

# MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI

## BACHELOR OF BUSINESS ADMINISTRATION (B.B.A)

### SCHEME OF EXAMINATIONS (2021-22 Onwards)

**Bachelor of Business Administration** is one of the most popular bachelor degree program after class XII. The BBA course is the gateway to numerous job opportunities in a plethora of sectors like Marketing, Education, Finance, Sales, and Government. The 3-year undergraduate course in Business Administration is open to students from all the three streams of education namely Commerce, Arts and Science. The BBA course offers knowledge and training in management and leadership skills to prepare them for managerial roles and entrepreneurship. During the tenure of the course, candidates learn various aspects of business administration and management through class room lectures, Games, Seminars and practical projects. The overall objectives of this academic Bachelor's program is to develop the students' intellectual capacity, executive personality, and managerial skills in a way that enables them assume entry-level managerial positions in business and industry, public sector organizations, consultancy companies and other organizations. Graduates of the program may also choose to start their own entrepreneurial business ventures

**ELIGIBILITY FOR** Any candidate who has passed the Plus Two of the Higher Secondary Board of Tamilnadu or that of any other university or Board of Examinations in any state recognized as equivalent to the Plus Two of the Higher Secondary Board in Tamilnadu.

**DURATION OF THE COURSE** The duration of the course shall be three academic years comprising **six semesters** into with two semesters for each academic year. There shall be at least 90 working days in a semester and a minimum 450 hours of instructions in a semester.

**REGISTRATION** Each student shall register for the courses in the prescribed registration form in consultation with the Faculty Advisor within two weeks from the commencement of each semester.

**PROGRAMME STRUCTURE** The BBA programme shall include 40courses, including four language courses and two projects:-

Nature of Course	Number
1. Language Courses	4
2. Foundation Courses	2
3. Core Courses (excluding project)	19
4. Allied Courses	4
5. Complementary Courses	2
6. Skill Based Core courses	2
7. Skill based common	1
8. Non Major Elective courses	2
9 Major Elective	2
10. Projects	2

The students secure the credit assigned to a course on successful completion of the course. The students shall be required to earn a minimum of 120 credits for the award of the degree.

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

**MEDIUM OF INSTRUCTION AND WRITING UNIVERSITY EXAMINATIONS.** The major classes are handled by using English language as the medium of instruction. Students who are studying the B.B.A. course should write the University Examinations in the *English medium.*

**MANONMANIAM SUNDARANAR UNIVERSITY TIRUNELVELI**

**CHOICE BASED CREDIT SYSTEM**

**BACHELOR OF BUSINESS ADMINISTRATION  
(With effect from the Academic Year 2021-2022 onwards)**

Sem (1)	Part I/ II/III/ IV/V (2)	Subject Number (3)	Subject Status (4)	Subject Title (5)	L	T	P	C	Maximum marks		
									Int ern al	Ex ter nal	T ot al
I	I	1	Language	Tamil / Other Language	5	1	0	4	25	75	100
	II	2	Language	Communicative English	4	2	0	4	25	75	100
	III	3	Core-1	Professional English for Commerce and Management-I	3	1	1	4	25	75	100
	III	4	Core-2	Principles of Management	4	1	0	4	25	75	100
	III	5	Allied-1	Business Statistics	3	1	2	4	25	75	100
	IV	6	Common	Environmental Studies	2	0	0	2	25	75	100
	<b>Sub Total</b>					<b>20</b>	<b>9</b>	<b>1</b>	<b>22</b>		

MSU/2020-21/UG-Colleges/Part-III (B.B.A.)/ Semester-I / Ppr.no.3/ Core-1  
**PROFESSIONAL ENGLISH FOR COMMERCE AND MANAGEMENT– I**

L	T	P	C
3	1	1	4

**Course objective:** To develop the language skills of students by offering adequate practice in professional contexts and to focus on developing student's knowledge of domain specific registers and the required language skills

### **UNIT I- COMMUNICATION**

Listening : Listening to audio text and answering questions - Listening to Instructions  
Speaking : Pair work and small group work.  
Reading : Comprehension passages –Differentiate between facts and opinion  
Writing : Developing a story with pictures.  
Vocabulary : Register specific - Incorporated into the LSRW tasks (15 hrs)

### **UNIT II – DESCRIPTION**

Listening : Listening to process description.-Drawing a flow chart.  
Speaking : Role play (formal context)  
Reading : Skimming/Scanning- Reading passages on products, equipment and gadgets.  
Writing : Process Description –Compare and Contrast Paragraph-Sentence Definition and Extended definition- Free Writing.  
Vocabulary : Register specific -Incorporated into the LSRW tasks. (15 hrs )

### **UNIT III- NEGOTIATION STRATEGIES**

Listening : Listening to interviews of specialists / Inventors in fields (Subject specific)  
Speaking : Brainstorming. (Mind mapping). Small group discussions (Subject-Specific)  
Reading : Longer Reading text.  
Writing : Essay writing (250 words)  
Vocabulary : Register specific - Incorporated into the LSRW tasks (15 hrs)

### **UNIT IV- PRESENTATION SKILLS**

Listening : Listening to lectures.  
Speaking : Short talks.  
Reading : Reading Comprehension passages  
Writing : Writing Recommendations Interpreting Visuals inputs  
Vocabulary : Register specific - Incorporated into the LSRW tasks (15 hrs)

### **UNIT - V CRITICAL THINKING SKILLS**

Listening : Listening comprehension- Listening for information.

