



MANONMANIAM SUNDARANAR UNIVERSITY

Accredited With B++ Grade by NAAC
Tirunelveli, Tamilnadu, India. Pin - 627012.

அறிவே அனைத்து ஆற்றலும்
KNOWLEDGE IS POWER



BACHELOR OF BUSINESS MANAGEMENT PROGRAMME [INDUSTRY INTEGRATED]

1. Course Objective

The Bachelor of Business Management (BBM) (Industrial Integrated) Program is designed to provide students with knowledge and skills to apply the principles and management practices within a technology-driven world. The program covers current business practices in modern business organizations with knowledge of current practice. The BBM program also emphasizes the application of business theories in effect, management with practical skills. An innovative and accessible introduction to the world of business, this degree will enable you to pursue a number of different careers from management consultancy to business journalism.

2. Admission

Candidate can apply for either (1) Academic Year Admission or (2) Calendar Year Admission

1. Academic Year Admission – Candidates are admitted during June to December
2. Calendar Year Admission – Candidates are admitted during January to May

3. Eligibility for admission

a. A candidate who has passed 10+2 or equivalent is eligible for admission.

b. Lateral Entry/Readmission

1. A candidate who has passed Matriculation and 3 years of Polytechnic Diploma with 50% marks or 10+2 and Diploma in Business with 40% marks Management from government recognized institute who has passed BBM 1st year with 40% marks from any recognized university is eligible for lateral entry/readmission into 2nd year.

2. A candidate who has passed/failed BBM 1st and 2nd year with 40% marks from any recognized university (subject to common syllabus) is eligible for readmission into 3rd year.

4. Duration of the program

The duration of this program is Three Years. Candidate should clear the Program within six years of registration to the program else they have to register afresh.

5. Medium of Instruction

The medium of instruction of this program is English. Examination must be written in English only.

6. Program Structure

The BBM (Industrial Integrated) program consists of 16 subjects of 100 marks each (80 marks theory and 20 marks internal assessment through assignment) and One Project report

7. Internal Assessment and Continuing Evaluation

Internal Assessment marks will be evaluated on the basis of following criteria

- a. Attendance – 5 marks
- b. Two assignments – 10 marks
- c. One Internal Test – 5 marks

8. Contact classes

Online Campus, Bangalore provide Contact Classes that combines all three forms of learning namely, Online Classes, Classroom Training and Recorded Video Lectures

9. Project Work

a. Every candidate must submit a project report before the commencement of the final year examination without which candidates will not be permitted to appear for the said examination. Project must be done under the guidance of a Supervisor.

b. Project may be of any following types

- i. Case study (covering a particular organization/industry)
- ii. Field study
- iii. Free Lance project

Project report must contain a certificate from the guide/supervisor.

Submission of Project Report

Two copies of Project Report must be submitted to the Manonmaniam Sundaranar University.

Project Evaluation

Project report shall be evaluated for 150 marks and viva – voce for 50 marks will be conducted after the examination.

10. Scheme of Examination

1. The University Examination for Calendar year batch will be held in January and for academic year batch it will be held in July.
2. Repeaters can appear for any of these 2 examinations
3. Examinations centers in which the candidate has to appear examinations will be intimated individually through email/SMS.
4. Candidates must submit the following documents issued by the Online study centers along with examinations registration form.
 - a. Certificate of writing the internal test.
 - b. Certificate of submission of assignment.
 - c. Certificate for attending contact classes.
5. Evaluation of each subject is divided into 2 parts:
 - a. University Year end examinations for 80 marks of each subject
 - b. Internal assessment for 20 marks of each subject.

6. Duration of the examination will be 3 hours.
7. Candidate shall complete their internal assessment program before commencement of the year end examinations.
8. Candidates shall submit the project report in the final year only.

11. Passing Marks

1. Candidates must secure a minimum of 8 marks in the internal assessments
2. Candidates must secure a minimum 32 marks in theory examination out of 80 marks in each subject and aggregate or 40 marks including internal assessment marks should be obtained to pass in the course
3. Minimum of 100 marks should be scored out of 200 marks in case of project report.

