

MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A)

SCHEME OF EXAMINATIONS

The purpose of the B.B.A. Programme of instruction is to siphon higher secondary students of above average attainments for a course that will equip them with specific knowledge and skills for junior and middle position 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 course. Participative methods of instruction should be adopted. Class work should be supplemented by training opportunities in vacations.

Efforts should be made to operate the programme with as close a liaison and co-operation with local industries as could be available. A placement service should preferably be created to aid the graduates in finding satisfactory employment opportunities in business firms.

ELIGIBILITY FOR ADMISSION

Candidate seeking admission to the B.B.A. course must have passed the Higher Secondary Examination of the Government of Tamil Nadu or any other Examination accepted to aid the graduates in finding satisfactory employment opportunities in business firms.

Preference will be given to *those who have taken Mathematics* as a subject in the qualifying examinations.

DURATION OF THE COURSE

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

STUDY TOUR / INDUSTRIAL VISIT

Study tour / Industrial visits must be arranged during the 3 year B.B.A. programme. The faculty accompanying the students during such tour / visits will be sanctioned leave on other duty. *Students must submit factory visit reports / tour reports within 7 days of their visit to the Head of the Department.*

MEDIUM OF WRITING UNIVERSITY EXAMINATIONS

Students who are studying the B.B.A. course should write the University Examinations in the *English medium.*

MANONMANIAM SUNDARANAR UNIVERSITY
TIRUNELVELI
CHIOCE BASED CREDIT SYSTEM
BACHELOR OF BUSINESS ADMINISTRATION
(With effect from the Academic Year 2017-2018 onwards)

Sem.	PART I / II / III / IV & V	Subject Number	Subject Status	Subject Title	Contact Hours/ Week	Credits
(1)	(2)	(3)	(4)	(5)	(6)	(7)
I	I	1	Language	Tamil / Other Language	6	4
	II	2	Language	English	6	4
	III	3	Core -1	Commercial Correspondence	6	4
	III	4	Core -2	Business Statistics	6	4
	III	5	Allied -I	Environment of Business	4	3
	IV	6	Common	Environmental Studies	2	2
	Subtotal					30
II	I	7	Language	Tamil / Other Language	6	4
	II	8	Language	English	6	4
	III	9	Core- 3	Business Organisation	6	4
	III	10	Core -4	Business Mathematics	6	4
	III	11	Allied -II	Office Management	4	3
	III	12	Common	Value Based Education	2	2
Subtotal					30	21

COMMERCIAL CORRESPONDENCE

UNIT- I

Communication – Meaning – Definition – Process/Element – Principles of effective communication - Importance – Modern communication devices – Barriers of communication – Measures to Overcome the Barriers.

UNIT – II

Structure of a business letter – Kinds of Business Letters — Letter of Enquiry – Quotations – Offers – Order letters – Trade Reference - Execution of order – Cancellation of an order.

UNIT – III

Complaint letters – Adjustment and Settlements – Circular letters.

UNIT – IV

Collection letters – Series Of Collection Letter – Sales letters – Three P’s of Sales Letters – Functions of Sales Letters.

UNIT – V

Banking letters – Importance – Principles – Functions of bank – Asking for Overdraft and Loans – Correspondence with Head office and Other Banks - Status enquiries – Replies and their types – Bank references - Job Applications .

Reference Books:

1. Commercial Correspondence and Office management – R.S.N.Pillai and Baghavathi
2. Modern Business Correspondence and Minutes writing – J.C. Bahi and S.M. Nagamia
3. Essentials of Business communication – Rajendrapal anf J.S.Korlahali
4. Business correspondence and Report writing – R.C. Sharma , Krishna mohan
5. Modern Business Letter – L. Gartside
6. Communication – C.S. Rayudu
7. Communication Skills – Dr. Nageshwar Rao and Dr. Rajendra P. Das

BUSINESS STATISTICS

UNIT – I:

Nature and Scope Of Statistics – Use of Statistics In Business And Industries – Collection Of Data – Methods – Kinds of data – Relative Merits And Demerits – Graphic and Diagrammatic Representation Of Data – Bar Charts – Pie Diagram – Line Graphs – Sampling.

UNIT – II:

Classification And Tabulation Of Data – Frequency Distribution Graphic Representation - Histogram, Frequency Polygon And Curve – Measures Of Central Tendency – Mean, Median – Ogive Curves, Modes, Geometric Mean And Harmonic Mean.

UNIT – III:

Dispersion – Purpose – Range , Quartile Deviation, Mean Deviation And Standard Deviation- Co-Efficient Of Variation.

UNIT – IV:

Simple Correlation and Regression – Definition - Addition and Multiplication – Probability – Simple problems.

UNIT – V:

Index Number – Meaning And Uses, Construction Of Index Numbers – Methods Of Index Numbers – Time series – Definition – Components – Estimating the Trend and Seasonal Variations – Business forecasting - Meaning and Uses.

Reference Books:

- 1) Business Statistics – R.S.N.PILLAI
- 2) Statistical Methods – S.P.GUPTA
- 3) Statistics – ELHANCE .

ENVIRONMENT OF BUSINESS

Unit – I

Business Environment - Concept-Significance - Types-Internal - External - Micro - Macro Environment -Environmental Analysis .

