

A.V.C. COLLEGE (AUTONOMOUS)
DEPARTMENT OF MANAGEMENT STUDIES
SKELETON OF UG PROGRAMME 2015- 2016 ONWARDS UG - ARTS (BBA.)

Semester	Courses	Title of the paper	Hours	Credits	Total Credits
I	Language Course(LC) I	Tamil	6	3	23
	English Language Course(ELC) I	English	6	3	
	Core Course (CC) I	Management Principles ✓	5	5	
	Core Course (CC) II	Managerial Communication ✓	5	5	
	Allied Course(AC) I	Business Statistics	6	5	
	Skill Based Course I	Banking Practices ✓	2	2	
II	Language Course(LC) II	Tamil	6	3	23
	English Language Course(ELC) II	English	6	3	
	Core Course (CC) III	Financial Accounting	5	5	
	Core Course (CC) IV	Business Environment	5	5	
	Allied Course(AC) II	Business Mathematics	6	5	
	Skill Based Course II	Office Management	2	2	
III	Language Course(LC) III	Tamil	6	3	23
	English Language Course(ELC) III	English	6	3	
	Core Course (CC) V	Marketing Management ✓	6	6	
	Allied Course(AC) III	Computer Application In Business ✓	6	5	
	Elective Course I	Business Law ✓	4	4	
	Skill Based Course III	Investment Management ✓	2	2	
IV	Language Course(LC) IV	Tamil	6	3	23
	English Language Course(ELC) IV	English	6	3	
	Core Course (CC) VI	Cost Accounting	6	6	
	Allied Course(AC) IV	Managerial Economics ✓	6	5	
	Elective Course II	Organizational Behaviour ✓	4	4	
	NMEC I	Customer Relationship Management	2	2	
V	Core Course (CC) VII	Management Accounting ✓	7	5	23
	Core Course (CC) VIII	International Business ✓	6	4	
	Core Course (CC) IX	Human Resource Management ✓	6	4	
	Elective Course III	Strategic Management ✓	6	5	
	NMEC II	Industrial Relations	2	2	
	SSD -I	Soft Skills Course	2	2	
	EA I	Gender Studies	1	1	
VI	Core Course (CC) X	Production and Materials Management ✓	6	5	24
	Core Course (CC) XI	Research Methodology	6	5	
	Core Course (CC) XII	Entrepreneurial Development ✓	7	5	
	Core Course (CC) XIII	Financial Management ✓	7	5	
	ES	Environmental Studies	2	2	
	VBC	Human Values and Ethics	2	2	
	EA II	Extension Activity - II	-	1	1
		Total			140

~~2016 - 2017~~ 2017 - 2018
15BU101

A.V.C.College (Autonomous), Mannampandal – 609 305.
Choice Based Credit System (CBCS)
(For the Students Admitted in 2015- 2016 & Onwards)
B.B.A. BUSINESS ADMINISTRATION
PART III – MAJOR SYLLABUS
I SEMESTER
(EACH UNIT FOR 15 HOURS 5 X 15 = 75 HOURS)
CORE COURSE – I

OBJECTIVE: To enable the students understand the Management Principles and how to acquire skills to become an Effective manager.

MANAGEMENT PRINCIPLES

Unit-1 (15 - HOURS)

Management: Meaning and Definition – Nature and Scope of Management – Functions of Management – Management Vs Administration – Contribution of Henri Fayol , F.W.Taylor and Elton Mayo to Management.

Unit-2 (15 – HOURS)

Planning: Meaning, Nature and Importance of Planning – Steps in Planning – Methods and Types of Planning – Advantages and Limitations – Essentials of Good Plan – MBO – Decision Making – Steps in Decision Making.

Unit-3 (15 – HOURS)

Organisation: Meaning, Nature and Importance – Types – Line, Functional, Line and Staff and Committee Organisation – Organisation Structure – Organisation Chart (Basic aspects only)

Unit-4 (15 – HOURS)

Delegation: Meaning and Definition of Authority – Steps – Principles – Obstacles of Delegation – Centralization Vs De-Centralization.

Unit-5 (15 – HOURS)

Direction: Meaning – Nature and Importance – **Co-ordination:** Meaning – Principles – techniques of Effective Co-ordination – **Controlling:** Meaning – Nature – Steps in control.

Reference Books:

1. Principles of Management – Dinakar Pagare,
Sultal Chand & Sons, New Delhi.
2. Principles and Practice of Management – Dr. L.M.Prasad
Sultan Chand & Sons, New Delhi
3. Management Principles – R.K.Sharma, Shasti K.Gupta
Kalyani Publishers, Delhi.

