



TAMILNADU COUNCIL FOR OPEN AND DISTANCE LEARNING

Accredited by International Council for Open & Distance Education (ICDE), Oslo, Norway

Internationally Accredited Institution Registered under Tamilnadu Govt Act

BBA (General)

BACCALAUREATE OF BUSINESS ADMINISTRATION

OVERVIEW:

Baccalaureate of Business Administration (BBA) is a three year degree program. This degree aims at providing fundamental education in business and management principles. The course allows students to specialize in one of the multiple specialization areas, such as international business, finance, real estate, computer information systems, marketing or accounting. BBA program can prepare students to successfully work with a large or small organization

CAREER PROSPECTS:

A BBA degree holder gets entry-level positions in many corporations and factories. The person would do lot of backend work, and provide support services to senior management people. Exceptional candidates could expect to do some customer interface, Also invariably, the person would top very fast, and would quickly move up the ladder. Since the degree will equip a student of BBA with the basic knowledge about corporate management and skills, it will help them understand the diverse functioning of a company. BBA graduates can look for jobs in sales and marketing department of companies as members of sales teams or as management trainees.

DURATION: 3 Years

FEE: Rs.3500/Year

ELIGIBILITY: A Pass in XII Standard or Equivalent



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CURRICULUM STRUCTURE

BACCALAUREATE OF BUSINESS ADMINISTRATION

Eligibility : **A Pass in XII Standard or Equivalent**

Duration : **3 Years**

Examination : **Academic (June) / Calendar (December)**

BACCALAUREATE OF BUSINESS ADMINISTRATION (BBA) – First Year

Sl. No	Course Code	Course Description	Maximum Marks
1.	BBA101	Principles & Practice of Management	100
2	BBA102	Business Communication	100
3.	BBA103	Financial Accounting	100
4.	BBA104	Organisational Behaviour	100
5.	BBA105	Management Accounting	100

1. PRINCIPLES & PRACTICE OF MANAGEMENT

UNIT 1

Evolution of Management: - Contribution of Taylor, Mayo & Fayol, Different approaches of management, role of manager, tasks of a professional manager, Management & its functions. Level of Management, managerial skills at various levels. Planning & Decision making: - Definition, Nature for planning, importance, Process of planning, decision making, nature importance & process, types of plans.

UNIT 2

Organization & staffing: - Definition, organizing process, importance of organizing, Departmentation manpower planning, Recruitment, Selection, Training & promotion. Directing & Leadership:- X Theory, & Y Theory, Hawthorne & Tinstone studies Leadership. Definition, Stogdill trait theory, Managerial grid, Fiedlers contingency approach.

UNIT 3

Motivation – Meaning, Missions, Herzberg’s theory, V Room’s expectancy theory & Porter & Lawler model of Motivation. Communication & control Communication Definition, importance, process, types, factors affecting communication methods, barriers & remedies.

REFERENCE:

Principles & Practice of Management – L. M. Prasad

Management – Theory & Practice – C. B. Gupta

2. BUSINESS COMMUNICATION

UNIT 1

Meaning, Nature, Scope, Definition of Communication, Types of Communication, Communication Barriers, Principles of Communication. Written Communication – Types of Letter, Letter lay-out, Essentials of an effective letter writing, Need and function of Business letter.

UNIT 2

Oral Communication – Types of oral communication, Barriers to oral communication, speedy – Introduction & Characteristic of good speech. Mass Communication – Nature & Scope of Mass Communication, function of mass communication – Media of mass communication, Role of Mass – Media in India.

UNIT 3

Report Writing - What is report, Importance of Reports, Types of reports, Characteristic of good report selecting suitable types of reports.

REFERENCE:

Business Communication – Monopoly & Monipally

Commercial Correspondence – Ghosh & Bhushan

3. FINANCIAL ACCOUNTING

UNIT 1

Accounting, meaning, definition, objectives, scope, basic, terms, accounting principles, branches of accounting, uses & limitations of Accounting, Concepts & Conventions, Accountings uses, Accounting information, Accounting equations – Meaning of accounting equation, compensation of accounting, effects of transactions.

