

# **Department of Business Administration**

**B. B.A.**  
**(Aided & SF)**

**THIAGARAJAR COLLEGE, MADURAI – 9.**  
**(Re-Accredited with ‘A’ Grade by NAAC)**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**COURSE STRUCTURE (w.e.f 2014 -17batch onwards)**  
**(AIDED & SELF FINANCE)**

**Semester – I**

Course	Code No	Subject	Contact Hrs / Week	Credits	Total No of Hrs Allotted	Max Marks CA	Max Marks SE	Total
Core	MA11	Management Principles	7	4	105	25	75	100
Core	MA12	Business Economics	6	4	90	25	75	100
Core	MA13	Financial Accounting	7	4	105	25	75	100
Allied	MA14	Fundamentals of Computers	6	4	90	25	75	100
Value Education I	VE I	Value Education I	2	2	30	15	35	50
Environmental Studies	ES I	Environmental Studies	2	2	30	15	35	50
<b>TOTAL</b>			<b>30</b>	<b>20</b>	450	130	370	500

**Semester – II**

Course	Code No	Subject	Contact Hrs / Week	Credits	Total No of Hrs Allotted	Max Marks CA	Max Marks SE	Total
Core	MA21	Business Mathematics	7	5	105	25	75	100
Core	MA22	Industrial and Labour laws	7	4	105	25	75	100
Core	MA23	Office Management	7	4	105	25	75	100
Core	MA24	Organizational Behaviour	7	5	105	25	75	100
Skill Based Elective I	SBE I	Communicative English-I	2	2	30	15	35	50
<b>TOTAL</b>			<b>30</b>	<b>20</b>	450	115	335	450

**Semester – III**

Course	Code No	Subject	Contact Hrs / Week	Credits	Total No of Hrs Allotted	Max Marks CA	Max Marks SE	Total
Part I Tamil	P131	காப்பிய இலக்கியம்	3	-	45	-	-	-
Core	MA31	Marketing Management	6	4	90	25	75	100
Core	MA32	Financial Management	6	4	90	25	75	100
Core	MA33	Human Resource Management	5	4	75	25	75	100
Core	MA34	Operations Management	6	4	90	25	75	100
Value Education II	VE 2	Value Education II	2	2	30	15	35	50
Non Major Elective I	NME I	Principles of Management	2	2	30	15	35	50
<b>TOTAL</b>			<b>30</b>	<b>20</b>	450	130	370	500

**Semester – IV**

Course	Code No	Subject	Contact Hrs / Week	Credits	Total No of Hrs Allotted	Max Marks CA	Max Marks SE	Total
Part I Tamil	P141	தமிழ் இலக்கியம்	3	3	45	25	75	100
Core	MA41	Business Statistics	6	5	90	25	75	100
Core	MA42	Banking Law and Practice	5	5	75	25	75	100
Allied	MA43	Business Environment	6	5	90	25	75	100
Core Elective I	MA44	Marketing Research/Training and Development	6	3	90	25	75	100
Skill Based Elective II	SBE II	Communicative English II	2	2	30	15	35	50
Non Major Elective II	NME II	Export Management	2	2	30	15	35	50
	OJT	On the Job Training	-	2	-	-	50	50
<b>TOTAL</b>			<b>30</b>	<b>27</b>	450	155	495	650

**Semester – V**

Course	Code No	Subject	Contact Hrs / Week	Credits	Total No of Hrs Allotted	Max Marks CA	Max Marks SE	Total
Core	MA51	Total Quality Management	6	5	90	25	75	100
Core	MA52	Investment Management	6	5	90	25	75	100
Core	MA53	Company Law	5	4	75	25	75	100
Allied	MA54	Management Information Systems	6	4	90	25	75	100
Core Elective II	MA55	Advertising Management/Organizational Development	5	3	75	25	75	100
Value Education III	VE 3	Value Education III	2	2	30	15	35	50
Self Study Paper		Counselling skills for Managers	-	(Extra 5)*	-	-	100	100
<b>TOTAL</b>			<b>30</b>	<b>23</b>	450	140	510	650

**\* Carries Extra 5 Credits that do not form part mandatory credits (140) required for completion of the course**

**Semester – VI**

Course	Code No	Subject	Contact Hrs / Week	Credits	Total No of Hrs Allotted	Max Marks CA	Max Marks SE	Total
Core	MA61	Entrepreneurial Development	5	5	75	25	75	100
Core	MA62	Management Cases	5	5	75	25	75	100
Core	PJ	Project	8	9	120	-	100	100
Allied	MA63	E – Business	5	5	75	25	75	100
Core Elective - III	MA64	Services Marketing/Organizational Counselling	5	3	75	25	75	100
Skill Based Elective III	SBE III	Interpersonal Effectiveness	2	2	30	15	35	50
<b>TOTAL</b>			<b>30</b>	<b>29</b>	450	115	435	550
<b>Part V</b>				<b>1</b>				
<b>TOTAL CREDITS FOR SEMESTERS I to VI</b>				<b>140</b>				

**Note:**

- On the Job Training will be undertaken by the students during the II year vacation after the fourth semester. Out of the maximum of 50 marks allotted for the on the job training report submitted by the student, 35 marks is allocated for the report and the other 15 marks for the viva-voce examination to be conducted by the Department.
- A Project work will be undertaken by the students during the VI 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, 60 marks is allocated for the report to be evaluated by the respective supervisor and 40 marks for the viva-voce examination to be conducted by the department.

**A) Consolidation of Contact Hours and Credits:UG**

Semester	Contact Hrs/ Week	Credits
I	30	20
II	30	20
III	30	20
IV	30	27
V	30	23
VI	30	29
Part V		01
Total	180	140

**B) Curriculum Credits: Part wise**

<b>Part I</b>	<b>Tamil</b>	<b>1x3 = 03 Credits</b>
<b>Part III</b>	<b>Core</b>	<b>= 91 Credits (12+18+16+10+14+19+20JT)</b>
	<b>Allied</b>	<b>= 18 Credits</b>
	<b>Core Electives</b>	<b>3x3 = 09 Credits</b>
<b>Part IV</b>	<b>Value Education</b>	<b>3x2 = 06 Credits</b>
	<b>Environmental studies</b>	<b>1x2 = 02 Credits</b>
	<b>Skill Based Electives</b>	<b>3x2 = 06 Credits</b>
	<b>Non – Major Electives</b>	<b>2x2 = 04 Credits</b>
<b>Part V</b>		<b>1x1 – 01 Credits</b>
<b>Total</b>		<b>140 Credits</b>

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<b>Course</b>	<b>: I BBA</b>	<b>Code No</b>	<b>: MA11</b>
<b>Semester</b>	<b>: I</b>	<b>No. of Hrs allotted</b>	<b>: 7</b>
<b>Paper</b>	<b>: Core</b>	<b>No. of Credits</b>	<b>: 4</b>
<b>Title of the Paper</b>	<b>: Management Principles</b>		
<b>Course Objective:</b>			

This Subject will provide a fundamental exposure to the students about the theories in management Principles and Practice by contemporary executives with national and international Perspective.

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**UNIT-I** **21 Hours**

Introduction, Principles & Thinkers: Definition – Features of Management – Administration Vs Management – Management a Science or Art? – Management Process – Management Principles and their nature, Universality of Management Principles - Levels of Management – Pioneers of Modern Management – F.W.Taylor and Henry Fayol.

**UNIT-II** **21 Hours**

Planning and Decision Making: Meaning – Characteristics – Nature & Importance of Planning - Planning Process – Types of Plans — Decision-Making – Meaning - Definition – Decision-Making conditions - Nature and Types of Decisions – Process – M.B.O – Benefits

**UNIT-III** **21 Hours**

Organizing: Meaning – Features - Principles of Organization - Forms of Organizational Structure – Departmentation –Methods – Span of Management — Concepts of Authority and responsibility – Delegation – Factors determining Delegation

**UNIT-IV** **21 Hours**

Staffing: Meaning – Manpower Planning – Recruitment - Selection – Placement and Induction/ Orientation - Training and Development– Performance Appraisal – Compensation

**UNIT-V** **21 Hours**

Directing: Definition – Principles and Elements of Directions – Communication – Motivation – Theories – Abraham Maslow and Herzberg Two-Factor Theories – Leadership – Types of Leadership - Controlling - Importance of Controlling – Steps in Controlling – Essentials of Control – Control Techniques.

**Text Book:**

Management Principles – Joseph.M.Putti, 10<sup>th</sup> Edition ,2012, Macmillan Publications India Ltd.,

**Reference Books:**

1. Principles of Management – L.M.Prasad, 9<sup>th</sup> Edition 2010, Sultan Chand and sons.
2. Principles of Management - Harold Koontz and Heinz Weihrich 9<sup>th</sup> edition 2011, McGraw Hill Book Co.,

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

**Course objective:**

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

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**Unit –I** **20 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** **20 Hours**

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

**Unit III** **20 Hours**

Market Structure – Classification – Perfect Competition – Monopolistic – Oligopoly – pricing under monopoly, perfect competition, oligopoly and monopolistic competition - Equilibrium of the Firm and Industry – Economies of scale, internal economies – External economies.

**Unit IV** **15 Hours**

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

**Unit V** **15 Hours**

Macro economics for management – Economic planning - National Income – Computation – Business Cycle – Usefulness – International trade, public finance

**Textbook:**

Dr.R.L.varshney & Dr.K.L.Maheshwari, Managerial Economics,20<sup>th</sup> Edition(2010)- Sultan Chand &sons. New Delhi.

**Reference books:**

1. R.Cauvery., U.K.Sundhanayak, managerial economics. 5<sup>th</sup> Edition (2010) S.Chand & company Ltd.New Delhi.
2. V.G. Mankar, Business economics, 4<sup>nd</sup> Edition (2010) Macmillan India Ltd. New Delhi.

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<b>Course</b>	<b>: I BBA</b>	<b>Code No</b>	<b>: MA13</b>
<b>Semester</b>	<b>: I</b>	<b>No. of Hrs allotted:</b>	<b>7</b>
<b>Paper</b>	<b>: Core</b>	<b>No. of Credits</b>	<b>: 4</b>
<b>Title of the Paper</b>	<b>: Financial Accounting</b>		

**Course Objective:** To Impart the student Knowledge about the various financial accounting Principles, Process and Basics concepts of Final Accounts

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**Unit –I** **21 Hours**

Introduction-Meaning and Definition-Objective of Accounting-Functions of accounting- Users of Accounting Information-Limitations of Accounting –Accounting Principles-Accounting Concepts and Accounting Conventions. List of Indian Accounting Standards

**Unit II** **21 Hours**

Accounting Process –Meaning-process of Accounting –kinds of accounts-Rules-Transaction analysis –Journal-Ledger-Balancing of Accounts-Trial Balance

**Unit III** **21 Hours**

*Subsidiary Books- types-Purchase Book –Sales Book-Purchase Return Book-Sales Return Book –Bills Receivable Book –Bills Payable Book-Cash Book –(simple,double,three column cash book ) Bank Reconciliation Statement.-Preparation*

**Unit IV** **21 Hours**

Rectification of Errors –Meaning – kinds of Accounting Errors and methods –when suspense account is required and when suspense is not required.

**Unit V** **21 Hours**

Final Accounts of proprietary concern –preparation of Trading account, Profit & Loss Account and Balance Sheet. Single Entry System –types-methods.

**Text Book:**

Fundamentals of Accounting – R.Srnivasa Putty H.R.Appannaiah(2012), Himalaya publishing House,Mumbai

**Reference Books:**

1. Advanced Accountancy - S.P.Jain & K.L. Narang, Kalyani Publishers, New Delhi, 2012
2. Financial Accounting- S.P.Jain & K.L. Narang, Kalyani Publishers, New Delhi, 2011



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<b>Course</b>	<b>: I BBA</b>	<b>Code No</b>	<b>: MA14</b>
<b>Semester</b>	<b>: I</b>	<b>No. of Hrs allotted:</b>	<b>6</b>
<b>Paper</b>	<b>: Allied</b>	<b>No. of Credits</b>	<b>: 4</b>
<b>Title of the Paper</b>	<b>: Fundamentals of Computers</b>		
<b>Course Objective:</b>			

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.

