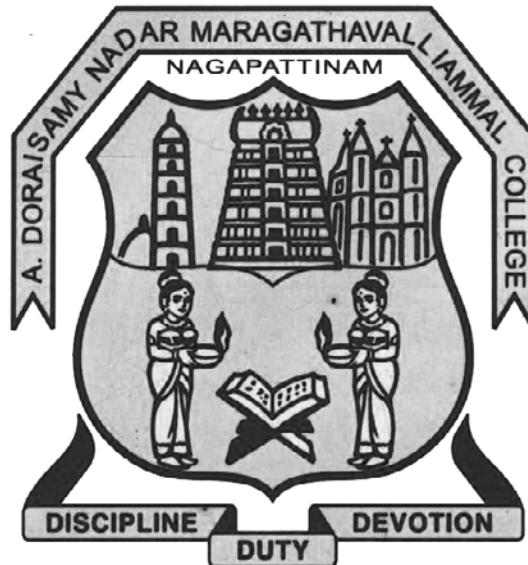


**DEPARTMENT OF BBA
U.G. PROGRAMME**

SYLLABUS

2016 – 2019 BATCH

V SEMESTER



**A. D. M. COLLEGE FOR WOMEN
NAGAPATTINAM**

**SEMESTER V
CORE COURSE IX -
PRODUCTION AND MATERIAL MANAGEMENT**

Internal Marks: 25

External Marks: 75

Total Marks : 100

B.B.A V Semester

Total Instruction Hrs : 6

Total Credit : 6

Total Exam Hrs : 3

Objective: To have a deep understanding on Production Planning, Control Materials Management.

UNIT-I

Introduction to Production Manager and Over View- Meaning of Production, Nature of Production- Production Function and Responsibilities of Production Managers - Objectives of Production Management .

-18hrs

UNIT-II

Production Systems- Types, Plant Layout- Factors for Plant Locations - Plant Layout- Types of Layouts and their Suitability -Work Study- Definition, Objective, Scope. Method Study- Work Measurement- Normal Time, Standard Times.

-19hrs

UNIT-III

Production Planning and Control -Classification of Production Planning and Control, Factors Determining Production Planning Procedures. Scheduling- Capacity Planning- Aggregate Planning.

-19hrs

UNIT-IV

Inspection and Quality Control -Nature of Inspection , Objectives, Scopes, Process-Quality - Control Benefits, Ensuring Quality, SQC, Control Charts, Acceptance Sampling Technique.

-17hrs

UNIT-V

Inventory Management - Nature and Importance of Inventory, Classification, Functions, EOQ Model, ABC Analysis, VED Analysis, FSN Analysis- Material Handling Equipments -Objectives Principles, Types.

-17hrs

TEXT BOOK

1.Production and materials management - K.ShridharaBhat, Himalaya Publishing House,

REFERENCE BOOK:

Production and materials management - K.Aswhappa, And K.Shridhara Bhat, Himalaya Publishing House.

**SEMESTER V
CORE COURSE - X
OPERATIONS RESEARCH**

**Internal Marks: 25
External Marks: 75
Total Marks : 100**

B.B.A VI Semester

**Total Instruction Hrs: 5
Total Credit :4
Total Exam Hrs : 3**

UNIT - I

Linear Programming Problem:– Graphical Solution method –Simplex method
Simple Problems (2.1-2.5, 3.3). **- 10 hrs**

UNIT - II

Transportation: Problem North West Corner Rule, Least Cost Method,-Vogel’s
Approximation Method-Assignment problem-sequencing Problems- Simple Problems
(6.1,6.2,6.5,7.1,7.2,7.3 10.1-10.4).
- 13 hrs

UNIT - III

Games and Strategies- Introduction: Two person Zero Sum Game – The Maximini-Minimax
Principal Games Without Saddle Points Mixed Strategies ,Solution of 2x2 rectangular games –
Graphical Method- Simple Problems (9.1-9.3,9.5-9.6). **- 12 hrs**

UNIT - IV

Network Scheduling by PERT / CPM – Network and Basic Components – Rules of Network
Construction – Time Calculations in Networks – Critical Path Method – PERT:PERT Calculations.-
Simple Problems (Sections 21.1 to 21.7). **- 13 hrs**

UNIT - V

Replacement of Equipment or asset that deteriorates gradually: Introduction – replacement of
equipment that fails suddenly- Simple Problems (19.1-19.2). **- 12 hrs**

TEXT BOOKS:

“ Operations Research ” by KantiSwarup , P.K. Gupta and Man Mohan , Sultan Chand and
Sons , Educational Publishers , New Delhi (2002).