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B.B.A. BUSINESS ADMINISTRATION
PART III – MAJOR SYLLABUS
I SEMESTER
CORE COURSE: II
MANAGERIAL COMMUNICATION
(EACH UNIT FOR 15 HOURS 5 X 15 = 75 HOURS)

OBJECTIVE: To enable the students, understand the significance of communication particularly in the fields of sales and its execution, claims and adjustments, agency business, report writing [Both business and press – Hard and soft.

UNIT I: (15 – HOURS)

Communication – Definition- Meaning , process and Significance – Objectives – Principles – Types – Media – Barriers to Communication – Commercial Terms and Abbreviations.

UNIT II: (15 – HOURS)

Correspondence – Need, Functions and Kinds of Business Letters – Layout of Business Letters – Enquiry and Reply – Offers and Quotations – Execution and Cancellation.

UNIT III: (15 – HOURS)

Order letters - Claims and Adjustments – Collection Letters – Sales Promotion Letters – Circular Letters.

UNIT IV: (15 – HOURS)

Agency Correspondence – Insurance correspondence - Bank Correspondence – Application Letters (job).

UNIT V : (15 – HOURS)

Report Writing – Importance – Types of Reports (Press Reports, Market Reports, Business Reports) – uses of Reports – Modern means of Electronic Communication - Basic aspects of Internet, E-mail, Video Conferencing, Creating Web page and FAX.

TEXT BOOK RECOMMENDED:

Effective Business English and Correspondence – M.S.RAMESH & PATTENSHETTY,

Essentials of Business Communication – RAJENDRA PAL & J.S. KORLAHALLI,

Business Communication – R.C.SHARMA, KRISHNA MOHAN,

Business Communication – URMILA RAI,

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B.B.A. BUSINESS ADMINISTRATION

PART III – MAJOR SYLLABUS

I SEMESTER

SKILLED BASED COURSE –I

(Each Unit for 6 Hours - 2 X 15 = 30 Hours)

BANKING PRACTICES

UNIT I: (6 HOURS)

Bank: Definition -Types, Functions, Types of accounts -Banker and Customer
– Relationship – Special Features – Types of customers – Opening and Closing of
Accounts – Pass Book.

UNIT II: (6 HOURS)

Cheques – Crossing –Types of crossing, Payment and Collection of Cheques.
Endorsements and its types.

UNIT III: (6 HOURS)

Loans and advances against different types of Securities – Pledge – Mortgage –
Hypothecation and Assignment.

UNIT IV: (6 HOURS)

Commercial Banks – Types – Functions of commercial Bank-- **R.B.I:** –
Objectives and functions and its Control over the Banking system – Indian Money
Market.

UNIT V: (6 HOURS)

Recent Development in Indian banking System :- Virtual Banking – ATMs –
Types of Cards – Electronic Fund Transfer– Remote Banking – Internet Banking, Phone
Banking.

REFERENCE BOOK:

- 1.Banking Theory Law And Practice – Sundaram & Varshney
- 2.Banking Law And Practice in India –M.L.Tandon
- 3.Banking – M. Radhaswami & S.V.Vasudeva

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B.B.A. BUSINESS ADMINISTRATION
PART III – MAJOR SYLLABUS
II - SEMESTER
CORE COURSE -III
FINANCIAL ACCOUNTING
(EACH UNIT FOR 15 HOURS 5 X 15 = 75 HOURS)

15 B 0 203

OBJECTIVE: To enable the students to understand Accounting Principles and gain knowledge in the preparation of Final Accounts of Sole Trader and Non – Trading organisation.

UNIT I : (15 – HOURS)

Accounting- Definition – Meaning – Accounting Principles – Nature of Accounting Concepts and conventions – Double Entry Vs single entry – Journal – Ledger – Trial Balance.

UNIT II : (15 – HOURS)

Subsidiary Books – Purchases Book, Sales Book, Purchases Returns Book, Sales Returns Book, Bills receivable, Bills payable book and Cash Book:- Simple Cash Book and Petty Cash Book, Errors –Types - Rectification of error.

UNIT III : (15 – HOURS)

Methods of Depreciation: - Straight Line Method, Written Down Value Method and Annuity Method - Final Accounts of Sole Trader with simple adjustments.

