



C. ABDUL HAKEEM COLLEGE

Melvisharam, Vellore Dist- 632509, TN, India

Telephone : +91 4172 266487, 266987 | Fax : +91 4172 266587

Web : www.hakeemcollege.com

SUBJECT LIST

Course **B.B.A - Business Administration(U)**

Batch **2015-2016**

Total Credits **140**

S.No	E/D	Cate.	Type	S. Code	S. Name	I.Ma	I.Mi	E.Ma	E.Mi	P	M	Cr	Pt
Semester - 1				Subject Count - 6			Total Credits - 21						
1	E	Theory	Language	U15FTA102	Tamil - I	25	0	75	30	40	4	I	
2	E	Theory	Language	U15FUR102	Urdu - I	25	0	75	30	40	4	I	
3	E	Theory	English	U15FEN101	English - I	25	0	75	30	40	4	II	
4	E	Theory	Main	U15MBA101	Principles of Management	25	0	75	30	40	3	III	
5	E	Theory	Main	U15MBA102	Business Mathematics & Statistics - I	25	0	75	30	40	4	III	
6	E	Theory	Allied	U15ABA101	Business Organization (Allied)	25	0	75	30	40	4	III	
7	E	Theory	Environmental Studies	U15CES101	Environmental Studies	10	0	40	16	20	2	IV	
Semester - 2				Subject Count - 7			Total Credits - 25						
1	E	Theory	Language	U15FTA202	Tamil - II	25	0	75	30	40	4	I	
2	E	Theory	Language	U15FUR202	Urdu - II	25	0	75	30	40	4	I	
3	E	Theory	English	U15FEN201	English - II	25	0	75	30	40	4	II	
4	E	Theory	Main	U15MBA201	Financial Accounting	25	0	75	30	40	4	III	
5	E	Theory	Main	U15MBA202	Business Mathematics and Statistics - II	25	0	75	30	40	4	III	
6	E	Theory	Allied	U15ABA201	Organizational Behaviour (Allied)	25	0	75	30	40	6	III	
7	E	Theory	Value Education	U15CVE201	Value Education	10	0	40	16	20	2	IV	
8	E	Theory	Soft Skills	U15CSS201	Soft Skills	10	0	40	16	20	1	IV	



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Semester - 3					Subject Count - 7	Total Credits - 24						
1	E	Theory	Main	U15MBA301	Production Management	25	0	75	30	40	4	III
2	E	Theory	Main	U15MBA302	Management Accounting - I	25	0	75	30	40	5	III
3	E	Theory	Main	U15MBA303	Operations Research	25	0	75	30	40	3	III
4	E	Theory	Main	U15MBA304	Managerial Economics	25	0	75	30	40	3	III
5	E	Theory	Allied	U15ABA301	Business Communication (Allied)	25	0	75	30	40	4	III
6	E	Theory	Soft Skills	U15SBA301	Customer Relationship Management (SBS - I)	15	0	60	24	30	3	IV
7	E	Theory	Non Major	U15NTA301	Basic Tamil - I (NME - I)	10	0	40	16	20	2	IV
8	E	Theory	Non Major	U15NCM301	Elements of Accountancy (NME - I)	10	0	40	16	20	2	IV
Semester - 4					Subject Count - 6	Total Credits - 21						
1	E	Theory	Main	U15MBA401	Materials Management	25	0	75	30	40	3	III
2	E	Theory	Main	U15MBA402	Management Accounting - II	25	0	75	30	40	4	III
3	E	Theory	Main	U15MBA403	Human Resource Management	25	0	75	30	40	3	III
4	E	Theory	Allied	U15ABA401	Research Methodology (Allied)	25	0	75	30	40	6	III
5	E	Theory	Soft Skills	U15SBA401	Total Quality Management (SBS - II)	15	0	60	24	30	3	IV
6	E	Theory	Non Major	U15NUR401	Functional Urdu - II (NME - II)	10	0	40	16	20	2	IV
7	E	Theory	Non Major	U15NTA401	Basic Tamil - II (NME - II)	10	0	40	16	20	2	IV
8	E	Theory	Non Major	U15NCS401	Internet And Its Applications (NME - II)	10	0	40	16	20	2	IV
9	E	Theory	Non Major	U15NEN401	English for Communication (NME - II)	10	0	40	16	20	2	IV
10	E	Theory	Non Major	U15NCM401	General Commercial Knowledge (NME - II)	10	0	40	16	20	2	IV
11	E	Theory	Non Major	U15NCH401	Chemistry in Every Day Life (NME - II)	10	0	40	16	20	2	IV



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Batch 2015-2016

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S.No	E/D	Cate.	Type	S. Code	S. Name	I.Ma	I.Mi	E.Ma	E.Mi	P	M	Cr	Pt
Semester - 5					Subject Count - 6		Total Credits - 29						
1	E	Theory	Main	U15MBA501	Financial Management	25	0	75	30	40	5	III	
2	E	Theory	Main	U15MBA502	Marketing Management	25	0	75	30	40	5	III	
3	E	Theory	Main	U15MBA503	Entrepreneurial Development	25	0	75	30	40	5	III	
4	E	Practical	Main	U15MBAP50	Major Project	25	0	75	30	40	8	III	
5	E	Theory	Elective	U15EBA501	Business Law (Elective - I)	25	0	75	30	40	3	III	
6	E	Practical	Skill Based	U15SBAP51	Practical - I Introduction to Information Technology MS Office Lab (SBS - III)	15	0	60	24	30	3	IV	
Semester - 6					Subject Count - 6		Total Credits - 20						
1	E	Theory	Main	U15MBA601	Cost Accounting	25	0	75	30	40	5	III	
2	E	Theory	Main	U15MBA602	Industrial Relations and Labour Laws	25	0	75	30	40	5	III	
3	E	Theory	Elective	U15EBA601	Introduction to Multimedia and SQL (Elective - II)	25	0	75	30	40	3	III	
4	E	Theory	Elective	U15EBA602	Services Marketing (Elective - III)	25	0	75	30	40	3	III	
5	E	Practical	Skill Based	U15SBAP61	Practical - II Photoshop and SQL Lab (SBS - IV)	15	0	60	24	30	3	IV	
6	E	Theory	Extension Activities	U15CEA601	Extention Activities	0	0	50	20	20	1	V	

