

THIAGARAJAR COLLEGE AUTONOMOUS), MADURAI - 625 009

Re-Accredited with 'A' Grade by NAAC

Department Of Business Administration

Bachelor of Business Administration (B.B.A)

Course Structure (w.e.f 2011-2014 batch onwards)

Semester I

Code No	Subject	Contact Hrs/Week	Credits	Total No of Hrs Allotted	Max Marks CA	Max Marks SE	Total
MA11	Core: Management Principles	6	4	90	25	75	100
MA12	Core: Business Economics	6	4	90	25	75	100
MA13	Core: Business Law	6	4	90	25	75	100
MA14	Allied: Fundamentals Of Computers	6	4	90	25	75	100
SE1	Managerial Skills –I	2	2	30	15	35	50
SE2	Communicative English - I	2	2	30	15	35	50
ES	Environmental Studies	2	2	30	15	35	50
Total		30	22	450	145	405	550

Semester II

Code No	Subject	Contact Hrs/Week	Credits	Total No Of Hrs Allotted	Max Marks CA	Max Marks SE	Total
MA21	Core: Business Mathematics	6	4	90	25	75	100
MA22	Core: Industrial and Labor law	6	4	90	25	75	100
MA23	Core: Office Management	6	4	90	25	75	100
MA24	Core: Organizational Behavior	6	4	90	25	75	100
SE3	Managerial Skills –II	2	2	30	15	35	50
SE4	Communicative English - II	2	2	30	15	35	50
VE	Value Education	2	2	30	15	35	50
Total		30	22	450	145	405	550

Semester III

Code No	Subject	Contact Hrs/Week	Credits	Total No Of Hrs Allotted	Max Marks CA	Max Marks SE	Total
	Part I: Tamil	3	-	45	--	--	--
MA31	Core: Marketing Management	5	4	75	25	75	100
MA32	Core: Financial Management	5	4	75	25	75	100
MA33	Core: Human Resource Management	5	4	75	25	75	100
MA34	Core: Operations Management	5	4	75	25	75	100
MA35	Elective-I Advertising Management/ Organizational Development	5	5	75	25	75	100
NME	Principles of Management	2	2	30	15	35	50
Total		30	23	450	140	510	650

Semester IV

Code No	Subject	Contact Hrs/Week	Credits	Total No Of Hrs Allotted	Max Marks CA	Max Marks SE	Total
	Part: I Tamil	3	3	45	25	75	100
MA41	Core: Business Statistics	7	5	105	25	75	100
MA42	Allied: Business Environment	6	4	90	25	75	100
MA43	Core: Banking Law & Practice	5	4	75	25	75	100
MA44	Elective-II Marketing Research/Training & Development	7	5	105	25	75	100
NME	Export Management	2	2	30	15	35	50
OJT	On the Job Training	-	4	-	-	100	100
Total		30	27	450	140	510	650

Semester V

Code No	Subject	Contact Hrs/Week	Credits	Total No of Hrs Allotted	Max Marks CA	Max Marks SE	Total
MA51	Core: Total Quality Management	6	4	90	25	75	100
MA52	Core: Investment Management	6	4	90	25	75	100
MA53	Allied: Management Information System	6	4	90	25	75	100
MA54	Core: Company Law	5	4	75	25	75	100
MA55	Elective-III Services Marketing/ Organisational Counselling	5	5	75	25	75	100
SE5	Interpersonal Effectiveness -I	2	2	30	15	35	50
Self-study	Counselling skills for managers	--	--	--	--	100	100
Total		30	23	450	140	410	550

Semester VI

Code No	Subject	Contact Hrs/Week	Credits	Total No of Hrs Allotted	Max Marks CA	Max Marks SE	Total
MA61	Core: Entrepreneurial Development	6	4	90	25	75	100
MA62	Core: Management Cases	7	4	105	25	75	100
MA63	Allied: E-Business	5	4	75	25	75	100
PJ	Project	10	8	150	40	60	100
SE6	Interpersonal Effectiveness -II	2	2	30	15	35	50
	Part V		01				
Total		30	22+01	450	130	320	450

Note:

1. On the Job Training will be undertaken by the students during the II year vacation after the fourth semester. Out of the maximum of 100 marks allotted for the on the job training report submitted by the student, 50 marks is allocated for the report and the other 50 marks for the viva-voce exam to be conducted by the department.
2. A project work will be under taken by the students during the VI th semester for a period of 6 weeks as a company sponsored or as a freelance project on business conditions. Out of the maximum of 100 marks allotted for the Project report submitted by the student, 40 marks is allocated for the report to be evaluated by the respective supervisor, 40 marks for the external examiner evaluation, and 20 marks for the viva-voce examination.
3. One Credit will be allocated to Extension activity.

A. Consolidation of Contact Hours and Credits:UG

Semester	Contact Hrs/ Week	Credits
I	30	22
II	30	22
III	30	23
IV	30	27
V	30	23
VI	30	22
Part – V		01
Total	180	140

Curriculum Credits: Partwise**Part I (3*2) Tamil****---- 3 Credits****Part III**

Core ---- 85 Credits

Allied (4*4) ---- 16 Credits

Elective (3*5) ---- 15 Credits

Total (Part III)

---- 116 Credits**Part IV**

NME (2*2) ---- 04 Credits

SE (6*2) ---- 12 Credits

VE ---- 02 Credits

ES ---- 02 Credits

---- 20 Credits**Part V****---- 01 Credit****Total****---- 140 Credits**

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Department of Business Administration

(From 2011-14 batch onwards)

Syllabus

Course	: I BBA	Code No	: MA11
Semester	: I	No. of Hrs allotted:	6
Paper	: Core	No. of Credits	: 4
Title of the Paper	: Management Principles		

Course Objectives:

To expose the students, the principles and practices of Management in detail.

Unit – I Introduction, Principles & Thinkers

18 Hours

Definition – Features of Management – Administration Vs Management – Management a Science or Art? – Management Principles and their nature, Universality of Management Principles - The functional approach, levels of Management – Pioneers of Modern Management – F.W.Taylor, Henry Fayol, Elton Mayo, M.P.Follett, Chester Bernard – Douglas McGregor

Unit – II Planning and Decision Making

18 Hours

Meaning – Characteristics – Planning Process – Types of Plans Objectives – M.B.O. Policies – Procedures – Methods – Rules – Programmes and Schedule Budgets – Forecasting – Elements – Techniques - Decision-Making – Definition – Nature and Types of Decisions – Process

Unit – III Organising

18 Hours

Meaning – Principles of Organisation – Departmentation – Its Methods – Span of Management – Forms of Organizational Structure – Concepts of Authority and responsibility – Delegation and Decentralization of Authorities – Centralization Vs Decentralization – Line and Staff Relations

Unit – IV Staffing

18 Hours

Meaning – Manpower Planning – Aim and Objectives – Steps in manpower Planning – Recruitment - Selection – Training – Performance Evaluation - Executive Development

Unit – V Directing & Controlling

18 Hours

Definition – Principles and Elements of Directions – Communication – Motivation – Meaning – Theories of Motivation – Leadership – Types of Leaders – Qualities of Good Leaders - Importance of Controlling – Steps in Controlling – Essentials of Control – Control Techniques

Text Book:

Principles and practices of management -L.M.Prasad, 6th Edition, Sultan Chand and sons.

Reference Books:

1. *Principles of Management*- Harold Koontz, Heinz and Weihrich, 9th Edition, McGraw Hill book Co.,
2. Management - James A.F.Stoner, R.Edward Freeman, 5th Edition, 1992, Prentice Hall India Pvt. Ltd.

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Syllabus

Course	: I BBA	Code No	: MA12
Semester	: I	No. of Hrs allotted:	6
Paper	: Core	No. of Credits	: 4
Title of the Paper	: Business Economics		

Course objectives:

To provide a thorough understanding of the basic principles of the business economics and Indian economic policies.

Unit –I

18 Hours

Business Economics – Introduction – Scope and Application of Business Economics – Fundamental Concepts – Relationship of Business Economics with other Discipline – Role of managerial economist.

Unit II

18 Hours

Demand Analysis – Law of Demand – Types – Elasticity of Demand – Price, Income, Cross Elasticities – Demand Forecasting – Methods of Demand Forecasting – Cost Concept – Cost Analysis – Total, Average and Marginal Cost – Profit Analysis, Break Even Analysis.

Unit III

18 Hours

Market Structure – Classification – Perfect Competition – Monopolistic – Oligopoly – Equilibrium of the Firm and Industry – Economies of scale, internal economies – External economies.

Unit IV

18 Hours

Pricing techniques – Demand related pricing techniques – Cost related pricing techniques – Competition oriented pricing – pricing methods – Pricing new products – Pricing problems.

Unit V

18 Hours

Macro economics for management – Economic planning - National Income – Computation – Business Cycle – Usefulness – An Analysis of Economic Policies – Monetary, Fiscal Policies of the Government – Latest Industrial policy.

Textbook:

1. *Managerial Economics* - Dr.R.L.varshney&Dr.K.L.Maheshwari, 18th Edition(2005), Sultan Chand &sons, New Delhi.

Reference books:

1. *Managerial economics* - R.Cauvery., U.K.Sundhanayak, 3rd Edition (2004), S.Chand & company Ltd.New Delhi.
2. *Business economics* - V.G. Mankar, 2nd Edition (2004), Macmillan India Ltd. New Delhi.

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Syllabus

Course	: I BBA	Code No	: MA13
Semester	: I	No. of Hrs allotted:	6
Paper	: Core	No. of Credits	: 4
Title of the Paper	: Business Law		

Course Objectives:

To impart the fundamentals of business law and its application in Business

Unit – I

18 Hours

Introduction – Meaning and Scope of Business Law – Definition of a contract – Essential elements of a valid contract – Offer or proposal and acceptance – rules and lapse of offer – Communication and revocation of offer and acceptance – Offer and acceptance through post and phone.

