

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

B.B.A DEGREE: BUSINESS ADMINISTRATION

COURSES OF STUDY

(Effective from the academic year 2016-17)

CHOICE BASED CREDIT SYSTEM

Subject Code	Title of Course	Credits	Total Hours			Exam Hours	Marks		
			Lecture Hours (L)	Tutorial Hours (T)	Practical Hours (P)		Continuous Assessment	End Semester	Maximum
Semester - I									
16CM/MC/AM15	Accounting for Management - I	5	5	0	0	3	50	50	100
16CM/MC/PM 14	Principles of Management	4	4	0	0	3	50	50	100
16CM/AC/ME15	Managerial Economics	5	5	0	0	3	50	50	100
Semester - II									
16CM/MC/AM25	Accounting for Management - II	5	5	0	0	3	50	50	100
16CM/MC/MM24	Marketing Management	4	4	0	0	3	50	50	100
16CM/AC/CB25	Business Applications in Computer	5	5	0	0	3	50	50	100
Semester - III									
16CM/MC/BS34	Business and Society	4	4	0	0	3	50	50	100
16CM/MC/LB34	Legal Framework of Business - I	4	4	0	0	3	50	50	100
16CM/MC/HM34	Human Resource Management	4	4	0	0	3	50	50	100
16CM/MC/IF35	Indian Financial System	5	5	0	0	3	50	50	100
16CM/AC/QT35	Quantitative Techniques for Management	5	5	0	0	3	50	50	100
Semester - IV									
16CM/MC/LB45	Legal Framework of Business - II	5	5	0	0	3	50	50	100
16CM/MC/MF44	Financial Management	4	4	0	0	3	50	50	100
16CM/AC/OR45	Operations Research	5	5	0	0	3	50	50	100
16CM/GC/ES42	Environmental Studies	2	2	0	0	-	50	-	100
Semester - V									
16CM/MC/OB55	Organisational Behaviour	5	5	0	0	3	50	50	100
16CM/MC/EM55	Entrepreneurial Management	5	5	0	0	3	50	50	100
16CM/MC/BT55	Business Taxation	5	5	0	0	3	50	50	100
Semester - VI									

16CM/MC/PO65	Production and Operations Management	5	5	0	0	3	50	50	100
16CM/MC/ST64	Strategic Management	4	4	0	0	3	50	50	100
16CM/MC/FP64	Fundamentals of Public Relations	4	0	0	0	0	50	50	100
Allied Elective Course Offered to MT, BCA, BSW & PY									
16CM/AE/RT45	Recent trends in Marketing	5	5	0	0	3	50	50	100
Major Elective Courses									
16CM/ME/RM55	Retail Management	5	5	0	0	3	50	50	100
16CM/ME/PR55	Project	5	0	0	0	-	50	50	100
16CM/ME/SL55	Supply Chain and Logistics Management	5	0	0	0	-	50	50	100
16CM/ME/IR55	Industrial Relations Management	5	5	0	0	3	50	50	100
General Elective Courses									
16CM/GE/FR22	Financial Analysis and Reporting	2	2	0	0	-	50	-	100
16CM/GE/TP22	Business Tax procedure and Management	2	2	0	0	-	50	-	100
16CM/GE/CC22	Corporate Communication	2	2	0	0	-	50	-	100
16CM/GE/CA22	Computerised Accounting System	2	2	0	0	-	50	-	100
16CM/GE/CS22	Stock and Commodities Market	2	2	0	0	-	50	-	100
16CM/GE/IP22	Intellectual Property Rights	2	2	0	0	-	50	-	100
16CM/GE/RG22	Rural Marketing	2	2	0	0	-	50	-	100
15CM/GE/CA23	Contemporary Advertising	3	3	0	0	-	50	-	100
15CM/GE/SM23	Salesmanship	3	3	0	0	-	50	-	100
Social Awareness Programme / Service Learning (SAP/SL)									
15CM/SA/HH52	Health and Hygiene	2	2	0	0	-	50	-	100
15CM/SA/CW52	Child Welfare	2	2	0	0	-	50	-	100
15CM/SA/CD52	Care of the Differently Abled	2	2	0	0	-	50	-	100
15CM/SA/CA52	Civic Awareness	2	2	0	0	-	50	-	100
15CM/SA/RR52	Rural Realities - Village Visits	2	2	0	0	-	50	-	100
15CM/SA/UR52	Urban Realities - Underdeveloped Areas (Slums)	2	2	0	0	-	50	-	100
15CM/SA/WA52	Welfare of the Aged	2	2	0	0	-	50	-	100
Independent Elective Courses									
15CM/UI/EC23	Principles of E-Commerce	3	-	-	-	3	-	50	100
15CM/UI/CR23	Consumer Rights	3	-	-	-	3	-	50	100

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086
B.B.A DEGREE: BUSINESS ADMINISTRATION
SYLLABUS

(Effective from the academic year 2016 – 2017)

ACCOUNTING FOR MANAGEMENT I

CODE: 16CM/MC/AM15

CREDITS: 5

L T P: 5 0 0

TOTAL TEACHING HOURS: 65

OBJECTIVES OF THE COURSE

- To expose students to the frame work and tools in the preparation, presentation and analysis of Company's financial statements
- To enable students to acquire conceptual knowledge about Accounting Standards

Unit 1

Conceptual Frame Work for Preparation of Financial Statements (15 hrs.)

1.1 Introduction to Accounting Policies, Procedures and Concepts

1.2 Accounting Standards

1.2.1 Object of Accounting Standards - Accounting Standard Board of India - Functions –

1.2.2 Overview of Indian Accounting Standards (Ind AS)–1,2,7,8,10 ,16 and 18

1.3 Convergence with International Financial Reporting Standards (IFRS)

Unit 2

Final Accounts of a Company (15 hrs.)

2.1 Preparation and Presentation of Final Accounts – Forms and Contents as Per Provisions of Companies Act 2013 as Per Schedule – III

2.2 Bonus Issue, Transfer to Reserves and Dividend Declaration

2.3 Managerial Remuneration

Unit 3

Analysis and Interpretation of Financial Statements (15 hrs.)

3.1 Concept of Analysis and Interpretation

3.2 Methods of Financial Analysis and Interpretation

3.2.1 Comparative Statements

3.2.2 Common-Size Statements

3.2.3 Trend Analysis

3.3 Ratio Analysis

3.3.1 Significance and Limitations of Ratio Analysis

3.3.2. Computation and Interpretation of Ratios - Turn Over, Liquidity, Profitability, Solvency and Leverage Ratios

Unit 4
Cash Flow and Fund Flow Analysis (15 hrs.)

4.1 Cash Flow Analysis

4.1.1 Concept of Cash Flow

4.1.2 Significance and Limitation of Cash Flow Statement

4.1.3 Preparation of Cash Flow Statement as per IndAS 7(ICAI)

4.2 Fund Flow Analysis

4.2.1 Meaning and Significance of Fund Flow Statement, Difference between Cash and Fund

4.2.2 Preparation of Fund Flow Statement

Unit 5
Trends in Financial Reporting (5 hrs.)

5.1 Environmental Reporting

5.2 Human Resource Accounting - Approaches

5.3 CSR – Computation and Applicability (Companies Act -Sec.135)

BOOKS FOR STUDY

Gupta, R.L and M. Radhaswamy. *Advanced Accountancy (Vol. II)*. Sultan Chand & Sons, 2011.

Reddy, T.S and A. Murthy. *Corporate Accounting*, Margham, 2012.

Maheshwari, S.N. *Principles of Management Accounting*. New Delhi: Sultan Chand, 2007.

Reddy, T. S. and A .Murthy. *Management Accounting*. Chennai: Margham, 2007.

BOOKS FOR REFERENCE

Jain S.P and K.L Narang. *Advanced Accountancy (Part II)*. Kalyani, 2007.

Maheshwari S.N, *Advanced Accountancy (Part II)*. Vikas, 2007.

Man Mohan and S.N. Goyal. *Principles of Management Accounting*. Agra: SahityaShawan, 2005.

JOURNALS

The Chartered Accountant: Journal of the Institute of Chartered Accountants of India.

Indian Journal of Finance

Journal of Accounting & Finance: Research Development Association, Jaipur.

WEB RESOURCES

[www. icai.org](http://www.icai.org)

www.journals.elsevier.com

[www. emeraldgroupublishing.com](http://www.emeraldgroupublishing.com)

PATTERN OF EVALUATION

Continuous Assessment

Total Marks: 50

Duration: 90 mins.

Section A - $3 \times 2 = 6$ (no choice)

Section B - $3 \times 8 = 24$ (from a choice of four questions)

Section C - $1 \times 20 = 20$ (from a choice of two questions)

Third Component

List of Evaluation modes:

Assignments – Problem solving

Objective Test

Case study

End Semester Examination

Total Marks: 100

Duration: 3 hours

Section A – $10 \times 2 = 20$ Marks (no choice) 5 Questions theory and 5 Problems

Section B – $5 \times 8 = 40$ Marks (From a choice of seven questions - Problems)

Section C – $2 \times 20 = 40$ Marks (From a choice of four questions - Problems)

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B.B.A DEGREE: BUSINESS ADMINISTRATION

SYLLABUS
(Effective from the academic year 2016 – 2017)

PRINCIPLES OF MANAGEMENT

CODE: 16CM/MC/PM14

CREDITS: 4

L T P: 4 0 0

TOTAL TEACHING HOURS:52

OBJECTIVES OF THE COURSE

- To provide a comprehensive understanding of the principles of management
- To familiarize students with the current management practices

Unit 1 (10 hrs.)

Introduction

- 1.1 Nature and Scope of Business system
- 1.2 Objectives of Business and Social Responsibilities of Business
- 1.3 Forms of Business Organizations – Sole Proprietorship, HUF, Self-Help Group, Family Business, Partnership Firms, Limited Partnership, Small Venture Enterprise, One Person Company and Joint Stock Companies
- 1.4 Business Combinations, Mergers and Acquisitions, Networking, Franchising, BPOs and KPOs

Unit 2 (9 hrs.)

2.1 Management Thought

- 2.1.1 Classical and Neo classical systems-Contingency and Contemporary Approach to Management – Fayol, Taylor, Elton Mayo, Drucker, Porter, Senge, Prahalad, Hammer, and Tom Peters.

2.2. Functions of Management

- 2.2.1 Planning – Meaning, Importance, Process and Types of Plan

2.3 Organizing –

- 2.3.1 Nature, Importance and types
- 2.3.2 Departmentation, Delegation and De-centralization

Unit 3 (12 hrs.)

3.1 Staffing and Communication

- 3.1.1 Recruitment and Selection
- 3.1.2 Training – Need, Types of Employee Training
- 3.1.3 Motivation – Meaning and Maslow's Theory of Motivation
- 3.1.4 Leadership – Qualities, Types of leaders, Span of Control

3.2 Communication

- 3.2.1 Types and Process
- 3.2.2 Barriers to Communication

- Unit 4** (11 hrs.)
- 4.1 Directing**
 - 4.1.1 Communication – Meaning, process and importance of communication
 - 4.1.2 Leadership – Importance and Styles
 - 4.2 Controlling**
 - 4.2.1 Meaning, Importance and Process
 - 4.3 Coordinating**
 - 4.3.1 Meaning, Need and Importance

- Unit 5** (10 hrs.)
- Trends in Management:**
- 5.1 Social Responsibility of Management – Environment Friendly Management
 - 5.2 Management of Challenges and meeting Challenges
 - 5.3 Management of Change- Concept, nature and process of change

BOOK FOR STUDY

Gupta, C. B., *Business Management*, New Delhi, Sultan Chand and Sons, 2007.

BOOKS FOR REFERENCE

Dinakar Pagare, *Business Management*, 5th edition, New Delhi, Sultan Chand, 2008

Gupta, N.S. and Alka Gupta, *Essentials of Management*, New Delhi, Anmol, 2010

Harold Koontz, Hein Wehrich, *Essentials of Management*, 6th edition, New Delhi, Tata McGraw Hill, 2006

Manmohan Prasad, *Management Concepts and Practices*, Mumbai, Himalaya, 2006

Prasad L.M., *Principles and Practice of Management*, New Delhi, Sultan Chand, 2008

Sivarethinamohan R. & Aranganathan.P, *Principles of Management*, Chennai, CBA, 2008

JOURNALS

European Journal of Business Management
International Journal of Management Reviews

WEB RESOURCES

www.exed.hbs.edu
www.hbr.org

PATTERN OF EVALUATION

Continuous Assessment:

Total Marks: 50 Duration: 90Mins

Section A $3 \times 2 = 6$ (no choice)

Section B $3 \times 8 = 24$ (from a choice of four)

Section C $1 \times 20 = 20$ (from choice of two)

Third Component Tests

Case study

Written quiz

Assignment

End Semester Examination:

Total Marks: 100 Duration: 3 hours.

Section A $-10 \times 2 = 20$ Marks (no choice - Max 30 words)

Section B $- 5 \times 8 = 40$ Marks (from a choice of seven - Max 500 words)

Section C $-2 \times 20 = 40$ Marks (from a choice of four -Max 1200 words)

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B.B.A DEGREE: BUSINESS ADMINISTRATION

SYLLABUS

(Effective from the academic year 2016 – 2017)

MANAGERIAL ECONOMICS

CODE: 16CM/AC/ME15

CREDITS : 5

L T P : 5 0 0

TOTAL TEACHING HOURS: 65

OBJECTIVES OF THE COURSE

- To provide a theoretical base of Micro Economic Principles and concepts applied in the field of Management
- To provide an understanding of the challenges of modern managers in the decision making process with the market and its working as the backdrop
- To enable the students to relate to real life situations and the theory they are taught

Unit 1 (8 hrs.)

Basic Concepts

- 1.1 Definition of Economics – Basic problems in Economics – What to produce: Problem of allocation of resources - How to produce: Problem of choice of techniques - For whom to produce: The problem of distribution of the National Product. Role of the Price Mechanism
- 1.2 Nature meaning and Scope of Managerial Economics
- 1.3 Decision making and Role of Managerial economists.

Unit 2 (17 hrs.)

Demand and Supply

- 2.1 Cardinal Utility Analysis – Law of Diminishing Marginal utility
- 2.2 Law of Demand – Reasons behind the downward sloping demand curve, Exceptions of the law, Changes in Demand
- 2.3 Ordinal utility Analysis – Indifference curves – Properties, Budget Line - Consumers equilibrium. Price Effect, Substitution Effect and Income Effect
- 2.4 Elasticity of Demand – Degrees, Factors affecting. Price, Cross, and Income elasticities. Methods in measuring elasticity of Demand
- 2.5 Basics of Demand Forecasting
- 2.6 Laws of Supply and Factors affecting Supply. Changes in supply. Elasticity of supply - Consumers and Producer's Surplus

- Unit 3** **(13 hrs.)**
Production Cost and Revenue Decisions
- 3.1 Production Functions – Law of Variable Proportion, Laws of Returns, Economies of Scale.
 - 3.2 Producer’s Equilibrium – Iso cost Lines and Isoquants.
 - 3.3 Cost Concepts – Short run and Long run costs. Cost output relationship – Cost control and cost reduction.
 - 3.4 Revenue concepts – TR, AR, MR
 - 3.5 Profit Management –Accounting and Economic profits, Break Even Point.
- Unit 4** **(15 hrs.)**
Pricing- I
- 4.1 Market Structures – Perfect Competition – Price and output determination – Role of time element in price determination
 - 4.2 Monopoly Price and output determination – Price discrimination
 - 4.3 Monopolistic Competition – price and output determination. Product differentiation
 - 4.4 Oligopolistic Markets – equilibrium – Price Rigidities – Kinked Demand curve. Competition versus Collusion – Prisoner’s Dilemma (basic concept),Cartels
 - 4.5 Monopsony – Sources of Monopsony Power – Social cost of Monopsony Power – Dead weight loss. Bilateral Monopoly.
- Unit 5** **(12 hrs.)**
Pricing- II
- 5.1 General Pricing Approaches: Cost Based Pricing, Value Based Pricing, Competition Based Pricing .Product Mix Pricing Strategies – Types. Pricing Adjustment Strategies. Price changes. Public Policy and Pricing.
 - 5.2 Introduction to Market Failure – Externalities – Public Goods and Bads

BOOKS FOR STUDY

Joel Dean ,*Managerial Economics*, Prentice Hall Of India, New Delhi, 2002
 Markar&Pillai – *Business & Managerial Economics*, Himalaya Publishing Co – 2000
 Varshney&Maheshwari – *Managerial Economics*, Sultan Chand & Sons, New Delhi, 2002

BOOKS FOR REFERENCE

Nellis& Parker – ‘*The Essence Of Business Economics*’, Prentice Hall Of India.
 Adhikary, M., ‘*Business Economics*’. Excel Books,New Delhi, 2000.
 Baumol, W.J. *Economic Theory and Operations Analysis*, 3rdEd., Prentice Hall Inc., New Delhi, 2000
 Chopra, O.P ‘*Managerial Economics*’, Prentice Hall Inc., New Delhi, 2001
 Julien, Simon L. ,*Applied Managerial Economics*, Prentice Hall Inc., New Jersey, U.S.A.