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**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 –OCR – 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 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 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 – III 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 – IV-MS-POWER POINT** **18 Hours**

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

**Unit – V – INTERNET AND OUTLOOK EXPRESS** **18 Hours**

Internet – Scope – Surface the net – Connecting to the Internet – Sending and Receiving Emails using – Out Look Express – Opening an Email Account – Email with attachment – Downloading from the internet – Wireless Internet - Online Shopping

**Text Book:**

Vikas Guptha(2012), Comdex Computer Course Kit, Wiley - Dreamtech, New Delhi

**Reference Book:**

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

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<b>Course</b>	<b>: I BBA</b>	<b>Code No</b>	<b>: MA21</b>
<b>Semester</b>	<b>: II</b>	<b>No. of Hrs allotted:</b>	<b>7</b>
<b>Paper</b>	<b>: Core</b>	<b>No. of Credits</b>	<b>: 5</b>
<b>Title of the Paper</b>	<b>: Business Mathematics</b>		

**Course Objective:**

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

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**Unit –I** **21 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** **21 Hours**

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

**Unit –III** **21 Hours**

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

**Unit – IV** **21 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** **21 Hours**

Percentages – Discount – Trade Discount – Cash Discount – Simple and compound Interest – True and Bankers Discount.

**Text Book:**

V.Sundaresan, S.D.Jeyaseelan – An Introduction to Business Mathematics – Reprint – 2010 – S.Chand and Co., Ltd.

**Reference Book:**

D.C.Sancheti, V.K.Kapoor – Business Mathematics – 15<sup>th</sup> edition – 2010 – Sultan Chand and sons.

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<b>Course</b>	<b>: I BBA</b>	<b>Code No</b>	<b>: MA22</b>
<b>Semester</b>	<b>: II</b>	<b>No. of Hrs allotted</b>	<b>: 7</b>
<b>Paper</b>	<b>: Core</b>	<b>No. of Credits</b>	<b>: 4</b>
<b>Title of the Paper</b>	<b>: Industrial and Labour Laws</b>		

**Course Objective:** To impart the fundamentals of Industrial and Labour law.

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**UNIT-I** **21 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** **21 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** **21 Hours**

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

**UNIT-IV** **21 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** **21 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.

**Text Book:**

Elements of company law- N.D. Kapoor, 34<sup>th</sup> Edition(2013), Sulthan Chand&sons, New Delhi.

**Reference Books:**

1. Industrial Law S.M. Sundaram, 5<sup>th</sup> Edition(2006) Sree.Meenakshi Publications.
2. M.C. Shukla, A Manual of Mercantile law, 13<sup>th</sup> Edition, 2004, S.Chand & Company Ltd, New Delhi

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<b>Course</b>	<b>: I BBA</b>	<b>Code No</b>	<b>: MA23</b>
<b>Semester</b>	<b>: II</b>	<b>No. of Hrs allotted:</b>	<b>7</b>
<b>Paper</b>	<b>: Core</b>	<b>No. of Credits</b>	<b>: 4</b>
<b>Title of the Paper</b>	<b>: Office Management</b>		

**Course Objective:**

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

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**Unit –I** **21 Hours**

Modern Office – Function of office work – Challenges before the office - Office Management – Organization Principles – Functions.

**Unit II** **21 Hours**

Structure of Office organization – Kinds – Merits – Demerits – office manuals – Importance – Types of office manuals – Merits and demerits - Office Layout & functions – Principles of layout.

**Unit III** **21 Hours**

Office Environment - Lighting – Ventilation – Furniture - Interior Decoration – Security Forms – Form Design – Principles of form designing – Form Control.

**Unit IV** **21 Hours**

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

**Unit V** **21 Hours**

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

**Text Book:**

R.S.N.Pillai & Bhagavathy, Commercial Correspondence – 2010 – S Chand, New Delhi.

**Reference Book:**

1. Office Management-Tandon, 2003, S Chand, New Delhi
2. Office Management – R.K.Sharma and shashi .K.Gupta, 2010, Kalyani publishers, New Delhi.

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<b>Course</b>	<b>: I BBA</b>	<b>Code No</b>	<b>: MA24</b>
<b>Semester</b>	<b>: II</b>	<b>No. of Hrs allotted</b>	<b>: 7</b>
<b>Paper</b>	<b>: Core</b>	<b>No. of Credits</b>	<b>: 5</b>
<b>Title of the Paper</b>	<b>: Organizational Behaviour</b>		

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

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**UNIT-I** **21 Hours**  
Introduction to Organizational Behaviour: Key elements, Nature and Scope, Need for studying OB, Contributing disciplines to OB, The challenges faced by Management, OB Process, Models of OB – OB in Historical perspective: Evolution of OB, Development of OB.

**UNIT-II** **21 Hours**  
Individual Perspective: Foundations of Individual Behaviour – Personality - Perception, Impression Management.

**UNIT-III** **21 Hours**  
Individual Perspective: Attitudes, Values & Job Satisfaction – Learning – Motivation: Concepts and Applications

**UNIT-IV** **21 Hours**  
Group Dynamics: Foundations of Group behaviour - Organisational Conflict - Leadership

**UNIT-V** **21 Hours**  
Organisation: Organisational Culture – Organisational Change and Development

**Text Book:**

S.S. Khanka - Organisational Behaviour – 4<sup>th</sup> Edition (2007) - S Chand & Co Ltd, New Delhi.

**Reference Books:**

1. Fred Luthans - Organisational Behaviour – 12<sup>th</sup> Edition (2010) – Tata McGraw Hill, New Delhi
2. Prof.P.Subba Rao & Dr. Ratnakar Mishra – Organisational Behaviour - 1<sup>st</sup> Edition (2012) – Himalaya Publishing House, New Delhi
3. Stephen P. Robbins – Organisational Behaviour – 11<sup>th</sup> edition (2005) - Pearson Education India, New Delhi.

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<b>Course</b>	<b>: I BBA</b>	<b>Code No</b>	<b>: SBE1</b>
<b>Semester</b>	<b>: II</b>	<b>No. of Hrs allotted</b>	<b>: 2</b>
<b>Paper</b>	<b>: Skilled Based Elective-I</b>	<b>No. of Credits</b>	<b>: 2</b>
<b>Title of the Paper</b>	<b>: Communicative English I</b>		

**Course Objective:**

To impart Knowledge about the principles of effective business communication, Business correspondence, business letter

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**UNIT-I**

**15 Hours**

Communication in Business- A good Business Letter- Commercial Correspondence- Format of Business Letters- Circular letter- Sales Letters- Follow Up Letters.

**UNIT-II**

**15 Hours**

Trade Enquires- 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- (2009), S.chand & company Ltd.

**Reference Books:**

1. Essentials of Business Communication- Dr.Rajendra Pal, 25<sup>th</sup> Edition (2010), Sulthan Chand & Sons, NewDelhi.
2. Business Communication – Dr.Kaul, 2<sup>nd</sup> Edition (2005), Prentice –Hall Of India,New Delhi.

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<b>Course</b>	<b>: II BBA</b>	<b>Code No</b>	<b>: MA31</b>
<b>Semester</b>	<b>: III</b>	<b>No. of Hrs allotted</b>	<b>: 6</b>
<b>Paper</b>	<b>: Core</b>	<b>No. of Credits</b>	<b>: 4</b>
<b>Title of the Paper</b>	<b>: Marketing Management</b>		

**Course Objective:**

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

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**UNIT-I** **18 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 behavior- importance and basis of market segmentation. Buyer behavior- buying motives

**UNIT-II** **18 Hours**

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

**UNIT-III** **18 Hours**

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

**UNIT-IV** **18 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** **18 Hours**

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- pretesting- implementation and control- evaluation- Growth of sales promotion in India.

**Text Book:**

Marketing Management – Philip Kotler, 14<sup>th</sup> Edition (2013), Prentice-hall of India Ltd, New Delhi.

**Reference Books:**

1. Marketing management – Dr. N. Rajannair, 9<sup>th</sup> Edition (2009), Sultan chand & sons Ltd, New Delhi.
2. Marketing management – Ramaswamy & Namakumari, 3<sup>rd</sup> Edition (2012), Macmillan India Ltd. New Delhi.

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**(From 2014-17 batch onwards)**

**Course : II BBA** **CodeNo :MA32**  
**Semester : III** **No. of Hrs allotted: 6**  
**Paper : Core** **No. of Credits : 4**

**Title of the Paper: Financial Management**

**Course Objective:**

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

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**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)** **20 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.(Simple problems)

**Unit III Financing Decision:** **20 Hours**

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 Dividend Decision:** **15 Hours**

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

**Unit V Working Capital Management:** **20 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. (Simple problems)

**Text Book :**

Dr.S.N.Maheswari, Financial management, 9<sup>th</sup> Edition (2010), sultan chand& sons Ltd. New Delhi.

**Reference Books :**

1. Dr.R.K.Sharma, shasi k. gupta, Financial management, 5<sup>nd</sup> Edition (2010), kalyani publisher. Ludhiana.
2. Dr.I.M. Pandey, Financial management 12<sup>th</sup> Edition (2010), vikas publishing house. New Delhi.



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**Course : II BBA**

**Code No : MA33**

**Semester : III**

**No. of Hrs allotted: 5**

**Paper : Core**

**No. of Credits : 4**

**Title of the Paper: Human Resource Management**

**Course Objective:**

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.

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**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: Meaning And Methods of Training, Importance of Training In An Organization; Executive Development: Concept – Objectives – importance – process – methods and techniques – principles.

**Unit IV**

**15 Hours**

Performance Appraisal: Meaning - Objectives and Limitation of Performance Appraisal - Techniques of Performance Appraisal - Managerial Performance Appraisal - Meaning, Objective and Types.

Transfer, Promotion, Demotion: 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 Books**

- 1.Human Resource Management- Gary Dessler, 9<sup>th</sup> Edition, Pearson, New Delhi.
- 2.Human Resource Management- C.B.Gupta, 11<sup>th</sup> edition, Sultan chand and sons , New Delhi-2

**Reference Book:**

Strategic Human Resource Management – K. Prasad, Text and Cases, 2009, Macmillan, New Delhi.

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**Course : II BBA**

**Semester : III**

**Paper : Core**

**Title of the Paper: Operations Management**

**Code No: MA34**

**No. of Hrs allotted: 6**

**No. of Credits : 4**

**Course Objective:**

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

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**Unit I 18 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 18 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 18 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 18 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 18 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 Eighth Revised Edition – 2008, Himalaya Publishing house pvt. Ltd., Mumbai 400 004.

**Reference Books:**

1.Production and Operations Management – S N Chary, Fourth Edition – 2000, Tata

McGraw-Hill Publishing Co., Ltd.,

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

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<b>Course</b>	<b>: II BBA</b>	<b>Code No</b>	<b>: NME I</b>
<b>Semester</b>	<b>: III</b>	<b>No. of Hrs allotted</b>	<b>: 2</b>
<b>Paper</b>	<b>: Non Major Elective -I</b>	<b>No. of Credits</b>	<b>: 2</b>
<b>Title of the Paper</b>	<b>: Principles of Management</b>		

**Course Objective:**

To educate the various functions of Management

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**UNIT-I**

**15 Hours**

Management Definition and meaning – Functions of Management – Planning – Scope- Importance of Planning – Steps in Planning – Definition of an organization – Types of Organizational Structure.

**UNIT-II**

**15 Hours**

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

**Text Book:**

Essential of Management – Harold Knootz and Cyril O’Donnell, Tata McGraw Hill Book Company NewDelhi, 9<sup>th</sup> edition 2012.

**Reference Books:**

- 1.Principles of Management – L.M Prasad, 9<sup>th</sup> Edition 2010, Sultan Chand and sons.
- 2.Management Principles – Joseph.M.Putti, 10<sup>th</sup> Edition ,2012, Macmillan Publications India Ltd.,

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**Course** : II BBA **Code No** : MA41  
**Semester** : IV **No. of Hrs allotted:**6  
**Paper** : Core **No. of Credits** : 5  
**Title of the Paper** : Business Statistics

**Course Objective:**

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

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**UNIT I**

**18 Hours**

Introduction to statistics - Definition - Nature & uses of statistics in business - Limitations of statistics - Methods of collection of data - 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 - Diagrammatic & graphical representation - Significance of diagram & graphs - Bar charts - Pie diagrams - Line graphs - Histogram - Frequency polygon - Ogives - Limitations of diagrams & graphs.

