

**Bachelor of Business Administration (B.B.A.) Syllabus Under CBCS**

**Updated on 1-3-2017**

(Applicable to the candidates admitted from the academic year 2016-2017 onwards)

SEM	PART	COURSE TITLE	HRS / WE EK	CRE DITS	EXA M HRS	MARKS		TOTAL
						IN T	EX T	
I	I	Language Course – I (LC) – Tamil*/Other Language +#	6	3	3	25	75	100
	II	English Language Course –I (ELC)	6	3	3	25	75	100
	III	Core Course I (CC) Management Concepts	6	5	3	25	75	100
		Core Course II (CC) Financial Accounting	6	4	3	25	75	100
		Allied Course I Managerial Economics	4	3	3	25	75	100
	IV	Value Education	2	2	3	25	75	100
	Total			<b>30</b>	<b>20</b>			
II	I	Language Course –II (LC) – Tamil*/Other Language +#	6	3	3	25	75	100
	II	English Language Course –II (ELC)	6	3	3	25	75	100
	III	Core Course III (CC) Marketing Management	6	5	3	25	75	100
		Core Course IV Mathematics & Statistics for Managers	6	4	3	25	75	100
		Allied Course II Business Environment	4	3	3	25	75	100
	IV	Environmental Studies	2	2	3	25	75	100
	Total			<b>30</b>	<b>20</b>			

III	I	Language Course –III (LC) – Tamil*/Other Language +#	6	3	3	25	75	100
	II	English Language Course –III (ELC)	6	3	3	25	75	100
	III	Core Course V Managerial Communication	6	5	3	25	75	100
		Core Course VI Computer Applications in Business (Theory + Practical)	6	4	3 T P	15 + 10	45 + 30	100
		Allied Course III Business Law	4	3	3	25	75	100
	IV	Non-Major Elective – I for those who studied Tamil under Part I a) Basic Tamil for other language students b) Special Tamil for those who studied Tamil upto 10 <sup>th</sup> +2 but opt for other languages in degree programme A) <b>Management Principles</b> (or) B) <b>Stock Exchange Practices</b>	2	2	3	25	75	100
Total			<b>30</b>	<b>20</b>				<b>600</b>
IV	I	Language Course –IV (LC) – Tamil*/Other Language +#	6	3	3	25	75	100
	II	English Language Course –IV (ELC)	6	3	3	25	75	100
	III	Core Course VII Organizational Behaviour	5	5	3	25	75	100
		Core Course VIII Operations Research	5	5	3	25	75	100
		Allied Course IV Production Management	4	3	3	25	75	100
	IV	Non-Major Elective – II for those who studied Tamil under Part I a) Basic Tamil for other language students b) Special Tamil for those who studied Tamil upto 10 <sup>th</sup> +2 but opt for other languages in degree programme A) <b>Banking Practices (or)</b> B) <b>International Business</b>	2	2	3	25	75	100
	IV	Skill Based Elective – I	2	2	3	25	75	100
Total			<b>30</b>	<b>23</b>				<b>700</b>

V	III	Core Course IX Cost Accounting	5	5	3	25	75	100
		Core Course X Financial Management	5	5	3	25	75	100
		Core Course XI Company Law and Secretarial Practice	5	5	3	25	75	100
		Core Course XII Research Methods in Management	5	5	3	25	75	100
		Major Based Elective – I Services Marketing	4	4	3	25	75	100
	IV	Skill Based Elective – II	2	2	3	25	75	100
	IV	Skill Based Elective – III	2	2	3	25	75	100
	IV	Soft Skills Development	2	2	3	25	75	100
	Total		<b>30</b>	<b>30</b>				<b>800</b>
VI	III	Core Course XIII Human Resource Management	6	5	3	25	75	100
		Core Course XIV Management Accounting	6	5	3	25	75	100
		Core Course XV Entrepreneurial Development	6	5	3	25	75	100
		Major Based Elective – II Management Concepts in Thirukkural	5	5	3	25	75	100
		Major Based Elective – III Global Business Management	6	5	3	25	75	100
	V	Extension Activities** Gender Studies	- 1	1 1	- 3	- 25	- 75	- 100
	Total		<b>30</b>	<b>27</b>				<b>600</b>
Grand Total		<b>180</b>	<b>140</b>		<b>750</b>	<b>3150</b>	<b>3900</b>	

<b>Language Part – I</b>	-	<b>4</b>
<b>English Part –II</b>	-	<b>4</b>
<b>Core Paper</b>	-	<b>15</b>
<b>Allied Paper</b>	-	<b>4</b>
<b>Non-Major Elective</b>	-	<b>2</b>
<b>Skill Based Elective</b>	-	<b>3</b>
<b>Major Based Elective</b>	-	<b>3</b>
<b>Environmental Studies</b>	-	<b>1</b>
<b>Value Education</b>	-	<b>1</b>
<b>Soft Skill Development</b>	-	<b>1</b>
<b>Gender Studies</b>	-	<b>1</b>
<b>Extension Activities</b>	-	<b>1 (Credit only)</b>

\* for those who studied Tamil upto 10<sup>th</sup> +2 (Regular Stream)

+ Syllabus for other Languages should be on par with Tamil at degree level

# those who studied Tamil upto 10<sup>th</sup> +2 but opt for other languages in degree level under Part I should study special Tamil in Part IV

\*\* Extension Activities shall be out side instruction hours

Non Major Elective I & II – for those who studied Tamil under Part I

- a) Basic Tamil I & II for other language students
- b) Special Tamil I & II for those who studied Tamil upto 10<sup>th</sup> or +2 but opt for other languages in degree programme

**Note:**

1. Theory                      Internal      25 marks                      External      75 marks

2. Separate passing minimum is prescribed for Internal and External

- a) The passing minimum for CIA shall be 40% out of 25 marks (i.e. 10 marks)
- b) The passing minimum for University Examinations shall be 40% out of 75 marks (i.e. 30 ma

## **ALLIED BUSINESS ENVIRONMENT**

### **OBJECTIVES:**

- To promote basic understanding of the concepts of business environment
- To provide broad knowledge on domestic and international environment
- To make learners aware of the impact of environment on business.