REFERENCE BOOKS :

- | | | | |
|----------|---|---|-------------|
| 1 | Operations Research | - | HamdyA.Taha |
| 2 | Operations Research Problems and solution | - | V.K. Kapoor |

**SEMESTER V
CORE COURSE – XI
RESEARCH METHODOLOGY**

**Internal Marks : 25
External Marks : 75
Total Marks : 100**

B.B.A V Semester

**Total Instruction Hrs. : 4
Total Credit : 4
Total Exam Hrs. : 3**

Objective: Application of Management research to solve problem in functional areas of management.

UNIT - I

Research – Definition – Importance - Advantages and Limitations. The Research Process - Problem Identification-Design of Research-Types of Design.

-15hrs

UNIT -II

Sampling Process and Selection -Sample Types-Sample Size And Sampling Errors

-15hrs

UNIT -III

Data Collection-Methods-Tools - Questionnaire-Interview Schedule - Kinds of Data-Attitude Measurement of Scaling Technique-Editing, Coding, Tabulation

-15hrs

UNIT -IV

Statistical Data Analysis-Hypothesis-Its sources-Formulation and Testing of Hypothesis-T - Test-Chi Square Test

-15hrs

UNIT-V

Interpretation and Report Writing-Steps in writing reports-Layout of report ,Types and Principles of Report Writing-Graphical representation of results.

-15hrs

TEXT BOOK

- | | |
|----------------|-----------------------|
| 1.C.R.Kothari | -Research Methodology |
| 2.P.Saravanvel | -Research Methodology |

REFERENCE BOOK

- | | |
|-----------------------------|--|
| 1.Goode and Hatt | - Methods in Social Research |
| 2.Earl Babbie | - Practice of Social Research |
| 3.C.T.Kurein | - Research Methodology in Economics. |
| 4.Salvatore Dominick | - Statistics And Economics Mc. Graw Hill Co., New Delhi. |
| 5.Morrial Carl N and John E | - Introduction to Data Analysis and Statistic Inference Practice.
John E RolphHall, Inc.Engle Wood. |

**SEMESTER V
CORE COURSE – XII
MANAGEMENT ACCOUNTING**

**Internal Marks : 25
External Marks : 75
Total Marks : 100**

B.B.A V Semester

**Total Instruction Hrs. : 6
Total Credit : 5
Total Exam Hrs. : 3**

Objectives: To impart knowledge about Accounting tools for Managerial decision making.

UNIT-I

Management Accounting - Meaning- Objectives- Scope of Management Accounting- Financial Accounting- Management and Cost Accounting - Utility and Limitation of Management Accounting
-11hrs

UNIT-II

Analysis of Financial Statements - Tools for Analysis - Comparative Financial Statements - Common Size Statement - Accounting Ratios - Analysis for Liquidity, Solvency and Profitability - Significance of various Ratios and their Computation -Uses and Limitations of Ratio.
-16hrs

UNIT-III

Fund Flow Analysis - Concept of Funds - Source and Uses of Funds- Concepts of flow of funds – Managerial Uses of Fund Flow Analysis – Construction of Fund Flow Statement.
-16hrs

UNIT-IV

Cash Flow Analysis- Distinction of Cash Flow From Funds Flow - Construction of Cash Flow Statement - Working Capital Management- Meaning and Importance.
-16hrs

UNIT-V

Marginal Costing and Profit Planning - Distinction between Absorption Costing and Marginal Costing - Break Even Analysis-Cost Volume Profit Analysis.
-16hrs

TEXT BOOK

1. Management Accounting - Sharma and Shashi Gupta.

REFERNCE BOOKS

1. Theory and Problems of Management Accounting - Khan and Jain-TMH.
2. Management Accounting -S.N.Maheswari,Sultan Chand & Sons.
3. Management Accounting -Ramachandran and Srinivasan

SEMESTER V
MAJOR BASED ELECTIVE – I
ADVERTISING AND SALES MANAGEMENT

Internal Marks : 25
External Marks: 75
Total Marks :100

B.B.A V Semester

Total Instruction Hrs : 4
Total Credit : 4
Total Exam Hrs : 3

Objective: To gain an insight into various aspects of Advertising and Salesmanship.

