

UNIVERSITY OF MADRAS
B.B.A. DEGREE COURSE IN BUSINESS ADMINISTRATION
SYLLABUS WITH EFFECT FROM 2020-2021

BBA-DSC01

CORE-I: PRINCIPLES OF MANAGEMENT

CREDITS:4

I YEAR/ISEM

Learning Objectives:

1. To provide understanding about evolution of management theories and its significance
2. To impart knowledge about functions of management.
3. To familiarize students about significance of ethics in business and its implications.

UNIT I

Management: Importance – Definition – Nature and Scope of Management Process – Role and Functions of a Manager – Levels of Management – Development of Scientific Management and other Schools of thought and approaches.

UNIT II

Planning: Nature – Importance – Forms – Types – Steps in Planning – Objectives – Policies – Procedures and Methods – Natures and Types of Policies – Decision – making – Process of Decision – making – Types of Decision.

UNIT III

Organizing: Types of Organisations – Organisation Structure – Span of Control and Committees – Departmentalisation – Informal Organisation- Authority – Delegation – Decentralisation – Difference between Authority and Power – Responsibility.

UNIT IV

Recruitment – Sources, Selection, Training – Direction – Nature and Purpose. Co- ordination – Need, Type and Techniques and requisites for excellent Co-ordination – Controlling – Meaning and Importance – Control Process.

UNIT V

Definition of Business ethics - Types of Ethical issues -Role and importance of Business Ethics and Values in Business - - Ethics internal - Ethics External - Environment Protection - Responsibilities of Business

Recommended Texts

1. C.B.Gupta, Management Theory & Practice - Sultan Chand & Sons -NewDelhi.
2. L.M.Prasad, Principles & Practice of Management - Sultan Chand & Sons – New Delhi.
3. P.C. Tripathi & P.N Reddy, Principles of Managements - Tata Mc.Graw Hill – NewDelhi.
4. Weihrich and Koontz, Management – A Global Perspective
5. N.Premavathy, Principles of Management - Sri Vishnu Publication-Chennai.
6. J.Jayasankar, Business Management - Margham Publication-Chennai.

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BBA-DSC02

CORE-II: FINANCIAL ACCOUNTING

CREDITS:4

I SEM/IYEAR

Learning Objectives :

1. To enable students understand basic accounting concepts and its application.
2. To know the various financial reporting systems.

UNIT I

Meaning and scope of Accounting, Basic Accounting Concepts and Conventions – Objectives of Accounting – Accounting Transactions – Double Entry Book Keeping – Journal, Ledger, Preparation of Trial Balance – Preparation of Cash Book.

UNIT II

Preparation of Final Accounts of a Sole Trading Concern – Adjustments Receipts and Payments Account, Income & Expenditure Account and Balance Sheet of Non Trading Organizations

UNIT III

Partnership Accounts-Final accounts of partnership firms – Basic concepts of admission, retirement and death of a partner including treatment of goodwill - rearrangement of capitals. (Simple problems on Partnership Accounts).

UNIT IV

Depreciation – Meaning, Causes, Types – Straight Line Method – Written Down Value Method, Insurance Policy Method, Sinking Fund Method & Annuity Method. Insurance claims – Average Clause (Loss of stock & Loss of Profit)

UNIT V

Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method

Recommended Texts

1. R.L.Gupta & V.K.Gupta, Advanced Accounting – Sultan Chand & Sons - New Delhi.
2. Jain & Narang, Financial Accounting – Kalyani Publishers - New Delhi.
3. T.S. Reddy & A.Murthy, Financial Accounting - Margham Publications – Chennai-17.
4. Shukla & Grewal, Advanced Accounting – S Chand - New Delhi.
5. Nirmal Gupta, Financial Accounting - Ane Books India – New Delhi.
6. S.Parthasarathy and A.Jaffarulla, Financial Accounting- Kalyani Publishers – New Delhi.

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BBA-DSC03

CORE-III: BUSINESS COMMUNICATION

CREDITS:4

II SEM/YEAR

Learning Objectives:

1. To know the various types & usage of business communication
2. To keep students abreast about the modern forms of communication.

UNIT I

Definition – Methods – Types – Principles of effective Communication – Barriers to Communication – Business Letter – Layout.

UNIT II

Kinds of Business Letters: Interview – Appointment – Acknowledgement – Promotion – Enquiries – Replies – Orders – Sales – Circular – Complaints.

UNIT III

Bank Correspondence – Insurance Correspondence – Agency Correspondence – Correspondence with Shareholders, Directors.