UNIT IV: (15 – HOURS)

Capital and Revenue – Accounts of Non-trading organizations - Income and Expenditure Account – Receipts and Payments Account.

UNIT V: (15 – HOURS)

Consignment and Joint venture

(Marks – Theory 40% and Problems 60%)

TEXT BOOK RECOMMENDED: 1. Advanced Accountancy – M.C.SHUKLA, T.S.GREWAL & S.C.GUPTA,

BOOKS FOR REFERENCE: 1. Advanced Accountancy – S.P.JAIN & K.L.NARANG
2. Advanced Accountancy – R.L.GUPTA & RADHASAMY.
3. Principles of Accountancy – VINAYAKAM, MANI & NAGARAJAN.

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B.B.A. BUSINESS ADMINISTRATION
PART III – MAJOR SYLLABUS
II SEMESTER
CORE COURSE – IV
BUSINESS ENVIRONMENT
(EACH UNIT FOR 15 HOURS 5 X 15 = 75 HOURS)

Unit – I (15 – HOURS)

Business Environment: Introduction, Concept, Significance and Nature of Business Environment – Elements of Environment – Internal and External Environment – Changing dimensions of Business Environment – Techniques of Environmental Analysis.

Unit – II (15 – HOURS)

Economic Environment of Business: Significance and Elements of Economic Environment – Economic Systems and Business Environment.

Unit – III (15 – HOURS)

Political and Legal Environment of Business: Critical Elements of Political environment – Changing dimensions of Legal Environment in India.

Unit – IV (15 – HOURS)

Technological Environment of Business: Technological Environment in India – Policy on Research and Development – Technology Transfer – Impact of Technology on Modern business

Unit – V (15 – HOURS)

Social and Cultural Environment: Concept and Nature of Culture – Elements of Culture – Cultural Heritage – Cultural Adaptation – Cultural Transmission – Cultural Traits – Impact of Foreign Culture on Business – Social Responsibilities of Business.

Reference Books:

1. Business Environment – K.Aswathappa.
2. Business Environment – Francis Cheronilam.
3. Business Environment – S.Sankaran,

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B.B.A. BUSINESS ADMINISTRATION

PART III - MAJOR SYLLABUS

II SEMESTER

SKILL BASED COURSE- II

(Each Unit for 6 Hours - 2 X 15 = 30 HOURS)

OFFICE MANAGEMENT

I - I (6 HOURS)

OFFICE MANAGEMENT: Meaning-Importance - Functions of Office Management - Accommodation - Location of an office - Office lay out - Recent Development in Office Management.

I - II (6 HOURS)

OFFICE ENVIRONMENT: Importance of good environment office lighting, ventilation and temperature, interior decoration, office furniture, noise and cleanliness, office safety and security, secrecy.

I - III (6 HOURS)

OFFICE CORRESPONDENCE AND MAIL: Office correspondence- centralized correspondence-departmental correspondence, Mail service: Meaning - centralization of Mail service.

I - IV (6 HOURS)

OFFICE EQUIPMENT: Computers and other Advanced Machines - Computer in communication - Local Area Net work (LAN) - Wide Area Net work (WAN)

I - V (6 HOURS)

MANAGEMENT OF OFFICE RECORDS AND REPORTS: Meaning and significance of records management-filing objectives and methods - Office Reports: Types of reports-presentation and style of reports.

REFERENCE BOOKS

OFFICE MANAGEMENT

- PRASANTA K. GHOSH

OFFICE ORGANISATION AND MANAGEMENT

- DR. C. B. GUPTA

OFFICE MANAGEMENT

- Dr. T. S. DEVANARAYANAN

N. S. RAGHUNATHAN

COMMERCIAL CORRESPONDENCE AND OFFICE MANAGEMENT

- R. S. N. PILLAI & BAGAVATHI

Department of Management Studies
BOS 4.4.2019 II Year Syllabus
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PART III – MAJOR SYLLABUS
III- SEMESTER
CORE COURSE -V
(EACH UNIT FOR 15 HOURS – 5 X 15 = 75 HOURS)

MARKETING MANAGEMENT

SUB.CODE:

OBJECTIVE: To educate the students various concepts of Marketing and also to develop their interest in Marketing.

UNIT I:

Marketing Management – Definition – Meaning of Market, Classification - Modern Marketing Concepts - Marketing Approaches - Marketing Functions – Market Mix.

UNIT II:

Market Environment – Market Segmentation – Marketing Strategy & Planning: Define Planning – Features – Benefits – Characteristics - Process - Activities.