UNIT I

Advertising -Advertising on Element of Marketing Mix- Objectives -Advertising and Salesmanship-Role and Important -Planning for Advertisement Communication Process-Formal and Informal.

-15hrs

UNIT II

Advertisement Copy-Kinds-Appeals-Advertising Mix-Advertising Budget and Relevant Decisions.

-15hrs

UNIT III

Advertising and their Role-Types of Advertising -Measuring the effectiveness of Advertisement -Advertising Agency-Online Advertising and Mobile Advertising.

-15hrs

UNIT IV

Kinds of Salesman-Sales Force for Services-Qualities of Successful Salesman-Training-Promotion-Remuneration to Sales Force-Motivation of Sales Force-Methods of Motivation.

-15hrs

UNIT V

Sales Promotion-Objectives-Advantages-Tools and their effectiveness-Aggressive Selling-Personal Selling-Measuring the effectiveness of Sales

-15hrs

TEXT BOOK

- | | |
|---|---|
| 1. Advertising Theory and Practice | - Chunawalla, Kumar, Sethia, Subramanian, Suchak, Himalaya Publishing House |
| 2. Marketing Salesmanship and Advertising | - R.L Chand, R.Still, Edward W.Cundiff, Prentice Publishing Hall, |
| 3. Marketing Salesmanship & Advertising | -C.N.Sontakki, Kalyani Publishers, New Delhi. |

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SEMESTER V
SKILL BASED ELECTIVE – III
CAPACITY BUILDING FOR EMPLOYMENT

Internal Marks : 25		Total Instruction Hrs. :3
External Marks: 75	B.B.A V Semester	Total Credit :4
Total Marks : 100		Total Exam Hrs. :3

Objective : To understand the nature and essentials of Capacity Building for Employment

UNIT: I

Communication Skill, Listening Skill, Presentation Skill, Creativity, Creativity Thinking, Positive Attitude, Self Image.

-12hrs

UNIT:II

Decision Making, Leadership, Confidence, Time Management, Team Work, Emotional Stability, and Entrepreneurship – Women Entrepreneurship – Government of Tamil Nadu Schemes for women entrepreneurship and SHG.

-12hrs

UNIT:III

Counseling for choosing the right field, Preparation required for Competitive Exam -Collecting the Information.

-12hrs

UNIT:IV

Interview-A concept of mutuality, How to Prepare Bio-Data/CV/Resume, Grooming for the Interview, Impression Management, Guidelines for facing Interview.

-12hrs

UNIT:V

Self Help Groups- Schemes. Schemes Offered by District Industrial Centre.

-12hrs

**V Semester
PART – IV
SOFT SKILL DEVELOPMENT**

Internal Marks : 25
External Marks : 75
Total Marks : 100

Instruction Hrs : 2
Credit : 2
Exam Hrs : 3

Objective : To impart knowledge Self development through inter personal relation, Communication and self presentation.

UNIT I : Know Thyself / Understanding Self

Introduction to Self Skills – Self discovery – Developing positive attitude -
Improving perception – Forming values.

6 Hrs.

UNIT II : Interpersonal Skills \ Working with Others

Developing interpersonal relationship – Team building – group dynamics -
Net working – improving work relationship.

6 Hrs.

UNIT III : Communication Skills \ Working with Others

Art of listening – Art of reading – Art of Speaking – Art of Writing –
Art of Writing E – mails –E mail etiquette.

6 Hrs.

UNIT IV : Corporate Skills \ Working with Others

Developing body language – Practising etiquette and mannerism – Time
Management – Stress Management.

6 Hrs.

UNIT V : Selling Self\ Job Hunting

Writing resume\cv – interview skills – discussed – Mock interview –
Mock GD – Goal setting – Career planning.

6 Hrs.

(Theory only)

Text Book

Dr.K.Meena & Dr.V.Ayothi - A book on development of Soft Skills.

Dr.K.Alex - Soft Skills. S.Chand & Company Ltd. Ram Nagar, New Delhi -110055

Books for Reference

1. Developing the leader within you John C Maxwell
2. Good to Great by jim Collins
3. The seven habit of highly effective people Stephen Covey
4. Emotional Intelligence Daniel Goleman
5. You can win shive Khera
6. Principal centred leadership Stephen