this University.
- ❖ The unique service of this University is creation of Batch wise / programme wise whatsapp messenger groups from the Office of the Director and all information are conveyed directly to the candidates. (From Admission to issue of Degree Certificates)
- ❖ Last date for First year admission 31st December for Academic Year students and 30th June for Calendar Year students of every year and it will be varied as per the instruction given by UGC.

f. 2. Curriculum Transactions:

The classroom teaching would be lecture method by using electronic devices. The Personal contact classes (PCP) cover group discussion, seminars and paper presentation.

The Personal contact classes (PCP) will be conducted in four rounds. (4 sessions / Round)

Course Type	Personal Contact Classes Per Semester (in Hours)
Theory Courses	72

1. Evaluation:

- ❖ The examinations shall be conducted separately for theory and practical's to assess the knowledge acquired during the study.
- ❖ There shall be two systems of examinations viz., internal and external examinations.
- ❖ In the case of theory courses, the internal evaluation shall be conducted as Continuous Internal Assessment via. Student assignments preparation Project / Internship / Extension Activities and seminar, etc. The internal assessment shall comprise of maximum 25 marks for each course.
- ❖ The end semester examination shall be of three hours duration to each course at the end of each semester. (May & December every year).
- ❖ In the case of Practical courses, the internal will be done through continuous assessment of skill in demonstrating the experiments and record or report preparation.

- ❖ The external evaluation consists of an end semester practical examinations which comprise of 75 marks for each course.

Question Paper Pattern:

Answer all questions (one question from each unit with internal choices)

Time: 3 Hours; Maximum Marks: 75

Section	Distribution of Marks	Marks
Part A	10 x 1 Marks	10 Marks
Part B	5 x 5 Marks	25 Marks
Part C	5 x 8 Marks	40 Marks
	Total	75 Marks

Distribution of Marks in Continuous Internal Assessments

- ❖ The Internal Assignment Questions are prepared by the course Co-Ordinator.
- ❖ Uploaded in the University website (internaldce@msuniv.ac.in) and through whatsapp messenger groups.
- ❖ The front page along with bar code for each course of the programme is uploaded in the University website.
- ❖ The students have to download the front page of the assignment and submit the handwritten assignment within the stipulated time limit.

The following procedure shall be followed for awarding internal marks for the courses

Component	Marks
Assignments (per course)	25

Passing Minimum:

- ❖ For internal Examination, the passing minimum shall be 40% (Forty Percentage) of the maximum marks (25) prescribed for UG and PG Courses.
- ❖ For External Examination, the passing minimum shall be 40% (Forty Percentage) of the maximum marks (75) prescribed for UG and PG Courses.
- ❖ In the aggregate (External + Internal), the passing minimum shall be 40% for UG . courses.

Marks and Grades:

The following table gives the marks, grade points, letter, grades and classification to indicate the performance of the candidate.

STATEMENT OF MARKS

Abbreviations:

- ❖ C-Credit; G-Grade; R-Result (P-Pass; RA-Reappear, AA-Absent); GP-Grade Point (10 Point Scale), CGPA-Cumulative Grade Point Average
- ❖ Credit is counted for the courses in which the candidate has passed the examination.
- ❖ Conversion of Marks into Grade Points and Letter Grades

S.No	Percentage of Marks	Letter Grade	Grade Point	Performance
1	90 – 100	O	10	Outstanding
2	80 – 89	A+	9	Excellent
3	70 – 79	A	8	Very Good
4	60 – 69	B+	7	Good
5	50 – 59	B	6	Above Average
6	40 – 49	C	5	Pass
7	0 – 39	RA	–	Reappear
8	0	AA	–	Absent

- ❖ The marks include those for the Continuous Internal Assessment (CIA) and End-Semester Examination. There is no passing minimum for the CIA

$$\text{❖ Cumulative Grade Point Average (CGPA)} = \frac{\sum (\text{GP} \times \text{C})}{\sum \text{C}}$$

- ❖ CGPA is calculated for Part-III Courses
- ❖ CGPA for a semester is awarded on cumulative basis by including all the courses upto that semester

provided the candidate has passed all the courses.