PATTERN OF EVALUATION

Continuous Assessment

Total Marks: 50

Duration: 90 mins.

Section A - $3 \times 2 = 6$ (no choice)

Section B - $3 \times 8 = 24$ (from a choice of four questions)

Section C - $1 \times 20 = 20$ (from choice of two questions)

Third Component

List of Evaluation modes:

Assignments

Objective Test

End Semester Examination

Total Marks: 100

Duration: 3 hours

Total Marks: 100 Duration: 3 hours.

Section A – $10 \times 2 = 20$ Marks (no choice - Max 30 words)

Section B – $5 \times 8 = 40$ Marks (from a choice of seven - Max 500 words)

Section C – $2 \times 20 = 40$ Marks (from a choice of four -Max 1200 words)

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B.B.A DEGREE: BUSINESS ADMINISTRATION

SYLLABUS

(Effective from the academic year 2016 – 2017)

ACCOUNTING FOR MANAGEMENT - II

CODE: 16CM/MC/AM25

CREDITS: 5

L T P :5 0 0

TOTAL TEACHING HOURS: 65

OBJECTIVES OF THE COURSE

- To provide an understanding of the basic concepts of cost and management accounting
- Enable students to understand the methods of ascertaining the product cost
- To focus on the applications of cost control concepts and techniques for effective planning and forecasting

Unit 1

The Nature of Cost and Management Accounting (10 hrs.)

- 1.1 Meaning, Objectives, Scope And Limitations,
- 1.2 Difference between Financial, Cost and Management Accounting,
- 1.3 Basic Concepts and Elements of Cost– Cost, Cost Center and Cost Unit
- 1.4 Preparation of Cost Sheet, Quotations or Tenders
- 1.5 Reconciling Cost and Financial Profits

Unit 2

Components of Cost

2.1 Material and Inventory Management (15 hrs.)

- 2.1.1 Computation of Material Cost and Accounting Treatment for Loss and Scrap
- 2.1.2 Essentials of Material Control, Purchase Control – Purchase Procedure
- 2.1.3 Inventory Management –Economic Order Quantity, Level Setting, Perpetual Inventory System, JIT, ABC Analysis
Issue Control- Bin Card and Store Ledger and Methods of Material Issue – First In First Out, Last In First Out, Average Cost -Simple and Weighted Average

2.2 Labour Cost, Remuneration and Incentives

- 2.2.1 Computation of Labour Cost with Overtime and Idle Time
- 2.2.2 Labor Turnover – Methods of Computation, Causes and Effects of Labour Turnover
- 2.2.3 Methods of Remuneration- Time Rate System, Piece Rate System, Taylor’s Differential Piece Rate System
- 2.2.4 Incentive Plans -Halsay Premium Plan, Rowan Premium Plan

Unit 3

Overheads (15 hrs.)

- 3.1 Importance and Classification of Overhead Cost
- 3.2 Apportionment and Allocation of Overhead
Primary and Secondary Distribution of Overheads - Direct Distribution, Reciprocal and Non Reciprocal Methods.
- 3.3 Absorption of Overheads – Labour and Machine Hour Rate , Activity Based Costing

Unit 4

Marginal Costing and its Applications (15 hrs.)

- 4.1 Definition, Meaning and Features of Marginal Costing
- 4.2 Marginal Cost sheet
- 4.3 Cost Volume Profit Analysis – Break-Even Point
- 4.4 Make or Buy, Product Mix and Key Factors

Unit 5

Budgets and Variance analysis (15 hrs.)

- 5.1 Concepts of Budgets and Budgetary Control
- 5.2 Objectives and Advantages of Budgetary Control
- 5.3 Classification of Budgets and its Preparation – Sales Budget, Purchases Budget, Cost of Production Budget, Cash Budget and Flexible Budget
- 5.4 Overview of Standard Costing and Variance Analysis (Theoretical Aspects Only)

BOOKS FOR STUDY

Jain, S.P. and Narang K.L. *Cost Accounting*. New Delhi: Kalyan, 2006.

Reddy, T.S and A. Murthy. *Cost Accounting*. Margham, 2007.

Maheshwari, S.N. *Principles of Management Accounting*. New Delhi: Sultan Chand, 2007.

BOOKS FOR REFERENCE

Khanna, B.S, I.M Pandey, G.K Ahuja, and M.N Arora. *Practical Costing*. New Delhi: Sultan Chand, 2006.

Maheshwari, S.N. *Problems and solutions in Cost Accounting*. 12th edition, Sultan Chand, 2010.

Ravi M. Kishore. *Cost Accounting*, 4th edition, Taxmann's Allied Services, 2010.

Reddy, T. S. and A .Murthy. *Management Accounting*. Chennai: Margham, 2007.

JOURNALS

Cost Accounting Standards - The ICWA of India
Management Accountant - The ICWA of India
Indian Journal of Finance

WEB RESOURCES

icwajournal@hotmail.com
www.accaglobal.com

PATTERN OF EVALUATION

Continuous Assessment

Total Marks : 50

Duration : 90 mins.

Section A - $3 \times 2 = 6$ (no choice)

Section B - $3 \times 8 = 24$ (from a choice of four questions)

Section C - $1 \times 20 = 20$ (from choice of two questions)

Third Component

List of Evaluation modes:

Assignments

Problem solving

Quiz

End Semester Examination

Total Marks : 100

Duration : 3 hours

Section A – $10 \times 2 = 20$ Marks (no choice) 5 Theory questions and 5 Problems

Section B – $5 \times 8 = 40$ Marks (from a choice of seven questions – 2 Theory questions and 5 Problems)

Section C – $2 \times 20 = 40$ Marks (from a choice of four questions -Problems)

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B.B.A DEGREE: BUSINESS ADMINISTRATION
SYLLABUS
(Effective from the academic year 2016 – 2017)

MARKETING MANAGEMENT

CODE: 16CM/MC/MM24

CREDITS : 4

L T P : 4 0 0

TOTAL TEACHING HOURS: 52

OBJECTIVES OF THE COURSE

- To enable students to understand the concepts of Marketing, focussing on its macro role in society and micro role in business
- To expose students to various principles and tools of marketing

Unit 1 (10 hrs.)

Introduction to Marketing Management

- 1.1 Marketing and Marketing Management- Definitions and Concepts
- 1.2 Marketing Mix
- 1.3 Market Analysis- Market Scanning, Buyer Behavior, Consumer vs. Organizational Buyers, Consumer Decision Making Process, Competition Analysis

Unit 2 (11 hrs.)

Market Selection and Product Strategies

- 2.1 Identifying Marketing Segments and Targets
- 2.2 Demand Forecasting
- 2.3 Product Strategy-
 - 2.3.1 New Product Development
 - 2.3.2 Product Life Cycle
 - 2.3.3 Product Mix, Packaging and Labeling

Unit 3 (11 hrs.)

Pricing and Distribution Strategies

- 3.1 Factors affecting Price Determination
- 3.2 Pricing Policies and Strategies
- 3.3 Marketing Channels
- 3.4 Managing Integrated Marketing

Unit 4 (12hrs.)

Branding, Positioning and Promotion

- 4.1 Branding Concepts
- 4.2 Brand Equity, Brand Positioning
- 4.3 Promotion Mix
- 4.4 Integrated Marketing Communication: Features; Differences between Traditional and IMC led promotion

Unit 5

Managing Total Marketing Effort

(8 hrs.)

- 5.1 Tapping into global markets
- 5.2 Managing a holistic Marketing Organization

BOOK FOR STUDY

Kotler Philip. *Marketing Management*. New Delhi : Prentice Hall of India, 2011.

BOOKS FOR REFERENCE

John, Wilmshurst. *Fundamentals and Practice of Marketing*. New Delhi: Viva Books, 2011.

Johansson J.K. *Global Marketing*. 4th edition. New Delhi: Tata, McGraw Hill, 2010.

Keegan W. J. *Global Marketing Management*. New Delhi: Prentice Hall of India, 2013.

Raju M.S. *Fundamentals of Marketing*. New Delhi: Excel Books, 2008.

SaxenaRajan. *Marketing Management*. New Delhi: Tata McGraw Hill, 2005.

Staton, William J. Etzel, Michael J. and Walker Bruce J. *Fundamentals of Marketing*. McGraw Hill (International edition) Inc, 2004.

JOURNALS

International Journal of Research in Marketing

Indian Journal of Marketing

Journal of Marketing Education

WEB RESOURCES

<http://smallbusiness.chron.com>

<http://productlifecyclestages.com>

<http://www.innovationcoach.com>

<http://www.marketing-schools.org>

<http://www.businessdictionary.com>

PATTERN OF EVALUATION

Continuous Assessment:

Total Marks: 50

Duration: 90 mins.

Section A – 7 x 2 = 14 Marks (no choice)

Section B – 2 x 8 = 16 Marks (from a choice of three)

Section C – 1 x 20 = 20 Marks (from a choice of two)

Third Component

List of Evaluation modes:

Seminars

Quiz,
Group discussion
Assignments
Class Presentation

End Semester Examination:

Total Marks: 100

Duration: 3 hours.

Section A – $10 \times 2 = 20$ Marks (no choice - Max 30 words)

Section B – $5 \times 8 = 40$ Marks (from a choice of seven - Max 500 words)

Section C – $2 \times 20 = 40$ Marks (from a choice of four -Max 1200 words)

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B.B.A DEGREE: BUSINESS ADMINISTRATION

SYLLABUS

(Effective from the academic year 2016 – 2017)

BUSINESS APPLICATIONS IN COMPUTERS

CODE: 16CM/AC/CB25

CREDITS : 5

L T P : 5 0 0

TOTAL TEACHING HOURS.: 65

OBJECTIVES OF THE COURSE

- To give an exposure on E-Commerce environment
- To familiarise students with the E-Commerce strategies and operations

Unit 1

Accounting and Information Systems (10 hrs.)

- 1.1 Introduction - Methods of Data Collection
- 1.2 Types Of Information Systems
- 1.3 Internal Controls for Information Systems

Unit 2

Management Reporting Using Spread sheets (10 hrs.)

- 2.1 Business Forecasting – Time Series Analysis – Charts – Ratio Analysis – Regression Analysis
- 2.2 Financial Statement Analysis – Comparative Statements – Common Size Statements – Cash Flow and Fund Flow Analysis
- 2.3 Budgeting – Preparation of Master Budget

Unit 3

Accounting Package - TALLY (15 hrs.)

- 3.1 Tally – Creation of a Company, Alteration and Deletion of a Company
- 3.2 Creation of Account Groups – Liabilities and Assets
- 3.3 Creation of Ledgers – Alteration and Deletion of Account Master Records
- 3.4 Accounts Voucher – Voucher Types and Modifications
- 3.5 Preparation of Final Accounts – Profit and Loss Statement and Balance Sheet
- 3.6 Inventory – Stock Categories, Group and Items – Usage of Stocks in Voucher Entry

Unit 4

Advertising and Marketing on the Internet (15 hrs.)

- 4.1 Meaning, Concept, Advantages and Limitations of E-Commerce
- 4.3 Information Based Marketing
- 4.3 Advertising on the Internet

- 4.4 Online Marketing Process
- 4.5 E-Commerce Strategies
 - 4.5.1 Customer Relationship Management – Strategies and Tools
 - 4.5.2 Supply Chain Management – E-Supply Chain – Components and Architecture – Trends in SCM

Unit 5

Electronic Payment Systems (15 hrs.)

- 5.1 Classification of Electronic Payment System – E- Cash and Currency Servers, E- Cheques, Credit Cards, Smart Cards; Electronic Purses and Debit Cards;
- 5.2 Risk Involved in Electronic Payment System – Managing Credit Risk and Information Privacy
- 5.3 Security of E-Payments – Cryptography and Digital Signature

BOOK FOR STUDY

Deepak Jain. *Computer Applications in Business*. Kolkatta: Law point, 2008.

BOOKS FOR REFERENCE

- Joseph, P.T. *E-Commerce*. New Delhi : PHI, 2012.
- Kamlesh, K. Bajaj, Devjani Nag. *E-Commerce*. New Delhi: Tata McGraw Hill, 1999.
- Ravi Kalakota, Andrew B. Whinston, *Frontiers of Electronic Commerce*. Pearson Education, 2008.
- David Whiteley. *E-Commerce – Strategy, Technologies and Applications*. New Delhi: Tata McGraw Hill, 2006.
- Jefrey, F. Rayport, & Bernaud J. Jaworski. *Introduction to E-Commerce*. New Delhi : Tata McGraw Hill, 2003.
- Bodhanwala, J. Ruzbeh. *Understanding and Analysing Balance Sheets using Excel Worksheet*. Prentice Hall, 2004.
- John, E. Harker, Dean W. Wichern, Arthur G. Reitsch. *Business Forecasting*. Prentice Hall, 2012.
- Nadhani, A.K. and Nadhani K.K, *Implementing Tally 9*, BPB Publications, 2009.

JOURNALS

- International Journal of E-Commerce
- Journal of Theoretical and Applied E-Commerce
- Journal of Electronic Commerce in Organizations
- Journal of Management Information Systems and E-Commerce

WEB RESOURCES

- <http://www.ecommerce-digest.com/online-academic-journals.html>
- <http://www.htmlgoodies.com/beyond/webmaster/projects/electronic-commerce-tutorial.html>
- <http://www.openlearningworld.com/books/>

PATTERN OF EVALUATION

Continuous Assessment:

Total Marks: 50

Duration: 90 mins.

Theory 20 Marks – 30 mins. (5 X 4 =20 from a choice of 6)

Practical 30 Marks - 60 mins.

Third Component:

List of Evaluation modes:

Assignments

Practical test

Group projects

End Semester Examination

Total Marks: 100 Duration: 3 hours.

Theory - 60 mins. 40 marks

Section A (20 x 1 =20) Objective questions

Section B (4 x 5 = 20) Answer any four (from a choice of six questions)

Practical – 120 mins. 60 Marks

Section A (3 x 10 =30)

Section B (2 x 15 =30)

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086
B.B.A DEGREE: BUSINESS ADMINISTRATION

SYLLABUS

(Effective from the academic year 2016 – 2017)

BUSINESS AND SOCIETY

CODE: 16CM/MC/BS34

CREDITS : 4

L T P : 4 0 0

TOTAL TEACHING HOURS: 52

OBJECTIVES OF THE COURSE

- To expose students to the environment in which modern business operates
- To familiarize the students to the dynamics of changes in business environment

Unit 1 (8 hrs.)

Introduction

- 1.1 Meaning, Definition, Classification into External and Internal Environment – Economic, Political, Legal, Technological, Socio-Cultural factors
- 1.2 Business Ethics Meaning, Scope and Objectives of Business Ethics - Ethical Dilemma in Business.
- 1.3 Business and Culture, with Special Reference to Adaptation, Transmission and Conformity

Unit 2 (10 hrs.)

Economic Environment of Business

- 2.1 Nature of Economic System – Capitalistic, Socialistic and Mixed Economy - Structure of the Economy – Economic Policies
- 2.2 Ethical Issues in Finance - Issues Related to Financial Services, Insider Trading and Takeovers
- 2.3 Ethical Issues in Marketing and Advertising
- 2.4 Governmental Role in Business – Regulatory, Promotional, Entrepreneurial and Planning
- 2.5 Whistle Blowing and Whistle Blower's Protection

Unit 3 (10 hrs.)

Social Responsibilities of Business

3.1 Towards Shareholders

- 3.1.1 Corporate Governance - Meaning and Concepts of Corporate Governance
- 3.1.2 Management Structure of Corporate Governance
- 3.1.3 Board Committees and Their Functions

3.2 Towards Employees - with Special Reference to

- 3.2.1 Compensation and Fringe Benefits
- 3.2.2 ESI, Provident Fund,
- 3.2.3 Compensation Pertaining to Layoff, Retrenchment

3.3 Worker's Participation in Management

3.4 Quality Circle

Unit 4
Responsibilities of Business towards Community/Society (12 hrs.)

- 4.1 Consumer exploitation
- 4.2 Need and Utility for Consumerism
- 4.3 Consumer Protection in India And Consumer Movements across the globe
- 4.4 Corporate Social Responsibility
 - 4.4.1 Meaning and Need for Corporate Social Responsibility
 - 4.4.2 Corporate Sustainability and Corporate Social Responsibility
- 4.5 Managing Environmental Issues
- 4.6 Case Studies on Society

Unit 5
Important legislative measures for Consumer Protection in India (12 hrs.)