**UNIT II**

**18 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**

**18 Hours**

Dispersion - Meaning & Purpose of dispersion - Absolute & relative measure of variations - Range - Quartile deviation - Mean Deviation - Standard Deviation - Coefficient of variation

**UNIT IV**

**18 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 equations.

**UNIT V**

**18 Hours**

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

**Text Book:**

Business Statistics – Dr,S.P.Gupta, Dr,M.P.Gupta, 17<sup>th</sup> Enlarged Edition – 2005,  
Sultan Chand and sons

**Reference Books:**

- 1 Statistical Methods – Dr. S.P.Gupta, 26<sup>th</sup> edition – 1991, Sultan Chand and Sons.
2. Statistics: Theory and Practice – R.S.N.Pillai and Bagavathi, 7<sup>th</sup> Revised Edition – 2003 S.Chand and Co., Ltd.

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<b>Course</b>	<b>: II BBA</b>	<b>Code No</b>	<b>: MA42</b>
<b>Semester</b>	<b>: IV</b>	<b>No. of Hrs allotted</b>	<b>: 5</b>
<b>Paper</b>	<b>: Core</b>	<b>No. of Credits</b>	<b>: 5</b>
<b>Title of the Paper</b>	<b>: Banking Law and Practice</b>		
<b>Course Objective:</b>			

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

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**UNIT-I** **15 Hours**

Banker customer relationship- Origin of banking- Meaning of customer- General relationship- Special relationship- General lien- Obligations to customer- Law of limitations and banker- Trends in banking- ATM- Debit and credit cards- E-banking- Contract between the banker and the customer.

**UNIT-II** **15Hours**

Accounts and accounts holders and the passbook- General precautions before opening accounts- Different types of accounts operated by the banker- Current accounts- Fixed deposits accounts- Savings accounts- Recurring deposits accounts- Pass book- uses- Effect of wrong entries favorable to the customer- Effect of wrong entries favorable to the bank.

**UNIT-III** **15Hours**

Definition of cheques- Features- Writing up a cheque- Material alteration- Crossing- Meaning- Types- Endorsement- Kinds significance- Draft- Features.

**UNIT-IV** **15Hours**

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 se 131 of INI Act- Duties of collection banker- Negligence and its consequences.

**UNIT-V** **15Hours**

Right to set off 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 clytons case- Effect of this rule on the part of the banker and customer- Loans and advances- General principals of lending- Secured advantages against lien, pledge, mortgage and hypothecation, unsecured advantages against guarantee and discounting of bills.

**Text Book:**

Banking law& practice- Gordon, Natrajan, 23<sup>rd</sup> Edition, 2013, Himalaya publishing house, Mumbai.

**Reference Books:**

Banking law and practice- R.Parameshwaran, S.Natrajan, 2003, S.Chand, New Delhi.

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<b>Course</b>	<b>: II BBA</b>	<b>Code No</b>	<b>: MA43</b>
<b>Semester</b>	<b>: IV</b>	<b>No. of Hrs allotted</b>	<b>: 6</b>
<b>Paper</b>	<b>: Allied</b>	<b>No. of Credits</b>	<b>: 5</b>
<b>Title of the Paper</b>	<b>: Business Environment</b>		

**Course Objective:**

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

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**UNIT-I** **18 Hours**

Business Environment-Meaning-Importance of study of Business Environment-Environmental Analysis- Internal Environment-External Environment-Micro Environment-Macro Environment.

**UNIT-II** **18Hours**

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-Macroeconomic parameters like GDP, National Income- population, investment, fiscal deficit and per capita income and their impact on business decisions- five year planning.

**UNIT-III** **18Hours**

Social Environment-Culture--social attitudes-impact of culture- social attitudes-Castes and Communities-Religious groups-Joint family system-social responsibilities business – business Ethics.

**UNIT-IV** **18Hours**

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 Act1956-industrial regulation development Act- consumer Protection Act- FEMA- Income tax Act.

**UNIT-V** **18Hours**

Economic Policies- Industrial Policy resolution 1956- Industrial Policy statement1977-Latest Industrial policy 1991-Monetary Policy-m Fiscal Policy- Multinational corporation-Merits, demerits-Industrial sickness- causes-Remedial measures- WTO- privatization-Globalization of Indian Business- Challenges and opportunities.

**Text Book:**

Business Environment- Dr. Francis Cherunilam,2<sup>nd</sup> edition 2004, Himalaya publishing House, Mumbai-04.

**Reference Books:**

- 1.Business Environment- Dr. K. Chidambaram. Dr. V. Alagappan, 4th edition 2012  
Vikas Puliushing House Pvt Ltd. New Delhi.
2. Essentials Of Business Environment- V. Neelamegam, First edition 2012,Vrinda publications Pvt Ltd,

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<b>Course</b>	<b>: II BBA</b>	<b>Code No</b>	<b>: MA44</b>
<b>Semester</b>	<b>: IV</b>	<b>No. of Hrs allotted</b>	<b>: 6</b>
<b>Paper</b>	<b>: Core Elective-I</b>	<b>No. of Credits</b>	<b>: 3</b>
<b>Title of the Paper</b>	<b>: Marketing Research</b>		

**Course Objective:** To expose the students with tools, techniques and process of marketing research

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**UNIT-I** **18 Hours**  
Marketing Research – Introduction – The Research Process – Research Design.

**UNIT-II** **18 Hours**  
Data Collection for marketing research: Secondary Data – Primary Data – Scaling Techniques.

**UNIT-III** **18 Hours**  
Methods of data collection for marketing research; Sampling Designs for marketing research.

**UNIT-IV** **18 Hours**  
Data Processing – Data Analysis: Measures of Central tendency, Dispersion, Univariate Analysis, Testing of Hypothesis, and Bivariate Analysis: Chi-square, Correlation and Regression. (Theory)

**UNIT-V** **18 Hours**  
Interpretation and Report Writing – Applications of Marketing Research.

**Text Book:**

G C Beri – Marketing Research – Fifth Edition – 2013 Tata McGraw Hill Education Private Limited

**Reference Books :**

1.Dr.D.D.Sharma – Marketing Research- Principles, Applications and Cases – Second Edition – 2005- Reprint 2011 – Sultan Chand and Sons.

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

3.Dr.K.Karunakaran – Business Research Methods- Text and Cases – First Edition – 2013 – Himalaya Publishing House

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<b>Course</b>	<b>: II BBA</b>	<b>Code No</b>	<b>: MA44</b>
<b>Semester</b>	<b>: IV</b>	<b>No. of Hrs allotted</b>	<b>: 6</b>
<b>Paper</b>	<b>: Core Elective-I</b>	<b>No. of Credits</b>	<b>: 3</b>
<b>Title of the Paper</b>	<b>: Training and Development</b>		

**Course Objective:** To explain students how organizations change and This Subject aims to describe the overarching model of the training process and demonstrates training as a system and how its process are interconnected which in turn train the students in understanding how the training model can be applied for Organizational improvement and Problem – solving.

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**UNIT-I** **18 Hours**

Training in Organization – Overview of Training – Opportunities & Challenges for Training – Aligning Training with Business Strategy – Changing Demographics – Knowledge Workers – Training as Continuous Improvement – Quality – Legal Issues.

**UNIT-II** **18 Hours**

Training Needs Analysis (TNA) – Why conduct a Training Needs Analysis? – When to conduct a Training Needs Analysis – The TNA Model – Where to look for organizational Performance Gaps – The Framework for conducting a TNA – output of TNA – Approaches to TNA – TNA and Design.

**UNIT-III** **18 Hours**

Training Design – Organizational Constraints – Developing objectives – Why use Training Objectives? – Facilitation of Learning: Focus on the Trainee - Facilitation of Learning: Focus on Training Design - Facilitation of Transfer: Focus on Training - Facilitation of Transfer: Focus on Organizational Intervention – Design Theory – Outcomes of Design.

**UNIT-IV** **18 Hours**

Matching Training Methods with Outcomes – Lectures & Demonstration – Straight Lecture – Discussion Method – Demonstrations – Strengths and Limitations – Games & Simulations – Equipment Stimulators – Business Games – In-Basket Technique – Case Studies – Role-Play – Behavior Modeling – Strength and Limitations – On-the job Training – JIT – Apprenticeship – Coaching – Mentoring – Strength and Limitations – Audio- visual Enhancements to Training – Static Media – Dynamic Audiovisual Methods – Strength and Limitations..

**UNIT-V** **18 Hours**

Development of Training – Instructional Strategy – Materials & Equipment – Trainee’s Manual – Trainer’s Manual – Facilities – The Trainer – Alternatives to Development - Implementation of Training – Implementation Ideas for Training – Implementation Ideas for trainers – Dry Run - Evaluation of Training – Rationale for Training – Types of Evaluation Data Collected – Process Data – Outcome Data.

**Text Book:**

Effective Training – P. Nick Blanchard & James W. Thacker, Pearson Education Inc., 2009.

**Reference Books:**

Training for Development – Rolf. P. Lynton & Udai Pareek, Sage Publications India Pvt., Ltd., 2011.

Reading in Human Resource development - Rao T.V, Oxford & IBH publishing Co Ltd, 1999.



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<b>Course</b>	<b>: II BBA</b>	<b>Code No</b>	<b>: SBE II</b>
<b>Semester</b>	<b>: IV</b>	<b>No. of Hrs allotted:</b>	<b>2</b>
<b>Paper</b>	<b>: Skilled Based Elective</b>	<b>No. of Credits</b>	<b>: 2</b>
<b>Title of the Paper</b>	<b>: Communicative English - II</b>		

**Course Objectives:**

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

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**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  
11<sup>th</sup> edition-(2004).  
S.chand&companyLtd.

**Reference Books:**

1. Essentials of business communication - Dr.Rajendra pal  
25<sup>th</sup>Edition:(2005)  
Sultan chand & sons New Delhi.
2. Business communication - Dr.Kaul,  
2<sup>nd</sup> Edition (2005)  
Prentice-hall of India. New Delhi

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

**Course Objective:**

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.

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**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. Francis cherunilam- International trade and export management – 16th Edition 2004 and 17<sup>th</sup> Edition 2010. Himalaya Publishing House, “Ramdoot”, Dr. Bhalerao Marg, Girgaon, Mumbai – 400 004.

**Reference Books:**

1. Jain Khushpat.S & Dr.W.K.Acharya – Export import procedures and documentation Edition 2010. Himalaya Publishing House, “Ramdoot”, Dr. Bhalerao Marg, Girgaon, Mumbai – 400 004.
2. T.A.S.Bala Gopal – International marketing and export management. Himalaya Publishing House, “Ramdoot”, Dr. Bhalerao Marg, Girgaon, Mumbai – 40

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**Course** : III BBA **Code No** : MA51  
**Semester** : V **No. of Hrs allotted:** 6  
**Paper** : Core **No. of Credits** : 5  
**Title of the Paper** : Total Quality Management

**Course Objective:**

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

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**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, 3<sup>rd</sup> Edition, Vanity Books International, New Delhi.

**Reference book:**

Total Quality Management – Principles, Practices and Cases – D.D.Sharma 2<sup>nd</sup> edition 2010, Sulthan Chand & Sons, New Delhi

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<b>Course</b>	<b>: III BBA</b>	<b>Code No</b>	<b>: MA52</b>
<b>Semester</b>	<b>: V</b>	<b>No. of Hrs allotted:</b>	<b>6</b>
<b>Paper</b>	<b>: Core</b>	<b>No. of Credits</b>	<b>: 5</b>
<b>Title of the Paper</b>	<b>: Investment Management</b>		

**Course Objective:**

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

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**Unit I** **20 Hours**

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

**Unit II** **20 Hours**

Investment Risk – Systematic Risk – Unsystematic Risk – Business Risk – Measurement of Risk – Corporate Securities - New Issue Market – allotment of shares – bonus shares- debentures, bonds, guidelines

**Unit III** **20 Hours**

Conventional stock exchanges- new stock exchanges- listing of securities-Security market indicators – Securities and Exchange Board of India – Objectives –Functions – SEBI Guidelines.

**Unit IV** **15 Hours**

Fundamental Analysis – Economic Analysis – Industry Analysis – Company Analysis – Technical Analysis – Types of Charts – Indicators – Evaluation- return analysis – Security valuation.

**Unit V** **15 Hours**

Portfolio Analysis – Portfolio Constructions & Management – Portfolio evaluation & Portfolio revision.

**Text Book:**

Dr,S. Krishnamurthy & S. Maria John, Investment Management 3<sup>rd</sup> Edition- 2012  
Paramount Publications. Palani.

