



Course Name : Bachelor of Business Administration

(For those who joined in June 2022 and after)

Course Objectives:

The objective of the BBA degree program is to prepare the higher secondary students of above average attainments for a course that will equip them with specific knowledge and skills for junior and middle positions of responsibilities in industrial and commercial organizations, after an initial spell of practical experience in their career. It is therefore, advisable to organize the instruction on the lines of professional courses. Participative methods of instruction should be adopted. Class work may be supplemented with field study report for enhancing their research interests.

2) Eligibility for admission:

Candidates seeking admission to the BBA degree course must have passed the Higher Secondary Examination of the Government of Tamilnadu or any other examination recognized Syndicate of the Madurai Kamaraj University as its equivalent.

3) Duration of the course:

The duration of the course shall be three academic years comprising six semesters with two semesters in each academic year.

Course Scheme:



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Virudhunagar – 626 001.

Semester	Part	Subject	Hours	Credit	Int + Ext =Total	Local	Regional	National	Global	Professional Ethics	Gender	Human Values	Environment & Sustainability	Employability	Entrepreneurship	Skill Development	Subject Code	Revised / New / No Change / Interchanged & Percentage of revision
I	Part 1	காப்பீடு	6	3	25+75=100	✓											U22PB11	New
	Part 2	English - Paper I	6	3	25+75=100												U22PE11	
	Core 1	Principles of Management	6	4	25+75=100				✓	✓		✓				✓	U22BAC11	Revised (35%)
	Core 2	Financial Accounting	6	4	25+75=100				✓	✓				✓			U22BAC12	Revised (15%)
	Allied 1	Managerial Economics	6	4	25+75=100	✓	✓	✓	✓	✓		✓				✓	U22ECAX11	
	Part IV SLC*	Value Education	-	3	-		✓					✓					U22VE11	-----
				30	21													
II	Part 1	நிறுவன அமைப்பு மற்றும் அலுவலக மேலாண்மை	6	3	25+75=100		✓										U22PB21 / U2PT2B	No Change
	Part 2	English - Paper II	6	3	25+75=100												U22PE21	
	Core 3	Business Accounting Packages	5	4	25+75=100			✓	✓				✓				U22BAC21	New
	Core 4	Cost Accounting	5	4	25+75=100			✓	✓			✓			✓		U22BAC22	Revised (30%)
	Allied 2	Monetary Economics	6	5	25+75=100			✓	✓						✓		U22ECAX21	
	SBE1	Lab: Business Accounting Packages	2	2	40+60=100			✓	✓			✓	✓				U22BASP21	New
	Part IV SLC*	Environmental Studies	-	2	-					✓			✓				U22ES21	-----
			30	23														



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Year	Part	Subject	Credit	Int=Total	Code
I & II	Part V	NSS/ NCC/ Physical Education – Sports/YRC/RRC	3	100=100	U2NS4/ U2NC4/ U2PS4/ U1YR4/ U22RR4

Course Title : காப்பீடு	Total Hours : 75 Hours
Course Code : U22PB11	Total Credits : 3

Course Outcomes

COs	CO Statement
CO1	காப்பீட்டுக் கொள்கைகளை மாணவர்களுக்குப் பழக்கப்படுத்த.
CO2	காப்பீட்டின் தோற்றம் மற்றும் காப்பீட்டு வகைகளைப் புரிந்து கொள்ளுவதற்F
CO3	ஆயுள் காப்பீட்டின் அம்சங்கள் மற்றும் ஆயுள் காப்பீட்டுக் கொள்கைகளின் வகைகளை அறிந்து கொள்ளுவதற்F.
CO4	இந்திய ஆயுள் காப்பீட்டு கழகம் பற்றி விவரிக்கவும் .
CO5	கடல் காப்பீடு மற்றும் தீ காப்பீடு பற்றிய அறிவை வழங்கவும் .

Unit - I

15 Hours

காப்பீடு - இலக்கணம் - இட்பாடு - இன்னல்கள் - இடையூறு - காப்பீட்டின் முக்கியத்துவம் - காப்பீட்டின் கூறுகள் - காப்பீடு ஒப்பந்தம் - காப்பீடு ஒப்பந்தத்தின் வகைகள் - காப்பீட்டின் அடிப்படைக் கொள்கைகள் - இரட்டைக் காப்பீடு - மறு காப்பீடு - காப்பீட்டின் பணிகளும் இன்றியமையாமையும்.

Unit - II

15 Hours

ஆயுள் காப்பீடு - பொருள் - ஆயுள் காப்பீடு ஒப்பந்தத்தின் அடிப்படைக் கூறுகள் - பத்திரங்களின் வகைகள் - முழு ஆயுள் மற்றும் குறித்த காலக்காப்பீடு - பணம் மீட்டுப் பத்திரம் - காப்புறுதித் தொகை மீட்சியின் அடிப்படையில் பத்திரம் - ஒருவருக்கு மேற்பட்ட நபர்களுக்கு காப்பீட்டுப் பத்திரம் - இலாபம் இணைந்த பத்திரம் - இலாபம் இணையா பத்திரம் - காப்பீட்டின் பிற வகைகள் - ஆண்டுத் தொகை - பொருள் - ஆண்டுத்தொகை ஒப்பந்தம்.

Unit - III

15 Hours

முனைமம் கணக்கீடுதல் - வகைகள் - இறப்பு விகிதம் - நிதி முதலீடு - முக்கியத்துவம் - முதலீட்டின் கோட்பாடுகள் - எச்சம் பணம் மற்றும் அதனை பிரித்துக் கொடுத்தல் - ஆயுள் காப்பீடு செய்யும் முறை - நிபந்தனைகள் - வயதுக்கான அத்தாட்சி - முனைமம் செலுத்துதல் - சலுகை நாட்கள் - பத்திரம் உரிமை இழத்தல் - பத்திரம் உரிமை மீட்பு - சரண் மதிப்பு ஆம்பட்ஸ்மேன்.

Unit - IV

15 Hours

ஆயுள் பத்திரம் எடுப்பதற்குரிய செயல்முறை - முன்மொழிப் பத்திரம் - நடைமுறை அறிவு - முகவரின் இரகசிய அறிக்கை - மருத்துவப் பரிசோதனை - இந்திய ஆயுள் காப்பீட்டுக் கழகம் - குறிக்கோள்கள் - இந்திய ஆயுள் காப்பீட்டுக் கழகத்தின் பங்கு - தனியார் மயமாக்கல் - ஆதரவும் எதிர்ப்பும் - தற்போதைய நிலை.

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கடல் காப்பீடு - இலக்கணம் - ஒப்பந்தத்தின் தன்மை - கடல்சார் காப்பீடு - நிபந்தனைகள் - கடல்சார் இடர்பாடுகள் - கடல்சார்ந்த காப்பீட்டின் வகைகள்
 தீ காப்பீடு - இலக்கணம் - தீ காப்பீட்டின் இயல்புகள் - பலவகையான காப்பீட்டுப் பத்திரங்கள் - காப்பீடு ஒப்பந்தத்தின் நிபந்தனைகள்.

	SYLLABUS SCHEME	BOOKS FOR REFERENCE	Page: No.
பகுதி - அ	காப்பீடு - இலக்கணம் - இடர்பாடு - இன்னல்கள் - இடையூறு - காப்பீட்டின் முக்கியத்துவம் - காப்பீட்டின் கூறுகள் - காப்பீடு ஒப்பந்தம் - காப்பீடு ஒப்பந்தத்தின் வகைகள் - காப்பீட்டின் அடிப்படைக் கொள்கைகள் - இரட்டைக் காப்பீடு - மறு காப்பீடு - காப்பீட்டின் பணிகளும் இன்றியமையாமையும்	காப்பீடு முனைவர்.பீர் முகமது மற்றும் முனைவர் ா அலி இப்ராஹிம்	1.1 to 2.32
பகுதி -ஆ	ஆயுள் காப்பீடு - பொருள் - ஆயுள் காப்பீடு ஒப்பந்தத்தின் அடிப்படைக் கூறுகள் - பத்திரங்களின் வகைகள் - முழு ஆயுள் மற்றும் குறித்த காலக்காப்பீடு - பணம் மீட்டுப் பத்திரம் - காப்புறுதித் தொகை மீட்சியின் அடிப்படையில் பத்திரம் - ஒருவருக்கு மேற்பட்ட நபர்களுக்கு காப்பீட்டுப் பத்திரம் - இலாபம் இணைந்த பத்திரம் - இலாபம் இணையா பத்திரம் - காப்பீட்டின் பிற வகைகள் - ஆண்டுத் தொகை - பொருள் - ஆண்டுத்தொகை ஒப்பந்தம்	காப்பீடு கொள்கைகளும் நடைமுறைகளும் : திரு சொ.சொ.மீ.சுந்தரம் மற்றும் முனைவர் மு. முத்துப்பாண்டி	3.1 to 4.30
பகுதி - இ	முனைமம் கணக்கீடுதல் - வகைகள் - இறப்பு விகிதம் - நிதி முதலீடு - முக்கியத்துவம் - முதலீட்டின் கோட்பாடுகள் - எச்சம் பணம் மற்றும் அதனை பிரித்துக் கொடுத்தல் - ஆயுள் காப்பீடு செய்யும் முறை - நிபந்தனைகள் - வயதுக்கான அத்தாட்சி - முனைமம் செலுத்துதல் - சலுகை நாட்கள் - பத்திரம் உரிமை இழத்தல் - பத்திரம் உரிமை மீட்பு - சரண் மதிப்பு	காப்பீடு கோட்பாடுகளும் நெறிமுறைகளும் முனைவர் எல்.பி.இராமலிங்கம், பேராசிரியர் டி.எஸ்.செயக்குமார் மற்றும் முனைவர் எம்.செல்வக்குமார்	5.1 to 6.21
பகுதி - ஈ	ஆயுள் பத்திரம் எடுப்பதற்குரிய செயல்முறை - முன்மொழிப் பத்திரம் - நடைமுறை அறிவு - முகவரின் இரகசிய அறிக்கை - மருத்துவப் பரிசோதனை - இந்திய ஆயுள் காப்பீட்டுக் கழகம் - குறிக்கோள்கள் - இந்திய ஆயுள் காப்பீட்டுக் கழகத்தின் பங்கு - தனியார் மயமாக்கல் - ஆதரவும் எதிர்ப்பும் - தற்போதைய நிலை	காப்பீடு முனைவர் பீர் முகமது மற்றும் முனைவர் ா அலி இப்ராஹிம்	7.1 to 8.13

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பகுதி- உ	கடல் காப்பீடு - இலக்கணம் - ஒப்பந்தத்தின் தன்மை - கடல்சார் காப்பீடு - நிபந்தனைகள் - கடல்சார் இடர்பாடுகள் - கடல்சார்ந்த காப்பீட்டின் வகைகள் தீ காப்பீடு - இலக்கணம் - தீ காப்பீட்டின் இயல்புகள் - பலவகையான காப்பீட்டுப் பத்திரங்கள் - காப்பீடு ஒப்பந்தத்தின் நிபந்தனைகள்.	காப்பீடு கோட்பாடுகளும் நெறிமுறைகளும் முனைவர் எல்.பி.இராமலிங்கம், பேராசிரியர் டி.எஸ்.செயக்குமார் மற்றும் முனைவர் எம்.செல்வக்குமார்	9.1 to 1 0.22
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பரிந்துரைக்கப்படும் புத்தகங்கள்:

1. காப்பீடு : முனைவர் பிர் முகமது மற்றும் முனைவர் 'ா அலி இப்ராஹிம்
- 2.காப்பீடு கொள்கைகளும் நடைமுறைகளும் : திரு சொ.சொ.மீ.சுந்தரம் மற்றும் முனைவர் மு. முத்துப்பாண்டி
- 3.காப்பீடு கோட்பாடுகளும் நெறிமுறைகளும் : முனைவர் எல்.பி.இராமலிங்கம், பேராசிரியர் டி.எஸ்.செயக்குமார் மற்றும் முனைவர் எம்.செல்வக்குமார்

e- Resources

1. <https://youtu.be/1OtgFXfQd0>
2. <https://www.insuranceinstituteofindia.com/web/guest/ic-33-tamil>
3. <https://indianmoney.com/videos/tamil/types-of-insurance-in-tamil-part-a>

Course Title : PRINCIPLES OF MANAGEMENT	Total Hours : 90 Hours
Course Code : U22BAC11	Total Credits : 4

Course Outcomes

COs	CO Statement
CO1	Provide fundamental knowledge and expose to the concepts of management.
CO2	Describe the contributions of various management authors.
CO3	Understand the basic theories of motivation.
CO4	Familiarize the various types of organization and Leadership with basic Qualities of a good leader.
CO5	Understand the process and importance of supervision and control in an organization.