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Syllabus for B.B.A., effective from the year 2015-2016

Year: I Year Subject Code : U15MBA101 Semester : I

Major - 1 Title: **Principles of Management**

Credits: 3 Max. Marks. 75

UNIT-I

Management - meaning - Definition - Nature and Scope of Management – Importance of management process-Management vs. Administration- Role and function of a Manager - Levels of Management - Management Art or Science - Management as a Profession. Contribution of F.W.Taylor and Henry Fayol

UNIT-II

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

UNIT-III

Organizing –meaning-Definition-Organizational structure- Types of Organization structure - Span of Control – Organisation Charts and Manual - Departmentalization - Informal Organization-Formal vs. Informal.

UNIT-IV

Authority - Delegation - Decentralization - Difference between authority and power - Uses of authority - Staffing –Recruitment- Sources of recruitment –Selection- Selection process - Training.

UNIT-V

Co-ordination - Need of co-ordination - Types - Techniques - Distinction between co-ordination and co-operation - Controlling - Meaning and importance of Controls - Control Process.

C. Abdul Hakeem College (Autonomous), Melvisharam.

Text Books

1. P.C. Tripathi & P.N. Reddy - Principles of Management - Tata McGraw-Hill
2. Hanagan - Management Concepts & Practices - MacMillan India Ltd.
3. Dr. N. Perma - Business Management.
4. Massie - Essentials of Management - Prentice - Hall of India
5. Prasad L.M. - Principles and Practice of Management
6. J. Jayasankar - Principles of Management - Margham Pub.
7. R.N. Gupta - Principles of Management - S.Chand Pub.

Reference Books

1. Guptha CB - Business Management
2. Peter F. Drucker - Practice of Management
3. Harold Koontz, Aryasri & Heniz Weirich - Principles of Management - Tata McGraw-Hill
4. Hampton - Management
5. Stoner & Wankel - Management
6. Bender - Leadership from within Macmillan Ltd
7. D.P. Jain Business Organization and Management, Vrinda publications (P) Ltd.

C. Abdul Hakeem College (Autonomous), Melvisharam.

Syllabus for B.B.A., effective from the year 2015-2016

Year: I Year Subject Code : U15MBA102 Semester : I

Major - 2 Title: **Business Mathematics and Statistics - I**

Credits: 4 Max. Marks. 75

Objectives

To apply the concepts of Statistics and Mathematics in Business.

UNIT-I

Statistics –Meaning- Definition –Objectives- Scope and Limitations - Presentation of Data - Diagrammatic and Graphical Representation of Data.

UNIT-II

Measures of Central Tendency - Mean - Median and Mode - GM and HM –Uses & their Limitations.

UNIT-III

Measures of Dispersion - Range - Mean Deviation - Quartile Deviation - Standard Deviation - Coefficient Variation - Measures of Skewness.

UNIT-IV

Mathematics for Finance - Simple and Compound Interest Annuities - Discounts and Present values.

UNIT-V

Basic Calculus - Rules for Differentiation.

Note : The proportion between theory and problems shall be 20:80

Books for Reference:

1. J.K. Sharma - Business Statistics - Pearson Publications
2. P. Navaneetham - Business Statistics and Mathematics
3. P.R. Vittal - Business Statistics and Mathematics.

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Syllabus for B.B.A., effective from the year 2015-2016

Year: I Year Subject Code : U15ABA101 Semester : I

Allied - 1 Title: **Business Organisation**

Credits: 4 Max. Marks. 75

UNIT-I

Business & Profession - Meaning –Definition- Types of Business and Profession - Organization - Meaning and importance of Business Organization.

UNIT-II

Forms of Business Organization - Sole Trader, Partnership - Joint Hindu Family System - Joint Stock Companies - Co-operative Societies - Public Utilities and Public Enterprises.

UNIT-III

Location of Industry - Factors influencing location and size - Industrial Estates and District Industries Centre. (TIIC, SIPCOT, SIDCO)

UNIT-IV

Stock Exchange - Functions - Working - Services - Regulations of Stock Exchange in India, Business combinations - Causes - Types - Effects.

UNIT-V

Trade Associations and Chamber of Commerce

Text and Reference Books:

1. Bhusan Y. K - Business Organization.
2. Prakesh Jagadeesh - Business Organization and Management.
3. Reddy P. N. and Gulshan S. S. - Principles of Business Organization and Management.
4. Vasudevan and Radhaswami - Business Organization.
5. Chopra R. K - Office Management.
6. G. Prasad, C.D. Balaji - Business Organization.
7. M.C. Shukla - Business Organization & Management.

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Syllabus for B.B.A., effective from the year 2015-2016

Year:	I Year	Subject Code :	U15MBA201	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 - Straight line and WDV methods of charging depreciation only.

UNIT-III

Preparation of Trading, Profit and Loss account and Balance sheet.