12. Award of Degree

After successful completion of university examinations of all papers, degree of Bachelor of Business Administration (Industry Integrated) will be awarded by Manonmaniam Sundaranar University

13. Classification of Successful Candidates

Candidates shall be entitle for the declaration of class upon successful completion of all the papers in a single appearance

- First Class with Distinction – 75% and above
- First Class – 60% and above but below 75%
- Second Class – 50% and above but below 60%

14. Scheme of Distribution of Marks

1st Year

Subject	Theory	Minimum for Pass	Internal	Minimum for Pass	Total	Minimum for Pass
1.1 Organisation Behaviour	80	32	20	8	100	40
1.2 Business Communication	80	32	20	8	100	40
1. 3 Computer Application for Management	80	32	20	8	100	40
1.4 Management Process	80	32	20	8	100	40
1.5 Business Organization	80	32	20	8	100	40
1.6 Principles of Office Management	80	32	20	8	100	40

2nd Year

Subject	Theory	Minimum for Pass	Internal	Minimum for Pass	Total	Minimum for Pass
2.1 Managerial Economics	80	32	20	8	100	40
2.2 Marketing Management	80	32	20	8	100	40
2.3 Human Resource Management	80	32	20	8	100	40
2.4 Financial Management	80	32	20	8	100	40

2.5 International Business	80	32	20	8	100	40
2.6 Management Information System	80	32	20	8	100	40

3rd Year

Subject	Theory	Minimum for Pass	Internal	Minimum for Pass	Total	Minimum for Pass
3.1 Financial and Management Accounting	80	32	20	8	100	40
3.2 Production and Operations Management	80	32	20	8	100	40
3.3 Strategic Management	80	32	20	8	100	40
3.4 Cost Accounting	80	32	20	8	100	40
3.5 Project Report					200	100

15. Question Paper Pattern

Section A (5X5= 25 Marks) Answer any 5 questions from this section each question carries 5 marks (out of eight questions)

Section B (5X15= 75 Marks) Answer any 5 questions from this section, each question carries 5 marks (out of Eight question)

16. Course fee

a. Candidate are required to purchase two Demand Drafts at the time of admission. One drawn in favour of "The Registrar, MS University", payable at Tirunelveli of Rs. 900/- and another Demand Draft drawn in favour of "ONLINE CAMPUS", payable at Bangalore of Rs. 2100/-.

The Examination fee of Rs. 1000/- should be paid through a Demand Draft drawn in favour of 'The Registrar, Manonmaniam Sundaranar University' payable at Tirunelveli, once the Examination Notification is issued by the Registrar-Evaluation.

17. Syllabus of Program

This syllabus is specially designed to shape the individuals into a successful professional. This is a comprehensive program which encompasses various aspects of this field. Institute and the University reserves the right to change or re-schedule the curriculum as per the requirement of the industry.

1st Year Detailed Syllabus

1.1 ORGANIZATION BEHAVIOUR

UNIT I

Meaning, Nature and Scope of Organizational Behaviour - Need for studying Organizational Behaviour - Disciplines contributing to Organizational Behaviour Organizational Behaviour process - Approaches to the study of Organizational Behaviour - Hawthorne's experiments and its implications.

UNIT II

Personality - Types of Personality - Theories of Personality - Perception - Perceptual Process - Perception and its application in Organizations - Attitude - Formation of Attitude Measurement of Attitude - Values - Types of Values.
Organization Effectiveness - Factors influencing organization effectiveness

UNIT III

Motivation - Meaning - Nature of Motivation - Theories of Motivation and Techniques - Motivation Process- Job satisfaction - Measuring Job satisfaction - Meaning - Morale and Productivity.

UNIT IV

Group Dynamics - Why do people form and join the Groups - Theories of Groups - Group cohesiveness - Group role - Group decision making techniques - Different models of Group decision making - Group conflict - Types of conflict - Conflict process.