Unit – II

Business and Culture: Elements Of Culture –Traditional Value and Its Impact – Caste And Communities - Impact Of Foreign Culture.

Unit – III

Business and Society: Social Responsibilities Of Business - Responsibilities To Shareholders, To Customer, To The Community and To The Government - Business Ethics.

Unit- IV

Business and Government: State Regulations On Business – Industrial Policy 1991 and Industrial Licensing Policy 1991 – Technology – Import Of Technology – Impact of Technological Changes on Business.

Unit – V

Global Environment: Concept – Liberalisation, Privatisation and Globalisation - Meaning – Features - Merits and Demerits.

REFERENCE BOOKS:

1. Business Environments - Francis Cherunilam
2. Business and Society - Sankaran . S
3. Essentials of Business and Society - Aswarthappa. K.
4. Business and Society - Lakshmi rattan
5. Economic Environment of Business - Sampth, Mukerji

BUSINESS ORGANIZATION

UNIT- I:

Fundamental Concepts – Concept Of Business, Trade, Industry And Commerce - Business – Features Of Business, Trade – Classification – Industry – Classification – Commerce – Relationship Between Trade, Industry And Commerce – Business Organization - Concept – Functions Of Business.

UNIT – II:

Forms Of Business Organization – Classification – Factors Influencing The Choice Of Suitable Form Of Organization – Business Organization – Sole Proprietorship - Meaning – Characteristics -Advantages And Disadvantages. Partnership – Meaning - Characteristics - Kinds Of Partners – Registration Of Partnership – Partnership Deed – Rights And Obligation of Partners - Joint Family Business – Meaning – Characteristics - Advantages And Limitations.

UNIT -III:

Joint Stock Company- Meaning - Characteristics – Advantages - Kinds Of Companies – Different Between Private Companies And Public Companies – Promotion Of A Company – Promotion - Stages – Promoters – Characteristics – Registration – Capital Subscription – Commencement Of Business – Preparation Of Important Documents- Memorandum Of Association – Significance - Clauses – Articles Of Association - Contents – Prospectus – Contents – Statement In-Lieu Of Prospectus.

UNIT – IV:

Company Meeting – Types Of Meeting – Agenda – Resolutions – Alterations Of Memorandum And Articles – Minutes.

UNIT – V:

Co-Operative Sector Enterprises – Meaning – Definition – Features - Merits And Demerits – Multinational Companies.

REFERENCE BOOK:

1. Business Organisation and Management – MC. Shukla
2. Business Organisation and Management – Y.K. Bhushan
3. Business Organisation and Management – Sherlekar
4. Business Organisation and Management – P.N. Reddy
5. Business Organisation and Management – Dr. C.B. Gupta

BUSINESS MATHEMATICS

UNIT –I

Elements of co-ordinate Geometry: Distance between two points – Equation of straight line slope -Intercept For Slope And One Point Form, Two Point Form Of The Equation – Point Of Equation- Point Of Intersection Of Two Lines – Break Even Analysis.

UNIT-II

Differential Calculus (Trigonometrical functions are excluded): The Derivative Of A Function – Marginal Interpretation Of The Derivative – Differentiation Rules – Sum Rule, Product Rule, Quotient Rule, Function Of A Function Rule – Differential Co-Efficient Of Simple Functions Which Occur Normally In Business Situations.

UNIT-III

Criteria For Maxima And Minima (Single Variable Case Only) - Simple Application Problems In Maxima And Minima Cost Lost Size (Instantaneous Production And No - Shortage).

UNIT-IV

Commercial Arithmetic – Simple And Compound Interest- Annuity.

UNIT – V

Matrices: Definition and Notation – Addition of Matrices – Multiplication of Matrices – Matrix Inversion – Solving A System Of Linear Equations Using Matrix Inversion- Testing Consistency Of Linear Equations.

Reference Books:

- 1 .An introduction to Business Mathematics – V.Sundaresan and S.D.Jeyaseelan.
2. Mathematical methods – Dr.P.Thangavelu and Prof.K.Vallinayagam.
3. Mathematics with applications in Management and Economics – EARL K.BROWN, RICHARD D.IRWIN INC.

OFFICE MANAGEMENT

Unit – I

Office – Meaning and Importance – Functions of Office – Office Manager – Qualities of a Manager – Functions of an Office Manager.

Unit – II

Office Environment : Office layout – Objectives – Open office and Private office – Advantages and Disadvantages – Physical Conditions of the Office

Unit – III

Mail Handling – Centralised and Decentralised Mail Handling –Filing – Advantages – Objectives - Types of Filing.

Unit – IV

Indexing – Meaning – Types of index – Advantages and Disadvantages – Office forms - Meaning – Types of forms – Objectives and its Advantages .

Unit – V

Office Appliances – Meaning – Importance – Factors in Selecting Office Machines – Modern devices – MIS – Components of MIS.

REFERENCE BOOKS:

1. Commercial correspondence and Office management – R.S.N.Pillai and Baghavathi
2. Office Management – R.K. Chopra
3. Office Management – Prasanta K. Ghosh
4. Office Organisation and Management – S. P. Arora
5. Business Communication (Text, cases and Laboratory Manual) –
C.S.C. Krishnamacharyulu And Lalitha Ramakrishnan