Unit – II

18 Hours

Consideration – Meaning and definition – Rules and need for consideration – Importance of consideration – Exceptions to the rules – Capacity to contract – Contracts – by minors – Rules relating to a minor’s contract – Meaning of Estoppels – Contracts by persons of unsound mind – Lunatics – Drunkards – Married Women – Corporation – Insolvents and social and political status.

Unit – III

18 Hours

Free Consent – Definition – Coercion – Essential; effect of coercion – Undue influence: meaning; Distinction between undue influence and coercion- Fraud – Essentials – Rules and effect of Fraud – Misrepresentation – Fact and law – Distinction between Misrepresentation and fraud – Mistake - Mistake of facts and law and types of mistake of facts and law – Void agreements – Void and Void able contracts – Wagering agreements and contingent contracts – Legality of object and consideration.

Unit – IV

18 Hours

Performance of contract – Joint – Rights and Joint Liabilities – Time and Place of performance – Reciprocal promises – Appropriation of payments – Assignments – Discharge of contracts: lapse of time – Various methods of Discharge - Law of agency – General features – Appointment – Classification of Agent – Kinds of Agency – Rights and Duties of an agent – Duties of responsibilities of a principal- personal liability of an agent and a principal – Ratification and Termination.

Unit – V**18 Hours**

Law of sale and goods – Introduction – Scope, Sale and Agreement to sell; subject matter of the contract – Conditions and Guarantee, Warranties – Implied Conditions and Implied Warranties – F.O.B. ship and Ex-ship contracts – Transfer of title by non-owner rules and relating to delivery of goods – Rights and duties of buyer and seller – Unpaid seller –Rights of an unpaid seller – Rights of an lien – Stoppage in transit – Right of re-sale and auction sale. Consensus – ad – idem contract.

Text book:

Elements of Mercantile law - N.D.Kapoor, 27th Edition (2003), Sulthan Chand & Sons, New Delhi

Reference Books:

Business Law - R.S.N.Pillai & V.Bagavathi, 2nd Edition (2005), Sulthan Chand, & Sons, New Delhi

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Syllabus

Course	: I BBA	Code No	: MA14
Semester	: I	No. of Hrs allotted:	6
Paper	: Allied	No. of Credits	: 4
Title of the Paper	: Fundamentals of Computer		

Course Objectives:

Facilitating the learner to understand the importance of computer in the current business context and introducing the learner to the fundamental concepts of MS-OFFICE.

Unit –I Basics of Computer

18 Hours

Introduction – Meaning – Characteristics – Types – Advantages and Limitations of a Computer – Block diagram of a Computer
Input Devices: Key Board – Mouse – Scanners – Digital Camera – MICR –OLR – Barcode – Voice Input – Touch Screen – Light Pen
Output Devices: Monitors – Printers – Plotters – Sound Cards and Speakers
Storage Devices: Hard Disk – Magnetic Tape – Magnetic Disks – RAM – CD-ROM

Unit – II Operating Systems

18 Hours

Introduction to Ms-Dos: Internal Commands – Date – Time – Clear – Screen – Format
External Commands – Directory Management – Copy –Delete
Introduction to Windows: Desktop Properties – Background and Screen Saver - Desktop Management – File and Folder Creation

Unit – III MS-WORD

18 Hours

Introduction – Menus – Shortcut menus – Tool bars **Files:** Creating – Opening – Saving – Renaming – Closing Documents and Text **Format & Paragraph:** Formatting and Paragraphs – Attributes – Moving – Copying – Pasting – Clip Board **Styles:** Applying styles from dialog box – New Style form Model – Modify – Rename and Delete a Style **Bulleting:** Bullet and Number lists – Nested lists – Formatting lists **Tables:** Draw – Insert – Rows & Columns – Moving – Resizing – Table Properties. **Page Formatting:** Margins – Page Size & Orientation – Headers and Footers – Page Numbers –Preview and Printing

Unit – IV MS-EXCEL

18 Hours

Electronic spread sheets – Introduction – Excel 2000 basis – creating and saving a workbook – data entry – basic formatting – formulas and macros – Excel functions – Charts and Graphs.

Unit – V-MS-POWER POINT

18 Hours

Presentation packages – Power point 2000 basics – Creating and saving a presentation – basic formatting – advanced formatting – slide show topics.

Text Book:

Comdex Computer Course Kit - Vikas Guptha(2005), Wiley - Dreamtech, New Delhi.

Reference Books:

First Course on Computers - Sanjay Saxena (2000), Vikas Publications, New Delhi.

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Syllabus

Course	: I BBA	Code No	: SE1
Semester	: I	No. of Hrs allotted:	2
Paper	: Skilled Based Elective	No. of Credits	: 2
Title of the Paper	: Managerial skills-I		

Course Objectives:

To impart the important skills required for managers of tomorrow and give practical training for the students.

Unit I:

15 Hours

Motivating employees-theories and approaches common motivation programmers-barriers to motivate experiential learning -Transnational-ego states-identifying ego states.

Unit II:

15 Hours

Structural analysis -life positions- experiential learning - Assertiveness-passive behavior-identifying –assertive ness training –problems team buildings –experimental learning.

Text book:

A Hand book of Human Relations -M.S. Shukla, Macmillan India ltd., 2004

Reference books:

- 1) *Basic Managerial Skills for all* -E.H. McGrath, Prentice Hall of India private ltd., 2004
- 2) *Skills of New Managers* -Morey Stettner, Tata McGrath hill publishing co., ltd., 2003 ed.

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Syllabus

Course	: I BBA	Code No	: SE2
Semester	: I	No. of Hrs allotted:	2
Paper	: Skilled Based Elective	No. of Credits	: 2
Title of the Paper	: Communicative English I		

Course objectives:

To impart knowledge about the principles of effective business communication, business correspondence, business letter.

Unit –I

15 hours

Communication in Business – A Good Business Letter-Commercial Correspondence –
Format of Business Letters - Circular Letters – Sales Letters – Follow up Letters.

Unit II

15 hours

Trade Enquiries – Offers and Quotations - Trade Order-Status Enquiry – Confirmation of
Orders-Complaints and adjustments – Collection Letters.

Text Book:

Commercial Correspondence and Office Management - R.S.N. Pillai & Bagavathi, 11th
edition-(2004), S.chand&companyLtd.

Reference Books:

- 1 *Essentials of business communication*- Dr.Rajendra pal, 25thEdition(2005), Sultan Chand
& sons, New Delhi.
2. *Business communication*- Dr.Kaul, 2nd Edition (2005), Prentice-hall of India. New Delhi

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Syllabus

Course	: II BBA	Code No	: MA21
Semester	: II	No. of Hrs allotted:	6
Paper	: Core	No. of Credits	: 4
Title of the Paper	: Business Mathematics		

Course Objectives:

To expose the students the fundamentals of Business Mathematics and its application in the business scenario.

Unit –I

18 Hours

Analytical Geometry – Distance between two points in a plane – Slope of a straight line – Equation of a straight line – Point of intersection of two lines – Cost P/O curves – Demands & Supply curves – Break even analysis – Parabola

Unit – II

18 Hours

Sets – Basic concepts-Subsets-Operation on sets - applications – Cartesian product of two sets – Relation – Properties – Functions-Functional Representations – Finding Functions.

Unit –III

18 Hours

Matrices – Basic Concepts – Addition of Matrices – Scalar and Matrix Multiplication- Inverse – Solution of a system of Linear equations-Matrix inversion technique, Cramer’s rule – Input – Output analysis.

Unit – IV

18 Hours

Differential calculus – Limit – Continuity – Related Variables – Average and Marginal Concept – Differential Co-efficient – Standard Forms – Differentiation: Concept and rules – Higher order derivatives – Increasing and decreasing functions – Criteria for Maxima and Minima – Applications.

Unit – V

18 Hours

Integration – Standard forms – Rules – Definite Integral – Integration by substitution – Integration by parts – applications.

Note : Trigonometric functions are excluded from the purview of the syllabus.

Text Book:

An Introduction to Business Mathematics – V.Sundaresan, S.D.Jeyaseelan, Reprint – 2003,
Sultan Chand and Co., Ltd.

Reference Books:

Business Mathematics – D.C.Sancheti, V.K.Kapoor, 11th edition – 1993, Sultan Chand and Sons.

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Syllabus

Course	: II BBA	Code No	: MA22
Semester	: II	No. of Hrs allotted:	6
Paper	: Core	No. of Credits	: 4
Title of the Paper	: Industrial and Labour Law		

Course Objectives:

To impart the fundamentals of industrial and labour laws

Unit I

18 Hours

The Factories Act (Section 16 To 84): Preliminary – Definitions – The Inspecting Staff-Health, Safety and Welfare to Workers - Working Hours of Adults – Employment of Women and Young Persons – Leave with Wage.

Unit II

18 Hours

The Trade Unions Act: Definition – Registration of Trade Unions – Rights And Liabilities of Registered Trade Unions – Fund for Political Purposes – General Funds – Amalgamation of Trade Unions – Immunity From Civil and Criminal Liabilities – Dissolution.

The Minimum Wages Act – Interpretation Of Minimum Wages – Procedure for Fixing Wages – Committee and Advisory Boards – Wages in Kind – Payment of Minimum Wages (Schedule Not Included)

Unit III

18 Hours

The Industrial Disputes Act: Definition – Authorities – Procedure and Power of Authorities – Reference to Arbitration – Strikes and Lock Outs, Layoff and Retrenchment.

