

**MANONMANIAM SUNDARANAR UNIVERSITY  
TIRUNELVELI**

**UG COURSES – AFFILIATED COLLEGES**

**Business Administration**

(Choice Based Credit System)

(with effect from the academic year 2016-2017 onwards)

(44<sup>th</sup> SCAA meeting held on 30.05.2016)

Sem.	Pt. I/II/ III/ IV/V	Sub. No.	Subject status	Subject Title	Hrs./ week	Cre- dits	Marks				
							Maximum			Passing minimum	
							Int.	Ext.	Tot.	Ext.	Tot.
III	I	13	Core - 5	PRINCIPLES OF MANAGEMENT	6	4	25	75	100	30	40
	II	14	Core - 6	BUSINESS LAW	6	4	25	75	100	30	40
	III	15	Core - 7	FINANCIAL ACCOUNTING	6	4	25	75	100	30	40
	III	16	Allied -III	ORGANISATIONAL BEHAVIOUR	6	5	25	75	100	30	40
	IV	17	Skilled Based subject -I	BANKING PRACTICES	4	4	25	75	100	30	40
	IV	18	Non-Major Elective -I	BANKING PRACTICES	2	2	25	75	100	30	40
SUBTOTAL					30	23					
IV	I	19	Core - 8	COST ACCOUNTING	6	4	25	75	100	30	40
	II	20	Core - 9	INDUSTRIAL LAW	6	4	25	75	100	30	40
	III	21	Major Elective-I	FINANCIAL SERVICES	6	5	25	75	100	30	40
	III	22	Allied -IV	COMPUTER APPLICATIONS IN BUSINESS	6	5	25	75	100	30	40
	IV	23	Skilled Based subject -II	MANAGERIAL SKILL DEVELOPMENT	4	4	25	75	100	30	40
	IV	24	Non-Major Elective -II	ENTREPRENEURI AL DEVELOPMENT	2	2	25	75	100	30	40
	V		Extension Activity	NCC,NSS, YRC, YWF		1					
SUBTOTAL					30	25					

**PRINCIPLES OF MANAGEMENT**

**UNIT –I INTRODUCTION – PRINCIPLES AND THINKERS**

Definition – Nature, Principles Functions And Levels – Features Of Management – Administration Vs. Management – Management – A Science Or An Art Or A Profession - Pioneers Of Modern Management - F.W.Taylor – Hendry Fayol – Elton Mayo –M.P.Follet.

**UNIT – II PLANNING**

Planning – Meaning- Characteristics – Planning Process – Types Of Plans – Forecasting – Elements – Techniques – Decision Making- Definition – Nature, Type Of Decisions – Process.

**UNIT – III ORGANISING**

Organising - Meaning –Principles Of Organising – Forms Of Organisational Structure- Departmentation - Factors Determining Departmentation – Methods –Span Of Management – Types – Concepts Of Authority And Responsibility –Delegation Of Authority – Centralisation Vs. Decentralisation.

**UNIT – IV STAFFING**

Staffing – Meaning –Manpower Planning – Objectives – Steps – Recruitment – Process - Sources – Selection- Training - Definition – Need and Importance – Essentials of Good Training Programme.

**UNIT –V DIRECTING**

Directing – Definition – Characteristics - Importance - Principles and Techniques , Communication - Types and Methods – Leadership - Definition – Characteristics - Importance – Qualities of a Leader – Functions - Motivation – Controlling – Steps In Controlling – Essentials – Techniques.

**Reference books:**

1. Principles of Management- T.Ramasamy.
2. Principles and Practices of Management- L.M. Prasad.
3. Management – Herold Koontz, Weihrich.
4. Management – James A.F.Stoners,R.Edward Freeman.
5. Principles of Management- Govindarajan and Natarajan.

**MSU/2016-17/UG-Colleges/Part-III (Business Administration)/  
Semester/ Ppr.no.14/Core-6**

**BUSINESS LAW**

**UNIT – I:**

Contracts – Offer – Acceptance, Consideration, Capacity To Contract.

