



THIAGARAJAR COLLEGE MADURAI - 625009

(An Autonomous Institution, affiliated to Madurai Kamaraj University)
(Re-Accredited with 'A' Grade by NAAC)

**Department of Business
Administration**

B.B.A. (Aided & SF)

M.A. H.R.M.

M.Phil Management

THIAGARAJAR COLLEGE, MADURAI- 9
(Re-Accredited with 'A' Grade by NAAC)
DEPARTMENT OF BUSINESS ADMINISTRATION
BACHELOR OF BUSINESS ADMINISTRATION
COURSE STRUCTURE (W.E.F 2017 -20 batches onwards)
Semester – I

Course	Code	Subject	Contact Hrs / Week	Credits	Total Hrs Allotted	Max Marks CA	Max Marks SE	Total
Core 1	MA11	Management Principles	7	5	105	25	75	100
Core 2	MA12	Business Economics	7	5	105	25	75	100
Core 3	MA13	Financial Accounting	7	5	105	25	75	100
Elective-Genric(1)	EGA1 1	Fundamentals of Computers	7	5	105	25	75	100
Ability Enhancement compulsory course	ES	Environmental Science	2	2	30	15	35	50
TOTAL			30	22	450	115	335	450

Semester – II

Course	Code No	Subject	Contact Hrs / Week	Credits	Total Hrs Allotted	Max Mark CA	Max Marks SE	Total
Core 4	MA21	Business Mathematics	6	4	90	25	75	100
Core 5	MA22	Industrial and Labor laws	6	4	90	25	75	100
Core 6	MA23	Organizational Behavior	6	4	90	25	75	100
Core 7	MA24	Business Environment	6	4	90	25	75	100
Part- II	P221	Business English	4	3	60	25	75	100
Ability Enhancement Compulsory Course II	AAEC21	Personality Development	2	2	30	15	35	50
TOTAL			30	21	450	140	410	550

Semester – III

Course	Code No	Subject	Contact Hrs / Week	Credits	Total No of Hrs Allotted	Max Marks CA	Max Marks SE	Total
Part I	P131	Tamil	3	-	45	-	-	-
Core 8	MA31	Financial Management	7	5	105	25	75	100
Core 9	MA32	Human Resource Management	5	5	75	25	75	100
Core 10	MA33	Operations Management	7	5	105	25	75	100
Core 11	MA34	Marketing Management	6	5	90	25	75	100
Non-Major Elective 1	ANME31	Principles of Management	2	2	30	15	35	50
TOTAL			30	22	450	115	335	450

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	Tamil	3	6	45	25	75	100
Part-II	P241	Business Communication	4	3	60	25	75	100
Core 12	MA41	Business Statistics	7	5	105	25	75	100
Elective-Main 1	EMA41	Advertising Management/ Organizational Development	6	5	90	25	75	100
Elective- Genric 2	EGA41	Marketing Research	5	5	75	25	75	100
Core 13	MA42	Accounting Package	3	3	45	25	75	100
Core lab 1	MAL41	Accounting Package- Practical	2	1	30	40	60	100
Skill Enhancement Course 1	OJT	On the Job Training	--	2	-	-	50	50
TOTAL			30	30	450	190	560	750

Semester – V

Course	Code No	Subject	Contact Hrs / Week	Credits	Total No of Hrs Allotted	Max Marks CA	Max Marks SE	Total
Core 14	MA51	Total Quality Management	7	5	105	25	75	100
Core 15	MA52	Company Law	5	4	75	25	75	100
Elective Main 2	EMA51	Investment Management/ Retail Management	7	5	105	25	75	100
Elective Genric 3	EGA51	Management Information Systems	7	5	105	25	75	100
Non-Major Elective	ANME51	Export Management	2	2	30	15	35	50
	VE	Value education	2	1	30	15	35	50
TOTAL			30	22	450	130	370	500

Semester – VI

Course	Code No	Subject	Contact Hrs / Week	Credits	Total No of Hrs Allotted	Max Marks CA	Max Marks SE	Total
Core 16	MA61	Entrepreneurial Development	7	5	105	25	75	100
Core 17	MA62	Management Cases	7	5	105	25	75	100
Core 18	MA63	E-Business	6	5	90	25	75	100
Elective Genric 4	PJ	Project	8	5	120	-	100	100
Skill Enhancement Course 2	ASEC61	Interpersonal Effectiveness/yoga for Managers/life Skills for Managers	2	2	30	15	35	50
			30	22	450	90	360	450
Part V				1				
TOTAL CREDITS FOR SEMESTERS I to VI				140				

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 HOURS/WEEK	CREDITS
I	30	22
II	30	21
III	30	22
IV	30	30
V	30	22
VI	30	22
PART V		1
TOTAL	180	140

B) Curriculum credits: Part wise

Part I	Tamil:	2x3 = 06 credits
Part II	English	2x3 = 06 credits
Part III	Core	= (4x5 = 20+3x1=3+1x1=1 + 5x12 = 60) =84 credits
	Elective Main	2x5 = 10 credits
	Elective Genric	5x4 = 20 credits
Part IV	Ability Enhancement	
	Compulsory course	2x2 = 04 credits
	i – Environmental Science	
	ii – Personality Development	
	Skill Enhancement course	4x2 = 08 credits
	i – NME III & V Sem	
	ii – SEC IV & VI Sem	
	Value Education V Sem	1x1 = 01 credit
Part V	NSS/NCC/Sports	1x1 = 01 credit
Total		140 Credits

B.B.A. (Aided & SF)

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Course	: BBA (Core-1)	Int.Marks	: 25
Semester	: I	Ext. Marks	: 75
Code No	: MA11	Max.Marks	: 100
Title of the Paper	: Management Principles	Hours/week	: 7
		Credit	: 5

Course Outcome:

This subject will provide the students, a fundamental exposure and understanding about the principles and practices of management.

Unit I **21 Hours**

Nature of Management - Introduction, Meaning, Definition, Features, Functions and Importance, Administration Vs Management, Functions, role and responsibilities of manager. Development of management thought – Introduction, Henry Fayol’s principles of management, F.W.Taylor’s scientific management principles.

Unit II **21 Hours**

Planning – Introduction, Meaning and Definition, nature, characteristics, objectives, importance, steps in planning process, methods of planning, advantages and limitations of planning, Essentials of good planning, obstacles in planning, planning premises. Decision making – Introduction, Definition, characteristics, elements, decision making process, principles of decision making, characteristics of good decision, types of decisions.

Unit III **21 Hours**

Organization – Introduction, meaning, definition, functions, principles of organization, nature, importance and advantages of organization, classification of organization, and theories of organization. Delegation of authority and decentralization, - Departmentation - Span of management – Organization charts and manuals.

Unit IV **21 Hours**

Staffing – Introduction, Definition, elements, functions, advantages of staffing - Recruitment – Selection – Training and Development - Performance appraisal.

Unit V **21 Hours**

Directing – Introduction, Principles, Importance, Characteristics and Techniques of direction. Motivation – Leadership – Controlling – ^{Introduction}, Definition, Scope of control, steps in control process – requirements of effective control system – techniques of control.

Text Books:

1. T.Ramasamy, 2016, Principles of management, 8th revised edition, Himalaya Publishing House, Mumbai.ISBN 10: 9350515903 / ISBN 13: 9789350515907

Reference Books:

1. L.M.Prasad, 2016, Principles and Practices of Management,9th Edition, Sultan Chand and sons, New Delhi. ISBN:978-93-5161-050-2
2. Harold Koontz, Heinz Weirich and A. Ramachandra Aryasri, 2016, Principles of Management; an analysis of managerial functions (Ascent series) - 2nd Edition, Tata McGraw Hill book co., New Delhi. ISBN : 9780070581920

Course Designers:

1. **Dr. P. ThillaiRajan**

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Course	: BBA(Core-2)	Int. Marks	: 25
Semester	: I	Ext. Marks	: 75
Subject Code	: MA12	Max. Marks	:100
Title of the Paper	: Business Economics	Hours/Week	: 7
		Credit	: 5

Course Outcome:

1. Provides knowledge, tools and techniques to make effective economic decisions under conditions of risk and uncertainly.
2. Determining the factors such as demand and production for pricing criteria.

Unit I **21Hours**

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

Unit II **21Hours**

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 **21Hours**

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 **21Hours**

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

Unit V **21Hours**

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

Textbooks:

1. Dr.R.L.Varshney& Dr.K.L.Maheshwari, Managerial Economics,20th Edition(2010)- Sultan Chand &sons. New Delhi. ISBN: 978-8120346673
2. Dr. S. Sankaran, Managerial Economics, 5th Edition, 2015, Margham Publications. ISBN: 978-9381430606

Reference books:

1. R. Cauvery, U.K.Sundhanayak, managerial economics. 5th Edition (2010) S.Chand& company Ltd.New Delhi. ISBN: 978-8121922197
2. Dr.H.L.Ahuja, Managerial Economics,S. Chand Publications. ISBN: 978-8121928403

Course Designers:

1. **Mrs. S. Suganya**

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Course	: BBA(Core-3)	Int. Marks	: 25
Semester	: I	Ext. Marks	: 75
Subject Code No	: MA13	Max marks	: 100
Title of the Paper	: Financial Accounting	Hours/Week	: 7
		Credit	: 5

Course outcome:

1. To explain the general purposes and functions of accounting
2. To identify the main financial statements and their purposes.

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 Books:

1. Fundamentals of Accounting – R.Srnivasa Putty H.R.Appannaiah(2012), Himalaya publishing House,Mumbai, ISBN: 9789351423904
2. Financial Accounting - [B. G. Satyaprasad](#) - I K International Publishing House Pvt. Ltd; First Edition edition -2012 , ISBN: 9788183188340

Reference Books:

1. Advanced Accountancy - S.P.Jain& K.L. Narang, Kalyani Publishers, New Delhi, 2012, ISBN: 9789327246872
2. Financial Accounting- S.P.Jain& K.L. Narang, Kalyani Publishers, New Delhi, 2011, ISBN: 9788127204242
3. Financial accounting – P.C.Tulsian- Pearson Education; First edition (2002) , ISBN : 9788177582284

Course designers:

1. **Mrs. S.Suganya**

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Course	: BBA/ Elective Genric 1	Int.Marks	: 25
Semester	: I	Ext.Marks	:75
Subject Code	: EGA11	Max.Marks	:100
Title of the Paper	: Fundamentals of Computers	Hours/Week	: 7
		Credit	: 5

Course outcomes:

1. Practice basic keyboarding and mouse use. Learn basic word processing skills with Microsoft Word, such as text input and formatting and to include some graphics such as pictures and charts.
2. Able to access the Internet, use Internet directories and search engines. Learn the basics of e-mail.

Unit I -Basics of Computer

21 Hours

Introduction – Meaning – Characteristics – Types – Advantages and Limitations of a Computer – 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

21 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

21 Hours

Electronic spread sheets – Introduction – Excel 2014 basis – creating and saving a workbook – data entry – basic formatting – formulas and macros – Excel functions – Charts and Graphs.

Unit IV- MS POWER POINT

21Hours

Presentation packages – Power point 2013 basics – Creating and saving a presentation – basic formatting – advanced formatting – slide show topics.

Unit V - INTERNET

21 Hours

Internet – Scope – Opening an Email Account– Sending and Receiving – E-mails using internet – Introduction to online shopping.

Text Book:

1. VikasGuptha, Reprint(2012), Comdex Computer Course Kit, Wiley - Dreamtech, New Delhi, ISBN-9788177221718.

Reference Books:

1. Sanjay Saxena, S.Mohan Naidu, Rajneesh (2016) Computer Application In Management, Agarwal Amit K Kashyap&Vikas Publishing House, New Delhi, ISBN –978-93-5259-115-2
2. Nasib Singh Gill Handbook of Computer Fundamentals, 2016)1st Edition, Khanna publication,ISBN-9789382609674

Course Designers:

1. Dr.P.Uma Rani
2. Ms.A.G.SnehaSowmyaJeyashree

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Course	: BBA (Core-4)	Int. Marks	:25
Semester	: II	Ext. Marks	:75
Subject Code	: MA21	Max. Marks	:100
Title of the Paper	: Business Mathematics	Hours/Week	: 6
		Credit	: 4

Course Outcomes:

At the end of this course the student will be able to

1. Explain basic methods of Analytical Geometry, Set theory, business calculus, and their basic applications in practice,
2. Discern effects of various types and methods of simple and compound interest account.
3. Connect the acquired knowledge and -skills with practical problems in economics

Unit I - ANALYTICAL GEOMETRY

18 Hours

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

Unit II - SET

18 Hours

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

Unit III - MATRICES

18Hours

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

Unit IV - Differential calculus

18 Hours

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

Unit V - Percentages

18 Hours

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

Text Book:

1. V.Sundaresan, S.D.Jeyaseelan – An Introduction to Business Mathematics – Reprint – 2015– S.Chand and Co., Ltd. ISBN 81-219-1463-9.

Reference Books:

1. D.C.Sancheti, V.K.Kapoor – Business Mathematics – 11th edition Reprint 2014 – Sultan Chand and sons. ISBN-978-81-8054-538-2.
2. JK. Sharma –Business Mathematics Theory And Applications- 2009 - ANE Books 13th Edition –ISBN-978-8180521836

Course designers:

1. **Dr. P.Uma Rani**

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Course	: BBA(Core-5)	Int. Marks	: 25
Semester	: II	Ext. Marks	: 75
Code No	: MA22	Max Marks	: 100
Title of the Paper	: Industrial and Labor Laws	Hours/Week	: 6
		Credit	: 4

Course Outcomes:

1. To impart the fundamentals of Industrial and Labour law.

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

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- ESI & other insurance coverages.