UNIT III:

Product Planning – Product Mix - Product Life Cycle – Price - Objectives – Factors – Influencing Pricing - Methods of Pricing – kinds of Pricing.

UNIT IV:

Promotion – Promotion Mix - Physical and Channels distribution : Definition – Selection - Process of Personal Selling – Publicity - Sales Promotion Features – Importance - Types of Channels of distribution - Intensity of distribution.

UNIT V:

Advertising: Definition – Features – Objectives - Functions - Classification of Advertising - Advertising copies – Advertising media – Kinds of Media.

TEXT BOOK RECOMMENDED:

1.Principles and Practices of Marketing – MAMORIA & JOSHI.

BOOKS FOR REFERENCE:

1. Marketing Management – RAJAN NAIR.
2. Marketing Management – PHILIP KOTLER.
3. Modern Marketing – PILLAI & BHAGAVATHI.
4. Marketing Management – SHERLEKAR.

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PART III – MAJOR SYLLABUS
III SEMESTER
ALLIED COURSE – III
(EACH UNIT FOR 18 HOURS 6X15 = 90 HOURS)

15ACAB303

COMPUTER APPLICATION IN BUSINESS SUB CODE:

OBJECTIVE: To familiarize the students with computer applications in Business with MS office, Tally including Practical Exposure with Ecommerce.

UNIT –I

Basics of Computer:

Meaning of computer – Characteristics – Areas of application – Component of computer – Memory and control unit – Input and output device – Hardware and software Operation Systems

UNIT –II

MS Office:

Introduction of MS office – Application of MS office –MS Word – PowerPoint –MS Excel – Application of Financial and Statistical function - Creating Editing & deleting of Documents

UNIT –III

Tally:

Introduction of Tally – Features – Computerized accounting Vs manual accounts. – Configuration of Tally

UNIT – IV

E – Commerce:

Definition – Meaning – Application - Types of E- Commerce. Internet – Component – Categories of Internet – Internet & Intranet– Future of E – Commerce

UNIT –V

E –Marketing & E – Payment:

Introduction – Online shopping – Advantages of online marketing – mobile marketing – E-payment – Meaning – Types of payment system.

TEXT BOOK:

1. computer Fundamentals , M.S.Office and Internet & Web Technology – Dinesh Maidasani

Reference:

1. Microsoft office for window 95 Bible Author Ed. Jones and Derek Sultan publications Comdex Computer publication
2. Computerized Accounting under Tally publication, Eva publication
3. Management Information Systems – S.Senapathy.
4. E – Commerce – S.Jaiswal Galgotica publication
5. E – Commerce in online service – P.T. Joseph, Prentie - Hall of India, Kalatata

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B.B.A. BUSINESS ADMINISTRATION
PART III – MAJOR SYLLABUS
III SEMESTER
ELECTIVE COURSE –I
(EACH UNIT FOR 12 HOURS - 4 X 15 = 60 HOURS)

15BVE301

BUSINESS LAW

Subject Code: ~~15~~

UNIT- I (12 HOURS)

Law of Contract: Meaning and Definition of Contract – Essential elements of valid contract –
Classifications – Offer and Acceptance – Considerations and its Exceptions – Agreement vs Contract.

UNIT- II (12 HOURS)

Discharge of Contract: Meaning – Modes of discharge of a contract – Remedies for Breach of contract –
Quasi Contract.

UNIT – III (12 HOURS)

Indemnity and Guarantee: Indemnity: Definition – Rights of Indemnity holder- Indemnifier's liability –
Contract of Guarantee: Meaning – Essentials – Indemnity Vs Guarantee – Kinds of Guarantee – Surety's
liability – Rights of Surety – Discharge of Surety.

UNIT – IV (12 HOURS)

Bailment & Pledge: Bailment – Essentials – Kinds – Duties of Bailor – Bailee – Rights of Bailor & Bailee –
Pledge – Essentials – Duties & Rights of Pawnor & Pawnee.

UNIT – V (12 HOURS)

Agency & Sale of Goods Act: Agency – Definition, Kinds of agents, creation of agency – Sale of Goods
Act: Meaning – Essentials – Sale and Agreement to sell- Goods – Conditions and Warranties- Caveat
Emptor – Rights and Duties of Unpaid seller, sale of Non Owners.