UNIT IV

Reports Writing – Agenda, Minutes of Meeting – Memorandum – Office Order – Circular – Notes.

UNIT V

Modern Forms of Communication: Fax – Email – Video Conferencing – Internet – Websites and their use in Business.

Recommended Texts

1. Rajendra Pal & J.S. Korlahalli, Essentials of Business Communication - Sultan Chand & Sons – New Delhi.
2. Shirley Taylor, Communication for Business - Pearson Publications – New Delhi.
3. Bovee, Thill, Schatzman, Business Communication Today - Pearson Education Private Ltd. – New Delhi.
4. Penrose, Rasbery, Myers, Advanced Business Communication-Bangalore.
5. Simon Collin, Doing Business on the Internet - Kogan Page Ltd.-London.
6. MaryEllen Guffey, Business Communication – Process and Product – International Thomson Publishing -Ohio.

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BBA-DSC04

CORE-IV: MANAGEMENT ACCOUNTING

CREDITS:4

II SEM/IYEAR

Learning Objective :

1. To appreciate Management accounting and differentiate with others.
2. To familiarize management accounting tools used.

UNIT I

Management accounting – Meaning, nature, scope and functions, need, importance and limitations – Management Accounting vs. Cost Accounting. Management Accounting vs. Financial Accounting.

UNIT II

Analysis and Interpretation of financial statements – Nature, objectives, essentials and tools, methods – Comparative Statements, Common Size statement and Trend analysis.

UNIT III

Ratio Analysis – Interpretation, benefits and limitations. Classification of ratios - Liquidity, Profitability, turnover, capital structure and Leverage.

UNIT IV

Funds flow and Cash flow analysis. Budgets and budgetary control – Meaning, objectives, merits and demerits.

UNIT V

Investment decisions; brief introduction of cost of capital; methods of capital budgeting; Average Rate of Returns (ARR), Pay Back Period (PBP), Net present Value (NPV) and Internal Rate of returns (IRR), capital rationing (simple problems on capital budgeting methods).

Recommended Texts

1. SN Maheswari, Management Accounting - Sultan Chand & Sons.
2. Jhamb, Fundamentals of Management Accounting – An eBooks India - New Delhi.
3. Horngren Sunderu Stratton, Introduction to Management Accounting - Pearson Education.
4. T. S. Reddy and Hari Prasad Reddy-Management Accounting, Margham Publication.

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BBA-DSC05

CORE-V: FINANCIAL MANAGEMENT

CREDITS:4

III SEM/IIYEAR

Learning Objectives :

1. To appreciate the underlying basics of financial management.
2. To acquaint students with various financial management tools & techniques

UNIT I

Meaning, objectives and Importance of Finance – Sources of finance – Functions of financial management – Role of financial manager in Financial Management.

UNIT II

Capital structures planning - Factors affecting capital structures – Determining Debt and equity proportion – Theories of capital structures – Leverage concept.

UNIT III

Cost of capital – Cost of equity – cost of preference capital – Cost of debt – Cost of retained earnings – weighted Average (or) composite cost of capital (WACC)

UNIT IV

Dividend policies – Factors affecting dividend payment - Company Law provision on dividend payment – Various Dividend Models (Walter's Gordon's – M.M. Hypothesis)

UNIT V

Working capital – components of working capital – working capital operating cycle – Factors influencing working capital – Determining (or) Forecasting of working capital requirements.

Reference Books :

1. Financial Management -I.M.Pandey
2. Financial Management – Prasanna Chandra
3. Financial Management –S.N.Maheswari
4. Financial Management – Y. Khan and Jain

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BBA-DSC06

CORE-VI: ORGANISATIONAL BEHAVIOUR

CREDITS:4

III SEM/IIYEAR

Learning Objectives:

1. To familiarize evolution of organization theories and its significance.
2. To understand concepts underlying organization behaviour and its role.

UNIT I

Need and scope of organizational behaviour - Theories of organization - Individual difference Vs Group intelligence tests - Measurement of intelligence - Personality Tests - Nature – Types and uses of perception.

UNIT II

Motivation - Financial and non -Financial motivational techniques - Job satisfaction - meaning - Factors - Theories - Measurement - Morale - Importance - Employee attitudes and behavior and their significance to employee productivity.