UNIT-IV

Accounting from incomplete records. (Net-Worth method & Conversion Method)

UNIT-V

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

Text and Reference Books:

1. Reddy & Murthy - Financial Accounting
2. Grewal. T.S - Introduction to Financial Accounting
3. Jain.S.P- Introduction to Financial Accounting
4. Maheswari.S.N - Financial and Management Accounting.
5. Bhattacharya- Financial Accounting for Business managers.
6. Gupta R.L and Radhaswamy - Advanced Accounting.
7. Shukla. M.C & Grewal .T.S- Advanced Accounting.
8. Tulsian - Financial Accounting - Tata McGraw-Hill Pub.
9. N. Vinayakam & B. Charrumathi - Financial Accounting
10. Dr. S. Ganeson & S.R. Kalavathi - Financial Accounting.

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Syllabus for B.B.A., effective from the year 2015-2016

Year: 1 Year

Subject Code : U15MBA202

Semester : II

Major - 4 Title:

Business Mathematics & Statistics - II

Credits: 4

Max. Marks. 75

Objectives

To apply the concepts of Statistics and Mathematics in Business.

UNIT-I

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

UNIT-II

Solving Simultaneous Equations 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 Numbers - Cost of Living Index
Number - Test on index Numbers. (TRT and FRT)

Note : The proportion between theory and problems shall be 20 : 80

Books for Reference:

1. J.K. Sharma - Business Statistics - Pearson Publications.
2. P. Navaneetham - Business Statistics & Mathematics.
3. P.R. Vittal - Business Statistics & Mathematics.

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Syllabus for B.B.A., effective from the year 2015-2016

Year:	I Year	Subject Code :	U15ABA201	Semester :	II
Allied - 2	Title:	Organizational Behaviour			
Credits:	6	Max. Marks. 75			

UNIT-I

Organizational behaviour - meaning - importance - organization as a social system - open system - factors influencing organizational behaviour - environmental factors – Hawthorne Experiment.

UNIT-II

Meaning of group and group dynamics - reasons for the formation of groups - characteristics of groups - theories of group dynamics - types of groups in organization - group cohesiveness - factors influencing group cohesiveness - group decision making process - small group behaviour.

UNIT-III

Leadership concept - characteristics - leadership theories - leadership styles managerial grid - leadership effectiveness.

Motivation - concept and importance - motivators - financial and Non-financial - theories of motivation. (Abraham Maslow's and Herzberg theory only)

UNIT-IV

Management of change: meaning - importance - resistance to change - causes - dealing with resistance to change - factors contributing to organizational change - organizational development - meaning and process.

UNIT-V

Organizational culture - distinction between organizational culture and organizational climate - factors influencing organizational culture - morale Conflict – Managing conflict-organizational effectiveness - indicators of organizational effectiveness.

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Text and Reference Books:

1. Rao, VSP and Narayana, P.S. - Organization Theory & Behavior - Konark Publishers Pvt. Ltd., Delhi, 1987.
2. Prasad, L.M - Organizational Theory & Behavior - Sultan Chand & Sons, New Delhi, 1988.
3. Sekaran, Uma - Organizational Behavior-text & cases - Tata McGraw Hill Pub Ltd., New Delhi, 1989.
4. Robbins, P.Stephen - Organizational Behavior-concepts, controversies & Applications - Prentice Hall of India Ltd., New Delhi, 1988.
5. Luthans Fred - Organizational Behavior - McGraw Hill Publishers Co. Ltd., New Delhi, 1988.
6. Aswathappa. K. - Organizational behavior - HPH, Bombay.
7. J. Jayasankar - Organizational behavior.
8. S.S. Khanka - Organizational Behavior.

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Syllabus for B.B.A., effective from the year 2016-2017

Year:	II Year	Subject Code :	U15MBA301	Semester :	III
Major - 5	Title:	Production Management			
Credits:	4	Max. Marks. 75			

UNIT-I

Production System - Introduction - Production - Productivity - Production Management - Objectives of Production Management - Functions and scope of production management - Relationship of production with other functional areas.

UNIT-II

Production Planning and Control - Routing and Scheduling - Dispatching - Maintenance management - Types of maintenance - Breakdown - Preventive - Routine - Maintenance Scheduling.

UNIT-III

Plant Location - Introduction - Need for selecting a suitable location - Plant Location problem - Advantage of Urban, suburban and rural locations - Systems view of location - Factors influencing plant location.

Plant layout - Plant layout problem - Objectives - Principles of plant layout - Factors influencing plant layout - Types of layout.

UNIT-IV

Work and Method Study - Importance of work study - Work study procedures - Time study - Human considerations in work study - Introduction to method study - Objectives of method study - Steps involved in method study

Work measurement - Objectives of work measurement - Techniques of work measurement - Computation of standard time - Allowance - Comparison of various techniques.

UNIT-V

Quality Control - Types of inspection - Centralized and Decentralized - P chart - X chart - Construction - Control - TQM.

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Text Books:

1. Saravanavel P and Sumathi S - Production and Materials Management.
2. Chunnawalla and Patel - Production and Materials Management.
3. Muhelmann Production and Operation Management MacMillan I Ltd.
4. Paneerselvam - Production and Operations Management - Prentice - Hall of India.
5. Martand T. Telsang - Production Management - S.Chand.

Reference Books:

1. Harding HA - Production Management.
2. Buffa Production Management.
3. Broom Production Management.
4. SN Chari - Production and Operation Management.
5. Khanna OP - Industrial Engineering and Management.
6. Adam and Ebert - Production and Operations Management - Prentice - Hall of India.

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Syllabus for B.B.A., effective from the year 2016-2017

Year: II Year Subject Code : U15MBA302 Semester : III

Major - 6 Title: **Management Accounting - I**

Credits: 5 Max. Marks. 75

Unit-I

Management Accounting – Definition, Objectives functions – Advantages and limitations – financial statement Analysis.