UNIT V

Leadership - Leadership styles - Theories - Leadership styles in Indian Organizations - Power - Sources of Power - Organization Culture - Types of Culture- Function of Culture

Reference Books:

1. Stephen Robbins and Timothy Judge, Organizational Behaviour, PHI
2. Gregory Moorhead and Ricky Griffin, Organizational Behaviour, Biztantra
3. Debra Nelson and James Quick, Organizational Behaviour, Thomson

1.2 BUSINESS COMMUNICATION

UNIT I

Communication: Meaning & Definition-Role of communication in business-Main forms of communication in business-Communication process-Inference model-Modes of Non-Verbal communication-Communicating across cultures

UNIT II

Active Listening: Introduction-Anatomy of poor listening-Factors contributing to poor listening-Anatomy of poor speaking-Good listening-Telephoning -Mobile Phones-Teleconferencing

UNIT III

Presentation Skills: Introduction- Features of a good presentation- Handling questions-Meeting

UNIT IV

Business Letters: Introduction- Format and Layout- E-Mail- Report Writing- Writing Skills

UNIT V

Recruitment Correspondence: -Definition- Application letter- Contents of resume and CV- Interview letter- Offer of Employment- Letter of Acceptance- Resignation Letter- Letter of recommendation

Reference Books:

1. Reddy & Appanaiah, Essentials of Business Communication
2. Raymond V. Lesikar John D. Pettit, Business Communication

1.3 IT TOOLS AND APPLICATIONS MANAGEMENT PROCESS

UNIT I

Fundamentals of Computers – Characteristics of Computers, History of Computers, Technical Evolution of Computers, Categories of Commercial Computers, Systems Software, Application Software, Uses and Impact of Computers, Central Processing Unit, Types of Computer Memory, Number System, Input Concepts, Input Devices, Output Concepts, Output Devices, Soft Copy Devices, Storage Devices, File Organisation

UNIT II

Disk Operating Systems and Windows - DOS Files, Organising Files, DOS Commands, Preparing Fixed Disk, Making more memory available, Control Keys Functions, Windows all versions, Starting and Quitting a Program, Organising Files and Folders, Setting up a Printer, Commonly used Commands, Network Neighborhood, Shared Folders or Printers, Optimizing Computer

UNIT III

Microsoft Office 2000 – MS-Word – Creating, Saving, Finding & Replacing text, Copying and Moving Text, Creating hyperlinks, Auto Text, Fonts, Underline, Boldface, Animation Effects, Subscript & Superscript, Margins, Tab Stops, Line Spacing, Alignment, Indenting, Borders and Shading, Numbering and Bullets, Header & Footers, Tables, Mail Merge

MS-Excel – Workbook, Cells, Formatting, Simple calculations, Referencing formulas, Worksheets, Copy Formulas, Graphs

MS-PowerPoint – Introduction, Preparing Presentation, AutoContent Wizard, Formatting, Editing, Printing slides, Organisation Chart, Transitions, Animations,

UNIT IV

Database Systems – Data Modeling for a Database, Data Integration, DBMS, Entity-Relationship Model, Relational Data Model, Network Data Model, Hierarchical Model, SQL, Data base Design, Normalization, Reliability, Transactions, Database Security, Distributed Databases, Expert Systems

UNIT V

Internet and Web Designing – The Internet, Commerce on Internet, Governance on Internet, Domain Names, Internal Access, World Wide Web, Web Browsers, Search Engines, “Surfing” the Net, Cookies, Downloading, Electronic Mail (E-Mail), Advantages of e-Mail, Different E-Mail Protocols, E-Mail Addresses, Junk e-mailers, Free Web Based Email Service: Hotmail, Spamming,

Reference Books :

1. Computer Fundamentals, Sapna Book House
2. Computer Applications for Management, Dr. Vishal Soni, Himalaya Publications

1.4 MANAGEMENT PROCESS

UNIT I

Management – Meaning and Definition – Management and Administration – Evolution of Management - Contributions of Henry Fayol, F.W. Taylor and Elton Mayo – Levels of Management – Is management a science or an Art or Profession? – Functions of Management.

UNIT II

Planning: Objectives, Importance, Types, Advantages and Limitations. Methods of Planning: Objectives, Policies, Procedures, Strategies, Programmes, Budgets – Decision Making – Forecasting.

UNIT III

Organising: Meaning, Objectives and principles of organization – Types of organization – Authority and Responsibility – Delegation – Departmentation – Decentralisation – Span of Management – Organisation chart and manual.

UNIT IV

Directing – Meaning – Communication – Methods of Communication – Communication Barriers – Leadership – Types of Leaders – Qualities of a good leader – Motivation – Importance of motivation – Maslow's Need Hierarchy and Herzberg's two Factor Theory.