Text Books:

1. Elements of company law- N.D. Kapoor, 34th Edition(2013), SulthanChand&sons, New Delhi.

Reference Books:

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

Course designers:

1. **Mrs. P.Shuba Rani**

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Course	: BBA (Core-6)	Int. Marks	: 25
Semester	: II	Ext. Marks	: 75
Subject Code	: MA23	Max Marks	: 100
Title of the Paper	: Organizational behavior	Hours/Week	: 6
		Credit	: 4

Course outcome:

1. To analyze the behavior of individuals and groups in organizations in terms of the key factors that influence organizational behavior.
 2. To analyze organizational behavioral issues in the context of organizational behavior theories, models and concepts.
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UNIT I **18 Hours**

Introduction to Organizational Behavior: Definition, Importance, Scope, Fundamental Concepts of OB, Different models of OB - autocratic, custodial, supportive, collegial.

UNIT II **18 Hours**

Individual Behavior: Personality & Attitudes: Meaning of personality, attitude - Development of personality – Attributes of personality- Transactional Analysis – Ego states – Johari window - Nature and dimensions of attitude – Developing the right attitude

UNIT III **18 Hours**

Motivation: Definition, Importance, Motives – Characteristics, Classification of motives - Primary & Secondary motives. Theories of Motivation - Maslow's Theory of need hierarchy - Herzberg's theory. Morale - Definition and relationship with productivity - Morale Indicators.

UNIT IV **18 Hours**

Group Dynamics and Team building: Concept of Group & Team. Theories of Group Formation - Formal and Informal Groups. Importance of Team building. Conflict Management: Definition. Traditional vis-à-vis Modern view of conflict – Types of conflict – Intrapersonal, Interpersonal, and Organizational. Constructive and Destructive conflict. Conflict management.

UNIT V **18 Hours**

Stress management: Definition, Causes, Managing stress, Stress as a motivator. Work life balance. Change management: Concept of change, change as a natural process, Importance & Causes of change – social, economic, technological, organizational. Learning – unlearning, Concept of learning organizations.

Text Books:

1. S.S. Khanka – Organisational Behaviour – 4 th Edition (2013) - S Chand & Co Ltd, New Delhi. ISBN: [9788121920148](#)
2. K.Aswathappa -Organizational Behaviour 7th edition(2007) - Himalaya Publishing House, ISBN: 9788183188340

Reference Books:

1. Fred Luthans – Organisational Behaviour – 12th Edition (2010) – Tata McGraw Hill, New Delhi. ISBN : 9780073530352
2. Prof.P.Subba Rao & Dr. Ratnakar Mishra – Organisational Behaviour - 1 st Edition (2012) – Himalaya Publishing House, New Delhi, ISBN:9788184885682
3. Stephen P. Robbins – Organisational Behaviour – 11th edition (2005) - Pearson Education India, New Delhi.ISBN: 9780132834872

Course designers:

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Course	: BBA((Core-7)	Int. Marks	: 25
Semester	: II	Ext. Marks	: 75
Subject Code	: MA24	Max. Marks	:100
Title of the Paper	: Business Environment	Hours/Week	: 6
		Credit	: 4

Course Outcome:

1. Understand the business and related factors; and business's dependency on the interactions with different environmental variables.
 2. Develop analytical skills and widen the understanding of macro environmental issues by applying the knowledge of macroeconomic policies and their impact on business organization and strategy.
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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-Macro-economic 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 corporate-social responsibilities of 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- SEZ(Special Economic Zone).

Text Books:

1. Business Environment Text & Cases - Dr. Francis Cherunilam, 25th edition 2016, Himalaya publishing House, Mumbai-04. ISBN: 978-93-5262-261-0
2. Business Environment - **Dr. Khushpat S. Jain & Apexa V. Jain, 1st edition 2016**, Himalaya publishing House, Mumbai-04. ISBN: 978-93-5202-006-5

Reference Book

1. Essentials Of Business Environment- V. Neelamegam, Second edition 2014, Vrinda publications Pvt Ltd, ISBN: ISBN :978-81-8281-346-5
2. Business Environment- Dr. K. Chidambaram. Dr. V. Alagappan, 4th edition 2012
Vikas Publishing House Pvt Ltd. New Delhi. ISBN: 978-81-2590-767-1

Course Designers:

1. **Dr. C. JothiBaskara Mohan**
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Course	: BBA/PART II	Int. Mark	: 25
Semester	: II	Ext. Marks	: 75
Sub. Code	: P221	Max. Mark	: 100
Title of the paper	: BUSINESS ENGLISH	Hours/ weeks	: 4
		Credit	: 3

Course Outcomes:

On the successful completion of the course, students will be able to

1. Understand the basics of English Grammar.
2. Read & write English in a better way.
3. Use internet to improve business English.

Unit I

12 Hours

Phrases & clauses, sentences, kinds of sentences: assertive- interrogative, imperative, exclamatory & optative, elements of sentences: nouns, articles, pronouns, adjectives, verb, tenses, classification of sentences: simple, compound, complex (basics).

Unit II

12 Hours

Kinds of clauses: adverb, adjective & noun clause, synthesis of sentences, transformation of sentences- interchange of active & passive voice, interchange of degree of comparison, interchange of simple, complex & compound sentences (Basics).

Unit III

12 Hours

Writing skills: the art of essay writing. Paragraph writing: the techniques of writing good paragraphs, translation: paragraph translation from Tamil to English. Exercises in all essay, paragraph and translation (topics related to business management and environment) – record has to be maintained.

Unit IV

12 Hours

Reading skills: comprehension: techniques of comprehension, precis writing – techniques. Exercises in comprehension and precise writing (topics related to business management and environment) record has to be maintained.

Unit V

12 Hours

Business English using the internet – online reference tools, getting help for specific business situations, e-mails: the subject line, beginning and ending e-mails, tone in e-mail, e-mail discussion groups.

Text books:

1. H.S Bhatia (2009), spoken & communicative English, ramesh publishing house, New Delhi, ISBN: 81-7812-190-5.
2. Eric Baber (2011), fifty ways to improve your business English using the internet.

Reference books:

1. Wren & Martin revised by Prasad Rao N.D.V (2016), English Grammar & Composition, ISBN: 978-93-525-3014-4
2. Bas Aarts (2011), Oxford Modern English Grammar, Oxford University Press, ISBN: 9780199533190.
3. Soumitra Kumar Choudhury, Business English, Pearson Longmen, New Delhi, ISBN: 9788131720776

Course Designers:

1. **Dr.D.Anbugeetha**
2. **Ms.SnehaSowmiyaJayashree**

THIAGARAJAR COLLEGE, MADURAI- 9
(Re-Accredited with 'A' Grade by NAAC)
DEPARTMENT OF BUSINESS ADMINISTRATION
(w.e.f. 2017 Batch onwards)

Course	: BBA/AECC	Int. Mark	: 15
Semester	: II	Ext. Marks	: 35
Sub. Code	: AAEC21	Max. Mark	: 50
Title of the paper	: PERSONALITY DEVELOPMENT	Hours/ weeks	: 2
		Credit	: 2

Course Outcome:

1. Holistic development of students and improve their employability skills.
 2. Developed professionals with idealistic, practical and moral values.
-

Unit I

15 Hours

Self-Analysis: SWOT Analysis, Who am I, Attributes, Importance of Self Confidence, Self Esteem.
Creativity: Out of box thinking, Lateral Thinking, Extempore.

Unit II

15 Hours

Attitude: Factors influencing Attitude, Challenges and lessons from Attitude, Etiquette.

Motivation: Factors of motivation, Self-talk, Intrinsic & Extrinsic Motivators. Goal Setting, Time Management.

Text Books:

1. SOFT SKILLS, 2015, Career Development Centre, Green Pearl Publications, ISBN: 978-9351197645
2. Covey Sean, *Seven Habits of Highly Effective Teens*, New York, Fireside Publishers, 2014, ISBN: 978-1471136870

Reference Books:

1. Thomas A Harris, *I am ok, You are ok*, New York-Harper and Row, 2013, ISBN: 978-0099552413
2. Daniel Coleman, *Emotional Intelligence*, Bantam Book, 2006, ASIN: B01F9VLGES

Course Designers:

1. **Dr. P. Uma Rani**
2. **Mrs. S. Vijayalakshmi**

THIAGARAJAR COLLEGE, MADURAI- 9
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DEPARTMENT OF BUSINESS ADMINISTRATION
(w.e.f. 2017 Batch onwards)

Course	: BBA/Core-8	Int. Mark	: 25
Semester	: III	Ext. Marks	: 75
Sub. Code	: MA31	Max. Mark	: 100
Title of the paper	: FINANCIAL MANAGEMENT	Hours/ weeks	: 7
		Credit	: 5

Course Outcome:

1. Know about various tools of financial analysis, tools and techniques of funds management.
2. To understand about the basics of investment portfolio management.

Unit I - Financial Management

21 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)

21 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

21 Hours

Sources of finance: Internal Source, External Source. Shares: Equity share, Preference shares, Debentures.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- ModiglianiMiller (MM) Approach-Traditional Approach.

Unit IV - Dividend Decision

21 Hours

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

Unit V Working Capital Management:

21 Hours

Introduction-Definition- Importance-Nature of working capital-Types of working capital-Various 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 Books:

1. Dr.S.N.Maheswari, Financial management, 9th Edition (2010), sultan chand& sons Ltd. New Delhi. ISBN: 978-8180548109.
2. Dr.I.M. Pandey, Financial management 12th Edition (2010), vikas publishing house. New Delhi. ISBN: 978-8125937142.

Reference Books:

1. Financial management, M.Y.Khan & P.K.Jain, McGraw Hill Education; Seventh edition, ISBN: 978- 9339213053
2. Financial Management – Theory and Practice – Prasanna Chandra, McGraw Hill Education; Ninth edition, 2015, ISBN: 978-9339222574

Course Designers:

1. **Dr. JothiBaskara Mohan**
2. **Mrs. S. Vijayalakshmi**

THIAGARAJAR COLLEGE, MADURAI- 9
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DEPARTMENT OF BUSINESS ADMINISTRATION
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Course	: BBA (Core-9)	Int. Mark	: 25
Semester	: II	Ext. Marks	: 75
Sub. Code	: MA32	Max. Mark	: 100
Title of the paper	: HUMAN RESOURCE MANAGEMENT	Hours/ weeks	: 5
		Credit	: 5

Course Outcome:

1. Understand the process of job analysis and discuss its importance as a foundation for human resource management practice.
2. Compare and Contrast methods used for selection and placement of human resources.

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. Fundamentals of Human Resource Management- Gary Dessler, 9th Edition, Pearson, New Delhi. ISBN: 1-292-02370-8.
2. Essentials Human Resource Management- C.B.Gupta, 11th edition, Sultan chand and sons, New Delhi-2 : ISBN : 978-81-8054-951-9.

Reference Books:

1. Strategic Human Resource Management – K. Prasad, Text and Cases, 2005, Macmillan, New Delhi. ISBN : 9781403-928467.
2. Human Resource Management- Dr. S.S.Khanka, S.Chand Publishing, Reprint 2010 ISBN : 9788121923002.

Course designers:

1. Dr. N.Rajasekar

2. Mr. ArunPrasath

THIAGARAJAR COLLEGE, MADURAI- 9
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DEPARTMENT OF BUSINESS ADMINISTRATION
(w.e.f. 2017 Batch onwards)

Course	: BBA (Core10)	Int. Mark	: 25
Semester	: II	Ext. Marks	: 75
Sub. Code	: MA33	Max. Mark	: 100
Title of the paper	: OPERATIONS MANAGEMENT	Hours/ weeks	: 7
		Credit	: 5

Course Outcome:

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

21 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

21 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 equipment's.

Unit III

21 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

21 Hours

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

Unit V

21 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:

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

Reference Books:

1. B. S.Goel, 2011, Production Operations Management, - Third edition - PragatiPrakashan - ISBN-10: 9350061856/ISBN-13: 978-9350061855
2. R.Panneerselvam,2012, Production and Operations Management – 3rd Edition - Prentice Hall India Learning Private Limited - ISBN-10: 812034555X / ISBN-13: 978-8120345553
3. K.Aswathappa and K.Shridhara Bhat, 2016, Production and Operations Management-Second Revised Edition, Himalaya Publishing House, Mumbai - ISBN: 935051432X ISBN-13: 9789350514320

Course Designers:

1. **Dr. P. ThillaiRajan**

THIAGARAJAR COLLEGE, MADURAI- 9
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DEPARTMENT OF BUSINESS ADMINISTRATION
(w.e.f. 2017 Batch onwards)

Course	: BBA(Core-11)	Int. Mark	: 25
Semester	: III	Ext. Marks	: 75
Sub. Code	: MA34	Max. Mark	: 100
Title of the paper	: MARKETING MANAGEMENT	Hours/ weeks	: 6
		Credit	: 5

Course Outcome:

On the successful completion of the course, students will be able to

1. Understand the basics concepts of marketing
2. Remember the key areas in marketing
3. Analyze the trends in marketing environment

UNIT-I

18Hours

Introduction- definition, significance and objectives of marketing. Marketing concepts and approaches to the study of marketing. Marketing mix, functions of marketing executive,- Market segmentation: importance and basis of market segmentation, targeting and positioning.