- 5.1 COPRA 86 –**
 - 5.1.1 Important Provisions of Consumer Protection Act 1996
 - 5.1.2 Objects of the Act, Rights of Consumers
 - 5.1.3 Consumer dispute Redressal Agencies – District Forum, State Commission, National Commission – Remedial Action
- 5.2 Salient Features of other Important Legislations**
 - 5.2.1 MRTP Act 1984 Amendment and Competition Act 2002 – Unfair Trade Practices:
 - 5.2.2 The Essential Commodities Act 1955, FPA 2002
 - 5.2.3 Black Marketing & Maintenance of Supply of Essentials Commodities Act 1980,
 - 5.2.4 Trade Marks & Merchandise Marks Act 1958,
 - 5.2.5 FPA 2002
 - 5.2.6 Agricultural Products Grading and Marketing Act 1937,
 - 5.2.7 BIS

BOOKS FOR STUDY

Agarwal, Raj. Business Environment. Excel, 2002.

Cherunilam, Francis. Business Environment. Mumbai: Himalaya 2000.

BOOKS FOR REFERENCE

Aswathappa, K. Essentials of Business Environment. Himalaya, 2003.

Cherunilam, Francis. Global Business Environment. Mumbai: Himalaya, 2000.

Ghosh, P.K. and G.K. Kapoor. Business Policy and Environment. New Delhi: Sultan Chand, 1999.

Mamoria and Mamoria. Business Planning and Policy. Mumbai: Himalaya, 1999.

Sankaran, S. Business Environment. Chennai: Margham, 2000.

JOURNALS

International Journal of Business Environment

The Global Environment of Business

Environmental Business Journal

WEB RESOURCES

www.inderscience.com

www.wto.org

www.it.iitb.ac.in

PATTERN OF EVALUATION

Continuous Assessment:

Total Marks: 50 Duration: 90 mins.

Section A – 7 x 2 = 14 Marks (no choice)

Section B – 2 x 8 = 16 Marks (from a choice of three)

Section C – 1 x 20 = 20 Marks (from a choice of two)

Third Component:

List of Evaluation modes:

Seminar

Assignments

Class Presentations

End Semester Examination:

Total Marks: 100 Duration: 3 hours.

Section A – 10 x 2 = 20 Marks (no choice - Max 30 words)

Section B – 5 x 8 = 40 Marks (from a choice of seven - Max 500 words)

Section C – 2 x 20 = 40 Marks (from a choice of four -Max 1200 words)

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086
B.B.A DEGREE: BUSINESS ADMINISTRATION

SYLLABUS

(Effective from the academic year 2016 – 2017)

LEGAL FRAMEWORK OF BUSINESS –I

CODE: 16CM/MC/LB34

CREDITS : 4

L T P : 4 0 0

TOTAL TEACHING HOURS: 52

OBJECTIVES OF THE COURSE

- To familiarize the students with the principles of law that is essential to manage complex business transactions
- To sensitize on the legal rights, duties and obligations arising out of business transactions

Unit 1

- 1.1 Contract Act (15 hrs.)**
- 1.1.1 Meaning and Types of Contract, Essentials of a Valid Contract, Offer and Acceptance, Consideration, Capacity of Parties, Legality of Object
 - 1.1.2 Performance of Contract
 - 1.1.3 Discharge of Contract, Remedies for Breach of Contract
- 1.2 Contract of Indemnity and Guarantee**
- 1.2.1 Meaning , Difference between Indemnity and Guarantee
 - 2.1.2 Rights, Liabilities and Discharge of Surety
- 1.3 Bailment and Pledge**
- 1.3.1 Rights and Duties of Bailor and Bailee, Pledger and Pledge
 - 1.3.2 Termination of Bailment

Unit 2

(11 hrs.)

- Sale of Goods Act**
- 2.1 Essentials of a Contract of Sale, Sale Vs Agreement for Sale and Rule of Caveat Emptor
 - 2.2 Conditions and Warranties
 - 2.3 Transfer of property
 - 2.4 Performance of Contract
 - 2.5 Rights of an Unpaid Seller

Unit 3

- Negotiable Instruments Act (10 hrs.)**
- 3.1 Meaning and Characteristics of Promissory note, Bill of Exchange and Cheque
 - 3.2 Crossing and Endorsement of Cheques
 - 3.3 Payment and Collection of Cheques

Unit 4
Limited Liability Partnership Act, 2008 (LLP) (8 hrs.)

- 4.1 Salient Features of LLP
- 4.2 Difference Between LLP, Partnership and a Company
- 4.3 Incorporation - Incorporation by Registration, Registered Office of LLP and Change of Name, Partners and their Relations
- 4.4 Extent and Limitation of Liability of LLP and Partners
- 4.5 Conversion to LLP, Winding Up and Dissolution

Unit 5
Law Relating to Intellectual Property (8 hrs.)

- 5.1 Provisions Relating to Patents, Trademarks and Copyrights
- 5.2 Overview of Laws Relating to other Intellectual Property Rights
- 5.3 Enforcement of Intellectual Property Rights

BOOKS FOR STUDY

Kapoor N.D. *Elements of Mercantile Law*. New Delhi: Sultan Chand, 2010.

Pillai N.P.N., Bhagavathy, Legal Aspects of Business, New Delhi, S. Chand, 2013

BOOKS FOR REFERENCE

Balachandran, V and Thothadri. *Business Law*. Tata McGraw Hill, 2007.

Chadha P.R. *Business Law*. 7th Edition, New Delhi: Galgotia, 2005.

Gogna P.P.S. *Mercantile Law*. 3rd Edition, New Delhi: Sultan Chand, 2005.

Pandit M.S. and ShobaPandit. *Business Law*. Mumbai: Himalaya, 2010.

JOURNALS

Indian Business Law Journal

A.P.L.J. Andhra Pradesh Law Journal

WEB RESOURCES

www.indilaw.com

www.amritt.com

PATTERN OF EVALUATION

Continuous Assessment:

Total Marks: 50

Duration: 90 mins.

Section A – $7 \times 2 = 14$ Marks (no choice)

Section B – $2 \times 8 = 16$ Marks (from a choice of three)

Section C – $1 \times 20 = 20$ Marks (from a choice of two)

Third Component

List of Evaluation modes:

Seminars

Quiz,

Group discussion

Assignments

Class Presentation

End Semester Examination:

Total Marks:100

Duration: 3 Hours

Section A – short answers (max. 50 words) - $10 \times 2 = 20$ Marks

Section B – Problems $5 \times 8 = 40$ Marks (From a choice of 7 – Max 500 words)

Section C – Problems $2 \times 20 = 40$ Marks (From a choice of 4 – Max 1200 words)

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B.B.A DEGREE: BUSINESS ADMINISTRATION

SYLLABUS
(Effective from the academic year 2016 – 2017)

HUMAN RESOURCE MANAGEMENT

CODE: 16CM/MC/HM34

CREDITS: 4

L T P: 4 0 0

TOTAL TEACHING HOURS: 52

OBJECTIVES OF THE COURSE

- To provide an understanding of the relevance of HRM in the changing global economy.
- To provide an overview of the HR functions in an organization, covering the entire gamut of operations related to the employee life cycle management.
- To educate the students on the managerial, operative and maintenance aspects of the human resources in an organization

Unit 1

Introduction (10 hrs.)

- 1.1 Significance ,Objectives, Role and Status of Human Resource Management
- 1.2 Functions and Scope of Human Resource Management
- 1.3 Personnel Management and Human Resource Management, Organisation and Functions of Personnel Management

Unit 2

Procuring Human Resource (10 hrs.)

- 2.1 Manpower Planning – Objectives, Process, Techniques Short-Term and Long-Term Planning
- 2.2 Job Analysis – Concept and Importance, Job Description, Job Specification
- 2.3 Recruitment – Sources
- 2.4 Selection – Procedure

Unit 3

Developing Human Resource (12 hrs.)

- 3.1 Induction- Meaning, Importance and Methods
- 3.2 Training – Importance, Assessment of Training Needs, Methods, Design and Evaluation of Training and Development Programmes
- 3.3 Performance Appraisal – Purpose, Factors affecting Performance Appraisal, Methods and Systems of Performance Appraisal.

Unit 4

Motivating and Compensating Human Resource (10 hrs.)

- 4.1 Motivation – Meaning and Importance, Theories of Maslow Herzberg, Vroom's Porter and Lawler Theory
- 4.2 Compensation – Factors, Types – Monetary and Non-Monetary
- 4.3 Employees Welfare Programme – Health, Safety and Fringe Benefits

Unit 5

Career Planning and Grievance handling (10 hrs.)

- 5.1 Career Counselling- Promotions and Transfers- Retirement and other Separating Process
- 5.2 Grievance handling and Discipline - Developing Grievance handling Systems- Collective Bargaining- Managing Conflicts

BOOK FOR STUDY

Aswathappa K, *Human Resource Management: Text and Cases*, Tata McGraw Hill, 6th edition, 2011.

BOOKS FOR REFERENCE

David A Decenzo and Stephen P. Robbins, *Fundamentals of Human Resource Management*, Wiley, 10th edition, 2010.

Flippo V. Edwin. *Personnel Management*. New Delhi: McGraw Hill, 2004.

Gupta, C.B. *Human Resource management*. New Delhi: Sultan Chand, 2007.

Khanka, S.S. *Human Resource management*. New Delhi: Sultan Chand, 2007.

Mamoria, C.B. *Personnel Management*. Mumbai: Himalaya, 2004.

Michael Armstrong, Armstrong, *Handbook of HRM practice*, Kogan page, 11th edition 2010.

Prasad, L.M. *Human Resource management*. New Delhi: Sultan Chand, 2007.

SubbaRao, *Essentials of Human resource management and Industrial Relations: Text, Cases and Games*, Himalaya Publishing house, 4th edition, 2010

JOURNALS

International Journal of Human Resource Management

The Human Resource Management Review

Human Resource Management International Digest

Human Resource Management Journal.

WEB RESOURCES

[/hrcouncil.ca/hr-toolkit/planning-strategic.cfm](http://hrcouncil.ca/hr-toolkit/planning-strategic.cfm)

www.hrware.com/recruitment/88-2/

www.educationobserver.com/forum/showthread.php?tid=12165

managementhelp.org/training/

PATTERN OF EVALUATION

Continuous Assessment:

Total Marks: 50

Duration: 90 mins

Section A – 7 x 2 = 14 Marks (no choice)

Section B – 2 x 8 = 16 Marks (from a choice of three)

Section C – 1 x 20 = 20 Marks (from a choice of two)

Third Component:

List of Evaluation modes:

Seminar

Group Discussion

Assignments

Class Presentations

End Semester Examination:

Total Marks: 100

Duration: 3 hours

Section A – 10 x 2 = 20 Marks (no choice - Max 30 words)

Section B – 5 x 8 = 40 Marks (from a choice of seven - Max 500 words)

Section C – 2 x 20 = 40 Marks (from a choice of four -Max 1200 words)

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B.B.A DEGREE: BUSINESS ADMINISTRATION

SYLLABUS

(Effective from the academic year 2016 – 2017)

INDIAN FINANCIAL SYSTEM

CODE: 16CM/MC/IF35

CREDITS : 5

L T P: 5 0 0

TOTAL TEACHING HOURS: 65

OBJECTIVES OF THE COURSE

- To educate students about the practical relevance and importance of banking
- To update students with the changing trends in banking industry
- To understand the basics of financial services and its various dimensions, evaluation and benefits to the economy
- To identify the importance of diverse facets of the services in the development of Indian financial System

Unit 1

Introduction

(12 hrs.)

- 1.1 Indian Financial System – Significance and Features of Indian Financial System
- 1.2 Components of Indian Financial System – Financial Institutions, Financial Market, Financial Instruments and Financial Services
- 1.3 Functions of Indian Financial System

Unit 2

Financial Institutions

(13 hrs.)

- 2.1 Functions and types of Financial Institutions
 - 2.1.1 Banking and Non-Banking Financial Institutions
 - 2.1.2 Banking Institutions – Central Bank Commercial Bank, Cooperative banks and Payment Banks – Functions
 - 2.1.3 Developments in Banking – Net Banking, Mobile Banking, Tele Banking Electronic Clearing Service and Electronic Fund Transfer
- 2.2 Non-Banking Financial Institutions - Types and Functions
 - 2.2.1 Development Financial Institutions
 - 2.2.2 Mutual Fund
 - 2.2.3 Insurance
 - 2.2.4 Non Banking Financial Companies

Unit 3

Financial Markets

(10 hrs.)

- 3.1 Characteristics and Functions of Financial Market
- 3.2 Types of Market – Money Market, Capital Market, Depository Market Derivative Market and Commodities Market
- 3.3 Functions and Constituents of Money Market and Capital Market

- Unit 4** (15 hrs.)
4.1 Financial Instruments
4.1.1 Significance And Role Of Financial Instruments
4.1.2 Types Of Financial Instruments - Money Market , Capital Market and Hybrid Instruments

- Unit 5** (15 hrs.)
Financial Services - Types
5.1 Meaning, Features, and Importance of Financial Services in India
5.2 Types – Fund based and Fee based Services
5.3 Merchant Banking, Leasing, Factoring and Venture capital – Functions and Types

BOOKS FOR STUDY

- Gurusamy, S. *Financial Services*. Tata McGraw Hill, 2011.
Sundaram, K.P.M. and P. N. Varshney. *Banking Theory Law and Practice*, New Delhi: Sultan Chand , 2005.

BOOKS FOR REFERENCE

- Bhalla, V.K. *Management of Financial Services*. New Delhi: Anmol, 2002.
Gordon, E. and Natarajan K. *Banking Theory Law and Practice*. Mumbai: Himalaya, 2005.
Gupta Shashi K and Nisha Agarwal. *Financial Services*. New Delhi: Kalyani, 2006.
Gurusamy S, *Banking Theory Law and Practice*. Chennai: Vijay Nicole Imprints, 2006.
Machiraju H.R. *Indian financial system*. New Delhi: Vikas, 2013.
Mishkin, Fredrick S. and Stanley G. Eakins. *Financial Markets and Institutions*. Pearson Education India.
Murthy, D.K. Venugopal. *Indian Financial System*, 2006.
Ramesh Babu, G. *Indian financial system*. Concept, 2012.
Varshney P.N. *Banking Law and Practice*, New Delhi; Sultan Chand, 2006.

JOURNALS

- Asian Journal of Research in Banking and Finance
Indian Journal of Finance
Journal of Banking, Information Technology and Management
Journal of Bank Management
Journal of Internet Banking and Commerce
International Journal of Banking and Finance

WEB RESOURCES

- www.preservearticles.com
www.india-financing.com
www.languages.ind.in
www.rbi.org.in
www.allbankingsolutions.com
www.preservearticles.com

PATTERN OF EVALUATION

Continuous Assessment:

Total Marks: 50

Duration: 90 mins

Section A – 7 x 2 = 14 Marks (no choice)

Section B – 2 x 8 = 16 Marks (from a choice of three)

Section C – 1 x 20 = 20 Marks (from a choice of two)

Third Component:

List of Evaluation modes:

Seminar

Group Discussion

Assignments

Class Presentations

End Semester Examination:

Total Marks: 100

Duration: 3 hours

Section A – 10 x 2 = 20 Marks (no choice - Max 30 words)

Section B – 5 x 8 = 40 Marks (from a choice of seven - Max 500 words)

Section C – 2 x 20 = 40 Marks (from a choice of four -Max 1200 words)

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086
B.B.A DEGREE: BUSINESS ADMINISTRATION

SYLLABUS

(Effective from the academic year 2016 – 2017)

QUANTITATIVE TECHNIQUES FOR MANAGEMENT

CODE: 16CM/AC/QT35

CREDITS: 5

L T P: 5 0 0

TOTAL TEACHING HOURS: 65

OBJECTIVES

- To familiarize students with the basic statistical concepts used in business applications.
- To enable students to understand the various statistical tools essential for analysis and interpretation of data

Unit 1		(10 hrs)
	1.1 Introduction	
	1.1.1 Classification and Tabulation of data	
	1.1.2 Diagrammatic and Graphic representation	
	1.1.3 Computation of Mean, Standard Deviation and Co-efficient of Variation	
Unit 2		(10 hrs)
	2.1 Correlation Analysis	
	2.1.1 Significance of the study of correlation.	
	2.1.2 Methods of correlation	
	2.1.2.1 Karl Pearson's correlation – Simple problems	
	2.1.2.2 Rank correlation – Simple problems	
Unit 3		(15 hrs)
	3.1 Regression Analysis	
	3.1.1 Differences between correlation and regression	
	3.1.2 Regression lines and equations	
	3.1.3 Limitations of regression analysis	
Unit 4		(15 hrs)
	4.1 Permutation, Combination and Progression	
	4.1.1 Permutation	
	4.1.2 Combination	
	4.1.3 Types of Progression – Arithmetic and Geometric, Logarithmic series, Exponential series, Binomial series	
Unit 5		(15 hrs)
	5.1 Computation Practice	
	5.1.1 Ratios and Proportions	
	5.1.2 Simple Interest and Compound Interest	
	5.1.3 Linear and Simultaneous Equations	
	5.1.4 Mensuration	

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086

B.B.A DEGREE: BUSINESS ADMINISTRATION

SYLLABUS

(Effective from the academic year 2016 – 2017)

LEGAL FRAMEWORK OF BUSINESS –II

CODE: 16CM/MC/LB45

CREDITS : 5

L T P : 5 0 0

TOTAL TEACHING HOURS: 65

OBJECTIVES OF THE COURSE

- To familiarize the students with the principles of law that is essential to manage complex business transactions
- To sensitize on the legal rights, duties and obligations arising out of business transactions

Unit 1

Introduction to Company (15 hrs.)