Unit IV

18 Hours

The Workmen Compensation Act: Nature And Scope – Definitions – Employer’s Liabilities – Meaning of Accident – Compensation for Permanent and Partial and Temporary Disablement (Table Not Included)

The Payment of Bonus Act: Definitions – Claim For Bonus – Computation of Bonus – Surplus – Payment of Maximum Bonus – Deductions From The Amount of Bonus Payable.

Unit V

18 Hours

The Employees State Insurance Act: Nature and Scope – Contribution Benefits – Disputes and Claims. The Employee Provident Fund Act: Preliminaries – Provident Fund Scheme – Provision Regarding Contribution to the Fund. The Payment of Gratuity Act: Definitions – maternity benefit act.

Text book:

Mercantile law- N.D.Kapoor, 27th Edition, 2003, Sulthan chand & Sons,

Reference Books:

A Manual of Mercantile law - M.C. Shukla, 13th Edition, 2004, S.Chand & Company Ltd, New Delhi.

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Syllabus

Course	: II BBA	Code No	: MA23
Semester	: II	No. of Hrs allotted:	6
Paper	: Core	No. of Credits	: 4
Title of the Paper	: Office Management		

Course Objectives:

Facilitating the learner to analyze factors that influence the various office functions in organizations and imbuing in the learner an ability to relate the concepts of office management to business situations.

Unit –I **18 Hours**

Office Management – Organization Principles - Functions – Structure of Office organization – Kinds – Merits – Demerits – office manuals – Importance – Types of office manuals – Merits and demerits.

Unit II **18 Hours**

Office Layout & functions – Principles of layout - Lighting – Ventilation – Furniture - Interior Decoration – Security.

Unit III **18 Hours**

Office Stationeries – Need & importance of supply – control of Office Stationeries – records – filing methods.

Unit IV **18 Hours**

Office Machines – Reception Oriented Machines – Work Oriented Machines – Correspondence Oriented Machines – mailing system

Unit V **18 Hours**

Layout of Business letters – Enquiries - Orders – Collections – Complaints & Sales letter – Import, Export Correspondence – Direct & through indent house letter of credit. Circulars – Occasions; bank correspondences – Insurance letters - Report writing – Steps – Occasions – Types.

Text Book:

Commercial Correspondence & Office Correspondence – R.S.N.Pillai & Bhagavathy(2000),
S. Chand, New Delhi.

Reference Book:

Office Management - Tandon (2003), S. Chand, New Delhi

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Syllabus

Course	: II BBA	Code No	: MA24
Semester	: II	No. of Hrs allotted:	6
Paper	: Core	No. of Credits	: 4
Title of the Paper	: Organizational Behavior		

Course Objectives:

Facilitating the learner to analyze factors that influence the behavior of individuals and groups in organizations and imbuing in the learner an ability to relate the concepts of organizational behaviour to business situations.

Unit I

18 Hours

Introduction to Organizational Behaviour – Need for Organizational Behaviour – Nature and Scope of OB – SOBC Model – Behaviour Modification – Meaning and Importance. Organizational Culture - Meaning – Need – Importance – Elements.

Unit II

18 Hours

Personality – Definition – Theories of Personality – Factors influencing Personality. Perception– Definition – Perception Process – Factors influencing Perception – Perceptual Selectivity, Perceptual Grouping, Perceptual Context, Perceptual Defense. Learning: – Definition – Learning Process – Factors influencing Learning

Unit III

18 Hours

Group Dynamics – Types of Groups – Group Norms – Cohesiveness – Features of Cohesive Groups – Factors affecting Group Cohesiveness – Effects of Group Cohesiveness. Conflict – Meaning – Features – Role Conflict – Goal Conflict – Inter-Personal Conflict – Inter-Group Conflict – Horizontal Conflict – Vertical Hierarchical Conflict.

Unit IV

18 Hours

Leadership: Concept of Leadership – Theories of Leadership – Leadership Styles – Power and Politics. Motivation: Concept of Motivation – Theories of Motivation – Motivation in industry.

Unit V

18 Hours

Organizational Change and Development: Change – Meaning – Need – Importance – Process. Organizational Development (OD) - Meaning – Need – Importance – Process – Intervention Techniques.

Text Book:

Organisational Behaviour – Fred Luthans, 8th Edition (2000), Tata McGraw Hill, New Delhi

Reference Book:

Human Relations and Organisational Behaviour – Dwivedi, 2000-MacMillan, New Delhi

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Syllabus

Course	: I BBA	Code No	: SE3
Semester	: II	No. of Hrs allotted:	2
Paper	: Skilled Based Elective	No. of Credits	: 2
Title of the Paper	: Managerial skills-II		

Course Objectives:

To impart the important skills required for managers of tomorrow and give practical training for the students.

Unit I

15 Hours

Conflict management – types –ways of dealing with conflicts –conflict management-
experimental learning - Counseling – role of counseling- causes & counseling needs – qualities of
councilors –skills of councilors –listening- types of councilors.

Unit II

15 Hours

Cross cultural problems in MNC –difference in cultural dimension – training & development
of cross cultural managers – experimental learning.

Text book:

A Hand book of Human Relations -M.S. Shukla, Macmillan India ltd., 2004 ed.

Reference books:

- 1) *Basic Managerial Skills for all* - E.H. McGrath (2004), Prentice Hall of India private ltd.
- 2) *Skills of New Managers* -Morey Stettner (2003), Tata McGrath hill publishing co., ltd.

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Syllabus

Course	: I BBA	Code No	: SE4
Semester	: II	No. of Hrs allotted:	2
Paper	: Skilled Based Elective	No. of Credits	: 2
Title of the Paper	: Communicative English II		

Course Objectives:

To impart knowledge about the principles of effective business communication, business correspondence, business letter.

Unit I

15 hours

Banking Letters –Agency Correspondence – Correspondence with Government – Drafting of Reports-Secretarial Correspondence - Insurance Correspondence.

Unit II

15 hours

Import trade correspondence – Export trade correspondence - Application for Employment – Letter to editors-Writing of minutes – Speech of the Chairman – Precis writing.

Text Book:

Commercial Correspondence and Office Management- R.S.N. Pillai & Bagavathi,
11th edition-(2004), S.chand & companyLtd.

Reference Books:

1. *Essentials of business communication* - Dr.Rajendra pal, 25thEdition(2005), Sultan chand & sons New Delhi.
2. *Business communication* - Dr.Kaul, 2nd Edition (2005), Prentice-hall of India. New Delhi

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Syllabus

Course	: II BBA	Code No:	MA31
Semester	: III	No. of Hrs allotted:	5
Paper	: Core	No. of Credits	: 4
Title of the Paper	: Marketing Management		

Course Objectives:

To impart knowledge on basic concepts of marketing and create an analytical inquisitiveness in marketing among the students.

Unit I

15 Hours

Introduction – definition, significance and objectives of marketing. Marketing concepts and approaches to the study of marketing. Marketing mix, marketing organization and functions of marketing executives – Market segmentation and buyer behaviour – importance and basis of market segmentation. Buyer behaviour:- buying motives.

Unit II

15 Hours

The product - meaning – Importance of product management – Innovation – Development of new products. Causes for the new products success or failure; product mix and product line. Concept of product life cycle. Branding and Packaging, Labeling, Trademark and Warranties.

Unit III

15 Hours

The Price – Meaning and Importance of price. Pricing objectives; factors influencing price determinations – Pricing policies and strategies.

Unit IV

15 Hours

Physical distribution – significance, objectives and elements of physical distribution. Importance of physical distribution management. The effective use of physical distribution – marketing channels – importance – selection and evaluation of channels.

Unit V

15 Hours Sales

promotion – Purpose of sales promotion – Major decision in sales promotion- tools of sales promotion – consumer promotion – trade promotion- sales force promotion – developing the sales promotion program – pre testing – implementation and control- evaluation – Growth of sales promotion in India.

Textbook

Marketing Management- Philip kotler, 9th Edition (2000), Prentice-hall of India Ltd, New Delhi.

Reference books

1. *Marketing management* - Dr.N.Rajannair, 7th Edition (2005), Sultan chand & sons Ltd, New Delhi.
2. *Marketing management* - Ramaswamy & Namakumari, 3rd Edition (2005), Macmillan India Ltd. New Delhi.

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Department of Business Administration

(From 2011-14 batch onwards)

Syllabus

Course : II BBA

Semester : III

Paper : Core

Title of the Paper: Financial Management

Code No: MA32

No. of Hrs allotted: 5

No. of Credits : 4

Course Objectives:

To provide knowledge about various tools of financial analysis, tools and techniques of funds management, basics of investment portfolio management.

Unit I

FINANCIAL MANAGEMENT-

15 Hours

Meaning-Definition-Finance and Related Disciplines-Scope of Financial Management-Objectives of financial management-functions of financial management-Emerging role of finance managers in India.

Unit II

INVESTMENT DECISION (CAPITAL BUDGETING)

15 Hours

Introduction-Nature of Investment Decision-Types Of Investment Decision Factors Determining Capital Budgeting Decision-Investment Evaluation Methods-Payback Period-Accounting Rate of Return-NPV-IRR-Profitability Index.

Unit III

15 Hours

FINANCING DECISION:

Cost of Capital-Types of Cost of Capital- Leverage-Meaning-Types-Operating Leverage-Financial Leverage-Combined Leverage - Capital Structure- Meaning- Capital Structure Theories-Net Income (NI) Approach- Net operating Income (NOI) Approach- Modigliani_Miller (MM) Approach-Traditional Approach.

