



C. Abdul Hakeem College (Autonomous), Melvisharam.

Affiliated to Thiruvalluvar University, Vellore.

Re-accredited by NAAC with 'A' Grade.

Hakeem Nagar, Melvisharam – 632 509, Vellore District.

**BACHELOR OF ARTS | BUSINESS ADMINISTRATION
DEGREE COURSE | UNDER CBCS
(with effect from 2018-2019)**

Year/ Semester	Part	Subjects	Subject Codes	Title of the Papers	Ins Hrs/ Week	Cre dit	Exa m Hrs	Max. Marks		
								Int	Ext	Total
I Year I SEM	I	Language I		Urdu - I / Tamil - I	6	4	3	25	75	100
	II	English I	U18FEN101	English - I	6	4	3	25	75	100
	III	Core I	U18MBA101	Business Management	5	3	3	25	75.	100
	III	Core II	U18MBA102	Business Mathematics & Statistics - I	5	4	3	25	75	100
	III	Allied I	U18ABA101	(to choose any 1 out of 4) A. Business communication B. Principles of Insurance C. Business Organisation D. Consumer Behaviour	6	4	3	25	75	100
	IV		U18CES101	Environmental Studies	2	2	3	25	75	100
				Total		21				600
I Year II SEM	I	Language II		Urdu - II / Tamil - II	6	4	3	25	75	100
	II	English II	U18FEN201	English - II	4	4	3	25	75	100
	III	Core III	U18MBA201	Financial Accounting	5	4	3	25	75	100
	III	Core IV	U18MBA202	Business Mathematics & Statistics - II	4	4	3	25	75	100
	IV	Allied I	U18ABA201	(to choose any 1 out of 4) A. Managerial Economics B. Banking & Financial Services C. International Business D. Fundamentals of Computer	7	6	3	25	75	100
	V		U18CSS201	Soft Skill	2	1	3	25	75	100
	VI		U18CVE201	Value Education	2	2	3	25	75	100
				Total		25				700

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Syllabus for B.B.A., effective from the year 2018-2019

Year:	I Year	Subject Code :	U18MBA101	Semester :	I
Major - 1	Title:	BUSINESS MANAGEMENT			
Credits:	3			Max. Marks.	75

UNIT-I: Introduction To Management

Management - meaning - Definition - Nature and Scope of Management – Importance of management process-Henry Fayol's 14 Principles of Management-Management vs. Administration- Role and function of a Manager - Levels of Management - Management Art or Science.

UNIT-II: Planning

Planning - Nature - Importance - Steps in Planning-Limitation-Types - Decision making - Process of decision making - Types of decision- Problem in Decision Making.

UNIT-III: ORGANIZING

Organizing –meaning-Definition-Nature and Elements- Steps-Organizational structure- Types of Organization structure - Informal Organization-Formal vs. Informal. Span of Control –Factors Affecting Span of Management- Departmentalization –Needs- Importance-Types.

UNIT-IV: AUTHORITY AND DELEGATION

Authority – Features-Difference between Authority and Responsibility-Delegation-Benefits- Process- Reasons For Non-Delegation-Guidelines for Effective Delegation-Decentralization-benefits-Factors-How to make Decentralization Effectives.

UNIT-V: CO-ORDINATION AND CONTROL

Co-ordination - Need for co-ordination - Principles - Techniques –Controlling - Meaning and importance of Controls - Control Process.

Text Books

1. J.Jayasankar-PrinciplesofManagement-MarghamPub

Reference Books

1. PrasadL.M.-PrinciplesandPracticeofManagement
2. GupthaCB - BusinessManagement

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Syllabus for B.B.A., effective from the year 2018-2019

Year:	I Year	Subject Code :	U18MBA102	Semester :	I
Major - 2	Title:	BUSINESS MATHEMATICS AND STATISTICS-I			
Credits:	4			Max. Marks.	75

UNIT – I

Mathematics for Finance- Simple and Compound Interest-Discount on Bills-Pay Roll Wages, commission.

UNIT-II

Sets-Set of Operation-Venn Diagram-Law of Sets-Commutative Laws-Associative Laws-Distributive Laws- De Morgan's Laws.

UNIT-III

Statistics-Meaning-Definition-Functions-Scope and Limitations-Sources of data-Presentation of Data- Diagrammatic and Graphical Representation of Data.

UNIT-IV

Measures of Central Tendency-Mean-Median and Mode-GM and HM-Uses and their limitations.

UNIT-V

Measures of Dispersion-Range- Mean Deviation-Quartile Deviation-Standard Deviation-Coefficient Variations.

Text Books

1. J.K Sharma- Business Statistics

Reference Books:

2. Navaneetham- Business statistics &Mathemetics

3. P.R Vittal- Business statistics &Mathemetics

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Year:	I Year	Subject Code :	U18ABA101	Semester :	I
Allied - 1	Title:	BUSINESS COMMUNICATION (ALLIED)			
Credits:	4			Max. Marks.	75

UNIT-I INTRODUCTION

Communication-Importance and Needs of communication to business- Objectives – Communication Cycles-Barriers-Communication Media-types- types -Principles of effective Communication- Formal and Informal Communication

UNIT-II

Business letters – Structure – Function - Qualities of a good business letter –Kinds of Business Letter - Business enquiries, Offer and Quotations, Orders, Cancellation of orders, Letters of Complaints, Collection letters.