UNIT V

Co-ordination: Concept – Principles – Controlling – Need for control – steps in control process – Features of a Good control system – Types of control – Control techniques – Traditional control techniques – Modern control techniques.

Reference Books :

1. Principles of Management, Dr. Alice Mani, Eliza Publishing House
2. Human Resource Management, Trinath Meher, Neeraj Publications

1.5 BUSINESS ORGANISATION

UNIT I

Distinctive Features And Forms Of Business Organisation, Forms Of Private Enterprises - Sole Proprietorship, Partnership Firm - Registration Of Partnership Firm, Types Of Partners, Implied Authority Of A Partner, Retirement Of A Partner, Dissolution Of Partnership And Firm, Modes Of Dissolution Of Firm, Huf (Hindu Undivided Family), Joint Stock Company, Co-Operative Organization - Types Of Co-Operative Societies, Public Corporation, Government Company

UNIT II

Business Finance – Types Of Business Finance – Long Term Finance, Medium Term Finance, Short Term Finance, Working Capital, Factors Determining Requirement Of Working Capital, Working Capital Cycle, Raising Securities For Finance, Raising Equity Share Capital, Raising Preference Share Capital, Types Of Preference Shares, Issue Of Debentures, Public Deposits, Trading On Equity, Capitalization, Over Capitalization, Under Capitalization.

UNIT III

Economic Functions Of The Capital Market - Money Market, Capital Market, Stock Exchange, Listing Of Securities, Intermediaries In The Capital Market, Book Building, SEBI Guidelines On Public Issue, SEBI Guidelines On Takeover, Insider Trading, Dematerialisation, Depository Services, Depository Participant, Depository Participant, Derivatives – Types, Regulation Of Derivatives Trading, Mutual Funds - Types Of Mutual Funds, Terms Used In Capital Market

UNIT IV

Foreign Trade – Meaning, Advantages Of Foreign Trade, Difficulties In Foreign Trade, Methods Of Quoting Price, Method Of Payment, Export Trade Procedure, Import Trade Procedure, Financing Foreign Trade, Incentives For Export Promotion, Terms And Documents, Commerce And Insurance – Meaning Of Commerce, Trade, Auxiliary Activities, Insurance – Meaning, Insurance And Wagering, Principles Of Insurance, Re-Insurance, Types Of Insurance - Life Insurance

UNIT V

Business Combinations - Factors Leading To Growth Of Combinations, Advantages of Combinations, Disadvantages of Combinations, Forms Of Combinations - Simple Combinations, Compound Associations - Consolidation Of Companies, Complete Consolidations, Types Of Business Combinations, Control Of Monopolies, Modernisation, Social Objectives Of Business, Social Responsibilities Of Business, Social Audit, Concept Of Trusteeship

Reference Books:

1. Principles of Office Management, Shikha Talwar, Neeraj Publications
2. Principles of Office Management, R C Bhatia, Neeraj Publications

1.6 PRINCIPLES OF OFFICE MANAGEMENT

UNIT - I

Modern Office: Principles of Office Management, Office Work, Functions of an Office, Importance of Office, Office Management: Four Elements of Office Management, Major Processes of Office Management, Responsibilities of Administrative Office Manager, Typing And Duplicating: Departmental Typing and Typing Pools, Typing and Stenographic Pools, Duplicating, Methods of Duplicating, Selection of Good System of Duplication, Centralisation of Duplication Work

UNIT - II

Officer Planning and Layout: Form of Organisation, Locating the Departments, Preparing a Model of the Office Layout, Office Environment: Colour Dynamics, Light in the Office, Artificial Lighting System, Temperature, Cleanliness, Humidity, Circulation, Office Systems and Procedures: Procedures and Methods, Major Office Systems and Procedures, Office Manual, Importance of Office Manual, Types of Office Manuals

UNIT - III

Filing System: Different Types of Office Records, Records Management, Records Manual, Elements of Filing and Filing Functions, Indexing and Filing Equipment: Indexing, Importance of Indexing Types of Index, Retention and Disposal of Files, Transfer of Records, Types of Signals, Forms Design And Control: Principles of Forms design, Designing Office Forms