**UNIT – II:**

Mistake, Misrepresentation, Coercion, Undue Influence – Fraud.

**UNIT – III:**

Legalisation of Consideration, Object, Performance Of Contract, Discharge of Contract  
- Quasi Contract – Remedies For Breach Of Contract.

**UNIT – IV:**

Law of Indemnity And Guarantee, Bailment, Pledge.

**UNIT – V:**

Sale of Goods, Agency and Partnership.

**REFERENCE BOOKS:**

1.     Marcantile law – N.D.Kapoor
2.     Hand book of mercantile law – Venkatesan.

**MSU/2016-17/UG-Colleges/Part-III (Business Administration) /  
Semester-III / Ppr.no.15 /Core-7**

**FINANCIAL ACCOUNTING**

**UNIT – I:**

Definition Of Account – Concept And Convention – Books Of Accounts – Theory Of Double Entry Book Keeping, Trial Balance – Rectification Of Errors.

**UNIT – II:**

Final Accounts – Trading Account – Profit And Loss Account And Balance Sheet – Distinction between Capital and Revenue Expenditure.

**UNIT – III:**

Depreciation- Meaning – Need – Methods Of Depreciation – Provisions, Reserves and Reserve funds.

**UNIT – IV:**

Receipts and Payments Account – Income and Expenditure account and Balance sheet.

**UNIT – V:**

Single Entry – Definition And Defects - Ascertainment of profit – Conversion of Single Entry In to Double Entry – Simple Problems.

**REFERENCE BOOKS:**

1. Advanced Accounts – M.C. Shukla, T.S. Grewal
2. Advanced Accountancy – R.L.Gupta
3. Financial Accounting and Managerial perspective- Narayanasamy.
4. Financial Accounting for business managers – Bhattacharyya.
5. Financial Accounting – S.N.Maheswari, S.K.Maheswari.

**MSU/2016-17/UG-Colleges/Part-III (Business Administration) /Semester-III/  
Ppr.no.16 /Allied-III**

**ORGANISATIONAL BEHAVIOUR**

**UNIT –I**

Organisational Behaviour – Meaning - Nature And Importance – Process of OB -Organisational Behaviour And Management – History And Development – Hawthorne studies – Classical – Neo Classical And Modern Approaches To Management – System Approach To Management.

**UNIT –II**

Individual Behaviour – Process of Human Behaviour – Causes of Human Behaviour -Learning And Its Process – Implication – Attitudes And Values – Personality – Concepts and Theories (Trait Theory, Psychoanalytic Theory, Self learning Theory) – Estimation And Applications - Perception – Implications - Counselling – Importance And Relevance.

**UNIT –III**

Motivation –Theories (Maslow’s Hierarchy Theory, Herzberg Two Factor Theory, Vrooms Theory) and Application to management – Interpersonal Communication – Methods to Improve Interpersonal Communication – Groups – Characteristics And Processes – Group Dynamics – Cohesiveness – Decision Making In Groups.

**UNIT –IV**

Leadership – Leadership styles and Theories(Trait Theory, Behavioural Theory, Managerial Grid) – Change Management – Nature – Causes – Process – Force Field Theory of Change - Power – Meaning – Sources of Power – Power tactics – Effective use of Power - Organisational Culture – Levels of Culture – Strategies for Sustaining Organisational Culture.

**UNIT –V**

Organisational Development – Objectives and Characteristics – Defensive Behaviour – Creativity in Organisation – Steps in the Creative process – Characteristics of Creative Individuals – Methods of Enhancing Creativity - Creativity-Inducing Factor – Current Applications And Future Trends In Organisational Behaviour.