- 1.1 Definition, Characteristics and types of Company
- 1.2 Incorporation of a Company – procedure for registration of company Lifting of the Corporate Veil
- 1.3 Memorandum of Association and Articles of Association - Meaning, Contents
- 1.4 Alterations, Doctrine of Ultra Vires

Unit 2

Raising of Capital (15 hrs.)

- 2.1 Prospectus – Definition, Contents, Mis-statements in Prospectus and its Consequences
- 2.2 Share Capital - Meaning, Kinds, Alteration and reduction of Share Capital
- 2.3 Shares - Nature and Types of shares, Application and Allotment, Transfer and Transmission of Shares
- 2.4 Debentures - Nature and Classes of Debentures ,Inter Company Investments And loans and Public deposits

Unit 3

Management and Administration (10 hrs.)

- 3.1 Annual General Meeting & Extraordinary General Meeting – Frequency ,Quorum, Agenda and Voting
- 3.2 Board Meetings – Quorum, Agenda and Voting - Video Conferencing and Other Audio Visual Aids
- 3.3 Annual Return, Resolutions - Types of Resolutions
- 3.4 Board of Directors – Appointment, Removal, Powers, Duties and Liabilities
- 3.5 DIN, Number of Directorship, Women Directors and Independent Directors .

Unit 4

Securities Contract Regulation Act 1956 and SEBI 1992 (12 hrs.)

- 4.1 Overview of SCRA and SEBI
- 4.2 Recognition and De-recognition of Stock exchange
- 4.3 Listing Agreement & Delisting of shares

- 4.4 Corporatisation and Demutualisation
- 4.5 Insider Trading
- 4.6 Penalty And provisions

Unit 5

5.1 Foreign Exchange Management Act 1999 (FEMA) (13 hrs.)

- 5.2.1 Objectives ,and Importance of FEMA
- 5.2.2 Authorised Dealer
- 5.1.3 Types of Transactions (Capital Account and Current Account)
- 5.1.4 List of prohibited transactions & Liberalised Remittance scheme
- 5.1.5 Foreign Direct Investment in India and Abroad
- 5.1.6 Acquisition and Transfer of Immovable Property in India
- 5.1.7 Realisation and Repatriation of Foreign Exchange

5.2 Competition Act 2002

- 5.2.1 Objective of Competition Act
- 5.2.2 Overview – Predatory Pricing, Anti-competitive Agreements , Abuse of dominant position and Competition Commission of India

BOOK FOR STUDY

Kapoor, N.D. *Company Law*. New Delhi: Sultan Chand, 2013

Pillai, R.S.N Bagavathi. *Legal aspects of Business*. S.Chand . New Delhi:

BOOKS FOR REFERENCE

Bhandari, Munish Professional. *Approach to Corporate Laws and Practice*. New Delhi: Bharat Law House.

Sharma, J. P. and Sunaina Kanojia. *Business Laws*. New Delhi: Ane Books.

Singh, Avtar. *The Principles of Mercantile Law*. Lucknow: Eastern Book , 2011.

Pandab, S.K. *Company Law & Practice*. New Delhi: Bharat Law House, 2002.

Shah, S.M. *Lectures on Company Law*. Mumbai: Tripathi M.N, 2006.

Note : Latest edition of the readings may be used

JOURNALS

Journal of Intellectual Property Rights 2007 and 2009

Indian journal of law and technology

Symbiosis contemporary law journal

WEB RESOURCES

www.unesco.org/new/en/unesco/

www.lawctopus.com/

www.indialawworld.Co

PATTERN OF EVALUATION

Continuous Assessment:

Total Marks: 50

Duration: 90 mins

Section A – 7 x 2 = 14 Marks (no choice)

Section B – 2 x 8 = 16 Marks (from a choice of three)

Section C – 1 x 20 = 20 Marks (from a choice of two)

Third Component:

List of Evaluation modes:

Seminar

Group Discussion

Assignments

Class Presentations

End Semester Examination:

Total Marks: 100

Duration: 3 hours

Section A – 10 x 2 = 20 Marks (no choice - Max 30 words)

Section B – 5 x 8 = 40 Marks (from a choice of seven - Max 500 words)

Section C – 2 x 20 = 40 Marks (from a choice of four -Max 1200 words)

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086
B.B.A DEGREE: BUSINESS ADMINISTRATION

SYLLABUS

(Effective from the academic year 2016 – 2017)

FINANCIAL MANAGEMENT

CODE: 16CM/MC/MF44

CREDITS : 4

L T P : 4 0 0

TOTAL TEACHING HOURS: 52

OBJECTIVES OF THE COURSE

- To acquaint the students with the basic tools and principles of financial management
- To provide a sound conceptual frame work for financial decision-making

Unit 1

Nature of Financial Management (8 hrs.)

- 1.1 Modern Approach to Financial Management
 - 1.1.1 Investment Decisions
 - 1.1.2 Finance Decisions
 - 1.1.3 Dividend Decisions
- 1.2 Objectives of the Firm
 - 1.2.1 Profit Maximisation
 - 1.2.2 Wealth Maximisation
- 1.3 Risk Return Trade off
- 1.4 Significance of Financial Management

Unit 2

Time Value of Money (10 hrs.)

- 2.1 Meaning and Significance of Time value of Money in Financial Decisions
- 2.2 Computation of Time value of Money
 - 2.2.1 Compounding Techniques
 - 2.2.2 Present Value Techniques

Unit 3

Measurement of Cost of Capital (12hrs.)

- 3.1 Meaning and Significance
- 3.2 Cost of Equity and Retained Earnings
- 3.3 Cost of Debt and Preference - Redeemable and Irredeemable
- 3.4 Computation of Overall Cost of Capital - Book Value and Market Value
- 3.5 Overview of Capital Structure theories

Unit 4

Capital Budgeting (12 hrs.)

- 4.1 Nature of Capital Budgeting
- 4.2 Evaluating Techniques - Pay Back Period, Average Rate of Return, Net Present Value, Internal Rate of Return and Profitability Index

Unit 5

Working Capital Management and Sources of Finances

(10 hrs.)

- 5.1 Need for Working Capital Management
- 5.2 Determinants of Working Capital Management
- 5.3 Computation of Working Capital
- 5.4 Sources of finances – Domestic & Globally

BOOK FOR STUDY

Khan, M.Y. and P.K. Jain. *Basic Financial Management*. New Delhi: Tata McGrawHil, 1999.

BOOKS FOR REFERENCE

Chandra, Prasanna. *Fundamentals of Financial Management*. New Delhi: Tata McGraw Hill, 1999.

Van Horne, James C. *Financial Management and Policy*. New Delhi: Prentice Hall of India, 1991.

Kalra, Ashish. *Financial Management*. New Delhi: IGP, 2011.

Khan, M.Y. and Jain P.K. *Basic Financial Management*. New Delhi: Tata McGraw Hill, 1999.

Maheshwari, S. N. *Financial Management*. New Delhi: Vikas, 1999.

Pandey, I. M. *Financial Management*. New Delhi: Vikas, 2000.

Ravi M. Kishore. *Taxmann's Financial Management*. New Delhi: K. L. Taxmann, 2006.

JOURNALS

Journal on Risk and Financial Management

Indian Journal of Finance

Finance India

WEB RESOURCES

www.mdpi.com/

www.indianjournaloffinance.co.in/

www.financeindia.com/

PATTERN OF EVALUATION

Continuous Assessment Tests

Total Marks: 50

Duration: 90 mins.

Section A - $3 \times 2 = 6$ (no choice)

Section B - $3 \times 8 = 24$ (from a choice of four questions)

Section C - $1 \times 20 = 20$ (from choice of two questions)

Third Component

List of Evaluation modes:

Assignments

Test

End Semester Examination

Total Marks: 100

Duration: 3 hours

Section A – $10 \times 2 = 20$ Marks (no choice 5 Questions theory and 5 Problems)

Section B – $5 \times 8 = 40$ Marks (from a choice of seven questions – 2 theory and 5 problems)

Section C – $2 \times 20 = 40$ Marks (from a choice of four questions- Problems)

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086
B.B.A DEGREE: BUSINESS ADMINISTRATION

SYLLABUS
(Effective from the academic year 2016 – 2017)

OPERATIONS RESEARCH

CODE: 16CM/AC/OR45

CREDITS: 5

L T P: 5 0 0

TOTAL TEACHING HOURS: 65

OBJECTIVES OF THE COURSE

- To enable students to understand the concepts and methods of Operations Research
- To expose students to a wide range of problem solving techniques and methods applied in decision making.

Unit 1

Introduction to Operations Research (10 hrs.)

- 1.1 Meaning, Scope, Techniques, Relevance and Limitations
- 1.2 Meaning of Model, Steps in building a Model.
- 1.3 Linear Programming - Introduction, terminology and applications, Mathematical formulation of a linear programming problem, Graphical solution, Algebraic method (Simplex method) - Maximization and minimization cases (single and mixed constraints), Duality : Concept and Interpretation

Unit 2

Transportation (15 hrs.)

- 2.1 Introduction, Matrix Formulation and Balance check of a Transportation Problem.
- 2.2 Initial Basic Feasible Solutions – Northwest corner rule, least cost method and Vogel’s approximation method.
- 2.3 Test of Optimality and Optimal Solution - the Stepping Stone Method and MODI Method

Unit 3

Assignment (14 hrs.)

- 3.1 Introduction , Balanced and Unbalanced Assignment Problem
- 3.2 Formulation, Hungarian method for optimal solution.
- 3.3 Traveling salesman problem

Unit 4

Games Theory. (11 hrs.)

- 4.1 Introduction and Basic Terminology, Competitive Games and rectangular game
- 4.2 Saddle Point – minimax (maximin) method of optimal strategies - Value of the game – Mixed Strategies – Rules of Dominance
- 4.3 Rectangular games without saddle point – mixed strategy for 2 X 2 games.

Unit 5

Network Analysis

(15 hrs.)

- 5.1 Meaning , Objectives and Applications
- 5.2 Techniques of Network Analysis – PERT and CPM
- 5.3 Calculation of Floats
- 5.4 Calculation of Expected Duration and Variance
- 5.5 Calculation of Probability

BOOKS FOR STUDY

P. SankaraIyer, "Operations Research", Tata McGraw-Hill, 2008.
A.M. Natarajan, P. Balasubramani, A. Tamilarasi, "Operations Research", Pearson Education, 2005.

BOOKS FOR REFERENCE :

J K Sharma., Operations Research Theory & Applications , 3e, Macmillan India Ltd, 2007.
P. K. Gupta and D. S. Hira, Operations Research, S. Chand & co., 2007.
J K Sharma., Operations Research, Problems and Solutions, 3e, Macmillan India Ltd.
N.V.S. Raju, Operations Research, HI-TECH, 2002.

JOURNALS

International Journal of Operational Research
Journal of Operation Research Society
Asia-Pacific Journal of Operations Research

WEBSITES

www.inderscience.com/ijor

www.journals.elsevier.com/european-journal-of-operational-research

www.scirp.org/journal/ajor/

PATTERN OF EVALUATION

Continuous Assessment

Total Marks : 50

Duration : 90 mins.

Section A - 3 x 2 = 6 (no choice)

Section B - 3 x 8 = 24 (from a choice of four questions)

Section C - 1 x 20 = 20 (from choice of two questions)

Third Component

List of Evaluation modes:

Assignments

Objective Test

End Semester Examination

Total Marks: 100

Duration: 3 hours

Section A – 10 x 2 = 20 Marks (no choice - 5 Theory Questions and 5 Problems)

Section B – 5 x 8 = 40 Marks (from a choice of seven questions - Problems)

Section C – 2 x 20 = 40 Marks (from a choice of four questions- Problems)

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086
B.B.A DEGREE: BUSINESS ADMINISTRATION

SYLLABUS

(Effective from the academic year 2016 – 2017)

RECENT TRENDS IN MARKETING

CODE: 16CM/AE/RT45

CREDITS : 5

L T P : 5 0 0

TOTAL TEACHING HOURS : 65

OBJECTIVES OF THE COURSE

- To acquaint the students about the recent trends in marketing
- To provide an understanding of the application of marketing trends to discover and meet consumer needs

Unit 1 (5 hrs.)

Emerging Trends in Marketing – An Overview

- 1.1 Emerging Trends – An Indian Perspective
- 1.2 Challenges for Marketers in the New Economy

Unit 2 (12 hrs)

Technology Driven Marketing

2.1 Cloud/Online Marketing

- 2.1.1 Meaning, Reasons for growth of online marketing,
- 2.1.2 An introduction of two largest online marketing companies

2.2 Mobile Marketing

- 3.1.1 Meaning, Reasons for growth of mobile marketing,
- 3.1.2 An introduction of two largest mobile marketing companies

Unit 3 (15Hrs)

Socially Responsible Marketing

3.1 Green Marketing

- 3.1.1 Meaning & Characteristics
- 3.1.2 Reasons for growth of Green Marketing
- 3.1.3 An introduction two largest green marketing companies in India

3.2 Social Marketing

- 3.2.1 Meaning & Characteristics
- 3.2.2 Reasons for growth of Social Marketing
- 3.2.3 An introduction two largest social marketing companies in India

Unit 4

Miscellaneous Marketing

(15 hrs)

4.1 Rural Marketing

- 4.1.1 Meaning, Characteristics of Rural Market,
- 4.1.2 Reasons for growth of Rural Market,
- 4.1.3 An introduction to two largest green marketing companies in India

4.2 Viral Marketing

- 4.2.1 Meaning & Characteristics
- 4.2.2 Reasons for growth of Viral Marketing
- 4.2.3 An introduction to some of the largest viral marketing campaigns in India in recent past

Unit 5

(18 hrs)

Recognising Emerging Trends: Management & Technological Tools

- 5.1 MIS: Meaning and Components of MIS, Benefits of MIS
- 5.2 IMC: Meaning and Components of IMC, Factors determining communication
- 5.3 Customer Relationship Management: Meaning of Customer Relationship, Customer Dissatisfaction and Delight, e-CRM, Strategies for building customer relations

BOOK FOR STUDY

Kotler, Philip, Marketing Management, Prentice Hall, New Delhi.

BOOKS FOR REFERENCE

- Damian Ryan, Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page, 2014
- Jacquelyn A. Ottman, The New Rules of Green Marketing: Strategies, Tools, and Inspiration for Sustainable Branding Paperback, Berrett-Koehler, 2011
- Jaiswal, M.P., Anjali Kaushik, e-CRM: Business and System Frontiers, 1st edition New Delhi, Asian Books, 2002
- PradeepKashap, Rural Marketing, Prentice Hall, Delhi

JOURNALS

- Indian Journal Of Marketing
- International Journal of Research in Marketing
- Journal of Marketing Theory and Practice

WEB RESOURCES

- www.forbes.com
- www.nielsen.com
- www.marketing-trends-congress.com

PATTERN OF EVALUATION

Continuous Assessment:

Total Marks: 50

Duration: 90Mins

Section A $3 \times 2 = 6$ (no choice)

Section B $3 \times 8 = 24$ (from a choice of four)

Section C $1 \times 20 = 20$ (from choice of two)

Third Component Tests

Open book test

Problem solving

Assignment

End Semester Examination:

Total Marks:100

Duration: 3 Hours

Section A – short answers (max. 50 words) - $10 \times 2 = 20$ Marks

Section B – Problems $5 \times 8 = 40$ Marks (From a choice of 7 – Max 500 words)

Section C – Problems $2 \times 20 = 40$ Marks (From a choice of 4 – Max 1200 words)

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086
B.B.A DEGREE: BUSINESS ADMINISTRATION

SYLLABUS

(Effective from the academic year 2016 – 2017)

ENVIRONMENTAL STUDIES

CODE: 16CM/GC/ES42

CREDITS : 2

L T P : 2 0 0

TOTAL TEACHING HOURS: 26

OBJECTIVES OF THE COURSE

- To provide a fundamental knowledge of the environment
- To create an awareness about environmental issues

Unit 1

Introduction (4 hrs.)