Unit I**15 Hours**

Management – Meaning, nature and its importance; Functions of management; Management - Art, Science and Profession; Administration Vs Management; Levels of management – Top, Middle, Lower and its functions; Functional areas of management – Production, Personnel, Marketing and Financial management - Role of a manager and skills expected of a manager.

Unit II**15 Hours**

Contributions of Experts to Management theory - F.W.Taylor - Scientific management-Meaning and its techniques, Work study and Motion study, Taylor's differential piece rate system, Functional foremanship; Henri Fayol – General principles of management; George



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Elton Mayo - Hawthorne experiments, Stages in Hawthorne experiments and its Findings;
Peter.F.Drucker - Management By Objectives

Unit III

15 Hours

Planning – Meaning, Nature and Characteristics of planning, Importance, Limitations and Steps in process of planning.

Organization – Meaning, Types of organization structure - Line, Line and Staff, Functional, Committee, Project, Matrix.

Delegation of Authority – Elements and Obstacles.

Departmentation – Need and importance - Concepts of Centralization and Decentralization

Unit IV

15 Hours

Staffing – Definition, Factors affecting staffing; Directing – Characteristics and importance of directing; Motivation – Meaning, Financial and non-financial incentives, Theories of motivation Maslow's need hierarchy theory, McGregor's 'X' and 'Y' theory; Leadership – Meaning, qualities of a good leader, Kinds of leadership styles, Autocratic, Democratic, Laissez Faire, Functional, Institutional and Paternalistic style of leadership.

Unit V

15 Hours

Supervision – Qualities and functions of a supervisor; Control – Nature, Advantages, Limitations, Steps in control process, Management by Exception; Co-ordination – concept and its importance.

Text Books

1. J.Jayasankar, "Principles of Management (Business Management)", Margham Publications, 2015.

Unit I	1.1 - 1.23
Unit II	2.1 - 2.12 2.14-2.16
Unit III	3.1-3.7; 5.1-5.2, 5.13-5.25; 6.4-6.5, 6.8-6.12; 7.1- 7.3
Unit IV	11.2, 11.9-11.12 [Ref Book 4]; 13.1-13.3; 16.1-16.3,16.5-16.10; 17.1-17.4, 17.6-17.10;
Unit V	14.1-14.9; 18.1-18.7; 19.1-19.4;

Reference Books

1. T.Ramasamy, "Principles of Management", Himalaya Publishing House, 2013.
2. P.C. Tripathi and P.N. Reddy, "Principles of Management", The Mc-graw Hill Companies, Third Edition.
3. R.N. Gupta, "Principles of Management", S.Chand & Company Ltd., 2007.
4. Harold Koontz, Heinz Weihrich, A Ramachandra Aryasri, "Principles of Management", Tata McGraw Hill publishing company limited, New Delhi, 2004

e- Resources

1. <https://www.geektonight.com/principles-of-management-pdf/>
2. [https://kkhsou.ac.in/eslm/E-SLM_Main/1st%20Sem/Bachelor%20Degree/BBA/GBA%20S1%2001%20\(Block%201\)/Main%20PDF.pdf](https://kkhsou.ac.in/eslm/E-SLM_Main/1st%20Sem/Bachelor%20Degree/BBA/GBA%20S1%2001%20(Block%201)/Main%20PDF.pdf)
3. <https://www.youtube.com/watch?v=Mufhd2iQLDo>
4. <https://www.youtube.com/watch?v=kIfjPifYvn4>



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5. https://onlinecourses.nptel.ac.in/noc20_mg58/preview
6. <https://nptel.ac.in/courses/110/107/110107150/>
7. <https://www.youtube.com/watch?v=hK8snt-Q6Q>
8. <https://www.youtube.com/watch?v=luxlA1wmjgk>
9. <https://www.youtube.com/watch?v=DhtNba4mO0U>
10. <https://www.youtube.com/watch?v=Dx93LSOwtiU>
11. <https://www.youtube.com/watch?v=Dx93LSOwtiU>

Course Title : FINANCIAL ACCOUNTING	Total Hours : 90 Hours
Course Code : U22BAC12	Total Credits : 4

Course Outcomes

COs	CO Statement
CO1	Develop conceptual understanding of the basic accounting systems through Book – keeping mechanism.
CO2	Describe the meaning of Journal, Ledger, Subsidiary books, Cash book and Trial Balance.
CO3	Understand to prepare the final accounts by distinguishing capital expenditure and Revenue expenditure.
CO4	Write down the various methods of calculating depreciation.
CO5	Analyse the accounts of Non – trading concerns.

UNIT-1:

15 Hours

Book –Keeping –Meaning –Systems- Accountancy- Meaning –Objectives, Importance-Advantages & Limitations- – Accounting concepts and conventions- kinds of accounts.

UNIT-2:

15 Hours

Journal- Subsidiary Journal –Purchase book, Sales book, Return book, Cash book and Petty cash book - Ledger –Trial Balance – Bank Reconciliation Statement

UNIT-3:

15 Hours

Final accounts (Accounts of trading concerns) – Elementary problems with simple adjustments – Capital expenditure, Revenue expenditure and Deferred Revenue Expenditure – Meaning and distinction.

UNIT-4:

15 Hours

Depreciation- Meaning - Causes and need, Methods of depreciation - Straight Line Method – written down Value Method (Simple problems only) – Depreciation fund method, Annuity method (Theory only).

UNIT-5:

15 Hours

Accounts of Non – trading concerns- Receipts and Payments Account-Income and Expenditure Account and Balance sheet (Simple problems only).

Note: Questions must be asked 60% on problems & 40% on theory.



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TEXT BOOKS:

1. S.P.Jain & K.L.Narang, "Financial Accounting" Kalyani Publishers, Revised edition, 2013.

Unit –I	1-41
Unit –II	42-118
Unit –III	157-250
Unit –IV	253-279
Unit –V	283 - 312

Reference Book:

1. T.S.Reddy & A.Murthy, "Financial Accounting" Margham Publications, 2016
2. M.C.Shukla, T.S.Grewal, and S.C. Gupta "Advanced Accounts, Volume 1", S Chand and Company, 2013.

e- Resources:

1. <https://www.ddegjust.ac.in/studymaterial/mba/cp-104.pdf>
2. <https://ncert.nic.in/textbook/pdf/keac101.pdf>
3. <https://nptel.ac.in/courses/110/101/110101131/>
4. https://www.youtube.com/watch?v=rIoow_-f0dQ
5. <https://www.investopedia.com/terms/f/financial-statements.asp>

Allied1 - MANAGERIAL ECONOMICS

Contact Hours per week: 06

Subject code: U22ECAX11

Contact Hours per Semester: 90

Credits: 4

Course outcomes:

Upon successful completion of this course, students will be able to:

CO1	To describe the basic concepts in managerial economics and to explain the role and responsibilities of Managerial Economist
CO2	To understand the importance of economic theories in production process
CO3	To analyze the demand forecasting using different methods of forecasting
CO4	To familiarizes the cost and cost concept and different market structure
CO5	To provide information about pricing policy and methods and profit planning with the help of Break Even analysis.

Unit I: Introduction

18 Hours

Managerial Economics: Definition and scope – Fundamental concept of Managerial economics: Utility, Goods, Value and price and Wealth- Role and Responsibilities of a Managerial Economist – Objectives of Modern Business Firm.

Unit II: Demand Analysis

18 Hours

Meaning of Demand - Law of Demand – Demand Determinants –Changes in demand- Exception of Law of demand- Shift in demand- Elasticity of Demand – Types of Elasticity of Demand: Price, Income and Cross – Measurement of Price Elasticity of Demand.



Unit III: Demand Forecasting

18 Hours

Demand Forecasting: Meaning – Factors involved in Demand Forecasting – Methods of Forecasting for Established Products and a New Product – Features of an Ideal Forecasting Method.

Unit IV: Market Structure and Cost Analysis

18 Hours

Meaning of market – Classifications of market- Forms of the market: Perfect Competition, Monopoly, Monopolistic Competition (Meaning and Features)– Price Determination under Perfect Competition and Monopolistic Competition- Cost: Meaning-Cost Concepts- Cost function.

Unit V: Pricing and Profit Analysis

18 Hours

Pricing: Meaning-Objectives of pricing policy- Factors involved in pricing process- Methods of Pricing - Nature of profit – Profit Planning – Break Even Analysis: Concepts, Uses and Limitations.

Text Book:

1. Joyotsna Haran , “ Managerial Economics” Garima Publications, Jaipur-2018.

Reference Books :

1. Varshney, R.L., and Maheswari, K.L. Managerial Economics, Sultan Chand & Sons, NewDelhi.2014.
2. Deepashree,” Managerial Economics”Ane Books (P) Limited , New Delhi-2015
3. Cauvery. R, Sudhanayak. U.K., Girija, and R. Meenakshi, Managerial Economics, S. Chand &Company Ltd., New Delhi.2017.

e-Resources

1. <https://youtu.be/n47SQ64MhYw>
2. <https://youtu.be/QvGLcCTXk9o>
3. <https://youtu.be/5eSZGC9iEwI>
4. <https://youtu.be/K9z9-FUd7pc>
5. <https://youtu.be/rn2KV9DkQ2g>

Course Title : நிறும அமைப்பு மற்றும் அலுவலக மேலாண்மை	Total Hours : 90 Hours
Course Code : U22PB21 / U2PT2B	Total Credits : 3

Course Outcomes:

COs	CO Statement
CO1	நிறுவனத்தின் கருத்துக்களையும் அதன் வகைகளையும் புரிந்து கொள்ள.
CO2	நிறுவனத்தை உருவாக்குவதற்கான நடைமுறையை அறிய .
CO3	அலுவலகத்தின் முக்கிய அடிப்படை மற்றும் நிர்வாக செயல்பாடுகளை அடையாளம் காண .



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CO4	பதிவேடு மேலாண்மையை அறிந்து கொள்ள
CO5	வணிக அறிக்கைகளைத் தயாரிப்பதை நன்கு அறிந்திருத்தல் மற்றும் அலுவலக இயந்திரங்கள் மற்றும் உபகரணங்களின் பயன்பாடுகளை பகுப்பாய்வு செய்தல் .

பகுதி-1

18 Hours

நிறுமம் – இலக்கணம் – தன்மைகள் – வகைகள் – நன்மைகள் மற்றும் தீமைகள் - தனி நிறுமத்திற்கும், பொது நிறுமத்திற்கும் உள்ள வேறுபாடுகள்.

பகுதி -2

18 Hours

நிறுமத்தை தோற்றுவித்தல் – தோற்றுவிப்பாளரின் பணிகள் – தோற்றுவிப்பாளரின் நிலை – நிறுமத்தை பதிவு செய்தல் – சட்டப்படியான ஆவணங்கள் – அமைப்புச் சாசனம் – சங்க நடைமுறை விதிகள் – தகவல் அறிக்கை – உள்ளடக்கம் – தொழில் தொடங்குதல் – தொழில் தொடங்கச் சான்றிதழ்.

பகுதி – 3

18 Hours

அலுவலக மேலாண்மை – அலுவலகம் – இலக்கணம் – அலுவலகத்தின் முக்கியத்துவம் – அலுவலகச் செயல்பாடுகள் – அடிப்படை செயல்பாடுகள் மற்றும் நிர்வாக செயல்பாடுகள் – அலுவலக மேலாண்மைப் பணிகள் – அலுவலக மேலாளர் – தகுதிகள்.

பகுதி-4

18 Hours

கோப்பீடு – முக்கியத்துவம் – நன்மைகள் – நல்ல கோப்பீட்டு முறையின் அம்சங்கள் – கோப்பீட்டு முறைகள் – நவீன கோப்பீட்டு முறைகள் – கோப்புகளை வகைப்படுத்துதல் – மையக் கோப்பீட்டு முறை மற்றும் பரவலாக்கப்பட்ட கோப்பீட்டு முறை – குறியீடு – வகைகள் – புத்தகக் குறியீடு – உயிரெழுத்துக் குறியீடு – உதிரித்தாள் புத்தகக் குறியீடு – சக்கரக் குறியீடு – அட்டைக் குறியீடு – அட்டைக் குறியீட்டின் பயன்கள், நன்மைகள் மற்றும் தீமைகள்.

பகுதி-5

18 Hours

அலுவலக அறிக்கைகள் – நோக்கங்கள் – குணாதிசயங்கள் – அறிக்கைகளின் வகைகள் – அறிக்கைகளின் அமைப்பு – அலுவலக இயந்திரங்கள் - கணிப்பு பொறி – கணிப்பு பொறி – பிரதியெடுக்கும் இயந்திரம் – ரொக்கப்பதிவு இயந்திரம் – காசோலை எழுதும் இயந்திரம் – தபால்தலை அல்லது அஞ்சல்தலை பொறிக்கும் இயந்திரம்.