UNIT III

Work environment - Good housekeeping practices - Design of work place - Fatigue – Causes and prevention and their importance - Leadership - Types and theories of leadership

UNIT IV

Group dynamics - Cohesiveness - Co-operation - Competition - Resolution - Sociometry - Group norms - Role position status

UNIT V

Organizational culture and climate - Organizational Development

Recommended Books

1. Uma Sekaran, Organisational Behaviour Text & cases, 2nd edition, Tata McGraw Hill Publishing CO. Ltd
2. Gangadhar Rao, Narayana, V.S.P Rao, Organisational Behaviour 1987, Reprint 2000, Konark Publishers Pvt. Ltd, 1st edition
3. S.S. Khanka, Organisational Behaviour, S.Chand & Co, New Delhi.
4. J.Jayasankar, Organisational Behaviour, Margham Publications, Chennai. 3.

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BBA-DSC07

CORE-VII: COMPUTER APPLICATION IN BUSINESS

CREDITS:4

III SEM/IIYEAR

Learning Objectives :

1. To acquaint skills in Ms-Word and Ms-Excel for business functions.
2. To understand DBMS, EDI, Internet basic concepts and its applications.
3. To familiarize about Information system audit.

UNIT – I

Word Processing: Meaning and role of word processing in creating of documents, Editing, formatting and printing documents using tools such as spell check, thesaurus, etc., in word processors (MS Word), Electronic Spreadsheet, Structure of Spread sheet and its applications to accounting , finance, and marketing functions of business; Creating a dynamic/ sensitive worksheet; Concept of absolute and relative cell – reference; Using built – in functions; Goal seeking and solver tools; Using graphics and formatting to worksheet; Sharing data with other desktop applications ; Strategies of creating error – free worksheet (MS Excel)

UNIT – II

Programming under a DBMS environment: The concept of data base management system; Data field, records, and files, Sorting and Indexing data; Searching records. Designing queries, and reports; Linking of data files; Understanding programming environment in DBMS; Developing menu driven applications in query language (MS – Access).

UNIT – III

Electronic Data Interchange (EDI) : Introduction of EDI - Basics of EDI; edistandards; Financial EDI (FEDI) FEDI for international trade transaction; Applications of EDI, Advantages of EDI; Future of EDI.

UNIT – IV

The internet and its basic concepts: Internet concept, History, Development in India: Technological foundation of internet; Distributed computing; Client – server computing ;internet protocol suite; Application of distributed computing ; Client server computing; Internet protocol suite in the internet environment ; Domain Name System (DNS); Generic Top – Level Domain (gTLD); Country code Top Level Domain (ccTLD) – India; Allocation of second level domains; IP addresses, Internet protocol; Applications of Internet in business, Education, Governance, etc.

UNIT – V

Information System Audit : Basic idea of information audit; - Difference with the traditional concepts of audit; Conduct and applications of IS audit in internet environment.

Reference Books:

1. Agarwala Kamlesh N and AgarwalaDeeksha – Business on the Net – Introduction toE-Commerce
2. Goyal – Management InformationSystem.
3. Minoli Daniel, Minoli Emma – e Commerce Technology Handbook.
4. Kanter – Managing withinformations.

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BBA-DSC08

CORE-VIII: MARKETING MANAGEMENT

CREDITS:4
YEAR

III SEM/II

Learning Objective :

1. To understand fundamental marketingconcepts
2. To know the implications of marketing inbusiness
3. To familiarize various promotional tools inmarketing.

UNIT I

Fundamentals of marketing - Role of Marketing - Relationship of Marketing with other functional areas - concept of marketing mix-Marketing approaches - Various Environmental factors affecting the marketing functions.

UNIT II

Buyer Behavior - Consumer goods and Industrial goods - Buying motives - Factors influencing buyer Behaviour Market segmentation - Need and basis of Segmentation - Targeting - positioning.

UNIT III

The Product - Characteristics - benefits - classifications - consumer goods - industrial goods - New Product Development process - Product Life Cycle - Branding - Packaging.

UNIT IV

Physical Distribution: Importance - Various kinds of marketing channels - distribution problems. Sales management: Motivation, Compensation and Control ofsalesmen.

UNIT V

A brief overview of: Advertising - Publicity - Public Relations - personal Selling – Direct selling and Salespromotion.