UNIT-II

18Hours

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

18Hours

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

UNIT-IV

18Hours

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

18Hours

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 Books:

1. Philip Kotler (2015), Marketing Management, Prentice-hall of India Ltd, New Delhi, ISBN-13: 978-0133856460.

Reference Books:

1. Gupta C.B & Nair Rajan(2016), Marketing Management, Sultan Chand &sons ltd, New Delhi, ISBN-978-93-5161-083-0.
2. Ramaswamy V.S & Namakumari. S (2010), Marketing Management Global Perspective – Indian context, Om Books, Chennai, ISBN - 9780230637290
3. S.H.H Kazmi (2007), Marketing Management, Excel Books, New Delhi, ISBN: 8174465421

Course Designers:

1. **Dr.D.Anbugeetha**
2. **Mr.R.ArunPrasath**

THIAGARAJAR COLLEGE, MADURAI- 9
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DEPARTMENT OF BUSINESS ADMINISTRATION
(w.e.f. 2017 Batch onwards)

Course	: BBA/NME	Int. Mark	: 15
Semester	: III	Ext. Marks	: 35
Sub. Code	: ANME31	Max. Mark	: 50
Title of the paper	: PRINCIPLES OF MANAGEMENT	Hours/ weeks	: 2
		Credit	: 2

Course Outcome:

On the successful completion of the course, students will be able to

1. Understand the basics functions of management.
2. Remember the importance of the functional areas of management.

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 Books:

1. Harold Koontz and Cyril O'Donnell, Essential of Management, Tata McGraw Hill Book Company New Delhi, 1999. ISBN: 9780070355163.

Reference Books:

1. Prasad L.M (2016), Principles and Practice of Management, Sultan Chand & Sons, ISBN 9789351610502.
2. Moshal B.S (2009), Principles of Management, Anne Books Pvt Ltd, New Delhi, ISBN 9788180522758
3. <https://www.scribd.com/doc/46445362/search-pdf-books-com-principles-of-management-by-author-l-m-prasad-pdf>

Course Designers:

1. **Dr.D.Anbugeetha**
2. **Ms. SnehaSwomya Jayashree**

THIAGARAJAR COLLEGE, MADURAI- 9
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DEPARTMENT OF BUSINESS ADMINISTRATION
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Course	: BBA/PART II	Int. Mark	: 25
Semester	: IV	Ext. Marks	: 75
Sub. Code	: P241	Max. Mark	: 100
Title of the paper	: BUSINESS COMMUNICATION	Hours/ weeks	: 4
		Credit	: 3

Course Outcome:

On the successful completion of the course, students will be able to

1. Understand the basics of written & oral communication in business.
2. Write good business letters.

Unit I **12 Hours**

Introducing communication: what is communication- the communication situation- communication cycle- the importance of effective communication in business, objectives of communication, media of communication, barriers to communication, principles of communication.

Unit II **12 Hours**

Written communication: need, functions and kinds of business letter, essentials of an effective business letter, the layout, planning the letter. Enquiries & replies, orders & their execution, exercises (record has to be maintained).

Unit III **12 Hours**

Complaints of adjustments: complaints, making adjustment, collection letters: how to write, collection series, debtors explanations, replies to debtors explanation, sales letters: objectives, functions & advantages. Exercises (record has to be maintained).

Unit IV **12 Hours**

Bank correspondence: correspondence with customers, head office and with other banks, office memorandum, office orders, circular and notes, application letters, agenda & minutes of meeting. Exercises (record has to be maintained).

Unit V **12 Hours**

Oral communication & listening speeches: characteristics, profile of a good speaker, planning to speak, committees, meetings, conferences, interviews: selection interview- appraisal – exit interview. Listening: advantage – how to become a good listener.

Text books:

1. Rajendra Pal & Korlahalli J.S (2011), Essentials of Business Communication – Sultan Chand & sons, New Delhi. ISBN: 8180541649.

Reference books:

1. Vikas Arora, Sheetal Khanka, Pallavi Thakur, (2015) Business Communication, 2nd edition, Global Vision Publishing House, New Delhi, ISBN: 9789381695364.
2. Meenakshi Ram (2012), Business Communication, Oxford University Press, ISBN: 9780198077053.
3. Herta Murphy, Herbert Hilde Brandt, Jain Thomas (2008), McGraw Hill Education, ISBN: 9780070187757.

Course Designers:

1. **Dr.D.Anbugeetha**
2. **Mrs.S. Vijayalakshmi**

THIAGARAJAR COLLEGE, MADURAI- 9
(Re-Accredited with 'A' Grade by NAAC)
DEPARTMENT OF BUSINESS ADMINISTRATION
(w.e.f. 2017 Batch onwards)

Course	: BBA (Core-12)	Int. Mark	: 25
Semester	: IV	Ext. Marks	: 75
Sub. Code	: MA41	Max. Mark	: 100
Title of the paper	: BUSINESS STATISTICS	Hours/ weeks	: 7
		Credit	: 5

Course Outcome:

1. To inculcate the knowledge of Statistics and its application in the field of Business.

Unit I **21 Hours**

Introduction to statistics - Definition - Nature & uses of statistics in business - Limitations of statistics - Methods of collection 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 **21 Hours**

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

Unit III **21 Hours**

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

Unit IV **21 Hours**

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

UNIT V **21 Hours**

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

Text Books:

1. Dr. S.P. Gupta, Dr. M.P.Gupta, 2017, Business Statistics–Eighteenth Edition –Sultan Chand and sons, NewDelhi.ISBN:978-93-5161-012-0

Reference Books:

1. Dr. S.P.Gupta, 2017, Statistical Methods, Forty Fourth Revised Edition – Sultan Chand and Sons, New Delhi.ISBN: 978-93-5161-028-1
2. R.S.N.Pillai and Bagavathi, 2016, Statistics: *Theory and Practice* – 8th Edition – S.Chand and Co., Ltd., ISBN: 978-93-525-3309-1.

Course Designers:

1. **Dr. P. ThillaiRajan**

THIAGARAJAR COLLEGE, MADURAI- 9
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DEPARTMENT OF BUSINESS ADMINISTRATION
(w.e.f. 2017 Batch onwards)

Course	: BBA (Elective Main) 1	Int. Mark	: 25
Semester	: IV	Ext. Marks	: 75
Sub. Code	: EMA41	Max. Mark	: 100
Title of the paper	: ADVERTISING MANAGEMENT	Hours/ weeks	: 6
		Credit	: 5

Course outcome:

1. Understand the basic concepts of Advertisement
 2. Inculcates the habit of relating the concepts in Advertising with practical situations.
-

UNIT I

18Hours

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

18Hours

Advertising media-types-character ties- merits and limitation-media scene in India-types of media-press and broadcasting- outdoor and other media scheduling- media options- Advertising through social media – Internet Advertising.

UNIT III

18Hours

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

18Hours

Advertising agencies- Importance, role and functions-organizational structure- advertising department-agency commission and fee-types of Ad agency.

UNIT V

18 Hours

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

Text Books:

1. Advertising theory & Practice – Chunawalla&Sethuia 7th Edition 2011, Himalaya publishing House, Mumbai. ISBN: 9788184882001
2. Advertising management- Batra, Myers &Aaker, 5th Edition 2009, Pearson Education India, New Delhi. ISBN : 9780133057157

Reference Books:

1. Advertising principles and practice –Ruchi Gupta, 5th edition 2012, S.Chand& Company Ltd, New Delhi. ISBN : 9788121940016
2. Advertising and Sales Promotion Management – S.L Gupta & V.V Ratna, 2nd Edition 2011, Sultan Chand, New Delhi. ISBN: 9788180548611

Course designers:

1. **Dr. N.Rajasekar**
2. **Mr. ArunPrasath**

THIAGARAJAR COLLEGE, MADURAI- 9
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DEPARTMENT OF BUSINESS ADMINISTRATION
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Course	: BBA(Elective Main) 1	Int. Mark	: 25
Semester	: IV	Ext. Marks	: 75
Sub. Code	: EMA41	Max. Mark	: 100
Title of the paper	: ORGANIZATIONAL DEVELOPMENT	Hours/ weeks	: 6
		Credit	: 5

Course Outcome:

1. Develops critical thinking and abilities needed for corporate.
2. Demonstrate group dynamics and effective team work.

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

18Hours

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

18Hours

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, ISBN: 978-0130093745
2. Organizational Development – French & Bell, Prentice-Hall of India Private Limited, 2011, ISBN: 978-8177582311

Reference Books:

1. Organizational Development and HRD – Macmillan, New Delhi, 2010,ISBN: 978-0071331760
2. Best Practices in OD and Change - Bennis Warren, Tata Mc Graw Hill,ISBN: 978-04706604557

Course Designers:

1. **Dr. C. Jothi Baskara Mohan**
2. **Mrs. P. Anitha**

THIAGARAJAR COLLEGE, MADURAI- 9
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DEPARTMENT OF BUSINESS ADMINISTRATION
(w.e.f. 2017 Batch onwards)

Course	: BBA/Elective Genric 2	Int. Mark	: 25
Semester	: IV	Ext. Marks	: 75
Sub. Code	: EGA41	Max. Mark	: 100
Title of the paper	: MARKETING RESEARCH	Hours/ weeks	: 5
		Credit	: 5

Course Outcome:

On the successful completion of the course, students will be able to

1. Understand the basic concept and principles of research in marketing.
2. Remember the tools, techniques and process of marketing research.
3. Conduct a mini research.

Unit I **15 Hours**

Introduction to marketing research: growth of marketing research, need and scope , limitations and threats of marketing research, marketing information system , marketing decision support system, status of marketing research in India , research process , research design.

Unit II **15 Hours**

Data collection for marketing research: sources and methods, types of scales: nominal – ordinal – interval – ratio, validity and reliability of scale, scaling techniques: paired comparison scale – Thurston scale – summated rating scale – semantic differential scale.

Unit III **15 Hours**

Methods of data collection for marketing research: advantages and limitations of sampling, the sampling process, types of sampling designs: probability sampling – non-probability sampling, characteristics of good sampling design.

Unit IV **15 Hours**

Data processing – data analysis: measures of central tendency, dispersion, Univariate analysis, testing of hypothesis, bivariate analysis: chi-square, correlation and regression (theory).

Unit V **15Hours**

Interpretation and report writing: interpretation, report writing, oral reporting, written reports, preparation of the report, evaluation of the research report, applications of marketing research

Text books:

1. Beri GC (2011), marketing research, Tata McGraw hill education private limited , new Delhi. ISBN 978-0-07-062022-3.

Reference books:

1. Sharma DD (2011), marketing research – principles application and cases ,sulthanchand& sons, new Delhi.
2. Kothari C R (2014), Research Methodolgy Methods and Techniques, New Age International Publishers Ltd, New Delhi, ISBN: 9788122436235.
3. Donald R Kooper, Pamela S Schindler (2006), McGraw Hill Irwin Series, ISBN: 0072979232.

Course Designers:

1. **Dr.D.Anbugeetha**
2. **Mr.R.Arun Prasad**

THIAGARAJAR COLLEGE, MADURAI- 9
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DEPARTMENT OF BUSINESS ADMINISTRATION
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Course	: BBA (Core-13)	Int. Mark	: 25
Semester	: IV	Ext. Marks	: 75
Sub. Code	: MA42	Max. Mark	: 100
Title of the paper	: ACCOUNTING PACKAGE	Hours/ weeks	: 3
		Credit	: 3

Course outcomes: On completion of the course, the student will be able to

1. Explain the features of Tally.
2. Process transactions through Tally and prepare financial reports.

UNIT: I

9 Hours

Accounting on Computers: Introduction – Accounting system –Tally features – Tally fundamentals – Key components of Tally – Creation of companies – F11: Features – F1:Accounting Features,F2: Inventory features,F3: Statutory and Taxation features F12:Configuration.

UNIT: II

9 Hours

Processing Transactions in Tally: Classification of accounts – Groups – Predefined groups/Reserved groups – Managing groups - Ledger accounts – Voucher entry – Default vouchers - Various vouchers like Receipt, Payment, Purchase, Sales, Journal & Contra.

UNIT: III

9 Hours

Inventory Vouchers: Stock groups –Stock categories –Stock items – Units of measure – Stock valuation methods – Inventory details in vouchers – Receipt note, Delivery note, Rejections & Stock summary.

UNIT: IV

9 Hours

Financial Reports in Tally: Trial Balance – Profit & Loss accounts - Balance sheet – Ratio analysis – Day book –Stock summary—Bank Reconciliation Statement (BRS)—Funds flow and cash flow statement.

UNIT:V

9 Hours

Purchases and Sales Order: Creating , altering and deleting purchase order and sales order – Credit purchase and credit sales – Duties and taxes (VAT only)—Introduction to GST(Theory only).

Text Book:

1. Dr. Namrata Agarval,2009: Comdex Tally 9 – Course kit, Dream tech press, New Delhi

Reference book:

- 1 C. Nellai Kannan, 2009: Tally 9,Nels Publications, Thirunelveli.
- 2 S.Palanivel, 2013, Tally, Margham Publications, Chennai.

Course Designers:

Dr. C. JothiBaskara Mohan

THIAGARAJAR COLLEGE, MADURAI- 9
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DEPARTMENT OF BUSINESS ADMINISTRATION
(w.e.f. 2017 Batch onwards)

Course	: BBA(Core lab-1)	Int. Mark	: 40
Semester	: IV	Ext. Marks	: 60
Sub. Code	: MAL41	Max. Mark	: 100
Title of the paper	: ACCOUNTING PACKAGE PRACTICAL	Hours/ weeks	: 2
		Credit	: 1

1. Creation of the company.
2. Creation of primary groups, single group and sub- groups.
3. Preparation of voucher entries for the given transactions.
4. Preparation of Trial Balance.
5. Formation of stock category, stock groups, and units of measure.
6. Preparation of profit and loss account and balance sheet.
7. Preparing final accounts from the trial balance with few adjustments.
8. Generating various reports in tally.