பாடநூல்:

1. செயலர் பணிமுறைகள் (பகுதி I & பகுதி II) – முனைவர் பீர் முஹம்மது, பாஸ்பப்ளி கேஷன்ஸ், மதுரை.

பகுதி-1 - 1.1 to 1.15

பகுதி-2 - 3.1 to 3.15

3.22 to 3.23

2. அலுவலக முறைகள் – எஸ்.எம்.சுந்தரம், ஸ்ரீ மீனாட்சிபப்ளிஷேன்ஸ், காரைக்குடி.

பகுதி-3 - 1 to 12

பகுதி-4 - 106 to 125



பகுதி-5 - 127 to 148

E-resources:

Types of company: https://youtu.be/T4gY0rR_3WA

: https://youtu.be/N-H_vppaqcw

Formation of a company: <https://youtu.be/8hCM1dXLGPc>

Memorandum of association: <https://youtu.be/6RvIaIV42gk>

Office management : <https://youtu.be/nS5d9Ddjxso>

: https://youtu.be/CsD2BaM_zAk

: <https://youtu.be/UDV1EnDxIyo>

: https://youtu.be/_s2iXSCVtB4

Filing : <https://youtu.be/e9geIyhTEh8>

<https://youtu.be/rUbdCdStAjk>

Indexing : <https://youtu.be/koKe7iSW2io>

Office machines and Equipments : <https://youtu.be/sht5oW6H51Y>

Business reports : <https://youtu.be/fYRLiyT1Ttk>

: <https://youtu.be/OV-sphnmfMY>

Course Title : BUSINESS ACCOUNTING PACKAGES	Total Hours : 75 Hours
Course Code : U22BAC21	Total Credits : 4

Course Outcomes

COs	CO Statement
CO1	Understand the basic functioning of Computer
CO2	Understand the concepts of computerized accounting.
CO3	Prepare voucher entries for given Business transaction
CO4	Create and Maintain Inventory of the Business
CO5	Construct final accounts and Reports

UNIT I

Introduction to Computer; Meaning of Computer; Characteristics of a Computer; Areas of Applications / Uses of Computer in Different Fields; Anatomy of Digital Computer. Components of Computer; Input-Process-Output Cycle; Memory and Control Unit; Input and Output Devices - Input Device, Output Device. Hardware; Software – System Software, Application Software; Computer Language - Low Level (or) Machine Language, Assembly Language, High Level Language.

UNIT II

Accounting of Computer - Need for Accounting; Types of Accounting; Rules of Debit and Credit; Accounting Principles (or) Standards - Accounting Concepts, Accounting Conventions; Accounting Systems; Recording Transactions in a Journal; Ledger.

Introduction to Tally - Features of Tally ; Creating Company - Loading/Selecting a Company, Shutting a Company , Altering /Modifying Existing Company ; Buttons on the Button Panel.

UNIT III

Accounts Groups; Managing Groups - Creating a New Groups , Creating a Sub-Group, Displaying Group , Altering Group , Deleting Group.

Vouchers in Tally - Creating / Customizing Vouchers; Displaying Vouchers; Alternating Vouchers; Duplicating Vouchers.



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Pre-defined Vouchers - Contra Vouchers; Purchases; Sales; Payment Vouchers; Receipts Vouchers; Journal; Memo Vouchers.

UNIT IV

Stock Groups - Creating Stock Group, Expert Usage [Multiple Stock Group].

Stock Categories - Creating a Stock Category, Altering a Stock Category, Deleting a Stock Category. Stock Item - Creating Stock Item; Expert Usage [Multiple Stock Items].

Unit of Measure; Creating Unit of Measure; Displaying Units of Measure; Altering Unit of Measure.

UNIT V

Reports - Trial Balance, Final Accounts, Trading Account, Profit And Loss Account and Balance Sheet; Bank Reconciliation Statement; GST

TEXT BOOKS:

1. P.Rizwan Ahmed, "Computer Application in Business with Tally ERP 9", Margham publications, 2018.

Unit –I 1.1 –1.26

2. Dr.Namrata Agrawal, "Comdex Tally 9 Course kit", Dream tech press, 2013.

Unit –II 4 –22, 42, 59 –65

Unit –III 85 –91, 114 –122

Unit –IV 149 –159, 162 –164

Unit –V 202 –220, 223

Reference Book:

1. Vikas Gupta, "Comdex Business Accounting with MS Excel 2010 and Tally.ERP 9 Course Kit", Dreamtech Press, 2011.

2. CA.Roshan Lodha, "First Lessons in Tally.ERP 9", Law Point Publications, 2011.

e-Resources

1. https://www.youtube.com/watch?v=V_JLhAf7NZ8

2. <https://www.youtube.com/watch?v=0s4mKbkYJPU>

3. <https://www.youtube.com/watch?v=wfY4nRoOS1Q>

4. https://www.tutorjoes.in/tally_erp9_tutorial/index

5. <http://webinars.tallysolutions.com:9090/Getting%20started%20with%20Tally.ERP%209/Getting%20started%20with%20Tally.ERP%209.pdf>

Course Title : COST ACCOUNTING	Total Hours : 75 Hours
Course Code : U22BAC22	Total Credits : 4

Course Outcomes

COs	CO Statement
CO1	Provides understanding about cost accounting system, concepts and classification
CO2	Provides understanding about the significant methods of costing for real-time application
CO3	Provides deeper insight about material purchase, inventory and issue with practice.
CO4	Provides clear knowledge and understanding about the fixation, control and



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	management labour cost.
CO5	Provides awareness about the concepts of allocation, absorption and apportionment of overheads and its control.

Unit I

15 Hours

Cost Accounting – Meaning, Objectives, Functions, Financial Accounting Vs Cost Accounting – Advantages, Limitations, Essentials of good costing system, Cost unit, Cost centre, Profit centre, Cost Control, Cost control vs Cost reduction, Cost Audit, Cost manual; Elements of cost, Non-cost expense, Production account.

Unit II

15 Hours

Unit or output costing- Features, Collection of costs, Cost sheet, Tenders or quotations (Simple Problems Only) - Methods of cost - Job costing; Batch costing; contract costing; Process costing (Theory only).

Unit III

15 Hours

Material Purchase Control – Objectives, Essentials, Advantages ; **Material Inventory control** – Functions of store keeper – Preparation of Stores Ledger and Bin card, Minimum stock level – Maximum stock level – Reorder level – Danger level – Economic order quantity. **Material Issue Control** – Material requisition note – Return of surplus – Transfer of surplus – Pricing of materials – FIFO, LIFO, Base stock, HIFO, Simple average and Weighted average (Simple Problems Only). **Material Loss** – Wastage, Scrap, Defective, Spoilage, Obsolete (theory only).

Unit IV

15 Hours

Labour - Direct and Indirect labour, Control of labour cost, Time keeping, Time booking, Job cards, Piece work, Idle time, Causes and control, Overtime; Labour turnover – Causes, effect and cost (Theory only) Methods of wage payment – Time rate system, Piece wage system and Taylor's differential piece rate system - Premium bonus scheme – Halsey plan and Rowan plan. (Simple Problems Only)- Pay Equity.

Unit V

15 Hours

Overheads – Meaning, Allocation and apportionment of overheads, Distinction, Importance; Absorption of overhead, Methods - Production unit, Percentage on Direct material cost, Percentage on Direct Labour cost, Percentage on prime cost, Direct labour hour rate and machine hour rate methods (Simple Problems Only).

Text Book

1. R.S.N.Pillai and Bagavathi, "Cost Accounting", S.Chand and Company Ltd, 2011

Unit I	4-13; 14-17; 26-29; 391
Unit II	388-396; 43-46; 20-22;
Unit III	67-145
Unit IV	146-147, 152-159; 163-180; https://www.payscale.com/solutions/pay-equity/
Unit V	211-212; 251-262



Reference Books

1. Advanced Cost accounting – S.P.Jain and K.L.Narang.
2. Cost accounting - Das Gupta.
3. Cost accounts - S.P.Iyengar.

e- Resources

1. <https://icmai.in/upload/Students/Syllabus2016/Inter/Paper-8-New.pdf>
2. https://www.icsi.edu/media/webmodules/publications/FULL_BOOK_PP-CMA-2017-JULY_4.pdf
3. <https://youtube.com/watch?v=AwrwUf8vYEEY>
4. <https://hbr.org/2020/11/how-to-identify-and-fix-pay-inequality-at-your-company>
5. <https://www.payequitychrc.ca/en/about-act/what-pay-equity>
6. <https://www.education.govt.nz/school/people-and-employment/pay-equity/>

Allied II - MONETARY ECONOMICS

Contact Hours per week: 06

Subject code: U22ECAX21

Contact Hours per Semester: 90

Credits: 5

Course outcomes:

Upon successful completion of this course, students will be able to:

CO1	To describe the basic concepts in monetary economics and to understand the function and role of money in Indian Economic development
CO2	To understand the monetary standard and principles of note issues
CO3	To analyze the cause and effects of inflation and deflation in the economy
CO4	To the applications of monetary policy how control measures taken for inflation and deflation
CO5	To describe the role of RBI and commercial bank in economic development and credit creation by them

Unit I: Nature of Money

18 Hours

Barter system: Meaning and its Defects. Definitions of Money- Evolution of Money - Classification of Money- Functions of Money-Role of Money in a Developing Economy –Money in capitalist economy- Money in under developed economy –Money in socialist economy – Evils of money.

Unit: II Monetary Standard

18 Hours

Monetary Standard: Meaning – Qualities of Good Monetary Standard- Types of monetary standard : Bimetallism - Advantage and disadvantage and Mono mentalism–Paper Money: Meaning- Merits and Demerits - Principles of Note Issue – Systems of Note Issue-India’s Present monetary standard.

Unit III: Inflation and Trade Cycle

18 Hours

Inflation: Meaning-Types of inflation: Demand full inflation-Cost push inflation-Structural inflation- mark-up inflation – Open and suppressed inflation -Causes-Effects - Measures to Control inflation. Deflation: Meaning. –Effects .Trade Cycle: Meaning- Features - Phases-Measures to Control trade cycle.

Unit IV: Monetary Policy

18 Hours

Monetary Policy: Meaning – Definition-Objectives – Instruments of Monetary Policy- Limitations of monetary policy – Role of Monetary Policy in a Developing Economy.

Unit V: Commercial and Central Banking

18 Hours



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Central Banking: Meaning-Functions- Role of Central Bank in Economic Development – Methods of Credit Control by RBI. Commercial Banking: Meaning-Functions-Role of Commercial Banks in Economic Development- Process of Credit Creation.

Text Book

1. Vaish.M.C, “Monetary Theory”,Vikas Publishing House (P) Ltd, Noida,2016.

Reference Books:

1. Paul R.R. “ Monetary Economics” Kalyani Publishers,Ludhiana 2011

2. Seth.M.L, “Monetary Economics”Lakshmi Narain Agarwal, Agra, 2014.

3. Sundaram.K.P.M, “Money,banking and International Trade” Sultan Chand & Sons, New Delhi 2015.

e-Resources

1. <https://youtu.be/cgzNFNTGNng>

2. <https://youtu.be/FyBWH6grk6o>

3. <https://youtu.be/UgIvaAV6fYw>

4. <https://youtu.be/t5gPghjEaeY>

5. <https://youtu.be/Bqyek4dnycM>

Course Title : LAB: BUSINESS ACCOUNTING PACKAGES	Total Hours : 30 Hours
Course Code : U22BASP21	Total Credits : 2

Course Outcomes

Cos	CO Statement
CO1	Understanding the fundamental concepts in Accounting system
CO2	Preparing Trial Balance
CO3	Prepare voucher entries for given Business transaction
CO4	Implementing stock details in the Accounting Vouchers
CO5	Displaying financial reports

Lab Exercises:

1. Setting up a new company.
2. Creation of primary groups, and sub group.
3. Prepare journal entries.
4. Preparation of Accounting voucher entries for the given transactions.
5. Preparation of Trial Balance.
6. Formation of Stock items, stock category, stock groups, and units of Measure.
7. Preparation of profit and loss account and balance sheet.
8. Preparing final accounts from the trial balance with few adjustments.
 - a. Closing stock
 - b. Outstanding Expenses
 - c. Prepaid expenses
 - d. Depreciation
 - e. Income received in advance
 - f. Interest on capital
 - g. Interest on drawings



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- h. Accrued Income
 - i. Goods distributed as free samples
 - j. Loss of stock by fire
9. Generating various reports & Display in tally
- a) Trial Balance, Profit & Loss Accounts, Balance sheet
 - b) Books & Register: Cash Book, Bank Book, Purchase Register, Sales Register, Journal Register
 - c) Day Book
 - d) Stock Summary
10. Make sales and purchase invoice with GST Calculation.
11. Submission of GST returns.
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Course Name : Bachelor of Business Administration

