



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
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: <ol style="list-style-type: none"> 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; 2nd 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, Thesis – 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)