❖ **Classification: UG**

- (a) First Class with Distinction : CGPA $\geq 7.5^*$
- (b) First Class : CGPA ≥ 6.0
- (c) Second Class : CGPA ≥ 5.5 and 6.0
- (d) Third Class : CGPA < 5.0

- ❖ Should have passed all the courses in the first appearance itself within the duration of the programme. Class will be awarded on successful completion of the Degree Programme based on the CGPA for Part -III only

❖ **For conversion into the Percentage of Marks, CGPA shall be multiplied by 10.**

Any alteration or overwriting makes this Grade Statement INVALID. Anyone coming across such a Grade Statement is requested to bring the same to the notice of the Controller of Examinations. Any clarification regarding this Grade Statement should be addressed to the Controller of Examinations, Manonmaniam Sundaranar University, Tirunelveli-627012, Tamil Nadu, India.

Fee Structure: The programme has the following Fee Structure including Examination fee:

CourseName	Code	Year	Processingfee/ Postal	TuitionFee	ExamApplication	Marksheet	Noofpaper	Papercost	TotalPaperCost	Fee for CC/PC/Convocat i	Total
B.B.A	009	1	1200	5000	50	100	14	150	2100		8450
	009	2	1000	5000	50	100	16	150	2400		8550
	009	3	1000	5000	50	100	13	150	1950	1600	9700

The above mentioned fee structure may be downloaded from the University website (<https://www.msuniv.ac.in/images/distance%20education/academic/fee.pdf>).

Last date for remittance of Second and Third year Tuition and Examination Fee 28th February for Academic year Students and 31st August for Calendar year students of every year.

Requirement of the laboratory support and Library Resources:

Manonmaniam Sundaranar University, Tirunelveli having well established Library facility with adequate number of copies of books in relevant titles for Arts programme.

Cost estimate of the programme and the provisions:

The cost estimate of the programme and provisions for the fund to meet out the expenditure to be incurred in connection with B.B.A, degree Programme is Rs. 35,00,000/- as per the financial estimate of this University and to be met from Directorate of Distance and Continuing Education fund.

Quality Assurance Mechanism and Expected Programme Outcomes:

Separate Centre for Internal Quality Assurance Cell (CIQAC) has been established with certain parameters in the Centre for Distance and Continuing Education in order to provide quality teaching to the stakeholders, with the composition of the following members as per the Gazette of India: Extraordinary UGC Notification New Delhi, the 4th September, 2020 No.F1-1/2020/(DEB-I).

- (a) Vice Chancellor of the University – Chairperson;
- (b) Three senior teachers of Higher Educational Institution - Members;
- (c) Head of three Departments or School of Studies offering recognized programmes in Open and Distance Learning and Online mode - Members;
- (d) Two external experts of Open and Distance Learning and/or Online education - Members;
- (e) Officials from the Administration and Finance departments of the Higher Educational Institution – Members;
- (f) Director, Centre for Internal Quality Assurance – Member Secretary.

University Motto: ‘Knowledge is power’ ‘mwpNt midj;J Mw;wYk; ’

University Vision: To provide quality education to reach the un-reached.

University Mission:

In pursuit of Excellence;

By providing quality education, especially for the rural and the unreached;

Through innovation in teaching, research and extension activities;

By promoting human values for social harmony.

University Quality Policy:

The Quality policy of Directorate of Distance and Continuing Education is to ensure quality education to the student community of this region which is comparable to the education offered through regular mode of this University system.

**MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI
CENTRE FOR DISTANCE AND ONLINE EDUCATION**

**MINUTES OF THE MEETING OF THE BOARD OF STUDIES FOR CENTRE FOR
DISTANCE AND ONLINE EDUCATION PROGRAMMES HELD ON 10.11.2025 AT
11.00 A.M. IN THE UNIVERSITY BUILDINGS.**

Members Present:

1. Dr. G. Annadurai, Director, CDOE - Chairman
2. Dr. B. Revathy, Professor and Head, Department of Commerce - Member
3. Dr. T. K. Jasmin Sudha, Assistant Professor and Head i/c, Dept. of Tamil - Member
4. Dr. P. Vedamuthan, Assistant Professor, Department of English - Member
5. Dr. V. Deepthi, Assistant Professor, Department of History - Member
6. Dr. G. Monikanda Prasad, Assistant Professor and Head i/c, Dept. of Economics - Member
7. Dr. M. Bhoopal, Assistant Professor, Department of Management Studies - Member
8. Dr. V. Sundararaman, Assistant Professor, Department of Communication - Member
9. Dr. P. Balasubramanian, Librarian and Head, University Library - Member
10. Dr. K. Rajamannar – Additional Controller of Examinations - Member

Agenda No. 1

To approve the Programme Project Report (PPR) for the following Programmes to be offered through Open and Distance Learning (ODL) mode from the Academic Year 2026 – 2027 in order to obtain recognition in accordance with UGC Regulations 2020.

