

**BACHELOR OF BUSINESS  
ADMINISTRATION**

**(B.B.A.)**

**SYLLABUS - 2017**

**SCHOOLS OF EXCELLENCE  
with  
CHOICE BASED CREDIT SYSTEM (CBCS)**

**SCHOOL OF MANAGEMENT STUDIES  
St. JOSEPH'S COLLEGE (Autonomous)**

*Special Heritage Status Awarded by UGC  
Accredited at "A" Grade (3<sup>rd</sup> cycle) by NAAC  
College with Potential for Excellence Conferred by UGC  
DBT-STAR & DST-FIST Sponsored College  
TIRUCHIRAPPALLI - 620 002, INDIA*

**B.B.A.**  
**COURSE PATTERN - 2017 SET**

Sem	Part	Code	Course	Hrs	Crs	
I	I	Language	17UGT110001	Language I (Tamil/Hindi/French/Sanskrit)	4	3
	II	English	17UGE120101	English I	5	3
	III	Core	17UBU130201	Management Principles	6	4
			17UBU130202	Financial Accounting	7	4
		Allied	17UBU130401	Allied I: Managerial Economics	6	5
	IV	NMC	17UCE140801	Communicative English	-	5
		V. Edn	17UFC141001	Essentials of Humanity	2	2
<b>Total for semester I</b>				<b>30</b>	<b>26</b>	
II	I	Language	17UGT210002	Language II (Tamil/Hindi/French/Sanskrit)	4	3
	II	English	17UGE220102	English II	5	3
	III	Core	17UBU230203	Human Resource Management	5	4
			17UBU230204	Cost Accounting	6	4
		Allied	17UBU230402	Allied II: Organizational Behavior	6	5
	IV	NMC	17UCE240802	Computer Literacy	2	2
		V. Edn	17UFC241002	Fundamentals of Human Rights	2	2
<b>Total for semester II</b>				<b>30</b>	<b>23</b>	
III	I	Language	17UGT310003	Language III (Tamil/Hindi/French/Sanskrit)	4	3
	II	English	17UGE320103	English III	5	3
	III	Core	17UBU330205	Accounting Packages for Managers	4	3
			17UBU330206	Practical: Financial Advanced Accounting Packages	2	2
			17UBU330207	Marketing Management	5	4
		Allied	17UBU330403	Allied-III: Operations Research for Manager	6	4
	IV	NMC (POC)	17UCE340901	Environmental Studies	2	2
V. Edn		17UFC341003A	Formation of Youth-I	2	2	
		17UFC341003B	Religious Doctrine-I	2	2	
<b>Total for semester III</b>				<b>30</b>	<b>23</b>	
IV	I	Language	17UGT410004	Language IV (Tamil/Hindi/French/Sanskrit)	4	3
	II	English	17UGE420104	English IV	5	3
	III	Core	17UBU430208	Mathematics and Statistics for Managers	5	4
			17UBU430209	Business Law	4	3
		Core Elective I (WD)	17UBU430301A 17UBU430301B	Corporate Accounting for Managers (OR) Taxation for Managers	4	4
		Allied	17UBU430404	Allied IV: Entrepreneurial Development	6	4
	IV	V. Edn	17UFC441004A	Formation of Youth-II	2	2
17UFC441004B			Religious Doctrine-II	2	2	
<b>Total for semester IV</b>				<b>30</b>	<b>23</b>	