Unit IV

15 Hours

DIVIDEND DECISION:

Introduction- Meaning Importance-Factors affecting Dividend- Types of Dividend-Dividend Models- Walter Model-Gorden Model- MM Model.

Unit V WORKING CAPITAL MANAGEMENT: 15 Hours

Introduction-Definition- Importance-Nature of working capital-Types of working capital-Variou factors determining working Capital-Estimation of Working Capital-Management of Working Capital in India. Working Capital Financing- Trade Credit-Bank Credit- Commercial Papers-Certificate Of Deposits. Factor – types – factoring services in India.

Text Book

Financial management- Dr.S.N.Maheswari, 6th Edition (2000), Sultan chand& sons Ltd. New Delhi.

Reference Books

1. *Financial management* - Dr.R.K.Sharma, shasi k. gupta, 2nd Edition (1999), kalyani Publishers, Ludhiana.
2. *Financial management-* Dr.I.M. Pandey, 9th Edition (2000), Vikas publishing house. New Delhi.

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Syllabus

Course : II BBA

Semester : III

Paper : Core

Title of the Paper: Human Resource Management

Code No: MA33

No. of Hrs allotted: 5

No. of Credits : 4

Course Objectives:

Facilitating the learner to analyze factors that influence the management of human resources in organizations and imbuing in the learner an ability to relate the concepts of management of human resources to business situations.

Unit I

15 Hours

Introduction: Meaning, Definition, Importance, Scope And Objectives Of Personnel Management – Organization Of Personnel Department – Functions Of Personnel Management – Human Resource Planning – Meaning, Basis, Need And Objects Of Man Power Planning – Prerequisites And Limitation Of Man Power Planning – Process Of Man Power Planning.

Unit II

15 Hours

Recruitment, Selection, Induction And Placement: Sources Of Recruitment And Evaluation Of The Various Sources-Selection Procedure And Problems-Principles Of Recruitment And Selection-Interview And Tests-Placement And Induction, Of Employees.

Unit III

15 Hours

Training And Development Of Personnel: Meaning And Methods Of Training, Importance Of Training In An Organization, Principles Of Good Training Programme Executive Development And Management Training.

Unit IV

15 Hours

Performance Appraisal: Meaning, Objectives And Limitation Of Performance Appraisal - Techniques Of Performance Appraisal - Managerial Performance Appraisal - Meaning, Objects And Types.

Transfer, Promotion, Demotion And Separation: Meaning Of Transfer - Kinds Of Transfer - Transfer Policy And Procedure - Basis Of Promotion; Seniority Or Merit Significance And Advantages Of Promotion; Meaning, Objectives And Causes Of Demotion - Demotion Policy, Discharge Dismissal Lay-Off.

Unit V

15 Hours

Industrial Relations: Meaning, Importance And Objectives Of Industrial Relations. Causes Of Industrial Dispute. Strike Lockout, Lay Off And Retrenchment -Machinery For Settling Industrial Disputes - Negotiation, Mediation, Conciliation, Arbitration And Adjudication.

Text Book

Human Resource Management - Gary Dessler, 9th Edition, Pearson, New Delhi.

Reference Book:

Strategic Human Resource Management – K. Prasad, Text and Cases, 2005, Macmillan, New Delhi.

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Syllabus

Course : II BBA

Semester : III

Paper : Core

Title of the Paper: Operations Management

Code No: MA34

No. of Hrs allotted: 5

No. of Credits : 4

Course Objectives:

This course aims to impart the fundamental concepts of Production and Operation Management concepts and principles in detail.

Unit I

15 Hours

Operations Management – Meaning, objectives, functions – Types of Production Systems – Plant Location – Factors affecting plant location – Selection of site - urban, rural, or sub-urban areas, industrial estates – advantages and disadvantages – Subjective, qualitative and semi-quantitative techniques for site evaluation.

Unit II

15 Hours

Plant layout – Introduction – objectives of an ideal plant layout – factors affecting the plant layout decisions – Material flow system – Types of plant layout –Material handling – Principles, importance, advantages of good material handling system - Types of material handling equipments.

Unit III

15 Hours

Purchasing – Introduction, meaning, objectives, principles – Purchasing procedure – Centralized vs Decentralized purchasing – advantages and disadvantages –Purchasing manual – Stores management – introduction - functions of stores – stores organization – stores records – issue of materials – replacement of materials.

Unit IV

15 Hours

Work study – Definition, meaning, purpose – Method study – introduction, procedure – charts (outline process charts, flow process charts, two handed process chart) - Time study – introduction - procedure – methods of time study.

Unit V

15 Hours

Concept of quality – acceptance sampling – O.C.Curve – Types of sampling plans - Quality control charts (X,R,p,C) – Quality circles – Just – in – time - TQM – ISO standards.

Text Book:

Production and Operations Management – S.A. Chunawalla, D.R. Patel Seventh Revised Edition – 2008, Himalaya Publishing house pvt. Ltd., Mumbai 400 004.

Reference Books:

Production and Operations Management – S N Chary, Second Edition – 2000, Tata

McGraw-Hill Publishing Co., Ltd.,

Modern Production and Operations Management –ElwoodS.Buffa,Rakesh K.Sarin Himalaya Publishing House,John Wiley and Sons Eight edition – 1994.

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Syllabus

Course	: II BBA	Code No	: MA35
Semester	: III	No. of Hrs allotted:	5
Paper	: Elective	No. of Credits	: 5
Title of the Paper	: Advertising Management		

Course Objectives:

To inculcate the habit of relating the basic concepts in Advertising management with practical situations.

Unit I

15 Hours

Nature and Scope – Importance to modern marketing – Classification and Types – Role in the National Economy – Social and Economic aspects – Ethics and Social Responsibilities – Advertising in Marketing Mix – Marketing concept – Advertising decisions – Types of Advertising – Primary and selective demand

Unit II

15 Hours

Advertising media – types – characteristics – Merits and limitation – media scene in India – types of media – press and broadcasting – outdoor and other media - media scheduling- media options.

Unit III

15 Hours

Construction of an Advertisement – visualization – copy - basic approaches to copy writing – types of copies – types of headlines – types of illustrations – types of layout – principles governing copywriting.

Unit IV

15 Hours

Advertising agencies – Importance, role and functions – Organizational structure – advertising department – agency commission and fee – types of ad agencies.

Unit V

15 Hours

Advertising Budget and Expenditure - advertisement appropriation- Methods and Current Practices – Evaluation of Advertisement effectiveness.

Text Book:

Advertising theory & Practice – Chunawalla, Kumar, Sethuia, Subramanian- Suchau
2004 – Himalaya publishing House, Mumbai - 04.

Reference Book:

Advertising - Michael Vaz, Fifth edition, Manan prakasan, Bombay.
Advertising Management- Batra, Myers & Aaker, 5th Edition, Prentice – Hall of India

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Syllabus

Course	: II BBA	Code No	: MA35
Semester	: III	No. of Hrs allotted:	5
Paper	: Elective	No. of Credits	: 5
Title of the Paper	: Organizational Development		

Course Objectives:

To inculcate in the students the ability to understand and improve conflict resolving and managing change.

Unit I **15 Hours**

Introduction to organizational development (OD)

Meaning – nature – process – OD as a change. Models and theories of planned change. Values, and beliefs in OD. Historical Background of OD: Laboratory training stem – Action research stem – Survey feedback stem – Sociotechnical stem.

Unit II **15 Hours**

Organizational Culture and OD

Change and resistance to change - Intervention mechanism – Role of change agent. MBO and TQM in OD - Reengineering and Work design in OD.

Unit III **15 Hours**

Team Interventions

Team building interventions; Process Consultation and Third Party Peace making; Group Diagnostic Meeting. Comprehensive OD techniques: Sensitivity Training; Search Conferences; Grid Training; Survey Feedback Analysis. Trans-organization Development.

Unit IV **15 Hours**

Training as an element of OD

Need and scope of training. Steps in Training. Role of trainer as change agent. Organizational Structure and Design. Structural redesign.

Unit V **15 Hours**

Methods of training

On-the-job training methods: Apprenticeship, Internship, Job rotation, Job enrichment, Job enlargement. Off-the-job training methods: Conferences, Case Studies, Vestibule training.

Text Book:

Organizational Development – Wendell French and Cecil Bell, Tata Mc Graw Hill, 2000

Reference Books:

1. *Organisational Development and HRD* – Macmillan, New Delhi, 2004
2. *Organisational Development: Its nature, Origin, and Prospect* – Bennis and Warren
Tata Mc Graw Hill, 2000

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Course	: II BBA	Code No	: NME
Semester	: III	No. of Hrs allotted:	2
Paper	: Non Major Elective	No. of Credits	: 2
Title of the Paper	: Principles of Management		

Course Objectives:

To educate the various functions of Management.

Unit I

15 Hours

Management Definition and meaning – Functions of Management – Planning – Scope – Importance of Planning – Steps in Planning – Definition of an organisation – Types of Organisational Structure.

Unit II

15 Hours

Meaning and Nature of Staffing – Selectional Process – Nature and Purpose of Directing – Importance of Controlling – Control Techniques.

Text Book:

Essential of Management - Harold Koontz and Cyril O'Donnell, Tata McGraw Hill Book Company NewDelhi, 1999.

Reference Book:

Management - Stephen P. Robbins and Mary Coulter, Prentice-Hall of India Private Limited, New Delhi, 2002.