- 1.4 Components of the Environment – Technological, Social, Natural. Classification and Characteristics of Resources – K_N, K_M, K_H , Renewable and Non-Renewable
- 1.5 Material Balance Approach
- 1.6 Energy Flow under Ecosystems

Unit 2

Pollution and Socio Economic Aspects of the Environment (11 hrs.)

- 2.3 Types of Pollution – Air, Water, Solid Waste, Noise
- 2.4 Sources, Effects and Consequences of Pollution
- 2.5 Policy Measures with respect to India
- 2.6 Human Behaviour- Population- Urbanization- Poverty (as Cause and Result of Pollution and Degradation)
- 2.7 Technology- Agriculture and industry – Deforestation. Use, Misuse and Abuse of the Resources
- 2.8 Religion, Tradition and Culture

Unit 3

Sustainable Development, Remedies and Policy Implications (11 hrs.)

- 3.1 Problems – Greenhouse Effect – Depletion of the Ozone Layer – Climate Change
- 3.2 Loss of Biodiversity – Impact on Women – Ecofeminism
- 3.3 Impact on Livelihood and Health – Environmental Disasters – Natural and Manmade - Bhopal Gas Tragedy – Chernobyl Accident - Gulf War - Love Canal Episode – Tsunami
- 3.4 Methods Evolved to Measure and Check Environmental Degradation and Pollution – Carbon Footprint, Carbon Credit, Ecological Footprint, and Ecological Shadow
- 3.5 Environmental movements in India – Chipko movement, Narmada Bachao Andolan, Sethu Samudram Project

3.6 International Environmental agreement – Stockholm Conference –Montreal Protocol –RIO Meet –Kyoto Conference

BOOKS FOR REFERENCE

- Igancimuthu, S. *Environmental Awareness and Protection*. New Delhi: Phoenic, 1997.
- Jadhav, H. and V.M. Bhosale.*Environmental Protection and Laws*. New Delhi: Himalaya, 1995.
- Odum, E.P. *Fundamentals of Ecology*, USA: W.B Sauders,1971.
- Mies,M. and V. Shiva. *Ecofeminism*,London: Zed Books, 1989.

JOURNALS

- The National Geographic
International Journal of Environmental Studies

WEB RESOURCES

- http://collegesat.du.ac.in/UG/Envinromental%20Studies_ebook.pdf
<http://www.slideshare.net/ruchispandey/introduction-to-environmental-studies>

PATTERN OF EVALUATION

Third Component:

List of Evaluation modes:

- Seminars
- Quiz
- Group discussion
- Assignments
- Case studies

No End Semester Examination

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B.B.A DEGREE: BUSINESS ADMINISTRATION

SYLLABUS
(Effective from the academic year 2016 – 2017)

ORGANISATIONAL BEHAVIOUR

CODE: 16CM/MC/OB55

CREDITS: 5

L T P : 5 0 0

TOTAL TEACHING HOURS : 65

OBJECTIVES OF THE COURSE

- To provide an overview of the major challenges and paradigm shift facing management.
- To create an understanding of individual and group behavior on the effective functioning of an organization
- To create an awareness on the importance of team building skills.

Unit 1
Introduction (10 hrs.)

- 1.1 Nature, Importance and Scope of Behaviour of Work Force in an Organisation
- 1.2 Basic Concepts and New Challenges in Managing Work Force

Unit 2
Foundation of Individual Behaviour (16 hrs.)

- 2.1 Individual Behaviour – Environmental Factors Affecting Individual Behaviour
- 2.2 Personality – Definition, Personality Traits
- 2.3 Attitudes – Nature of Attitudes, Formation of Attitudes, Key Work Related Attitudes
- 2.4 Perception – Meaning and Definition, Factors Influencing Perception

Unit 3
Stress and Conflict Management (13 hrs.)

- 3.1 Stress- Nature of Stress, Causes and Consequences of Stress, Managing Stress in Workplace
- 3.2 Conflict in Organizations – Nature of Conflict, Functional and Dysfunctional Conflict and Strategies for Resolving Conflict

Unit 4
The Organization System (13 hrs.)

- 4.1 Organization Structure-Meaning and Importance, Influence of Organizational Structure of Individual Behavior
- 4.2 Organisational Culture- Meaning and Definition, Changing the Organizational Culture

Unit 5

(13 hrs.)

Group Behaviour

- 5.1 Group Dynamics – Meaning and Types
- 5.2 Team building – Ingredients of Effective Team, the Process and Skills in Team Building

BOOKS FOR STUDY

Aswathappa, K. *Organizational Behaviour*. New Delhi: Himalaya, 2007.

Robbins P. Stephen. *Organisational Behaviour – Concepts, Controversies and Applications*, New Delhi: Prentice Hall, 2005.

BOOKS FOR REFERENCE

Davis, Keith and Weratom, JohnW. *Human behaviour at Work, Organisational Behavior*. Madras: McGraw Hill.

Luthans, Fred. *Organizational Behaviour*. Singapore: McGraw Hill, 2010.

Mishra M. N. *Organizational Behaviour*. New Delhi: Vikas, 2010.

Prasad L.M. *Organisational Behaviour*. New Delhi: Sultan Chand, 2007.

Sekaran Uma. *Organizational Behaviour – Text and Cases*. New Delhi: Tata McGraw Hill, 2006.

JOURNALS

International Journal of Management Reviews

Journal of Leadership and Organisational Studies

Journal of Organisational Culture, Communication and Conflict

SSRN – E Journal

WEB RESOURCES

www.exed.hbs.edu

www.hbr.org

www.onlinelibrary.wiley.com

PATTERN OF EVALUATION

Continuous Assessment:

Total Marks: 50

Duration: 90 mins

Section A – 7 x 2 = 14 Marks (no choice)

Section B – 2 x 8 = 16 Marks (from a choice of three)

Section C – 1 x 20 = 20 Marks (from a choice of two)

Third Component:

List of Evaluation modes:

Seminar

Group Discussion

Assignments

End Semester Examination:

Total Marks: 100

Duration: 3 hours

Section A – 10 x 2 = 20 Marks (no choice - Max 30 words)

Section B – 5 x 8 = 40 Marks (from a choice of seven - Max 500 words)

Section C – 2 x 20 = 40 Marks (from a choice of four -Max 1200 words)

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086
B.B.A DEGREE: BUSINESS ADMINISTRATION

SYLLABUS

(Effective from the academic year 2016 – 2017)

ENTREPRENEURIAL MANAGEMENT

CODE: 16CM/MC/EM55

CREDITS : 5

L T P : 5 0 0

TOTAL TEACHING HOURS : 65

OBJECTIVES OF THE COURSE

- To provide a comprehensive knowledge on the various aspects related to entrepreneurial development
- To familiarize students with the practical knowledge of establishing a business

Unit 1

Introduction

(15 hrs.)

- 1.1 Concept of Entrepreneurship - Meaning, Definition, Characteristics and Need for Entrepreneurship
- 1.2 Entrepreneur - Meaning, Definition, Scope, Need, Function and Types of Entrepreneur
- 1.3 Role of Entrepreneurship in Economic Development
- 1.4 Factors Influencing Entrepreneurship Development
 - 1.4.1 Internal and External Environment – Economic and Non -Economic, Psychological, Social, Cultural, Political, Legal and Economic Factors.
- 1.5 Barriers to Entrepreneurship
- 1.6 Entrepreneur Vs. Entrepreneurship, Entrepreneur Vs. Manager, Entrepreneur vs. Intrapreneur

Unit 2

Enterprise Launching

(15 hrs.)

- 2.1 Opportunity Identification and Selection-
- 2.2 Idea Generation and Screening of Business Idea, Sources of Business Idea, Evaluation of Business Idea. Selection of Business Idea
- 2.3 Business Plan – Meaning, Contents and Significance of Business Plan
- 2.4 Business Plan Process, Advantages of Business Planning
- 2.5 Environmental Analysis - Scanning, SWOT Analysis.

Unit 3

Project Identification

(15 hrs.)

- 3.1 Project Identification and Classification
 - 3.1.1 Meaning and Types of Project
 - 3.1.2 Internal and External Constraint in Project Identification
 - 3.1.3 Project Life Cycle

- 3.2 Assessment of Project Feasibility. Dealing with Basic and Initial Problems of Setting up of Enterprises
- 3.3 Preparing Model Project Report for Starting a New Venture

Unit 4 (10 hrs.)

Project Formulation

- 4.1 Meaning of Project Formulation - Meaning, Concept, and Stages in Project Formulation
- 4.2 Need and Significance of Project Formulation, Feasibility Analysis
- 4.3 Elements of Project Formulation
- 4.4 Feasibility Report

Unit 5 (10 hrs.)

Selection of Form of Business Ownership

- 5.1 Choice of Organization - Meaning, Importance of Choosing the Form of Organization and Functions
- 5.2 Factors Determining the Choice of Ownership
- 5.3 E-Commerce and Small Enterprises
- 5.4 Selection of an Appropriate Form of Organization Structure.

BOOK FOR STUDY

Course Texts S.S.Khanka.*Entrepreneurial Development*. New Delhi: S. Chand, 1997.

BOOK FOR REFERENCE

Balu, V. *Entrepreneurial Development*. Sri Venkateswara, 1998.

Charantimath.*Entrepreneurship development & Small business enterprise*. New Delhi: Pearson.

Gupta C.B. & Srinivasan N. P. *Entrepreneurial Development*. New Delhi: Sultan Chand, 1998.

Jayashree Suresh. *Entrepreneurial Development*. New Delhi: Margham, 1999.

JOURNALS

Journal of Business venturing

Journal of development entrepreneurship

Journal of entrepreneurship education

WEB RESOURCES

www.entrepreneur.com

www.businessesforsale.com

www.sba.gov

PATTERN OF EVALUATION

Continuous Assessment:

Total Marks: 50

Duration: 90 mins

Section A – $7 \times 2 = 14$ Marks (no choice)

Section B – $2 \times 8 = 16$ Marks (from a choice of three)

Section C – $1 \times 20 = 20$ Marks (from a choice of two)

Third Component:

List of Evaluation modes:

Seminar

Group Discussion

Assignments

Class Presentations

End Semester Examination:

Total Marks: 100

Duration: 3 hours

Section A – $10 \times 2 = 20$ Marks (no choice - Max 30 words)

Section B – $5 \times 8 = 40$ Marks (from a choice of seven - Max 500 words)

Section C – $2 \times 20 = 40$ Marks (from a choice of four -Max 1200 words)

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086
B.B.A DEGREE: BUSINESS ADMINISTRATION

SYLLABUS

(Effective from the academic year 2016 – 2017)

BUSINESS TAXATION

CODE: 16CM/MC/BT55

CREDITS : 5

L T P : 5 0 0

TOTAL TEACHING HOURS: 65

OBJECTIVES OF THE COURSE

- To give an overview into the complexity of the taxation system and to enable students to compute the taxable income and tax liability of an assessee.
- To acquire the ability to apply the knowledge of the basic provisions of Income Tax Laws to various situations in actual practice.

Unit 1

Introduction

(10 hrs.)

- 1.1 Meaning and Need for Taxation
- 1.2 Cannons of Taxation – Tax Systems in India – Direct and Indirect Tax
- 1.3 Basic Concepts in Filing of Returns , E Filing And PAN

Unit 2

Individual Taxation (Theoretical Aspects)

(20 hrs.)

- 2.1 Basics Concepts , Residential Status Salary, Basis of Charge – Deductions, Allowances , Perquisites, Provident Fund and Computation of Income
- 2.2 House Property, Basis of Charge- Computation of Self-Occupied and Let Out House, House Property Income
- 2.3 Capital Gains - Computation of Short Term and Long Term Capital Gain
- 2.4 Income From Other Sources – Casual and General Incomes

Unit 3

Corporate taxation

(10 hrs.)

- 3.1 Profits and Gains of Business and Profession – Computation of Professional and Business Income (Simple Problems)
- 3.2 Assessment Procedure
- 3.3 DTAA and Transfer Pricing

Unit 4

Sales Tax and Service Tax

(15 hrs.)

- 4.1 Value Added Tax
 - 4.1.1 Meaning, Objective
 - 4.1.2 Evolution of VAT in India, Features of VAT
 - 4.1.3 TANVAT Act 2006
 - 4.1.4 CST
 - 4.1.5 Road map for GST

- 4.2 Service Tax Law
 - 4.2.1 Meaning and Liability of Service Tax
 - 4.2.2 Payment and Recovery of Service Tax
 - 4.2.3 Registration Requirement and Procedure
 - 4.2.4 Assessment Procedure, - Revision, Appeal, Offences and Penalties

Unit 5

Excise and Customs

(10 hrs.)

- 5.1 Basic Concept of Excise Duty – Meaning, Levy, Collection and Exemptions from Excise Duty
- 5.2 Basic Concepts of Customs Duty - Meaning, Levy and Exemptions from Customs Duty

BOOKS FOR STUDY

Balachandran, V. *Indirect Taxes*. New Delhi: Sultan Chand, 2015

Gaur, V.P. and D.B Naran. *Income Tax Law and Practice*. Kalyani, 2015.

BOOKS FOR REFERENCE

Ahuja, Girish and Gupta Ravi. *Practical Approach to Income Tax*.

Mehrothra, H.C. *Income Tax Law and Practice*. Sahitya Bhavan.

Singhania, Vinod K. *Student's Guide To Income Tax*. Taxmann.

JOURNALS

Excise Law Times (Fortnightly Reporting Journal) -

Excise and Customs Cases (Fortnightly Reporting Journal)

Excise and Customs Reporters (Fortnightly Reporting Journal) –

Direct Taxes Report Journal

PATTERN OF EVALUATION

Continuous Assessment:

Total Marks: 50

Duration: 90 mins

Section A – 7 x 2 = 14 Marks (no choice)

Section B – 2 x 8 = 16 Marks (from a choice of three)

Section C – 1 x 20 = 20 Marks (from a choice of two)

Third Component:

List of Evaluation modes:

Objective test

Assignments

Class Presentations

End Semester Examination:

Total Marks: 100

Duration: 3 hours

Section A – 10 x 2 = 20 Marks (no choice - Max 30 words)

Section B – 5 x 8 = 40 Marks (from a choice of seven - Max 500 words)

Section C – 2 x 20 = 40 Marks (from a choice of four -Max 1200 words)

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086
B.B.A DEGREE: BUSINESS ADMINISTRATION

SYLLABUS
(Effective from the academic year 2016 – 2017)

RETAIL MANAGEMENT

CODE: 16CM/ME/RM55

CREDITS: 5

L T P : 5 0 0

TOTAL TEACHING HOURS : 65

OBJECTIVES OF THE COURSE

- To expose students to the intricacies of retail management
- To familiarize the students with the concept of retail management and its practical aspects

Unit 1

1.1 Introduction to Retail Management (11 Hrs)

- 1.1.1 Growing importance of Retailing and retail concepts
- 1.1.2 Dynamic nature of retailing – Theories

Unit 2

2.1 The Retail Marketing Mix (12 Hrs)

- 2.1.1 Retailing as a product – store layout
- 2.1.2 Retail pricing and relationship to value
- 2.1.3 Retail promotion – Promotion tools

Unit 3

3.1 Merchandise Management (15 Hrs)

- 3.1.1 Merchandiser – skills and profile
- 3.1.2 Spatial distribution of retail activities

Unit 4

4.1 Retail Logistics and Quality In Retailing (12 Hrs)

- 4.1.1 Retail Logistics – elements and functions
- 4.1.2 Key terms and characteristics of quality

Unit 5

5.1 Retail Branding (15 Hrs)

- 5.1.1 Corporate Branding – Loyalty and positioning
- 5.1.2 Corporate social responsibility

BOOK FOR STUDY

David Gilbert, **Retail Marketing Management**, 2nd edition, New Delhi, Prentice Hall of India Pvt. Ltd.. 2000.

BOOKS FOR REFERENCE

Look D & Walters D., **Retail Marketing – Theory and Practice**, 2nd edition, New Delhi, Prentice Hall of India Pvt. Ltd.2004.

Ron Hasty & James Reardon, **Retail Management**, New Delhi, Tata McGraw Hill, 2003.
McGodrick, P.J., **Retail Marketing**, New Delhi, Tata McGraw Hill, 2003.