Unit-II

Ratio Analysis: Meaning, Definition – Significance and limitations – Classification – Liquidity, Solvency.

Unit-III

Ratio Analysis: Concept of ratio, Uses of Ratio – Turnover and Profitability Ratios.

Unit-IV

Fund Flow Analysis: Definition – Objectives, functions – concept of funds, sources and uses of funds – fund flow statement.

Unit –V

Cash flow Analysis: Meaning, Definition – Objectives, functions – Concepts of Cash flow – Cash Flow statement.

(Weightage of Marks, Problems – 80%, Theory – 20%)

Reference Books:-

1. S.N. Maheswarin – Management Accounting – Sultan Chand & Sons, New Delhi.
2. T.S. Reddy & Hari Prasad Reddy – Management Accounting – Marham Publications, Chennai.
3. Manmohan & Goyal – Management Accounting – Saithya Bhavan, Agra.
4. R.S. Pillai & Bhagavathi – Management Accounting – S. Chand & Co. Ltd, New Delhi.

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Syllabus for B.B.A., effective from the year 2016-2017

Year:	II Year	Subject Code :	U15MBA303	Semester :	III
Major - 7	Title:	Operations Research			
Credits:	3	Max. Marks. 75			

UNIT-I

Operation Research (OR) – Nature and Significance of OR – Various models in OR – Applications and scope of OR – Linear Programming (LPP) – Characteristics of LPP and its formulation – Graphical method of solving LPP.

UNIT-II

Assignment problem and its solution – Transportation problem – Method of finding initial basic solutions – Simple problems.

UNIT-III

Game theory – Two person zero sum games – pure and mixed strategies – saddle point – Dominance Rules – Graphical solution of Rectangular games.

UNIT-IV

Sequencing problem – Processing n jobs through two machines – Processing n jobs through three machines – Replacement models – Replacement of items whose efficiency deteriorates with time – Simple problems.

UNIT-V

Basic difference between PERT – CPM – Construction of Network diagram – critical path analysis – Three time estimates.

(Weightage of Marks, Problems — 80%, Theory -20%)

Text and Reference Books:

1. J.K. Sharma (2002): Operations Research – Theory and Applications Macmillan.
2. P.K. Gupta and Hira D.S (1995): Problems in operations Research, S. Chan and Company Ltd., New Delhi.
3. Taha. H.A. (1997): Operations Research – An Introduction , PHI
4. R. Paneer Selvam (2000): Operations Research, PHI

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Syllabus for B.B.A., effective from the year 2016-2017

Year: II Year Subject Code : U15MBA304 Semester : III

Major - 8 Title: **Managerial Economics**

Credits: 3 Max. Marks: 75

UNIT-I

Definition of Economics -Meaning - 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 – meaning – Law of demand – Types of demand – price and demand – income and demand – prices of related goods and demand – Indifference Curve Analysis – Demand forecasting.

UNIT-III

Supply – meaning of supply – supply schedule – law of supply – supply curve – 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 – cost – types – cost reduction – cost control.

UNIT-IV

Production and Cost Analysis - Law of returns to scale and Economies of scale - Cost analysis - different cost concepts - Cost - output relationship - Short run and long run - Revenue curves of firms - Supply Analysis.

UNIT-V

Market forms - Market structure - Basis of Market classification - Output determination - Perfect Competition - Monopoly - Monopolistic Competition - Duopoly - Oligopoly.

Reference Books:

1. Mankar: Business Economics, Macmillan Ltd.,
2. Varshney RL and Maheshwari KL - Managerial Economics.
3. Yogesh Maheshwari - Managerial Economics - Prentice-Hall of India.
4. Gupta GS - Managerial Economics.
5. Jingham M.L. - Micro Economics, Vrinda Publications (P) Ltd. (Theory).
6. Dean - Managerial economics - Prentice-Hall of India.
7. Peterson - Managerial Economics - Prentice-Hall of India.
8. Mote Paul Gupta - Managerial Economics – MGH.

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Syllabus for B.B.A., effective from the year 2016-2017

Year: II Year Subject Code : U15ABA301 Semester : III

Allied - 3 Title: **Business Communication (Allied)**

Credits: 4 Max. Marks. 75

UNIT-I

Meaning and importance of Business Communication - Methods of Communication - Types of Communication - Communication Process - Objectives of Communication - Principles of Effective Communication.

UNIT-II

Business letters - Structure of a letter - Qualities of a good business letter - Business enquiries - Offer and Quotations - Orders - Execution of orders - Cancellation of orders - Letters of Complaints - Collection letters.

UNIT-III

Circular Letters - Bank correspondence - Insurance correspondence - Letters to the Editor - Application for Situations.

UNIT-IV

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

UNIT-V

Communication media - Telephone, Telex, Internet, Fax, and Cell Phones.

Text and Reference Books:

1. Rajendra Pal and Korlehalli - Essentials of Business Communication
2. Ramesh M. S. Pattan Shetty - Effective Business English and Correspondence
3. Pillai and Bagawathi - Commercial correspondence and office management.
4. Guffey - Essentials of Business Communication.
5. Gart Side L. - Modern Business correspondence.
6. Mazumder - Commercial correspondence.
7. Lesikar & Pettit - Business Communication.
8. Sharma Mohan - Business correspondence and Report writing.
9. N.S. Pandurangan, B. Santhanam - Business Communication.
10. R.S.N. Pillai & Bagavathi - Modern Commercial Correspondence.