UNIT - IV

Stationery And Office Supplies: The Elements of Cost, Advantages of Centralised Stock Keeping, Office Machines: Objectives of using Machines, Principles of Office Machines and Equipment Selection, Furniture, Office Organisation: Principles of Organisation, Informal Organisation, Process of Delegation, Decentralisation of Authority, Departmentation, Inward And Outward Mail

UNIT - V

Internal Communication Elements and Process of Communication, Types and Forms of Internal Communication, External Communication: Types of External Communication, Production of Correspondence, Drafting of Correspondence, Centralised vs. Decentralised Correspondence, Methods of External Communication, Data Processing: Importance of Data and Information, Classification of Data, Classification of Information, Data Life Cycle, Data Collection Methods, Data Processing Methods, Presentation of Data

Reference Books:

1. Principles of Office Management, R C Bhatia, Lotus Press
2. Principles of Management, Dr. Alice Mani, Eliza Publishing House

2nd Year Detailed Syllabus

2.1 MANAGERIAL ECONOMICS

UNIT I

Managerial Economics – Introduction, Scope, Demand Analysis - Concept of Demand, Type of Demand - Price Elasticity of Demand, Income Elasticity of Demand, Income Elasticity of Demand, Cross Elasticity of Demand, Demand Function, Demand Curve

UNIT II

Production Function - Law of variable proportions, Cost Output relations - Fixed Costs, Variable Costs, Concept of Supply - Law of Supply, Supply Curve, Market Structures - Perfect Competition, Monopolistic Competition, Monopoly, Oligopoly

UNIT III

Pricing theories – Policies of Pricing - Cost plus Pricing, Cynical Pricing, Equilibrium and Determination of Price, Price Policy and Consumer Psychology, Advertising, Macro-economics – Use of Macro Economy,

UNIT IV

National Income Concepts - Concepts of National Income - Gross National Product - Approaches to GNP - Income Approach, Expenditure Approach, Value Added Approach, Net National Product, Per Capital Income

UNIT V

Business Environment – Meaning, Factors influencing Business Environment - Internal Environment, External Environment, Micro Environment, Macro Environment, Capital Budgeting – Process of Capital Budgeting

References Books:

1. Nageshwar Rao and Rajendra Das, Business Skills, HPH
2. John Seely, Oxford Writing and Speaking, Oxford
3. Parag Diwan, Business Communication, EB
4. Mary Ellen Guffy, Business Communication, Thomson
5. Meenakshi Raman and Sangeeta Sharma, Technical Communication, Oxford,

2.2 MARKETING MANAGEMENT

UNIT I

Marketing Concepts: Meaning – Evolution – Purpose of marketing – Components & basic characteristics of marketing – Implementation of marketing concepts – The marketing system – Marketing mix. – Elements of marketing mix.

UNIT II

Marketing Functions: Marketing process – Concentration – Dispersion – Buying – Selling – Financing – Risk bearing – Market information – Standardization – Transportation – Storage.

UNIT III

Market Segmentation: Definition & Importance – Bases of market segmentation – Consumer market segmentation in India - Buying Behaviour – Buying motives – Pattern of buying behaviour – Determinants of buyer behaviour.

UNIT IV

Product: Product Life Cycle – Pricing – Importance – Methods of pricing.

UNIT V

Marketing Channels: Definition – Types of Channels of distribution – Factors affecting the choice – Wholesaler, Agent, Middlemen, and Retailer – Organization of Wholesaler business.

REFERENCE BOOKS :

1. Modern Marketing Management, Rustom s Davar, Universal Book Stall
2. Marketing Management, Dr. Alice Mani, Eliza Publishing House
3. Marketing Management, S A Sherlekar, Himalaya Publishing
4. Marketing Management, Ankita Aggarwal, Neeraj Publications

2.3 HUMAN RESOURCE MANAGEMENT

UNIT I

Role of Human resource in Management Evolution of Human Resource Management Human Relations Theory – Distinction between Personnel Management and Human resource Management – Organisational setup of the Personnel department – Position of Human Relation in India.

UNIT II

Man Power planning – its process – Recruitment Selection – Placement Training and its objectives – Methods – Types – Process – TWI – Induction Promotion & Demotion – Transfer.