SenthilGanesan, **Retailing Sectors**, Chennai, The Institute of Chartered Financial Analysts of India, 2002.

PATTERN OF EVALUATION

Continuous Assessment:

Total Marks: 50

Duration: 90 mins

Section A – 7 x 2 = 14 Marks (no choice)

Section B – 2 x 8 =16 Marks (from a choice of three)

Section C –1 x 20 =20 Marks (from a choice of two)

Third Component:

List of Evaluation modes:

Seminar

Group Discussion

Assignments

Class Presentations

End Semester Examination:

Total Marks: 100

Duration: 3 hours

Section A –10 x 2 = 20 Marks (no choice - Max 30 words)

Section B – 5 x 8 = 40 Marks (from a choice of seven - Max 500 words)

Section C –2 x 20 = 40 Marks (from a choice of four -Max 1200 words)

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086
B.B.A DEGREE: BUSINESS ADMINISTRATION

SYLLABUS
(Effective from the academic year 2016 – 2017)

PROJECT

CODE: 16CM/ME/PR55

CREDITS: 5

GUIDELINES FOR PROJECT

Project should be the independent work of the student. Each student will choose a topic of her interest and the student will be assigned to a supervisor.

The student can use Quantitative or Qualitative/Descriptive or both methods.

➤ **Page Limit :**

The project report should be submitted in the prescribed format having a maximum of 100 pages, typed in font Times New Roman -size 12, with 1 ½ line spacing on A4 Size paper.

➤ **Contents of the Project:**

- Contents Page
 - The Project Copy will include Certificate of the Supervisor, Declaration, and Acknowledgement
 - Four or five chapters
 - Presentation of the Project Report – format
 - Chapter 1 Introduction - to include background of the study, objectives , Methodology, limitation of the study and chapter scheme
 - Chapter 2 – Review of literature
 - Chapter 3 – Theoretical aspects of the study
 - Chapter 4 – Data analysis
 - Chapter 5 – Suggestion and conclusion
- At the end of the project 'Bibliography' must be given in Alphabetical/chronological order and necessary appendix may be added.

➤ **Submission:**

Each student may prepare two soft bound copies of the project, one for her and one copy to be submitted to the Head of the Department duly signed by the supervisor, on the scheduled date.

➤ **Guidelines for Evaluation:**

There will be double valuation for the project by the supervisor and an external examiner. The student will appear for viva -voce before a panel comprising External Examiner, Supervisor and Head of the Department.

The maximum marks for the project is 100 – 75 marks for the project report and 25 marks for the viva- voce.

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086
B.B.A DEGREE: BUSINESS ADMINISTRATION

SYLLABUS

(Effective from the academic year 2016 – 2017)

SUPPLY CHAIN AND LOGISTICS MANAGEMENT

CODE: 16CM/ME/SL55

CREDITS: 5

L T P: 5 0 0

TOTAL TEACHING HOURS: 65

OBJECTIVES OF THE COURSE

- To introduce the students to the fundamental concepts in Materials and Logistics Management,
- To familiarize the students with the language and terminologies in supply chain and logistics,
- To enable the students to gain an understanding of the core functions and issues in supply chain and logistics

Unit 1

Introduction to Supply Chain Management (10 hrs.)

- 1.1 Meaning, Concept of Supply Chain
- 1.2 Definition of Supply Chain Management (SCM), Scope and Functions of SCM
- 1.3 Supply Chain Management as a Management Philosophy, Need for Supply Chain Management, Value chain for Supply Chain Management.

Unit 2

Supply Chain Operations and Strategies (15 hrs.)

- 2.1 Drivers/components of supply chain – Facilities, Inventory, Transportation, Information, Material Handling
- 2.2 Cycle View (ii) Push & Pull View
- 2.1 Achievement of strategic fit through different steps, Obstacles to achieving Strategic Fit.

Unit 3

Introduction to Logistics (15 hrs.)

- 3.1 Physical Distribution and Logistics, Logistic system Analysis and Design
- 3.2 Warehousing and Distributing Centers, Location
- 3.3 Transportation System and Services, Dispatch & Routing Decisions and models, Documentation
- 3.4 Logistics Interface with Production and Marketing, Logistics, Measures of logistics

Unit 4
Integrated Supply Chain and Logistics (15 hrs.)

- 4.1 Procurement and Delivery management
- 4.2 Suppliers perspective, Stages of Development in Supplier Relations, Materials Handling and Packaging
- 4.3 Customer focus in Supply Chain Management, Delivery and Buyers Perspective
- 4.4 Role of IT in monitoring and coordinating supply chain nodes : Supplier monitoring, Warehouse management, Customer Servicing

Unit 5
Current Trends in Supply Chain and Logistics Management (10 hrs.)

- 5.1 E-commerce as an enabler
- 5.2 Sustainable Supply Chain, Green Supply Chain,
- 5.3 International Logistics, Evolution of global supply chains

BOOKS FOR STUDY

Supply Chain Logistics Management - Bowersox, Closs & Cooper –, McGraw-Hill, 2nd Indian ed. Logistics & Supply Chain Management – Martin Christopher, Pearson.

BOOKS FOR REFERENCE

World Class Supply Management - Burt, Dobbler, Starling, TMGH, 7th ed.

Global operations & Logistics- Philippe - Pierre Dornier, John Wiley & sons Inc,

Logistics & Supply Chain Management – Cases & Concepts , G. Raghuram & N. Rangaraj, MACMILLAN.

JOURNALS

International Journal of Logistics Systems and Management, ISSN online: 1742-7975

ISSN print: 1742-7967

Supply Chain Forum: An International Journal , ISSN Print: 1625-8312

ISSN Online: 1624-6039

European Journal of Purchasing & Supply Management

Elsevier Journal of Purchasing & Supply Management

Science Direct Journal of Purchasing and Supply Management

International Journal of Logistics and Transport

Journal of Supply Chain Management

International Journal of Logistics and Supply Chain Management , ISSN : 0974-7206

WEB RESOURCES

https://en.wikipedia.org/wiki/Supply_chain_management

<http://www.supplychainopz.com/2012/04/what-is-logistics-and-supply-chain-management.html>

<https://www1.ethz.ch/entrepreneurship/education/lectures>

http://www.mayr.informatik.tu-muenchen.de/konferenzen/Jass08/courses/2/berseneva/paper_berseneva.pdf
http://www.adi.pt/docs/innoregio_supp_management.pdf
http://www.scmr.com/images/01.SevenPrinciples_.pdf

PATTERN OF EVALUATION

Continuous Assessment:

Total Marks: 50

Duration: 90 mins.

Section A – 7 x 2 = 14 Marks (no choice)

Section B – 2 x 8 = 16 Marks (from a choice of three)

Section C – 1 x 20 = 20 Marks (from a choice of two)

Third Component:

List of Evaluation modes:

Seminar

Group Discussion

Assignments

Class Presentations

End Semester Examination:

Total Marks: 100

Duration: 3 hours

Section A – 10 x 2 = 20 Marks (no choice - Max 30 words)

Section B – 5 x 8 = 40 Marks (from a choice of seven - Max 500 words)

Section C – 2 x 20 = 40 Marks (from a choice of four -Max 1200 words)

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086
B.B.A DEGREE: BUSINESS ADMINISTRATION

SYLLABUS

(Effective from the academic year 2016 – 2017)

INDUSTRIAL RELATIONS MANAGEMENT

CREDITS : 5

L T P : 5 0 0

CODE: 16CM/ME/IR55

TOTAL TEACHING HOURS : 65

OBJECTIVES OF THE COURSE

- To sensitise students to the employee relations scenario in India
- To provide an understanding of the various issues in management of IR in the modern business environment

Unit 1

Introduction

(8 hrs.)

- 1.1 Industrial Relations – Meaning, Origin, Scope, Growth and Importance of Industrial Relations
- 1.2 Socio- Economic-Political Factors affecting Industrial Relations in the Changing Environment

Unit 2

Industrial Discipline and Grievance Handling

(10 hrs.)

- 2.1 Discipline –Meaning and Causes of Indiscipline
- 2.2 Maintenance of Discipline, - Concept and Practice Principles of Natural Justice Causes ,
- 2.3 Types and Trends in Industrial Conflict, Principle of Hot Stove Rule
- 2.4 Nature, Causes and Types of Industrial Disputes - Measures for Prevention and Settlement for Industrial Disputes,
- 2.5 Grievance Handling - Meaning of Grievance, Constitution of Grievance Committee - Benefits of Grievance System.
- 2.6 Grievance Redressal Machinery in India

Unit 3

Collective Bargaining (14 hrs.)

- 3.1 Meaning, Nature, Types, Process and Importance of Collective Bargaining
- 3.2 Factors Influencing Bargaining - Suggestions to Improve Collective Bargaining
- 3.3 Negotiations-Types of Negotiations-Problem Solving Attitude

Unit 4

Labour Participation in Management

(12 hrs.)

- 4.1 Objective and Importance of Worker's Participation in Management

- 4.2 Forms and Levels of Participation, Issues in Participation
- 4.3 Scheme of Employee's Participation in Public and Private Sector
- 4.4 Benefits of Worker's Participation in Management

Unit 5

Labour Legislation

(8 hrs.)

- 5.1 Objectives and Principles
- 5.2 Forces Influencing Modern Labour Legislation
- 5.3 Indian Constitution and Labour Legislation

BOOK FOR STUDY

Sinha, P.R.N. InduBalaSinha&SeemaPriyadarshiniShekhar. *Industrial relations, Trade Unions and Labour Legislation*, Pearson Education.

BOOKS FOR REFERENCE

- Bray M, Waring P, Cooper R, Macneil JL. *Employment Relations: Theory and Practice*, Sydney: McGraw Hill, 2014
- Bray, M. Deery.S, Walsh.J, and Waring P. *Industrial Relations: A Contemporary Approach*. Tata McGraw Hill, 2005
- Dwivedi, R.S.*Managing Human Resources: Industrial Relations in Indian Enterprises*. New Delhi: Galgotia.
- Mamoria, C.B. & S. Mamoria.*Dynamics of Industrial Relations in India*,Mumbai: Himalaya,2011.
- Singh, P. & Kumar, N.*Employee Relations Management*, New Delhi: Pearson Education India,2012.
- Tripathi, P.C.*Personnel Management & Industrial Relationship*. New Delhi: Sultan Chand ,2011

JOURNALS

- Indian Journal of Industrial relations
- Journal of Advances in Management

WEB RESOURCES

- www.workersparticipation.eu
- www.ilo.org
- www.blackwellpublishing.com

PATTERN OF EVALUATION

Continuous Assessment:

Total Marks: 50

Duration: 90 mins.

Section A – 7 x 2 = 14 Marks (no choice)

Section B – 2 x 8 = 16 Marks (from a choice of three)

Section C – 1 x 20 = 20 Marks (from a choice of two)

Third Component:

List of Evaluation modes:

Seminar

Group Discussion

Assignments

Class Presentations

End Semester Examination:

Total Marks: 100

Duration: 3 hours

Section A – 10 x 2 = 20 Marks (no choice - Max 30 words)

Section B – 5 x 8 = 40 Marks (from a choice of seven - Max 500 words)

Section C – 2 x 20 = 40 Marks (from a choice of four -Max 1200 words)

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086
B.B.A DEGREE: BUSINESS ADMINISTRATION

SYLLABUS

(Effective from the academic year 2016 – 2017)

PRODUCTION AND OPERATIONS MANAGEMENT

CODE: 16CM/MC/PO65

CREDITS : 5

L T P : 5 0 0

TOTAL TEACHING HOURS: 65

OBJECTIVES OF THE COURSE

- To provide a comprehensive knowledge to students about production and operations management
- To enable students to understand the concept relating to quality management

Unit 1

Introduction to Production and Operations Management (10 hrs.)

- 1.1 Overview of Process and Operations Management
- 1.2 Role of Operations Management in Manufacturing and Services Sector
- 1.3 Relationship of Operations with other functional areas of a business organization
- 1.4 Differences among products, goods and services

Unit 2

Types of Production Processes and Layout Planning (15 hrs.)

- 2.1 Process types in manufacturing: project, jobbing, batch, line, mass, continuous;
- 2.2 Process types in services: professional services, services shops, mass services;
- 2.3 Plant location; Layout planning.

Unit 3

Production Design (15 hrs.)

- 3.1 Definition, Importance, Factors affecting product Design- Product Policy Standardization, Simplification.
- 3.2 Production Development-Meaning, Importance, Factors Responsible for Development,
- 3.3 Techniques of Product Development

Unit 4

Production Planning and Control (15 hrs.)

- 4.1 Meaning, Objectives, Scope, Importance & Procedure of Production Planning,
- 4.2 Routing scheduling Master Production Schedule,
- 4.3 Production Schedule, Dispatch, Follow up,
- 4.4 Production Control-Meaning, objectives, Factors affecting Production Control

Unit 5

Quality Management

(10 hrs.)

- 5.1 Introduction; Quality characteristics of goods and services;
- 5.2 Tools and techniques for quality improvement: check sheet, histogram, scatter diagram, cause and effect diagram, process diagram, Quality assurance;
- 5.3 Total quality management (TQM) model; Service quality, concept of Six Sigma

BOOKS FOR REFERENCE

Aswathappa.K&Sridhara Bhatt, '**Production & Operations Management**', Himalaya Publishing House, Mumbai, 2008.

Chunawalla, S.A. and Patel, D.R., '**Production and Operations Management**', Himalaya Publishing House, Mumbai, 2008.

Khanna.K.K – '**Physical Distribution Management: Logistical Approach**', Himalaya Publishing House, Mumbai 2002.

Martinich , '**Production and Operations Management – An Applied Modern Approach**', Wiley India (P) Ltd., New Delhi, 2008.

PaneerSelvam R. - '**Production and operations Management**', Prentice Hall of India, New Delhi, 2005.

Dan R.Reid; Sanders R. Nada, '**Operations Management – An Integrated Approach**', 3rdEdison, Wiley India (P) Ltd., New Delhi, 2008.

PATTERN OF EVALUATION

Continuous Assessment:

Total Marks: 50

Duration: 90 mins

Section A – 7 x 2 = 14 Marks (no choice)

Section B – 2 x 8 =16 Marks (from a choice of three)

Section C –1 x 20 =20 Marks (from a choice of two)

Third Component:

List of Evaluation modes:

Seminar

Group Discussion

Assignments

Class Presentations

End Semester Examination:

Total Marks: 100

Duration: 3 hours

Section A – 10 x 2 = 20 Marks (no choice - Max 30 words)

Section B – 5 x 8 = 40 Marks (from a choice of seven - Max 500 words)

Section C – 2 x 20 = 40 Marks (from a choice of four -Max 1200 words)

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086
B.B.A DEGREE: BUSINESS ADMINISTRATION

SYLLABUS
(Effective from the academic year 2016 – 2017)

STRATEGIC MANAGEMENT

CODE: 16CM/MC/ST64

CREDITS: 4

L T P: 4 0 0

TOTAL TEACHING HOURS: 52

OBJECTIVES

- To enable students to understand the concept of strategic management
- To develop a framework of analysis for better understanding of the present and emerging environment

Unit 1 (10 Hrs)

1.2 Concepts of Strategic Management

- 1.1.1 Basic model of Strategic Management
- 1.1.4 Types of strategies – Corporate, Business, Functional strategy
- 1.1.5 Benefits of Strategic Management

Unit 2 (10 Hrs)

2.2 Corporate Strategies

- 2.2.1 Corporate Objectives, Policies and Mission
- 2.2.2 Role of Corporate Governance

Unit 3 (12 Hrs)

3.2 External and Internal Environment

- 3.2.1 Identifying external environment variables
- 3.2.2 Task environment – industry analysis (Porter’s approach)
- 3.2.3 Structure – Chain of Command, Value chain Analysis

Unit 4 (10 Hrs)

4.2 Strategy Formulation

- 4.1.1 Situation Analysis - SWOT
- 4.1.4 Marketing, Financial and Operations Strategy

Unit 5 (10 Hrs)

5.2 Strategy Implementation, Evaluation and Control

- 5.2.1 Developing implementation programmes
- 5.2.2 Primary measures of corporate performance
- 5.2.3 Using bench marking to evaluate performance

BOOKS FOR REFERENCE

AzharKazmi, **Business Policy**, New Delhi, Tata McGraw Hill Publications Co. Ltd., 1999.
Archarya, B K, Govekar P. B. **Business Policy and Strategic Management**, 2nd edition, Mumbai, Himalaya Publishing House, 1999.

Bhattacharya, S.C., **Strategic Management, Concepts and Cases**, 1st edition, New Delhi, A.H. Wheeler Publish and Co. Ltd., 1999.