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Syllabus for B.B.A., effective from the year 2016-2017

Year: II Year Subject Code : U15SBA301 Semester : III

Skill Based -1 Title: **Customer Relationship Management (SBS - I)**

Credits: 3 Max. Marks. 60

UNIT-I

CRM – Introduction – Definition – Need for CRM – Complementary Layers of CRM – Customer Satisfaction – Customer Loyalty – Product Marketing – Direct Marketing.

UNIT-II

Customer Learning Relationship – Key Stages of CRM – Forces Driving CRM – Benefits of CRM – Growth of CRM Market in India – Key Principles of CRM.

UNIT-III

CRM Program – Groundwork for Effective use of CRM – Information Requirement for an Effective use of CRM – Components of CRM – Types of CRM.

UNIT-IV

CRM Process Framework – Governance Process – Performance Evaluation Process.

UNIT-V

Use of Technology in CRM – Call Center Process – CRM Technology Tools – Implementation – Requirements Analysis – Selection of CRM Package – Reasons and Failure of CRM.

Text books:

1. Customer relationship management, K.Balasubramaniyan, GIGO publication, 2005.
2. The essentials guide to knowledge management – E-business and CRM application, Amrit tiwana, Pearson education, 2001.

3. Reference Books:

1. E-business – Roadmap for success, Dr.Ravi Kalakota, Pearson education asia, 2000.
2. Business – The Dell way, Rebecca saunders, India book distributors, 2000.

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Syllabus for B.B.A., effective from the year 2016-2017

Year:	II Year	Subject Code :	U15NBA301	Semester :	III
Non Major - 1	Title:	Management Concepts (NME - I)			
Credits:	2			Max. Marks.	40

UNIT-I

Management — Definition — Importance — Role and Function of a Manager.

UNIT-II

Planning — Nature — Purpose — Steps — Types — Merits and Demerits of Planning-MBO.

UNIT-III

Organisation — Purpose — Departmentation — Span of Control — Delegation — Centralisation and Decentralisation — Line and Staffs — Committee.

UNIT-IV

Directions — Leadership — Motivation — Communication Process of Communication — Barriers of Communication.

UNIT-V

Controlling — Concept of Control — Methods of Control — Co-ordination — Need — Principles — Approaches to achieve effective Co-ordination

Text Books:

1. L.M.Prasad — Principles and Practice of Management — Marham Publication.
2. R.N.Gupta — Principles of Management - S.Chand Publication.

C. Abdul Hakeem College (Autonomous), Melvisharam.

Syllabus for B.B.A(Bachelor of Business Administration) effective from the year 2016-2017

Year: II Year Subject Code : U15MBA401 Semester : IV

Major - 9 Title: **Materials Management**

Credits: 3 Max. Marks. 75

UNIT-I

Materials Management - Definition and Functions - Importance of materials Management.

UNIT-II

Integrated materials management - The concept - Service function advantages - Inventory control - Function of inventory - Importance - Replenishment stock - Material Requirement Planning MRP - Basis - Tools of Inventory Control - ABC - VED - FSN analysis - Inventory control of spares and slow moving items - EOQ and EBQ etc - Stores planning.

UNIT-III

Purchase Management - Purchasing - Procedure - Dynamic purchasing - Principles - Import substitution - International Purchase - Import purchase Procedure.

UNIT-IV

Store Keeping and Materials Handling - Objectives - Function of store keeping - Store responsibilities - Location of store house - Centralized store room - Equipment - Security measures - Protection and prevention of stores - Fire and other Hazards - Bincard - Stock Cards

UNIT-V

Vendor rating - Vendor development - Purchase Department - Responsibility - Buyer - Seller relationship - Value analysis - ISO - Types

C. Abdul Hakeem College (Autonomous), Melvisharam.

Text Books

1. Saravanavel P and Sumathi S - Production and Materials Management
2. Chunnawalla and Patel - Production and Materials Management
3. Menon - Stores Management MacMillan
4. Paneerselvam - Production and Operations Management - Prentice - Hall of India
5. Gopalakrishnan - Materials Management - Prentice - Hall of India

Reference Books

1. Muhdnan - Production and Operation Management MacMillan
2. Dutta - Integrated Materials Management
3. Veb - Materials Management
4. England and Leenders - Purchasing and Materials Management
5. Varma - Materials Management
6. Gupta & Sharma - Management of system MacMillan India Ltd.

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Syllabus for B.B.A., effective from the year 2016-2017

Year: II Year

Subject Code : U15MBA402

Semester : IV

Major - 10 Title:

Management Accounting - II

Credits: 4

Max. Marks. 75

Unit-I

Budget and Budgetary Control: Definition — Objectives — Uses and Limitations of budget — Preparation of materials Purchase, Production, Sales, Cash and Flexible Budget — Zero Base Budgeting.

Unit-II

Capital Budgeting: Concepts — Nature — Advantages and Limitations — Ranking investment Proposals — Payback Period, ARR, NVP, present value Index.

Unit-III

Marginal costing: Definition — Advantages and Limitation — BEP — Margin of Safety — P/V Ratio — Key factor.

Unit-IV

Marginal Costing: Make or Buy decision — Selection of Product mix — changes in Selling price — Foreign market offer — desired level of profit.

Unit-V

Standard Costing: Definition — Features — Advantages — Limitation — Analysis of Variances — Materials Variance- Labour Variance.

(Weightage of marks, Problems — 80% Theory - 20%)

Reference Books:

1. S.P. Gupta — Management Accounting — Sultan Chand & Sons, New Delhi.
2. T.S. Reddy & Hari Prasad Reddy — Management Accounting — Marham Publications, Chennai.
3. R.S.N. Pillai & Bhagavathi — Management Accounting — S. Chand & Co. Ltd., New Delhi.
4. S.P. Jain and Narang — Cost Accounting — kalyani Publishers, New Delhi.

