

**DEPARTMENT OF BBA**

**U.G. PROGRAMME**

# **SYLLABUS**

**2016 – 2019 BATCH**

**VI SEMESTER**



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

**NAGAPATTINAM**

**SEMESTER VI  
CORE COURSE – XIII  
BUSINESS POLICY AND STRATEGIC MANAGEMENT**

<b>Internal Marks: 25</b>		<b>Total Instruction Hrs : 6</b>
<b>External Marks: 75</b>	<b>B.B.A VI Semester</b>	<b>Total Credit : 5</b>
<b>Total Marks : 100</b>		<b>Total Exam Hrs : 3</b>

**Objective: To provide a clear view on Strategy Formulation and Implementation**

**UNIT-I**

Business Policy-Meaning -Features-Classification-Process of Policy making - Objectives of Business Policy.

**- 20hrs**

**UNIT-II**

Business Strategies -Meaning -Features-Importance-Strategic Management Process-SWOT Analysis-ETOP Analysis - TOWS Matrix - BCG Matrix -7's approach to Quality-Motorola Quality Concept-Six Sigma.

**-22hrs**

**UNIT-III**

Organizational Appraisal- Factors- Factors Affecting Organizational Appraisal – Approaches, Methods & Techniques.

**-20hrs**

**UNIT-IV**

Strategy Implementation - Organizational Design - Leadership Implementation - Strategists Style and Strategy - Personal Values, Business Ethics - Social Responsibility of Business - Operational Implementation.

**-21hrs**

**UNIT-V**

Strategic Evaluation and Control- Strategic Evaluation - Importance, Barriers , Requirement for effective evaluation - Types of Strategic Control - Process of Evaluation - Measurement of Performance.

**-22hrs**

**TEXT BOOK**

Business Policy And Strategic Management – Azhar Kazmi, Tata Mcgrwl Hill.

**REFERENCE BOOK**

- 1.Business Policy -L. M.Prasad,Sultan Chand & Sons
- 2.Business Policy and Strategic Management -Francis Cherunilum Mrs.Meena Panday  
Himalaya Publishing House
- 3.Business Policy and Strategic Management -P.Subba Rao, Himalaya Publishing House

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**SEMESTER VI  
CORE COURSE – XIV  
ENTREPRENEURIAL DEVELOPMENT**

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

**B.B.A VI Semester**

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

**Objective: To Identify the areas of Entrepreneurship and provide a comprehensive knowledge to the students about EDP.**

**UNIT: I**

Concept of Entrepreneurship-Definition - Characteristics-Functions -Classifications of Entrepreneur-Importance- Achievement Motivation-Sociological and Psychological factors of Entrepreneurial Development. **- 21 hrs**

**UNIT II**

Content of Entrepreneurship Development Programme - Measures - Objectives of Entrepreneurial Training - EDP Institute -NIESBUD New Delhi - SIET Hyderabad – MSME and NSIC- SIPCOT in Tamilnadu **- 22 hrs**

**UNIT III**

Project Identification-Classification of Project- Project Formulation. **– 20 hrs**

**UNIT IV**

Role of Management Consultant in India-Different Types of Organisation - Partnership Company - Seed Capital - Fixed Capital – Working Capital – Leasing **- 21 hrs**

**UNIT V**

Problem faced by Women Entrepreneur's –Institutions Finance of Entrepreneurs-IDBI-IFCI-ICICI-SFC of Tamil Nadu. **– 21 hrs**

**TEXT BOOK**

1. Entrepreneurial Development - C.B.Gupta and N.P Srinivasan, Sultan Chand, and Sons
2. Entrepreneurial Development - Jayashree Suresh, Margham Publications.

**REFERENCE BOOK:**

1. Entrepreneurial Development Principles, Policies & Programmes. – P. Saravanavel, Himalaya Publishing House.
- A Practical guide to Industrial Entrepreneurs - S.B. Srivastava, Sultan Chand & Sons

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**SEMESTER VI  
CORE COURSE – XV  
FINANCIAL MANAGEMENT**

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

**B.B.A VI Semester  
(80% THEORY, 20%PROBLEMS)**

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

**Objectives: To know about the Functions ,Responsibilities of Financial Manager while taking Managerial Decisions by solving Financial Problems.**

**UNIT-I**

Nature of Financial Management - Meaning and Scope of Finance Function - Financial Management and its Functions-Importance of Financial Management-Organization of Financial Department-Goals of Financial Management: Profit Maximization and Wealth Maximization.

**-15hrs**

**UNIT-II**

Cost of Capital-Concept-Importance and types of Cost of Capital-MM Theory-Weighted Average Cost of Capital-Operating and Financial Leverages.

**-18hrs**

**UNIT-III**

Capital Structure – Meaning -Factors affecting Capital Structure-Capital Gearing, High and Low Gearing, Significance, Meaning of Trading on Equity, Limitations of Trading on Equity.

**-19hrs**

**UNIT-IV**

Capital Budgeting - Nature of Capital Expenditure - Concept of Capital Budgeting -Capital Budgeting Procedures - Methods of Ranking Investment Proposals-Payback Method-Return on Investment Method - Present Value Method.