<u>UG Programmes (ODL) - 7 Programmes</u>	<u>PG Programmes (ODL) - 7 Programmes</u>
1. B. A. Tamil	1. M.A. Tamil
2. B. A. English	2. M.A. English
3. B.B.A.	3. M.A. Economics
4. B.A. Economics	4. M.A Journalism & Mass Communication
5. B.Com.	5. M.A. History
6. B.A. History	6. M.Com.
7. B.L.I.Sc.	7. M.L.I.Sc.

Resolution :

Resolved to approve the **Programme Project Report (PPR)** for the above Programmes to be offered through Open and Distance Learning (ODL) mode from the Academic Year 2026 – 2027.

Agenda No. 2

To approve the Self Learning Material (SLM) for the following Programmes to be offered through Open and Distance Learning (ODL) mode from the academic Year 2026 – 2027 in order to obtain recognition in accordance with UGC Regulations 2020.

<u>UG Programmes (ODL) - 7 Programmes</u>	<u>PG Programmes (ODL) - 7 Programmes</u>
1. B.A. Tamil	1. M.A. Tamil
2. B.A. English	2. M.A. English
3. B.B.A.	3. M.A. Economics
4. B.A. Economics	4. M.A Journalism & Mass Communication
5. B.Com.	5. M.A. History
6. B.A. History	6. M.Com.
7. B.L.I.Sc.	7. M.L.I.Sc.

Resolution :

Resolved to approve the **Self Learning Material (SLM)** for the above Programmes to be offered through Open and Distance Learning (ODL) mode from the Academic Year 2026 – 2027.

1. Dr. G. Annadurai
2. Dr. B. Revathy
3. Dr. T. K. Jasmin Sudha
4. Dr. P. Vedamuthan
5. Dr. V. Deepthi
6. Dr. G. Monikanda Prasad
7. Dr. M. Bhoopal
8. Dr. V. Sundararaman
9. Dr. P. Balasubramanian
10. Dr. K. Rajamannar

Members Signature

[Handwritten signatures and dates in green ink]
10.11.25
P. Vedamuthan
Deepthi
M. V.S.
V. Sundararaman
K. Rajamannar



MANONMANIAM SUNDARANAR UNIVERSITY
TIRUNELVELI - 12



MEETING & ELECTION SECTION

EXTRACT OF THE MINUTES OF THE MEETING OF THE
STANDING COMMITTEE ON ACADEMIC AFFAIRS (SCAA) DATED 18.11.2025

DD& CE (Admn)

57.2.3.02A To consider the proposal to submit the online application to UGC-DEB for renewal of recognition for the programmes noted from Sl.No.1 to 14 and for recognition from Sl.No.15 to 21 from the Academic year 2026 - 2027 onwards and to implement the Syllabi, Scheme of Examinations as approved for the affiliated colleges / University Departments and the Self Learning Materials (SLM), Project Proposal Report (PPR) prepared by the office of the Centre for Distance and Online Education, Manonmaniam Sundaranar University in the semester system in compliance with the UGC - DEB Regulations, 2020 from the Academic year 2026 - 2027 onwards.

1. Bachelor of Arts in Tamil
2. Bachelor of Arts in English
3. Bachelor of Business Administration
4. Bachelor of Arts in History
5. Bachelor of Arts in Economics
6. Bachelor of Commerce
7. Bachelor of Library and Information Science
8. Master of Arts in Tamil
9. Master of Arts in English
10. Master of Arts in History
11. Master of Arts in Economics
12. Master of Arts in Journalism and Mass Communication
13. Master of Commerce
14. Master of Library and Information Science
15. Bachelor of Computer Applications
16. Master of Computer Application
17. Master of Science in Computer Science
18. Master of Science in Statistics
19. Master of Science in Environmental Sciences
20. Master of Arts in Sociology
21. Master of Business Administration (General)

Considered and resolved to approve the above proposal .

bx
12.12.25

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