### **UNIT - I**

Business - Scope - Characteristics - Goals - Criticisms - Business Environment - Objectives and types.

### **UNIT - II**

Economic Environment- Concept – Factors-Basic Economic System - Economic Planning- Privatization – Nature and objectives.

### **UNIT - III**

Political Environment- Political Institutions-Legislature, Executives and Judiciary - Government in Business-Regulatory, Intervention and Participatory roles.

### **UNIT - IV**

Financial Environment - Financial System - RBI - Commercial banks – International Economic Institutions - World Bank – IMF – WTO.

### **UNIT - V**

Social and Cultural Environment-Impact of Culture on Business - People's Attitude to Business and Work-Business and Society - Social responsibility of Business – CSR.

### **TEXT BOOK RECOMMENDED:**

K. Aswathappa- Essentials of Business Environment-Himalaya Publishing House.

### **BOOKS FOR REFERENCE:**

1. George Steiner & John F. Steiner- Business, Government and Society-Tata McGraw Hill
2. Adikari - Economic Environment in Business- Himalaya Publishing House
3. Francis Cherunilam - Business Environment
4. Ishwar C. Dhingra.- Indian Economy-Sultan Chand & Company
5. Rudra Datt and K.P.M. Sundharam - Indian Economy
6. Sundaram & Black - The International Business Environment - Prentice Hall, New Delhi.  
Cherunilam, Francis - Business Environment - Text and Cases, Himalaya Publishing

## CORE COURSE – XV

### ENTREPRENEURIAL DEVELOPMENT

#### OBJECTIVES:

To help students

- understand the concepts of entrepreneurship development
- acquire requisite knowledge and skills for becoming successful entrepreneurs and
- formulate and develop business projects.

#### UNIT - I

Entrepreneurship – Evolution of entrepreneurship - Traits of an Entrepreneur – Functions - Types of Entrepreneurs – Role of Entrepreneurship in Economic Development – Distinction between Entrepreneur, Intrapreneur and Entrepreneurship.

#### UNIT - II

Entrepreneurial Environment – Factors affecting Entrepreneurial Growth – Entrepreneurial Motivation – Need for Achievement Motivation – Barriers to Entrepreneurship Development.

#### UNIT - III

Entrepreneurship Development Programme (EDP) – Need for EDP – Objectives, Phases of EDP – Course Content and Curriculum of EDP – Problems of women entrepreneurs – EDP Institutions in India, their functions and financial support for entrepreneurs – DIC, TIIC, SISI, SIPCOT and SIDBI.

#### UNIT - IV

Project Management – Concept of Project and Classification – Sources of a Business Idea -Project Identification – Project Formulation – Project Appraisal Methods - Preparation of Project Reports.

#### UNIT - V

Incentives and Subsidies – Incentives to Small Scale Industries – Problems of Small Scale Industries – Merits and Demerits of Family Business - Benefits to Industrial Units located in Backward Areas – Industrial Estates.

#### TEXT BOOK RECOMMENDED:

C.B. Gupta & Srinivasan, Entrepreneurial Development, Sultan Chand & Sons

#### BOOKS FOR REFERENCE:

1. Vasant Desai, Dynamics of Entrepreneurial Development.
2. P.Saravanavel, Entrepreneurship Development Principles, Policies and Programmes.
3. Gordan& Natarajan, Entrepreneurship Development.
4. Raj Sankar, Essentials of Entrepreneurship.

**MAJOR BASED ELECTIVE – II**  
**MANAGEMENT CONCEPTS IN THIRUKKURAL**

**OBJECTIVE:**

The objective of this course is to expose the students of management studies, Thirukkural the book of wisdom that has stood the test of time for over 2000 years and still remains relevant as a guiding force for the mankind. It was written by Saint Thiruvalluvar who was born near Chennai in 30 BC. Thirukkural has been divided into three major divisions, viz, Virtue, wealth and Love. It has in all 1330 Versa. Only the relevant verses related to contemporary Management Concept is selected for the study.

**UNIT – I**

Business Ethics in verse 113 Thirukkural. Adapting to changing Environment in verse 474,426 and verse 140, Thirukkural. Learning the intricacies of different tasks in verse 462 and 677

**UNIT – II**

Communication Principles in Decision making process – verse 948, 472, 467,663, Thirukkural, Leadership in verse 436,770 and 994.

**UNIT – III**

Goal setting in verse 596, planning verse 468, capital investment Decision Verse 471,461 and 478

**UNIT – IV**

Social Responsibility of Business Verse 211 Stress Management in Verse 627,351,331,369,380,377)

**UNIT – V**

Personnel selection in verse 515, Personnel Welfare in verse 520, staffing in verse 517

**TEXT BOOKS RECOMMENDED:**

Management Thoughts in Thirukkural by K. Nagarajan – ANMOL Publications PVT Ltd 4374/4B Ansari Road, New Delhi 110 002.

**REFERENCE BOOKS:**

1. Management MANTRAS from Thirukkural – SM Veerappan and T. Srinivasan – Vikash Publishing House Pvt Ltd, Jangpura, New Delhi 110 014
2. Thirukkural Pearls of Inspiration by M. Rajaram IAS, RUPA and Co, New Delhi 110 002.

