



**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 |
|----------|----------------------|-------------------------------------|-------------|---------|
| <b>V</b> | 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       |

| <b>MANAGEMENT INFORMATION SYSTEM</b> |                                                                                                                                                                                                                         |
|--------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>UNIT</b>                          | <b>Details</b>                                                                                                                                                                                                          |
| 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.                                                                      |
| <b>References Books</b>              |                                                                                                                                                                                                                         |
| 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                                                                                                                                                                                 |

| <b>RESEARCH METHODOLOGY</b> |                                                                                                                                                                                                                                                                                     |
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| <b>UNIT</b>                 | <b>Details</b>                                                                                                                                                                                                                                                                      |
| <b>I</b>                    | <b>Introduction to Business Research</b> - Meaning of Research – Research Process - Objectives- Characteristics - Nature and scope - significance of Research, Criteria of good research-Types of Research                                                                          |
| <b>II</b>                   | <b>Research Design</b> - 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 |
| <b>III</b>                  | <b>Sources and Collection of Data</b> - Primary and secondary sources, problems in using secondary data. Questionnaires-Guidelines of Constructing questionnaires – schedules. Difference between questionnaire and schedules.                                                      |
| <b>IV</b>                   | <b>Data Analysis:</b> Statistical tools and techniques for Data analysis - Parametric and non-parametric tests – Introduction to statistical packages-SPSS, uses of SPSS- Precaution on using SPSS                                                                                  |
| <b>V</b>                    | <b>Report preparation</b> – 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        |
| <b>Reference Books</b>      |                                                                                                                                                                                                                                                                                     |
| <b>1.</b>                   | C.R Kothari, Gaurav Garg, Research Methodology Methods and Techniques,4th edition, New Age International Publisher2019.                                                                                                                                                             |
| <b>2.</b>                   | Donald R. Cooper, Pamela S. Schindler, Business Research Methods,12 <sup>th</sup> edition, Tata Mc Graw Hill,2018.                                                                                                                                                                  |
| <b>3.</b>                   | Kumar R, Research Methodology, a step-by-step guide for beginners, Sage South Asia2011.                                                                                                                                                                                             |
| <b>4.</b>                   | Richard L. Levin, Davis S. Rubin, Sanjay Rastogi, Masood H. Siddiqui, Statistics For Management, PearsonEducation,8th edition, 2017.                                                                                                                                                |
| <b>5.</b>                   | Dr. R. K. Jain, Research Methodology, Methods and Techniques, Vayu Education 2021                                                                                                                                                                                                   |

| <b>PRODUCTION &amp; MATERIALS MANAGEMENT</b> |                                                                                                                                                                                                                   |
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| <b>UNIT</b>                                  | <b>Details</b>                                                                                                                                                                                                    |
| 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-Ven dorrating and Management                                                                                                              |
| <b>References Books</b>                      |                                                                                                                                                                                                                   |
| 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 |                                                                                                                                                                                                                                                                                  |
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| UNIT               | Details                                                                                                                                                                                                                                                                          |
| I                  | <b>INTRODUCTION:</b> 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                 | <b>Merchant Banking</b> – Functions – Issue management –Managing of new issues– Underwriting – Capital market – Role of SEBI                                                                                                                                                     |
| III                | <b>Leasing and Hire purchase</b> –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                 | <b>Venture Capital</b> – 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                  | <b>Mutual Funds:</b> 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 vis- 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 within 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                                                                                                                          |
| <b>Text Books</b> |                                                                                                                                                                                                                                                                                                               |
| 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 <sup>e</sup> 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 <sup>th</sup> 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

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

| <b>BBA</b>      |                   |                                            |                    |
|-----------------|-------------------|--------------------------------------------|--------------------|
| <b>Semester</b> | <b>Course</b>     | <b>Title of the Course</b>                 | <b>Course Code</b> |
| <b>V</b>        | <b>Core - XII</b> | <b>Artificial Intelligence in Business</b> |                    |

### Artificial Intelligence in Business

| <b>UNIT</b> | <b>Details</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|-------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>I</b>    | <b>Introduction to Artificial Intelligence:</b> 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 |
| <b>II</b>   | <b>AI in Marketing:</b> 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                                                                                                                                                                                                                                                                |
| <b>III</b>  | <b>AI in Finance and Operations:</b> 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                                                                                                                                                             |
| <b>IV</b>   | <b>AI in Human Resource Management:</b> 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                                                                                                                                                                                     |



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| <b>V</b>                    | <b>Ethics, Challenges, and Future of AI in Business:</b> 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 |
| <b>References<br/>Books</b> | <b>Doug Rose</b> – Artificial Intelligence for Business: A Roadmap for Getting Started with AI, Wiley, 2018.                                                                                                                                                                                                                                                                                                                                                                            |
|                             | <b>Ajay Agrawal, Joshua Gans, Avi Goldfarb</b> – Prediction Machines: The Simple Economics of Artificial Intelligence, Harvard Business Review Press, 2018.                                                                                                                                                                                                                                                                                                                             |
|                             | <b>Elaine Rich, Kevin Knight</b> – Artificial Intelligence, McGraw-Hill, 3rd Edition.                                                                                                                                                                                                                                                                                                                                                                                                   |
|                             | <b>Stuart Russell, Peter Norvig</b> – Artificial Intelligence: A Modern Approach, Pearson Education, 4th Edition.                                                                                                                                                                                                                                                                                                                                                                       |
|                             | <b>Parag Kulkarni</b> – Artificial Intelligence: Building Intelligent Systems, PHI Learning, 2015.                                                                                                                                                                                                                                                                                                                                                                                      |
|                             | <b>Ethem Alpaydin</b> – Introduction to Machine Learning, MIT Press, 4th Edition                                                                                                                                                                                                                                                                                                                                                                                                        |