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Syllabus for B.B.A., effective from the year 2016-2017

Year: II Year Subject Code : U15MBA403 Semester : IV

Major - 11 Title: **Human Resource Management**

Credits: 3 Max. Marks. 75

UNIT-I

Nature and scope of HRM - Difference between Personnel Management and HRM
Functions of HRM - Environment of HRM - Strategic HRM.

UNIT-II

Human Resource Planning - Recruitment - Selection - Methods of Selection - Use of various tests - Interview techniques in selection - Placement.

UNIT-III

Induction - Training Methods - Techniques - Identification of Training needs - Training and Development.

UNIT-IV

Performance Appraisal - Methods - Job Evaluation and Performance appraisal - Compensation.

UNIT-V

Transfer - Promotion and termination of services - Career development - Mentoring - HRM Audit - Nature - Benefits - Scope - Approaches

Text Books:

1. Dwivedi RS - Human Relations and Organization Behavior
2. Aswathappa K - Human Resource and Personnel Management
3. Memoria CB - Personnel Management
4. Subba Rao P - Human Resource Management and Industrial Relations
5. Prasad - Getting the right people - MacMillan I Ltd
6. Pattanayak - Human Resources Management - Prentice - Hall of India
7. Decenzo/Robbins - Personnel/Human Resource Management - Prentice - Hall of India

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Syllabus for B.B.A., effective from the year 2016-2017

Year:	II Year	Subject Code :	U15ABA401	Semester :	IV
Allied - 4	Title: Research Methodology (Allied)				
Credits:	6	Max. Marks. 75			

UNIT-I

Definition of research – Meaning – Objectives – types of research – research process – qualities of a researcher – criteria of good research – Problems encountered in research.

UNIT-II

Defining research problem – Research design – features of good research design – types of research design – factors affecting research design – Hypothesis – meaning – definition – need for hypothesis – Formulation of hypothesis – Types of hypothesis.

UNIT-III

Sampling techniques – types of sampling – Merits and Demerits – Sampling Design – steps in Sampling Process.

UNIT-IV

Collection of primary and secondary data – Interview techniques – survey and interview method – merits and demerits – Questionnaire – pre requisites of using questionnaire – structured and unstructured questionnaire – types of secondary data.

UNIT-V

Interpretation of Data – Forms of Interpretation – Essentials and Pre-requisition of Interpretation – Precautions of Interpretation – Structure of research report.

Textbooks:

1. C.R. Kothari – Research Methodology Methods and techniques – New Age International Publishers, Latest edition
2. P.Ravilochanan – Research Methodology – Margham Publication, Latest edition.

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Syllabus for B.B.A., effective from the year 2016-2017

Year:	II Year	Subject Code :	U15SBA401	Semester :	IV
Skill Based -2	Title:	Total Quality Management (SBS - II)			
Credits:	3			Max. Marks.	60

Objective

The objective of this course is to acquaint the students with the basic concept of Total Quality from design assurance to service assurance, to give emphasis on International quality certification systems – ISO 9000.

UNIT-I : BASIC CONCEPTS AND ORIGIN OF TQM

Basic Concept of Total Quality – Evolution of Total Quality Management – Cost of Quality – Quality Productivity – Components of Total Quality Loop.

UNIT-II : STATISTICAL QUALITY CONTROL AND INSPECTION

Conceptual Approach to SQC – Acceptance Sampling and Inspection Plans – Statistical Process Control – Prevention Through Process Improvement.

UNIT-III : PROCESS CAPABILITY

Process Capability Studies – Humanistic Aspects of TQM – Management of Quality Circle and ZD Programmes.

UNIT-IV: JUST IN TIME, KANBAN

Q-7 Tools – Taguchi Loss Function – Failure Analysis – Just in Time – JIT Pull System – JIT Purchase.

UNIT-V : TOTAL PRODUCTIVE MAINTENANCE

Optimum Maintenance Decisions – Total Productive Maintenance – Process Design – Buyer Seller Relations – Supply Chain Management.

Text Books:

1. Subburaj, Total Quality Management, Tata mcgraw hill, 2006.
2. Shridhara Bhat, Total Quality Management, Himalaya Publishing house, 2006.

Reference Books:

1. Ansari.A and Modarress, JIT purchasing, Free press, Newyork.
2. Sandeepa Malhotra, Quality Management planning, Deep & Deep, 2006.

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Syllabus for B.B.A., effective from the year 2016-2017

Year:	II Year	Subject Code :	U15NBA401	Semester :	IV
Non Major -2	Title:	Training Development (NME - II)			
Credits:	2			Max. Marks.	40

Objective:

The purpose of this paper is to provide and in-depth understanding of the role of Training in the HRD, and to enable the course participants to manage the Training systems and processes.

UNIT-I : Introduction

Concepts of Training and development — Identifying Training Needs — Structure and Functions of Training Department — Evaluation of Training Programme — Role, Responsibilities and Challenges to Training Managers.

UNIT-II : Training Techniques

Techniques of on the job training — Coaching — Apprenticeship — Job Rotation — Job Instruction Training — Training by Supervisors — Techniques of off the job Training, Lecturers, Conferences, Group Discussion.

UNIT-III : Career – Planning

Concept of Career — Career Stages — Career Planning and Development — Need Steps in Career Planning — Methods of Career Planning and Development.

UNIT-IV : MDP

Concept of Management Development — Need and importance of Management Development — Management Development Process — Components of MD Programme.