UNIT-III

Circular Letters - Bank correspondence - Insurance correspondence - Application for Situations.

UNIT-IV

Correspondence of a company secretary - Preparation of Agenda and Minutes - Annual Reports

UNIT-V

Hi-Tech Communication – Word processing-internet: Websites-Email - Facsimile-Video Conferencing-Multimedia.

Text Books:

1. Rajendra Pal and Korlehalli- Essentials of BusinessCommunication

Reference Book

2. S.M Ramesh & C.C Pattanshetti- BusinessCommunication.
3. Kathiresan And Dr. Radha - BusinessCommunication
4. R.S.N. Pillai &Bagavathi- Modern CommercialCorrespondence.

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Syllabus for B.B.A., effective from the year 2018-2019

Year:	I Year	Subject Code :	U18MBA201	Semester :	II
Major - 3	Title:	FINANCIAL ACCOUNTING			
Credits:	4	Max. Marks. 75			

UNIT-I

Accounting-Meaning-Definition-Objectives of Accounting -Accounting concepts - conventions - rules -principles of double entry system - journal - ledger - subsidiary books. (Purchases book, sales book, returns book and cash books).

UNIT-II

Trial Balance - Depreciation - Need for depreciation –Causes of Depreciation -Straight line Methods, Diminishing balance method only.

UNIT-III

Final Accounts-Preparation of Trading, Profit and Loss account and Balance sheet.

UNIT-IV

Single Entry System-Meaning-Merits-Demerits-Difference between Single Entry and Double Entry System- Net worth Method only

UNIT-V

Company accounts - Shares – Issue of shares (at Par, premium & discount), Forfeiture and Reissue.

(Marks Weightage 20:80)

Text Book

1. Reddy &Murthy –FinancialAccounting

Reference Books:

2. Grewal. T.S - Introduction to FinancialAccounting
3. Jain.S.P- Introduction to FinancialAccounting

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Syllabus for B.B.A., effective from the year 2018-2019

Year:	I Year	Subject Code :	U18MBA202	Semester :	II
Major - 4	Title:	BUSINESS MATHEMATICS AND STATISTICS-II			
Credits:	4			Max. Marks.	75

UNIT-I

Matrix Theory – Operation on Determinants – Inverse of a Square Matrix. (Not more than 3rd order)

UNIT-II

Solving Simultaneous Equation Using Matrix Method.

UNIT-III

Correlation – Karl Pearson's correlation – Concurrent deviation method – rank correlation – regression – regression lines – regression coefficients.

UNIT-IV

Time series – components of time series- measurement of trend –semi average method – moving average method – method of least squares – measurement of seasonal variations- simple average method.

UNIT-V

Index numbers – weighted and Un-weighted index number – cost of living index number –test on index numbers. (TRT and FRT)

NOTE: (the proportion between theory and problems shall be 20:80)

Text Books

1. J.K Sharma- Business Statistics

Reference Books:

2. Navaneetham- Business statistics & Mathematics
3. P.R Vittal- Business statistics & Mathematics

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Syllabus for B.B.A., effective from the year 2018-2019

Year:	I Year	Subject Code :	U18ABA201	Semester :	II
Allied - 2	Title:	MANAGERIAL ECONOMICS (ALLIED)			
Credits:	6			Max. Marks.	75

UNIT – I : Introduction to Managerial Economics

Economics –Meaning- Definition- Important concept of Economics - Basic Economic problem - Relationship between Micro and Macro economics - Managerial Economics - Nature and Scope - Objectives of the Firm.

UNIT-II : Demand Analysis

Demand analysis – Law of demand –Determinants of Demand - Types of demand – price and demand – income and demand – Elasticity of Demand –Types – Measurement-Importance – Demand forecasting.

UNIT-III : Supply Analysis

Supply Analysis– meaning of supply – law of supply – determinants of supply – contraction and expansion of supply – increase and decrease in supply – elasticity of supply and its measurement – Break Even Analysis – determination – assumptions – advantages – limitations.

UNIT-IV:Production and Cost Analysis

Production and Cost Analysis - cost – types – cost reduction – cost control- Economies of scale - different cost concepts – Law of returns to scale- Cost - output relationship - Short run and long run.

UNIT-V:Market structure

Market structure - Basis of Market classification –Price and Output determination –Features- Advantages- Limitations - Perfect Competition - Monopoly - Monopolistic Competition

Text Books

1. Sankaran- Business Economics- Margam Publication

Reference Book:

2. Varshney RL and Maheshwari KL - Managerial Economics.
3. Yogesh Maheshwari - Managerial Economics - Prentice-Hall of India.