Recommended Texts

1. Philip Kotler, 2003, Marketing Management, 11th edition, Pearson Education (Singapore) Pte Ltd, New Delhi.
2. V.S. Ramaswamy & S. Namakumari, 1994, Principles of Marketing, first edition, S.G. Wasani / Macmillan India Ltd, New Delhi.
3. C. Rainfield, Marketing Management, Palgrave Macmillan
4. Sontakki . C.N , Marketing Management, Kalyani Publishers, Ludhiana
5. Gary Armstrong & Philip Kotler, 2003, Marketing -An Introduction, sixth edition, Pearson Education (Singapore) Pvt Ltd, New Delhi
6. R.S.N. Pillai and Bagavathi ,Modern Marketing , S.Chand & Co ,New Delhi.
7. Jayasankar, Marketing, Margham Publications, Chennai.

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BBA-DSC09

CORE-IX HUMAN RESOURCE MANAGEMENT

CREDITS:4

IV SEM/II YEAR

Learning Objective :

1. To understand fundamental concepts & practices in Human resource management
2. To know the role of human resource management in organization
3. To familiarize on labour relations & human resource audit.

UNIT I

Nature and scope of Human Resources Management – Differences between personnel management and HRM – Environment of HRM – Human resource planning – Recruitment – Selection – Methods of Selection – Uses of various tests – interview techniques in selection and placement.

UNIT II

Induction – Training – Methods – Techniques – Identification of the training needs – Training and Development – Performance appraisal – Transfer – Promotion and termination of services – Career development.

UNIT III

Remuneration – Components of remuneration – Incentives – Benefits – Motivation – Welfare and social security measures.

UNIT IV

Labour Relation – Functions of Trade Unions – Forms of collective bargaining- Workers' participation in management – Types and effectiveness – Industrial Disputes and Settlements (laws excluded)

UNIT V

Human Resource Audit – Nature – Benefits – Scope – Approaches.

REFERENCE BOOKS :

1. Human Resource Management – V S PRao
2. Human Resource Management–Ashwathappa
3. Human Resource Management – GarryDeseler
4. Human Resource Management – LMPrasad
5. Human Resource Management–Tripathi.

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BBA-DSC10

CORE-X: BUSINESS REGULATORY FRAME WORK

CREDITS:4

IV SEM/IIYEAR

Learning Objectives :

1. To understand the provisions of law related to business
2. To know the legal remedies for business.

UNIT I

Brief outline of Indian Contracts Act - Special contracts Act - Sale of goods Act - Contract of Agency

UNIT II

Brief outline of Indian Companies Act 1956.

UNIT III

Brief outline of FEMA - Consumer Protection Act

UNIT IV

The laws of Trade Marks - Copyright - Patents - Designs - Trade related Intellectual Property Rights. (TRIPS) RTP -IDRA -an overview

UNIT V

Brief outline of Cyber Laws

Recommended Textbooks

1. N.D.Kapoor, 1993, Business Laws, Sultan Chand, New Delhi
2. K.S.Anantharaman, 2003 Business and Corporate Laws, Sitaraman & co. Pvt. Ltd.
3. Chandrasekaran, 2004 Sitaraman & co Pvt Ltd, Intellectual Property Law
4. Bare Acts- FEMA, Consumer Protection Act
5. Acharya -2004, Intellectual Property Rights Asia Law House Publication,

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BBA-DSC11

CORE-XI: FINANCIAL SERVICES

CREDITS:4

IV SEM/II YEAR

Learning Objective :

1. To understand the role & significance of Financial services.
2. To understand the various players in financial services market.

UNIT I

Meaning and importance of financial services – Types of financial services – Financial services and economic environment – Players in Financial Services Sector.

UNIT II

Merchant Banking – Functions – Issue management – Managing of new issues – Underwriting – Capital market – Stock Exchange – Role of SEB

UNIT III

Leasing and Hire purchase – Concepts and features – Types of lease Accounts. Factoring – Functions of Factor

UNIT IV

Venture Capital – Credit Rating – Consumer Finance

UNIT V

Mutual Funds : Meaning – Types – Functions – Advantages – Institutions Involved – UTI

REFERENCE BOOKS

1. Financial Services–M.Y.Khan
2. Financial Services–B.Santhanam
3. Law of Insurance –Dr.M.N.Mishra
4. Indian Financial System –H.r.Machiraju
5. A Review of current Banking Theory and Practice –S.K.Basu.

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BBA-DSC12

CORE-XII: MANAGEMENT INFORMATION SYSTEM

CREDITS:4

IV SEM/IIYEAR

Learning Objectives :

1. To know the basic system concepts, types and its functions in business.
2. To familiarize computer, its components and functions.

UNIT I

Definition of Management Information System - MIS support for planning, Organizing and controlling - Structure of MIS - Information for decision-making.