**Reference Books**

1. Dr.V.K.Bhalla , Investment management. 13<sup>th</sup> Edition (2010), S.Chand & company. Ltd. New Delhi.
2. Dr.Preeti singh, Investment management, 10<sup>th</sup> Edition (2012), Himalaya publishing house. Mumbai.

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**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**(From 2014-17 batch onwards)**

<b>Course</b>	<b>: III BBA</b>	<b>Code No</b>	<b>: MA53</b>
<b>Semester</b>	<b>: V</b>	<b>No. of Hrs allotted</b>	<b>: 5</b>
<b>Paper</b>	<b>: Core</b>	<b>No. of Credits</b>	<b>: 4</b>
<b>Title of the Paper</b>	<b>: Company Law</b>		

**Course Objectives:** To impart the fundamentals of company law.

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**UNIT-I** **15 Hours**

Definition of company- Kinds of companies- Floating of company- Incorporation- Memorandum of Association- Articles of Association- Un incorporation, Registration of the company.

**UNIT-II** **15Hours**

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** **15Hours**

Company management- Appointment of Directors- Managerial remuneration- Meetings- General meetings- Statutory meeting- Requisites- Notice- Quorum- Chairman.

**UNIT-IV** **15Hours**

Minutes of meetings- Voting and poll- Resolutions- Ordinary resolutions- Special resolutions- Accounts and Auditors- Investigations- Prevention of mismanagement.

**UNIT-V** **15Hours**

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, 34<sup>th</sup> Edition(2013), Sulthan Chand&sons, New Delhi.

**Reference Books:**

1. A text book of company law- P.P..S.Gogna, 9<sup>th</sup> Edition, 2013, S.Chand& Company Ltd, New Delhi.
2. Personnel management and Industrial Relations- Dr.PC. Tripathi, 18<sup>th</sup> Edition, 2005, Sulthan Chand&sons, New Delhi.

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**Course** : III BBA **Code No** : MA54  
**Semester** : V **No. of Hrs allotted:** 6  
**Paper** : Allied **No. of Credits** : 4  
**Title of the Paper** : **Management Information System**

**Course Objective:** 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.

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**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; Types of Computer-Based /applications

**Unit III** **18 Hours**

Data Base Management: Meaning of Data-Base; Electronic Data-Base; DBMS – Objectives – Expert’s System – Decision Support system – Transaction processing system.

**Unit IV** **18 Hours**

System Development life cycles: Investigation, Analysis, Design, Construction, Testing, Implementation, and Maintenance. Ethics in IT.

**Unit V** **18 Hours**

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

**Text Book:**

Goyal (2012) Management Information Systems – Managerial perspectives, Macmillan India Limited. New Delhi.

**Reference Books:**

- 1.Davis, Olson (2002) Management Information Systems – conceptual foundations, structure and development, Tata McGraw Hill, New Delhi.
- 2.Murdick, Ross and Claggett (2010) Information Systems for Modern Management, Prentice Hall India. New Delhi.

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<b>Course</b>	<b>: III BBA</b>	<b>Code No</b>	<b>: MA55</b>
<b>Semester</b>	<b>: V</b>	<b>No. of Hrs allotted</b>	<b>: 5</b>
<b>Paper</b>	<b>: Core Elective II</b>	<b>No. of Credits</b>	<b>: 3</b>
<b>Title of the Paper</b>	<b>: Advertising Management</b>		

**Course Objective:** To inculcate the idea of relating the basic concepts in Advertising Management with practical situations.

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**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-character tics- merits and limitation-media scene in India-types of media-press and broadcasting- outdoor and other 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 agency.

**UNIT-V**

**15Hours** Advertising Budget and Expenditure-advertisement appropriation –Method and Current practices –Evaluation of Advertisement Effectiveness.

**Text Books:**

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

**Reference Books:**

- 1.Advertising-Michael Vaz, 5<sup>th</sup> Edition, Manan Prakasan, Bombay.
- 2.Advertising Management- Batra, Myers & Aaker, 5thEdition,2009 Prentice –Hall Of India, New Delhi.

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<b>Course</b>	<b>: III BBA</b>	<b>Code No</b>	<b>: MA55</b>
<b>Semester</b>	<b>: V</b>	<b>No. of Hrs allotted</b>	<b>: 5</b>
<b>Paper</b>	<b>: Core Elective II</b>	<b>No. of Credits</b>	<b>: 3</b>
<b>Title of the Paper</b>	<b>: Organizational Development</b>		

**Course Objective:**

To provide exposure to the students about the concepts and process of Organizational Development and various intervention strategies.

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**UNIT-I** **15 Hours**

OD – Meaning – Definitions – History – Values, Assumptions and Beliefs in OD – Foundations of OD – Models – Kurt Lewin Three-stage model of the change Process – The Burke-Litwin Model of Organizational change.

**UNIT-II** **15 Hours**

OD Interventions – Classifying the major families of OD – Techniques & Exercises used in Team Building – Role-Analysis Technique – Force-Field Analysis – Visioning – Constructive Interventions – Inter group Team – Building Interventions.

**UNIT-III** **15 Hours**

Comprehensive OD Interventions – Search Conferences & future Search Conferences – Beckhard’s Confrontation Model – Grid OD – Schein’s Cultural Analysis – Large-scale Change and High-Performance Systems – Trans organizational Development.

**UNIT-IV** **15 Hours**

Managing the OD Process – Diagnosis – Marvin Weisbord’s Six-Box Model – Action Component – The Program Management Component - Phases of OD Program – A model for managing Change – Pitfalls & Remedy – Creating Parallel Learning Structures.

**UNIT-V** **15 Hours**

The Role of Power & Politics in the Practice of OD – Positive Development in Research on OD – Assessing the effects of OD - OD’s Future.

**Text Book:**

Organisational Development – Wendell L. French, Cecil H. Bell, Jr. and Veena Vohra, Pearson Education Inc., 2011.

**Reference Books:**

1.Organisational Development and HRD – Macmillan, New Delhi, 2010

2.Organisational Development: Its nature, Origin, and Prospect – Bennis and Warren - Tata Mc Graw Hill, 2009



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**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**(From 2014-17 batch onwards)**

**Course** :III BBA  
**Semester** : V  
**Paper** :Self Study Paper  
**Title of the Paper** : Counselling Skill for Managers

**Course Objective:**

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

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**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- Downsizing - 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 (2012)

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**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**(From 2014-17 batch onwards)**

<b>Course</b>	<b>: III BBA</b>	<b>Code No</b>	<b>: MA61</b>
<b>Semester</b>	<b>: VI</b>	<b>No. of Hrs allotted:</b>	<b>5</b>
<b>Paper</b>	<b>: Core</b>	<b>No. of Credits</b>	<b>: 5</b>
<b>Title of the Paper</b>	<b>: Entrepreneurial Development</b>		
<b>Course Objective:</b>	To Develop Entrepreneurial attitude among the students.		

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**Unit I** **15 Hours**

Introduction meaning of entrepreneurship – Entrepreneur vs. Manager; Entrepreneur Vs Intrapreneur; Entrepreneur vs. Copreneur; Entrepreneurial process - Barriers to entrepreneurs - Factors affecting entrepreneurship; Entrepreneurial trait and types; Role of entrepreneurship in economic development.

**Unit II** **15 Hours**

Project identification and classification; Project formulation; Project design and Network analysis; Project Appraisal.

**Unit III** **15 Hours**

Steps for starting a small Industry -Decisions to become entrepreneur- steps to be taken- preparation of project report- procedures & formalities for registration. 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** **15 Hours**

Incentives & subsidies meaning of incentives & subsidies - Need & problems - Incentives in operation - Incentives for development of SSI's 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. Export and Import : Exploring export possibilities- Institutional set up for export assistance – Export trends and prospects – Export incentives – Tax incentives for exports; Import of capital goods under EPCG Scheme – import of raw material – Import procedures.

**Unit V** **15 Hours**

Institutional infrastructure - 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:**

C.B. Gupta & N,.P. Srinivasan - Entrepreneurial Development in India - 7<sup>th</sup> Edition – Reprint – 2012 – Sultan chand & Sons –New Delhi –2.

**Reference:**

1. Dr. C.B. Gupta & Dr. S.S. Khanka Entrepreneurship & Small Business Management – 6<sup>th</sup> Edition., Reprint 2011 – Sultan Chand & Sons – New Delhi –2.
2. S.S. Khanka – Entrepreneurial Development – 5rd Edition –2012 – S. Chand – New Delhi- 55.

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<b>Course</b>	<b>: IIBBA</b>	<b>Code No</b>	<b>: MA62</b>
<b>Semester</b>	<b>: VI</b>	<b>No. of Hrs allotted</b>	<b>: 5</b>
<b>Paper</b>	<b>: Core</b>	<b>No. of Credits</b>	<b>: 5</b>
<b>Title of the Paper</b>	<b>: Management Cases</b>		

**Course Objective:** To inculcate the idea of relating the basic concepts in management with practical situations.

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**UNIT-I** **15 Hours**  
Introduction to Case method – Principles Underlying Case method - Case Method of Instruction – Case Writing – Case Method and Roles.

**UNIT-II** **15 Hours**  
Case studies on the major concepts of OB: Organisational Culture – Organisational Change – Leadership – Motivation

**UNIT-III** **15 Hours**  
Case studies on the major concepts of HRM: Human resource development, Performance Management, Career Planning, Employee satisfaction - Case studies on the major concepts of Marketing management: Marketing Strategy and Brand Management.

**UNIT-IV** **15 Hours**  
Case studies on General Management issues: Strategic management, Globalization, recent management practices, Ethics and Social responsibility

**UNIT-V** **15 Hours**  
Case studies from famous companies: General Motors, Micro soft, TCS, BSNL, General Electric, Google, Nokia, Ranbaxy, ICICI, Wal-Mart, LIC, Ramoji Film City, Suzlon.

**Text Book:**

Neeta Baporikar, Case Method-Cases in Management, 2<sup>nd</sup> Edition (2008), Himalaya Publishing House, New Delhi

**Reference Books:**

- 1.Cases in Management, 1<sup>st</sup> Edition (2000) Excel publishers private Ltd. (All India management association) New Delhi.
- 2.G.P. Capt., H. Kaushal, case study solutions, - marketing 2<sup>nd</sup> edition 2001 – Macmillan India Limited. New Delhi.
- 3.G.P. Capt., H. Kaushal, case study solutions, - Human resources 2<sup>nd</sup> edition 2001 – Macmillan India Limited. New Delhi

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

**Course Objective:**

Facilitating the learner to identify the components that comprise an e-Business, Help the learner to understand various categories of e-business, applications, and strategy for e-Business.

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**Unit I** **15 Hours**

Introduction to internet: World Wide Web: introduction –architecture of Internet-Intranet and Extranet -structure of Extranet- Applications of Internet.

**Unit II** **15 Hours**

Working of E-Business: history- structure- Consumer and Seller protection in EC

**Unit III** **15 Hours**

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

E-Commerce: B2B: examples, exchanges, e-procurement.

**Unit IV** **15 Hours**

Introduction to strategic formulation and implementation of planning- Web advertisement

Overview-Terminologies-Advertisement methods.

**Unit V** **15 Hours**

E-Business Applications- Electronic Payments and Protocols- Security schemes in Electronic Payment system.

**Text Book :**

Efraim Turban, Jae Lee, David King, H.Michael Chung (2010), Electronic commerce- A Managerial Perspective- Pearson Education.

**Reference Books :**

1. Brahm Canzer. (2004) E-Business and Commerce: Strategic Thinking and Practice , Wiley Dreamtech (Biztantra), New Delhi
2. Jibitesh Mishra, E-commerce, Macmilan India Limited, Newdelhi/
3. Chaffey, D. (2001) E-business and E-commerce Management: Strategy, Management and Applications, Prentice Hall India, New Delhi

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<b>Course</b>	<b>: III BBA</b>	<b>Code No</b>	<b>: MA64</b>
<b>Semester</b>	<b>: VI</b>	<b>No. of Hrs allotted</b>	<b>:5</b>
<b>Paper</b>	<b>: Core Elective III</b>	<b>No. of Credits</b>	<b>:3</b>
<b>Title of the Paper</b>	<b>: Services Marketing</b>		

**Course Objective:**

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

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**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 segmentation- 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 for service- Product in Service- Price in Service- Promotion in services- Places in Service-Physical evidence, process, and people in Services. Service mission statement - Developing a Service mission.