UNIT III

Human Resources Development (HRD) – Concept – Meaning – Objectives Training and Development Programmes – Human Resources Development for Managers and Workers – HRD Movement in India – HRD or HRM? – HRD for Total Quality Management – HRD experience of different Companies. Performance appraisal – techniques – Evaluation of performance appraisal – Distinction between merit rating and performance appraisal. Wage and Salary administration – principles of Wage fixation.

UNIT IV

Discipline – Objectives – Procedure for effective Discipline – Penalties Grievance handling and its importance. Communication. Importance – Suggestion schemes – Brain Storming.

UNIT V

Job evaluation – methods Advantages – Limitations. Incentive Schemes. Trade Unions – Structure, objectives, policies, method, membership, finance etc, growth of trade union in India – Joint consultation and employee participation in Management – Collective bargaining and CASE STUDIES.

Reference Books :

1. Human Resource Management, Dr. Alice Mani, Eliza Publishing House
2. Personnel/ Human Resource Management, David A decenzo, Prentice - Hall of India
3. M P A - 14 Human Resource Management, Trinath Meher, Neeraj Publications
4. A Text Book of Human Resource Management, C B Mamoria, Himalaya Publishing

2.4 FINANCIAL MANAGEMENT

UNIT I

Management Accounting-Nature And Scope- Meaning- Definitions- Objects Of Management Accounting And Financial Accounting –Management Accounting And Cost Accounting.

UNIT II

Analysis And interpretation Of Financial statements- The Concept Of Financial Statement- Limitations Of Financial Statements-Analysis And Interpretation- Tools-comparative Financial Statements- Common Size Financial Statements And Trend Percentages.

UNIT III

Ratio Analysis-Nature, Interpretation and Limitations of ratios- Short-term and Long-term financial ratios-Profitability. Efficiency, proprietary and yielding ratios.

UNIT IV:

Fund Flow Analysis-Concept of funds-Sources and uses of funds-Concept of Fund Flow Statement-Managerial uses of Fund Analysis-Construction of fund flow Statement- Distinction of Cash from funds- Utility of cash flow statement-Construction of cash flow statement.

UNIT V:

Marginal Costing And Break - Even Analysis For Profit Management and Control. Capital Budgeting - Nature of Capital expenses - Concept Of Capital Budgeting- Capital Budgeting Procedures- Methods Of Ranking Investment Proposals- Simple Problems Involving Payback Method- Average Rate Method And Discounted Cash Flow Methods.

Reference Books :

1. Financial Management, Macmillan
2. Financial Management, Shashi K Gupta, Kalyani Publishers

2.5 INTERNATIONAL BUSINESS

UNIT I

International Business - Meaning, Objectives, Modes, Competitive Environment, Balance of Payment – Meaning, Balance of Payment Account – Current Account, Capital Account, Supplement Foreign Trade Policy 2008-09, Balance of Trade

UNIT II

International Economic Institutions - International Monetary Fund – Objectives, India and IMF, World Bank – Functions of the World Bank, Global Development Finance Report 2007, International Finance Corporation (IFC) – Objectives, International Liquidity

UNIT III

EXIM Bank, International Development Association (IDA), WTO – Origin of WTO, Functions of WTO, Objectives of WTO, Structure of WTO, Principles of WTO, Key Subjects, WTO, Advantages and Disadvantages for India in context of WTO, Achievements, Limitations of WTO

UNIT IV

GATT – Introduction, Origin of GATT, Principles, Objects, GATT Rounds, Asian Development Bank – Introduction, Need of ADB, Objectives of ADB, Functions of ADB, Organisations and Management of ADB, Sources of ADB, Membership of ADB, ADB Report, India ADB

UNIT V

Foreign Trade – Foreign Exchange Reserves in India, Foreign Trade and Balance of Payments – Volume of India's Foreign Trade, Composition of India's Foreign Trade, Indian Trade with SAARC, ASEAN and EU Declines, Foreign Trade Policy 2004-09 (EXIM Policy 2004-09)

Reference Books :

1. International Business, O S Shrivastava, Kalyani Publishers
2. International Business, Patil KS, Sapna Book House

2.6 MANAGEMENT INFORMATION SYSTEMS

UNIT I

DATA AND INFORMATION

Overview-Forms of Data-Generation of Data-Data Capturing-Editing of Data-Recording of Data-Classification of Data-Retrieval of Data-Presentation of Data-Processing of Data