UNIT 2

Basic Accounting Procedure – Journal, rules of debit & credit, method of journalizing, advantage, double entry system – its advantage, ledger, meaning, utility, posting entries. Practical system of book keeping – Cashbook, types of cash book, Single column, double column, entries, Trial Balance, Objective, preparation, errors & rectification, Suspense Accounting – meaning, utility & preparation.

UNIT 3

Bank Reconciliation:- Meaning, causes of differences, need & importance, preparation & presentation of BRS, Depreciation – meaning, methods of charging depreciation, straight line, written - down methods. 1 Statements Final Accounts – Meaning, need & objectives, types – Trading Account – Meaning, need & preparation, Profit & loss Account – meaning, Need & preparation, Balance Sheet- Meaning, need & Preparation, Final Accounts with adjustment entry.

REFERENCE:

Basics of Accounting – Jain & Narang

Basic of Accounting – T. S. Grewal

4. ORGANISATIONAL BEHAVIOUR

UNIT 1

Organisational Behaviour – What is O.B., Nature and Structure and Structure of O.S. approaches to O.B. behaviorists frame work, social learning frame work. Basic understanding of Individual behaviors:- personality – meaning, development, Freudian stage, Neo Freudian stage.

UNIT 2

Perception-nature, Importance, meaning, learning & perception. Attitudes & satisfaction:- nature, dimensions of attitudes, meaning of job satisfaction. Sources & consequences of job satisfaction. Job stress – meaning, causes & effects. Group dynamics:- Nature of Groups, types- committee organization, its nature & functions. Informal Organization structure, Informal communication system.

UNIT 3

Conflicts – Organizational conflicts, types of conflict, Strategies of interpersonal conflicts. Group decision making & control:- Nature and meaning of decision making, phases of decision making process, Meaning of Control, elements of control process.

REFERENCE:

Business Organization and Management by Bhushan Y.K.

Business Organization by Gupta C.B

Organizational Behaviour by L.M. Prasad

5. MANAGEMENT ACCOUNTING

UNIT 1

Management Accounting – Meaning, need and characteristics of Management accounting. Functions of Management accounting, Scope and Relation of Management Accounting with Financial Accounting, Tools and Techniques of Management Accounting, Organization of Management Accounting.

UNIT 2

Marginal Costing – Concept of Marginal Costing, Scope and Characteristic of Marginal Costing, Assumptions and Limitations of Marginal Costing, Marginal Costing Vs Absorption costing, Contribution, Marginal Cost equations, Profit Volume ratio

Introduction of cost Volume Profit analysis, methods of determination of Break even point, Margin of safety, Angle of Incidence, Assumptions & Limitations of Break even point.

Unit 3

Standard Costing – Meaning and need of Standard Costing, Steps involved in Standard Costing, Standard Cost Vs Estimated cost, Establishing a system of Standard Costing, Variance Analysis, Classification of Variances, Introduction of direct material Variances and direct labour Variances. Meaning of Budget, Characteristics of Budgeting, Objectives of budgetary control, Budgeting Vs Forecasting, Limitation of Budgetary control.

REFERENCE:

Management Accounting by S.N. Maheshwari

Management Accounting by Grewal & Ramanathan





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BACCALAUREATE OF BUSINESS ADMINISTRATION (BBA) – Second Year

Sl. No	Course Code	Course Description	Maximum Marks
1.	BBA201	Production Methods	100
2	BBA202	Manpower Management	100
3.	BBA203	Business Finance	100
4.	BBA204	Operations Research	100
5.	BBA205	Office Management	100

1. PRODUCTION METHODS

UNIT 1

Production Management – Meaning definition, function, Historical development concept. Production system, Responsibilities of Production, Manager Production Planning – Introduction levels of production planning. Planning and manufacturing system. Objectives of Production Planning. Production Control – Definition, Necessity, Objective. Difference between Production Planning and control.

UNIT 2

Manufacturing System_ Introduction, Classification of goods & services, Introduction manufacturing system job, Batch Production, Continuous manufacturing System – Mass Process Production. Plant Location – Factors affecting, plant location, location analysis Quantizations vs Equalizations. Plant – Meaning and definition, objectives, features types of layout, Production Process.

