

MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A)

SCHEME OF EXAMINATIONS (2020-21 Onwards)

Sem (1)	Part I/ II/III/IV/ V/V (2)	Subject Number (3)	Subject Status (4)	Subject Title (5)	L	T	P	C	Maximum marks		
									Internal	External	Total
VI	III	36	Core 17	Strategic Management	4	1	0	4	25	75	100
	III	37	Core 18	Digital Business Management	4	1	0	4	25	75	100
	III	38	Core 19	Total Quality Management	3	1	0	4	25	75	100
	III	39	Major Elective II (CHOOSE ANY ONE)	Services Marketing <i>Or</i> Investment Management <i>Or</i> Performance Management (CHOOSE ANY ONE)	3	1	0	4	25	75	100
	III	40		Major Project	0	3	9	6	50	50	100
					Sub Total	16	5	9	22		

L-Lecture T-Tutorial P- Practicals C-Credit

Allocation of questions For problem oriented subjects : 40% theory and 60% problems

Distribution of marks between External and Internal Assessment is For Theory 75 : 25
& For Practical 50 : 50

Total Hours: 180 Total Credits: 140 (Excluding YOGA, COMPUTER FOR DIGITAL ERA AND EXTENSION ACTIVITY) Core Subjects: 19 Non-Major Elective: 02 Skill Based Core: 02 Skill Based Subject (Common): 01 Major Elective: 02 Allied: 04

L	T	P	C
4	1	0	4

Course Objective: To enhance decision making abilities of students in situations of Uncertainty in a dynamic business environment.

UNIT-I: INTRODUCTION

Strategic Management: Concepts- Difference between strategy and tactics-Three levels of strategy, Strategic Management Process- Benefits (15hrs)

UNIT-II: STRATEGY FORMULATION

Strategic Formulation: Corporate Mission: Need –Formulation, Objectives: Classification-Guidelines, Goals: Features- Types, Environmental Scanning- Need- Approaches- SWOT analysis-ETOP-Value chain analysis. (15 hrs)

UNIT-III: CORPORATE PORTFOLIO ANALYSIS

Choice of strategy: BCG matrix-The GE nine cell planning grid- Corporate level generic strategies: Stability, Expansion, Retrenchment, Combination strategies. (15 hrs)

UNIT-IV: STRATEGY IMPLEMENTATION

Strategic Implementation: Role of top management-Process- Approaches, Resource allocation-Factors -Approaches, Mckinsey's 7's framework, Strategic Positioning- Four routes to competitive advantage. (15 hrs)

UNIT-V: STRATEGY EVALUATION

Strategic Evaluation: Importance- Criteria- Quantitative and Qualitative factors, Strategic control: Process-Criteria-Types, Essential features of effective evaluation and control systems. (15hrs)

Reference Books:

1. Strategic Management- Francis Cherunillam
2. Strategic Planning and Management- P.K.Ghosh.
3. Strategic Planning-Formulation of corporate strategy,-V.S.Ramaswamy&S.Namakumari,
4. Strategic Management – Charles W.L. Hill
5. Business Policy – Ahar Kasmi

L	T	P	C
4	1	0	4

Course Objective: To familiarize students with the basic concepts of internet, e-commerce, e-business and cyber security.

UNIT- I: INTRODUCTION TO DIGITAL BUSINESS

Definition and characteristics of Digital Business. Difference between physical economy and digital economy - Drivers of digital business. Difference between Digital Marketing and Digital Business Management - Opportunities and Challenges in Digital Business operations in India. (15 hrs)

UNIT- II: SOCIAL MEDIA

Social Media - Why Social Media, Building Relationship via FB, LinkedIn, Twitter and You tube Heading comments, Social media content base creation, Application of social media in different areas of business, Face Recognition tools. (15 hrs)

UNIT-III: MOBILE TECHNOLOGY

Mobile Technology - Concept of mobile web, mobile apps, mobile Discussion and Student should be able to understand use of smart phone in business, Use of marketing and mobile payments. (15 hrs)

UNIT- IV: SECURITY ISSUES IN DIGITAL BUSINESS

Cyber Security For Digital Business Introduction to Cyber crimes, Difference between Hacking and Cracking, Types of Hackers Types of Cyber Crimes- E-mail crimes, Social Networking Crimes, Financial Frauds/Banking Frauds, Cell Phone Technology Crimes Cyber Safety-Do's and Don'ts. (15hrs)

UNIT –V: E- DIGITAL BUSINESS MODELS

Digital retail business model- Digital financial service business model- Digital hospitality business model - Digital health business model -Digital Government and cities. (15 hrs)

Reference Books:

1. A textbook on E-commerce - Er Arunrajan Mishra, Dr WK Sarwade
2. E-commerce from vision to fulfillment - Elias M. Awad
3. E-Commerce - Managers guide to E-Business -Diwan, Prag and Sunil Shara
4. Digital Business and E-Commerce Management -Dave Chaffey
5. Introduction to E-business-Management and Strategy-, Colin Combe
6. Digital Business Concepts and Strategy – Eloise Coupey

MSU/2020-21/UG-Colleges/Part-III (B.B.A.)/ Semester-VI / Ppr.no.38 /Core-19 **TOTAL**
QUALITY MANAGEMENT

L	T	P	C
3	1	0	4

Course objectives: This course is introduced make the business administration students to understand the concept of quality management and apply Selected Quality Improvement techniques like TPM and FMEA in business.