Course designers:

- 1. Dr. C. Jothi Baskara Mohan**

THIAGARAJAR COLLEGE, MADURAI- 9
(Re-Accredited with 'A' Grade by NAAC)
DEPARTMENT OF BUSINESS ADMINISTRATION
(w.e.f. 2017 Batch onwards)

Course	: BBA (Core-14)	Int. Mark	: 25
Semester	: V	Ext. Marks	: 75
Sub. Code	: MA51	Max. Mark	: 100
Title of the paper	: TOTAL QUALITY MANAGEMENT	Hours/ weeks	: 7
		Credit	: 5

Course Outcome:

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

Unit I **21 Hours**

Basic concepts of Quality - Introduction, Meaning and Definition of Quality, Quality costs. Total Quality Management – Definition, characteristics, concepts, elements, pillars, principles, Barriers to TQM implementation, Benefits, Leadership, Strategic planning, Deming philosophy.

Unit II **21 Hours**

Continuous process improvement – Introduction, Input/output process model, Jurantriology, PDSA cycle, 5W2H method, 5S House Keeping, Kaizen. Seven tools of Quality (Q-7 Tools) – Check sheets, histogram, Cause and effect diagram, Pareto diagram, Stratification analysis, Scatter diagram, Control chart.

Unit III **21 Hours**

The Six Sigma Principle – Meaning, Need, Concept, Process and Scope. New Seven Management tools – Affinity diagram, Relationship diagram, Tree diagram, Matrix diagram, Decision tree, Arrow diagram, Matrix data analysis diagram.

Unit IV **21 Hours**

Bench marking – Introduction, meaning, objectives, types, process, benefits and pitfalls. Quality function deployment – concept, objectives, House of quality, QFD methodology, QFD process, Benefits.

Unit V **21 Hours**

ISO 9000 Quality Management Systems – Introduction, meaning, need, ISO 9000 series of standards, classification and comparison of standards, selection of ISO standards, Registration, Documentation, Quality Auditing. ISO 14000: Environmental Management Systems – Introduction, concept, need, ISO 14000 series of standards, terminologies, requirements and benefits.

Text Books:

V.Jayakumar, 2008, Total Quality Management, Lakshmi Publications, Chennai - ISBN:9789383103119

Reference books:

1. K.Shridhara Bhat, 2016, Total Quality Management: Text &Cases,Second Revised Edition, Himalaya Publishing House, Mumbai – ISBN: 8178662523, 9788178662527.
2. D.D.Sharma 2008,Total Quality Management – Principles, Practices and Cases, Sulthan Chand & Sons, New Delhi – ISBN-13: 9788180545757

Course designers:

1. **Dr. P. ThillaiRajan**

THIAGARAJAR COLLEGE, MADURAI- 9
(Re-Accredited with 'A' Grade by NAAC)
DEPARTMENT OF BUSINESS ADMINISTRATION
(w.e.f. 2017 Batch onwards)

Course	: BBA(Core-15)	Int. Mark	: 25
Semester	: V	Ext. Marks	: 75
Sub. Code	: MA52	Max. Mark	: 100
Title of the paper	: COMPANY LAW	Hours/ weeks	: 5
		Credit	: 4

Course Outcome:

1. 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 Books:

1. Elements of company law- N.D. Kapoor,34th Edition(2013), SulthanChand&sons, New Delhi.

Reference Books:

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

Course Designers:

1. Mrs. P.Shuba Rani

THIAGARAJAR COLLEGE, MADURAI- 9
(Re-Accredited with 'A' Grade by NAAC)
DEPARTMENT OF BUSINESS ADMINISTRATION
(w.e.f. 2017 Batch onwards)

Course	: BBA/Elective Main 2	Int. Mark	: 25
Semester	: V	Ext. Marks	: 75
Sub. Code	: EMA51	Max. Marks	: 100
Title of the paper	: INVESTMENT MANAGEMENT	Hours/weeks	: 7
		Credit	: 5

Course outcome:

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

Unit I **21 Hours**

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

Unit II **21 Hours**

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

Unit III **21Hours**

Security market indicators – Securities and Exchange Board of India – Objectives –Functions – SEBI Guidelines- BSE/NSE indices.

Unit IV **21 Hours**

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

Unit V **21 Hours**

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

Text Book:

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

Reference Books

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

THIAGARAJAR COLLEGE, MADURAI- 9
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DEPARTMENT OF BUSINESS ADMINISTRATION
(w.e.f. 2017 Batch onwards)

Course	: BBA/Elective Genric 3	Int. Mark	: 25
Semester	: V	Ext. Marks	: 75
Sub. Code	:EMA51	Max. Mark	: 100
Title of the paper	: RETAIL MANAGEMENT	Hours/ weeks:	7
		Credit	: 5

Course outcome:

1. To understand the ways that retailers use marketing tools and techniques to interact with the customers.
2. To analyze the purpose of retailing and the retail environment and the responsibilities of the retail operation function.

UNIT I	21 Hours
Definition and Scope of Retailing – Characteristics - Retailer – Evolution of Retailing Industry - Retailer’s Role in the Distribution Channel –Vertical Marketing System	
UNIT II	21 Hours
Functions of retailers –Benefits of Retailing – Benefits to Customers – Benefits to Manufactures and Wholesalers - Trends in Retailing- Global Retail Scenario - Indian Retail Scenario -Prospects of Retailing in India – Popular Retail chain stores.	
UNIT III	21 Hours
Retail Economics: Benefits to the Economy – Retailing Environment – The Legal environment – The Economic environment – The Technological environment – The Global environment. The Competitive Environment—Types of Competition—Analyzing Competition	
UNIT IV	21 Hours
Indian Experience in Retailing – Impact of FDI in Indian Context. Retail organization and Formats- Retail Ownership—Retail Formats—Store Based Formats—Non Store Formats Generalist and Specialist Retailers—Services Retailing	
UNIT V	21Hours
Retailing and Consumption—The Changing Consumer Demographics-Life Style Changes—Shopping Behavior—Retail Outlet Choice -Legal and Ethical Issues in Retailing	

Text Books:

1. Retail Management: A strategic approach - Berman and Evans, 5th Edition 2011, Prentice Hall. ISBN: 0132720825
2. Managing Retail Consumption - Davis and Ward, 6th Edition 2012, John Wiley & Sons. ISBN: ISBN : 978-0-471-48912-2

Reference Books:

1. Retailing – Patrick. M. Dunne, Robert F. Lusch and Myron Gable, 2012, South-Western. ISBN : 9781133953807
2. Retail Management –Functional Principles and Practices - Gibson Vedamani , 4th Edition 2013, Jaico Books. ISBN : 8179921514
3. Principles of Retail Management - Rosemary Varley and Mohammed Rafiq, 2012, Palgrave Macmillan. ISBN : 9780230216983

Course designers:

1. **Dr. P. Umarani**
2. **Mr. Arun Prasath**

THIAGARAJAR COLLEGE, MADURAI- 9
(Re-Accredited with 'A' Grade by NAAC)
DEPARTMENT OF BUSINESS ADMINISTRATION
(w.e.f. 2017 Batch onwards)

Course	: BBA/Elective Genric-3	Int. Mark	: 25
Semester	: V	Ext. Marks	: 75
Sub. Code	: EGA 51	Max. Marks	: 100
Title of the paper	: MANAGEMENT INFORMATION SYSTEMS	Hours/weeks	: 7
		Credit	: 5

Course outcome:

1. Understand the basic concepts and technologies used in the field of management information systems; develop an understanding of how various information systems work together to accomplish the information objectives of an organization.
-

Unit I-MIS INTRODUCTION **21 Hours**

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

Unit II-DATA BASE MANAGEMENT **21 Hours**

Data Base Management: Meaning Of Data-Base; Electronic Data-Base; DBMS –Objectives-Expert's Systems- Decision Support Systems-Transaction Processing Systems.

Unit III-SYSTEM DEVELOPMENT **21 Hours**

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

Unit IV-MIS FUNCTIONAL AREA **21 Hours**

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

Unit V-SECURITY AND CONTROL **21 Hours**

Securing the web: Computer Crime, Hacking –Unauthorized use at work-Software privacy – Computer viruses-privacy the internet –Ethics and IT.

Text Books:

1. Goyal (2014) - Management Information Systems – Managerial perspectives, 4th Edition, Macmillan India Limited. New Delhi. ISBN 9789325978607.

Reference Books:

1. Kenneth C. Laudon Jane P.Laudon, Azimuth Information system, 13th Edition -2014 Pearson – ISBN-9780133050691
2. Gordon B.Davis Management Information System 13th Edition, Tata Mcgraw-hill ISBN-9780070158283.

Course Designers:

1. **Dr. P. Uma Rani**
2. **Mrs. G. Usha**

THIAGARAJAR COLLEGE, MADURAI- 9
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DEPARTMENT OF BUSINESS ADMINISTRATION
(w.e.f. 2017 Batch onwards)

Course	: BBA/NME	Int. Mark	: 15
Semester	: V	Ext. Marks	: 35
Sub. Code	: ANME51	Max. Mark	: 50
Title of the paper	: EXPORT MANAGEMENT	Hours/ weeks	: 2
		Credit	: 2

Course Outcome: To understand natures of export-import business and international trade regulations. To familiarize with export/ import procedures and important documentation & aware of different requirements for export/import to different countries.

Unit I - INTERNATIONAL TRADE **15 Hours**

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

Unit II- DOCUMENTATION IN INTERNATIONAL TRADE **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 Books:

1. Francis cherunilam- International trade and export management – 16th Edition 2004 and 17th Edition 2010. Himalaya Publishing House, “Ramdoot”, Dr. Bhalerao Marg, Girgaon, Mumbai – 400 004. ISBN-978-81-203-4214-9

Reference Books:

1. Jain Khushpat.S&Dr.W.K.Acharya – Export import procedures and documentation Edition 2014-6th Reprint Himalaya Publishing House, “Ramdoot”, Dr. Bhalerao Marg, Girgaon, Mumbai – 400 004. ISBN-8184885095
2. T.A.S.Bala Gopal – International marketing and export management. Himalaya Publishing House, “Ramdoot”, Dr. Bhalerao Marg, Girgaon, Mumbai – 40 ISBN-978-93-5142-270-9

Course Designers:

1. **Dr. P. Uma Rani**

THIAGARAJAR COLLEGE, MADURAI- 9
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DEPARTMENT OF BUSINESS ADMINISTRATION
(w.e.f. 2017 Batch onwards)

Course	: BBA(Core-16)	Int. Mark	: 25
Semester	:VI	Ext. Marks	: 75
Sub. Code	:MA61	Max. Mark	: 100
Title of the paper	:ENTREPRENEURIAL DEVELOPMENT	Hours/weeks	: 7
		Credit	: 5

Course Outcome:

1. Demonstrate entrepreneurial abilities and capacity in an entrepreneurship portfolio.
2. Identify the most recognized sources of potential funding and financing for business start-ups and/or expansion.

Unit I

21 Hours

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

Unit II

21 Hours

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

Unit III

21Hours

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

21Hours

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

21 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 Books:

1. Entrepreneurial Development in India -DR. C.B. Gupta & DR. N.,P. Srinivasan - 7th Edition – Reprint – 2012 – Sultan chand& Sons –New delhi. ISBN 978-81-8054-8192
2. Entrepreneurial Development – Dr .S.S Khanka – 5th Edition 2012, S. Chand – New Delhi.ISBN- 9788121918015.

Reference Books:

1. Entrepreneurship & Small Business Management - Dr. C.B. Gupta & Dr. S.S. Khanka– 6thEdn., Reprint 2011 – Sultan Chand & Sons – New Delhi –2. ISBN 978-81-8054-898-7
2. JayshreeSuresh - Entrepreneurial Development- 5th Edition- Reprint 2014- Margham Publications. ISBN 978-93-81430-11-8

Course designers:

1. **Dr. C. JothiBaskara Mohan**
2. **Mr. R. ArunPrasath**

THIAGARAJAR COLLEGE, MADURAI- 9
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DEPARTMENT OF BUSINESS ADMINISTRATION
(w.e.f. 2017 Batch onwards)

Course	: BBA(Core-17)	Int. Mark	: 25
Semester	: VI	Ext. Marks	: 75
Sub. Code	:MA62	Max. Mark	: 100
Title of the paper	: MANAGEMENT CASES	Hours/ weeks	: 7
		Credit	: 5

Course outcome:

1. To demonstrate critical thinking, innovation, and creativity in problem- solving
 2. To critically identify, analyze and provide solutions for business problems and opportunities related to business strategies.
-

UNIT I	21 Hours
Introduction to Case method – Principles Underlying Case method - Case Method of Instruction – Case Writing – Case Method and Roles.	
UNIT II	21 Hours
Case studies on the major concepts of OB: Organizational Culture – Organizational Change – Leadership – Motivation	
UNIT III	21 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	21 Hours
Case studies on General Management issues: Strategic management, Globalization, recent management practices, Ethics and Social responsibility	
UNIT V	21 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 Books:

1. Neeta Baporikar, Case Method-Cases in Management, 2nd Edition (2008), Himalaya Publishing House, New Delhi ,ISBN : 9788183181112
2. Fundamentals of Case Management Practice -Nancy Summers -2015 Cengage Learning US, ISBN-9781305094765

Reference Books:

1. Cases in Management, [S.H.H. Kazmi](#), 2007, Excel publishers private Ltd. (All India management association) New Delhi. ISBN: 9788174465429
2. G.P. Capt., H. Kaushal, case study solutions, - marketing 2nd edition 2001 – Macmillan India Limited. New Delhi, ISBN: 9789385750267
3. G.P. Capt., H. Kaushal, case study solutions, - Human resources 2nd edition 2001 – Macmillan India Limited. New Delhi, ISBN: 9781403923639

Course designers:

1. **Dr. N.Rajsekar**
2. **Mrs. S.Suganya**

THIAGARAJAR COLLEGE, MADURAI- 9
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DEPARTMENT OF BUSINESS ADMINISTRATION
(w.e.f. 2017 Batch onwards)

Course	: BBA (Core-18)	Int. Mark	: 25
Semester	: V	Ext. Marks	: 75
Sub. Code	:MA63	Max. Mark	: 100
Title of the paper	:E-BUSINESS	Hours/weeks	: 6
		Credit	: 5

Course Outcome:

1. Understand the current status of e-business concepts and follow its development.
2. Identify and explain the variety of e-business models, i.e., business to business, business to customer, consumer to consumer. Define and describe the term "Internet Advertising";

UNIT I – INTERNET

18 Hours

Introduction to internet – World Wide Web – architecture of internet – Intranet and Extranet – Applications of Internet, Intranet, Extranet.