UNIT II

Concept of System - Characteristics of System - Systems classification - Categories of Information Systems - Strategic information system and competitive advantage

UNIT III

Computers and Information Processing - Classification of computer - Input Devices – Output devices - Storage devices, - Batch and online processing. Hardware - Software. Database management Systems.

UNIT IV

System Analysis and design - SDLC - Role of System Analyst - Functional Information system - Personnel, production, material, marketing.

UNIT V

Decision Support Systems - Definition. Group Decision Support Systems - Business Process Outsourcing - Definition and function

Recommended Books:

1. Mudrick& Ross , "Management Information Systems", Prentice - Hall ofIndia.
2. Sadagopan , "Management Information Systems" - Prentice- HallofIndia
3. CSV Murthy -"Management Information Systems" Himalaya publishingHouse.
4. Dr. S.P. Rajagopalan , "Management Information Systems and EDP " , Margham Publications ,chennai.

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BBA-DSC13

CORE–XIII: ADVERTISING MANAGEMENT AND SALES PROMOTION
CREDITS:4V SEM/ III YEAR

Learning Objectives :

1. To impart knowledge about advertising and salespromotion.
2. To understand the various media and developing integratedprogramme.
3. To measure effectiveness of advertisement and know its implications onsociety.

UNIT I

Advertising: Advertising, objectives, task and process, market segmentation and target

audience – Message and copy development.

UNIT II

Media: Mass Media - Selection, Planning and Scheduling – Web Advertising – Integrated programme and budget planning.

UNIT III

Implementation: Implementing the programme coordination and control – Advertising agencies – Organization and operation.

UNIT IV

Sales Promotion: Why and When Sales promotion activities, Consumer and sales channel oriented – planning, budgeting and implementing and controlling campaigns.

UNIT V

Control: Measurement of effectiveness – Ethics, Economics and Social Relevance.

Reference Books

1. Bhatia, T.K., Advertising and Marketing in Rural India, 2nd Edition, Macmillan India Ltd., 2007.
2. Hackley, C., Advertising and Promotion: An integrated communications approach, 2nd Edition, Sage Publications, 2010.
3. Jefkins, F., Advertising, 4th Edition, Pearson, 2002.
4. Wells, W.D., Burnett, J. and Moriarty, S., Advertising: Principles and Practice, 7th Edition, Pearson, 2007.

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BBA-DSC14

CORE-XIV: RESEARCH METHODOLOGY

CREDITS:4

V SEM/IIIYEAR

Learning Objectives :

1. To acquire basic knowledge about the research and types.
2. To enable the students know research process & report writing.

UNIT-I

Introduction to Business Research - Research in Business – Research Process- Research need, formulating the problem, designing, sampling, pilot testing .

UNIT –II

Research Design- Exploratory, Descriptive, Casual, Formulation of hypothesis - types. Measurement- characteristics of sound measurement tool, Scaling methods and sampling techniques.

UNIT–III

Sources and Collection of Data- : Primary and secondary sources, survey observation, experimentation- details and evaluation. - Questionnaires – schedules, data entry, tabulation & cross tabulation-and Graphic presentation . Data.

UNIT –IV

Analysis and Preparation: Hypothesis testing – statistical significance, statistical testing procedure. Tests of significance- -Simple Correlation -Regression .

UNIT –V

Presenting results and writing the report: - The written research Report.

REFERENCE

1. Donald R Cooper, Business Research Methods 7th Ed, McGrawHill,2001
2. Krishnaswami OR, M.Ranganatham, Methodology of Research for Social Science, Himalaya,Mumbai,2001.
3. Anderson J. et.al, Thesis and Assignment writing, WileyEastern
4. Research Methodology byC.R.Kothari

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BBA-DSC15

CORE-XV: OPERATIONS MANAGEMENT

CREDITS:4

V SEM/IIIYEAR

Learning Objectives :

1. To familiarize on the production concepts and its significance
2. To know the various inventory control methods
3. To provide comprehensive outlook on service operations management.

UNIT – I

Introduction: Nature and Scope of Operations Management. Production design & Process planning: Plant location: Factors to be considered in Plant Location – Plant Location Trends.

UNIT – II

Layout of manufacturing facilities: Principles of a Good Layout – Layout Factors – Basic Types of Layout – Service Facilities.

UNIT – III

Production and Inventory Control: Basic types of production – Basic Inventory Models – Economic Order Quantity, Economic Batch Quantity – Reorder point – Safety stock – Classification and Codification of stock – ABC classification – Procedure for Stock Control, Materials Requirement Planning (MRP).JIT.