CHOICE BASED CREDIT SYSTEM

(For those who joined in June 2018 and after)

Course Scheme:

Semester	Part	Subject	Hours	Credits	Int+Ext =Total	Local	Regional	National	Global	Professional Ethics	Gender	Human Values	Environment & Sustainability	Employability	Entrepreneurship	Skill Development	Subject Code	Revised / New / No Change / Interchanged & Percentage of revision	
III	Core 5	Mercantile Law	5	4	25+75=100			✓				✓				✓	U3BAC31	Revised / 10%	
	Core 6	Banking Law and Practice	5	4	25+75=100			✓		✓	✓					✓	U2BAC32	No change	
	Core 7	Computer Applications in Business	5	4	25+75=100				✓	✓					✓		U2BAC33	No change	
	Core 8	Organizational Behaviour	5	4	25+75=100				✓	✓		✓			✓		U2BAC34	No change	
	Allied 3	Business Statistics	6	5	25+75=100				✓								U2MAA3B	No change	
	SBE 1	Lab: MS-Office	2	2	40+60=100				✓								✓	U2BAS3P	No change
	SBE 2	Body Language	2	2	25+75=100				✓	✓		✓					✓	U2BAS3	No change
IV	Core 9	Industrial Law	6	4	25+75=100			✓		✓							U3BAC41	Revised / 10%	
	Core 10	Marketing Management	5	4	25+75=100				✓	✓			✓			✓	U2BAC42	Revised / 30%	
	Core 11	Internet and Web Designing	5	4	25+75=100				✓	✓						✓	U2BAC43	No change	
	Elective 1	Entrepreneurship	6	5	25+75=100			✓		✓	✓		✓		✓		U2BAE4	No change	
	Allied 4	Business Mathematics	6	5	25+75=100				✓								U2MAA4B	No change	
	SBE 3	Lab: Web Designing	2	2	40+60=100				✓								✓	U2BAS4P	No change

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Year	Part	Subject	Credit	Int. Mark = Total	Subject Code
I & II	V	NSS/ NCC/ PHYSICAL EDUCATION- SPORTS/ YRC/ RRC	1	100 = 100	U2NS4/ U2NC4/ U2PS4/ U1YR4/ U1RR4

Self-Learning Courses:

Subject	Semester	Credit	Ext =Tot	Subject Code
Human Rights	IV	5	100 = 100	U1CSL41

Semester - III**Core Paper 5 MERCANTILE LAW****Contact Hours per week: 5****Subject Code: U3BAC31****Contact Hours per semester: 75****Credits: 4****Objectives:**

1. To enable the students to secure a basic general knowledge in mercantile law.
2. To understand the impact of various mercantile laws on business.
3. To develop skills so as to apply the mercantile law to various practical situations in business.
4. To acquaint themselves with latest developments in the field of mercantile law.

UNIT-I: Law of Contract – Nature – Definition of Contract and Agreement– Types of Agreement-Essential Elements of a valid contract – Classification of Contracts – Indian Contract Act, 1872. (15 hours)

UNIT-II : Offer and Acceptance: Offer – Kinds of offer - Legal rules as to Offer – Meaning of Acceptance – Definition of Consideration – Essentials of valid consideration – Stranger to Contract – Meaning of Free consent, Coercion, Undue Influence, Misrepresentation, Fraud – Distinction between fraud and misrepresentation – Mistake -Types of Mistake– Case laws. (15 hours)

UNIT-III: Performance of contract - Contracts which need not be performed – Discharge of contract - modes to discharge a contract - Quasi Contract - Kinds of quasi contract - Remedies for Breach of Contract – Case laws. (15 hours)

UNIT-IV: Contract of Agency: Definition of Agent and Principal – Kinds of Agents – Creation of Agency - Rights and Duties of an Agent and Principal - Termination of Agency – Case laws. (15 hours)

UNIT-V: Sale of Goods Act – Contract of Sale – Agreement to sell – Documents to title to goods - conditions and warranties – Rights of buyer – Rights of unpaid seller- Bailment – definition –Essentials of bailment - kinds of bailment – Duties of bailee and bailor. (15 hours)

Text Books:

1. Business Laws – N.D.Kapoor, Sultan Chand & Sons, 2009.

Books for Reference

1. Business Law – R.S.N.Pillai & Bhagawathi.
2. Legal Aspects of Business-Akileshwar & Pathak, Tata McGraw Hill Ltd.
3. Business Law – P.C. Tulsian (TMH)
4. Business Law –I - K.C.Garg, V.K.Sareen, Mukesh Sharma, R.C.Chawla.



Core Paper 6 - BANKING LAW AND PRACTICE

Contact Hours per week: 5
Contact Hours per semester: 75

Subject Code: U2BAC32
Credits: 4

Objectives:

1. To enable the students to secure a basic general knowledge in banking law and practice.
2. To understand the impact of various laws on banking.
3. To develop skills so as to apply the law of banking to various practical situations
4. To acquaint themselves with latest developments in the field of banking.

UNIT-I : Meaning and definition of Banker – Meaning and definition of customer – General Relationship between Banker and customer – Obligation to honour cheques – Obligation to maintain secrecy of customer's accounts – Bankers Rights : Lien, Set-off, Appropriation of Payments. (15 hours)

UNIT-II: Types of Deposits – Current account, Savings account, Fixed Deposit and Recurring Deposit – Fixed Deposit Receipt and its legal implications – General Precautions for opening account- Special Types of customers: General procedure for opening accounts in the names of Minor, Married woman, Illiterate, Lunatic and Partnership firm only. (15 hours)

UNIT-III: Negotiable Instruments: Definition – Types – Essential features of Negotiable Instruments. Cheque: Meaning and Definition - Essentials of a valid Cheque – Cheque Vs Bill of Exchange. Material Alteration – Meaning – Effects of Material Alteration – Banker's Duty – Immaterial Alteration - Crossing: Meaning – Forms of crossing – Significance of various forms of crossing. Endorsement: Meaning and Definition – Kinds of endorsement. (15 hours)

UNIT-IV: Paying Banker: Meaning – Duties of a paying Banker – Circumstances for dishonoring a Cheque – statutory protection under sec.85 of the Negotiable Instruments Act – Forgery of customer's signature – Payment in due course – Holder in due course. Collecting Banker: Meaning – Capacity of collecting Banker - Duties of collecting Banker (15 hours)

UNIT-V: General Principles of Bank lending – Secured advances and unsecured advances – Types of advances – Loan, cash credit, Overdraft and Bill discounting – Modes of creating charge: Lien, Pledge, Mortgage and Hypothecation – Types of mortgage – Concepts of E-Banking – ATMs – Smart Cards – Mobile Banking – Internet Banking (meaning only). (15 hours)

TEXT BOOK

1. Banking Law and Practice – Kandasamy, K.P., Natarajan S., and Parameswaran R.
2. Banking Theory Law and Practice – Gorden,E. and Natarajan.

REFERENCE BOOKS

1. Banking Law and Practice – Varshney, P.N – Sultan Chand & Son's New Delhi.
 2. Banking Theory and Practice – Mithani, D. and Gordon, E. Himalaya publishing House, Mumbai.
 3. A Text book of Banking – Radhasamy, M. and Vasudevan S.V.S.Chand & Co., New Delhi.
-



Core Paper 7 - COMPUTER APPLICATIONS IN BUSINESS

Contact Hours per week: 5

Contact Hours per semester: 75

Subject Code: U2BAC33

Credits: 4

Objectives:

- 1) To impart the basic knowledge about computer system.
- 2) To introduce word processing concepts.
- 3) To inculcate the knowledge of electronic spreadsheets.
- 4) To develop the knowledge of creating presentations using PowerPoint.
- 5) To introduce ACCESS and RDBMS concepts.

Unit – I : Introduction to computers : Definition – Characteristics of computers – Generations of computers – classification of computers – Types of computers – Basic principles of operation of a digital computer – Block diagram and components of computer System – Hardware – CPU, memory (Primary and Secondary) – Input devices, output devices – Software - uses and applications of Computers. (15 hours)

UNIT-II : MS WORD 2007 – Introduction to word processing and MS WORD – Components of Word opening Screen – Creating Word documents. Entering, Editing, Copying and moving text- Applying Fonts and Font Styles - Creating bulleted and numbered lists – types of views – spell checker and Grammar Check – Aligning and formatting Text – Creating Tables and working with tables – Mail merge. (15 hours)

UNIT-III: MS EXCEL 2007: Introduction to spread sheet – components of EXCEL Opening Screen – Building worksheet. Entering data in worksheet – Editing, Deleting, Copying and moving cells and ranges – Adjusting column width and row height – inserting and deleting cells, rows and columns – using auto-fill - creating and working with formula – functions in Excel - Graphs and charts : Types of charts – Element of a chart – Creating a chart. (15 hours)

UNIT IV: MS POWERPOINT 2007: Meaning and Features – Presentation: Creating a presentation using Design templates and Blank presentation – Types of views - Enhancing presentation: Applying Transition effects and animation effects – adding speaker notes – Inserting objects: Inserting a graph, organization chart, clip Art, sound and video – Running slide show. (15 hours)

Unit –V: MS ACCESS 2007: Introduction to Access and database – Database objects – creating database - creating Tables: creating a table using data sheet and design view – data types – Primary key – Creating forms: creating forms using design view and form wizard – Entering and editing records in forms – Creating queries: Types of queries – Creating queries using query wizard – creating reports: Creating reports using Report wizard. (15 hours)

Text Books:

1. Fundamentals of Computer: Rajaraman, Prentice Hall of India (Unit –I)
2. Computer Application in Business: S.V. Srinivasa Vallbhan, Sulthan Chand & Sons, New Delhi.
3. Computer Applications in Management – Niranjan Shrivastava – Dreamtech Press.

Reference Books :

1. Fundamentals of Computers: P.K. Sinha.
2. 2007 MICRO SOFT OFFICE Step by Step – Joyce Cax & others – PHI learning Pvt. Ltd.



Core Paper 8 - ORGANISATIONAL BEHAVIOUR

Contact Hours per week: 5

Sub Code: U2BAC34

Contact Hours per semester: 75

Credits: 4

Objectives: The objective of this subject is to impart the knowledge on the behaviour of individual, group and the overall organization in different aspects and how to manage stress and conflict situation.

UNIT-I: Organizational behaviour – definition – features of Organizational behaviour – process of Behaviour - Models of Organizational behaviour – Individual behaviour – Factors affecting individual behaviour – personal –biographical- environmental - socio-cultural – political - organisational factors. (15 hours)

UNIT-II: Group dynamics - definition of group – types of groups – theories of group formation – problems of informal groups – Group norms – Types. Group cohesiveness – Meaning - Factors influencing group cohesiveness - consequences of group cohesiveness - five stages of group development. (15 hours)

UNIT-III: Definition of morale - factors affecting morale – cause of low morale – factors improving morale – Meaning, definition and features of Conflict- types of conflict situations – causes of conflict – conflict management – preventive measures and curative measures. (15 hours)

UNIT-IV: Stress management – meaning and definition – nature of Stress – Sources – Organisational, extra organizational, group Stressors and individual Stressors – consequences of Stress – coping strategies for Stress – Individual approaches and organization approaches. (15 hours)

UNIT-V: Meaning of Change – forces for change – types of change –managing planned change – planning, assessing and implementing the change – causes of resistance to change – overcoming resistance to change - Meaning and definition of organizational Development – characteristics – need – benefits – limitations - steps in OD. (15 hours)

TEXT BOOK

1. Organisational Behaviour – Shashi K.Gupta & Rosy Joshi, Kalyani Publishers.
2. Organisational Behaviour- L.M.Prasad-Sultan chand &sons

Business Statistics

Contact hours per week: 6 hours

Subject Code: U2MAA3B

Contact hours per semester: 90 hours

Credits:5

Objectives:

To introduce the Statistical concepts to commerce and BBA Students.

Unit – I

18 Hours

Statistics – definition – Data – meaning – Types of data – primary data – secondary data – classification and tabulation: meaning – Types of classification – tabulation of data – definition –difference between classification and tabulation – Rules for tabulation – Diagrammatic representation – Types of diagram.

Unit – II

18 Hours

Averages – Arithmetic mean – simple arithmetic average (Direct method only) – Geometric mean – Harmonic mean (Weighted method excluded) – median – mode.



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Unit – III

18 Hours

Range – Quartile deviation – mean deviation (using only mean & median) – standard deviation: Individual Series (using actual mean) Discrete Series, Continuous Series (using step deviation method only)

Units – IV

18 Hours

Skewness – Methods: Karl Pearson's Co-efficient of Skewness – Bowley's Co-efficient of Skewness- Kurtosis – Co-efficient of Kurtosis.