**REFERENCE BOOKS:**

1. Concepts and Contrivances And Applications – Robbins S.P
2. Organisational Behaviour - Umasekaran
3. Organisational Behaviour – Luthans . F
4. Organisational Behaviour - Schemerhorn
5. Organisational Behaviour – Text and cases – K. Aswathappa.
6. Organisational Behaviour – R.D. Agarwal
7. Organisational Behaviour – V.S.P.Rao.
8. Personality development – Dr.S.Narayana Rajan, Dr.B.Rajasekaran, G.Venkadasalapathi, V.Vijuresh Nayaham and Herald M.Dhas., Publication Division, Manonmaniam Sundaranar University, Tirunelveli.

**MSU/2016-17/UG-Colleges/Part-IV (Business Administration)/  
Semester-III/ Ppr.no.17/ Skilled Based - I**

**BANKING PRACTICES**

**UNIT –I**

Banker and Customer : Meaning – Definition – General and Special relationship between Banker and Customer – Functions of Bank.

**UNIT –II**

Types of Deposits –Pass Book – Negotiable Instruments – Cheque - Definition – Difference Between Cheque And Bill Of Exchange, Endorsement, Crossing, Marking , Material Alteration.

**UNIT –III**

Loans and Advances – Principles of Sound Lending – Secured and Unsecured advance – Forms of Advances.

**UNIT –IV**

Modes of Charging Security – Lien – Pledge – Mortgage – Assignment – Hypothecation.

**UNIT –V**

Electronic Banking – Traditional Vs E-Banking – Types of E-Banking – Advantages – Constraints.

**REFERENCE BOOKS:**

1. Banking Law and Practice – Gordon and Natarajan
2. Banking Law and Practice – Davar.
3. Banking Law and Practice - Varshney
4. Banking Law and Practice- Tandon.

**MSU/2016-17/UG-Colleges/Part-III (Business Administration)/  
Semester-III/ Ppr.no.18 /Non Major-Elective-I**

**BANKING PRACTICES**

**UNIT –I**

Loans and Advances – Principles of Sound Lending – Secured and Unsecured advance – Forms of Advances.

**UNIT –II**

Modes of Charging Security – Lien – Pledge – Mortgage – Assignment – Hypothecation.

**UNIT – III**

Electronic Banking – Traditional Vs E-Banking – Facts of E- Banking

**UNIT –IV**

E-Banking Transactions – Models for E-Banking.

**UNIT – V**

Advantages of E-Banking – Constraints in E-Banking – Security measures.

**REFERENCE BOOKS:**

1. Banking Law and Practice – Gordon and Natarajan
2. Banking Law and Practice – Davar.
3. Banking Law and Practice - Varshney
4. Banking Law and Practice- Tandon.

**MSU/2016-17/UG-Colleges/Part-III (Business Administration)/  
Semester-IV/ Ppr.no.19/Core-8**

**COST ACCOUNTING**

**UNIT –I**

Cost Accounting – Nature – Meaning – Importance – Limitations of Financial Accounting – Cost Accounting Vs Financial Accounting – Advantages and Limitation of Cost Accounting – Costing System and Cost center – Cost reduction – Cost Control - Methods , Types And Classification Of Cost - Cost Sheet - Tender And Quotations.

**UNIT –II**

Unit and output costing – Meaning – Accumulation of costs – Production account – Job Costing – Features – Objectives –Merits and Limitations of Job costing – Batch costing – Determination of EBQ - Contract Costing – Features – Job costing Vs. Contract costing – Recording of costs of a contract.

**UNIT –III**

Materials control – Objectives – Purchase control – Centralised and Decentralised Purchase – Stock Levels And Economic Order Quantity – ABC analysis – Bin card – Stores Ledger – Material issues (FIFO, LIFO, Simple Average And Weighted Average Methods).

**UNIT –IV**

Labour - Direct and Indirect Labour- Control of Labour cost - Labour Turnover – Methods of Wage Payment – Premium and Bonus Plans.

**UNIT –V**

Overhead – Meaning – Allocation and Apportionment – Importance – Classification – Reapportionment – Absorption of Overheads, Methods – Administration overhead - Selling and Distribution Overhead - Machine Hour Rate.