UNIT II - E-BUSINESS

18Hours

E- Business – History – structure – classification of EC by nature of transactions – Benefits and limitations of EC – consumer and seller protection in EC.

UNIT III - MODELS IN E-BUSINESS

18Hours

Characteristics of B2B – Entities of B2B – Examples in B2B – SCM, E- Procurement, E- Commerce; B2C – E- Marketing; Custom relation management

UNIT IV - WEB ADVERTISEMENT

18Hours

Web advertisement – Overview – Internet advertising terminology – Scope – Internet vs. traditional methods – Advertisement methods.

UNIT V - E-BUSINESS APPLICATION

18Hours

E- Business applications – E- Payments and protocols – Electronic fund transfer using debit cards and credit cards – security schemes in e- Payment systems – Cryptography – digital signature – certificate – digital envelop.

Text Books:

1. Efraim Turban, Jae Lee, David King, H.Michael Chung (2010), Electronic commerce- A Managerial Perspective- Pearson Education.ISBN – 81-7808-362-0

Reference Books:

1. David King, Ting-Peng Liang (2015) Electronic commerce, 8th Edition, ISBN-9783-319-16090-6
2. Dave Chaffey, (2011) E-business and E-commerce Management: Strategy, Management and Applications, 13th Edition Prentice Hall India, New Delhi ISBN-978-027375.

Course Designers:

1. **Dr. P. Uma Rani**

THIAGARAJAR COLLEGE, MADURAI- 9
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DEPARTMENT OF BUSINESS ADMINISTRATION
(w.e.f. 2017 Batch onwards)

Course	: BBA/Skill Enhancement Course	Int. Mark	: 15
Semester	: VI	Ext. Marks	: 35
Sub. Code	: ASEC61	Max. Mark	: 50
Title of the paper	: INTERPERSONAL EFFECTIVENESS	Hours/weeks	: 2
		Credit	: 2

Course Outcome:

On the successful completion of the course, students will be able to

1. Understand themselves
2. Understand the importance of interpersonal relationship
3. Develop good interpersonal relationship.

Unit I

15 Hours

Foundation of human behavior – human relations and human nature – self-awareness – the “I” the “me” – steps to awareness - experimental learning - Perception – social Perception – interpersonal Perception; Perceptual distortion – implicit personal theory – superiential 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 books:

1. M.S. Shookla (2004) A Hand book of Human Relations, Macmillan India ltd, New Delhi, ISBN: 1403922268

Reference books:

1. E.H. McGrath (2004), Basic Managerial Skills for all, Prentice Hall of India private ltd.,New Delhi, ISBN: 9788120321809.
2. Morey Stettner, (2003), Skills of New Managers, Tata McGrath hill publishing co ltd, New Delhi, ISBN: 9780071356183.

Course Designer:

1. **Dr.D.Anbugeetha**

THIAGARAJAR COLLEGE, MADURAI- 9
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DEPARTMENT OF BUSINESS ADMINISTRATION
(w.e.f. 2017 Batch onwards)

Course	: BBA/Skill Enhancement Course	Int. Marks	: 15
Semester	: VI	Ext. Marks	: 35
Sub. Code	: ASEC61	Max. Mark	: 50
		Hours /week	: 2
		Credit	: 2

Title of the paper : Elective I :Practical – Yoga for managers

Course Outcome:

1. Knowledge of rules and classifications in yogasanas.
2. Gain the importance of meditation in day to day life.

• Yoga importance rules and classifications	5 Hours
• SuriyaNamaskara-Meaning-Practices of all the twelve steps Yogasanas – Practices on the following as:	
STANDING:	5 Hours
1. ArdhakatiCakrasana	
2. ArdhaCakrasana	
3. PadaHastasana	
SITTING:	10 Hours
1. Padmasana	
2. Yoga Mudra or Sansankasana	
3. Ustrasana or Supta-vajrasana	
4. ArdhaMatsyendrasana	
LYING POSTURE:	10 Hours
1. Bhujangasana	
2. Salabasana	
3. Dhanurasana	
4. Sarvangasana	
5. Matsyasana	
• Savasana	5 Hours
• 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:

1. *Yoga* – Vivekananda Kendra Prakashan Trust, Chennai, ISBN: 978-1179558035
2. A Psychological handbook for Teachers of yogasanas, ISBN: 978-1587360336

Reference:

1. *Yogasana and pranayama for Health* -P.D.SharmaNavneet Publications India Ltd Ahmedabad 2007, ISBN: 978-8124301333
2. *Yogasanas and sadhana* -Dr.satya pal and DholanDass Aggarwal, Pustak Mahal-20, ISBN: B01717- JDL8

Course Designers

1. **Dr. D. Anbugeetha**

THIAGARAJAR COLLEGE, MADURAI- 9
(Re-Accredited with 'A' Grade by NAAC)
DEPARTMENT OF BUSINESS ADMINISTRATION
(w.e.f. 2017 Batch onwards)

Course	: BBA/Skill Enhancement Course	Int. Mark	: 15
Semester	: VI	Ext. Marks	: 35
Sub. Code	: ASEC61	Max. Mark	: 50
Title of the paper	: LIFE SKILLS FOR MANAGERS	Hours/weeks	: 2
		Credit	: 2

Course Outcome:

1. Students will be enlightened with personality development.
 2. Understands how to manage work pressure and helps to create a stress free workplace.
-

UNIT-I **15 hours**

Interpersonal Skill – Attitude- Self-Awareness – Perception

UNIT-II **15 hours**

Personality Development – Motivation – Body Language-Stress Management: Positive And Negative Stress-Body Stress Release-Mental Stress Release- VishwaDhyana – Smile and Laugh .

Text Book:

1. Life Skills to Excel in Life- Dr. J.N.Reddy.Macmillan Publishers India LTD., 2012, ISBN: 978-9351382652.
2. Learn to Learn- How to excel in your academic studies- By MenachenReinshmidt ASIN – BOOANOROUG

Reference Book:

1. A hand book of human relations with structured experiences and instruments– M.S.Shooklaa – Macmillan Indian Ltd -2010, ISBN – 978-1403922267.
2. Successful people management, Life skill for Managers – David Griffiths, ISBN – 978-1785899898

Course Designers

1. Dr. D. Anbugeetha

MA (HRM)

THIAGARAJAR COLLEGE, MADURAI- 9
(Re-Accredited with 'A' Grade by NAAC)
DEPARTMENT OF BUSINESS ADMINISTRATION
MA (Human Resource Management) MA(HRM)
Course Structure (w.e.f 2017 – 2019 batch onwards)

Semester I

Code No	Subject	Contact Hrs/Week	Credits	Total No of Hrs Allotted	Max Marks CA	Max Marks SE	Total
S1PH1	Core :Basics of Human Resource Management	6	5	90	25	75	100
S1PH2	Core : Principles of Management	6	5	90	25	75	100
S1PH3	Core : Industrial Psychology	6	5	90	25	75	100
S1PH4	Core : Accounting for Managers	6	4	90	25	75	100
S1PH5	Core :Counseling Skills for Managers	6	5	90	25	75	100
Total		30	24	450	125	375	500

Semester II

Code No	Subject	Contact Hrs/Week	Credits	Total No of Hrs Allotted	Max Marks CA	Max Marks SE	Total
S2PH1	Core: Marketing Management	6	4	90	25	75	100
S2PH2	Core: Industrial Relations	6	4	90	25	75	100
S2PH3	Core: Research Methodology	6	4	90	25	75	100
S2PH4	Core : Organizational Behavior	6	4	90	25	75	100
S2PHE1	Elective I : Practical - Yoga and Meditation for Managers / Theory- Life skills for Managers	6	5	90	40	60	100
Total		30	21	450	140	360	500

Semester III

Code No	Subject	Contact Hrs/Week	Credits	Total No of Hrs Allotted	Max Marks CA	Max Marks SE	Total
S3PH1	Core: Compensation Management	6	4	90	25	75	100
S3PH2	Core: Human Resource Information System	6	4	90	25	75	100
S3PH3	Core: Training and Development	6	4	90	25	75	100
S3PH4	Core: Advanced Human resource Management	6	4	90	25	75	100
S3PHE1	Elective – II : Performance Management / Organisational Development	6	5	90	25	75	100
IPT	In Plant Training	-	4	-	-	100	100
Total		30	25	450	100	400	500

Semester IV

Code No	Subject	Contact Hrs/Week	Credits	Total No of Hrs Allotted	Max Marks CA	Max Marks SE	Total
S4PH1	Core: International Human Resources Management	6	5	90	25	75	100
S4PH2	Core: Labour Legislations	6	5	90	25	75	100
S4PH3	Core: Total Quality Management	6	5	90	25	75	100
S4PHE1	Elective III : Customer Relationship Management / HRD Audit	6	5	90	25	75	100
PJ	Project Work	6		90	40	60	100
Total		30	20	450	140	360	500

A. Consolidation of Contact Hours and Credits: PG

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

B. Curriculum Credits

Core	--- 75Credits
Elective	---15 Credits

Total	90 Credits

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, 40 marks is allocated for the report to be evaluated by the respective supervisor and 60 marks for the viva-voce examination.

THIAGARAJAR COLLEGE, MADURAI- 9
(Re-Accredited with 'A' Grade by NAAC)
DEPARTMENT OF BUSINESS ADMINISTRATION
(w.e.f. 2017-19 Batch onwards)

Course	:	M.A.(HRM)	Int. Marks	: 25
Class	:	I	Ext. Marks	: 75
Semester	:	I	Max.Marks:	100
Subject Code	:	S1PH1	Hours/Week:	6
Title of the Paper	:	Basics of Human Resources Management	Credit	:5

Course Outcome:

1. Gain knowledge about recruitment and selection process.
2. Understand about how to retain manpower and to maintain HR reports.

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:

1. Essentials of Human Resource Management and Industrial Realties – P.Subba Rao -2010. Himalaya Publishing house – New Delhi, ISBN: 978-8184886290

2. Human Resource Management - k.Aswhappa – 11th edition ,2010 Tata McGraw Hill Ltd., New Delhi, ISBN: 978-1259026829

Reference Books :

1. Human Resource Management- Gary Dessler, 13th Edition, Pearson, New Delhi. ISBN: 978-8131754269
2. Human Resource Management- C.B.Gupta, 11th edition, Sultan chand and sons , New Delhi-2 ISBN:978-8180256321

Course Designers 1. Mrs. R. Sivamalin 2. Ms. A.G Sneha Sowmya Jayasree

THIAGARAJAR COLLEGE, MADURAI- 9
(Re-Accredited with 'A' Grade by NAAC)
DEPARTMENT OF BUSINESS ADMINISTRATION
(w.e.f. 2017-19 Batch onwards)

Course	:	M.A.(HRM)	Int. Marks	: 25
Class	:	I	Ext. Marks	: 75
Semester	:	I	Max.Marks:	100
Subject Code	:	S1PH2	Hours/Week:	6
Title of the Paper	:	Principles of Management	Credit	:5

Course Outcome:

1. Understanding about the basic principles pertaining to behavior in organization
2. knowledge in Integration of management principles into practices.

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 ,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 and Directing: Elements of staffing- functions – process of staffing- proper staffing- advantages of staffing. Directing: Principles of direction- issuing orders or instructions- characteristics of good order- techniques of direction- importance.

UNIT-V

18 hours

Controlling: Meaning- Importance of Controlling – Steps in Controlling –Essentials of Control – Control Techniques.

Text Book:

1. Harold Knootz, Heinz Wehrich- Essentials of Management-9th edition 2012, Tata McGraw Hill Book Co. ISBN: 978-0070581920
2. Principles of Management- Meenakshi Gupta – 11th edition Prentice Hall of India, 2012, ISBN: 978- 8120335271

Reference Books:

1. Principles and Practices of Management-L.M.Prasad –2013 8th edition Sultan chand and sons, ISBN: 978- 9351610502
2. Fundamental of Management- Stephen P.Robbins, David A.De. Cenzo.and Mary Coulter-Prentice Hall of India, 2012, ISBN: 978- ISBN: 978- 9332574120

Course Designers:

1. Mrs. P. Anith
2. Mrs. S. Vijayalakshmi

THIAGARAJAR COLLEGE, MADURAI- 9
(Re-Accredited with 'A' Grade by NAAC)
DEPARTMENT OF BUSINESS ADMINISTRATION
(w.e.f. 2017-19 Batch onwards)

Course	:	M.A.(HRM)	Int. Marks	: 25
Class	:	I	Ext. Marks	: 75
Semester	:	I	Max.Marks:100	
Subject Code	:	S1PH3	Hours/Week: 6	
Title of the Paper	:	Industrial Psychology	Credit	: 5

Course Outcome:

1. Understands the important topic areas within the field of industrial psychology
2. Evaluate the theories, research and practices within the field.