V	III	Core	17UBU530210	Production and Material Management	5	4
		Core	17UBU530211	Research Methods in Business	6	4
		Core	17UBU530212	Management Accounting	6	4
		Core	17UBU530213	Industrial Relations	5	3
		Core Elective II (WS)	17UBU530302A 17UBU530302B 17UCC530302 17UCO530302B	Project Management Logistics and Supply Chain Management E-Commerce Business Correspondence	4	4
		Self Paced Learning (POC)	17UBU530214A 17UBU530214B 17UBU530214C	Advertisement and Sales Promotion Business Communication Business Ethics and Corporate Social Responsibility	-	2
	IV	SBE (BS)	17UBU540601A 17UBU540601B	Training And Development Event Management Practices	2	2
		IDC	17USS540701A	Soft Skills	2	2
			17USS540701B	National Cadet Corps (For NCC Cadets)		
	III	Additional Core	17UBU530501	Banking Theory and Practices (Extra credit)	-	(2)
				<b>Total for Semester</b>	<b>30</b>	<b>25</b>
VI	III	Core	<b>17UBU630215</b>	Investment Management	6	4
		Core	<b>17UBU630216</b>	Financial Management	7	4
		Core	<b>17UBU630217</b>	International Business	7	4
		Core Elective III (WS)	17UBU630303A 17UBU630303B 17UCC630303 17UCO630303A 17UCO630303B	1.Service Marketing 2.Strategic Management 1.Total Quality Management 1.Retails Management 2.Principles of Event Management	4	4
		Comprehensive Exam	17UBU630218	Comprehensive Exam	-	2
		Internship	17UBU630219	Internship	-	2
		Project	<b>17UBU630220</b>	<b>Project</b>	<b>4</b>	<b>3</b>
		IV	SBE (WS)	17UBU640602A 17UBU640602B 17UCC640602 17UCO640602A 17UCO640602B	1. Practical Stock Trading 2. Management And Business Cases 1. Practical Banking 1. Basic Accounting Practices 2. Practical Advertising	2
	III	Additional Core	17UBU630502	Public Relations Management (Extra credit)	-	(2)
					<b>Total for semester IV</b>	<b>30</b>
I – V	V		17UCW651101	Community Service Work (SHEPHERD) & Gender Studies		5
				<b>Total for All Semesters</b>	<b>180</b>	<b>150</b>
V-VI				Extra Credit		4
				<b>Total</b>		<b>154</b>

பொதுத்தமிழ் - 1

கற்றலின் உறுதிப்பாடு

1. சமூகமாற்றச் சிந்தனைகளை உள்ளடக்கியதற்கால இலக்கியப்பரப்பை அறிதல்
2. புதுக்கவிதை, சிறுகதை உரைநடை ஆகியவற்றின் இலக்கியத்திறன் கண்டறிதல்.
3. சந்திப்பிழையின்றி எழுதும் திறன் பெறுதல்

அலகு-1 மகாகவி பாரதியார் கவிதைகள்  
பாரதிதாசன் கவிதைகள்  
நாமக்கல் கவிஞர் கவிதைகள்  
உரைநடை- முதல் மூன்று கட்டுரைகள் (12 மணி நேரம்)

அலகு-2 பாவலரேறு பெருஞ்சித்திரனார் பாடல்கள்  
கண்ணதாசன் கவிதைகள்  
இலக்கிய வரலாறு (பக். 239- 300)  
இலக்கணம் -வலிமிகும் இடங்கள் (14 மணி நேரம்)

அலகு-3 சமூகக்கவிதைகள்  
இலக்கிய வரலாறு (பக்.300 -362)  
சிறுகதை முதல் ஆறு சிறுகதைகள் (14 மணி நேரம்)

அலகு-4 அரசியல் கவிதைகள்  
இலக்கணம் - வலி மிகா இடங்கள் (10 மணி நேரம்)

அலகு-5 மொழிபெயர்ப்புக்கவிதைகள்  
சிறுகதை 7 முதல் 12 முடிய உள்ள சிறுகதைகள்  
உரைநடை- 4 முதல் 6 முடிய உள்ள கட்டுரைகள் (10 மணி நேரம்)

பாடநூல்

1. பொதுத்தமிழ்- செய்யுள் திரட்டு- தமிழாய்வுத்துறை வெளியீடு-2017 -2020
2. சமூகவியல் நோக்கில் தமிழ் இலக்கிய வரலாறு, தமிழாய்வுத்துறை வெளியீடு, தூயவளனார் கல்லூரி திருச்சிராப்பள்ளி-2
3. உரைநடை நூல் - தமிழாய்வுத்துறை வெளியீடு.
4. சிறுகதைத்தொகுப்பு : (நாட்டுடைமையாக்கப்பட்ட படைப்பாளர்களின் சிறுகதைகள்) , தமிழாய்வுத்துறை வெளியீடு.