Units – V

18-Hours

Correlation – Karl Pearson's Co-efficient of correlation (use only one formula $r = \frac{\sum xy}{\sqrt{\sum x^2 \sum y^2}}$) – Rank Correlation: Ranks are given & Ranks are not given (Concurrent deviation method excluded)

Text Book: Business Statistics - R.S.N. Pillai, Bagavathi,

Unit I - Chapter 4, 6, 7

Unit II - Chapter 9

Unit III - Chapter 10

Unit IV - Chapter 11

Unit V - Chapter 12

Reference Book: Business Statistics - P.R.Vital,

Skill Based Elective 1 – LAB: MS OFFICE

Contact Hours per week: 2

Sub Code: U2BAS3P

Contact Hours per semester: 30

Credits: 2

Objectives:

1. To impart the basic knowledge about windows operating system.
2. To introduce word processing concepts.
3. To inculcate the knowledge of electronic spreadsheets.
4. To develop the knowledge of creating presentations using PowerPoint.

WINDOWS

- 1) Working with Paint
- 2) Working with WordPad
- 3) Working with Notepad

MS WORD

- 1) Creation of Word Documents
- 2) Applying different Formatting options
- 3) Inserting Header, Footer, Subscript and Superscript
- 4) Creating Greetings using Clip Art and Word Art
- 5) Designing Advertisements
- 6) Working with Tables
- 7) Inserting Charts, Pictures and Tables in word document
- 8) Creating Numbered List and Bulleted Texts.
- 9) Working with Mail Merge

MS EXCEL

- 1) Creating Employee Worksheet
- 2) Creating Student Worksheet



- 3) Creating Invoice Report.
- 4) Creation of different types of Chart
- 5) Working with Formulae and Functions
- 6) Using Auto fill

MS POWERPOINT

- 1) Creating Presentations using Design Templates
- 2) Applying different Animation and Transition Effects in Presentations
- 3) Inserting Clip Art, Chart, Image, etc., in Presentations.

MS-ACCESS

- 1) Creating Database
 - 2) Creating Tables
 - 3) Creating Queries
 - 4) Creating Forms
 - 5) Creating Reports
-

Skill Based Elective 2 - BODY LANGUAGE

Contact Hours per week: 2

Sub Code: U2BAS3

Contact Hours per semester: 30

Credits: 2

Objectives: The objective of this subject is to develop the basic concepts of unspoken language and its multifaceted aspects.

Unit I: Body Language – Meaning, types - Role in Interpersonal communication – Body Language during Job Interviews. (6 hours)

Unit II: Facial Expressions – Significance and types - Face and First impression – Face facts. (6 hours)

Unit III: Eye Contact – Use of Eye contact, Eye Grammar - Making best use of Eye contact. (6 hours)

Unit IV: Postures and Gestures – Meaning - Kinds of Posture - Mind reading through Posture – Leg Gestures – Hand and Arm Gestures – Hand to Face Gestures. (6 hours)

Unit V: Body Language for Sales and Marketing Executives – Significance - Adopted worldwide by Salespeople. (6 hours)

Textbook:

- 1) Body Language (Your Success Mantra) – Shalini Verma, S.Chand Publications.

Reference Books:

- 1) Understanding Body Language – Vinay Mohan, Purtak Mahal Publications.
 - 2) Body Language – Ashish Dutta, Goodwill Publishing House.
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Semester – IV

Core Paper 9 - INDUSTRIAL LAW

Contact Hours per week: 6

Subject Code: U3BAC41

Contact Hours per semester: 90

Credits: 4

Objectives:

1. To enable the students to secure a basic general knowledge in Industrial law.
2. To understand the impact of various Industrial laws on business.
3. To develop skills so as to apply the Industrial law to various practical situations in business.
4. To acquaint themselves with latest developments in the field of Industrial law.

Unit – I: Factories Act, 1948: Definition – Inspecting Staff – Health – Safety – Welfare – Working Hours of Adults – Holidays – Employment of young person and women – Annual Leave with wages. (18 hours)

Unit –II: Industrial Disputes Act, 1947– Definition of Industrial Dispute – Modes of settlement of Industrial Disputes - Courts or Tribunal-National Tribunal – Meaning of Strike, Lock-out, Lay-off and Retrenchment – Unfair Labour Practices – Penalties. (18 hours)

Unit – III: The Trade Unions Act, 1926 - Definition of Trade Union – Scope and Coverage - Registration of Trade Union. The Payment of Wages Act, 1936 – Definition of wages – Rules for Payment of wages - Deductions from wages. (18 hours)

Unit – IV:– Payment of Gratuity Act,1972 - Definition of Gratuity – Payment of gratuity – forfeiture of gratuity- Employees' Provident Funds(And Miscellaneous Provisions)Act,1952 - Employees' Provident fund scheme – Employees' Pension Scheme – Employee's Deposit linked Insurance Scheme. (18 hours)

Unit – V: Workmen's Compensation Act, 1923. Definition – Scope and Coverage – Employer's Liability for workmen's Compensation – Amount of Compensation- Distribution of compensation. Payment of Bonus Act, 1965: Meaning of Bonus – Eligibility for Bonus - Disqualification for Bonus. (18 hours)

Text Book:

1. Business Law –II-K.C.Garg,V.K.Sareen, Mukesh Sharma, Kalyani publishers. Third edition, 2010

Reference Books:

1. Business Law – Satish B Mathur, Tata Mc Graw Hill Education Private Limited, 2011.

Core Paper 10 – MARKETING MANAGEMENT

Contact Hours per week: 5

Sub Code: U2BAC42

Contact Hours per semester: 75

Credits: 4

Objectives:

1. To facilitate the students to acquire knowledge of concepts of marketing.
2. To equip the students about product planning and pricing methods
3. To provide an information about channel members and promotional tools
4. To familiarize the students on recent marketing concepts



Unit - 1: Market: Meaning – Classification of Markets. Marketing: Definition – Nature of Marketing – Functions of marketing – Evolution of marketing concept - Concept of marketing mix. Product – Definition – Features of product –Classification of Product. Product policies: Product mix and product line. Product life cycle stages. **[15 Hours]**

Unit - 2: Branding: Meaning – Functions. Packaging: Meaning – Functions. Labeling: Meaning – Functions. Pricing – Objectives – Factors affecting price of a product – Kinds of pricing – Steps in price determination - Special problems in pricing. **[15 Hours]**

Unit - 3: Channels of distribution: Meaning – Importance – Factors influencing the selection of distribution channel. Middlemen: Meaning – Functions – Kinds. Wholesaler: Meaning – Services. Retailer: Meaning – Types – Services. **[15 Hours]**

Unit - 4: Promotion: Meaning – Objectives. Sales promotion: Meaning – Importance - Types. Advertising: Meaning – Objectives – Kinds of advertising. Media of advertising: Kinds of advertising media – Selection of advertising media. **[15 Hours]**

Unit - 5: Recent developments in marketing: Online marketing – Meaning – Benefits of online marketing. Green marketing – Meaning – Importance. Societal marketing – Meaning – Importance. Demarketing – Meaning and reasons. **[15 Hours]**

Text Book:

- 1) Marketing management – Dr.C.B.Gupta & Dr.N.Rajan Nair, Sultan Chand & Sons, New Delhi.

Reference Books:

- 1) Marketing Management – Philip kotler, Pearson Education, New Delhi.
- 2) Marketing Management – R.S.N Pillai & Bhagawathi, S.Chand Publications, New Delhi.

Core Paper 11 - INTERNET AND WEB DESIGNING

Contact Hours per week: 5

Subject Code: U2BAC43

Contact Hours per semester: 75

Credits: 4

Objectives:

- 1) To impart the basic knowledge about Internet.
- 2) To introduce HTML concepts.
- 3) To develop the knowledge of creating web pages using HTML and JavaScript.

Unit – I: Introduction to Internet – History of Internet – Services of the Internet - Uses and advantages of Internet – Terms relating to Internet: www, Web pages, Web sites, Home page, URL, etc. - Connection to Internet - ISP – Functions of ISP – Modem: Normal modem and ISDN, ADSL, Cable Modems – Web Browsers and features – E-mail and voicemail – sending E-mail, receiving and replying E-mail. **(15 hours)**

Unit – II: Hyper Text Mark-up Language (HTML) – Introduction – HTML Basic command tags – Features of HTML tags – HTML elements – Attributes of Body tag – Character formatting tags – Page formatting tags. **(15 hours)**



Unit – III: Creating lists in HTML: Creating ordered lists, unordered lists and description lists – Forms in HTML: Designing a form and Form control tags – Tables in HTML: Table tags and their attributes. (15 hours)

Unit – IV: Marquees: meaning – marquee tag and its attributes – Frames in HTML: Frame tags and attributes - setting images and background – Creating hyperlinks and Image map. (15 hours)

Unit – V: Java script in HTML – JavaScript: Meaning – importance – Rules for writing a program using JavaScript – using HTML tags in JavaScript – JavaScript variables – JavaScript operators – Window methods: window.alert, window.confirm, window.prompt, parseInt and parseFloat. (15 hours)

Text Books:

1. Computer Application in Business : S.V.Srinivasa Vallabhan, Sulthan Chand & Son's, New Delhi.
2. HTML 4 – Law point .

Elective Paper 1 - ENTREPRENEURSHIP

Contact Hours per week: 6

Subject Code: U2BAE4

Contact Hours per semester: 90

Credits: 5

Objectives:

1. To enable the students to secure a basic general knowledge in entrepreneurship.
2. To understand the impact of entrepreneurship development programmes.
3. To develop skills so as to start a business.
4. To acquaint themselves with latest developments in the field of business and industry.

UNIT-I: Entrepreneur – Meaning - Characteristics - functions and types. Entrepreneur Vs Manager - Entrepreneur Vs. Intrapreneur - Entrepreneurship – Meaning – factors Stimulating Entrepreneurship – Role of Entrepreneurship in Economic Development. (15 hours)

UNIT-II: Entrepreneurship Development Programmes – Meaning, Objectives, Course contents and Curriculum – Phases – Problems in EDP. Women Entrepreneur – their problems and remedies. (15 hours)

UNIT-III: Small Scale Industry – Meaning – importance and problems of starting an SSI – Steps - Rural Entrepreneurship – need, How to develop, Problems of Rural Entrepreneurship - Role of NGOs. (15 hours)

UNIT-IV: Project Identification – Meaning and steps - Project Classification. Project report-contents – importance – precautions in preparing project report – List of enclosures. Project Appraisal – Meaning – Feasibility Analysis: Market, Technical, Financial, Economic, Managerial and Social. (15 hours)

UNIT-V: Institutional Support: SIDO, SISI, NSIC, SIDCO, DIC and TIIC - Their Functions – SIDBI's Schemes. Incentives: Subsidy, Tax concessions, marketing and Export Assistance. Sickness – Definition, Symptoms, Causes- measures to prevent sickness in small units. Start-up India. (15 hours)

Text Books:

1. Gordon, E & Natarajan, K, 2013, Entrepreneurship Development, Himalaya Publishing House
2. Entrepreneurial Development, S.S. Khanka, S. Chand & Co, New Delhi



Books for Reference:

1. Small Scale Industries and Economics Development, C.S.V. Moorthy, HPH
2. Entrepreneurial Development, Gupta, C.B. and Srinivasan, N.P.Sultan & Sons.

Business Mathematics

Contact hours per week: 6 hours

Subject Code: U2MAA4B

Contact hours per semester: 90 hours

Credits: 5

Objectives:

To introduce the mathematical concepts to commerce and BBA students.

Unit – I

18 Hours

Theory of sets – Definition – Finite and infinite sets – description of sets – singleton set – null set – subset – equality of sets – disjoint sets – set operation: union of sets – intersection of sets – difference of sets – complement of a set – using venn diagram only.

Unit – II

18 Hours

Indices law of indices (proof included) – Negative index – zero and unity index – fractional index – simple interest – compound interest.

Unit – III

18 Hours

Differential calculus: Differentiation Derivatives of x^n , e^x , \log_e^x , a constant KU where K is a constant & U is a function (Trigonometry function not included) – addition and product form.

Units – IV

18 Hours

Matrices: Definition – order – Types – Symmetric – Skew systematic – operations on matrix: addition, subtraction – product of two matrices.

Units – V

18 Hours

Determinant of a matrix: Definition – expansion of a determinant – minors and co-factors – (Singular & Non Singular, properties of determinants excluded) – inverse of matrix

Text Book: Business Mathematics - M. Manoharan, C. Elanco

K.L.Eswaran, Palani paramount publication, 2009.