UNIT 3

Work Study – Meaning, Technique of method study, Process charts, work sampling, Routing scheduling. Quality control & inspection – Inspection. Acceptance Sampling. Producer's Consumer's Risk. Sampling Plans. Statistical Quality Control. Control Charts.

REFERENCE:

Production and Operation Management – Cherry & Cherry

Production Management – C. B. Gupta

Production and Operation Management – Sharma and Agarwal

2. MANPOWER MANAGEMENT

UNIT 1

Introduction – Manpower Management – Objectives, present status in Indian industry, Proactive Vs Reactive approach, Role of personnel executives in Indian Organisations. Recruitment Selection – Manpower Planning recruitment & selection process, Different types of tests. Training & Development – meaning & types of programs.

UNIT 2

Performance Appraisal – Definitions, standards, measure, methods (P.A. Techniques) Process of job evaluation. Compensation Management. Fringe benefits, incentives objectives of wage & salary administration.

UNIT 3

Job Satisfaction & Quality of work life – Job satisfaction – Meaning, factors governing impact of job/satisfaction. Over performance. QWL – meaning, approaches, Quality circle, Team building.

REFERENCE:

Personnel Management – Tripathi P. C.

Industrial Relations – Tripathi P. C

3. BUSINESS FINANCE – I

UNIT 1

Introduction of Business Finance:- Evolution of Business Finance. Scope of Finance, Finance functions. Financial Manager's role. Financial Goal : Profit versus wealth, Conflict of Goals, Management Versus owners. Financial Goal and Firms

Objectives. Sources of Finance – Ordinary Shares. Rights Issue of Equity Shares, Debentures, Preference Shares, Terms Loans. Important Features, advantages and Limitations of various type of sources of fund. Retained earnings as an internal source of fund.

UNIT 2

Capital structure and Leverage – Meaning of Capital structure, Features of an appropriate Capital Structures. Meaning of Financial Leverage, Measures of financial Leverage, Financial leverage and shareholders Return, Operating Leverage – concept and Implications. Combining financial and Operating leverage. Venture capital financing – Meaning and significance of venture capital. Development of Venture capital in India. Venture Capital Investment Process. Methods of Venture capital Financing disinvestment Mechanism, fiscal Incentives Future Prospects of Venture Financing.

UNIT 3

Cost of Capital – Meaning and Significance of cost of capital. The cost of capital and opportunity cost concept. Determining component, cost of capital – cost of equity, Cost of preference shares and cost of Debt Weighted Average Cost of Capital (WACC) and Investment Evaluation, Floatation Cost, Cost of Capital and Investment Analysis.

REFERENCE:

Financial Management – I. M. Pandey

Financial Management – M. Y. Khan

Financial Management – Prasanna Chandra

4. OPERATIONS RESEARCH

UNIT 1

Introduction to Operation Research:- Meaning, Evolution, approaches, techniques and scopes of operations research, managerial application of Operation Research. Linear programming:- Introduction, meaning characteristics, graphical approaches and its utility simplex method, dual linear programming

UNIT 2

Transportation & Assignment Problem: - The general structure of the problem, methods of initial allocation degeneracy, optimal solution, assignment problem, structure variation in assignment problem.

UNIT 3

Network Analysis:- PERT/CPM background and development, stages in application PERT networking analysis, CPM, Determination of CPM, Determination of earliest expected & latest allowable times. Inventory control: - Classification of Inventory control, EOQ model, inventory control system, ABC Analysis, Advantages of EOQ model in management.

Reference:

Operation Research by J.L. Sharma

Operation Research by Gupta and Gupt

5. OFFICE MANAGEMENT

UNIT 1

Definition the office, function of office, activities of office, emergency of modern office an overview, office layout, objectives & principles of office layout and types of office layout.

UNIT 2

Office Management – Concept, need and importance, office manager – position manager, function and responsibility of office manager, administrative office management, communication – Oral and written, Internal and External communication network.