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Syllabus

Course	: II BBA	Code No	: MA41
Semester	: IV	No. of Hrs allotted:	7
Paper	: Core	No. of Credits	: 5
Title of the Paper	: Business Statistics		

Course Objectives:

To inculcate the knowledge of application of Statistics in the field of Business

Unit I

21 Hours

Introduction to statistics - Definition - Nature & uses of statistics in business - Limitations of statistics - Methods of collection - Classification and tabulation - Meaning and objectives of classification - Types of classification - Formulation of frequency distribution - Tabulation - Role of tabulation - Parts of a table - General rules of tabulation - Diagrams & graphics representations - Significance of diagram & graphs - Bar charts - Pie diagrams - Line graphs - Histogram - Frequency polygon - Ogives - Limitations of diagrams & graphs.

Unit II

21 Hours

Measures of central value - Average - Definition - Objectives of averaging - Types of averages - Arithmetic mean - Median - Mode - Geometric mean - Harmonic mean - Relationships among the average - Limitations of average.

Unit III

21 Hours

Dispersion - Meaning & Purpose of dispersion - Absolute & relative measure of variations - Range - Quartile deviation - Mean Deviation - Standard Deviation - Coefficient of variation - Skewness in Frequency distribution.

Unit IV

21 Hours

Correlation analysis - Definition - Significance - Types of Correlation - Methods of studying Correlation - Scatter diagram - Graphic method - Karl Pearson's coefficient - Concurrent deviation - Methods of least squares - Lag and lead in correlation - Rank correlation - Regression analysis - Definition - Use - Regression equation.

UNIT V

21 Hours

Index Numbers: Concepts and Applications – Uses of Index Numbers- Methods of construction of Index Numbers- Unweighted-Weighted-Quantity-Volume-Tests for Perfection-The chain Index numbers- Limitations of Index Numbers.

Text Book:

1. *Business Statistics* – Dr,S.P.Gupta,Dr,M.P.Gupta, Fourteenth Enlarged Edition – 2005, Sultan Chand and sons

Reference Books:

- 1 *Statistical Methods* – Dr. S.P.Gupta, 26th edition – 1991, Sultan Chand and Sons.
2. *Statistics: Theory and Practice* – R.S.N.Pillai and Bagavathi, Revised Edition – 2003
S.Chand and Co., Ltd.

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Syllabus

Course	: II BBA	Code No	: MA42
Semester	: IV	No. of Hrs allotted:	6
Paper	: Allied	No. of Credits	: 4
Title of the Paper	: Business Environment		

Course Objectives:

To provide a conceptual framework of the various aspects of business environment including international business.

Unit I

18 Hours

Business Environment – Meaning - Importance of Study of Business Environment - Environmental Analysis - Macro Environment - Review of present India Business Environment.

Unit II

18 hours

Economic Environment - Economic System and their impact on business - Relative merits and demerits - Public Sector - Private Sector - Joint Sector - Their role in modern business and industry - Macro economic parameters like GDP, population, investment, fiscal deficit and per capita income and their impact on business decisions - Five year Planning.

Unit III

18 hours

Social Environment – Culture - Cultural heritage - Social attitudes - Impact of foreign culture - Castes and communities - Religious groups - Joint family System - Social responsibilities of business - Business Ethics.

Unit IV

18 hours

Political Environment – Political system - Government and business relationship in India - Provisions of Indian Constitution pertaining to business - Fundamental rights and directive principles in our Constitution – Legal environment – Companies act 1956 – Industrial Regulation Development Act – Consumer protection Act – FEMA – Income tax Act.

Unit V

18 hours

Economic Policies - Industrial Policy Resolution 1956 - Industrial Policy Statement 1977 - Latest Industrial Policy 1991 - Multinational Corporation - Merits, Demerits - Industrial Sickness – Causes - Remedial measures – WTO – Functions of WTO – Privatization - Problems and challenges for Indian Companies.

Text Book:

Business Environment - Dr. Francis Cherunilam, 2nd Edition (2004), (Himalaya Publishing House) Mumbai.

Reference books:

1. *Business environment* - Dr.K.chidambaram,Dr.V.alagappan, 2nd Edition(2004), Vikas publishing house pvt Ltd. New Delhi.

2, *Environment of business* - Dr.P.C.sekar, 2nd Edition (2002), Enpee publications, Madurai.

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Syllabus

Course	: II BBA	Code No	: MA43
Semester	: IV	No. of Hrs allotted:	5
Paper	: Core	No. of Credits	: 4
Title of the Paper	: Banking Law and Practice		

Course Objectives:

To impart the fundamentals of Banking practices and laws relating to banking

Unit 1

15 Hours

Banker and Customer relationship – Origin of Banking – Meaning of customer – General relationship – Special relationship – General lien – Obligations to customers – Law of limitation and banker – Trends in banking – ATM – Debit and Credit cards - E-Banking- contract between the banker and the customer.

Unit II

15 Hours

Accounts and Account holders and the Pass book – General precautions before opening accounts – Different types of accounts operated by the banker – Current accounts – Fixed deposit accounts – Saving accounts – Recurring deposit accounts – Pass book – Uses – Effect of wrong entries favorable to the customer – Effect of wrong entries – Favorable to the bank.

Unit III

15 Hours

Cheques definition – Features – Writing up a cheque – Material alteration – Crossing – Meaning – Types – Endorsement – Kinds significance – Draft – Features.

Unit IV

15 Hours

Paying banker – Precautions before honoring cheques – circumstances under which a cheque can be dishonored – Statutory protection under Sec.85 of INI act – Concept of payment in due course and holder in due course – Collection banker – precautions to be exercised by a collecting banker – Banker as a holder for value and an agent for collection - Conversion – Statutory protection under Sec.131of INI act – Duties of collection banker – Negligence and its consequences.

Unit V

15 Hours

Right to setoff and closing of an account – Right to set off – Meaning – Circumstances leading to set off – Right to close and account – circumstances leading to the closure of an account – rule in Claytons Case – Effect of this rule on the part of the banker and customer – Loans and advances – General principles of lending – Secured advantages against lien; pledge, mortgage and hypothecation, unsecured advances against guarantee and discounting of bills.

Text book:

Banking law & Practice - Gordon, Natarajan, 19th Edition, 2005, Himalaya Publishing House, Mumbai.

Reference Books:

Banking Law and Practice – R.Parameshwaran, S.Natarajan, 2003, S.Chand, New Delhi.

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Syllabus

Course	: II BBA	Code No	: MA44
Semester	: IV	No. of Hrs allotted:	7
Paper	: Elective	No. of Credits	: 5
Title of the Paper	: Marketing Research		

Course Objectives:

To expose the students with tools, techniques and process of marketing research.

Unit I	21 Hours
Marketing Research – Introduction – The Research Process – Research Design.	
Unit II	21 Hours
Data Collection for marketing research: Secondary Data – Primary Data – Scaling Techniques.	
Unit III	21 Hours
Methods of data collection for marketing research; Sampling Designs for marketing research; Sample Size Decisions.	
Unit IV	21 Hours
Data Processing – Data Analysis – Testing Hypothesis – Bivariate Analysis.	
Unit V	21 Hours
Interpretation and Report Writing – Applications of Marketing Research.	

Text Book:

Marketing Research – G C Beri, Third Edition – 2004, Tata McGraw-Hill Publishing Company Limited

Reference Books:

Marketing Research – Text, Applications and Case studies - Ramanuj Majumdar, Second Reprint 1996, New Age International Pvt. Ltd.,

Marketing Research – Concepts and Practices in India – S.Shajahan, First edition 2005 Macmillan India Ltd.,

Marketing Research- Principles, Applications and Cases– Dr.D.D.Sharma, Second Edition – 2005, Sultan Chand and Sons.

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Syllabus

Course	: II BBA	Code No	: MA44
Semester	: IV	No. of Hrs allotted:	7
Paper	: Elective	No. of Credits	: 5
Title of the Paper	: Training and Development		

Course Objectives:

To impart the knowledge on training needs and techniques to the students and develop their skills for providing suitable training modules.

Unit I **21 Hours**

Training and development - concept – process-mechanism- planning HRD system- training and development tools – T&D in Indian companies

Unit II **21 Hours**

Principles of training and development –need –identification-principles of learning – concept of learning and the implementation strategies

Unit III **21 Hours**

Training methods – on the job, off the job training- technical non technical training - simulation methods - trainers role – style - instructional techniques.

Unit 4: **21 Hours**

Training materials – preparation of materials – assessing the training performance – methods of evaluating training effectiveness- Indian experiences in training

Unit5: **21 Hours**

Learning organisation- HRD climate building empowerment HRD climate survey- learning is a continuous process- recent trend in training and development.

Text Book:

‘HRD through in-house Training’ - Rao P.L, Vikas publishing company Ltd, 1995.

Reference Books:

1. *“Reading in Human Resource development”* - Rao T.V, Oxford & IBH publishing Co Ltd, 1999.
2. *“A Handbook of Training and Development”* - N. Ramaswamy, T.R Publication.
3. *“Building a Learning Organisation”* - Rastogi P.N, Wheeler Publishing, 1998.
4. *“Empowerment in organisation”* - Vogt Murrel, S. Chand, 1997.

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Syllabus

Course	: II BBA	Code No	: NME
Semester	: IV	No. of Hrs allotted:	2
Paper	: Non Major Elective	No. of Credits	: 2
Title of the Paper	: Export Management		

Course Objectives:

1. To expose students to the procedure of export and import of goods and services.
 2. To acquaint students with the methodology of setting up and managing their own export oriented units.
-

Unit I

15 Hours

International trade – Meaning – Importance – Domestic Trade vs. International Trade – Motives of International Trade – Stages of internationalization of business.

Unit II

15 Hours

Export procedure and Documentation – Stages in the export of goods – Preliminaries – Production / Procurement of goods – Shipping space – Packing and marking – Preshipment Inspection – Excise clearances – Customs formalities – Exchange control formalities – Shipping of goods – Negotiation of documents – Realization of export incentives – Export Documents – Documents related to goods – Certificates related to shipment – Document related to payment – Document related to inspection – Document related to excisable goods – Documents related to foreign exchange regulation.