David Hinger J., Thomas L. Wheelen, **Strategic Management, USA**, AWL International Student Edition, Inc. (Addison Wesley Longman) printed and bound in India by Replika Press Pvt. Ltd. 1999.

Michael A Hitt, R Duane Ireland, Robert E. Hoskisson, **Strategic Management – Competitiveness and Globalisation**, OHIO – USA, ITP (International Thomson Publishing), 1999.

Thomson Strickland, **Strategic Management**, 13th edition, New Delhi, Tata McGraw Hill Publishing Co. Ltd., 2003.

PATTERN OF EVALUATION

Continuous Assessment:

Total Marks: 50 Duration: 90Mins

Section A $3 \times 2 = 6$ (no choice)

Section B $3 \times 8 = 24$ (from a choice of four)

Section C $1 \times 20 = 20$ (from choice of two)

Third Component Tests

Open book test

Problem solving

Assignment

End Semester Examination:

Total Marks:100 Duration: 3 Hours

Section A – short answers (max. 50 words) - $10 \times 2 = 20$ Marks

Section B – Problems $5 \times 8 = 40$ Marks (From a choice of 7 – Max 500 words)

Section C – Problems $2 \times 20 = 40$ Marks (From a choice of 4 – Max 1200 words)

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086
B.B.A DEGREE: BUSINESS ADMINISTRATION

SYLLABUS

(Effective from the academic year 2016 – 2017)

FUNDAMENTALS OF PUBLIC RELATIONS

CODE: 16CM/MC/FP64

CREDITS: 4

L T P: 4 0 0

TOTAL TEACHING HOURS: 52

OBJECTIVES OF THE COURSE

- To understand the basic premises and fundamental concepts of Public Relations
- To comprehend the distinction of Public Relations from advertising, marketing, event management etc.

Unit 1 (10 hrs)

Definitions

1.1 Public Relations

1.2 Publics

1.2.1 Internal publics and External publics

1.2.2 Two-way communications

1.3 Organization of a PR Department

1.3.1. Qualities of a PR person

1.3.2. Ethics in PR

1.3.3 Outsourcing of PR- use of PR agencies

1.3.4 Need for Public Relations

1.4 Corporate image and identity management

Unit 2 (10hrs)
Public Relations – Highlights and Differences

2.1 Advertising and Public Relations

2.2 Publicity, Propaganda and Public Relations

2.3 Marketing and Public Relations

2.3.1 Public Relations' support to Marketing

2.3.2 Integrated Marketing Communication

2.4 Lobbying and Public Relations

- Unit 3** (12 hrs)
Employee, Customer and Community Relations
- 3.1 Need for effective employee relations
 - 3.1.1 Expectations of employers and employees; employee involvement and participation
 - 3.1.2 Employee communication
 - 3.2 Customer Relations
 - 3.2.1 Concept of consumer's market – needs, requirements and expectations of consumers
 - 3.2.2 loyalty building and effective communication
 - 3.3 Concept of Corporate Social Responsibility
 - 3.3.1 Environmental and social governance
 - 3.3.2 Industry as an important stakeholder in the community
 - 3.3.3 Objectives and benefits of community relations programme

- Unit 4** (10 hrs)
Event Management
- 4.1 Event Management Industry – A Historical Perspective
 - 4.2 Events – Classification and Types
 - 4.3 Special Events
 - 4.4 Organizing an Event

- Unit 5** (10 hrs)
Communication Tools
- 5.1 Public Speaking and presentational skills
 - 5.2 Press and media relations: Writing skills
 - 5.3 Use of photography, films, internet, exhibitions, trade fairs
 - 5.4 Effective communication for crisis management

BOOKS FOR STUDY

Black, Sam. Practical Public Relations. New Delhi: Universal Book Stall, 2002.

Cutlip, S.M., A.H Center and G.M Broom. Effective Public Relations. 1st Ed. New Jersey: Pearson Education, 2000.

Darrow, R.W., D.J Forrestal, and A.D. Cookman. The Dartnell Public Relations –Handbook. Chicago and London: The Dartnell Corporation, 1967.

Heath, Robert L., Elizabeth Toth and D. Waymer (Eds). Rhetorical and Critical Approaches to Public Relations II. New York and London: Routledge, 2009

Kotler, Philip, Keller, Kevin Lane Et al., Marketing Management – A South Asian Perspective. New Delhi, Pearson Publication, 2009

Lesly, P. Handbook of Public Relations & Communications, 2nd Ed. Mumbai: Jaico Publishing Company, 2002.

Sachdeva, I.S. Public Relations: Principles and Practices. New Delhi: Oxford University Press. 2009.

Chapter 4: Ethics and the Public Interest, pp. 40-76

BOOKS FOR REFERENCE

Dunn, J. Successful Public Relations: The Insider's Way to get Successful Media Coverage. New Delhi: Viva Books Pvt. Ltd., 2005.

Datta. K.B. Fundamentals of Public Relations. New Delhi: Akansha Publishing House, 2005.

Harrison, Shirley. Public Relations: An Introduction. 2nd Ed. U.K.: Thomson Learning, 2000.

Jefkins, F. Public Relations for your Business. Mumbai: Jaico Publishing House, 2004.

Kasor, Shrutika. Public Relations. New Delhi: Mohit Publications, 2003.

Kaul, J.M. Public Relations in India. Calcutta: Naya Prokash, 1976.

Mehta, D.S. Handbook of Public Relations in India, 4th Ed. New Delhi: Allied Publishers, 1980.

Marconi, J. Public Relations: The Complete Guide. U.K.: Thomson and Racom Communications, 2004.

Moss, D and Santo De Barbara (Eds). Public Relations Cases: International Perspectives. London and New York: Routledge Taylor and Francis Group, 2002.

Wilcox, D.L, P.H. Ault, and W.K. Agree. Public Relations. New York: Longman, 1997.

Singh, Pushpendra and Singh, Sameer Kumar: Public Relations Management. New Delhi: Jnananda Prakashan Publication, 2009

PATTERN OF EVALUATION

Continuous Assessment:

Total Marks: 50

Duration: 90 mins

Section A – 7 x 2 = 14 Marks (no choice)

Section B – 2 x 8 = 16 Marks (from a choice of three)

Section C – 1 x 20 = 20 Marks (from a choice of two)

Third Component:

List of Evaluation modes:

Seminar

Group Discussion

Assignments

Class Presentations

End Semester Examination:

Total Marks: 100

Duration: 3 hours

Section A – 10 x 2 = 20 Marks (no choice - Max 30 words)

Section B – 5 x 8 = 40 Marks (from a choice of seven - Max 500 words)

Section C – 2 x 20 = 40 Marks (from a choice of four -Max 1200 words)

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

General Elective Course Offered by Department of Commerce to students for

B.A / B.Sc. / B.Com. / B.C.A. / B.V.A Degree Programmes

SYLLABUS

(Effective from the academic year 2016 -2017)

COMPUTERIZED ACCOUNTING SYSTEM

CODE: 16CM/GE/CA22

CREDITS : 2

L T P : 2 0 0

TOTAL TEACHING HOURS: 26

OBJECTIVE OF THE COURSE

- To give an exposure on the Use and Applications of Tally

Unit 1 (6 hrs)

Getting started with Tally

- 1.1 Introduction to Tally – Features – Advantages
- 1.2 Required Hardware, Preparation for installation of tally software
- 1.3 Items on Tally screen: Menu options, creating a New Company, Basic Currency information, Other information
- 1.4 Company Features and Inventory Features
- 1.5 General Configuration, Numerical symbols, accts/inv info master configuration - voucher entry configuration

Unit 2 (10 hrs)

Working in Tally

- 2.1 Creating, Editing and Deleting Groups and Ledgers
- 2.2 Creation, Alteration and Deleting vouchers, different types of voucher, Voucher entry - Problems on Voucher entry
- 2.3 Display of Trial Balance, Accounts books, Cash Book, Bank Books, Ledger Accounts, Group Summary, Sales Register and Purchase Register, Journal Register, Statement of Accounts, & Balance Sheet

Unit 3 (10 hrs)

Reports in Tally

- 3.1 Generating Basic Reports in Tally – Financial Statements – Accounting Books and Registers – Inventory Books and Registers
- 3.2 Special reports – Payroll and Inventory reports
- 3.3 Printing reports – Types of Printing - Configuration of options – Printing options

BOOKS FOR STUDY

Deepak Jain. *Computer Applications in Business*. Kolkatta : Law point,2008.

BOOKS FOR REFERENCE

Nadhani, A.K. and Nadhani K.K, *Implementing Tally 9*, BPB Publications, 2009.

Bodhanwala, J. Ruzbeh. *Understanding and Analysing Balance Sheets using Excel Worksheet*.
Prentice Hall,2004.

JOURNALS

Journal of Electronic Commerce in Organizations

Journal of Management Information Systems and E-Commerce

WEB RESOURCES

<http://www.ecommerce-digest.com/online-academic-journals.html>

<http://www.htmlgoodies.com/beyond/webmaster/projects/electronic-commerce-tutorial.html><http://www.openlearningworld.com/books/>

PATTERN OF EVALUATION

List of Evaluation modes:

Assignments

Objective Test

Quiz

presentation

No End Semester Examination

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086
General Elective Course Offered by Department of Commerce to students for
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SYLLABUS
(Effective from the academic year 2016 -2017)

CORPORATE COMMUNICATION

CODE: 16CM/GE/CC22

CREDITS : 2

L T P : 2 0 0

TOTAL TEACHING HOURS: 26

OBJECTIVES OF THE COURSE

- To create awareness among the students on the soft skills required to plan and pursue a career and empower them with employability skills

Unit 1 (6 hrs)

Attitude and Emotional Intelligence

- 1.1 Importance of Attitude - Meaning of Positive Thinking and Positive Attitude - Ways to build Positive Attitude
- 1.2 Effects of Negative Attitude and Measures to overcome them
- 1.3 Significance of interpersonal relationships in personal and professional life - Tips to enhance interpersonal relationships

Unit 2 (10 hrs)

Vision, Goal Setting and Time Management

- 2.1 Meaning of Vision - Doing things for the right purpose
- 2.2 Setting and achieving goals – Importance of Goal Setting
- 2.3 Periodicity of Goal Setting - short, medium and long term
- 2.4 Methods to achieve set goals
- 2.5 General principles of Stress Management and Time Management

Unit 3 (10 hrs)

3.1 Creativity

- 3.1.1 The Creative Mind – Importance of Creativity, Influence and Flexibility
- 3.1.2 Factors Influencing Creativity
- 3.1.3 Methods of enhancing Creativity
- 3.1.4 Techniques of Creativity – Brainstorming, Attributes Listing

3.2 Communication Skills

- 3.2.1 Significance – Process of Communication – Forms of Communication
- 3.2.2 Communication Gap
- 3.2.3 Listening Skills
- 3.2.4 Basics of Managerial Speaking Skills – Body Language - How to develop matter for a speech
- 3.2.5 Presentation Aids and Effective use of Presentation Aids
- 3.2.6 Preparation of Resume and Preparation for Group Discussion and Interview

BOOKS FOR STUDY

Parvati Mahalanobis **Textbook of Public Relations and Corporate Communications**
Hardcover – 2005

BOOKS FOR REFERENCE

Joep Cornelissen: **Corporate Communication: A Guide to Theory and Practice** Kindle
Edition

Paul A Argenti **Corporate Communication**,2013 Edition: 6

JOURNALS

Corporate Communications: An International Journal, ISSN: 1356-3289, Emerald

WEB RESOURCES

<http://ecidlac1983.pixnet.net/blog/post/199249421-download-corporate-communication%3A-a-guide-to-theory-and-prac> ISBN: 9781446241899

Klement Podnar, **Corporate Communication: A Marketing Viewpoint**

<http://www.routledgetextbooks.com/textbooks/9781138804722/default.php>

PATTERN OF EVALUATION

List of Evaluation modes:

Assignments
Objective Test
Quiz
presentation

No End Semester Examination

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086
General Elective Course Offered by Department of Commerce to students for
B.A / B.Sc. / B.Com. / B.C.A. / B.V.A Degree Programmes

SYLLABUS
(Effective from the academic year 2016 -2017)

STOCK AND COMMODITIES MARKET

CODE: 16CM/GE/CS22

CREDITS : 2

L T P : 2 0 0

TOTAL TEACHING HOURS: 26

OBJECTIVE OF THE COURSE

- To provide an overview about Stock and Commodity Markets

Unit 1

Introduction (6 hrs)

- 1.1 History of Stock Market
- 1.2 Membership, Organization, Governing body, Functions of stock Exchange
- 1.3 Online trading, Role of SEBI, Recognized Stock Exchanges in India (brief discussion of NSE and BSE)
- 1.4 Derivatives on stocks: Meaning, types (in brief)

Unit 2

Trading in Stock Market (10 hrs)

- 2.1 Patterns of Trading and Settlement
- 2.2 Speculations – Types of Speculations
- 2.3 Activities of Brokers – Broker Charges
- 2.4 Settlement Procedure

Unit 3

Regulatory Authorities (10 hrs)

- 3.1 National Securities Depository Ltd.(NSDL)
- 3.2 Central Securities Depository Ltd.(CSDL) (in brief)

BOOKS FOR STUDY

Guide to Indian Commodity Market, by Ankit Gala & Jitendra Gala 2007

A Trader's First Book on Commodities: An Introduction to the World's Fastest Growing Market
Hardcover – Import, 19 Dec 2012

by Carley Garner

BOOKS FOR REFERENCE

Mishkin, Fredrick S. and Stanley G. Eakins. *Financial Markets and Institutions*. Pearson Education India.

Murthy, D.K. Venugopal. *Indian Financial System*, 2006.

A Beginner's Guide to Indian Commodity Futures Markets

JOURNALS

THE TRADER'S JOURNAL <http://www.tradersjournal.com/>

Dalal-street-investment-journal <http://www.dsij.in/products/dalal-street-investment-journal.aspx>

Technical Analysis of STOCKS & COMMODITIES, <http://traders.com/>

WEB RESOURCES

<http://www.madhyam.org.in/wp-content/uploads/2015/04/Commodity-Guide.pdf>

<http://sharegenius.maheshkaushik.com/2010/12/download-free-e-book-on-commodity.html>

PATTERN OF EVALUATION

List of Evaluation modes:

Assignments

Objective Test

Quiz

presentation

No End Semester Examination

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086
General Elective Course Offered by Department of Commerce to students for
B.A / B.Sc. / B.Com. / B.C.A. / B.S.W/ B.V.A Degree Programmes

SYLLABUS
(Effective from the academic year 2016 -2017)
FINANCIAL ANALYSIS AND REPORTING

CODE: 16CM/GE/FR22

CREDITS : 2

L T P : 2 0 0

TOTAL TEACHING HOURS: 26

OBJECTIVES OF THE COURSE

- To enable the students to gain working knowledge of the financial statements
- To analyse and interpret the financial statements for managerial decision making

Unit 1 (6 hrs)

Basis of Financial Reporting

- 1.1 Objectives
- 1.2 Uses of Financial Reports
- 1.3 Financial Statements

Unit 2 (10 hrs)

2.1 Structure of Financial Statements

- 2.1.1 Balance Sheet
- 2.1.2 Income Statement
- 2.1.3 Cash Flow Statement

2.2 Additional Disclosure Statements

- 2.2.1 Need for Additional Statements
- 2.2.2 Auditor's Report
- 2.2.3 Director's Report
- 2.2.4 Fund Flow Statement
- 2.2.5 Electronic Dissertation

Unit 3 (10 hrs)

Analysis and Interpretation of Financial Statements

- 3.1 Ratio Analysis of different types of Industry
- 3.2 Management use of Analysis
- 3.3 Graphical presentation of Financial Information

BOOKS FOR STUDY

Maheshwari, S.N. *Principles of Management Accounting*. New Delhi: Sultan Chand, 2007.

BOOKS FOR REFERENCE

Reddy, T. S. and A .Murthy. *Management Accounting*. Chennai: Margham, 2007.
Gupta, R.L and M. Radhaswamy. *Advanced Accountancy (Vol. II)*. Sultan Chand & Sons, 2011.
Maheshwari S.N, *Advanced Accountancy (Part II)*. Vikas, 2007.

JOURNALS

The Chartered Accountant: Journal of the Institute of Chartered Accountants of India. Indian
Journal of Finance
Journal of Accounting & Finance: Research Development Association, Jaipur.