UNIT – IV

Methods Analysis and Work Measurement: Methods Study Procedures – The Purpose of Time Study – Stop Watch Time Study – Performance Rating – Allowance Factors – Standard Time – Work Sampling Technique. Quality Control: Purposes of Inspection and Quality Control – Acceptance Sampling by Variables and Attributes – Control Charts.

UNIT – V

Service Operations Management: Introduction – Types of Service – Service Encounter –Service Facility Location – Service Processes and Service Delivery.

Reference Books

1. Buffa, E.S. and Sarin, R., Modern Productions/Operations Management, 8th Edition, Wiley,2007.
2. Chary, S.N., Production and Operations Management, 5th Edition, Tata McGraw-Hill,2012.
3. B.Mahadevan, OperationsManagement,2ndEdition,Pearson,2010.
4. Lee Krajewski,Larry P Ritzman.,Manoj K Malhotra & Samir K Srivastava, Operations Management,9thEdition,Pearson,2011.
5. Heizer, J., Render, B. and Rajashekhar, J., Operations Management, 9th Edition, Pearson,2009.
6. Panneerselvam, R., Production and Operations Management, 3rd Edition, PHI Learning,2012.
7. Srinivasan,G., Quantitative Models in Operations and Supply Chain Management, PHI LearningPvt.Ltd.

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BBA-DSC16

CORE-XVI: MATERIALS MANAGEMENT

CREDITS:4

V SEM/IIIYEAR

Learning Objectives :

1. To impart knowledge on Materials Management importance.
2. To understand the various functions of Materials Management.

UNIT – I

Materials Management- Definition-Function-Importance of Materials Management.

UNIT – II

Integrated materials management- the concept- service function advantages- Inventory Control- Function Of Inventory - Importance-Replenishment Stock-Material demand forecasting- MRP- Basis tools - ABC-VED- FSN Analysis - Inventory Control Of Spares And Slow Moving Items -EOQ-EBQ-Stores Planning.

UNIT – III

Purchase Management- Purchasing - Procedure - Dynamic Purchasing - Principles – import substitution- International purchase- Import purchase procedure

UNIT – IV

Store Keeping And Materials Handling- Objectives - Functions - Store Keeping - Stores Responsibilities - Location Of Store House - Centralized Store Room - Equipment – Security Measures - Protection And Prevention Of Stores.

UNIT – V

Vendor Rating - Vendor Management - Purchase Department - Responsibility - Buyer Seller Relationship - Value Analysis - Iso Types.

REFERENCE BOOKS:

1. P.Saravanavel and S.sumathi, **Production and Materials Management**, Margham publications, 2015
2. M.M Verma, **Materials Management**, Sultan Chand Publications, 2012.
3. Hill, Operations management, Palgrave Macmillan.

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BBA-DSC17

CORE-XVII: BUSINESS ENVIRONMENT

CREDITS:4

VI SEM/IIIYEAR

Learning Objectives :

1. To impart knowledge on the concept of business environment & its significance
2. To know the various environment factors and its impact on business.

UNIT I

The concept of Business Environment – Its nature and significance – Brief overview of political – Cultural – Legal – Economic and social environments and their impact on business and strategic decisions

UNIT II

Political Environment – Government and Business relationships in India

UNIT III

Social environment – Cultural heritage- Social attitudes – Castes and communities – Joint family systems – linguistic and religious groups – Types of social organization

UNIT IV

Economic Environment – Economic systems and their impact of business – Fiscal deficit -- Plan investment – Five year planning.

UNIT V

Financial Environment – Financial system – Commercial bank – Financial Institutions – RBI Stock Exchange – IDBI – Non Banking Financial Companies NBFCs

RECOMMENDED TEXTS

1. Francis Cherunilam, 2002, Business environment, Himalaya Publishing House, 11th Revised Edition, India.
2. Dr.S.Sankaran, Business Environment, Margham Publications
3. K.Ashwathappa, 1997, Essentials of Business Environment, Himalaya Publishing House, 6th Edition, India
4. Joshi Rosy Kapoor Sangam, Business Environment, Kalyani Publishers, Ludhiana

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BBA-DSC18

CORE–XVIII: SERVICES MARKETING

CREDITS:4

VI SEM/IIIYEAR

Learning Objectives :

1. To know the service concept, its evolution and growth.
2. To understand Marketing Mix in service marketing and its effective management.
3. To know the service marketing techniques applied in various sectors.