Text Book:

1. *International trade and export management* – Francis cherunilam, 13th Edition 2004 and 15th Edition 2007. Himalaya Publishing House, Dr. Bhalerao Marg, Gurgaon, Mumbai – 400 004.

Reference Books:

1. *Export import procedures and documentation* - Jain Khushpat.S & Dr.W.K.Acharya Edition 2006, Himalaya Publishing House, “Ramdoot”, Dr. Bhalerao Marg, Gurgaon, Mumbai – 400 004.
2. *International marketing and export management* - T.A.S.Bala Gopal, Himalaya Publishing House, “Ramdoot”, Dr.Bhalerao Marg, Gurgaon, Mumbai

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Syllabus

Course	: III BBA	Code No	: MA51
Semester	: V	No. of Hrs allotted:	6
Paper	: Core	No. of Credits	: 4
Title of the Paper	: Total Quality Management		

Course Objectives:

To Provide a thorough understanding of TQM Principles, ISO 9000 Certification and the importance of TQM functions in the global scenario.

Unit I **18 Hours**

Introduction To Total Quality Management –Concept of TQM –Quality and Business performance –service Quality Vs. product Quality altitude and involvement of Top management communication –culture-Management systems.

Unit II **18 Hours**

Information Analysis and Information Technology – Strategic quality planning – Human resources Development &Management

Unit III **18 Hours**

Management of process quality -History of quality of control –product inspection Vs process control –statistical quality control -problem analysis –pare to analysis -Human side of process control.

Unit IV **18 Hours**

Customer focus and satisfaction –a quality focus-getting employee involvement -measure of customer satisfaction –service quality –customer retention –profitability –bench marking-essence of bench marking –benefits of strategic bench marking process –pitfalls in bench marking .

Unit V **18 Hours**

Organizing for TQM-Systems approach- The people dimension-Small groups and Employment teams for TQM-Measuring productivity –White collar productivity -Activity analysis –reengineering –The cost of quality –Activity based costing – ISO 9000 -Universal Standards of Quality.

Text Book:

Total Quality Management: Text Cases & Readings - Joel E.Ross, 2nd Edition, Vanity Books International, New Delhi.

Reference book:

Total Quality Management – Principles, Practices and Cases – D.D.Sharma 2003, Sulthan Chand & Sons, New Delhi

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Syllabus

Course	: III BBA	Code No	: MA52
Semester	: V	No. of Hrs allotted:	6
Paper	: Core	No. of Credits	: 4
Title of the Paper	: Investment Management		

Course Objectives:

To provide a comprehensive and integrated coverage of investment principles, Indian capital market.

Unit I

18 Hours

Investment – Features of Investment – Principles of Investment – Kinds of Investment – Stages in Investment – Investment Vs Speculation – Sources of Investment information.

Unit II

18 Hours

Investment Risk – Systematic Risk – Unsystematic Risk – Business Risk – Measurement of Risk – Corporate Securities - New Issue Market – Conventional Stock Exchanges – New Stock Exchanges - Listing of Securities.

Unit III

18 Hours

Security market indicators – Securities and Exchange Board of India – Objectives – Functions – SEBI Guidelines.

Unit IV

18 Hours

Fundamental Analysis – Economic Analysis – Industry Analysis – Company Analysis – Technical Analysis – Types of Charts – Indicators – Evaluation.

Unit V

18 Hours

Portfolio Analysis – Portfolio Constructions & Management – Portfolio evaluation & Portfolio – Mutual Funds – Types - Merits and Demerits.

Text Book:

Investment Management 2nd Edition - Dr,S. Krishnamurthy & S. Maria John 2004

Paramount Publications. Palani.

Reference Books

1. *Investment management* - Dr.V.K.Bhalla, 11th Edition (2004), S.Chand & company. Ltd. New Delhi.
2. *Investment management* - Dr.Preeti singh, 9th Edition (2000), Himalaya publishing house. Mumbai.

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Syllabus

Course	: III BBA	Code No	: MA53
Semester	: V	No. of Hrs allotted:	6
Paper	: Allied	No. of Credits	: 4
Title of the Paper	: Management Information System		

Course Objectives:

Surfacing the learner to the key concepts of management information system, Facilitating the learner to relate business as a system and enabling the learner to understand the role of management information system in the modern business context.

Unit I

18 Hours

Introduction: Definition of key terms – Management, Information, System – Nature and Scope of MIS - Kinds of System; Systems Approach – Classification of MIS.

Unit II

18 Hours

Organization for MIS: Structure for Management; Information requirements at various levels of Management; Manual vs computerized information system; Data Bank Concept; Types of Computer-Based /applications

Unit III

18 Hours

Data Base Management: Meaning of Data-Base; Electronic Data-Base; DBMS – Objectives – Technical Overview – Data Aggregates – Physical and Logical Structures; System Security

Unit IV

18 Hours

System Development Stages: Investigation, Analysis, Design, Construction, Testing, Implementation, Maintenance

Unit V

18 Hours

MIS in functional areas of Management: MIS for Marketing, Human Resource, Operations, Finance, General Management – Decision Making.

Text Book

Management Information Systems – Goyal (2005), Managerial perspectives, Macmillan India Limited. New Delhi.

Reference Books

Management Information Systems conceptual foundations, structure and development– Davis, Olson (2002), Tata McGraw Hill, New Delhi.

Information Systems for Modern Management - Murdick, Ross and Claggett (2000), Prentice Hall India. New Delhi.

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Syllabus

Course	: III BBA	Code No	: MA54
Semester	: V	No. of Hrs allotted:	5
Paper	: Core	No. of Credits	: 4
Title of the Paper	: Company Law		

Course Objectives:

To impart the fundamentals of Company laws

Unit I

15 Hours

Company – Definition – Kinds of Companies – Floating of Company – Incorporation – Memorandum of Association – Articles of Association – Unincorporation, Registration of the company.

Unit II

15 Hours

Share Capital – Kinds of Share Capital – Alteration of Capital – Reduction of Capital – Prospectus – Registration – Contents of Prospectus – Issue of Debentures – Borrowing Powers – Allotment of Shares – Transfer of Shares – Reissue of shares.

Unit III

15 Hours

Company Management – Appointment of Directors – Managerial Remuneration – Meetings – General Meetings – Statutory Meeting - Requisites – Notice – Quorum – Chairman.

Unit IV

15 Hours

Minutes of Meetings – Voting and Poll – Resolutions – Ordinary Resolutions – Special Resolutions – Accounts and Auditors – Investigations – Prevention of Mismanagement.

Unit V

15 Hours

Winding up – Modes of Winding up – Dissolution of Company – Consequences of Winding up – Grounds for Compulsory Winding up – Voluntary Winding up – Provisions applicable to Winding up.

Text book:

Elements of Company law -N.D.Kapoor, 27th Edition,2003, Sulthan chand & Sons, New Delhi.

Reference Books:

1, *A Text Book of Company Law* - . P.P.S.Gogna, 5th Edition, 2004, S.Chand & Company Ltd, New Delhi.

2. *Personnel Management and Industrial Relations* - Dr.PC.Tripathi, 18th Edition, 2005, Sulthan Chand and sons Ltd, New Delhi

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Syllabus

Course	: III BBA	Code No	: MA55
Semester	: V	No. of Hrs allotted:	5
Paper	: Elective	No. of Credits	: 5
Title of the Paper	: Services Marketing		

Course Objectives:

To provide a comprehensive and integrated coverage of Services Marketing in Indian context.

Unit I **15 Hours**

Services Marketing – Introduction - Characteristics – marketing management for Services – the importance of Service marketing- Classification of Services – Indian scenario.

Unit II **15 Hours**

The service strategy – Identifying customer groups – segmentation – process – identifying alternative bases for segmentations – identifying the target markets. Positioning – positioning and differentiation of services – Competitive differentiation of services – positioning and service – levels and process of positioning –importance of positioning in services

Unit III **15 Hours**

Services marketing mix – inadequacy of 4p’s – modified mix for Service – Product in Service – Price in Service – Promotion in services – Places in Service – Physical evidence, process, people in Services. Service mission statement – Developing a Service mission.

Unit IV **15 Hours**

Marketing strategy formulation for services – resource allocation and monitoring-methods of listening to the customers – complaint management – service guarantees – measuring customer satisfaction – Designing customers satisfaction surveys – Analysing customers satisfaction Surveys.

Unit V **15 Hours**

Measuring the benefits of service Improvement- improving services-Internal marketing in services – Relationship marketing and employee empowerment in services marketing- the service based business plan- the future of services marketing-marketing of some selected services in the Indian contest. Barriers in Services marketing.

Text Book

Marketing of services -Nimit Chowdhary,Monika Chowdhary, McMillan India Ltd., New Delhi
1st Edition,2005

Reference Books:

1. *Services marketing –Text and cases* -Nagundkar, Rajendra, Tata McGraw Hill , New Delhi
1st Edition ,2005
2. *Services Marketing and Management* -S.Balaji, Chand Company Ltd., New Delhi.

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Department of Business Administration

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Syllabus

Course	: III BBA	Code No	: MA55
Semester	: V	No. of Hrs allotted:	5
Paper	: Elective	No. of Credits	: 5
Title of the Paper	: Organisational Counselling		

Course Objectives:

To provide complete perspective of principles of counselling psychology and its organizational applications.

Unit I **15 Hours**

Counselling – Need & Objectives – Factors contributing to the emergence of counselling – Forms of Counselling – Directive, non-directive, co-operative – Approaches to counselling.