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

Industrial behaviour - 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. ISBN: 978- 9351429173
2. Jayaprakash Reddy, R.,Industrial Psychology. ,New Delhi: A.P.H.Publishing Corporation, 2004. ISBN: 978- 8176486231

Reference Books:

1. Welfel, Elizabeth Reynolds.,The Counselling Process:A Multi Theoretical Integrative Approach / Elizabeth Reynolds Welfel and Lewis E Patterson. --6th ed. ,Australia: Thomson, 2005. ISBN: 978-0534640323
2. Rao, Narayana., Counselling and Guidance. --2nd ed.,New Delhi: Tata Mc-Graw Hill Education Pvt Ltd., 1991. ISBN: 978-1259005077

Course Designers:

1. Mrs. P.Anitha
2. Mrs. S.Suganya

THIAGARAJAR COLLEGE, MADURAI- 9
(Re-Accredited with 'A' Grade by NAAC)
DEPARTMENT OF BUSINESS ADMINISTRATION
(w.e.f. 2017-19 Batch onwards)

Course	:	M.A.(HRM)	Int. Marks	: 25
Class	:	I	Ext. Marks	: 75
Semester	:	I	Max.Marks	100
Subject Code	:	S1PH4	Hours/Week:	6
Title of the Paper:		Accounting for Managers	Credit	:4

Course Outcome:

1. Having an clear idea about the financial and non financial information to take decision.
2. To do all accounting calculations in organization.

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. Preparation Of Final Accounts 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:

1. Management Accounting – R.S.N Pillai and Bhagavathi- S.Chand And Company Ltd, 2012, ISBN: 978- 8121910620
2. Management Accounting, L.M.Pandey, Vikas Publication House Pvt Ltd., ISBN: 978-0706998979

Reference Book:

1. Financial Management – Gupta And Sharma- Kalyani Publishers – New Delhi, 2010. ISBN: 978-9327744649
2. Management Accounting – Oxford Higher Educaion, ISBN: 978- 0195695250

Course Designers: 1. Mrs. R.Sivamalin 2. Mrs. S.Suganya

THIAGARAJAR COLLEGE, MADURAI- 9
(Re-Accredited with 'A' Grade by NAAC)
DEPARTMENT OF BUSINESS ADMINISTRATION
(w.e.f. 2017-19 Batch onwards)

Course	:	M.A.(HRM)	Int. Marks	: 25
Class	:	I	Ext. Marks	: 75
Semester	:	I	Max.Marks:	100
Subject Code	:	S1PH5	Hours/Week:	6
Title of the Paper	:	Counseling Skill for Managers	Credit	:5

Course Outcome:

1. Gain a pedagogical and professional knowledge necessary for successful performance.
2. To apply the methods and skills of counseling with employees.

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:

1. Counseling skills for Managers - Kavita singh Prentice hall of India, New Delhi (2007), ISBN: 978-8120351370
2. Counselling Skill for Managers – G.K.Gupta, Lakshmi Publications, ISBN: 978- 8126162833

Reference Book:

1. Counseling and Guidance – S.Narayona Rao TMH-New Delhi, 3rd edition (2012), ISBN: 978-1259005077.
2. Workplace counselling “developing the skills in managers” – Mc. Graw Hill publications, ISBN: 978-0077091521

Course Designers:

1. Mrs P.Anitha
2. Mrs. G. Usha

THIAGARAJAR COLLEGE, MADURAI- 9
(Re-Accredited with 'A' Grade by NAAC)
DEPARTMENT OF BUSINESS ADMINISTRATION
(w.e.f. 2017-19 Batch onwards)

Course	:	M.A.(HRM)	Int. Marks	: 25
Class	:	I	Ext. Marks	: 75
Semester	:	II	Max.Marks:	100
Subject Code	:	S2PH1	Hours/Week:	6
Title of the Paper	:	Marketing Management	Credit	:4

Course Outcome:

1. Gain a knowledge about the strategies which have to be follow in marketing the product.
2. Having a clear idea about customer satisfaction, pricing strategies.

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- Business Model Canvas.

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, 14th Edition (2013), Pearson Education India; Fifteenth edition (2015), ISBN: 978-9332557185
2. Marketing Management – V S Ramasamy and S. Namakumari 4th Edition (2012), Macmillan India Ltd. New Delhi, ISBN: 978-0230637290

Reference Book:

- 1 Marketing Management – Dr.C.B.Gupta and Dr.N.Rajannair 9th Edition (2013), Sultan chand & sons Ltd, New Delhi, ISBN: 978-8180549373
- 2 Lamb, hair, Sharma, Mc Daniel– Marketing – An Innovative approach to learning and teaching-A south Asian perspective, Cengage Learning — 2012, ISBN : [978-8131517086](https://doi.org/10.1016/B978-81-315-1708-6)

Course Designers:

1. Mr. R.Arun Prasath
2. Mrs. S.Suganya

THIAGARAJAR COLLEGE, MADURAI- 9
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DEPARTMENT OF BUSINESS ADMINISTRATION
(w.e.f. 2017-19 Batch onwards)

Course	:	M.A.(HRM)	Int. Marks	: 25
Class	:	I	Ext. Marks	: 75
Semester	:	II	Max.Marks	:100
Subject Code	:	S2PH2	Hours/Week	: 6
Title of the Paper	:	Industrial Relations	Credit	:4

Course Outcome:

1. Analyze and evaluate the key process of industrial relation at workplace.
2. Know about the application of essential concepts and their relationship at national level.

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:

1. Essential Of Human Resource Management and Industrial Relations- P. Subba Rao- Himalaya Publishing House-New Delhi-9th edition,2011. ISBN: 978-9350975459.
2. Dynamic of Industrial Relations- Prentice Hall India Ltd., - 14th edition ISBN: 978-0837178790

Reference Book:

- 1 Dynamic of Industrial Relations-Mamoria & Mamoria, Ganker- Himalaya Publishing House- New Delhi-2010 , ISBN; 978- 9352621699
- 2 Industrial Relation and Labour Laws-Arun Monappa Ranjeet Nambudiri,Patturaja Selvaraj- Tata Mc Graw Hill publishing co Ltd -2012. ISBN: 978-1259004926

Course Designers:

- 1.**Dr.R.Arunprasath**
- 2.**Mrs.G.Usha**

THIAGARAJAR COLLEGE, MADURAI- 9
(Re-Accredited with 'A' Grade by NAAC)
DEPARTMENT OF BUSINESS ADMINISTRATION
(w.e.f. 2017-19 Batch onwards)

Course	:	M.A.(HRM)	Int. Marks	: 25
Class	:	I	Ext. Marks	: 75
Semester	:	II	Max.Marks	:100
Subject Code	:	S2PH3	Hours/Week	: 6
Title of the Paper	:	Research Methodology	Credit	: 4

Course Outcome:

1. To apply a range of quantitative and qualitative research techniques to business and management problems.
2. To conceptualize the research problem.

Unit I

18hours

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:

1. Business Research Methods – Donald R. Cooper, Pamela S. Schindler Tata McGraw-Hill – 12th Edition,2013. ISBN: 978- 1259001857
2. Research Methodology – C.R. Kothari Wishwa Prakashan-Third Edition -2008, ISBN: 978-8122436235

Reference Books:

- 1.Research Methodology – Girija.M. Schand Publication, ISBN:978-8121922203
- 2.Business Research Methods – Boris Bmumbery , Tata Mc Graw Hill Pvt Ltd., ISBN: 978- 0077157487

Course Designers:

1. Mrs. P.Anitha
2. Mrs. S.Vijayalakshmi.

THIAGARAJAR COLLEGE, MADURAI- 9
(Re-Accredited with 'A' Grade by NAAC)
DEPARTMENT OF BUSINESS ADMINISTRATION
(w.e.f. 2017-19 Batch onwards)

Course	:	M.A.(HRM)	Int. Marks	: 25
Class	:	I	Ext. Marks	: 75
Semester	:	II	Max.Marks:100	
Subject Code	:	S2PH4	Hours/Week: 6	
Title of the Paper	:	Organizational Behaviour	Credit	:4

Course Outcome:

1. Knowledge about human behavior and conduct in organization.
2. To withstand group dynamics and be flexible to occurring changes

Unit I: **18 hours**

Organizational Behavior – Emerging issues – Dynamics of organizational life – Environmental processes – individual, organizational, Interpersonal, Team and change processes – OB Models. Perception – perceptual process- perceiving others – organizational Applications.

Unit II: **18 hours**

Personality – Introduction – Approaches to the study of Personality Traits – Types & problem solving Behaviors – Learning – Approaches to the study of learning – Reinforcements – Attitudes – Values – Work attitudes – Types & Management of values – Relationship between attitudes and values.

Unit III: **18 hours**

Motivation –Theories-content –process models-applications-Leadership-perspectives-trait-behavioral and contingency perspectives-conflicts-stages of conflicts-types-negotiations. Communication: Meaning- Importance- effects- elements- barriers to communication- characteristics of effective communication- types- advantages and disadvantages of communication

Unit IV: **18 hours**

Group dynamics-theories- five stage model of group formation-types and processes –issues and problems with team–power & politics-Sources& tactics.

Unit-V: **18 hours**

Organisational change and culture: Meaning-Types-Technology change with human facts-Resistance to change- approaches to organisational change- Planning and implementing change.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
ISBN: 978- 9332500334
2. Fred Luthans - Organisational Behaviour – 12th Edition (2010) – Tata McGraw Hill,
New Delhi., ISBN:9780071156059

Reference Books:

1. Human relations and Organizational Behavior -Dwivedi Macmillan-NewDelhi-2005,
ISBN:978-0333933305
2. Prof.P.Subba Rao & Dr. Ratnakar Mishra – Organisational Behaviour - 1st Edition (2012)
– Himalaya Publishing House, New Delhi, ISBN: 978-0333933305
3. Stephen P. Robbins – Organizational Behaviour – 11th edition (2005) – Pearson Education
India, New Delhi, ISBN:978-1740094757

Course Designers:

1. Mrs. G.Usha
2. Mrs. P.Anitha

THIAGARAJAR COLLEGE, MADURAI- 9
(Re-Accredited with 'A' Grade by NAAC)
DEPARTMENT OF BUSINESS ADMINISTRATION
(w.e.f. 2017-19 Batch onwards)

Course	:	M.A.(HRM)	Int. Marks	: 40
Class	:	I	Ext. Marks	: 60
Semester	:	II	Max.Marks:100	
Subject Code	:	S2PHE1	Hours/Week: 6	
Title of the Paper : Elective I : Practical - Yoga and Meditation for Managers				Credit : 5

Course Outcome:

1. Knowledge of rules and classifications in yogasanas.
2. Gain the importance of meditation in day to day life.

-
- Yoga importance rules and classifications
 - Suriya Namaskara-Meaning-Practices of all the twelve steps
Yogasanas – 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:

- 1 Yoga – Vivekananda Kendra Prakashan Trust, Chennai, ISBN: 978-1179558035
- 2 A Psychological handbook for Teachers of yogasanas, ISBN: 978-1587360336

Reference Books:

- 1 Yogasana and pranayama for Health -P.D.Sharma Navneet Publications India Ltd Ahmedabad 2007, ISBN: 978-8124301333
- 2 Yogasanas and sadhana - Dr.satya pal and Dholan Dass Aggarwal, Pustak Mahal-20, ISBN: B01717- JDL8

Course Designers:

1. Mrs. R. Sivamalini
2. Mrs. P. Anitha

THIAGARAJAR COLLEGE, MADURAI- 9
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DEPARTMENT OF BUSINESS ADMINISTRATION
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Course	:	M.A.(HRM)	Int. Marks	: 25
Class	:	I	Ext. Marks	: 75
Semester	:	II	Max.Marks:100	
Subject Code	:	S2PHE1	Hours/Week: 6	
Title of the Paper	:	Elective I- Life skills for Managers	Credit	:5

Course Outcome:

1. Students will be enlightened with personality development.
2. Understands how to manage work pressure and helps to create a stress free workplace.

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:

1. Life Skills to Excel in Life- Dr. J.N.Reddy.Macmillan Publishers India LTD.,
2012, ISBN: 978-9351382652.
2. Learn to Learn- How to excel in your academic studies- By Menachen Reinshmidt
ASIN – BOOANOROUG

Reference Book:

1. A hand book of human relations with structured experiences and instruments –
M.S.Shooklaa – Macmillan Indian Ltd -2010, ISBN – 978-1403922267.
2. Successful people management, Life skill for Managers – David Griffiths, ISBN – 978-
1785899898

Course Designers:

1. Mrs. S.Sugnya
2. Mrs. R. Sivamalini

THIAGARAJAR COLLEGE, MADURAI- 9
(Re-Accredited with 'A' Grade by NAAC)
DEPARTMENT OF BUSINESS ADMINISTRATION
(w.e.f. 2017-19 Batch onwards)

Course	:	M.A.(HRM)	Int. Marks	: 25
Class	:	II	Ext. Marks	: 75
Semester	:	III	Max.Marks:100	
Subject Code	:	S3PH1	Hours/Week: 6	
Title of the Paper	:	Compensation Management	Credit	:4

Course Outcome:

1. Conduct job analysis interviews and develop job descriptions.
2. Analyze employee demographics, job characteristics, compensation data, and other meaningful human resources data using appropriate statistical techniques.

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:

1. Compensation -George T. Milkovich & Jerry M. Newman Tata MC. Graw Hill Publishing Co.,Ltd., 2013. ISBN: 978-0073530499.
2. Strategic compensation – by Joseph J. Martocchio – 2013 – 9th edition, ISBN- 978-0134320540.