**UNIT-IV** **15 Hours**

Strategic planning process- Designing the strategy, Functional strategies- Marketing planning for services- Benefits of marketing planning- Problems in marketing planning

**UNIT-V** **15 Hours**

Service Promotion- Communication process- Steps in developing effective communication- Service communication- Guidelines for managing service communication- Advertising- Steps in advertising process- Advertising media for promoting services-Growth of sales promotion in services- Sales promotion- Growth of sales promotion in services.

**Text Book:**

Services Marketing- Vasanti Venugopal, Raghu 5<sup>th</sup> Edition,2013 VN Himalaya Publishing House

**Reference Books:**

- 1.Services Marketing- Text and cases- Nagundkar, Rajendra 3<sup>rd</sup> Edition, 2010 Tata McGraw
2. Services Marketing-Lovelock 2<sup>nd</sup> Edition 2011 ,Pearson Publication.

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**Course** : III BBA **Code No** : MA64  
**Semester** : VI **No. of Hrs allotted:** 5  
**Paper** : Core Elective III **No. of Credits** : 3  
**Title of the Paper** : Organisational Counselling

**Course Objective:**

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

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**Unit I** **15Hours**

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 – 2<sup>nd</sup> Edition.

**Reference Book:** Guidance and Counseling – A manual by P.G.Barki & B.Mukhoadhyay, 1.Serling Publishing Pvt., Ltd., 2011  
2.Industrial Psychology – P.K.Ghosh, M.B Ghorpade, Himalaya Publishing House, New Delhi, Xth Edition, 2001.

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<b>Course</b>	<b>: III BBA</b>	<b>Code No</b>	<b>: SBE 3</b>
<b>Semester</b>	<b>: VI</b>	<b>No. of Hrs allotted:</b>	<b>2</b>
<b>Paper</b>	<b>:Skill Based Elective III</b>	<b>No. of Credits</b>	<b>: 2</b>
<b>Title of the Paper</b>	<b>: Inter Personal Effectiveness</b>		

**Course Objective:**

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

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**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; Perceptual distortion – implicit personal theory – superientiel learning

**Unit II** **15 Hours**

Interpersonal communication – factors contributing effective communication – barriers - experimental learning- Interpersonal relationship – symptoms of interpersonal difficulties; exercise on developing interpersonal studies.

**Text book:**

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

**Reference books :**

- 1) Basic Managerial Skills for all, by E.H. McGrath , Prentice Hall of India private ltd., 2008 ed.
- 2) Skills of New Managers by Morey Stettner , Tata McGrath hill publishing co., ltd., 2007 ed.

**M. H. R. D.**  
**(Master of Human**  
**Resource**  
**Development)**



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**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**Course Structure (w.e.f 2014 – 2016 batch onwards)**  
**Master of Human Resource Development (MHRD – SF)**

**Semester I**

Course	Code No	Subject	Contact Hrs/ Week	Credits	Total No of Hrs Allotted	Max Marks CA	Max Marks SE	Total
Core – 1	S1PH1	An Introduction to Human Resources Management	6	5	90	25	75	100
Core – 2	S1PH2	Principles and Practices of Management	6	5	90	25	75	100
Core – 3	S1PH3	Organizational Behavior	6	5	90	25	75	100
Core – 4	S1PH4	Accounting and Finance for Managers	6	5	90	25	75	100
Elective - I	S1PH5	Counseling Skills for Managers/ Customer Relationship Management	6	5	90	25	75	100
<b>Total</b>			<b>30</b>	<b>25</b>	<b>450</b>	<b>125</b>	<b>375</b>	<b>500</b>

**Semester II**

Course	Code No	Subject	Contact Hrs/ Week	Credits	Total No of Hrs Allotted	Max Marks CA	Max Marks SE	Total
Core – 5	S2PH1	Training and Development	6	4	90	25	75	100
Core – 6	S2PH2	Industrial Relations	6	4	90	25	75	100
Core – 7	S2PH3	Research Methodology	6	4	90	25	75	100
Core – 8	S2PH4	Industrial Psychology	6	4	90	25	75	100
Elective - 2	S2PH5	Practical - Yoga and Meditation for Managers / Theory- Life skills for Managers	6	5	90	25	75	100
<b>Total</b>			<b>30</b>	<b>21</b>	<b>450</b>	<b>125</b>	<b>375</b>	<b>500</b>

**Semester III**

Course	Code No	Subject	Contact Hrs/ Week	Credits	Total No of Hrs Allotted	Max Marks CA	Max Marks SE	Total
Core – 9	S3PH1	Compensation Management	6	5	90	25	75	100
Core – 10	S3PH2	Human Resource Information System	6	5	90	25	75	100
Core – 11	S3PH3	Organizational Development	6	5	90	25	75	100
Elective 3	S3PH4	Marketing Management / Total Quality Management	6	5	90	25	75	100
	IPT	In Plant Training	6	4	90	-	100	100
<b>Total</b>			<b>30</b>	<b>24</b>	<b>450</b>	<b>100</b>	<b>400</b>	<b>500</b>

### Semester IV

Course	Code No	Subject	Contact Hrs/ Week	Credits	Total No of Hrs Allotted	Max Marks CA	Max Marks SE	Total
Core – 12	S4PH1	International Human Resources Management	6	5	90	25	75	100
Core – 13	S4PH2	Labour Legislations	6	5	90	25	75	100
Core -14	S4PH3	HRD Audit	6	5	90	25	75	100
PJ	SPJ	Project Work	12	5	180	25	75	100
<b>Total</b>			<b>30</b>	<b>20</b>	<b>450</b>	<b>100</b>	<b>300</b>	<b>400</b>

#### **A. Consolidation of Contact Hours and Credits: PG**

Semester	Contact Hrs/ Week	Credits
I	30	25
II	30	21
III	30	24
IV	30	20
<b>Total</b>	<b>120</b>	<b>90</b>

#### **B. Curriculum Credits**

Core	--- 75Credits
Elective	---15 Credits
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<b>Total</b>	<b>90 Credits</b>
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#### **Note:**

- In Plant Training will be undertaken by the students during the I year vacation after the Second semester. Out of the maximum of 100 marks allotted for the in plant training report submitted by the student, 70 marks is allocated for the report to be evaluated by the respective supervisor and the 30 marks for the viva-voce examination to be conducted by the Department.
- A Project work will be undertaken by the students during the VI semester for a period of 8 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, 25 marks is allocated for the report to be evaluated by the respective supervisor and 75 marks for the viva-voce examination.

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**Course : MHRD Code No : S1PH1**  
**Semester : I No. of Hrs allotted : 6**  
**Paper : Core No. of Credits : 5**  
**Title of the Paper : An Introduction to Human Resources Management**

**Course objective:**

To impart the basics of Managing Human Capital in organizations and to provide practical exposure in the field of Human Resources procurement and utilization.

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**Unit I 18 Hours**

Human Resources Management – Definition – objectives – functions – strategic HRM – Evolution and Development of Human Resource Management.

**Unit II 18 Hours**

Job Design – Job Analysis – job Description – Job Specification – Human Resource planning – HRD at different levels – process of Human Resource planning.

**Unit III 18 Hours**

Recruitment – Strategic Management and Recruitment – Sources – Recruitment Techniques – Selection – Placement – Induction – Selection Procedure.

**Unit IV 18 Hours**

Human Resource Development – Significance – Concept – Scope – need – Objectives – Techniques – Functions – Attributes - Performance Appraisal and Development – Introduction – meaning – need – purpose – methods.

**Unit V 18 Hours**

Employee Training – meaning – need - objectives – Training Stages – Management Development – Introduction – Techniques – Selection of Techniques – Career Planning and Development – Succession Planning – Elements – Steps – Advantage – Limitation – Suggestion – Counselling.

**Text Book:**

Essentials of Human Resource Management and Industrial Realties – P.Subba Rao -2010.  
Himalaya Publishing house –  
New Delhi.

**Reference Books :**

1. Human Resource Management - k.Aswathappa – 11<sup>th</sup> edition ,2010 Tata McGraw Hill Ltd., New Delhi
2. Human Resource Management- Gary Dessler, 13<sup>th</sup> Edition, Pearson, New Delhi.
3. Human Resource Management- C.B.Gupta, 11<sup>th</sup> edition, Sultan chand and sons , New Delhi-2

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**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**(From 2014-16 batch onwards)**

<b>Course</b>	<b>: MHRD</b>	<b>Code No</b>	<b>: S1PH2</b>
<b>Semester</b>	<b>: I</b>	<b>No. of Hrs allotted</b>	<b>: 6</b>
<b>Paper</b>	<b>: Core</b>	<b>No. of Credits</b>	<b>: 5</b>
<b>Title of the Paper</b>	<b>: Principles and Practices of Management</b>		

**Course Objective:**

To expose the students the Principles and practices of Management and the Relevance of application in modern organization.

**UNIT-I**

**18 hours**

Introduction, Principles & Thinkers: Definition-Features Of Management-Administration Vs Management- Management A Science Or Art- Management A Profession- Management Principles and Their Nature, Universality of Management Principles- The Functional Approach to Management-Management Function and Management Levels-Pioneers of Modern Management- F.W.Taylor, Henry Fayol ,Elton Mayo, M.P.Follett, Chrster Bernard- Douglas Mcgregor

**UNIT-II**

**18 hours**

Planning and Decision Making : 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**

**18 Hours**

Organizing: Meaning-Principles Of Organization-Departmentation-Its Methods-Span Of Management-Forms Of Organizational Structure-Concepts Of Authority and Responsibility- Delegation and Decentralization Of Authorities- Centralization Vs Decentralization- Advantages and Drawbacks – Line and Staff Relations.

**UNIT-IV**

**18 Hours**

Staffing: Meaning-Manpower Planning- Aim and Objectives –Steps In Manpower Planning- Recruitment-Selection- Training-Performance Evaluation-Executive Development.

**UNIT-V**

**18 Hours**

Directing and Controlling: 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:**

Harold knootz, Heinz Weihrich- Essentials of Management-9th edition 2012, Tata McGraw Hill Book Co.

**Reference Books:**

1. Principles and Practices of Management-L.M.Prasad –2013 8th edition- Sultan chand and sons
2. Fundamental of Management- Stephen P.Robbins, David A.De. Cenzo.and Mary coulter -Prentice Hall of India, 2012.

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<b>Course</b>	<b>: MHRD</b>	<b>Code No</b>	<b>: S1PH3</b>
<b>Semester</b>	<b>: I</b>	<b>No. of Hrs allotted:</b>	<b>6</b>
<b>Paper</b>	<b>: Core</b>	<b>No. of Credits</b>	<b>: 5</b>
<b>Title of the Paper</b>	<b>: Organizational Behavior</b>		

**Course Objective:**

To impart knowledge and skills on theory and application of Psychology in organizational processes and outcomes.

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**Unit I: 18 Hours**

Organizational Behavior – Emerging issues – Dynamics of organizational life – Environmental processes – individual, organizational, Interpersonal, Team and change processes – OB Models.

**Unit II: 18 Hours**

Personality – Introduction – Approaches to the study of Personality Traits – Types & problem solving Behaviors – Perception – perceptual process- perceiving others – organizational Applications.

**Unit III: 18 Hours**

Learning – Approaches to the study of learning – Reinforcements – Attitudes – Values – Work attitudes – Types & Management of values – Relationship between attitudes and values.

**Unit IV: 18 Hours**

Motivation –Theories-content –process models-applications-Leadership-perspectives-trait-behavioral and contingency perspectives-conflicts-stages of conflicts-types-negotiations.

**Unit-V: 18 Hours**

Group dynamics-types and processes –power & politics-Sources& tactics-Organizational structure & design-Factors affecting design-Organizational culture-Types, Approaches and Management of organizational culture.

**Text Books:**

1. Organizational Behavior, Text& case –Kavitha singh, Pearson Education,2013
2. Fred Luthans - Organisational Behaviour – 12<sup>th</sup> Edition (2010) – Tata McGraw Hill, New Delhi.

**Reference:**

1. Human relations and Organizational Behavior –Dwivedi Macmillan-NewDelhi-2005
2. Prof.P.Subba Rao & Dr. Ratnakar Mishra – Organisational Behaviour - 1<sup>st</sup> Edition (2012) – Himalaya Publishing House, New Delhi.
3. Stephen P. Robbins – Organizational Behaviour – 11<sup>th</sup> edition (2005) – Pearson Education India, New Delhi.