**-20hrs**

**UNIT-V**

Financial Planning and Forecasting - Concepts-Characteristics and Factors affecting Financial Planning - Necessity and Limitations-Cash Forecasting.

**-18hrs**

**TEXT BOOK**

1.Financial Management - S.N Maheswari, Sultan Chand & Sons

**REFERENCE BOOKS**

- 1.Financial Management Theory and practice - Prasanna Chandra, Tata McGraw Hill
- 2.Financial Management - M.Y Khan, P.K Jain, Kalyani Publishers
3. Financial Management - Pradeep Kumar, Kendar Natharam Nath and Co.

**SEMESTER VI  
MAJOR BASED ELECTIVE II  
RETAIL MARKETING MANAGEMENT**

<b>Internal Marks: 25</b>		<b>Total Instruction Hrs: 6</b>
<b>External Marks: 75</b>	<b>B.B.A</b>	<b>Total Credit : 4</b>
<b>Total Marks : 100</b>		<b>Total Exam Hrs : 3</b>

**Objective: To understand the nature and objective of Retail Marketing and to get The knowledge of Retail Marketing**

**UNIT-I**

Definition of Retail Marketing-Evolution of Retail Marketing- Features of Modern Retail Marketing- Importance of Retail Marketing-Retail Marketing mix.

**-11hrs**

**UNIT-II**

Functions of Retail Marketing Buying-Assembling-Selling-Transporting.

**-11hrs**

**UNIT-III**

Storage and Warehousing - Risk Bearing - Retail market Information-Grading and Standardization-Retail market Function.

**-11hrs**

**UNIT-IV**

Buyer Behavior-Consumer Goods and Industrial Goods-Buyer Behavior Model-Factors Influencing Buyer Behavior-Market Segmentation - Need and Basis-Targeting-Positioning.

**-13hrs**

**UNIT-V**

Retail Sales Forecasting – Methods -Analysis and Application-Products-Classifications-New Product Development Process-Product Life Cycle-Product Portfolio Analysis-Line and product mix decisions.

**-14hrs**

**TEXT BOOK**

Retail Marketing Management-David Gilbert, Perason Education.

**REFERENCE BOOK**

Global Marketing Management-Warren J.Keejan, Printice-Hall of India

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**VI Semester**  
**Part – V: GENDER STUDIES**

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

Instruction Hrs : 1  
Credit : 1  
Exam Hrs : 3

**Objectives**

- ❖ To make boys and girls aware of each others strengths and weakness.
- ❖ To develop sensitivity towards both genders in order to lead an ethically enriched life.
- ❖ To promote attitudinal change towards a gender balanced ambience and women empowerment.

**Unit – I**

**Concepts of Gender :** Sex-Gender-Biological Determinism-Patriarchy-Feminism-Gender Discrimination-Gender Division of Labour –Gender Stereotyping-Gender Sensitivity-Gender Equity-Equality-Gender Mainstreaming-Empowerment.

**Unit – II**

**Women’s Studies Vs Gender Studies :** UGC’s Guidelines-VII to XI Plans-Gender Studies: Beijing Conference and CEDAW-Exclusiveness and Inclusiveness.

**Unit – III**

**Areas of Gender Discrimination :** Family - Sex Ratio – Literacy – Health – Governance - Religion Work Vs Employment – Market – Media – Politics – Law – Domestic Violence – Sexual Harassment – State Policies and Planning.

**Unit – IV**

**Women Development and Gender Empowerment :** Initiatives – International Women’s Decade – International women’s Year – National Policy for Empowerment of Women – women Empowerment Year 2001 – Mainstreaming Global Policies.

**Unit – V**

**Women’s Movements and Safeguarding Mechanism :** In India National / State Commission for Women (NCW) – All Women Police Station- Family Court – Domestic Violence Act – Prevention of Sexual Harassment at Work Place Supreme Court Guidelines – Maternity Benefit Act – PNDT Act – Hindu Succession Act 2005 – Eve Teasing Prevention Act – Self Help Groups – 73<sup>rd</sup> and 74<sup>th</sup> Amendment for PRIS.

## REFERENCES

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- Bhasin Kamala, Exploring Masculinity: Gender Basics, New Delhi: women Unlimited, 2004
- Bhasin Kamala, What is Patriarchy?: Gender Basics, New Delhi: women Unlimited, 1993
- Pernau Margrit, Ahmad Imtiaz, Reifeld Hermut (ed.) Family and Gender : Changing Values in Germany and India, New Delhi : Sage Publications, 2003
- Agarwal Bina, Humphries Jane and Robeyns Ingrid (ed.) Capabilities, Freedom, and Equality: Amartya Sen's Work from a Gender Perspective, New Delhi : Oxford University Press, 2006
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- Misra Geetanjali, Chandiramani Radhika(ed.) Sexuality, Gender and Rights: Exploring Theory and Practice in South and Southeast Asia, New Delhi: Sage Publication,2005
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- Arya Sadhna, Women, Gender Equality and the State, New Delhi: Deep & Deep Publications, 2000
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