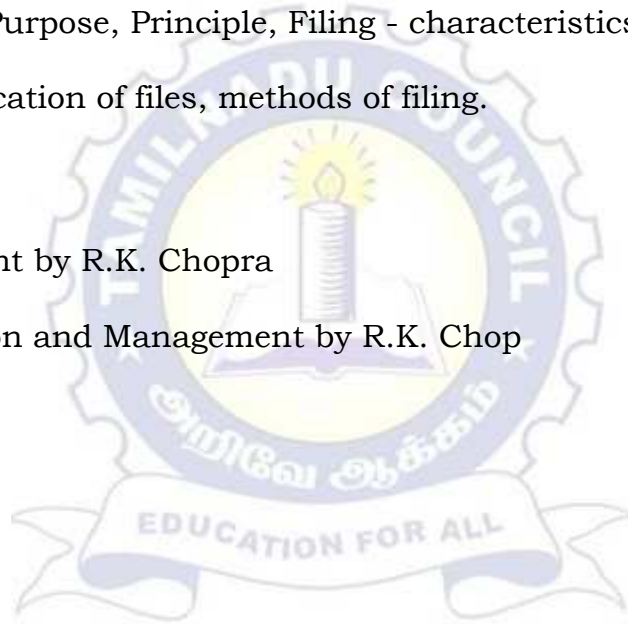
UNIT 3

Office Organization – Meaning, principles of organization, types of organization, process of delegation and decentralization of authority and responsibility relationship. Record Management – Purpose, Principle, Filing - characteristics of good filing, advantages and classification of files, methods of filing.

REFERENCE:

Office Management by R.K. Chopra

Office Organization and Management by R.K. Chop





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1.	BBA301	Management Information System	100
2	BBA302	Indian Economy	100
3.	BBA303	Banking Law & Practice	100
4.	BBA304	International Marketing	100
5.	BBA305	Entrepreneurial Development	100

1. MANAGEMENT INFORMATION SYSTEM

UNIT 1

Decision making in MIS – Overviews of System, analysis & design system development life cycle. Concepts & model – requirement and recognition structured & unstructured decision. Information requirement for decision making strategies under different condition synonymous decision making models foundation of information system.

UNIT 2

System design & implementation – Overview of logical of input output & control process & interface design, database design, implementation of MIS projects. Data Base Management – Management corporate data, data resources, data independence, consistency, security & integrity data base models – helical rational advantages & disadvantages of DBMS.

UNIT 3

Data Communication EDI electronic Data interchange. Net working concepts, LAN, WAN Components of LAN, WAN Network topologies difference between internet, intranet, Extranet. Introduction of E. Com – Introduction, concept, recent trends, business reengineering process, electronic funds transfer legal security issues of e-commerce.

REFERENCE:

MIS conceptual foundations – Davis & Olsan

Analysis design information System – Jas Zenn

Introduction to system analysis and design – I.D. Haryz Keuys

2. INDIAN ECONOMY

UNIT 1

Overview of Indian Economy, Trends towards market economy, problems of underdevelopment – meaning, Main problems, reasons, of underdevelopment.

Development- Factors and measure, Meaning of Economic development, National income, Per capital income, Quality of life, Capital Formation – Savings, Investment.

UNIT 2

Planning in India, Meaning, Importance, Main reasons of adopting, planning in India, Objectives of planning, Economic development, moderation, stability, self sufficiency, employment etc, foreign aid, Employment. Allocation of Resources, Private and Public Sector, Public Sector – role and growth, Achievements of the public sector, Private Sector – Importance Problems, New foreign Trade Policy.

UNIT 3

Present Economic Policy, Main feature, Globalization, Expansion of Private sector, more market orient approach. Public distribution system, Industrial policy – 1948, 1956, 1977, 1980, 1990, 1991, 2000-2001 Industrial Licensing, Monetary and Fiscal Policy.