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(From 2014-16 batch onwards)

<b>Course</b>	<b>: MHRD</b>	<b>Code No</b>	<b>: SIPH4</b>
<b>Semester</b>	<b>: I</b>	<b>No. of Hrs allotted</b>	<b>: 6</b>
<b>Paper</b>	<b>: Core</b>	<b>No. of Credits</b>	<b>: 5</b>
<b>Title of the Paper</b>	<b>: Accounting and Finance for Managers</b>		

**Course Objective:**

To make the students learn about the basis of accounting and finance and the uses and applications in organizations.

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**Unit-I** **18 Hours**

Nature And Scope Of Management Accounting: Introduction – Accounting Principles- Accounting Concepts – Functions Of Financial Accounting – Limitation Of Financial Accounting- Management Accounting- Meaning- Objectives Of Management Accounting- Difference Between Financial Accounting And Management Accounting- Advantages Of Management Accounting – Limitation Of Management Accounting.

Final Accounts: Preparation Of Trading Accounts Preparation Of Profit And Loss Account- Preparation Of Trading, Profit And Loss Account And Balance Sheet With Adjustments (Simple Problem Only)

**Unit II** **18 Hours**

Managerial Costing: Definition Of Managerial Costing- Main Features Of Managerial Costing – Advantages- Disadvantages- Absorption Costing And Managerial Costing – CVP Analysis- BEP Analysis – Margin Of Safety.

**Unit III** **18 Hours**

Budget And Budgetary Control – Definition- Objectives- Characteristics – Advantages- Limitations – Classifications- Fixed And Flexible Budget- Zero Base Budgeting – Steps In Zero Base Budgeting- Responsibility Accounting- Procedure In Responsibility Accounting- Advantage Of Responsibility Accounting.

**Unit IV** **18 Hours**

Capital Budgeting- Meaning- Importance- Evaluation Of Investment Proposals- Non Discounted Techniques- Payback Period- Accounting Rate Of Return- Discounted Techniques- Net Present Value- Internal Rate Of Return.

**Unit V** **18 Hours**

Working Capital Management- Meaning- Various Factors Affecting Working Capital- Kinds Of Working Capital- Permanent Working Capital- Temporary Working Capital- Sources Of Working Capital.

**Text Book:** Management Accounting – R.S.N Pillai and Bhagavathi-  
S.Chand And Company Ltd, 2012

**Reference Book:**

1. Financial Management – Gupta And Sharma- Kalyani Publishers – New Delhi, 2010.

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<b>Course</b>	<b>: MHRD</b>	<b>Code No</b>	<b>: S1PH5</b>
<b>Semester</b>	<b>: I</b>	<b>No. of Hrs allotted:</b>	<b>6</b>
<b>Paper</b>	<b>: Elective -I</b>	<b>No. of Credits</b>	<b>: 5</b>
<b>Title of the Paper</b>	<b>: Counseling skills for Managers</b>		

**Course Objective:**

To provide complete perspective of principles of counseling psychology and its organizational applications

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**Unit I** **18 Hours**

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

**Unit II** **18 Hours**

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** **18 Hours**

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** **18 Hours**

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

**Unit V** **18 Hours**

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, 3<sup>rd</sup> edition (2012)

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**(From 2014-16 batch onwards)**

<b>Course</b>	<b>: MHRD</b>	<b>Code No</b>	<b>: S4PH3</b>
<b>Semester</b>	<b>: IV</b>	<b>No. of Hrs allotted:</b>	<b>6</b>
<b>Paper</b>	<b>: Elective -I</b>	<b>No. of Credits</b>	<b>: 5</b>
<b>Title of the Paper</b>	<b>: Customer Relationship Management</b>		
<b>Course Objective:</b>			

To engrave the students to understand CRM as a business strategy, and to know the outcome of which optimize profitability, revenue and customer satisfaction

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**Unit I:** **18 Hours**  
Significance Of Customer Relationship Management – Why Organizations Lose Their Customers – Strategies For Building Relationship – Modules In CRM – Customer Service And Support Applications – CRM Applications And Objectives- Key Requirements For CRM – Marketing Dynamics Relating To CRM – CRM Channels Of Customer Interactions.

**Unit II:** **18 Hours**  
Customer Acquisition -Input For Acquisition – Requisites For Effective Acquisition- Attention On Adoption Process – Customer Interaction Management (CIM) – Routes To CIM- Customer Retention – Stages Of Retention In The Customer Life Cycle – Sequences In Retention Process – Perceptual Gaps And Relation – Recovery Of Lapsed Customer – Customers Defect- Strategies To Prevent Defection And Recover Lapsed Customers.

**Unit III:** **18 Hours**  
Introduction And Objectives Of A C Process – CRM Business Transformation – CRM: A Comparison with CMM levels. Advanced CRM-Electronic CRM, Enterprise CRM, Partner Relationship Management, Collaborative CRM, Supplier Relationship Management, Mobile CRM, X-CRM, Operational – Analytical CRM.

**Unit IV:** **18 Hours**  
CRM Implementation: Choosing the Right CRM Solution – The Warning of Implementation – Implementation CRM: A Step-By-Step Process- Best Practices

**Unit V:** **18 Hours**  
an insight into E-CRM: Evolution To ECRM – CRM And E CRM: The Difference – Need To Adopt E CRM – Basic Requirement Of ECRM – Three Dimensions In ECRM – Key ECRM Features- CRM Architecture – Customer Interaction – Method –Problems With E CRM Solutions – E CRM Tools- Portals.

**Text Book:**

Customer Relationship Management: A Step-By-step Approach, Mohamed, H Peeru, New Delhi: Vikas Publishing House Pvt Ltd, 2010

**Reference Book:**

Secrets of Customer Relationship Management, It’s all about how you make them feel- James G. Barnes McGraw Hill., 2012.



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<b>Course</b>	<b>: MHRD</b>	<b>Code No</b>	<b>: S2PH1</b>
<b>Semester</b>	<b>: II</b>	<b>No. of Hrs allotted</b>	<b>: 6</b>
<b>Paper</b>	<b>: Core</b>	<b>No. of Credits</b>	<b>: 4</b>
<b>Title of the Paper</b>	<b>: Training and Development</b>		

**Course Objectives:**

To explain students how organizations change and this Subject aims to describe the overarching model of the training process and demonstrates training as a system and how its process are interconnected which in turn train the students in understanding how the training model can be applied for Organizational improvement and Problem – solving.

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**UNIT-I** **18 Hours**

Training in Organization – Overview of Training – Opportunities & Challenges for Training – Aligning Training with Business Strategy – Changing Demographics – Knowledge Workers – Training as Continuous Improvement – Quality – Legal Issues.

**UNIT-II** **18 Hours**

Training Needs Analysis (TNA) – Why conduct a Training Needs Analysis? – When to conduct a Training Needs Analysis – The TNA Model – Where to look for organizational Performance Gaps – The Framework for conducting a TNA – output of TNA – Approaches to TNA – TNA and Design.

**UNIT-III** **18 Hours**

Training Design – Organizational Constraints – Developing objectives – Why use Training Objectives? – Facilitation of Learning: Focus on the Trainee - Facilitation of Learning: Focus on Training Design - Design Theory – Outcomes of Design.

**UNIT-IV** **18 Hours**

Matching Training Methods with Outcomes – Lectures & Demonstration – Straight Lecture – Discussion Method – Demonstrations – Strengths and Limitations – Games & Simulations – Equipment Stimulators – Business Games – In-Basket Technique – Case Studies – Role-Play – Behavior Modeling – Strength and Limitations – On-the job Training – JIT – Apprenticeship – Coaching – Mentoring – Strength and Limitations – Audio- visual Enhancements to Training – Static Media – Dynamic Audiovisual Methods – Strength and Limitations..

**UNIT-V** **18 Hours**

Development of Training – Instructional Strategy – Materials & Equipment – Trainee’s Manual – Trainer’s Manual – Facilities – The Trainer – Alternatives to Development - Implementation of Training – Implementation Ideas for Training – Implementation Ideas for trainers – Dry Run - Evaluation of Training – Rationale for Training – Types of Evaluation Data Collected – Process Data – Outcome Data.

**Text Book:**

1. Effective Training – P.Nick Blanchard & James W. Thacker, Pearson Education Inc., 2012, 9<sup>th</sup> edition.
2. Training for Development – Rolf. P. Lynton & Udai Pareek, Sage Publications India I Pvt., Ltd., 2011.

**Reference Books:**

1. Reading in Human Resource Development - Rao T.V, Oxford & IBH publishing Co Ltd, 2010.
2. A Handbook of Training and Development - N. Ramaswamy, T.R Publication.
3. Building a Learning Organization - Rastogi P.N, Wheeler Publishing, 2010.

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**DEPARTMENT OF BUSINESS ADMINISTRATION**  
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<b>Course</b>	: MHRD	<b>Code No</b>	: S2PH2
<b>Semester</b>	: II	<b>No. of Hrs allotted</b>	: 6
<b>Paper</b>	: Core	<b>No. of Credits</b>	: 4
<b>Title of the Paper</b>	: Industrial Relations		

**Course Objective:**

To impart the fundamentals of Industrial relation to the students and give Practical exposure on IR

**UNIT-I** **18 Hours**  
 Definition-Three Actors of IR- Importance –Objective- Condition for Congenial IR- Approaches-Industrial Workers- Impact of Globalization As IR

**UNIT-II** **18 Hours**  
 Trade Union and employer’s Association-Meaning-function-objective of important Indian trade unions-Union structure- trade union Act, 1926 and trade union (Amendment) act 2001, - problems- Why decline in trade union after globalization? –Measures to strengthen trade union movement in India-employer’s organizations.

**UNIT-III** **18 Hours**  
 Grievance and Discipline- Meaning- Characteristics, Need for Cause of Grievances-Pre-requisites-Basic Elements –Errors in Interview- Grievance Procedure-Evaluation. Discipline Procedure: Meaning-Aspects of Discipline- Objectives – The Red Hot Stove Rule- Indiscipline-Cause-Approaches-Industrial Employment (standing orders) ACT 1946- Disciplinary Procedure- Discharge and Dismissal- Role of HR Manager-Principles of Effective Discipline

**UNIT-IV** **18 Hours**  
 Collective Bargaining - Definition- Characteristics- Necessity-Importance-Forms- Essential Conditions for The Success Of Collective Bargaining Process-Negotiations-Contract Administration- Collective Bargaining In India- Causes For Limited Success- Recommendations Of Ncl And Suggestions For Effective Functioning- Recent Trends- Collective Bargaining Vs Industrial Bargaining

**UNIT- V** **18 Hours**  
 Industrial conflicts- Introduction-definition-feature-causes of industrial conflicts-industrial factors- management attitude towards Labour-government machinery-other factors-types of industrial conflicts-Labour welfare officer’s tripartite and bipartite- standing orders-grievance procedure-collective bargaining-settlement of conflict-investigation –mediation-conciliation-voluntary arbitration-compulsory arbitration/ adjudication-labors court-industrial tribunals- Worker’s participation in management-meaning- objective- essential conditions- employee empowerment-meaning- elements-condition-process-quality circles-meaning-process-benefits.

**Text Book:**

Essential Of Human Resource Management and Industrial Relations- P. Subba Rao- Himalaya Publishing House-New Delhi-9<sup>th</sup> edition,2011.

**Reference Book:**

1. Dynamic of Industrial Relations-Mamoria & Mamoria, Ganker- Himalaya Publishing House-New Delhi-2010
2. Industrial Relation and Labour Laws-Arun Monappa Ranjeet Nambudiri,Patturaja Selvaraj- Tata Mc Graw Hill publishing co Ltd -2012.

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<b>Course</b>	<b>: MHRD</b>	<b>Code No</b>	<b>: S2PH3</b>
<b>Semester</b>	<b>: II</b>	<b>No. of Hrs allotted:</b>	<b>6</b>
<b>Paper</b>	<b>: Core</b>	<b>No. of Credits</b>	<b>: 4</b>
<b>Title of the Paper</b>	<b>: Research Methodology</b>		

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

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**Unit I** **18 Hours**

Introduction to Business Research: Research in business – Scientific Thinking - The Research Process - The Research Proposal – Ethics in Business Research.