UNIT- I:-INTRODUCTION

History of Quality – Importance of Quality Management – Contributions of Quality Gurus – Definition of Quality and its types – Distinction between product quality and service quality- Cost of Quality. (12 hrs)

UNIT- II: ESSENTIALS OF QUALITY MANAGEMENT

Customer focus – Steps of developing customer focus – Customer and management – Factors affecting customer satisfaction – Importance of customer retention – Roles of leaders in Quality Improvement – Quality circles. (12 hrs)

UNIT- III: QUALITY IMPROVEMENT TECHNIQUES

Quality System – Process Capability – SIX SIGMA – Bench Marking –Quality function Deployment. (12 hrs)

UNIT- IV: TOTAL PRODUCTIVE MAINTENANCE (TPM)

Objectives of TPM – Elimination of Wastes by TPM – Equipment Maintenance Techniques – Benefits of TPM – Performance Measures of Maintenance System – Pillars of TPM – Stages of Implementation of TPM – Reliability – Failure Modes and Effects analysis (FMEA) (12 hrs)

UNIT –V: QUALITY MANAGEMENT SYSTEMS AND AWARD

ISO 9000 Series – ISO 9000:2015– ISO 9000 Vs Baldrige award – Malcolm Baldrige National Quality award – Business Process Re – engineering. (12 hrs)

Reference Books:

1. Quality Management - Paneerselvam.R and SivaSankaran.P
2. “Total Quality Management -Bester field, D.H., Carol Bester field, G.H.,Mary Bester filed
3. Quality Management: Creating and Sustaining Organization effectiveness. -Summers, C.S
4. Applied Statistical Quality Control and Improvement -K.Krishnaiah

L	T	P	C
3	1	0	4

Course Objective: To give insights about the foundations of services marketing, customer expectations of services and gap existing in the service delivery processes and service Quality.

UNIT- I: INTRODUCTION

Introduction– Definition – Evolution and growth of service sector –Nature and Scope of Services –Difference between services and tangible products–Unique characteristics of services– Challenges and issues in Services Marketing. (12 hrs)

UNIT –II: STP OF SERVICES MARKETING

Classification of services – Expanded marketing mix –Service marketing – Environment and trends –Assessing Service Market potential -Service market segmentation, targeting and positioning. (12 hrs)

UNIT –III: SERVICE DESIGN AND DEVELOPMENT

Service Life Cycle – New service development – Service Blue Printing – GAP model of service quality – Measuring service quality – SERVQUAL – Service Quality function development. (12 hrs)

UNIT- IV: SERVICE DELIVERY AND PROMOTION

Positioning of services – Designing service delivery System, Service Channel – Pricing of services, methods – Service marketing triangle – Managing demand, Managing supply, managing Demand and Supply of Service–Integrated Service marketing communication. (12 hrs)

UNIT- V: SERVICE STRATEGIES

Service Marketing Strategies for Health – Hospitality – Tourism – Financial – Logistics– Educational – Marketing of Online Services– Entertainment & public utility Information technique Services. (12 hrs)

Reference Books:

1. Services Marketing: People, Technology, strategy. - Christopher H. Lovelock and JochenWirtz
2. Services Marketing- .John.E.G.Bateson, K.Douglas Hoffman
3. Services Marketing Operation Management and Strategy - Kenneth E Clow
4. Services Marketing - Valarie Zeithaml
5. Services Management and Marketing a CRM in Service Competition - Christian Gronroos

L	T	P	C
3	1	0	4

Course Objective: To make the student understand the areas of Security Analysis and Portfolio Management for making prudent investment decisions.

Unit- I: INTRODUCTION

Investment – meaning - definition – objectives - factors affecting investment – investment process -investment Vs gambling - investment Vs speculation – investment avenues –Bank FD- Post office savings schemes- Mutual funds –Stocks – NPS- Commodities –Reality- Bit coin –elements of risk. (12 hrs)

UNIT- II: CAPITAL MARKET MECHANISM

Capital market - Meaning – structure – Functions – Money market VS Capital market- capital market instruments - shares - debentures - bonds - stock exchanges – role - functions – stock exchanges in India-BSE - NSE – OTCEI – trading mechanism – online trading – types of investors - types of speculators (12 hrs)

UNIT- III: DERIVATIVES AND FUTURES

Derivatives – meaning - features – classifications - financial derivatives – forwards – futures options –swaps - Indian derivative markets – structure - trading regulatory frame work (12hrs)

UNIT- IV: SEBI REGULATION

Regulation of capital market in India - SEBI – constitution – powers – functions- roles- investor protection. (12hrs)

UNIT- V: PORTFOLIO MAAGEMENT

Portfolio management - meaning - importance – phases – security analysis – fundamental analysis- EIC frame work – technical analysis – Dow Theory - Elliot Wave Theory (12hrs)

Reference Books:

1. Investment Analysis and Portfolio Management-Rustagi RP 2 Portfolio management-.S.Kevin
2. Investment analysis-Bhalla
3. Security Analysis and Portfolio Management -Avadhani V A 5, Investment Management-Preethi Sing

L	T	P	C
3	1	0	4

Course Objective: To make the students understand the importance and direction of performance in the organizational context.