UNIT II

INFORMATION AND INFORMATION SYSTEM

Overview-Need for Information-types of Systems-What is an Information System?- Business Processes V/s Information Systems-Enterprise Wide Information System- Expert Systems-What is a Computer Based Information System?-Capabilities of Information Systems

UNIT III

OFFICE AUTOMATION SYSTEMS, ROLE AND IMPORTANCE OF MIS

Overview-Definition of Office Automation-Needs for Office Automation-Office Functions needed to be Automated-Classification Office Automation Systems-Document Management Systems-Communication Systems-Teleconferencing Systems-Office Support Systems-Advantages of Office Automation-Disadvantages of -office Automation

ROLE AND IMPORTANCE OF MIS

Overview-Role of Management Information Systems at Different Organizational Levels-Role of MIS in Society-Role of MIS in Government-Using Information System as a Cost Reduction Measure-Financial Planning and Budgeting-Logistics and Materials Management

UNIT IV

TYPICAL INFORMATION SYSTEMS

Overview-Micro Level Information Systems-Human Resource Development System-Macro Level Information Systems

UNIT V

COMPUTER: A POWERFUL TOOL IN MIS

Overview-Significance of Computer Hardware-Computer Software-Software Fundamentals; Application Software-Application Software Packages-Automated Design work and Manufacturing-Computers and MIS-Scope of Transaction Processing-End User Computing-Decision Support Packages

Reference Books :

1. Management Information system, Aman Jindal, Kalyani Publishers
2. Management Information System, Gordon B Davis, Tata McGraw Hill Publishing

3rd Year

3.1 FINANCIAL AND MANAGEMENT ACCOUNTING

UNIT I

Fundamentals Of Accounting – Definition and Scope, Need of Accounting, Objectives of Accounting, Book Keeping And Accounting, Branches of Accounting, Cash and Mercantile System, Types Of Accounts, Fundamental Accounting Equation, Trial Balance, Conventions Of Accounting, Concepts Or Assumptions Of Accounting, Basic Accounting Principles, Accounting Conventions Or Modifying Principles, Errors In Accounting, Depreciation, Valuation Of Closing Stock, Economic Order Quantity.

UNIT II

Capital and Revenue Expenditure And Receipts - Capital And Revenue, Capital Expenditure, Revenue Expenditure, Deferred Revenue Expenditure, Revenue Income (Receipt), Capital Income (Receipt), Accounting Standards and Their Applications - Important Accounting Standards, Applicability of Standards, Final Accounts - Types Of Final Accounts, Closing Entries, Final Accounts Of Partnership, Provision V/S. Reserves, Capital And Revenue Reserves, Secret Reserves, Trading Account.

UNIT III

Accounts Of Non-Profit Organisation - Nature Of Non-Profit Organisation, Distinction Between Rip Account And L/E Account, Methodology Of Answer, Income And Expenditure Account Of Professionals, Partnership Accounts - Partnership Deed, Rights Of Partners, Capital Account, Joint Life Policy, Admission Of A Partner, Valuation Of Goodwill, Treatment Of Goodwill In The Books On Admission Of Partner, Retirement/Death Of A Partner, Dissolution Of Partnership, Piecemeal Distribution Of Assets

UNIT IV

Company Accounts - Share Capital, Issue Of Shares, Calls-In-Advance And Arrears, Forfeiture Of Shares, Re-Issue Of Forfeited Shares, Value Of Right Share, Issue Of Bonus Shares, Brokerage, Redemption Of Preference Shares, Issue And Redemption Of Debentures, Cum Interest And Ex-Interest Purchase Of Debentures, Purchase Of Debentures For Redemption, Purchase Of Debentures As Investment, Redemption At Premium Of Debentures Issued At Discount, Debenture Redemption Reserve / Sinking Fund, Form Of Balance Sheet

UNIT V

Analysis And Interpretation Of Financial Statements And Ratios - Financial Statements, Importance Of The Rate Of Return On Investment, Fund Flow And Cash Flow Statement - Concept Of Flow Statement, Preparation Of Funds Flow Statement, Funds From Operations, Treatment Of Specific Items, Cash Flow Analysis, Benefits Of Cash Flow Statement, Cash From Operations, Funds Flow Analysis V/S Cash Flow Analysis, Societal Obligations Of Accounting - Societal Accounting, Value Added Statement, Human Resource Accounting

Reference Books :

1. Financial and Management Accounting, Dr. S Ganeson, Thirumalai Publication
2. B.Com Management Accounting, Shashi K Gupta, Kalyani Publishers

3.2 PRODUCTION MANAGEMENT AND OPERATIONAL RESEARCH

UNIT I

Production Management – Role and Scope, Aspects Of Production Management, Factors Of Production, Kinds Of Productivity Measures, Facility Location - Primary Factors, Secondary Factors, Layout Planning And Analysis, Types Of Plant Layout.