Unit I - Chapter 1: 1.1 – 1.20

Unit II - Chapter 2: 2.1-2.7

Chapter 4: 4.1, 4.2

Unit III - Chapter 5: 5.2-5.2.6

Unit IV - Chapter 8: 8.1, 8.1.1, 8.1.2

Unit V - Chapter 8: 8.2, 8.4.

Reference Book: Business Mathematics, P.R.Vital, Margham Publication, edition 2005



Skill Based Elective 3 – LAB: WEB DESIGNING

Contact Hours per week: 2

Sub Code: U2BAS4P

Contact Hours per semester: 30

Credits: 2

Objectives:

- a) To impart the basic knowledge about designing web pages using HTML.
 - b) To develop the knowledge of creating and designing web pages using HTML and Java Script.
 - 1) Working with basic HTML tags
 - 2) Working with Graphics
 - 3) Creating Tables
 - 4) Creating Forms
 - 5) Creating Menus, Radio Buttons, Check Boxes and Text Boxes
 - 6) Working with Frames
 - 7) Nesting Frame sets
 - 8) Working with Marquees
 - 9) Creating Hyperlinks and Image map
 - 10) Programming in HTML using JavaScript.
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Industrial Visit:

Industrial Visit is made a part of curriculum and it is to be arranged every year.



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Virudhunagar – 626 001.

PROGRAM NAME : BACHELOR OF BUSINESS ADMINISTRATION

DISCIPLINE : BUSINESS ADMINISTRATION

(For those who Join in 2018 and after)

Semester	Part	Subject	Hour	Credit	Int+Ext= Total	Local	Regional	National	Global	Professional Ethics	Gender	Human Values	Environment & Sustainability	Employability	Entrepreneurship	Skill Development	Subject Code	Revised/ New/ No Change/ Interchanged If Revised % of Change
V	CORE 12	Operations Management	5	4	25+75=100				✓	✓			✓			✓	U2BAC51	No Change
	CORE 13	Retail Management	5	4	25+75=100				✓	✓			✓		✓		U2BAC52	No Change
	CORE 14	Management Accounting	5	4	25+75=100			✓		✓						✓	U3BAC53	Revised 10%
	CORE 15	Research Methodology	5	4	25+75=100				✓	✓		✓				✓	U2BAC54	Revised 20%
	ELECTIVE 2	Sales Management	6	5	25+75=100			✓		✓	✓			✓			U3BAE51	Revised 50%
	SBE- 4	Employability Skills	2	2	25+75=100			✓		✓		✓		✓			U1PS51	No Change
	NME 1	Principles Of Management	2	2	25+75=100				✓	✓		✓				✓	U2BAN51	No Change
VI	CORE 16	Financial Management	6	4	25+75 = 100		✓									✓	U2BAC61	Revised 20%
	CORE 17	Services Marketing	6	4	25+75 = 100		✓		✓	✓						✓	U2BAC62	Revised 20%
	CORE 18	Human Resource Management	6	4	25+75 = 100			✓		✓		✓				✓	U2BAC63	No Change
	ELECTIVE 3	Project Report	6	5	100+0 = 100				✓	✓		✓				✓	U2BA6PR	No Change
	SBE 5	Soft Skills	2	2	25+75 = 100			✓		✓						✓	U2BAS61	No Change
	SBE 6	Personality Development	2	2	25+75 = 100				✓			✓	✓			✓	U3BAS62	Revised 40%
	NME 2	Entrepreneurship	2	2	25+75=100				✓			✓	✓		✓		U2BAN61	Revised 20%



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Self Learning Courses:

Subject	Semester	Credit	Ext =Tot	Subject Code
Company Organisation	V	5	100 = 100	U1BASL51

OPERATIONS MANAGEMENT

Contact Hours per week: 5

Subject Code: U2BAC51

Contact Hours per Semester: 75

Credits: 4

Course Outcome:

- CO 1 : Enlighten on various functions of production management and manufacturing Practices.
- CO 2 : List out the factors affecting plant location and the principles of plant layout.
- CO 3 : Describe material management with its objections, functions and its importance.
- CO 4 : Understand Double bin system, ABC analysis, production planning and control.
- CO 5 : Impart knowledge about Quality control, Quality circles and TQM.

Objective: To enlighten the students on various functions of production management and manufacturing practices.

UNIT-1 **[15 Hours]**

Operations management – Meaning – scope - production systems - continuous production – Intermittent production – mass & flow production - Batch production – job order production.

UNIT-2 **[15 Hours]**

Plant location – Importance – Factors affecting plant location. Plant layout – Principles – Process layout – product layout – Fixed position layout.

UNIT-3 **[15 Hours]**

Material management – Objectives - Functions of inventories – Inventory control and its importance – Double bin system - ABC analysis, Production planning and control – meaning and importance.

UNIT-4 **[15 Hours]**

Plant maintenance – Importance - breakdown maintenance – Preventive maintenance and predictive maintenance - work study: Meaning and Importance. Material handling – Principles of material handling.

UNIT-5 **[15 Hours]**

Quality control – Need and importance – Control charts and their uses. Quality Circles and its benefits - TQM and its benefits - ISO 9000 series – Objectives – benefits – Steps in ISO 9000 Registration.

TEXT BOOK

1. Production and Operations Management – Dr.S.Anil Kumar, N.Suresh, New Age International Publishers, 2009.

REFERENCE BOOKS

1. Production and Operation Management- Dr.B.S.Goel, Pragati prakashan publications.
 2. Production and Materials Management – P.Saravanel, S.Sumathi, Margham Publications - 2016
 3. Production Management – Elwood S.Buffa (Johnuron)
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RETAIL MANAGEMENT

Contact Hours per week: 5

Contact Hours per Semester: 75

Subject Code: U2BAC52

Credits: 4

Objectives: To provide a basic theoretical framework of the concepts of Retail Management and to enable the students to identify the retailing opportunities.

Course Outcomes:

- CO 1 : Provide a basic theoretical framework of the concepts of retail management.
- CO 2 : Analyse Retailers with their functions, characteristics and various types.
- CO 3 : Understand retail promotional objectives and promotional advertising.
- CO 4 : Describe retail pricing policies and strategies, FDI in retailing and service retailing.
- CO 5 : Introduce Online retail with its types, and also complaints management.

UNIT I: Introduction to Retailing - Definition – Features- importance- Organized Retailing in India - Major Players in retailing - Retailing In India – Evolution - Drivers of Retail Change- Challenges to Retail Development In India. **[15 Hours]**

UNIT II: Retailer – Functions – Characteristics – Classification - Store Retailer - Non Store Retailer - Retail Organization - Types – Itinerant retailers-Fixed Shop Retailers - Small scale retailers - Large Scale Retailers - Meaning and features. **[15 Hours]**

UNIT – III: Retail Communication and Promotion-Definition of Retail Promotion-Promotional Objectives - SMARTRT- Promotional advertising - Window Display – Interior Display - Show Rooms – Exhibitions. Sales promotion – Kinds - Consumer Sales Promotion - Dealers Sales Promotion - Sales Force Promotion. **[15 Hours]**

UNIT – IV: Retail pricing –Definition - Factors influencing Pricing - Pricing Policies-Cost Oriented Pricing - Competition Oriented pricing - Retailing Pricing Strategies - Market Skimming - Market Penetration - Price Bundling - Leader Pricing – Every Day Low Pricing - ODD Pricing - FDI in retailing – Services retailing. **[15 Hours]**

UNIT – V: Complaints Management – Characteristics – Objectives - Steps for effective complaint Management - advantages. Online Retail – Types - Key enablers of Online Retailing - Strategies of Online Retailer – Barriers to growth in e-tailings- advantages and disadvantages. **[15 Hours]**

TEXT BOOK:

1. Retail Management, Dr.L.Natarajan, First Edition, Margham publications, Chennai.

Reference Books:

1. Retail Management, Suja Nair, 4th Edition, Himalaya publishing House.
 2. Retail Management, Swapna Pradhan, Tata McGraw Hill publishing company Ltd.
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MANAGEMENT ACCOUNTING

Contact Hours per week: 5

Contact Hours per Semester: 75

Subject Code: U3BAC53

Credits: 4

Course Outcome :

Students, after successful completion of the course, will be able to

CO 1: Know about various functions of management accounting and financial statement analysis

CO 2: Understand reporting and preparing ratio analysis with its merits and demerits

CO 3: Analyze fund flow statement with its merits, demerits and also cash flow statement with its uses

CO 4: Understand the meaning of Marginal costing, break-even analysis, profit column ratio and margin of safety.

CO 5: Understand the objections of budgetary control with its merits, demerits and various classifications.

UNIT I

[15 Hours]

Management Accounting – Meaning, nature, Functions, advantages and disadvantages of Management Accounting, Differences between Management Accounting and Financial accounting - Financial statement Analysis – comparative, common size and Trend Percentages

UNIT II

[15 Hours]

Ratio Analysis – Meaning, Merits and demerits – classification of Ratios – Profitability Ratios, Turnover Ratios and financial Ratios. (Simple Problems only)

UNIT III

[15 Hours]

Fund Flow Statement – Meaning, merits and demerits – preparation of fund flow statement. (Simple problems only) – Cash Flow Statement – Meaning – Uses - Differences between Fund flow statement and Cash flow statement (Only theory).

UNIT IV

[15 Hours]

Marginal costing – Meaning, merits and demerits - Break – Even Analysis – Assumptions - profit volume Ratio, Margin of safety, maintaining a desired level of profit (Simple problems only). Standard Costing (simple problems) – Meaning, merits and demerits – Material, Labour & Overheads only – Variance analysis (Simple problems only)

[15 Hours]

UNIT V

Budgetary Control – Meaning, objectives, merits and demerits – Classification of Budgets - (Problems only from cash Budget and Flexible Budget).

[15 Hours]

Note: 60% marks for problems and 40% marks for theory.

TEXTBOOKS

1. Management Accounting- R.S.N.Pillai and Bagavathi, S.Chand publisher.

REFERENCE BOOK

1. Financial & Management Accounting- S.N. Maheswari, Sultan Chand & Sons publisher.

2. Management Accounting by Khan and Jain, Tata McGraw Hill, 3rd Edition.



RESEARCH METHODOLOGY

Contact Hours per week: 5

Subject Code: U2BAC54

Contact Hours per Semester: 75

Credits: 4

Course Outcomes

Students, after successful completion of the course will be able to

CO 1 : Provide basic theoretical framework of the concepts of research methodology.

CO 2 : Impart knowledge about sampling objectives, characteristics and sampling methods.

CO 3 : Understand the various methods of data collection and the requisites of a good questionnaire.

CO 4 : Analyze data processing: Editing, coding, tabulation and interpretation of data.

CO 5 : Understand the essentials of report writing and steps in report writing with its contents.

Unit – I: [15 Hours]

Research Methodology: Introduction – Meaning – Objectives – Types – Significance – Research Process – Problems encountered by Researchers in India – Criteria of Good Research - Research Design – Meaning – Need and importance.

Unit – II: [15 Hours]

Sampling: Definition - Characteristics – Probability and Non-Probability Sampling methods. Scaling: Definition – Scale Classification bases – Scaling Techniques.

Unit – III: [15 Hours]

Data Collection: Types of data – Data Sources – Methods of Collection of Primary Data. Questionnaire: Meaning – Collection of data through questionnaire – Questionnaire vs Schedule.

Unit – IV: [15 Hours]

Data Processing: Editing, Coding, Classification and Tabulation - Analysis of Data – Meaning – Importance – Role of statistics in research. Interpretation of data: Meaning – Different forms – Need for Interpretation. Hypothesis: Meaning - Null and Alternate hypothesis only.

Unit – V: [15 Hours]

Report writing: Report – Meaning – Essentials of a good report – Types of report – Steps in Report writing – Layout of Research report. Use of library and internet in research.

TEXT BOOK

1. Research Methodology, Methods & Techniques – C.R.Kothari – New Age International Publishers second revision.

REFERENCE BOOK

1. Research Methods in Social Sciences – Dr.S.Nakkiran Dr.R.Selvaraju – Himalaya Publishing House.
 2. Research Methodology by R.Panneer Selvam, PHI Learning Private Limited.
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SALES MANAGEMENT

Contact Hours per week: 6

Contact Hours per Semester: 90

Subject Code: U3BAE51

Credits: 5

Course outcome:

CO 1: Familiarised with sales management practices and selling techniques.

CO 2: Understand the existing practices in sales management and personal selling

CO 3: Analyse the sales planning process, the factors influencing sales forecast and the methods of sales budgeting

CO 4 Understand the management of sales force, recruitment, selection and training of sales force.

CO 5: Understand the meaning of sales report, sales quota, sales territories, sales force compensation and motivation

CO 6: Gain Knowledge about the process of effective selling, prospecting, approach, presentation, demonstration, handling objections, closing the sale and follow-up.