UNIT I

Marketing Services: Introduction growth of the service sector. The concept of service. Characteristics of service - classification of service designing of the service, blueprinting using technology, developing human resources, building service aspirations.

UNIT II

Marketing Mix in Service Marketing: The seven Ps: product decision, pricing strategies and tactics, promotion of service and distribution methods for services. Additional dimension in services marketing- people, physical evidence and process.

UNIT III

Effective Management of Service Marketing: Marketing demand and supply through capacity planning and segmentation - internal marketing of services - external versus internal Orientation of service strategy.

UNIT IV

Delivering Quality Service: Causes of service - quality gaps. The customer expectations versus perceived service gap. Factors and techniques to resolve this gap. Customer relationship management. Gaps in services - quality standards, factors and solutions – the service performance gap - key factors and strategies for closing the gap. External communication to the customers- the promise versus delivery gap - developing appropriate and effective communication about service quality.

UNIT V

Marketing of Service With Special Reference To: 1. Financial services, 2. Health services, 3. Hospitality services including travel, hotels and tourism, 4. Professional service, 5. Public utility service, 6. Educational services.

Recommended Texts

1. S.M. Jha, Services marketing, Himalaya Publishers, India
2. Baron, Services Marketing , Second Edition. Palgrave Macmillan
3. Dr. L. Natarajan Services Marketing, Margham Publications, Chennai.
4. Thakur .G.S. Sandhu supreet & Dogra Babzan , Services marketing , kalyanni Publishers, Ludhiana.
5. Dr. B. Balaji , Services Marketing and Management , S. Chand & Co , New Delhi.

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BBA-DSC19

CORE-XIX: BUSINESS TAXATION

CREDITS:4

VI SEM/III YEAR

UNIT I:

Objectives of Taxation – Canons Of Taxation – Tax System In India – Direct And Indirect Taxes – Meaning And Types.

UNIT II:

Central Excise Duty – Classification – Levy and Collection of Excise duty – Clearance of excisable goods- Exemption from excise duty – Excise and Small Scale Industries – Excise and Exports – Demand, Refund, Rebate of Central Excise duty – Offences and Penalties – Settlement – Appellate Provisions.

UNIT III:

The Customs duty – Levy and Collection of customs duty – Organisation of the customs department – Officers of the customs – Powers – Appellate machinery – Infringement of the law – offences and penalties – Exemption from duty – customs duty drawback – duties free zones.

UNIT IV:

Central Sales Tax Act – Levy and Collection of CST - Liability of Tax – Registration of dealers – Goods of Special Importance – Offences and penalties - Value added tax – objectives – Levy of VAT – Arguments in favour of VAT – Difficulties in administering VAT

UNIT V:

Definition of GST – Administrative structure of GST – Officers as per CGST Act - Officers as per SGST Act – Jurisdiction – Appointment- Powers- Procedure for Registration –

Amendment of registration – Cancellation of registration.

REFERENCE BOOKS:

1. V.S.Datey, **Central Excise**, JBA Publishers, Edition 2013. Reddy .T.S and Y. hari Prasad reddy, **Business Taxation (Goods & Services TAX - GST)**, Margam Publication, Edition 2019.
2. Srinivasan N.P and Priya Swami. M , **Business Taxation**, Kalyani publishers Edition 2013
3. Pagaredinkar, **Business Taxation**, Sultan Chand and Sons, 2012.
4. Senthil and Senthil, **Business Taxation**, Himalaya Publication, 4th Edition.
5. Vinodk.Singania, **Indirect Tax**, Sultan Chand and Sons, Edition 2013.
6. Dr. Vinodk.Singania and Dr. Monica Singhanian, **Students Guide to Income Tax (including service tax, vat) ,** JBA Publishers, Edition 2013.

UNIVERSITY OF MADRAS
B.B.A. DEGREE COURSE IN BUSINESS ADMINISTRATION
SYLLABUS WITH EFFECT FROM 2020-2021

ALLIED-I: MANAGERIAL ECONOMICS

BBA-DSA01

CREDITS;5 **I SEM/IYEAR**

Learning Objectives :

1. To enable students understand concept in managerial economics
2. To know the application of managerial economics concepts in business.