Reference Books:

1. Compensation Management in a knowledge – based world – Henderson, 10th edition R.I., Pearson Education New Delhi – 2011. ISBN: 978-0131494794
2. The Complete Guide to executive compensation Bruce R Ellig – 2013, ISBN: 978-0071806312

Course Designers:

1. Mrs. G.Usha.
2. Mrs. P.Anitha.

THIAGARAJAR COLLEGE, MADURAI- 9
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DEPARTMENT OF BUSINESS ADMINISTRATION
(w.e.f. 2017-19 Batch onwards)

Course	:	M.A.(HRM)	Int. Marks	: 25
Class	:	II	Ext. Marks	: 75
Semester	:	III	Max.Marks:100	
Subject Code	:	S3PH2	Hours/Week: 6	
Title of the Paper	:	Human Resource Information System	Credits	:4

Course Outcome:

1. Managing databases and using different type of information systems in managerial process.
2. Understands to apply managerial functions in information system

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:

1. Management Information Systems – Managerial perspectives - Goyal (2012), Macmillan India Limited, New Delhi. ISBN: 1403-930996.
2. Human Resource Information system- Michel . j. Kavanagh 3rd edition- Sage publication, ISBN: 978-1483306933. Copyright(2015)

Reference Books:

1. Management Information Systems – conceptual foundations, structure and development- Davis, Olson (2011), Tata McGraw Hill, New Delhi, ISBN: 0070486379
2. Information Systems for Modern Management, - Murdick, Ross and Claggett (2010) Prentice Hall India. New Delhi, ISBN:978-0134646022

Course Designers:

1. Ms. A. G. Sneha sowmya Jeyashree
2. Mrs. S.Vijayalakshmi

THIAGARAJAR COLLEGE, MADURAI- 9
(Re-Accredited with 'A' Grade by NAAC)
DEPARTMENT OF BUSINESS ADMINISTRATION
(w.e.f. 2017-19 Batch onwards)

Course	:	M.A.(HRM)	Int. Marks	: 25
Class	:	II	Ext. Marks	: 75
Semester	:	III	Max.Marks:	100
Subject Code	:	S3PH3	Hours/Week:	6
Title of the Paper	:	Training and Development	Credit	:4

Course Outcome:

1. Understanding about the adequacy of training in an organization.
2. Gain knowledge about the identification of required training in an particular organization

UNIT-I

18 hours

Training: Meaning and Definition- concepts- purpose- benefits – training, education and development- learning principles- objectives – structure and functions- training and development poilcy.

UNIT-II

18 hours

Training Needs Analysis (TNA) – method of TNA – organisational analysis and individual analysis-selection of trainees and trainers- skills and qualities required for a trainer

UNIT-III

18 hours

Selection of training place- training time- preparing training budget- creative appropriate training environment- Techniques of training – on the job training(OJT)- off the job training- relative merits and limitaions of methods.

UNIT-IV

18 hours

Management development program(MDP)- concepts- need- importance- process- requirements for the success of MDP- methods for improving decision making skills- various methods of mdp program-advantages and disadvantages.

UNIT-V

18 hours

Evaluation of training- stages- models of training evaluation- how to select appropriate evaluation methods- models of evaluation- measuring effectiveness of training- training and development practices in india- training institute in india- emerging trends in training and development.

Text Book:

1. Effective Training- system, strategies and practice, P.Nick Blanchard & James W. Thacker, Pearson Education Inc., 2012, 9th edition. ISBN: 978-8131731604
2. Reading in Human Resource Development - Rao T.V, Oxford & IBH publishing Co Ltd, 2010. ISBN: 978- 8132106876

Reference Books:

1. A Handbook of Training and Development - N. Ramaswamy,T.R Publication. ISBN: 978 - 8120405851
2. Building a Learning Organization - Rastogi P.N, Wheeler Publishing, 2010. ISBN: 978 - 8134567825

Course Designers:

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THIAGARAJAR COLLEGE, MADURAI- 9
(Re-Accredited with 'A' Grade by NAAC)
DEPARTMENT OF BUSINESS ADMINISTRATION
(w.e.f. 2017-19 Batch onwards)

Course	:	M.A.(HRM)	Int. Marks	: 25
Class	:	II	Ext. Marks	: 75
Semester	:	III	Max.Marks:100	
Subject Code	:	S3PH4	Hours/Week: 6	
Title of the Paper	:	Advanced Human Resource Management	Credit	:4

Course Outcome:

1. Asses the existing theory and practice in the field of HRM
2. Motivates to respond positively towards the problems arising in unfamiliar situation.

Unit-I **15 Hours**

Strategic Human Resource Management –Introduction key themes-Emerging trends and Issues-Corporate and HR strategy-Relationship and implementation investment prospective-HR decision making-Cost benefit analysis-Role of bench marking

Unit –II **15 Hours**

Labour Markets and labour flexibility-labour market approaches-achieving working time flexibility-changing work place-Managing diversity-Organizations and national culture

Unit –III **15 Hours**

Human resource planning-strategic resource- Retaining outsourcing –performance management system-strategic compensation management-strategic approach to training and development-Employee relations and management of change.

Unit-IV **15 Hours**

Organization restructuring and empowerment-Human resource processes in multinationals – International mergers and acquisitions –HR perspective

Unit-V **15 Hours**

E- HRM types of E- HRRM,E -HRM outcomes-Human resource Information system(HRIS)-HRM and Quality-Role of HR in Quality Implementation of TQM in HR functions

Text Book

1. Advanced Human Resource Management -S.A.Gupta Ane Book Pvt Ltd, New Delhi first edition-2008, ISBN: 1403-930996.
2. Human Resource Information system – Michel J.Kavanagh 3rd edition – sage publication. ISBN: 978-1483306933

Reference Books :

1. Human resource Management –H.John Bernatrdin Tata McgrawHill, New Delhi special Indian edition 2008, ISBN: 0070486379
2. Human resource Management –K.Aswathappaa Tata McgrawHil New Delhi Fifth edition-2008, ISBN: 978-0134646022

Course Designers:

1. Mrs. P.Anitha
2. Mrs R. Sivamalini

THIAGARAJAR COLLEGE, MADURAI- 9
(Re-Accredited with 'A' Grade by NAAC)
DEPARTMENT OF BUSINESS ADMINISTRATION
(w.e.f. 2017-19 Batch onwards)

Course	:	M.A.(HRM)	Int. Marks	: 25
Class	:	II	Ext. Marks	: 75
Semester	:	III	Max.Marks	:100
Subject Code	:	S3PHE1	Hours/Week	: 6
Title of the Paper	:	Elective II- Performance Management	Credit	:5

Course Outcome:

1. Compare and contrast the concepts of performance management and employee development.
2. Assess the legal issues involved with team performance management reward systems.

Unit I

18 Hours

Conceptual approaches to Performance Management – Need for Performance Management In India – Organizations – Determinants of Job Performance – Selection –Human Resource Processes: The study performance management strategies.

Unit II

18 Hours

Determination of Job Performance: Organizational structure, organic and mechanistic structure, structural dimensions of organization, Structure and organizational performance, Relationship – Human Resource strategies – Work Group Characteristics – An empirical study of job performance.

Unit III

18 Hours

Personality and job performance: role of personality factors in job performance – empirical studies on personality dimensions – Locus of control – need for achievement. Selection- Training and Development- Objectives of training- Training Methods-Evaluation of training.

Unit IV

18 Hours

Performance appraisal: Need – Methods – 360 Degree appraisal – Reengineering - Performance – Reengineering performance appraisal system –definition of Competencies.- Compensation-Job Evaluation-Factors in Job evaluation plan-Job Evaluation plan for Manufacturing Organization- Career development-Role of Employee-Role of Organization-Career Growth Policy- Developing Alternative Promotion Policies- Career Development of Workers.

Unit V

18 Hours

Enhancing Potential of individuals and Team- Counseling-Attitude Training for Workmen-Frustration-Stress-Enhancing Job Satisfaction -Improving Organizational Culture. Creating high Performance organizations – high performance organization: definition and criteria, re – designing human resource strategies – organizational restructuring – competency assessment and development – framework for competency assessment – banking organizations – educational qualifications.

Text Book:

1. Strategies for Performance Management – Dinesh K Srivstava - Anurag Jain for Excel Books, New Delhi – 2005, ISBN : [978-8174464460](#)
2. Performance Management: Toward Organizational Excellence – T.V.Rao, SAGE Response; Second edition 2015, ISBN: 978-9351507307

Reference Books:

1. Human resource Management –An Experimental Approaches –Bennardin A.H Tata McGraw Hill Publishing Co.Ltd., New Delhi -2003, ISBN: 978-0230330498.
2. Performance Management Paperback by [Soumendra Narain Bagchi](#) , Cengage; 2nd Edition 2013, ISBN: 978-8131518724

Course Designers:

1. Mrs. S. Suganya
2. Mrs. S.Vijayalakshmi

THIAGARAJAR COLLEGE, MADURAI- 9
(Re-Accredited with 'A' Grade by NAAC)
DEPARTMENT OF BUSINESS ADMINISTRATION
(w.e.f. 2017-19 Batch onwards)

Course	:	M.A.(HRM)	Int. Marks	: 25
Class	:	II	Ext. Marks	: 75
Semester	:	III	Max.Marks	:100
Subject Code	:	S3PHE1	Hours/Week	: 6
Title of the Paper	:	Elective II Organizational Development	Credit	:5

Course Outcome:

1. Develops critical thinking and abilities needed for corporate.
2. Demonstrate group dynamics and effective team work.

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, ISBN: 978-013009374
2. Organizational Development – French & Bell, Prentice-Hall of India Private Limited, 2011, ISBN: 978-8177582311

Reference Books:

1. Organizational Development and HRD – Macmillan, New Delhi, 2010, ISBN: 978-0071331760
2. Best Practices in OD and Change - Bennis Warren, Tata Mc Graw Hill, ISBN: 978-04706604557

Course Designers:

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THIAGARAJAR COLLEGE, MADURAI- 9
(Re-Accredited with 'A' Grade by NAAC)
DEPARTMENT OF BUSINESS ADMINISTRATION
(w.e.f. 2017-19 Batch onwards)

Course	:	M.A.(HRM)	Int. Marks	: 25
Class	:	II	Ext. Marks	: 75
Semester	:	IV	Max.Marks:100	
Subject Code	:	S4PH1	Hours/Week: 6	
Title of the Paper	:	International Human Resource Management	Credit	:5

Course Outcome:

1. Exhibit the global mindset and sensitivity to cultural issues in organization.
2. Face challenges in multinational corporations regarding staffing, Training & development, compensation.

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 – Apprising 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:

1. International Human Resource Management – text and cases – K. Aswathappa and Sadhana Dash – Tata McGraw - Hill Publishing Co. Ltd., New Delhi – 2011, ISBN: 9781259084799.

2. International Human Resource Management – Anne wil – Harzing – SAGE Publications, ISBN: 978-1446267318

Reference Books:

1. International Human Resource Management – Peter J. Dowling, Denice E. Welch – South Western Cengage learning – 2013, ISBN: 978-1844805426

2. Principles of International Human Resource Management CENGAG 16th edition – George w. Behander. Scott.A S.N.Ell, ISBN:978-8131532492

Course Designers:

1. Dr. R. Arun Prasath

2. Ms. A. G. Sneha Sowmya Jeyashree

THIAGARAJAR COLLEGE, MADURAI- 9
(Re-Accredited with 'A' Grade by NAAC)
DEPARTMENT OF BUSINESS ADMINISTRATION
(w.e.f. 2017-19 Batch onwards)

Course	:	M.A.(HRM)	Int. Marks	: 25
Class	:	II	Ext. Marks	: 75
Semester	:	IV	Max.Marks:	100
Subject Code	:	S4PH2	Hours/Week:	6
Title of the Paper	:	Labour Legislations	Credit	:5

Course Outcome:

1. Identify and describe the context in which unions and employers meet to organize, bargain, and resolve disputes.

2. Describe and assess the system for organizing a workplace

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, 34th Edition (2013), Sulthan Chand & sons, New Delhi, ISBN: 978-8180549748
2. M.C. Shukla, A Manual of Mercantile law, 13th Edition, 2004, S.Chand & Company Ltd, New Delhi, ISBN:978-812191100

Reference Books:

1. Industrial Law S.M. Sundaram, 8th Edition (2011) Sree.Meenakshi Publications, ISBN: 978-8814569254
2. Business Law –R.S.N. Pillai & V. Bagavathi, 6th Edition (2010), Sulthan Chand&sons, New Delhi. ISBN:978-8812919272

Course Designers:

1. Mrs. R. Sivamalini
2. Ms. A.G Sneha Sowmya Jayasree

THIAGARAJAR COLLEGE, MADURAI- 9
(Re-Accredited with 'A' Grade by NAAC)
DEPARTMENT OF BUSINESS ADMINISTRATION
(w.e.f. 2017-19 Batch onwards)

Course	:	M.A.(HRM)	Int. Marks	: 25
Class	:	II	Ext. Marks	: 75
Semester	:	IV	Max.Marks	:100
Subject Code	:	S4PH3	Hours/Week	: 6
Title of the Paper	:	Total Quality Management	Credit	:5

Course Outcome:

1. To gain knowledge about strategic importance of the dimensions of quality and quality control tools.
2. Understand the link between TQM and ISO and to gain knowledge about Environmental management.

Unit I

18 hours

Introduction to quality concept- Definition – Eight dimensions – Importance- Service quality vs Product quality- Determinants of service quality.

Unit II

18 hours

Philosophy of TQM – Introduction- Emergence of TQM- Overview- Implementation- Benefits. Contribution by Quality Gurus – Deming 14 point programme -PDCA cycle- Benefits of PDCA- Juran- Crosby 14 Point Programme- Ishikawa- Taguchi .

Unit III

18 hours

Quality control and Assurance-Seven QC (Old and New) Tools- Check sheets- Pareto chart – Cause and effect diagram- Control chart (Attributes and Variables)- Histogram- Scatter diagram. Quality Circles-Objectives – Structure - Roles and Responsibilities- Problem solving Techniques. Business Process Reengineering- Difference between TQM and BPR- Steps- Advantages- Limitations- Principles of Reengineering.