UNIT-V : Training Institutions

Need for Training in India — Government — Policy on Training — Training Institutes in India — Management Development Programmes.

C. Abdul Hakeem College (Autonomous), Melvisharam.

Text Books:

1. Rolf Lynton, Udai Pareek: Training for Development, New Delhi, Sage Publications India (P) Ltd., 1990
2. Raymond Andrew Noe: Employee Training & Development, New Delhi, Tata McGraw Hiss, International Ed., 1999
3. Lynton, R Pareek, U.: Training for Development, New Delhi, Vistaar, 2nd ed., 1990

Reference Books:

1. Rao PL: HRD through In-House Training, New Delhi, Vikas Publishing House (P) Ltd.,
2. Reid M.A.: Training Interventions: managing Employee Development London, IPM, 3rd ed., 1992.
3. Aggarwala, D.V., Manpower Planning, Selection, Training and Development, New Delhi, Deep & Deep Publications (P) Ltd., 1999.

C. Abdul Hakeem College (Autonomous), Melvisharam.

Syllabus for B.B.A., effective from the year 2015-2016

Year: III Year Subject Code : U15MBA501 Semester : V

Major - 12 Title: **Financial Management**

Credits: 5 Max. Marks. 75

UNIT-I

Nature, Meaning, Importance and Objectives of Financial Management – Functions of Finance Manager – Methods and Sources of Raising Finance-Critical Appraisal of the Various Sources of Finance. (Theory only)

UNIT-II

Financing Decisions – Financial Planning – Financial Forecasting-Capital Structure
Decisions – Capitalization – Cost of Capital – Dividend Policy (Theory only)

UNIT-III

Investment Decisions – Estimation of Cash Flows – Evaluation of Alternative Investment Proposals like NPV, ARR, IRR Methods – Decision Making Under Risk and Uncertainty

UNIT-IV

Working Capital – Gross and Net Working Capital – Determinants of Working Capital – Sources of Working Capital – Operating cycle Method - Credit and Collection Policies.

UNIT-V

Leverages – Types - Operating leverage - financial leverages-combined leverage.

(Weightage of Marks = Problems - 60%, Theory - 40%)

Text Books:

- ## 1. A. Murthy - MarghamPublications

Reference Books:

1. I.M.Pandey, FinancialManagement.
2. Dr. S.N.Maheswari, FinancialManagement.
3. Prasanna Chandra, FinancialManagement

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Syllabus for B.B.A., effective from the year 2015-2016

Year: III Year Subject Code : U15MBA502 Semester : V

Major - 13 Title: **Marketing Management**

Credits: 5 Max. Marks. 75

UNIT-I

Definition of Marketing - Role of Marketing – Importance of marketing-Relationships of Marketing with other functional areas – Functions of marketing –Marketing Mix - Marketing approaches - Various Environmental factors affecting the marketing functions

UNIT-II

Buyer Behavior - Buying motives – Stages in Buying decision process - Factors influencing buyer behavior-Market segmentation - Need and basis of Segmentation – Targeting- Positioning

UNIT-III

Sales Forecasting - Various methods of Sales Forecasting - The Product - Characteristics - Benefits - Classifications - Consumer goods - Industrial goods - New product development process - Product Life Cycle - Product line and product mix decisions - Branding – Packaging– Labeling.

UNIT IV

Pricing - Factors influencing pricing decisions - Pricing objectives –Types of pricing - Pricing strategies–Channels of Distributions- Factor influencing channels- Middlemen.

UNIT-V

Promotion – Advertising – advantages – Arguments against advertising – Advertising media – types- Advertisement copy – advertisement budget – personal selling – Advantages and limitation – qualities of successful salesmen – steps in personal selling – Direct selling – sales promotions – consumer and dealer's level.

Text Books

1. Rajan Nair –Marketing.
2. Pillai andBhagavathi.

Reference Books:

1. Varshney RL and Gupta SL - MarketingManagement.
2. Dholokia - Marketing Management Cases & concepts, MacMillan ILtd.

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Syllabus for B.B.A., effective from the year 2015-2016

Year: III Year Subject Code : U15MBA503 Semester : V

Major - 14 Title: **Entrepreneurial Development**

Credits: 5 Max. Marks. 75

UNIT I

Meaning – Characteristics and classification of Entrepreneur - Functions of Entrepreneurs – Qualities of Entrepreneur-Factors influencing Entrepreneurship- Role of Entrepreneur in the economic development

UNIT-II

Concept of Women Entrepreneur- Definition- Problem Faced by Women entrepreneur- Remedies to solve the problems of Women entrepreneur- Rural Entrepreneur- Problem of Rural Entrepreneurs-Steps to promote Rural Entrepreneurs – Small Scale Entrepreneurs.

UNIT-III

Meaning and classification of project- project idea- Factors influencing – Project Identification – project formulation – preparation of project report- Feasibility Study: Market and locational Feasibility –sources of project finance-project life cycle.

UNIT-IV

Meaning of incentives and Subsidies – incentives for development of backward area- incentives for SSI units in Backward area- Taxation benefits to SSI units-Subsidies and incentives in the state of Tamil Nadu to SSI Units.

UNIT-V

Entrepreneurship Development Programme(EDP)- Assistance by government and non-government Agencies- Function of DIC – SIDCO-TIIC-ICICI-NSIC-MSME

Text Books

1. ENTREPRENEURIAL DEVELOPMENT, BY KHANKA
2. ENTREPRENEURIAL DEVELOPMENT, BY KADIRESAN, RADHA

Reference Books:

- ## 1. ENTREPRENEURIAL DEVELOPMENT, BY Dr. Balu.