WEB RESOURCES

[www. icaai.org](http://www.icaai.org)
www.journals.elsevier.com
[www. emeraldgroupublishing.com](http://www.emeraldgroupublishing.com)

PATTERN OF EVALUATION

List of Evaluation modes:

Assignments – Problem solving
Objective Test
Quiz
presentation

No End Semester Examination

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086
General Elective Course Offered by Department of Commerce to students for
B.A / B.Sc. / B.Com. / B.C.A. / B.V.A Degree Programmes

SYLLABUS
(Effective from the academic year 2016 -2017)

INTELLECTUAL PROPERTY RIGHTS

CODE: 16CM/GE/IP22

CREDITS : 2

L T P : 2 0 0

TOTAL TEACHING HOURS: 26

OBJECTIVE OF THE COURSE

- To give an understanding about the various aspects of intellectual property

Unit 1

Introduction to Intellectual Property Rights

(6 hrs)

- 1.1 Concepts of IPR
- 1.2 International protection of IPR
- 1.3 Trademark - Trademark Law and Geographical Indication - Concept of trademarks - Importance of brands and the generation of “goodwill” - Trademark: A marketing tool - Trademark registration procedure - Infringement of trademarks and Remedies available - Assignment and Licensing of Trademarks - Trademarks and domain names - Concept of Geographical Indication

Unit 2

Patent Law

(10 hrs)

- 2.1 Introduction to Patents
- 2.2 Procedure for obtaining a Patent Licensing and Assignment of Patents
- 2.3 Infringement of Patents

Unit 3

Copyright and Industrial Design

(10 hrs)

- 3.1 Copyrights: Concept of Copyright Right - Assignment of Copyrights - Registration procedure of Copyrights Infringement
- 3.2 Designs: Concept of Industrial Designs Registration of Designs Piracy of registered designs and remedies

Note :Students will be exposed to Relevant Case Studies.

BOOK FOR STUDY

Text Book on Intellectual Property Rights, N K Acharya, ISBN 9384310127, 2014, Jain Book Depot

BOOK FOR REFERENCE

Intellectual Property (Eighth Edition), David I. Bainbridge,

JOURNALS

Journal of Intellectual Property Rights (JIPR) ISSN: 0975-1076 (Online) CODEN: JIPRFG
ISSN: 0971-7544 (Print)

WIPO Journal

WEB RESOURCES

<https://archive.org/details/IntellectualPropertyeighthEdition>

http://www.wipo.int/edocs/pubdocs/en/intproperty/791/wipo_pub_791.pdf

http://www.metastudio.org/Science%20and%20Ethics/file/readDoc/535a76367d9d331598f49e2d/34_Hb_on_IPR.pdf

<http://www.icsi.in/Study%20Material%20Professional/NewSyllabus/ElectiveSubjects/IPRL&P.pdf>

http://www.bits-pilani.ac.in/uploads/Patent_ManualOct_25th_07.pdf

http://www.nishithdesai.com/fileadmin/user_upload/pdfs/Research%20Papers/Intellectual_Property_Law_in_India.pdf

PATTERN OF EVALUATION

List of Evaluation modes:

Assignments
Objective Test
Quiz
presentation

No End Semester Examination

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086
General Elective Course Offered by Department of Commerce to students for
B.A / B.Sc. / B.Com. / B.C.A. / B.V.A Degree Programmes

SYLLABUS
(Effective from the academic year 2016 -2017)

RURAL MARKETING

CODE: 16CM/GE/RG22

CREDITS : 2

L T P : 2 0 0

TOTAL TEACHING HOURS: 26

Unit 1

Introduction

(6 hrs)

- 1.1 Nature and Scope: Rural Vs. Urban
- 1.2 Rural rights in Indian Context
- 1.3 Understanding rural marketing environment and its impact on marketing operation.

Unit 2

Rural Environment/Customers

(10 hrs)

- 2.1 Rural Consumer and Environmental Characteristics Attitude, Behaviour Buying Pattern
- 2.2 Rural Marketing Strategies – Segmentation, Product Planning, Packaging, Branding, Pricing and Promotion and logistics in Rural Marketing

Unit 3

Case Study in Rural Agricultural Marketing

(10 hrs)

- 3.1 Marketing of Agricultural Products
- 3.2 Case Studies of Industries and SHG

BOOKS FOR STUDY

Rural Marketing , Dr. C.Rajendra Kumar , Jain Book Agency

The Rural Marketing Book (Book + CD) , Pradeep Kashyap & Siddharth Raut , Jain Book Agency 2010

BOOKS FOR REFERENCE

Rural Marketing: Targeting the Non-urban Consumer Second Edition, Sanal Kumar Velayudhan , Ebook 9788178299754

Rural Marketing - Text and Cases , C.S.G.Krishnamacharyulu & Lalitha Ramakrishnan , Jain Book Agency, 2006

JOURNALS

Rural Marketing Association of India – eJournal
The International Journal of Rural Management (IJRM)

WEB RESOURCES

http://rural.nic.in/netrural/rural/sites/online_eBook/MORD.html

<http://prj.co.in/setup/business/paper55.pdf>

<http://www.ajms.co.in/sites/ajms2015/index.php/ajms/article/view/1561>

<http://shodhganga.inflibnet.ac.in/bitstream/10603/25033/17/8.1.%20introduction%20of%20rural%20marketing.pdf>

<http://www.slideshare.net/sumankalyan14/rural-marketing-2859640>

PATTERN OF EVALUATION

List of Evaluation modes:

Assignments
Objective Test
Quiz
presentation

No End Semester Examination

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086
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SYLLABUS
(Effective from the academic year 2016 -2017)

BUSINESS TAX PROCEDURE AND MANAGEMENT

CODE: 16CM/GE/TP22

CREDITS : 2

L T P : 2 0 0

TOTAL TEACHING HOURS: 26

OBJECTIVES OF THE COURSE

- To provide a simple conceptual framework for determining the tax liability for a business concern
- To expose students to the significance and constitutional provisions relevant to income tax

Unit 1 (6 hrs)

Advance Payment of Tax

- 1.1 Tax deduction/Collection at source
- 1.2 Documentation - Returns - Certificates
- 1.3 Interest Payable
- 1.4 Collection and Recovery of tax

Unit 2 (10 hrs)

Assessment and Re-Assessment

- 2.1 Rectification of Mistakes
- 2.2 Appeal and Revision
- 2.3 Preparation and Filing of Appeals
- 2.4 Penalties and Prosecution

Unit 3 (10 hrs)

Information Technology and Tax Administration

- 3.1 Temporary Assessment Number – Temporary Identification Number
- 3.2 E-Tax Deduction at Source or E-Tax Collection at Source
- 3.3 E-Filing of Income Tax Return Submission

BOOKS FOR STUDY

Singhania, Vinod K. *Student's Guide To Income Tax*. Taxmann.

BOOKS FOR REFERENCE

Corporate Tax Planning & Business Tax Procedures with Case Studies (English) 16th Edition,
Monica Singhanian , Vinod K Singhanian, Taxmann Publications Pvt. Ltd.
Ahuja, Girish and Gupta Ravi. *Practical Approach to Income Tax*.

JOURNALS

Excise Law Times (Fortnightly Reporting Journal) -
Excise and Customs Cases (Fortnightly Reporting Journal)
Excise and Customs Reporters (Fortnightly Reporting Journal) –
Direct Taxes Report Journal

WEB RESOURCES

<http://incometaxmanagement.com/Pages/Tax-Management-Procedure/Tax-Management-Procedures-Contents.html>

https://www.pwc.com/gx/en/tax-management-strategy/pdf/pwc_tax_management_in_companies.pdf

<http://www.slideshare.net/rakya01/corporate-tax-planning-14276711>

PATTERN OF EVALUATION

List of Evaluation modes:

Assignments
Objective Test
Quiz
presentation

No End Semester Examination

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086
General Elective Course Offered by Department of Commerce to students for
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SYLLABUS
(Effective from the academic year 2016 -2017)

CONTEMPORARY ADVERTISING

CODE: 16CM/GE/CA23

CREDITS : 3

L T P : 3 0 0

TOTAL TEACHING HOURS: 39

OBJECTIVES OF THE COURSE

- To introduce the concept and types of Contemporary advertising
- To enable students to meet the growing demands and challenges of the promotional aspects of advertising

Unit 1

Scope of Advertising (7 hrs.)

- 1.1 Introduction - Definition and Meaning
- 1.2 Role of Advertising

Unit 2

Advertising Copy (8 hrs.)

- 2.1 Elements of an Ad. Copy
- 2.2 Ad. Layout - Principles of Ad. Layout

Unit 3

Modern Advertising (9 hrs.)

- 3.1 Types of Modern Advertising
- 3.2 Comparison - Indoor & Outdoor Advertising

Unit 4

Online Advertising (7 hrs.)

- 4.1 Introduction - the Internet as an Advertising Medium
- 4.2 Types of Online Advertising - Alternative Offline Advertising Media and Mass Online Advertising Web Resources, Banner Ads, Pop Ups, Interstitials, Superstitials and Sponsorships

Unit 5

Challenges and trends of Online Media (8 hrs.)

- 5.1 Reasons for Failure of Online Advertising
- 5.2 Changing Trends in Online Advertising.

BOOK FOR STUDY

Jefkins, Frank. *Advertising*. New Delhi: Pearson Education 2007.

BOOKS FOR REFERENCE

- David W. Schumann and Esther Thorson. *Internet Advertising Theory and research*. Psychology Press, 2007.
- Joseph, Plummer., Steve Rappaport, Teddy Hall and Robert Borocci. *The online Advertising play Book. Proven Strategies and tested tactics from the advertising research foundation*. John Wiley, 2006.
- Terence A. Shimp. *Advertising, Promotion and supplemental Aspects of Intergrated Marketing Communications*. USA: Thomson Learning, 2003
- Wilmschurs, John and Adrian Mackay. *The fundamentals of Advertising*. Reed Educational and Professional, 1999.

JOURNALS

- Journal of Advertising Research
International Journal of Advertising
International Journal of Internet Marketing and Research
Journal of Advertising
Journal of Advertising Education

WEB RESOURCES

- www.mu.ac.in/myweb_test/sybcom-avtg-eng.pdf
advertising.knoji.com/what-are-the-different-roles-of-advertising/
techcrunch.com/2009/03/22/why-advertising-is-failing-on-the-internet/
www.networkadvertising.org/understanding-online-advertising/

PATTERN OF EVALUATION

Continuous Assessment:

Total Marks: 50

Duration: 90 mins

Section A – 7 x 2 = 14 Marks (no choice)

Section B – 2 x 8 = 16 Marks (from a choice of three)

Section C – 1 x 20 = 20 Marks (from a choice of two)

Third Component:

List of evaluation modes:

Seminars

Assignments

Submission of AD Copy

No End Semester Examination

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086
General Elective Course Offered by Department of Commerce to students for
B.A / B.Sc. / B.Com. / B.C.A. / B.S.W/ B.V.A Degree Programmes

SYLLABUS
(Effective from the academic year 2016-2017)

SALESMANSHIP

CODE: 16CM/GE/SM23

CREDITS: 3

L T P: 3 0 0

TOTAL TEACHING HOURS: 39

OBJECTIVES

- To enlighten students on the basic concepts of salesmanship.
- To sensitize on issues pertaining to the development of sales force design.

Unit 1 (8 Hrs)

Introduction

- 1.1 Salesmanship and personal selling – objectives
- 1.2 Salesmanship as an art, science and profession
- 1.3 Psychology in selling, effective presentation and demonstration

Unit 2 (8 Hrs)

Theories of selling

- 2.1 ‘AIDAS’ – ‘Right set of circumstances’
- 2.2 ‘Buying formula’ – Behavioural Equations’
- 2.3 Selling Skills – Interpersonal skills – Negotiations and Communications Skills

Unit 3 (8 Hrs)

The sales organisation

- 3.1 Purpose of sales organisation
- 3.2 Basic types of sales organizations
- 3.3 Sales personality – Qualities and traits

Unit 4 (7 Hrs)

Selling Methods

- 4.1 Process of selling
- 4.2 Sales meetings and sales contests

Unit 5 (8Hrs)

Sales Performance and Compensation

- 5.1 Evaluation of sales performance – Qualitative and quantitative methods
- 5.2 Types of compensation plans

BOOKS FOR REFERENCES

Still Cundiff and Govoni, (2005), 'Sales Management – Decision, strategies and cases', Prentice Hall, India.

Gandhi J.C, (2006), 'Marketing – A managerial Introduction', Tata McGraw Hill publishing co, Ltd, New Delhi

Bernard Katz, (2006), 'How to turn Customer Service into Customer Sales', Jaico First Impression, The Hawerth Press Inc., New York.

Frank S. Sailsbury, (2006), 'Sales Training – A guide to develop effective sales People', McGraw Hill Training Series – Roger Bennett, McGraw Hill Book Company, Europe.

Richard H. Buskirk, Bruce D. Nus Kirk, (2007), 'Selling Principles and Practices', McGraw Hill Inc.

Phophalia A.K., 'Sales Management – Concepts, principles and Practices', KanishkaPrakashan Publishers.

PATTERN OF EVALUATION

Continuous Assessment:

Total Marks: 50

Duration: 90 mins

Section A – 7 x 2 = 14 Marks (no choice)

Section B – 2 x 8 = 16 Marks (from a choice of three)

Section C – 1 x 20 = 20 Marks (from a choice of two)

Third Component:

List of evaluation modes:

Seminars

Assignments

Submission of AD Copy

No End Semester Examination

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086
B.B.A DEGREE: BUSINESS ADMINISTRATION

SYLLABUS
(Effective from the academic year 2016 – 2017)

CONSUMER RIGHTS

CODE: 16CM/UI/CR23

CREDITS: 3

OBJECTIVES OF THE COURSE

- To provide knowledge about consumerism and related laws
- To enable an understanding of the importance of Consumer Rights
- To educate students on the rights and responsibilities of a consumer

Unit 1

Consumers

- 1.1 Meaning of Consumers-Customers
 - 1.1.1 Consumer Movements – Historical Perspectives
 - 1.1.2 Concept of Consumerism – Need and Importance

Unit 2

Consumer Exploitation

- 2.1 Meaning, Causes of Consumer Exploitation
- 2.2 Forms of Consumer Exploitation – Underweight Measures, High Prices, Substandard Quality, Poor or Inadequate After Sales Services
- 2.3 Challenges of Consumer Exploitation

Unit 3

Consumer Rights and Duties

- 3.1 Consumer Rights – John F Kennedy’s Consumer Bill of Rights
- 3.2 Types of Consumer Rights – (Right to Safety, Right to Information (RTI), Right to Redressal, Right to Consumer Education)
- 3.3 Duties of Consumers

Unit 4

Copra Act 1986

- 4.1 Introduction to COPRA Act
- 4.2 Consumer Protection Council – Central, State, Districts Consumer Protection Councils
- 4.3 Consumer Dispute Redressal Procedure

Unit 5

Consumerism in India

- 5.1 Reasons for the Growth of Consumerism in India
- 5.2 Recent Trends in Consumerism
- 5.3 Problems Faced by Consumers in India – Case Studies

BOOKS FOR REFERENCE

Anirban Chakraborty. *Law of Consumer Protection Advocacy and Practice*. India: Lexis Nexis, 2014.

Miller C.J., Brian W. Harvey, Deborah L Parry. *Consumer and Trading Law*. Oxford University, 1998.

Rajyalakshmi Rao. *Consumer is king!! Know your rights and remedies*. Universal, 2012.

Rao, Y.V. *Commentary on Consumer Protection Act*. Asia House, 2013

End Semester Examination:

Total Marks: 100

Duration: 3 hours

Section A – 10 x 2 = 20 Marks (no choice - Max 30 words)

Section B – 5 x 8 = 40 Marks (from a choice of seven - Max 500 words)

Section C – 2 x 20 = 40 Marks (from a choice of four -Max 1200 words)

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086
B.B.A DEGREE: BUSINESS ADMINISTRATION

SYLLABUS
(Effective from the academic year 2016 – 2017)

PRINCIPLES OF E-COMMERCE

CODE: 16CM/UI/EC23

CREDITS: 3

OBJECTIVES

- To provide an understanding of the relevance of E-Commerce
- To expose the students to the basic concepts

Unit 1

Introduction

- 1.1 Meaning and History of E-Commerce
- 1.2 Advantages and Limitations
- 1.3 E-transition challenges for Indian Corporates
- 1.4 Business models for E-Commerce

Unit 2

1.1 E-Marketing

- 1.1.1 Identifying web presence goals
- 1.1.2 Online Marketing

1.2 E-Advertising

- 1.2.1 Internet marketing trends
- 1.2.2 E-branding

Unit 3

E-Security

- 3.1 E-Commerce threats and E-security
- 3.2 E-governance

Unit 4

Electronic Payment System

- 4.1 Concept of E-money
- 4.2 Types of electronic payment system
- 4.3 Electronic fund transfer
- 4.4 Digital payment requirement
- 4.5 Cyber Crime - Technical, legal issues, offences and penalty
- 4.6 Protection of cyber consumers in India