**Unit II** **18 Hours**

The Design of Research: Design Strategies – Measurement – Scaling Design – Sampling Design.

**Unit III** **18 Hours**

The Sources and Collection of Data: Types of data sources- Secondary Data Sources – Survey .Methods-Instruments for Respondent Communication – Observational Studies - Experimentation.

**Unit IV** **18 Hours**

Analysis of Data: Data Preparation and Preliminary Analysis - Hypothesis Testing – Measures of Association – Multivariate Analysis- cluster analysis, factor analysis.

**Unit V** **18 Hours**

Presentation of Data: Written and Oral Reports-Report Formats-Styles-Models- Essential features of a good report.

**Text Book:**

Business Research Methods – Donald R. Cooper, Pamela S. Schindler  
Tata McGraw-Hill – 12<sup>th</sup> Edition,2013.

**Reference Books:**

*Research Methodology* – C.R. Kothari  
Wishwa Prakashan-Third Edition -2008

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<b>Course</b>	<b>: MHRD</b>	<b>Code No</b>	<b>: S2PH4</b>
<b>Semester</b>	<b>: II</b>	<b>No. of Hrs allotted:</b>	<b>6</b>
<b>Paper</b>	<b>: Core</b>	<b>No. of Credits</b>	<b>: 4</b>
<b>Title of the Paper</b>	<b>: Industrial Psychology</b>		

Course Objective :

To provide them basic knowledge about the application of psychology in industry.

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**Unit - I** **18 Hours**

Introduction- Scope – basic concepts of industrial psychology - Personnel selection - basis and Methods of Selection, Job Analysis - methods, measurement and uses.

**Unit-II** **18 Hours**

Working conditions –Physical : illumination, noise, colour, temperature, humidity and pollution. Temporal: work schedule, shift work and rest period. Psychological: boredom, fatigue and monotony condition at work. Accident prevention and remedial measures.

**Unit-III** **18 Hours**

Personality- Measurement of individual personality - the psychoanalytic approach, traits approach, behaviorist, cognitive approaches- Career choice and development for executives – Women at work and ethnic groups at work.

**Unit-IV** **18 Hours**

Emotion: Theories of Emotions, Optimal level of arousal, Stress – Measurement of job stress - stress and productivity- consequences of higher degree of stress – management of stress.

**Unit – V** **18 Hours**

Leadership : Styles and Dynamics, Industrial behaviour in formal and informal Groups; Inter personal and Inter group relationship in industrial organization and their impact.

**Text Book :**

1. Ghosh, P k.,Industrial Psychology. --4th ed., Bombay: Himalaya Publishing House, 2000.

**Book for Reference:**

2. Jayaprakash Reddy, R.,Industrial Psychology. ,New Delhi: A.P.H.Publishing Corporation, 2004.
3. Welfel, Elizabeth Reynolds.,The Counselling Process:A Multi Theoretical Integrative Approach / Elizabeth Reynolds Welfel and Lewis E Patterson. --6th ed. ,Australia: Thomson, 2005.
4. Rao, Narayana., Counselling and Guidance. --2nd ed.,New Delhi: Tata Mc-Graw Hill Education Pvt Ltd., 1991.

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<b>Course</b>	<b>: MHRD</b>	<b>Code No</b>	<b>: S2PH5</b>
<b>Semester</b>	<b>: II</b>	<b>No. of Hrs allotted:</b>	<b>6</b>
<b>Paper</b>	<b>: Elective II</b>	<b>No. of Credits</b>	<b>: 5</b>
<b>Title of the Paper</b>	<b>: Practical - Yoga and Meditation for Managers</b>		

**Course Objective:**

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

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- 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
- 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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<b>Course</b>	<b>: MHRD</b>	<b>Code No</b>	<b>: S2PH5</b>
<b>Semester</b>	<b>: II</b>	<b>No. of Hrs allotted</b>	<b>: 6</b>
<b>Paper</b>	<b>: Elective II</b>	<b>No. of Credits</b>	<b>: 5</b>
<b>Title of the Paper</b>	<b>: Life Skills for Managers</b>		

**Course Objective:**

To expose the students the recent life skill development and the relevance of self assessment application in modern organization

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**UNIT-I** **18 hours**

Interpersonal Skill – Attitude- Self-Awareness – Perception

**UNIT-II** **18 hours**

Personality Development – Motivation – Body Language

**UNIT-III** **18 hours**

Stress Management: Positive And Negative Stress-Body Stress Release-Mental Stress Release-  
Vishwa Dhyana – Smile and Laugh

**UNIT-IV** **18 hours**

Time Management: Punctuality- How to Manage Engagements-Goal Planning-Ego How to  
Overcome

**UNIT-V** **18 hours**

Self-Examination – SWOT Analysis of Individual – Management Games – Multiple Disciplinary  
Case Analyses

**Text Book:**

Life Skills to Excel in Life- Dr. J.N.Reddy.Macmillan Publishers India LTD., 2012.

**Reference Book:**

A hand book of human relations with structured experiences and instruments – M.S.Shooklaa –  
Macmillan Indian Ltd -2010

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**Course : MHRD** **Code No : S3PH1**  
**Paper : Core** **No. of Credits : 5**  
**Semester : III** **No. of Hrs allotted:6**  
**Title of the Paper: Compensation Management**

**Course Objective:**

To teach the basics in developing a framework for wage & salary fixation and management process and to make the students learn the art of rewarding employees.

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**Unit 1: 18 Hours**

The pay model – Compensation definition – Forms of pay – Compensation strategy – Internal structures – Designing internal structures – Consequences.

**Unit II: 18 Hours**

Job Evaluation – Job Analysis – Person – based structures – Designing pay Levels – Designing surveys – External pressures or competitiveness – Balancing internal & external pressures.

**Unit III: 18 Hours**

Pay for performance plans – Performance Appraisals – Specific, Team Incentive & long term incentive plans – Pay vs. Performance – Tools & pay guides.

**Unit IV: 18 Hours**

Employee benefits – Compensation of employee benefit plans – Administering plans – Benefit options – Types of Benefits – Legal requirements – Retirement, Insurance, Medical related & miscellaneous benefits.

**Unit V: 18 Hours**

Union role in wage & salary administration – Union & Alternative reward systems – Government & legal issues in compensation.

**Text Book:**

Compensation -George T. Milkovich & Jerry M. Newman  
Tata MC. Graw Hill Publishing Co.,Ltd., 2011.

**Reference Books:**

1. Compensation Management in a knowledge – based world – Henderson R.I., Pearson Education New Delhi – 2011.
2. Human Resource Management – Gary Dessler  
Prentice Hall of India  
Seventh Edition  
New Delhi – 2010.

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**(From 2014-16 batch onwards)**

**Course** : MHRD **Code No** : S3PH2  
**Semester** : III **No. of Hrs allotted:** 6  
**Paper** : Core **No. of Credits** : 5  
**Title of the Paper** : Human Resource Information Systems  
**Course Objective:**

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

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**Unit I** **18 Hours**

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

**Unit II** **18 Hours**

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

**Unit III** **18 Hours**

Data Base Management: Meaning of Data-Base; Electronic Data-Base; Data Bank Concept DBMS – Objectives –Decision-Making – concept – Types- Decision Support Systems- Characteristics.

**Unit IV** **18 Hours**

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

**Unit V** **18 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 (2012)  
Macmillan India Limited  
New Delhi.

**Reference Books:**

1. *Management Information Systems – conceptual foundations, structure and development*  
- Davis, Olson (2011)  
Tata McGraw Hill, New Delhi.
2. *Information Systems for Modern Management,*  
- Murdick, Ross and Claggett (2010)  
Prentice Hall India. New Delhi.



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**DEPARTMENT OF BUSINESS ADMINISTRATION**  
(From 2014-16 batch onwards)

<b>Course</b>	<b>: MHRD</b>	<b>Code No</b>	<b>: S3PH3</b>
<b>Semester</b>	<b>: III</b>	<b>No. of Hrs allotted</b>	<b>: 6</b>
<b>Paper</b>	<b>: Core</b>	<b>No. of Credits</b>	<b>: 5</b>
<b>Title of the Paper</b>	<b>: Organizational Development</b>		

**Course Objective:**

To provide exposure to the students about the concepts and process of Organizational Development and various intervention strategies.

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**UNIT-I** **18 Hours**

OD – Meaning – Definitions – History – Values, Assumptions and Beliefs in OD – Foundations of OD – Models – Kurt Lewin Three-stage model of the change Process – The Burke-Litwin Model of Organizational change.

**UNIT-II** **18 Hours**

OD Interventions – Classifying the major families of OD – Techniques & Exercises used in Team Building – Role-Analysis Technique – Force-Field Analysis – Visioning – Constructive Interventions – Inter group Team – Building Interventions.

**UNIT-III** **18 Hours**

Comprehensive OD Interventions – Search Conferences & future Search Conferences – Beckhard's Confrontation Model – Grid OD – Schein's Cultural Analysis – Large-scale Change and High-Performance Systems – Trans organizational Development.

**UNIT-IV** **18 Hours**

Managing the OD Process – Diagnosis – Marvin Weisbord's Six-Box Model – Action Component – The Program Management Component - Phases of OD Program – A model for managing Change – Pitfalls & Remedy – Creating Parallel Learning Structures

**UNIT-V** **18 Hours**

The Role of Power & Politics in the Practice of OD – Positive Development in Research on OD – Assessing the effects of OD - OD's Future.

**Text Books:**

1. Organizational Development – Wendell L. French, Cecil H. Bell, Jr. and Veena Vohra, Pearson Education Inc., 2010.
2. Organizational Development – French & Bell, Prentice-Hall of India Private Limited, 2011

**Reference Books:**

1. Organizational Development and HRD – Macmillan, New Delhi, 2010
2. Organizational Development: Its nature, Origin, and Prospect – *Bennis and Warren*, Tata Mc Graw Hill, 2009

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**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**(From 2014-16 batch onwards)**

<b>Course</b>	<b>: MHRD</b>	<b>Code No</b>	<b>: S3PH4</b>
<b>Semester</b>	<b>: III</b>	<b>No. of Hrs allotted</b>	<b>: 6</b>
<b>Paper</b>	<b>: Elective III</b>	<b>No. of Credits</b>	<b>: 5</b>
<b>Title of the Paper</b>	<b>: Marketing Management</b>		

**Course Objective:**

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

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**Unit – I** **18 Hours**

Marketing: Introduction-Significance-Objectives; Evolution- Five concepts of Marketing Exchange Concept, Production, product, Marketing Myopia and sales concept; Rapid adoption of marketing management. Customer satisfaction through quality, service and value

**Unit – II** **18 Hours**

Marketing Environment: Environmental variables of marketing; analyzing the marketing environment; Market segmentation; Market targeting; Marketing Strategy; Analyzing consumer market and buyer behavior: Model of consumer behavior – Major factors influencing buyer behavior- The buying decision process.

**Unit – III** **18 Hours**

Marketing Mix – Positioning – Product life cycle – Managing existing products – New product planning and development – Pricing Strategies.

**Unit – IV** **18 Hours**

Managing product lines; Brands and packaging; Selecting and managing marketing channel; Managing retailing, wholesale and physical distribution system; Designing effective advertising program; Personal selling; Managing Sales force: Sales promotion and publicity.

**Unit – V** **18 Hours**

Emerging trends in Marketing; Organising and implementing marketing programs; Evaluating and controlling market performance

**Text Book:**

1. Marketing Management – Philip Kotler, 14<sup>th</sup> Edition (2013), Prentice-hall of India Ltd, New Delhi.
2. Marketing Management – V S Ramasamy and S. Namakumari 3<sup>rd</sup> Edition (2012), Macmillan India Ltd. New Delhi.

**Reference Book:**

1. Marketing Management – Dr.C.B.Gupta and Dr.N.Rajannair 9<sup>th</sup> Edition (2011),
  - i. Sultan chand & sons Ltd, New Delhi.

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**(From 2014-16 batch onwards)**

<b>Course</b>	<b>: MHRD</b>	<b>Code No</b>	<b>: S3PH4</b>
<b>Semester</b>	<b>: III</b>	<b>No. of Hrs allotted</b>	<b>: 6</b>
<b>Paper</b>	<b>: Elective III</b>	<b>No. of Credits</b>	<b>: 5</b>
<b>Title of the Paper</b>	<b>: Total Quality Management</b>		
<b>Course Objective:</b>			

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

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**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  
3<sup>rd</sup> Edition

Vanity Books International, New Delhi.