TEXT BOOK:

1. Business Law – R.S.N.Pillai & V Bagavathi, Sultan Chand & Sons – New Delhi

Reference Books:

- 1) Business Law - N.D. Kapoor, Sultan Chand & Sons – New Delhi
- 2) Mercantile Law - M.C. Kuchal Vikas Publishing House Pvt. Ltd., New Delhi
- 3) Mercantile Law - M.C. Shukla S. Chand & Co. Ltd., New Delhi.
- 4) Business law - Dr.Mr. Sreenivasan Margham Publications – Chennai.

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B.B.A. BUSINESS ADMINISTRATION

PART III – MAJOR SYLLABUS

III SEMESTER

SKILLED BASED COURSE –III

(EACH UNIT FOR 6 HOURS – 2 X 15 = 30 HOURS)

INVESTMENT MANAGEMENT

SUBCODE: 15 BBA 302

UNIT – I (6 HOURS)

Definition and Meaning of Investment – Scope – Objectives – Characteristics of investment – Principles of investment – Types of investors – Investment Vs. Speculations.

UNIT – II (6 HOURS)

Corporate securities – shares – shares and stocks – Types of shares – Types of equity shares in the market – Bonus shares – debentures – Guidelines – Bonds.

UNIT – III (6 HOURS)

Securities and Exchange Board of India – Origin and development – Objectives – Functions of SEBI

UNIT – IV (6 HOURS)

Security analysis – Fundamental analysis – Approaches to Fundamental analysis – Economic forecasting – Meaning – techniques.

UNIT – V (6 HOURS)

Technical analysis – assumptions - Technical analysis Vs Fundamental analysis - Tools of Technical analysis.

TEXT BOOKS:

1. Investment Management – V.K.Bhalla 9TH Edition

REFERENCE BOOKS:

1. Investment Management – V. k. Bhalla

2. Investment Management – Dr.S.Krishnamurthy and Dr.S.Maria John
Palani Paramount Publications.

3. Security Analysis and Portfolio Management – S. Kevin

4. Investment Management – Dr. L. Natarajan

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B.B.A. BUSINESS ADMINISTRATION
PART III – MAJOR SYLLABUS
IV-SEMESTER
CORE COURSE -VI
(EACH UNIT FOR 18 HOURS – 6 X 15 = 90 HOURS)
COST ACCOUNTING **Subject Code:**

Objectives: To Enable the Students to understand the principles and procedure of cost accounting and to apply them to different practical situations.

UNIT I:

Cost Accounting: Meaning, Scope and Objectives of Cost Accounting – Advantages and Limitations of Cost Accounting – Elements of Cost – Methods of Costing – Preparation of Cost Sheet and Tender/Quotation.

UNIT II:

Material and Labour: Material Control – ABC Analysis – Levels of Stock – EOQ – Pricing of Materials: LIFO - FIFO –
Labour: Time Keeping – Idle Time – Simple and Weighted Average – Labour turnover causes, Effect and Measurement.

Method of Remuneration: Time Rate – Piece Rate – Taylor’s Differential Piece Rate System – Halsey and Rowan Plan (Practical Problems)

UNIT III:

Overhead : Meaning and Definition of Overhead - Classification of Overheads - Allocation – Apportionment – Absorption of Overhead – Departmentalization of Overhead – Machine Hour Rate – Practical Problems.

UNIT IV:

Contract Costing: Meaning and Features of Contract Costing – Profit on incomplete contract – Cost plus contract – Escalation clause – Retention Money – Practical Problems.

UNIT V:

Operating Costing – Process Costing: Meaning and Feature of Process Costing – Advantages and limitation of Process Costing – Normal Loss – Abnormal Loss – Abnormal Gain – Practical Problems (Excluding Equivalent production and Inter process Profit)
(Theory 40% and Problem 60%)

TEXT BOOK RECOMMENDED:

1. Cost Accounting Principles and Practice – S.P. JAIN AND K.L. NARANG

BOOKS FOR REFERENCE:

1. Cost Accounting – S.P.IYENGAR
2. Cost Accounting – R.S.N. PILLAI AND V. BAGHAVAGHI
3. Cost Accounting – S.N. MAHESHWARI
4. Principles and Practice of Cost Accounting – N.K. PRASAD
5. Cost Accounting – BHABOTOSH BANERJEE

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B.B.A. BUSINESS ADMINISTRATION
PART III – MAJOR SYLLABUS
IV- SEMESTER
ALLIED COURSE -IV
(EACH UNIT FOR 18 HOURS - 6 X 15 = 90 HOURS)

MANAGERIAL ECONOMICS

SUBCODE:

OBJECTIVE: To enable the students understand the various concepts of Economics and their Application in Business decisions

UNIT I (18 HOURS)

Managerial Economics – Meaning, Definition – Scope – Role of Managerial Economics in Business Decision making-Analysis of demand- Law of diminishing marginal utility- Concept of consumer's surplus- Elasticity of demand.