**REFERNECE BOOKS:**

1. Cost Accounting – Jain Narang
2. Cost Accounting – S.P Iyengar
3. Cost Accounting – R.S.N. Pillai and Bagavathi
4. Cost Accounting – T.S.Reddy and Hari Prasad Reddy.

**MSU/2016-17/UG-Colleges/Part-III (Business Administration)/  
Semester-IV/ Ppr.no.20/Core-9**

**INDUSTRIAL LAW**

**UNIT –I**

Factories Act, 1948 - Workmen Compensation Act, 1923.

**UNIT –II**

Payment of Wages Act 1936 -Minimum Wages Act, 1948 - The Maternity Benefit Act, 1961.

**UNIT –III**

Employee's Provident Fund and Miscellaneous Provisions Act, 1952 - Employee's State Insurance Act, 1948.

**UNIT –IV**

The Industrial Disputes Act, 1947 - The Payment of Bonus Act, 1965 - The payment of Gratuity Act, 1972.

**UNIT –V**

Trade Unions Act ,1926 -The Industrial Employment ( Standing Order) Act, 1946.

**REFERENCE BOOKS:**

1. Mercantile Law- N.D.Kapoor – Sultan Chand Company
2. Handbook of Mercantile Law – Venkatesan.

**MSU/2016-17/UG-Colleges/Part-III (Business Administration)/  
Semester-IV/ Ppr.no.21/Major Elective-I**

**FINANCIAL SERVICES**

**UNIT –I**

Financial services - Concepts – Objectives / Functions – Characteristics - Financial Services Market – Problems of Financial Services Sector - Growth of Financial Services in India.

**UNIT –II**

Commercial Banking and Their Fund Based And Non- Fund Based Financial Services - Leasing, Hire Purchases – Salient Features, Guidelines – Functions.

**UNIT –III**

Mutual funds – Types of Mutual Funds – Floatation, Asset Management Company - Mutual Funds Regulations – Consumer Finance – Credit and ATM / Debit Cards.

**UNIT –IV**

Factoring – Forfeiting - Venture Capital - Salient Features – Guidelines – Functions, Strategies Involved In Financing.

**UNIT –V**

Merchant Banking – Credit Rating Services - Salient Features – Guidelines – Functions.

**REFERENCE BOOKS:**

1. Financial Management – Dr.Prasanna Chandra.
2. Investment Management including Securities Market - Dr. Avadani.
3. Merchant Banking – Dr. Varma.
4. Financial Markets and Services – Gordon and Natrajan.
5. Financial Services – Dr. S. Gurusamy.

**MSU/2016-17/UG-Colleges/Part-III (Business Administration)  
Semester-IV/ Ppr.no.22 /Allied-IV**

**COMPUTER APPLICATIONS IN BUSINESS**

**UNIT – I**

Introduction to computers – Computer characteristics – Generation of computer – Hardware and Software- MS Word – Introduction - Components Of Word Window – File Menu: Creating A New Document, Opening , Saving And Closing A Document, Page Setup, Printing A Document – Edit Menu: Undo, Redo, Cut, Copy, Paste – View menu: Types Of View- Insert Menu: Date And Time, Page Numbers, Symbol, Picture- Format menu: Changing Font of the Text, Size, Style, Colour, Changing the Case - Bullets And Numbering, Paragraph Formatting, Spelling And Grammar, Mail Merge.

**UNIT – II**

MS Excel: The Workbook Window- Worksheet And Workbook Specification- Creating, Saving, Closing A Workbook – Entering Data, Formula, Switching Between Worksheet – Editing Worksheet – Creating Charts – Printing A Worksheet - Basic Functions: Mathematical And Statistical Functions.

**UNIT – III**

MS Power Point – Features – PowerPoint views – Creating Presentation With Auto Content Wizard - Design Template, Opening A Presentation, Saving, Closing A Presentation - Inserting Sounds, Applying Animation Schemes - Deleting Slides - Running A Slide Show.

