



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	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, Efraim, 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.