UNIT-I

[18 Hours]

Sales Management: Meaning and definition – objectives and scope – functions of sales management – Personal selling: meaning and definition – nature of personal selling- objectives and importance of personal selling – Salesman: types of salesman – characteristics of a successful salesman.

UNIT-II

[18 Hours]

Sales planning - Sales planning process – Sales forecasting – objectives- factors influencing sales forecast – steps in sales forecasting – methods of sales forecasting – Sales budget: meaning – purposes and advantages – procedure of sales budgeting – methods of sales budgeting.

UNIT-III

[18Hours]

Process of effective selling: prospecting – types of prospects – steps in prospecting – Pre-approach: need and importance – Approach: methods of approach – Presentation: meaning and essentials of presentation – Demonstration: meaning and essentials of demonstration – Handling objections: Reasons – types of objections – methods of handling objections – Closing the sale: Techniques – requisites of successful closing – Follow- up

UNIT-IV

[18 Hours]

Management of sales force: Sales force planning – determining the size and quality of sales force – Recruitment and selection of sales force: meaning and nature of recruitment and selection – importance – guidelines for effective recruitment – training and development of sales force - Sales force compensation: Compensation plan – essentials of a good compensation plan – methods of compensation: Sales force motivation: Techniques of sales force motivation.

UNIT-V

[18 Hours]

Control and supervision of sales force: Bases of control – Sales report: Purposes – types – contents – qualities of a good sales report - Sales quota: types of quota – quota setting procedure – advantages of sales quota – Sales territories: meaning – factors deciding territories – establishing sales territories –benefits.

Text Book:

1. Advertising and Personal Selling – Dr.C.B.Gupta, Sultan Chand & Sons.



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Reference Books:

1. Sales Management – Richard R.Still, Edward W.Cundiff, Norman A.P.govari – Prentice Hall of India.
 2. Advertising and Salesmanship – P.Saravanel and S.Sumathi, Margham Publications, 2015.
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SBE- EMPLOYABILITY SKILLS

Contact Hours per week: 2
Contact Hours per Semester: 30

Subject Code: U1PS51
Credits: 2

Objectives:

To enrich the Employability Skills by imparting Reasoning skills, Aptitude skills and General Knowledge.

Unit I : Quantitative Aptitude – Averages, Percentage, Profit & Loss, Ratio & Proportion, Time & Work, Time & Distance, Clock. **(6-hours)**

Unit II : Quantitative Aptitude –Problems on Ages, Boat & Stream, Simple Interest, Compound Interest, Area, [Partnerships](#). **(6-hours)**

Unit III: Reasoning

Verbal Reasoning - Analogy, Classification, Series, Coding & Decoding, Blood Relations, Direction Sense Test. **(6-hours)**

Unit IV: Reasoning

Verbal Reasoning - Number Test, Ranking & Time sequence Test, Alphabet Test, Logical Venn Diagrams. **(6-hours)**

Unit V:

General Knowledge: Abbreviations, Acronyms, Famous Personalities, Important Days, Capital Cities, Currencies, Books and Authors, Inventions. **(6-hours)**

Reference Books:

- | | | |
|---|---|--------------|
| 1. Verbal & Non Verbal Reasoning | - | R.S.Aggarwal |
| 2. Quantitative Aptitude | - | R.S.Aggarwal |
| 3. Subjective & Objective Quantitative Aptitude | - | R.S.Aggarwal |
| 4. Malayala Manorama Year Book, 2014 | | |

NME 1 – PRINCIPLES OF MANAGEMENT

Contact Hours per week: 2
Contact Hours per Semester: 30

Subject Code: U2BAN51
Credits: 2

Objectives

To enable the student to secure basic knowledge in Business Administration and management practices.

UNIT – I

[6 Hours]

Management – Definition – Nature of Management, Levels of Management and Functions of Management - Henry Fayol's 14 Principles of Management - Contributions of F.W.Taylor.



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UNIT– II [6 Hours]

Planning – Definition, Nature of planning, advantages and Limitations of planning and Steps in planning.

UNIT– III [6 Hours]

Organization – Meaning and Importance - Types of organization: Line organization, line and staff organization and functional organization (3 Types only).

UNIT– IV [6 Hours]

Motivation – Meaning, Nature of Motivation and Maslow's theory of motivation. Leadership – meaning, Qualities of a good leader and kinds of Leadership styles; Autocratic, Democratic and free rein leader. (3 Types only).

UNIT V [6 Hours]

Communication – Meaning, process of communication, Barriers in Communication and Measures to overcome communication barriers - Controlling – meaning, Nature of control and Steps in controlling.

Text Books

1. Principles of Management – J.Jaisankar, Margham Publications.

Reference Books:

1. Business Administration – R.K.Sharma and Shashi K.Gupta, Kalyani Publisher.
2. Management theory & Practice – C.B.Gupta, Sultan Chand Publisher

VI- SEMESTER

FINANCIAL MANAGEMENT

Contact Hours per week: 6

Subject Code: U2BAC61

Contact Hours per Semester: 90

Credits: 4

Course Outcomes:

Students, after successful completion of the course, will be able to

- CO 1 : Acquire the knowledge of various functions of financial management, financial decisions, investment decisions and dividend decisions.
- CO 2 : Write down the source of capital, types of securities and capital structure.
- CO 3 : Understand the determinants and estimations of working capital and also Cash management.
- CO 4 : Analyze the cost of capital, cost of Debt and cost of equity.
- CO 5 : Describe the capital budgeting, forms of dividend and factors affecting dividend policy.

UNIT-1 :

Financial Management – Definition – Objectives of the firm : Profit maximization Vs wealth maximization – Functions of finance – Financial Decisions – Investment decision– Financing Decision and Dividend decision – Organization of the finance function – Controller Vs Treasurer.

[18 Hours]

UNIT-2 :

Sources of Capital – Long term, intermediate term and short term – types of securities – Debt, Equity and Preferred Stock. Capital structure – Forms – Importance – Factors determining capital structure - Theories of capital structure (only Theory) – Problems on EBIT – EPS analysis.

[18 Hours]



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UNIT-3 :

Working capital Management – Concept of working capital – Kinds of working capital - Determinants of working capital – Estimation of Working Capital (Problem) - Cash Management - Motives for holding cash – Receivables management – Objectives – Credit Policy – Credit Period (Only theory) [18 Hours]

UNIT-4:

Cost of capital – Meaning and Definition – Significance – Classification of cost- Determination of Cost of Capital – Cost of Debt – Cost of Equity - Cost of Preference Shares- Weighted average cost of capital (Theory & Problems). [18 Hours]

UNIT-5:

Capital budgeting – Techniques – Investment evaluation methods: Payback Period, Accounting rate of return – Net present Value and Internal rate of return (problem on IRR to be excluded). Dividend policy – factors affecting dividend policy – Forms of dividends - Stock dividend and stock split (Theory only). [18 Hours]

NOTE: Question must be asked 40% on theory 60% on problems.

TEXT BOOK:

1. Financial management, Shashi K. Gupta & R.K. Sharma Kalyani Publishers, New Delhi.

Reference Books:

1. Financial Management – Principles & Practice – Dr.S.N.Maheswari, Sultan Chand & Sons, New Delhi.
2. Financial Management – Text and Problems – M.Y.Khan & P.K.Jain.

SERVICES MARKETING

Contact Hours per week: 6

Contact Hours per Semester: 90

Subject Code: U2BAC62

Credits: 4

Course Outcomes:

Students, after successful completion of the course, will be able to

- CO 1 : Understand service marketing, nature and classification of service.
- CO 2 : Analyze service product concept, branding and service positioning and pricing in services.
- CO 3 : Determine promotion mix for services and channels in service delivery.
- CO 4 : Identify the people in services and the role of customer in service delivery.
- CO 5 : Impart knowledge about Physical evidence, Tourism marketing, Bank marketing, Hospital marketing and Hotel marketing.

UNIT-1:

[18 Hours]

Services marketing – Introduction and definition – Types of services – Nature and characteristics of services - Difference between services and goods - Marketing Management Process for services – Services Marketing Mix: Meaning and Elements.

UNIT-2:

[18 Hours]

Service product: Meaning – Service concept - Service life cycle concept – New Service Development - Branding and Service Positioning. Pricing in Services: Meaning - Objectives of pricing – Factors affecting pricing decisions – Methods of pricing – Pricing Strategies.



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UNIT-3: [18 Hours]

Service promotion: Meaning - Promotion mix for services – Advertising –Sales Promotion – Personal Selling – Word of mouth Communication – Public relation and Publicity. Place in service: Meaning – Channels in Service Delivery – Designing a distribution system – Functions of service intermediaries.

UNIT-4: [18 Hours]

People in Services: Introduction – Types of Service Personnel – Customer contact employees and Support Personnel – Role of customer in service delivery. Service Process: Meaning - Designing service process – Service Blue Print – Meaning and Importance.

UNIT-5: [18 Hours]

Physical Evidence: Meaning – Physical facilities – Physical environment – Social Setting. Marketing of Services: Tourism marketing - Bank marketing – Hospital marketing – Airline marketing.

TEXT BOOK

1. Services Marketing – Vasanti Venugopal, Raghu, V.N. Himalaya Publishing House.

Reference Books:

1. Services Marketing – S.M. Jha . Himalaya Publishing House.
 2. Services Marketing - Appaniah, Reddy, Himalaya Publishing House.
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HUMAN RESOURCE MANAGEMENT

Contact Hours per week: 6

Contact Hours per Semester: 90

Subject Code: U2BAC63

Credits: 4

Course Outcome:

- CO 1 : Enable to secure basic knowledge in Human resource management and Human resource planning.
- CO 2 : Describe Job analysis, Job description. Job specification, Recruitment and selection.
- CO 3 : Understand the importance of training and wage and salary administration.
- CO 4 : Analyse the performance appraisal and worker's participation in management.
- CO 5 : Enlighten the importance of Industrial relations and importance of collective bargaining.

Objectives: To enable the student to secure basic knowledge in Human resource management practices.

Unit I:

Human Resource Management – Definition, Nature, objectives and functions of HRM - Role of Human Resource Manager. Human Resource Planning – Objectives, importance and Human Resource Planning process. [18 Hours]

Unit II:

Job Analysis – Meaning and Process of Job Analysis - Job Description – Job specification. Recruitment – Meaning, factors affecting recruitment and sources of recruitment. Selection – Meaning and selection process - Placement and Induction. [18 Hours]



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Unit III:

Training – Importance – Methods of Training and steps in training programme. Wage and Salary Administration – Objectives, components and methods of wage payment. [18 Hours]

Unit IV:

Performance Appraisal – Meaning, objectives of Performance Appraisal - Methods of Performance Appraisal. Worker's Participation in Management - Meaning and Objectives of WPM. [18 Hours]

Unit V:

Industrial Relations – Objectives of IR, Importance of IR and parties to IR - Causes for poor IR - developing sound IR. Collective Bargaining - Meaning and Importance. [18 Hours]

Text Book:

1. Human Resource Management by S.S.Khanka, S.Chand Publisher

Reference Books:

1. Human Resource Management by Dr.J.Jayasankar, Margham Publications, 2016.
2. Human Resource Management by K.Aswathappa, McGraw Hill.
3. Human Resource Management by Dr.P.Subba Rao, Himalaya Publishing House.

PROJECT REPORT

Contact Hours per week: 6

Contact Hours per Semester: 90

Subject Code: U2BA6PR

Credits: 5

RULES GOVERNING PROJECT:

1. Each student should undergo a 3 week Field Study in any one Functional Area of Management like Marketing, Human Resources, Finance, etc.,
2. The student has to select the topic in consultation with the Faculty Guide and construct a questionnaire, if necessary and get approval before leaving for field work.
3. The project report comprising a minimum of 60 pages should be submitted to the college.
4. The project report must contain the following:
 - a) Introduction
 - b) Objectives
 - c) Methodology
 - d) Data analysis & Interpretation
 - e) Findings
 - f) Suggestions
 - g) Conclusion
 - h) Appendix
5. The student has to appear for a viva-voce examination that will be conducted before the end of Sixth Semester.
6. The submitted project report will be evaluated by the Internal Examiners as follows:

Project Report - 60 marks

Viva Voce - 40 marks

Total - 100 marks

7. Passing Minimum is 40% of the aggregate.



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SOFT SKILLS

Contact Hours per week: 2

Contact Hours per Semester: 30

Subject Code: U2BAS61

Credits: 2

Objectives: To enable the students to secure knowledge in soft skills.

Course Outcomes:

CO1: The students will be able to have enhanced soft skills.

CO2: Able to use the soft skills to give powerful presentation.

CO3: Able to perform well in the interviews.

CO4: Able to use their soft skills for promotions and growth in their professional career.