**Reference Book :**

Total Quality Management – Principles, Practices and Cases – D.D.Sharma 2<sup>nd</sup> edition 2010,  
Sulthan Chand & Sons,  
New Delhi

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**DEPARTMENT OF BUSINESS ADMINISTRATION**  
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<b>Course</b>	<b>: MHRD</b>	<b>Code No</b>	<b>: S4PH1</b>
<b>Semester</b>	<b>: IV</b>	<b>No. of Hrs allotted</b>	<b>: 6</b>
<b>Paper</b>	<b>: Core</b>	<b>No. of Credits</b>	<b>: 5</b>
<b>Title of the Paper</b>	<b>: International Human Resource Management</b>		

**Course Objective:**

To educate the students the recent HR practices and policies at the international level

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**UNIT-I** **18 Hours**

Global Perspective – Nature Of Globalization – Drivers Of Globalization – Ripple Effects Of Globalization – Multiculturalism – Nature Of Culture – Multiculturalism – Cultural Predispositions – Cultural Dimensions – Managing Across Cultures.

**Unit-II** **18 Hours**

Nature Of Hrm – Ihrm Compared With Domestic Hrm – Growing Interest In Ihrm – Functional Positioning Of Ihrm – Organizational Context Of Ihrm – Strategic Hrm – Hrm In Cross Border Mergers And Acquisitions – Nature Of M&As – Motives Behind M&As – Hr Interventions.

**UNIT-III** **18 Hours**

Staffing Of International Business – Human Resource Planning – Recruitment And Selection – Recent Trends In International Staffing – Training And Development – Training Strategies – Expatriate Training – HCN Training – TCN Training – Emerging Trends In Training For Competitive Advantage – Frameworks For Cross cultural training.

**UNIT-IV** **18 Hours**

Performance Management – Organizational Strategy And Performance Management – Setting Individual Performance Goals – Identifying Variables Affecting Performance – Appraising The Performance – Providing Feedback – Opportunities For Improvement – Linking Rewards And Results – Issues In Managing Performance In The Global Context – Assessing Subsidiary Performance – International Compensation Management – Objectives Of Compensation – Compensation Philosophy – Theories Of Compensation – Compensation Strategy – Components Of Compensation – Variables Influencing Compensation – Compensation Packages – Compensation Administration – Issues In International Compensation – Repatriation – Understanding Repatriation – Benefits From Returnees – Challenges Of Re-Entry – Repatriation – Tips For Successful Repatriation.

**UNIT-V** **18 Hours**

International Industrial Relations – Nature of IR – Approaches to IR – Extent of Disputes – Key Players In IR – Strategic Issues Before Employees – Strategic Issues Before Governments – Ethics And Social Responsibility – Ethics And Hr Manager – Social Responsibility And International Business.

**Text Book:**

International Human Resource Management – text and cases – K. Aswathappa and Sadhana Dash – Tata McGraw - Hill Publishing Co. Ltd., New Delhi – 2011.

**Reference Book:**

International Human Resource Management – Peter J. Dowling, Denise E. Welch – South Western Cengage learning – 2010

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**(From 2014-16 batch onwards)**

<b>Course</b>	<b>: MHRD</b>	<b>Code No</b>	<b>: S4PH2</b>
<b>Semester</b>	<b>: IV</b>	<b>No. of Hrs allotted</b>	<b>: 6</b>
<b>Paper</b>	<b>: Core</b>	<b>No. of Credits</b>	<b>: 5</b>
<b>Title of the Paper</b>	<b>: Labour Legislations</b>		

**Course Objective:**

To impart the fundamentals of Labour Legislations

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**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.

**Text Books:**

1. Elements of Mercantile law- N.D. Kapoor, 34<sup>th</sup> Edition (2013), Sulthan Chand & sons, New Delhi
2. M.C. Shukla, A Manual of Mercantile law, 13<sup>th</sup> Edition, 2004, S.Chand & Company Ltd, New Delhi

**Reference Books:**

1. Industrial Law S.M. Sundaram, 8<sup>th</sup> Edition (2011) Sree.Meenakshi Publications.
2. Business Law –R.S.N. Pillai & V. Bagavathi, 6<sup>th</sup> Edition (2010), Sulthan Chand&sons, New Delhi.

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<b>Course</b>	<b>: MHRD</b>	<b>Code No</b>	<b>: S4PH3</b>
<b>Semester</b>	<b>: IV</b>	<b>No. of Hrs allotted:</b>	<b>6</b>
<b>Paper</b>	<b>: Core</b>	<b>No. of Credits</b>	<b>: 5</b>
<b>Title of the Paper</b>	<b>: HRD Audit</b>		

**Course Objective:**

Objective to Provide a Balanced and Comprehensive Exposition Of The Concept Of HRD Audit, The Tools And Techniques Required For Its Implementation.

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**Unit I** **18 Hours**  
Good Hr Practices-Element of Good HRD-HR Audit-Basic Concepts and Components of HRD Audit.

**Unit II** **18 Hours**  
HRD Strategies-HRD Styles and Culture-HRD Structure-HRD systems-HRD competencies

**Unit-III** **18 Hours**  
HRD Audit Methodologies and Issues-Interviews, Observations, Questionnaire-The HRD Scorecard

**Unit-IV** **18 Hours**  
Writing the HRD Audit Report-Designing and Using HRD Audit for Business Improvement

**Unit –V** **18 Hours**  
HRD Audit-The Indian Expensive-Case Studies-Effectiveness of HRD Audit as an Intervention

**Text Book:**

HRD Audit -T.V .Rao-Response books Sage publications 2008

**Reference Books :**

1. HRD experiences, interventions, strategies -Sage publications, Third edition 2000.
2. Designing and Managing Human Resource systems –Udai parak,T.V.Roa Oxford and IBH publishing Co Pvt Ltd 5th edition-2007

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**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**(From 2014 – 2015 Batch onwards)**

Course : COP

Code No. : CN1

Semester : I & II

No.of hours allotted : 30 hrs

Paper : Certificate Course – I

No.of credit : 2

Title of the Paper : **Certificate Course in Insurance and  
Resource Management**

**Paper – I Principles and Practice of Life Insurance**

**Unit – I**

Principles of Insurance – agreement, legal consideration – competency to make contract – free consent – legal object . Forms of insurance- Life insurance – general insurance- fire insurance – marine insurance.

**Unit – II**

History of life Insurance – life insurance in India – LIC – formation and structure of LIC – current scenario in life insurance market – futures of life insurance contract – offer and acceptance- competency of the parties to the life insurance contract- free consent – legal consideration- legal objective – insurable interest.

**Unit – III**

Kinds of Life Insurance contracts – terms of life insurance – whole life insurance policies – endowment insurance – joint life endowment – money back – children’s deferred assurance plans – annuity policies – group insurance policies.

**Unit – IV**

Policy conditions – proof of age – payment of premium – days of grace – commencement of risk – antedating of policy – Hazardous occupation – alteration in policies – suicide – lost policies. Assignment - conditions and features – nomination – effects.

**Unit – V**

Computation of life insurance premium – mortality table – mortality ratios – calculation of premium rates – net single premium – premium on whole life policy – loading – Procedures for taking a life insurance policy – proposal form – medical examination – rules. Settlement of claims – early death claim – revival of policies.

**Text Books:**

1. **Insurance – principles and practice** - M.N. Mishra, S.Chand & Co. Ltd., New Delhi
2. **Insurance and risk management** - Dr. P. K. Gupta, Himalaya Publishing House, Mumbai – 4.

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**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**(From 2014 – 2015 Batch onwards)**

Course : COP  
Semester : I & II

Code No. : CN1  
No.of hours allotted : 30 hrs  
No.of credit : 2

Title of the Paper : **Certificate Course in Insurance and  
Resource Management**

**Paper – I Principles and Practice of Marine Insurance**

**Unit – I**

Insurance in general – Types of insurance organizations – Self insurance – partnership – unincorporated companies - joint stock companies – mutual companies – co-oprative insurance organizations. Insurance organizations in India - LIC of India – Private life insurance companies – general insurance companies : public and private.

**Unit – II**

Introduction to general Insurance – history of kinds of general insurance – orgin of general insurance companies of india. Fixing premium rate in general insurance. Marine insurance – classification of marine insurance – classes of marine policies – voyage policies – time policies – mixed policies – valued policies – floating policies – blanket policies.

**Unit – III**

Classes of marine policies – assignment clauses – lost of not lost –at and from – warehouse to warehouse –deviation touch – running down – sue and labour clauses.

**Unit – IV**

Cargo insurance – ocean transit- institute cargo clauses –exclusion for institute cargo clauses – underwriting rate of premium – documents.

**Unit – V**

Marine losses – salvage lossess – claim documents – recovery from carriers – specimen of documents related to marine policies and claim settlement.

**Text Books:**

1. **Insurance – principles and practice** - M.N. Mishra, S.Chand & Co. Ltd., New Delhi
2. **Insurance and risk management** - Dr. P. K. Gupta, Himalaya Publishing House, Mumbai – 4.



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**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**(From 2014 – 2015 Batch onwards)**

**Diploma Course in Insurance & Resource Mangement**

**Course :BBA**

**Code:**

**Sem : III & IV**

**Hours : 40**

**Paper : Principles of Insurance & Organization**

**Unit – I**

Origin of Insurance – risk management - kinds of risks – role and imporantce of insurance. Principles of Insurance – agreement, legal consideration – competency to make contract – free consent – legal object – insurable interest – features of insurable interest – utmost good faith – indemnity – subrogation – contribution proximate cause.

**Unit – II**

Forms of Insurance – life insurance – general insurance – fire insurance – marine insurance miscellaneous insurance – functions of insurance – insurance and gambling.

**Unit – III**

Reinsurance – purposes of reinsurance – forms of reinsurance – guidelines for the application of reinsurance. Types of insurance organization – self insurance – partnership – unincorporated companies – joint stock companies – mutual companies – co-operative insurance organizations – Lloyd’s association mutual indemnity associations – industrial life assurance companies.

**Unit – IV**

Insurance organization in India – LIC of India – Private life insurance companies – general insurance companies under the control of public sector – private general insurance companies – Employees State Insurance Corporation – Export Credit Gurantee Corporation of India – Postal Life Insurance Organization.

**Unit – V**

Insurance regulatory and development authority (IRDA) – formation IRDA – IRDA as watch dog for Indian insurance – functions of new insurance companies – IRDA and privatization of insurance in india.

**Text Books:**

1. Insurance – Principles & Practice – M. N. Mishra – 2004
2. Principles and practice of Insurance – Dr. N.R. Nagarajan
3. Fire Insurance Theory & Practice – Smith and Francis (stone & co. Ltd)
4. Elements of Insurance – W.A. Dinselale (Sir Issac Pitman & Sons, Ltd)
5. Insurance Principles & Practice – R.S. Sharma (Vora & Co. Publishers (P) Ltd Mumbai).

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**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**(From 2014 – 2015 Batch onwards)**

**Diploma Course in Insurance & Resource Mangement**

**Course :BBA**

**Code:**

**Sem : III & IV**

**Hours : 40**

**Paper II : Principles & Practice of Fire Insurance**

**Unit – I**

Introduction to general insurance – history and kinds of general insurance – Origin of general insurance companies of india, Nature and use of Fire Insurance.

**Unit – II**

Fire Insurance contract – elements – principles of fire insurance insurable interest – good faith indemnity – subrogation – warranties – proximate cause.

**Unit – III**

Kinds of Fire Insurance policies – valued policy – valuable policy – specific – floating average – excess declaration – adjustable policy – maximum value with discount policy – reinstatement policy – comprehensive – consequential loss policy – sprinkler leakage policies.

**Unit – IV**

Policy conditions – perils insured – implied conditions – expressed conditions.

**Unit – V**

Rate fixation in fire insurance – system of rate fixation – principles of rate fixation – tariff rates – payment of claim – payment and discharge by adjuster – wavier and estoppels – reinsurance – Methods.

**Text Books:**

**Text Books:**

- 1. Insurance – principles and practice - M.N. Mishra, S.Chand & Co. Ltd., New Delhi**
- 2. Insurance and risk management - Dr. P. K. Gupta, Himalaya Publishing House, Mumbai – 4 First Edition 2004.**