**UNIT – IV**

MS Access- Features – Database Objects: Tables, Forms, Query, Reports – Creating Tables, Adding Records To A Table, Saving And Closing the Table, Working With Fields in a Table – Creating Forms Using: 1. Form Option, 2. Form Wizard 3. Form Design Option, Saving And Closing A Form.

**UNIT – V**

Introduction To Internet – Use Of Internet - WWW- E-mail: How To Create E-mail - Composing, File Attachment, CC, Sending and Receiving E-mail- E-commerce- Meaning - Advantages , Disadvantages - Types, Scope of E-commerce- E-Commerce Beneficiaries- Web Advertising.

**MSU/2016-17/UG-Colleges/Part-III (Business Administration)  
Semester-IV/ Ppr.no.22 /Allied-IV**

**REFERENCE BOOKS:**

1. Introduction to Computer – Velmani. P, Lakshmi Prabha. V
2. Doing Business on the Internet E-COMMERCE – S.Jaiswal
3. Introduction to Computer – Peter Norton
4. E-Commerce – Puja Walia Mann and Nidhi
5. Computer Applications in Business and Management – Ananthi Sheshasaayee and G. Sheshasaayee
6. Dynamic Memory Computer course – Davinder Singh Minhas

**MSU/2016-17/UG-Colleges/Part-IV (Business Administration)/  
Semester-IV/ Ppr.no.23 /Skilled Based-II**

**MANAGERIAL SKILL DEVELOPMENT**

**UNIT – I**

Managerial skills – Technical, Human relations, Conceptual skills – Managing environment – Human and Non-Human factors – Applicative domains of Managerial skills.

**UNIT – II**

Communication Management: Verbal and Non-verbal communication – Meta communication – Non-verbal behaviour – Body language of Kinesics behaviour – Touching Behaviour – Physical characteristics, paralanguage and proxemics.

**UNIT-III**

Expressions and Emotions – Managing emotions – Types – Face and expressions of emotions- Emotional intelligence – Public relations – Objectives of Public relations – Internal and External Public relations – Use of mass media for PR.

**UNIT-IV**

Stress Management: Stress – Types – Stressors – Coping strategies or techniques – Role conflict – Conflict management styles – Role play – Johari window – Transaction analysis (TA).

**UNIT –V**

Speeches and Presentation – Finding out about the environment - Preparing the Text – Composition of presentation – Speaker's appearance and Personality – Profile of a good speaker.

**REFERENCE BOOKS:**

1. Organisational Behaviour – Stephen p. Robbins
2. Business Communication – Urmila Rai, S.M. Rai
3. Non-verbal Communication – K. L. Knapp
4. Commercial correspondence and Office management – R.S.N.Pillai and Baghavathi
5. Organisational Behaviour – Fred Luthans
6. Organisational Behaviour – K. Aswathappa

**MSU/2016-17/UG-Colleges/Part-IV (Business Administration)  
Semester-IV/ Ppr.no.24/Non Major Elective-2**

**ENTREPRENEURIAL DEVELOPMENT**

**UNIT –I**

Entrepreneurship – Entrepreneurship and Economic Growth – Qualities of an Entrepreneur.

**UNIT –II**

Identification of opportunities – Steps in setting up of a Business – Setting up a small scale unit.

**UNIT –III**

Institutional arrangement for Entrepreneurship Development – DIC, ITCOT, SIDCO, NSIC, SISI, TIIC, SIDBI, Commercial Banks.

**UNIT –IV**

Project report – Project Identification – Contents of Project report.

**UNIT –V**

Women Entrepreneurship.

**REFERENCE BOOKS:**

1. Entrepreneurship Development in India – Dr. C.B.Gupta , Dr. N.P. Srinivasan.
2. Entrepreneurship Development Principles, Policies and Programs – P.Saravanvel.
3. Dynamics of Entrepreneurship Development in India – Vasant Desai.
4. Fundamentals of Entrepreneurship – Mohanty (PHI).