Speaking : Making presentations (with PPT- practice).  
Reading : Comprehension passages –Note making. Comprehension:  
Motivational article on Professional Competence, Professional Ethics  
and Life Skills  
Writing : Problem and Solution essay– Creative writing –Summary writing  
Vocabulary : Register specific - Incorporated into the LSRW tasks (15 hrs)

**References:**

1. Shiv Khera – You Can Win
2. Robin Sharma – The Monk Who Sold His Ferrari
3. A.P.J.AbdulKalam – Ignited Minds - Wings of Fire
4. Richard Back – Jonathan Livingston Seagull
5. Med Serif – How to Manage Yourself

**PRINCIPLES OF MANAGEMENT**

L	T	P	C
4	1	0	4

**Course Objectives:** To acquaint students with the fundamentals of management and the basic functions of modern management.

**UNIT I INTRODUCTION TO MANAGEMENT**

Definition of Management – managerial roles and skills- Science or Art – Manager Vs Administrator – Evolution of Management – Scientific, human relations, system and contingency approaches (contributions of F.W Taylor, Henry Fayol, Elton Mayo, Gilberth and McGregor) - Levels and Functions of Management. (15 hrs)

**UNIT II PLANNING**

Nature and purpose of planning – planning process – types of planning – objectives – setting objectives – policies – Planning premises – Planning Tools and Techniques – Decision making steps and process. (15 hrs)

**UNIT III ORGANISING**

Nature and purpose – Formal and informal organization – organization chart – organization structure – types – Line and staff authority – departmentalization – delegation of authority – centralization and decentralization —Span of Management- Job design- Recruitment, selection, Training and Compensation. (15 hrs)

**UNIT IV DIRECTING**

Foundations of individual and group behaviour – motivation – motivational techniques – job enlargement – job enrichment – leadership – types and theories of leadership – communication – process of communication – barrier in communication – effective communication. (15 hrs)

**UNIT V CONTROLLING**

System and process of controlling – budgetary and non-budgetary control techniques – use of computers and IT in Management control – Productivity problems and management – control and performance – direct and preventive control – reporting. (15 hrs)

**Reference books:**

1. Principles of Management- T.Ramasamy.
2. Principles and Practices of Management- L.M. Prasad.
3. Essentials of Management – KOONTZ AND O'DONNELL
4. Principles of Management – SHERLEKAR S. A.
5. Business Management – DINKAR PAGARE
6. Principles of Management – TRIPATHI AND REDDY

L	T	P	C
3	1	2	4

**Course Objective:** To familiarize the students with various statistical Data Analysis tools that can be used for effective decision making. Emphasis will be on the application of the concepts learned.

### **UNIT I MEASURE OF CENTRAL TENDENCY**

Measures of Central value- characteristics of an ideal measure- Measures of Central tendency –mean, median, mode – Application in Business decisions – Measures of Dispersion – absolute and relative measures of dispersion – Range, Quartile Deviation, Mean Deviation, Standard Deviation, Co-efficient of Variation – Moments, Skewness, Kurtosis - (Conceptual framework only) (18 hrs)

### **UNIT II CORRELATION ANALYSIS**

Correlation analysis: Meaning and Significance – Correlation and Causation, Types of Correlation, Methods of studying Simple Correlation – Scatter diagram, Karl Pearson's Coefficient of Correlation, Spearman's Rank Correlation co-efficient. (18 hrs)

### **UNIT III REGRESSION ANALYSIS**

Regression Analysis – Regression Vs Correlation, Linear Regression, Regression lines, Standard error of estimates. (18 hrs)

### **UNIT IV TIME SERIES ANALYSIS**

Time Series-Meaning and significance – utility, components of Time series-Measurement of Trend: Method of least squares, Parabolic Trend and Logarithmic trend. (18 hrs)

### **UNIT V INDEX NUMBERS**

Meaning and significance, problems in construction of index numbers, methods of constructing index numbers – weighted and unweighted, test of adequacy of index numbers, chain index numbers, base shifting, splicing and deflating index numbers (18 hrs)

**(Marks: Theory 40% and Problems 60%)**

#### **Reference Books:**

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