## **HINDI PAPER – I**

### **Assurance of Learning**

- To enable the students to develop their effective communicative skills in Hindi.
- To introduce the socially relevant subjects in Modern Hindi Literature
- To appreciate the features of Modern Hindi Prose.

### **UNIT – I**

**8 hours**

Dr Abdul Kalam, Ling Badaliye, Vachan Badaliye, Baathcheeth-Aspathal Mein

### **UNIT – II**

**12 hours**

Hamara Rajchinha, Noun Ling, Kaarak Chinha, Chaar Baayee, Baathcheeth, Dookan Mein

### **UNIT – III**

**12 hours**

Moun hee mantra hai, Vachan, Kaarak, Vishwamitra Ka yagna, Baathcheeth, Hotel mein

### **UNIT – IV**

**14 hours**

Veer Shivaji, Pronoun, Danush Yagna, Baathcheeth-Maidaan mein

### **UNIT – V**

**14 hours**

Rajatilak Kee Thaiyaree, Adjectives, Baathcheeth-Pareeksha ke baare mein

### **Books Recommended**

1. Dakshina Bharathi Hindi Prachar Sabha, Thiagaraya Nagar, Chennai – 600 017, Subhodh Hindi Patamala-2, Bharath Milap, Bharath-1, 2016.
2. Ramdev, Vyakaran Pradeep, Hindi Bhavan, 63, Tagore Nagar, Allahabad 2, 2016.

**Semestre: I**

**Heures /Semaine: 4**

**17UGF110001**

**Points : 3**

## **FRANÇAIS – I**

### **Assurance of Learning**

- Introduire la langue et la culture française aux étudiants
- I Comparer la culture de l'Inde et de la France
- Familiariser l'étudiant avec le vocabulaire, la grammaire et les conversations

### **UNIT I : A l'aéroport Kamaraj domestic de Chennai**

**(10 heures)**

Saluer, demander et dire le nom, présenter quelqu'un, se présenter, souhaiter la bienvenue a quelqu'un, demander et dire l'identité de quelqu'un.

**Grammaire :** Etre, s'appeler, pronoms sujets, interrogation

### **UNIT II : A l'Université**

**(10 heures)**

Demander comment on se porte, présenter quel qu'un, prendre congé, exprimer, l'appréciation.

**Grammaire :** Articles définis et indéfinis, genre des noms, adjectifs, présent de l'indicatif : verbes réguliers en er, être avoir, apprendre, prépositions a, en, au, aux.

### **UNIT III : Au café**

**(10 heures)**

Dire ce qu'on aime, donner des informations, exprimer l'admiration, demander des informations sur quelqu'un.

**Grammaire :** Adjectifs interrogatifs, présent de l'indicatif : avoir, verbes en er , savoir, qu'est ce que c'est?, adjectifs possessifs, négation ,adjectifs irréguliers

### **UNIT IV : A la plage**

**(15 heures)**

Proposer une sortie, accepter, refuser la proposition

**Grammaire :** phrases au singulier et au pluriel, pronom indéfini- on, il y a, adjectifs démonstratifs, négation, interrogation, présent de l'indicatif : faire, voir, aller, sortir, connaitre

## UNIT V : Un concert et chez Nalli

(15 heures)

Inviter, accepter, exprimer son incapacité d'accepter, complimenter, parlé au téléphone, demander le prix, protester contre le prix.

**Grammaire :** Présent de l'indicatif : verbes en er, venir, pouvoir, vouloir, articles contracte, avec, a chez, le futur, interrogation est ce que, adverbess interrogatifs, adjectifs possessifs, accord de l'adjectif, adjectifs exclamatifs, très/trop, présent de l'indicatif : acheter-regarder, l'impératif.