UNIT II

Production Planning and Control, Types Of Production – Continuous Production, Intermittent Production, Production Process Analysis, Information Required To Do Process Analysis, Process Planning Procedure Forecasting For Operations, Sales Forecasting Technique,

UNIT III

Production Scheduling - Factors Affecting Scheduling - External Factors, Internal Factors, Scheduling Procedure and Techniques, Work Measurement - Objectives Of Work Measurement, Time And Motion Study, Statistical Quality Control

UNIT IV

Operation Research - Role and Scope Of Operations Research, Applications Of Operational Research, Linear Programming – Properties, Assumptions Of Linear Programming, Application Of Linear Programming, Sensitivity Analysis,

UNIT V

Duality, Rules for Constructing the Dual Problems, Transportation Model – Assumptions, Inventory Control, Queuing Theory – Assumptions, Markov Analysis, Applications of Markov Analysis, Decision Theory, PERT I CPM

Reference Books :

1. Operations Research, S Kalavati
2. Production and Operations Management, C L Sontakki, Kalyani Publishers

3.3 STRATEGIC MANAGEMENT

UNIT I

Corporate Strategy - Concept Of Corporate Strategy, Reasons For Adopting Different Grand Strategies - Stability Strategies, Expansion Strategies, Retrenchment Strategy, Combination Strategy, Components Of Strategy Formulation,

UNIT II

Ansoff's Growth Vector - Vertical Integration, Backward Integrations, Forward Integrations, Horizontal Integration, B.C.G Model - B.C.G Matrix, Porter's Generic Strategies – Types - Cost Leadership Business Strategy, Differentiation Business Strategy, Focus Business Strategy

UNIT III

Competitor Analysis - Components, Levels Of Strategy, The Strategic Management Process, Transnationalization of Work Economy - Regional Economic Grouping, Internationalization of Companies - Implications for International Marketing, Major Regional Economic Groupings,

UNIT IV

Industry Analysis - Threat of New Entrants, Rivalry among Competitors, Bargaining Power of Buyers, Bargaining Power of Suppliers, Threat Of Substitute Products, Managers and Prejudice - Women in International Work Force - Dimensions of National Culture, Managing Cultural Diversity

UNIT V

Global Entry Strategies - Strategic Marketing Decision, Strategic Market Selection Decision, Strategic Market Entry Decision, Strategic Marketing Mix Decision, Strategic Marketing Organization Decision, M.R.T.P, W.T.O, Globalisation of Financial System And Services

Reference Books :

1. Strategic Management, C N Sontakki, Kalyani Publishers
2. Strategic Management, Nirmal Kumar Gupta, Neeraj Publications

3.4 COST ACCOUNTING

UNIT I

Overview of cost Accounting Concepts and Practices. Cost Accounting and Financial Accounting, Cost Accounting and Management, Classification of Costs, Cost Centre and Cost Unit.

UNIT II

Introduction to Management Accounting Scope of Management Accounting, Objects, and Functions and Limitations of Management Accounting, Tools and Techniques of Management Accounting.

UNIT III

Job and Contract costing, Process Costing, Cost Control, Budgetary Control, Standard Costing, Variance Analysis.

UNIT IV

Decision Making, Marginal Costing and Cost - Volume Profit Analysis.

UNIT V

Financial Statement Analysis, Ratio Analysis, Liquidity Ratios, Leverage Ratios, Turn – Over Ratios, Profitability Ratios.

Reference Books :

1. Cost Accounting, Dr. Alice Mani, Sapna Book House
2. Fundamentals of Accounting, S N Maheshwari, Vikas Publishing

******* BBM 305 – Project Report *******