Unit II **15 Hours**

Counselling – Expectations and Goals – Counselling process – Preparation for counselling – Pre counselling interview – Case history – Process – Referral - Anxiety – The first interview – Reassurance – Winning confidence – Advising – Counselling relationship – Content and Process – Variables affecting the counselling process – Counselors skills.

Unit III **15 Hours**

Psychological testing and diagnosis – Types of psychological tests – Test use in counselling situations – Psycho diagnosis – Counselling interview - Techniques of Counseling - Group Counseling – The process of group counselling – Similarities and differences between individual and group counselling.

Unit IV **15 Hours**

Counselling in the organizational setting – Employee counselling – The role of managers in counselling – Evaluation programmes of organizational counselling – Special areas in organizational counselling.

Unit V **15 Hours**

Evaluation of counselling – Approaches to evaluation – Survey approach - Case study approach – Experimental approach – Problems of measuring change – Usefulness of counselling – Criteria for evaluation – Professional preparation and training for counselling – Selection and training of counselors – The modern trends in counselling.

Text Book:

Counseling Psychology – S Narayana Rao, Tata McGraw Hill Publishing Company Limited, New Delhi – 2nd Edition.

Reference Book:

Industrial Psychology – P.K.Ghosh, M.B Ghorpade, Himalaya Publishing House, New Delhi, Xth Edition, 2001.

Guidance and Counseling –A manual by P.G.Barki & B.Mukhoadhyay, Serling Publishing Pvt., Ltd., 1993

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Syllabus

Course	: III BBA	Code No	: SE5
Semester	: V	No. of Hrs allotted:	2
Paper	: Skill Based Elective	No. of Credits	: 2
Title of the Paper	: Inter Personal Effectiveness - I		

Course Objectives:

To educate on the importance of interpersonal relationship in organisation & to develop the art of interpersonal effectiveness among the students

Unit I

15 Hours

Foundation of human relations – evolutionary psychology – self awareness – the “I” the “me” – steps to awareness - experimental learning - Perception – social Perception – interpersonal Perception.

Unit II

15 Hours

Perceptual distortion – implicit personal theory – superientiel learning Communication - process - source & destination – effective speaker – barriers to communication – experimental learning.

Text book:

A Hand book of Human Relations -M.S. Shukla, Macmillan India ltd., 2004 ed

Reference books:

- 1) Basic Managerial Skills for all -E.H. McGrath , Prentice Hall of India private ltd., 2004
- 2) Skills of New Managers -Morey Stettner (2003), Tata McGrath hill publishing co., ltd.

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Syllabus

Course : BBA Code No:
Semester : V
Paper : Self study No. of Credits :
Title of the Paper : **Counselling skills for Managers**

Course Objectives:

To provide complete perspective of principles of counselling psychology and its organizational applications.

Unit I

Introduction to counseling – approaches – Psycho analytic approaches – behaviorist approaches – humanistic approach – Goals of counseling – role of counselor – values in counseling.

Unit II

The process of counseling – 5-D model of the counseling process – counseling procedure - referral procedure. – Guidelines for effective counseling – advanced skills in counseling – action strategies .

Unit III

Counseling skills – counseling relationship – Non verbal communication – verbal communication – listening barriers – counselor’s Qualities – core conditions of counseling – role conflicts in counseling – change behaviour through counseling – general principal and techniques.

Unit IV

Organizational application – change management- Down sizing - managing diversity – mentoring – Team management / Conflict. Resolution crisis/ Trauma – consulting – upward feedback – the leaning organization – organizational development – Dealing with problem subordinates.

Unit V

Performance management – career counseling – performance counseling – pre disciplinary action – Grievance interview – alcoholism and other substance abuse – concepts of alcoholism – alcohol abuse and industry- the counselors role – ethics in counseling – ethics principals

Text Book:

Counseling skills for Managers - Kavita singh

Prentice hall of India, New Delhi (2007)

Reference Book: *Counseling and guidance* – S.Narayona Rao, TMH-New Delhi (2006)

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Syllabus

Course	: III BBA	Code No	: MA61
Semester	: VI	No. of Hrs allotted:	6
Paper	: Core	No. of Credits	: 4
Title of the Paper	: Entrepreneurial Development		

Course Objectives:

Develop Entrepreneurial aptitude among the students.

Unit I **18 Hours**

Introduction meaning of entrepreneurship - Entrepreneurial process - Traits - Barriers to entrepreneurs - Factors affecting entrepreneurship.

Unit II **18 Hours**

Steps for starting a small Industry -Decisions to become entrepreneur- steps to be taken- preparation of project report- procedures & formalities for registration.

Unit III **18 Hours**

Selection and types of Organization Sole Proprietorship - Partnership -Joint Stock Company - Factors influencing the choice of organization – barriers to women entrepreneurs and present opportunities to women entrepreneurs.

Unit IV **18 Hours**

Incentives & subsidies meaning of incentives & subsidies - Need & problems - Incentives in operation - Incentives for development of SSIs in Backward areas - Subsidies for marketing studies and indigenous technology & Transport - Seed capital assistance, Taxation benefits to SSI's units - New pastures for industrial development.

Unit V **18 Hours**

Institution assisting entrepreneurs - IFCI, IDBI, ICICI, SFCs, SIDCs, SIPCOT, TITC, Commercial banks, Appraisal for loans by commercial banks.
DICS, NSIC, Directorate of industries - SISI's, SIDCO, Entrepreneurial guidance bureau – KVIC, TCOs, ITCOT.

Text Book:

1. *Entrepreneurial Development in India* - C.B. Gupta & N.,P. Srinivasan, 5th Edition – Reprint – 2005, Sultan chand & Sons –New Delhi –2.

Reference:

Entrepreneurship & Small Business Management – Dr. C.B. Gupta & Dr. S.S. Khanka, 4th Ed., Reprint 2005, Sultan Chand & Sons New Delhi –2.

Entrepreneurial Development – S.S. Khanka, 3rd Edition –2004, S. Chand – New Delhi- 55.

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Syllabus

Course	: III BBA	Code No	: MA62
Semester	: VI	No. of Hrs allotted:	7
Paper	: Core	No. of Credits	: 4
Title of the Paper	: Management Cases		

Course Objectives:

To inculcate the habit of relating the basic concepts in management with practical situations.

Unit I

21 Hours

Case analysis – meaning and importance. Types of case study- steps for solving case studies - analyzing case studies- report writing procedure- techniques for solving case studies – limitations.

Unit II

21 Hours

Case studies on role of manager- responsibilities- managerial skills- decision making-and MBO.

Unit III

21 Hours

Case studies on organizational climate - culture- managerial ethos-organization conflicts and managing change

Unit IV

21 Hours

Case studies on organization structure- design –communications – planning process – dedication – controlling.

Unit V

21 Hours

Case studies on interpersonal relations – leadership styles- challenges group dynamics.

Text Book:

Cases in Management, 1st Edition (2000) Excel publishers private Ltd. (All India management association) New Delhi.

Reference Book:

1. G.P. Capt., H. Kaushal, case study solutions, - marketing 2nd edition 2001 – Macmillan India Limited. New Delhi.

2. G.P. Capt., H. Kaushal, case study solutions, - Human resources 2nd edition 2001 – Macmillan India Limited. New Delhi

3. G.P. Capt., H. Kaushal, case study solutions, - materials management 2nd edition 2001 – Macmillan India Limited. New Delhi

Case Folio - A monthly Journal of Management case studies - ICFAI University Press.

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Syllabus

Course	: III BBA	Code No	: MA63
Semester	: VI	No. of Hrs allotted:	5
Paper	: Allied	No. of Credits	: 4
Title of the Paper	: E-Business		

Course Objectives:

Facilitating the learner to identify the components that comprise an e-Business, Help the learner to understand various categories of software products used to develop and deploy e-business applications, and Demonstrating to the learner an understanding of methods for devising a strategy for e-Business.

Unit I **15 Hours**

Introduction to internet: World Wide Web: introduction – hyperlinks –commercialization of the internet: frameworks, trends, emerging technologies (ISP)

Unit II **15 Hours**

Working of E-Business: history, structure, Elements, Services – XML, Web Services, Security.

Unit III **15 Hours**

E-Commerce: B2C: examples, e-marketing, customer relationship management

E-Commerce

B2B: examples, exchanges, e-procurement & buy side applications

Unit IV **15 Hours**

Strategy & E-Business: setting up e-commerce shop, nature of strategy & strategic complexity, introduction to strategic formulation and implementation of planning.

Unit V **15 Hours**

E-Business Application: Retaining customers – issues under consideration: customers, business, industries, community

Text Book

Business on the net - Agarwala, (2000), Macmillan India Limited. New Delhi

Reference Books

E-Business and Commerce: Strategic Thinking and Practice - Brahm Canzer. (2004) Wiley Dreamtech (Biztantra), New Delhi

Introduction to E-Commerce - Efraim Turban and David King (2003), Prentice Hall – Pearson Education, New Delhi

E-business and E-commerce Management: Strategy, Management and Applications, - Chaffey, D. (2001) Prentice Hall India, New Delhi

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Syllabus

Course	: III BBA	Code No	: SE6
Semester	: VI	No. of Hrs allotted:	2
Paper	: Skilled Based Elective	No. of Credits	: 2
Title of the Paper	: Inter Personal Effectiveness - II		

Course Objectives:

To educate on the importance of interpersonal relationship in organisation & to develop the art of interpersonal effectiveness among the students

Unit I

15 Hours

Interpersonal communication – factors contributing effective communication – barriers - experimental learning - Interpersonal relationship – symptoms of interpersonal difficulties.

Unit II

15 Hours

Interpersonal needs – uses of studies Interpersonal relationship - Interpersonal skills – co-operative – empathic – being committed etc., - exercise on developing interpersonal studies.