### Manuel :

1. K.Madanagobalane, **Synchronie-1**, Samhitâ Publication, 2011.

### Livre de référence :

1. Annie Berthet /B\_atrix Sampsonis/ Catherine Hugot /V\_ronnique M Kizirian / Monique Waendendries, **Alter Ego A1**, Hachette, 2006.
2. Yves Loiseau/R\_gineM\_rieux, Connexions 1, Didier, 2011.

**Semester: I**  
17UGS110001

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**Hours/week: 4**  
**Credits: 3**

## SANSKRIT PAPER – I

### Assurance of Learning

- To introduce Sanskrit Aksharas.
- To improvise the writing skills.
- To introduce Present tense forms

### UNIT – I

**8 hours**

Akharavivaranam – Svaras & Vyanjanaani – Samyukta Aksharani.

### UNIT –II

**12 hours**

Shabdadayah – Aakaaraanta, ikaar aantah. ukaaraantah.

Shabdadayah – Aakaaraanta, iikaar aantah. uukaaraantah.

**UNIT – III****12 hours**

Anuvaada Prayogah.

**UNIT – IV****14 hours**

Lat Lakarh – Parasmai – Pada Prayogah = Vakayarupah.

**UNIT – V****14 hours**

Subhaashitaani

**Books Recommended**

1. Kulapathy, K. M., Saral Sanskrit Balabodh, Bharathiya Vidya Bhavan, Munshimarg, Mumbai-400 007, 2014
2. R.S. Vadhyar & Sons, Book-Sellers and Publishers, Kalpathi, Palghat- 678003, Kerala, South India, Shabdha Manjari, 2014
3. Balasubramaniam R., Samskrita Akshara Siksha, Vangals Publication, 14<sup>th</sup> Main Road, JP Nagar, Bangalore -78, 2015.

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**Sem-I****Hours/Week: 5****17UGE120101****Credits: 3****GENERAL ENGLISH-I****Assurance of Learning**

To help students

- use words and phrases related to self, home, friends and relatives in meaningful contexts
- develop positive self-esteem and thereby communicate confidently
- use language to perform basic functions like describing, clarifying, suggesting, and giving directions

**Unit-I:**

01. Personal Details
02. Positive Qualities
03. Listening to Positive Qualities
04. Relating and Grading Qualities
05. My Ambition



06. Abilities and Skills
07. Self-Improvement Word Grid
08. What am I doing?
09. What was I doing?
10. Unscramble the Past Actions
11. What did I do yesterday?

### **Unit-II:**

12. Body Parts
13. Actions and Body Parts
14. Value of Life
15. Describing Self
16. Home Word Grid
17. Unscramble Building Types
18. Plural Form of Naming Words
19. Irregular Plural Forms
20. Plural Naming Words Practice
21. Whose Words?

### **Unit-III:**

22. Plural Forms of Action Words
23. Present Positive Actions
24. Present Negative Actions
25. Un/Countable Naming Words
26. Recognition of Vowel Sounds
27. Indefinite Articles
28. Un/Countable Practice
29. Listen and Match the Visual
30. Letter Spell - Check
31. Drafting Letter

### **Unit-IV:**

32. Friendship Word Grid
33. Friends' Details
34. Guess the Favourites
35. Guess Your Friend
36. Friends as Guests

37. Introducing Friends
38. What are We Doing?
39. What is (s)he / are they Doing?
40. Yes / No Question
41. What was s/he doing?
42. Names and Actions
43. True Friendship
44. Know your Friends
45. Giving Advice/Suggestions
46. Discussion on Friendship
47. My Best Friend

### **Unit-V:**

48. Kinship Words
49. The Odd One Out
50. My Family Tree
51. Little Boy's Request
52. Occasions for Message
53. Words denoting Place
54. Words denoting Movement
55. Phrases for Giving Directions
56. Find the Destination
57. Giving Directions Practice
58. SMS Language
59. Converting SMS
60. Writing Short Messages
61. Sending SMS
62. The family debate
63. Family Today

### **Textbook**

Joy, J.L. & Peter, F.M. *Let's Communicate 1*, New Delhi, Trinity Press, 2014. Print.