UNIT – I:

Soft skills: Meaning and definition – kinds of soft skills – steps to develop soft skills.

Listening: meaning – importance – kinds of listening – advantages of active listening.

[6 Hours]

UNIT – II:

Presentation Skills: Stages in successful presentation – Tips for powerful presentation.

Public speaking: benefits – public speaking tips. Art of writing – meaning and writing tips.

[6 Hours]

UNIT – III:

Group discussion: meaning – skills required for GD – Essential elements of GD – Tips to improve GD skills – traits tested in GD – Dos and Don'ts of GD – Gestures to be avoided in GD.

[6 Hours]

UNIT – IV:

Resume preparation: meaning – qualities of a good resume – types of resumes – Resume writing tips – sequence of resume information – Dos and Don'ts in resume preparation.

[6 Hours]

UNIT – V:

Interview skills: meaning – preparing for interview: Dress code, need for punctuality, avoiding tensions and nervousness – qualities observed during the interview – commonly asked questions in interview – tips to present well in interview.

[6 Hours]

Text Book:

1. SOFT SKILLS - Dr. K. Alex, S.Chand Publications, New Delhi, 2012.

Reference Books:

1. Essentials of Business communication – Rajendra Pal.

PERSONALITY DEVELOPMENT

Contact Hours per week: 2

Contact Hours per Semester: 30

Subject Code: U3BAS62

Credits: 2

Course Outcomes:

Students, after successful completion of the course, will be able to

CO 1: Understand the common personality and psychological factors.

CO 2: Develop knowledge on personality theories.

CO 3: Develop implications on personality traits and perception.

CO 4: Understand the various forms of inter-personal behaviour.

CO 5: Analyze the self management techniques like yoga, asanas, etc.,



Unit-I: [6 Hours]

Personality – Meaning – Determinants of Personality – Theories of Personality (Psycho-Analytical theory and Chris Argyris's immaturity-maturity theory).

Unit-II: [6 Hours]

Personality Traits – Meaning – BIG FIVE traits – Characteristics – Locus of Control – Internal and External Locus of Control – Type 'A' and Type 'B' Personality.

Unit-III: [6 Hours]

Perception – Meaning – Nature – Importance – The Perception Process – Factors influencing the perception.

Unit-IV: [6 Hours]

Inter-Personal Behaviour – Transactional Analysis – Meaning – Analysis of EGO states (Parent Ego, Adult Ego and Child Ego) – Benefits of Transactional Analysis.

Unit-V: [6 Hours]

Self Management – Meditation – Meaning - Uses, Yogasanas – General principles – Uses – Concentration techniques – Self hypnotism – Self acceptance and growth.

Text Book:

- 1) Organisational Behaviour – Shashi K.Gupta and Rosy Joshi, Kalyani Publishers (First Edition).

Reference Books:

- 1) Organisational Behaviour – Fred Luthans, McGraw Hill Publication (9th Edition).
 - 2) Organisational Behaviour – K.Aswhathappa, Himalaya Publication (9th Edition).
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NME-2

ENTREPRENEURSHIP

Contact Hours per week: 2

Contact Hours per Semester: 30

Subject Code: U2BAN61

Credits: 2

Course Outcomes:

- Students, after successful completion of the course, will be able to
- CO 1: Explain the nature of entrepreneurial development functions.
 - CO 2: Understand the various types of entrepreneurs.
 - CO 3: Understand the concepts of small scale industries.
 - CO 4: Understand the project report preparation concepts.
 - CO 5: Understand incentives in small scale units.

UNIT – I: [6 Hours]

Entrepreneur – Meaning, characteristics of an entrepreneur, functions of an entrepreneur, Types of Entrepreneurs. Entrepreneurship – meaning – characteristics of entrepreneurship.

UNIT – II: [6 Hours]

Women entrepreneurs – Types of women Entrepreneur, problems of women entrepreneurs and remedies. Rural entrepreneurship – meaning, problems of Rural Entrepreneurship.



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UNIT – III: [6 Hours]
EDP – Meaning – Objectives – Phases. SSI – Meaning, Importance of SSI, problems faced by SSI.

UNIT – IV: [6 Hours]
Project Report – Meaning and Contents of the Report, Institutional support and finance to Entrepreneur – SISI, SIDCO, DIC and TIIC (4 Institutions only).

UNIT – V: [6 Hours]
Incentives for small scale units – Subsidy and Tax concessions. Sickness in SSI – Meaning, Causes of Industrial sickness and Measures to prevent sickness in SSI.

Text Books:

1. Entrepreneurial Development – Gordon and Natarajan, Himalaya Publishing House.
2. Entrepreneurial Development – S.S.Khanka, S.Chand Publishers.

Reference Book:

1. Entrepreneurial Development – Dr.C.B.Gupta & Dr.N.P.Srinivasan, Sultan & Chand Publishers.

GUIDELINES FOR VALUE ADDED COURSES

Classes shall be conducted after college working hours or on Saturdays which are declared holidays.

- Attendance Register of students has to be maintained by the respective department.
- There shall be only Internal Assessments and no External Examination.
- The maximum marks for each course is 100.
- The assessment shall be made on Continuous Internal Assessment basis. Accordingly there shall be five Internal Assessment Tests - One test after the completion of one unit.
- The maximum marks for each test shall be 20.
- The passing minimum for each course shall be 40.
- The Head of the Department has to arrange to send the consolidated marks for 100 to the Controller of Examinations' office after the completion of the course.
- Only students who have earned 75% of attendance and appeared for 3 tests shall be eligible to get the final certificate.
- Laminated Certificate will be issued to the students on successful completion of the course for which a sum Rs. 100 shall be collected from each student.

Question pattern for theory based value added courses

Duration: 1 hour

Max: 20 marks

Section-A (3x2=6 marks)

Short Answer Questions:

3 questions to be asked (with or without choice)

Each question carries a maximum of 2 marks.



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Section – B (2x7=14 marks)

2 questions to be asked (with or without choice)

Each question carries a maximum of 7 marks.

Question pattern for Practical Oriented Value Added Courses

- a. 5 practical examinations to be conducted each for a maximum of 15 marks.
 - b. The final practical examination is mandatory for all the students to receive the final certificate to be conducted for 25 marks covering the whole syllabus.
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COURSE NAME: **BACHELOR OF BUSINESS ADMINISTRATION**

Self Learning Courses:

Subject	Semester	Credit	Ext =Tot	Subject Code
Company Organisation	V	5	100 = 100	U1BASL51

Self Learning Course

V - Semester

COMPANY ORGANISATION

Credit: 5

Subject Code: U1BASL51

Total marks 100

Unit – I

Company – Meaning- Definition- Features- Private company- Meaning- Privileges of Private company- Public company- Meaning- Differences between a Private Company and a Public company.

Unit – II

The Promoter- Functions of a Promoter- Important Documents of the Company- Memorandum of Association- Meaning- Contents- Articles of Association- Meaning- Contents- Prospectus- Meaning- Contents.

Unit – III

Directors- Meaning- Qualification and Disqualification of Directors- Appointment of Directors- Position of Directors- Removal of Directors- Powers, Duties, and Liabilities of Directors.

Unit – IV

Company Meetings- Meaning- Features- Types of Meetings- Essentials of a Valid Meeting: Notice- Agenda- Quorum- Motion- Minutes- Resolution(Meaning only)- Chairman- Powers and Duties of Chairman.

Unit – V

Winding up of Companies- Meaning- Methods of Winding up: Compulsory Winding up- Member's Voluntary Winding up- Creditor's voluntary Winding up- Winding up subject to the supervision of the court.

Text book:

- 1) Company Organisation – Dr. V.M. Selvaraj, Bavani Publications, 2012.

Reference Book:

- 1) Company Organisation – Kathiresan and Thirunavukkarasu.

**PROGRAM NAME : BACHELOR OF BUSINESS ADMINISTRATION****DISCIPLINE : B.B.A****(For those who Join in 2018 and after)****Value Added Courses:**

Subject	Semester	Credit	INT =Tot	Subject Code
Elements of Tally	VI		100 = 100	V1BA1
Investment Avenues	III		100 = 100	V1BA2
Secretarial Practice	V		100 = 100	V1BA3

VALUE ADDED COURSE**ELEMENTS OF TALLY****Contact Hours per week: 2****Subject Code: V1BA1****Contact Hours per Semester: 30****Course Outcome:**

Students, after successful completion of the course, will be able to

CO1: know the principles of computerized accounting.

CO2: Apply the principles of computerized accounting in their job.

CO3: Keep firms' accounts in TALLY.

CO4: Offer services to the entrepreneurs in maintaining their accounts.

UNIT – I**[6 Hours]**Tally – introduction - features of tally – opening screen of tally – Creating a company –
Selecting a Company – Altering an existing company.**UNIT – II****[6 Hours]**Creation of groups – Creation of Ledger accounts – Editing and deleting ledgers –
Vouchers: voucher entry – creation of different types of vouchers – editing and deleting
vouchers – invoices.**UNIT – III****[6 Hours]**Inventories–creation of stock category, stock groups and stock items–stock vouchers –
purchase and sales orders – pure inventory vouchers – units of measure – godowns.**UNIT – IV:****[6 Hours]**

Reports in Tally: working with day book report – working with stock summary reports.

UNIT – V:**[6 Hours]**Working with trial balance report – working with profit and loss a/c report – working with
balance sheet report.**Text Book:**

1. Business Accounting with MS Excel and Tally Course kit – Vikas Gupta, Dreamtech Press.

Reference Books:

1. Tally 9 - Law Point
2. Tally ERP 9 – Law Point



INVESTMENT AVENUES

Contact Hours per week: 2

Subject Code: V1BA2

Contact Hours per Semester: 30

Course Outcomes:

Students, after successful completion of the course, will be able to

CO1: Provide a basic theoretical framework of the concept of investment.

CO2: Impart knowledge about different investment alternatives.

CO3: Understand the essentials of risk and return.

Unit 1:

[6 Hours]

Investment: Meaning – Objectives - Qualities of successful investing – Approaches to investment decision making – Investor vs Speculator – Investment Alternatives.

Unit 2:

[6 Hours]

Bank Deposits: Savings Account – Current Account – Fixed Deposits – Recurring Deposits. Government Savings Schemes: PPF Scheme – SCSS – NSC.

Unit 3:

[6 Hours]

Money Market Instruments: Treasury Bills – Commercial Paper – Certificate of Deposits. Debentures: Meaning – Types. Insurance Products – Types: Term Insurance – Endowment Plan – ULIPs.

Unit 4:

[6 Hours]

Stock Market Investments: Primary Market – Secondary Market. Mutual Funds: Meaning – Types – Equity Funds – Debt Funds – Hybrid Funds.

Unit 5:

[6 Hours]

Risk and Return – Meaning – Types of Risks – Diversification and Portfolio Risks. Components of Return: Current Return – Capital Return.

Text Books:

- i) Investment Analysis and Portfolio Management – Prasanna Chandra, Tata MC Graw Hill Fourth Edition
 - ii) Banking theory, law and practice – E.Gordon & K.Natarajan, Himalaya Publishing House.
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SECRETARIAL PRACTICE

Contact Hours per week: 2

Contact Hours per Semester: 30

Subject Code: V1BA3

Course Outcome:

Students, after successful completion of the course, will be able to

CO 1 : Provide knowledge on types of secretaries and their functions.

CO 2 : Impart Knowledge about functions, rights and powers of secretary

CO 3 : Understand Company Act, 1956 and its applicability.

CO4 : Apply Secretarial Practice in their Job.

UNIT – I [6 Hours]

Definition of Secretary-Growing Importance of Secretary- Types of Secretaries-Private Secretary and Stenographer- Daily Routine of the Private Secretary.

UNIT– II [6 Hours]

Definition of Company Secretary- Appointment of a Company Secretary-Qualities and Qualifications of a Good Company Secretary–Duties of the Secretary.

UNIT– III [6 Hours]

Functions of a Company Secretary- Rights of the Secretary-Liabilities- Powers of the Secretary-Legal Position of the Company Secretary.

UNIT– IV [6 Hours]

Director as Secretary-Register of Directors, Manager and Secretary-Secretarial Correspondence and Office organization-Company work and the Secretary- Dismissal of the Company Secretary.

UNIT V [6 Hours]

The Companies Act, 2013-Applicability of the Act-Special features of the Act- Documents required for registration of a Company-Certificate of Incorporation-Duties of Secretary after Incorporation.

Text Books

1. Manual of Secretarial Practice – B.N.Tandon, S.Chand & Co. Publisher.

Reference Books:

1. Secretarial Practice – M.C.Kuchhal, Vikas Publishing House Private Limited.
2. Secretarial Practice– Khorshed D.P.Madon, Progressive Corporative Pvt.,Ltd.,