UNIT I

Nature and scope of managerial economics – definition of economics – important concepts of economics – relationship between micro, macro and managerial economics – nature and scope – objectives of firm

UNIT II

Demand analysis – Theory of consumer behavior – Marginal utility analysis – indifference curve analysis Meaning of demand – Law of demand – Types of demand – Determinants of demand – Elasticity of demand – Demand forecasting

UNIT III

Production and cost analysis – Production – Factors of production – production function – Concept – Law of variable proportion – Law of return to scale and economics of scale – cost analysis – Different cost concepts – Cost output relationship – Short run and long run – Revenue curves of firms – Supply analysis

UNIT IV

Pricing methods and strategies – Objectives – Factors – General consideration of pricing – methods of pricing – Dual pricing – Price discrimination

UNIT V

Market classification – Perfect competition – Monopoly – Monopolistic competition – Duopoly – Oligopoly

Recommended Texts

1. Dr. S.Shankaran, Managerial Economics - Margram Publication -Chennai
2. P.L Metha, Managerial Economics - Sultan Chand Publications -NewDelhi
3. RL Varsheny and K L Maheshwari, Managerial Economics - Sultan Chand Publications - NewDelhi.
4. Joel Dean, Managerial Economics - Prentice Hall of India Pvt. Ltd.,-NewDelhi.
5. Spencer M H, Contemporary Economics - Worth publishers -NewYork.
6. VI Mote Samuel Paul G.S Gupta, Managerial Economics – concepts and cases – Tata McGraw Hill - NewDelhi.

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B.B.A. DEGREE COURSE IN BUSINESS ADMINISTRATION SYLLABUS WITH EFFECT FROM 2020-2021

BBA-DSA02

ALLIED II: INTERNATIONAL TRADE

CREDITS:5

SEM/ IYEAR

Learning Objectives :

1. To enable students understand basics & theories of InternationalTrade.
2. To know various international financial institutions, structures &functions.

UNIT I

Difference between Internal and International Trade – Importance of International Trade in the Global context.

UNIT II

Theories of Foreign Trade: - Absolute, Comparative, equal cost differences (Adam Smith, Ricardo, Haberler's Hechsher-Ohlin theories only)

UNIT III

Balance of Trade, Balance of Payment – Concepts – Causes of Disequilibrium, Methods to Correct Disequilibrium – Fixed and Floating Exchange Rates

UNIT IV

International Monetary Fund:- IMF – International Liquidity- IBR

UNIT V

WTO and its implications with special reference to India

Recommended Texts

1. Francis Cherunilam, International Trade and Export Management – Himalaya Publishing House - Mumbai–04.
2. Paul.R.Krugman and Maurice Obstfeld, International Economics (Theory and Policy) - Pearson Education Asia - Addison Wesley Longman (P) Ltd. - Delhi –92.
3. Robert J.Carbaugh, International Economics - Thomson Information Publishing Group - Wadsworth Publishing Company-California.
4. H.G. Mannur, International Economics – Vikas Publishing House (P) Ltd – NewDelhi-14.

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SYLLABUS WITH EFFECT FROM 2020-2021

BBA-DSA03

ALLIED-III: BUSINESS STATISTICS

CREDITS:5

III SEM/IIYEAR

Learning Objectives :

1. To familiarize students statistics and its role in business
2. To know the statistical tools and its usage for business.

UNIT I

Introduction – Meaning and Definition of Statistics – Collection and Tabulation of Statistical Data – Presentation of Statistical Data – Graphs and Diagrams- Measures of Central Tendency – Arithmetic Mean, Median and Mode – Harmonic Mean and Geometric Mean.

UNIT II

Measures of Variation – Standard Deviation – Mean deviation – Quartile deviation- Skewness and kurtosis – Lorenz Curve – Simple Correlation – Scatter Diagram – Karl Pearson's Correlation – Rank Correlation – Regression.

UNIT III

Analysis of Time Series – Methods of Measuring Trend and Seasonal Variations

UNIT IV

Index Numbers – Consumer Price Index – And Cost Of Living Indices- Statistical quality control

UNIT V

Sampling procedures - simple, stratified and systematic.

Reference Books:

1. P.R. Vittal, Business Mathematics and Statistics, Margham Publications, Chennai, 2004.
2. S.P. Gupta, Statistical Methods, Sultan Chand & Sons, New Delhi, 2007.
3. S.P. Gupta, Elements of Business Statistics, Sultan Chand & Sons, New Delhi, 2007.
4. J.K. Sharma, Business Statistics, Pearson Education, New Delhi, 2007.
5. Business Statistics & OR - Dr. S.P. Rajagopalan, Tata McGraw Hill