### **Extensive Reader**

Dodd, E F. *Six Tales From Shakespeare*. London: Macmillan, 1987. Print. (First three tales)

**SEM:I**  
**17UBU130201**

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6	-	4

## **MANAGEMENT PRINCIPLES**

### **Objectives:**

- To provide the students for fundamental knowledge and exposure to the concepts, theories and practices in the field of Management.
- To motivate the students to become a Manager in future.
- Focusing on managerial and operative function
- Finally to utilize these concepts in various decisive function of an organization

### **UNIT – I: CONCEPT OF MANAGEMENT (10 hours)**

Meaning, Definition, Nature, Importance –Administration Vs Management-Levels of Management-Functions-Contribution of Taylor, Fayol, Elton Mayo, McGregor, Peter F.Drucker.

### **UNIT – II: PLANNING (10 hours)**

Concepts of Planning: Meaning- Definition- Nature- Importance-Process-Classification-Methods-Effective Planning-Limitations. Decision making: Process and strategies.

### **UNIT – III: ORGANISING AND STAFFING (12 hours)**

Nature - purpose-importance –structure-principles – formal & informal organization-Theories-types- drawbacks. Delegation of responsibility and authority, Centralization and Decentralizations- Staffing -Recruitment and selection Process.

### **UNIT – IV: DIRECTING & CO-ORDINATION (14 hours)**

Meaning-Definition-features –importance-principles–techniques of direction. Supervision : Meaning, functions of supervisors. Coordination: Meaning, elements, features, importance, system approaches, steps for effective co ordination. Conflicts: Meaning, causes and management of conflicts.

## **UNIT-V CONTROLLING**

**(14 hours)**

Meaning - Definition - features –importance - control process – Types –The control Cycle –Controlling responsibility - Control techniques: Tradition and modern method – Effective Control System.

### **TEXT BOOK:**

1. L.M, Prasad, Principles and Practices of Management, Sultan Chand & Sons, New Delhi:2014

### **REFERENCES :**

1. Dinkar & Pegara; Business Management; Prentice Hall of India; New Delhi, 2014.
2. S.C.Saxena; Business Organization; Sultan Chand & Co Ltd, 2014.
3. L.M.Prasad; Organisational Behavior; Sultan Chand & Co Ltd, 2014.
4. T.Ramasamy, Principles of Management, Sultan Chand Co Ltd, New Delhi ,First Edition:2012.

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**SEM:I**

**17UBU130202**

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## **FINANCIAL ACCOUNTING**

### **Objectives:**

- To enable the students to learn fundamental aspects of financial accounting
- To enable the students to acquire accounting skills
- To motivate the students to become a Finance Manager in future.

## **UNIT – I: INTRODUCTION TO FINANCIAL ACCOUNTING**

**(14 Hours)**

Meaning and definition of accounting, objectives and need for accounting in business enterprises – Book keeping – Systems of accounting – Branches of accounting – Accounting principles and classification of accounts. Record of transactions – Journal – Ledger accounts – Trial balance.

**UNIT – II: SUBSIDIARY BOOKS (14 Hours)**

Recording of cash transaction – simple case book – Double column cash book – Triple column cash book – petty cash, Non cash transactions – Purchases of goods – Return of goods purchased – sales of goods and returns from customers.

**UNIT – III: CAPITAL AND REVENUE ITEMS & FINAL ACCOUNTS (14 Hours)**

Capital and revenue expenditure – Deferred revenue expenditure – capital and revenue receipts. Final accounts – Manufacturing accounts – Trading accounts – Profit & loss accounts – Balance sheet .

**UNIT–IV: ACCOUNTS OF NONPROFIT ORGANIZATION & DEPRECIATION (14 Hours)**

Meaning of non – profit organizations – Receipts and payments account – Income and expenditure account – Preparation of Balance sheet. Depreciation – Methods of Depreciation - SLM – WDV.