Text book:

A Hand book of Human Relations -M.S. Shukla , Macmillan India ltd., 2004 ed.

Reference books:

- 1) *Basic Managerial Skills for all* -E.H. McGrath, Prentice Hall of India private ltd., 2004
- 2) *Skills of New Managers* -Morey Stettner (2003), Tata McGraw hill publishing co., ltd.

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Department of Business Administration
Master of Human Resource Development (MHRD)
Course Structure (w.e.f 2011 – 2013batch onwards)

Semester I

Code No	Subject	Contact Hrs/ Week	Credits	Total No of Hrs Allotted	Max Marks CA	Max Marks SE	Total
S1PH1	Introduction to Human resource Management	5	4	75	25	75	100
S1PH2	Principles and practices of Management	5	4	75	25	75	100
S1PH3	Organizational Behavior	5	4	75	25	75	100
S1PH4	Accounting and finance for Managers	5	4	75	25	75	100
S1PH5	Introduction to office Automation	5	4	75	25	75	100
S1PHL1	Practical: Office Automation Lab	5	4	75	40	60	100
Total		30	24	450	165	435	600

Semester II

Code No	Subject	Contact Hrs/ Week	Credits	Total No of Hrs Allotted	Max Marks CA	Max Marks SE	Total
S2PH1	Total Quality Management	5	4	75	25	75	100
S2PH2	Training and development	5	4	75	25	75	100
S2PH3	Performance Management	5	4	75	25	75	100
S2PH4	Counseling Skills for Managers	5	4	75	25	75	100
S2PH5	Industrial Relations	5	4	75	25	75	100
S2PHL1	Practical : Yoga & meditation for Managers	5	4	75	40	60	100
Total		30	24	450	165	435	600

Semester III

Code No	Subject	Contact Hrs/ Week	Credits	Total No of Hrs Allotted	Max Marks CA	Max Marks SE	Total
S3PH1	Research Methods in Management	4	4	60	25	75	100
S3PH2	Organizational change and Development	4	4	60	25	75	100
S3PH3	Compensation Management	5	4	75	25	75	100
S3PH4	Human Resource Information System	5	4	75	25	75	100
S3PH5	Advanced Human Resources Management	5	4	75	25	75	100
NME	International trade and Export Management	2	2	30	15	35	50
S3PHL1	Practical: HRD Tools	5	4	75	40	60	100
Total		30	26	450	180	470	650

Semester IV

Code No	Subject	Contact Hrs/ Week	Credits	Total No of Hrs Allotted	Max Marks CA	Max Marks SE	Total
S4PH1	International Human Resources Management	6	4	90	25	75	100
S4PH2	Labor Legislations	6	4	90	25	75	100
S4PH3	HRD Audit	6	4	90	25	75	100
SPJ	Project Work	12	4	180	40	60	100
Total		30	16	450	115	285	400

A. Consolidation of Contact Hours and Credits: PG

Semester	Contact Hrs/ Week	Credits
I	30	24
II	30	24
III	30	26
IV	30	16
Total	120	90

B. Curriculum Credits

Core	--- 88 Credits
NME	---02 Credits

Total	90 Credits

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Department of Business Administration

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Syllabus

Course	: MHRD	Code No : S2PHL1
Semester	: II	No. of Hrs allotted: 75
Paper	: Core	No. of Credits :4
Title of the Paper	: Practical – I Yoga and Meditations for Managers	

Course Objectives:

To give practical training on yoga and Meditation and to highlight the importance of these practices for health and harmony in corporate life.

-
- Yoga importance rules and classifications
 - Suriya Namaskara-Meaning-Practices of all the twelve steps
- Yogasananas – Practices on the following as:
- STANDING:
1. Ardhakati Cakrasana
 2. Ardha Cakrasana
 3. Pada Hastasana
- SITTING:
1. Padmasana
 2. Yoga Mudra or Sansankasana
 3. Ustrasana or Supta-vajrasana
 4. Ardha Matsyendrasana
- LYING POSTURE:
1. Bhujangasana
 2. Salabasana
 3. Dhanurasana
 4. Sarvangasana
 5. Matsyasana
 6. Savasana
 - 7.
- Pranayama –Meaning and importance –Techniques of Pranayama-practices on Simple pranayama techniques
 - Meditations-Meaning-suggestions for beginners –Practices on Effective methods like Kundalini , Natraj meditations and Vipasana meditation.

Text Book:

Yoga – Vivekananda Kendra Prakashan Trust, Chennai

Reference:

1. *Yogasana and pranayama for Health* -P.D.Sharma
Navneet Publications India Ltd
Ahmedabad 2007
2. *YOGASANAS: A TEACHER’S GUIDE* NCERT, New Delhi, 1983.
3. *Yogasananas and sadhana* - Dr.satya pal and Dholan Dass Aggarwal
Pustak Mahal-20

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Syllabus

Course	: MHRD	Code No: S3PH1
Semester	: III	No. of Hrs allotted: 60
Paper	: Core	No. of Credits : 4
Title of the Paper	: Research Methods in Management	

Course Objectives: To expose to the students about the research concepts and techniques.

Unit I Introduction to Business Research: Research in business – Scientific Thinking - The Research Process - The Research Proposal – Ethics in Business Research. **(12 Hours)**

Unit II The Design of Research: Design Strategies – Measurement – Scaling Design –Sampling Design. **(12 Hours)**

Unit III The Sources and Collection of Data: Types of data sources- Secondary Data Sources – Survey .Methods-Instruments for Respondent Communication – Observational Studies - Experimentation. **(12 Hours)**

Unit IV Analysis of Data: Data Preparation and Preliminary Analysis - Hypothesis Testing – Measures of Association – Multivariate Analysis- cluster analysis, factor analysis. **(12 Hours)**

Unit V Presentation of Data: Written and Oral Reports-report formats-Styles-Models-essential features of a good report. **(12 Hours)**

Text Book:

Business Research Methods – Donald R. Cooper, Pamela S. Schindler
Tata McGraw-Hill – 6th Edition.

Reference Books:

Research Methodology – C.R. Kothari
Wishwa Prakashan-Second Edition -2003

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Syllabus

Course	: MHRD	Code No:S3PH4
Semester	: III	No. of Hrs allotted: 75
Paper	: Core	No. of Credits : 4
Title of the Paper	: Human Resource Information Systems	

Course Objectives:

Surfacing the learner to the key concepts of human resource management information system, Facilitating the learner to relate business as a system and enabling the learner to understand the role of management information system in the modern business context.

Unit I

15 Hours

Introduction: Definition of key terms – Management, Information, System; Kinds of System; Systems Approach; Business as System

Unit II

15 Hours

Organization for MIS: Structure for Management; Information requirements at various levels of Management; Manual vs. computerized information system; Data Bank Concept; Types of Computer-Based /applications

Unit III

15Hours

Data Base Management: Meaning of Data-Base; Electronic Data-Base; DBMS – Objectives – Technical Overview – Data Aggregates – Physical and Logical Structures; System Security

Unit IV

15 Hours

MIS in functional areas of Management: MIS for Marketing, Human Resource, Operations, Finance, General Management – Decision Making.

Unit V

15 Hours

Human Resource Management and technology: Emotional Intelligence, Knowledge Management-- Business Process Outsourcing-rationale for implementing E-human resource Technology- Measuring Human Resources’ contribution-, Metrics and the Human Resource score card Improving HRM effectiveness through using new technologies-Transaction processing- DSS- KBSES- Interactive Voice technology-Imaging-e-enabled delivery of HRM

Text Book:

Management Information Systems – Managerial perspectives - Goyal (2005)
Macmillan India Limited
New Delhi.

Reference Books:

Management Information Systems – conceptual foundations, structure and development
- Davis, Olson (2002)
Tata McGraw Hill, New Delhi.

Information Systems for Modern Management,

- Murdick, Ross and Claggett (2000)
Prentice Hall India. New Delhi.

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Syllabus

Course	: II MHRD	Code No	: NME
Semester	: III	No. of Hrs allotted:	30
Paper	: Non Major Elective	No. of Credits	: 2
Title of the Paper	: International Trade and Export Management		

Course Objectives:

1. To expose students to the procedure of export and import of goods and services.
2. To acquaint students with the methodology of setting up and managing their own export oriented units.

Unit I

15 Hours

International trade – Meaning – Importance – Domestic Trade vs. International Trade – Motives of International Trade – Stages of internationalization of business. International Trade Environment- WTO – Objectives and functions of WTO.

Unit II

15 Hours

Export procedure and Documentation – Stages in the export of goods – Preliminaries – Production / Procurement of goods – Shipping space – Packing and marking – Preshipment Inspection – Excise clearances – Customs formalities – Exchange control formalities – Shipping of goods – Negotiation of documents – Realization of export incentives – Export Documents – Documents related to goods – Certificates related to shipment – Document related to payment – Document related to inspection – Document related to excisable goods – Documents related to foreign exchange regulation.

Text Book:

International trade and export management – Francis cherunilam

13th Edition 2004 and 15th Edition 2007

Himalaya Publishing House,

“Ramdoot”, Dr. Bhalerao Marg,

Girgaon, Mumbai – 400 004.

Reference Books:

Export import procedures and documentation – Jain Khushpat.S & Dr.W.K.Acharya

Edition 2006

Himalaya Publishing House,

“Ramdoot”, Dr. Bhalerao Marg,

Girgaon, Mumbai – 400 004.

International marketing and export management – T.A.S.Bala Gopal

Himalaya Publishing House

“Ramdoot”, Dr. Bhalerao Marg,

Girgaon, Mumbai – 40