REFERENCE:

Indian Economy- A. N. Agarwal

Indian Economy – Mishra & Puri

Indian Development and planning – M. L. Jhingan

Indian Economy – R. S. Rastogi

Yozna and Kurukshetra Magazines

3. BANKING LAW & PRACTICE

UNIT 1

Banking regulation Act 1949 – features, objectives, Evolution of banking, function of commercial banks, Indian banking system- commercial banks, RBI Industrial Banks, Exim Bank, NABARD, Co-operative Banks, Indigenous Banks, Scheduled & non – scheduled banks, regional rural banks, land Development banks, state bank of India – role & functioning. RBI – functions, Management, Relationship with commercial banks, powers, regulation of commercial banks. Defining banker, customers, general & special relationship of banker & customers, obligation to honor cheques garnishee order, obligation to maintain secrecy, Right of lien, Right to set off, Clayton’s rule, Right to close about, power of attorney. Kinds of Accounts – C. A., F.D.A., S.B.A, R.D. – Procedures to open different kinds of Accounts, form used in operation, closure of accounts, Insurance of bank deposits, Nomination facility, NR accounts.

UNIT 2

Types of Account Holders – Minor, lunatic, drunkard, insolvent, illiterate person, blind, married women, trustees, executors, administrations, Joint account holders, partnership firm, JHF, Joint stock company, Non Trading Institutions, Pass book – Statement of account, examining entries favorable to banker, entries favorable to customer, closing of accounts, demand draft, Services to customers – Mail Transfer, Telegraphic Transfer, Travelers cheque, safe deposit lockers & operations, Merchant banking, ?Teller system, credit cards, mutual funds.

UNIT 3

Cheque – Meaning, feature, types-cheque, crossed cheque, general crossing, special crossing, account payees crossing, double crossing, Bankers liability, Payment of Cheques – precautions of payment, statutory protection of banker (paying), Dishonor of cheque, Wrongful dishonor & its liability collection of cheques, collecting bankers conversion, Duties & protection no collecting banker, Agent for collection, Marking of cheques.

Negotiable instruments – meaning, types, presentment, acceptance, Dishonor, compensation, payment of N.I. Discharge of parties, National alternation, Negotiation back, Payment in due course, international law, Rule of endorsement for different categories of customer. Employment of bank funds – Types of securities, Modes of creating charge line, pledge, mortgage, hypothecation, identity, Guarantee, Purchase & discounting of bills, Letter of credit, Financing of Agriculture & Rural development, Documentation, Frauds mechanization in banks, Post Office saving banks.

REFERENCE:

Banking Theory and Practice – Grewal and Taneja

Banking Law and Practice – Gupta C. B.

Banking Law and Practice – Shekhar & Shekhar

4. INTERNATIONAL MARKETING

UNIT 1

Nature and Importance of International marketing – process of International marketing, International dimensions of marketing and benefits of international marketing, steps of development of the transnational corporation.

UNIT 2

Global marketing information system and research – nature of marketing research, sources of information and marketing research – primary and secondary global market segmentation, targeting and positioning. Foreign market entry strategy – market analysis, export, licensing, joint ventures, Manufacturing, management contracts turn key operations, acquisition and mergers, analysis of entry strategy.

UNIT 3

Global marketing mix – International product decision, what is product development, product positioning, theory of IPLC, Product standardization and product adaptation, branding and packaging, International pricing decision – role of price supply and demand, international channel decisions – importance and scope of channel decision, direct and indirect selling channel sales and promotion, advertising.

REFERENCE:

Global marketing management by Warren J Keepen

Global marketing management by Varshney and Bhattacharya.

5. ENTREPRENEURIAL DEVELOPMENT

UNIT 1

Definition, concept of entrepreneurship, classification of entrepreneurship, socioeconomic impact of entrepreneurship. Nature and importance of entrepreneurs, Entrepreneurs Vs Professional managers.

UNIT 2

Characterstics of entrepreneur, barriers to entrepreneurship, entrepreneurial environment, entrepreneurial functions, entrepreneurial process, entrepreneurial

structure. Entrepreneurial development training – importance of training, objectives of training methods of training, benefits of training process.

UNIT 3

Institutions in aid of entrepreneurs – Introduction, entrepreneurship development program organization – MDI, NIESBUD, IED, EDII

REFERENCE:

Entrepreneurial development & management by Vasant Desai

Small scale industries & entrepreneurship by Vasant Desai