**UNIT – V: SINGLE ENTRY SYSTEM & BRANCH ACCOUNTING (14 Hours)**

Meaning – Definition-Difference between Double Entry and Single Entry-Ascertainment of Profit-Net worth method-Distance between Balance sheet and Statement of Affairs.(Excluding Conversion Method.). Branch Accounting (Simple Problem)

**TEXT BOOK:**

1. R.L Gupta & V.K Gupta, Financial Accounting, Sulthan Chand & sons, New Delhi, 2014

**REFERENCES:**

1. R.L Gupta & M. Radhasamy, Advance Accountancy (Vol 1), Sulthan Chand & sons, New Delhi, 2014
2. S.P Jain & K.L Narang, Advanced Accountancy, (Vol 1) Kalyani Publishing & Co., 2011.
3. S.N Maheshwari & S.K. Maheshwari, Financial Accounting, Vikas Publishing Houses Pvt. Ltd., New Delhi, 2012.

## **Allied-I: MANAGERIAL ECONOMICS**

### **Objectives**

- To understand the Managerial tools of Economics and Pricing decisions
- To motivate the students to Know the practical value of Economics.
- To make the students understand the macro economic analysis of our country

### **UNIT -I: CONCEPTS OF MANAGERIAL ECONOMICS**

**(10 Hours)**

Introduction: Nature and scope of Managerial Economics – Economic theory and Managerial Economics – Managerial Economics: Roles and responsibilities.

### **UNIT-II: THEORIES OF CONSUMPTION(10 Hours)**

Demand Analysis and Forecasting: Demand Determinants – Demand Distinctions – Demand forecasting – General considerations – Methods of Demand Forecasting.

### **UNIT -III: COST ANALYSIS (10 Hours)**

Cost concepts – Classifications and determinants – Cost – Output relationship – Economies and Diseconomies of scale – Cost control and cost reduction.

### **UNIT-IV: MARKET STRUCTURE (15 Hours)**

Price and Output Decisions under different market structure: Perfect competition – Monopoly and monopsony – Price discrimination – Monopolistic Competition – Oligopoly – Practical method of pricing.

### **UNIT-V: MACRO ECONOMIC ANALYSIS (10 Hours)**

Macro Economic and Business Decisions: Business cycle and its phases – Input – Output Analysis – National income – Concept, Methods and difficulties in the calculations of National Income.

## **TEXT BOOK**

1. Dr S Sankaran , Managerial Economics, Margham Publication, Chennai, 2015.

## **REFERENCE**

1. Varshney R.L & Maheshwari K.L; Managerial Economics; New Delhi; Sultan Chand & Sons; 2012.
2. Seth M.L; Micro Economics; Lakshmi Agarwal Educational Publishers; Agra 2010.
3. P.L Mehta; Managerial Economics Analysis Problems and cases; Delhiishal Publications; Delhi 2010.

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**Semester-I**

**Code: 17UFC141001**

**Hours/Week: 2**

**Credits: 2**

## **ESSENTIALS OF HUMANITY**

### **Assurance of Learning**

- \* To educate the students in the basic principles of value education and to inculcate the same values in them
- \* To teach the students various dimensions of human personality and the ways to develop them.
- \* To empower the students in gender sensitization, gender differences and gender roles.
- \* To prepare the students for the smooth transfer from the stage of teenage to earlier adulthood.

### **Unit-I**

**Principles of Value Education** - Introduction - Value Education- Characteristics of Values – Kinds of Values

### **Unit-II**

**Development of Human Personality** - Personality traits - Theories of Personality - Discovering self- Defense mechanism - Power of positive thinking

### **Unit-III**

**Dimensions of Human Development** - Physical development – Intellectual development - Emotional development - Social Development – Moral development - Spiritual development

### **Unit-IV**

**Responsible Parenthood** - Human sexuality - Sex and love - Becoming a spouse - Responsible Parenthood

### **Unit-V**

**Gender Equality and Empowerment** - Historical perspective - Education & economic development -Crimes against Women-Women's rights

### **Text Book:**

**Essentials of Humanity**, Department of Foundation course, St.Joseph's College, Tiruchirappalli-2, 2016.

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