Unit IV

18 hours

Process control and process capability –Proactive Improvement- House of quality – Benefits of using QFD. Six Sigma Concept– Just-In –Time-Components–Benefits- Kanban system-Principles of 5s –Kaizen-Benchmarking.

Unit V

18 hours

Quality awards- Introduction- Deming prize award – Malcolm Baldrige and The European quality award. Quality standards – Introduction ISO 9001-2000- Process approach – ISO Certification Procedure- ISO 14000 Environmental Management- Vision- Mission- Goals- Objective- Plans. Quality Audit Guidelines.

Text Book:

1. Total Quality Management- B. Janakiraman and R.K. Gopal, 4th Edition, by Ashoke K.Ghosh, PHI Learning private Ltd, New Delhi, ISBN 978-81-203-2995-9.

Reference Books:

1. Total quality Management- Dr. V. Venkateswara Rao and Dr. Basanta Kumar, Edition, Mohit Publications, New Delhi, ISBN 81-7445-163-3.

2. Total Quality Management- S.D.Bagde , First Edition, Himalaya publications, Mumbai. ISBN

3. Total Quality Management- James R. Evans and James W.Dean, JR. 3rd Edition, South Western Thomas Learning, Singapore, ISBN 981-240-068-0.

4. Total Quality Management – Dale H. Besterfield, Carol Besterfield- Michna, Glen H. Besterfield, Mary Besterfield- Scare, 2nd Edition,Low Price Edition, Singapore, ISBN 81-7808-270-5.

Course Designers:

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2. Dr. R. Arun Prasath

THIAGARAJAR COLLEGE, MADURAI- 9
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DEPARTMENT OF BUSINESS ADMINISTRATION
(w.e.f. 2017-19 Batch onwards)

Course	:	M.A.(HRM)	Int. Marks	: 25
Class	:	II	Ext. Marks	: 75
Semester	:	IV	Max.Marks:	100
Subject Code	:	S4PHE1	Hours/Week:	6
Title of the Paper : Elective III Customer Relationship Management			Credit	:5

Course Outcome:

1. Identify key mile stones in the relationship management.
2. Review several the features and benefits of various CRM systems.

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- Portal

Text Book:

1. Customer Relationship Management: A Step-By-step Approach, Mohamed, H Peeru, New Delhi: Vikas Publishing House Pvt Ltd, 2010, ISBN: 978- 8125912057.
2. Customer Relationship Management – Dr. Sheela rani, Margham Publication, 2008, ISBN: 978-938242474

Reference Books:

1. Customer Relationship Management – M.V.S Srinivasa Rao, 2013 ISBN: 978-8189630768.
2. Customer Relationship Management – Chiristopher Zeheres, Roger Barau 1st edition, ISBN- 978-87768129606

Course Designers:

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THIAGARAJAR COLLEGE, MADURAI- 9
(Re-Accredited with 'A' Grade by NAAC)
DEPARTMENT OF BUSINESS ADMINISTRATION
(w.e.f. 2017-19 Batch onwards)

Course	:	M.A.(HRM)	Int. Marks	: 25
Class	:	II	Ext. Marks	: 75
Semester	:	IV	Max.Marks	:100
Subject Code	:	S4PHE1	Hours/Week:	6
Title of the Paper : HRD Audit				

Course Outcome:

- 1. Know the critical components of an HRD audit.**
- 2. Understanding the best ways to HRD Auditing tools.**

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:

1. HRD Audit-T.V .Rao-Response books Sage publications 2008, ISBN:978-8132119968
2. HRD Audit evaluating the Human resource function for business improvement- Dr. Sai Khan, SAGE publications, ISBN:978-8132119678

Reference Books :

1. HRD experiences, interventions, strategies -Sage publications, Third edition 2000, ISBN: 978-0803992733
2. Designing and Managing Human Resource systems -Udai parak,T.V.Roa Oxford and IBH publishing Co Pvt Ltd 5th edition-2007, ISBN: 978- 8120416109

Course Designers:

- 1. Mrs S. Suganya**
- 2. Ms. A.G. Sneha Somya Jayashree**

M.Phil., Management

THIAGARAJAR COLLEGE, MADURAI- 9
(Re-Accredited with 'A' Grade by NAAC)
DEPARTMENT OF BUSINESS ADMINISTRATION

M.PHIL – MANAGEMENT
Course structure (w.e.f 2017-18 onwards)

Semester –I

Course	Code	Course Title	Ins. Hrs/ Week	Exam Hrs	Marks		Total
					Int	Ext	
Core-I	S1MA1	Research Methodology	6	3	100	100	200
Core – II	S1MA2	Emerging Trends in Management	6	3	100	100	200
Core-III	S1MA3	Thrust Area of Research in Management	6	3	100	100	200
Total			12	6	300	300	600

Semester -II

course	Code	Course Title	Ins. Hrs/W eek	Exam Hrs	Marks		Total
					Int	Ext	
Core – II	PJ	Dissertation and Viva -voice	--	--	100	100	200
Total					100	100	200

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DEPARTMENT OF BUSINESS ADMINISTRATION
(w.e.f. 2017 Batch onwards)

Course	: M.Phil	Code No: S1MA1
Semester	: I	No of Hrs allotted: 6
Paper	: Core I	No of Credits :4
Title of the paper	: Research Methodology	

Unit: I Introduction to Business Research: Research – Meaning – Scope and Significance – Characteristics of Good Research- Types of Research – Research Process – Research Design: Features of good design – Scientific method –Identifying Research Problem – Concepts, Constructs, Variables, Proposition, and Theoretical framework.

Unit: II Hypothesis: Meaning – Sources – Types – Role of Hypothesis formulations - Qualitative Research – Process – Qualitative Research Methodologies – Quantitative Research - Measurement – Meaning – Need -Errors in Measurement – Test of Sound Measurement –Scaling Techniques – Meaning – Construction techniques

Unit: III Sampling design – Meaning – Concepts – Steps in Sampling – Criteria for Good Sample Design – Types of Sample Designs – Probability and Non-Probability Samples – Sample Size Determination – Data collection: Types of Data – Sources – Tools for Data Collection – Constructing Questionnaire – Reliability and Validity – Pilot Study – Data Pre-Processing: Coding and Editing Data analysis : Exploratory, Descriptive and Inferential Analyses.

Unit: IV Test of Significance: Assumptions about Parametric and Non-Parametric Tests. Parametric Test - t test, F test and Z test - Non Parametric Test – How to select a test - U Test, Kruskal Wallis, Sign test- Correlation and Regression analyses.

Unit: V Multivariate Analysis – Factor analysis, Cluster analysis, MDS, Discriminate Analysis (NO Problems), SPSS and its Applications. Interpretation - Meaning - Techniques of Interpretation - Report Writing:- Significance - Steps in Report Writing – Types of Reports- Layout of Report - Executive Summary - Precautions for Writing Report - Norms for using Tables, Charts And Diagrams Appendix:- Norms for using Index and Bibliography.

REFERENCES:

1. Donald R. Cooper and Pamela S. Schindler, “Business Research Methods”, Tata McGraw Hill, 9th Edition, 2007. ISBN 10: 0070620199 / ISBN 13: 9780070620193.
2. William G. Zigmund, “Business Research Methods”, Cengage Learning India Pvt Ltd, 2006. 1st edition ISBN:-13:9781473704855, ISBN -10:1473704855.
3. Naresh K Malhotra, “Marketing Research: An Applied Orientation”, Pearson Education” 6th Edition, 2004 ISBN-01236094236, 9780136094234.
4. Rao K.V.Research “Methods for Management and Commerce”, Sterling Publishers, 1993.ISBN-0-07-007741.
5. Uma Sekaran, “Research Methods for Business”, Wiley India Publications, 4th Edition – 2009,ISBN -10:0471203661.

Course Designers:

1. **Dr. N.Rajsekar**
2. **Dr. P. Thillai Rajan**

THIAGARAJAR COLLEGE, MADURAI- 9
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DEPARTMENT OF BUSINESS ADMINISTRATION
(w.e.f. 2017 Batch onwards)

Course	: M.Phil	Code No: S1MA2
Semester	: I	No of Hrs allotted: 6
Paper	: Core II	No of Credits:4
Title of the paper	: Emerging Trends in Management	

Unit I: Innovative Management for Turbulent Time – Human Aspects of Management Understand dynamics of people behavior in organization – Attitudes, Perception, Personality, stress, Interpersonal relations, Managing interpersonal conflict, Managing and developing a creative organization, Management in Small business and Nonprofit Organizations, Management and New work place.

Unit II: Strategic Market Management External and customer analysis, Competitor analysis, Market analysis, Environmental analysis and dealing with strategic uncertainty, Internal analysis, Achievement of sustainable competitive advantage, alternative strategies for business success.

Unit III: Management Functions and Techniques Strategic Planning and Goal setting, Strategy formulation and implementation, Design adaptive organizations, Human resource management, Leadership, Motivation, Decision Making, Management and quality control, operations and value chain management.

Unit IV: Innovation and Technology Management Competitive advantages through new technologies, Technological Forecasting, Technology strategy, Technology diffusion and absorption, Human Aspects in Technology Management, Social Issues in Technology Management.

Unit V: Emerging Trends in Business Environment ERP, Six Sigma, Mind maps for business, Business Process Re-engineering (BPR), Business Process Outsourcing (BPO), Corporate Social Responsibility (CSR), Total Quality Management (TQM), Economic Environment of Business, Political and Legal Environment of Business, International and Technological Environment,

REFERENCES:

1. David A. Whetten, Kim S. Cameron (2008), Developing Management Skills, Printice Hall of India Private Limited, ISBN-10: 8120333780
2. David A. Aaker, Stratgic Market Management, John Wiley and Sons, Inc, 2013, ISBN-10: 1118582861
3. Harold Koontz (2004), Principles Of Management, Tata Mcgraw Hill Education Private Limited,1st edition, ISBN: 9780070581920
4. Robbins, Stephen P, and Coulter Mary. (2007) Management, 9th Edition, Prentice Hall, ISBN 10: 0132257734
5. Schilling (2008), Strategic Management of Technological Innovation, Tata Mcgraw Hill Education Private Limited, 4th edition, ISBN-13: 978-0-07-802923-3
6. Tudor Rickards, Creativity And The Management Of Change (Manchester Business And Management Series), Wiley-blackwell, 1st edition, ISBN-10: 0631210679

Course Designers:

1. Dr. P.Uma Rani
2. Dr.D.Anbugeetha

THIAGARAJAR COLLEGE, MADURAI- 9
(Re-Accredited with 'A' Grade by NAAC)
DEPARTMENT OF BUSINESS ADMINISTRATION
(w.e.f. 2017 Batch onwards)

Course	: M.Phil	Code No: S1MA3
Semester	: I	No of Hrs allotted: 6
Paper	: Core III	No of Credits:4
Title of the paper	: Thrust Areas of Research in Management	

Unit –I RESEARCH IN GENERAL MANAGEMENT

Applied research in Management Process- Functions- Planning and Decision making- Organization structure- Organization Climate and culture- Motivation –Team building- Leadership- Control – Management in Public sector Undertaking- Social responsibility of Business– Case Study – Corporate Ethics and Corporate Governance .

Unit –II RESEARCH IN FINANCE

Applied research in Financial Statement Analysis – Operational Efficiency – Working Capital Management – Inventory Control and Management – Security Analysis – Risk and Return Analysis- Housing Finance – Mutual Funds.

Unit –III RESEARCH IN HUMAN RESOURCE

Applied research in Recruitment – Selection – Man power Planning – Training and Development – Promotion – Performance Management – Stress Management – Labour Welfare Measures – Competency Mapping – Organizational Effectiveness.

Unit –IV RESEARCH IN MARKETING

Applied research in Services Research – Advertising Research – Sales Promotion – Personal Selling – Research on Branding – Research on Consumer Behavior – Research on Retailing – Logistics – Consumer Relation Management – Franchising.

Unit –V RESEARCH IN SYSTEMS AND PRODUCTION

Applied research in Knowledge Management – Management Information System – Electronic Commerce – Artificial Intelligence – ERP – Supply Chain Management – TQM – TPM – Six Sigma – Just in Time and Lean Management.

REFERENCES:

1. Financial Management – Theory and Practices (2014) – Prasanna Chandra – TMH. ISBN-13 978-0071078405.
2. Case Studies in Finance – Robert E Brumer(2006) – TMH. ISBN-13 978-0072338621.
3. Human Resource Management – Fisher Schoenteldt (2013) – All India Publisher & Distribution. ISBN-13 978-0618527861.
4. Human Resource Management – Gary Desser (2015) – Prentice Hall of India. ISBN-13 978-0130662002.
5. Human Resource Management – Lain Henderson –(2014) University Press (P) Ltd. ISBN-13 978-1843981473.
6. The Essential Guide of Knowledge Management – Amrit Tiwana(2012) – Pearson Education. ISBN-13 978-0130320001.

7. Management Information Systems (Fourth Edition) – James O Brien (2015)– TMH.ISBN-13 978-0073376813.
8. Electronic Commerce – A Managers Guide – Ravi Kalakota and Andrew B Whinston - Addison Wesley Longman.(2015) ISBN-13 978-0201845204.

Course Designers:

1. Dr. C. Jothi Baskar Mohan

NOTE:

- For M.Phil Dissertation work, during the II semester, the research scholars have to undertake field work study for a period of 8 weeks. Out of the maximum of 200 marks allotted for the Dissertation and viva-voce, 100 marks is allocated for the thesis to be evaluated by the Research supervisor, and 100 marks for the Viva-voce examination to be evaluated by the external examiner.