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Syllabus for B.B.A., effective from the year 2015-2016

Year: III Year Subject Code : U15EBA501 Semester : V

Elective - 1 Title: **Business Law (Elective - I)**

Credits: 3 Max. Marks. 75

UNIT-I

Formation and essential elements of contract – Types of contract and agreements - rules as to offer, acceptance and consideration – capacity to contract – lawful object and free consent.

UNIT-II

Performance of contract – Discharge of contract – Breach of contract and remedies for breach of contract – Quasi contract.

UNIT-III

Guarantee – features – Bailment and pledge – Distinction & Features – Rights and duties of bailer and Bailee.

UNIT-IV

Contract of agency – definition and meaning – Rights of Principal and agent – personal liability of agent – termination of agency.

UNIT-V

Sale of goods Act 1930 – definition – sale vs agreement to sell – express and implied conditions - Caveat Emptor - Rights of an unpaid seller.

Text Book:

- ## 1. Business law – N.D. Kapoor

Reference Book:

1. Business Law – M.C.Dhandapani.
2. Business Law – M.C.Shukla.
3. Business Law – R.S.N. Pillai & Bagavathi
4. Business Law – P.C.Tulsian.

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Syllabus for B.B.A., effective from the year 2015-2016

Year: III Year Subject Code : U15MBA601 Semester : VI

Major - 16 Title: **Cost Accounting**

Credits: 5 Max. Marks. 75

Unit-I: Nature and scope of cost accounting:

Cost accounting: Nature and Scope – Objectives - Advantages and Limitations – Financial Vs
Cost Accounting - Cost Classification – cost Sheet and Tenders.

Unit-II: Materials Purchase and Control

Purchase department and its objectives – Purchase procedure – Levels of stock and

EOQ. Unit-III: Methods of Pricing of Material Issues

FIFO, LIFO, Average price Methods: Simple and Weighted Average price

methods. Unit-IV: Labour Cost Control

Labour Turnover: Causes, Methods of measurement and Reduction of Labour Turnover – Idle and over Time – Remuneration and Incentives: Time and Piece rate system – Premium Bonus System – Halsey, Rowan.

Unit-V: Overheads

Classification of Overhead costs – Departmentalization of overheads – Allocation-Absorption and Apportionment of overhead costs – Primary and Secondary distribution of overheads– computation of Machine hour rate.

(Weightage of Marks, Problems 80%, Theory 20%)

Text Books:

1. S.P. Jain and Narang – Cost Accounting Kalyani Publishers, NewDelhi.
2. S.N. Maheswari – Principles of Cost Accounting – Sultan Chand & Sons, NewDelhi.

Reference Books:

1. T.S. Reddy & Hari Prasad Reddy – Cost Accounting – Marham Publications, Chennai.
2. Tulsian P.C. – Cost Accounting – Tata McGrawHills.
3. S.P. Iyengar – Cost Accounting – Sultan Chand & Sons, New Delhi.

C. Abdul Hakeem College (Autonomous), Melvisharam.

Syllabus for B.B.A., effective from the year 2015-2016

Year: III Year Subject Code : U15MBA602 Semester : VI

Major - 17 Title: **Industrial Relations and Labour Laws**

Credits: 5 Max. Marks. 75

UNIT-I

Industrial Relations - Role - Importance - Trade Unions - Industrial disputes and their Resolutions.

UNIT - II

Participative Management - Structure - Scope - Collective Bargaining - Works Committee - Joint Management Councils - Pre-Requisite for successful participation - Role of Government in Collective Bargaining.

UNIT-III

Industrial unrest - employee dissatisfaction - Grievances - Disciplinary Action - Domestic Enquiry - Strikes - lockout - Prevention of Strikes & Lockouts.

UNIT-IV

Factories Act: Meaning, Definition – Welfare – Safety – Health Measures.

UNIT-V

Workmen's Compensation Act and International Labor Organization - Role and

Function Text Books:

1.Sreenivasan M.R - Industrial Relations & Labor legislations

2.Aswathappa K - Human Resource and Personnel

Management Reference Books:

1. Subba Rao P - Human Resource Management and Industrial Relations

2. Monappa - Industrial Relation

3. Michael V Industrial Relations in India and Workers Involvement in Management Cowling
- Essence of Personnel Management and Industrial Relations-Prentice-Hall of India.

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Syllabus for B.B.A., effective from the year 2015-2016

Year: III Year Subject Code : U15EBA602 Semester : VI

Elective - 3 Title: **Services Marketing (Elective - III)**

Credits: 3 Max. Marks. 75

UNIT-I

Growth of the Service Sector - Nature and Concept of Service - classification of services - Characteristics of Services and their marketing implications - Essential Elements of marketing mix in Service marketing.

UNIT-II

Marketing strategies for service firms with special reference to information, communication, consultancy, advertising, professional services, after sales service.

UNIT-III

Pricing of services - problems of Service quality management - Customer Expectations - Innovation in services.

UNIT-IV

Marketing of financial services: role of personal selling in financial services – marketing mix of financial services – A product portfolio for banks - insurance marketing – market segmentation to the insurance business – product portfolio of the general insurance corporation.

UNIT-V

Health services: types of hospital – marketing mix for hospital – health care industry – factors leading to the growth of health care in India.

Tourism services: tourism – product – marketing mix for tourism – tour operator – travel agents – techniques of sales promotions.

Text books :

1. Service marketing – Dr. L.Natrajan. Margham publication

Reference Books

1. Christopher Lovelock, Services Marketing, Pearson Education.
2. E.G. - Bateson, Managing Service marketing - Text and Readings, Dryden press, Hidsdale.
3. Helen Wood Ruffe, Services Marketing, Macmillan India, New Delhi.