Unit –I: INTRODUCTION

Meaning and concept of performance Management - features of Performance Management – Scope of Performance Management – Importance of Performance Management Defining Performance – Performance dimensions - approaches to measuring performance - diagnosing the causes of poor performance – differentiating task from contextual performance (12hrs)

UNIT- II: COMPETENCY ANALYSIS

Components of performance Management –Performance bench marking – Performance Culture – Competence and Competency Analysis –job competency Assessment – Team work and Performance (12hrs)

UNIT- III: PERFORMANCE EVALUATION

Appraisals-Introduction-need-skill required - the role of appraiser - job description and job specification- appraisal methods - ratters errors - data collection - conducting an appraisal interview - follow up and validation - present thoughts and future directions (12 hrs)

UNIT- IV: PERFORMANCE BASED REWARDS SYSTEM

Performance management and employee development - personal development plans – 360degree feed back as a developmental tool - performance management and reward system - performance linked remuneration system - performance linked career planning and promotion policy (12 hrs)

UNIT –V: PERFORMANCE CONSULTING

Performance consulting - concept - the need for performance consulting - role of the performance consulting - designing and using performance relationship maps - contracting for performance consulting services - organising performance improvement department (12hrs)

Reference Books:

1. Performance Management Systems and strategies- Bhattacharyya
2. The Talent Management Hand Book- Lance A. Berger & Dorothy R. Berger
3. Appraising & Developing Managerial Performance- Rao,T.V
4. Performance Management- Dixit Varsha,
5. Performance Appraisal and Management – Davinder Sharma

L	T	P	C
0	3	9	6

Course Objectives:

- To work & gain knowledge of real time business environment.
- To explore the various functional areas and analyze how theoretical concepts taught are applied in real life situations.
- To analyze best practices, system, processes, procedures and policies of a different functional areas and bring forward the deviations.
- To develop skills in report writing through data collection, data analysis, data extraction, and presentation and draw lessons vis-à-vis firm or company

For BBA Degree Programme there shall be a Project Work during the sixth semester on a topic related to any issues in commerce/Business/Industry/vocational course. The Project work can be done either individually or by a group not exceeding five students.

Under the supervision and guidance of the teachers of the Department. The topics shall either be allotted by the supervising teacher or be selected by the students in consultation with the supervising teacher.

The project work shall have the following stages:

- a. Project proposal presentation and literature review
- b. Field work and data analysis
- c. Report writing and draft report presentation
- d. Final report submission

The report shall be printed and flexi paper binding with around 50 A4 size pages. The layout is:

Font : Times New Roman Size : 12
Line Spacing : 1.5
Margin : Left - 1.5; Right-1; Top-1; Bottom-1

The project report should be submitted to the Department at least 15 days before the last working day of the sixth semester. The candidate shall prepare three copies of the report: two copies for submission to the Department and one copy for the student to bring at the time of viva-voce.

Structure of the Report

1. Title Pages
2. Certificate of the supervising Teacher with signature
3. Contents
4. List of Tables, Figures etc.
5. **Chapter 1-** Introduction, Review of literature, Statement of the problem, Need and Significance of the study, Objectives of the study, Research Methodology (Sample, Data sources, Tools of analysis etc.), Limitations of the study, Presentation of the study (5-8 pages)
6. **Chapter II-** Theoretical Back Ground (10-15 pages)
7. **Chapter III-** Data Analysis and Interpretation (25-30 pages)

- 8. **Chapter) IV** Summary of Findings, Conclusion and Suggestions
- 9. **Appendix:** Questionnaire, Specimen copies of forms, other exhibits
- 10. **Bibliography** (Books, journal articles, website etc. used for the project work) (Written based on APA format)

Evaluation of the Report

- A Board of two examiners appointed by the University shall evaluate the report.
- A Viva voce based on the project report shall be conducted individually by the Board of Examiners.
- The total credits for Project work is 6.
- The Maximum Marks for evaluation of the report shall be 100 distributed among the following components,

i	Statement of the problem	5
ii	Objectives of the study	5
iii	Review of literature	5
iv	Methodology	5
v	Analysis and Interpretation	10
vi	Presentation of the report	5
vii	Findings and suggestions	10
viii	Bibliography	5
ix	Viva-Voce	50
	Total	100