UNIT II (18 HOURS)

Concept of Cost: Cost curves- Fixed variable, average and marginal- 'U' shaped average cost curve in the short run and long run-revenue curves average and marginal-shape of revenue curves under perfect and imperfect competition.

UNIT III (18 HOURS)

Break-even point: Meaning and definition, Assumption- break-even point-managerial uses of break even analysis.

UNIT IV (18 HOURS)

Product pricing: Meaning- Theories-Perfect competition features-price and output determination- Monopoly: Features – price and output determination – Discriminating Monopoly – dumping – monopolistic competition: Features – price and output determination.

UNIT – V_(18 HOURS)

Profit Management: Nature and Measurement of Profit – Policies – Profit Planning and Forecasting.

TEXT BOOK RECOMMENDED:

1. Managerial Economics – R.L.VARSHNEY & K.L.MAHESHWARI

BOOKS FOR REFERENCE:

1. Managerial Economics Analysis, Problems & Cases – P.L.MEHTA.
2. Principles of Economics – V.LOKANATHAN.
3. Economic Analysis – K.P.M. SUNDHARAM & E.N. SUNDHARAM.
4. Managerial Economics – CAUVERY, SUDHANAYAK, GIRIJA, Meenakshi
5. Managerial Economics - S.Sankaran

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B.B.A. BUSINESS ADMINISTRATION
PART III – MAJOR SYLLABUS
IV- SEMESTER
ELECTIVE COURSE -II
(EACH UNIT FOR 12 HOURS - 4 X 15 = 60 HOURS)

ORGANISATIONAL BEHAVIOUR

Subject Code:

OBJECTIVE: To familiarize the concept of organizational behaviour, fundamentals, tools, techniques and its significance in the liberalized business environment

UNIT I: (12 HOURS)

Organisational Behaviour – Concept – Nature - Organisational Behaviour Models and other similar fields of study – Disciplines contributing to Organisational Behaviour.

UNIT II: (12 HOURS)

Individual Behaviour – Perception – Meaning – Factors influencing – Personality – Meaning – Factors influencing – Group Dynamics – Formal and Informal Groups, Group Norms, Group Cohesiveness, Group Behaviour and Group Decision – making.

UNIT III: (12 HOURS)

Leadership – Concept – Qualities of effective Leadership – Leadership Styles– Quality of Work life – Concept of QWL – QWL in the Indian context – Determinants of QWL.

UNIT IV: (12 HOURS)

Definition of Authority and power – Characteristics – Types of Authority and power – Morale – Concept – importance - Morale and Productivity – Measurement of Morale – Steps to improve Morale in an organization.

UNIT V: (12 HOURS)

Motivation – Concept – Nature – significance - Theories of Motivation – Maslow's need hierarchy theory – Mc Gregor's theory X and Theory Y – Herzberg Two Factor Theory.

TEXT BOOK RECOMMENDED:

1.Organisational Behaviour – s.s.khanka s.chand

BOOKS FOR REFERENCE:

1. Organisation Theory and Behaviour – V.S.P. RAO & D.S. Narayana
2. Organisational Behaviour – L.M. PRASAD
3. Organisational Behaviour – Dr. P.C. SEKAR
4. Organisational Behaviour – FRED LUTHENS.

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B.B.A. BUSINESS ADMINISTRATION
IV SEMESTER
(EACH UNIT FOR 6 HOURS - 2 X 15 = 30 HOURS)
(EDC) NMEC: II - B.COM STUDENTS (EVENING)

CUSTOMER RELATIONSHIP MANAGEMENT *

SUB.CODE: 15NMBA 401

Hours: 2 / week ✓

credit: 2 ✓

UNIT I:

Introduction of CRM: Meaning and Definition – Objectives & Significance of CRM – Types of CRM - Role of CRM Manager.

UNIT II :

CRM Structure: CRM Elements and Process – Models of CRM – Building blocks of CRM.

UNIT III:

CRM Planning and Implementation: Steps in CRM Planning and Implementation Process – Implementation of Successful CRM – Challenges in Implementation.

UNIT IV:

CRM Strategies: Strategic Framework for effective CRM – CRM Strategies in Marketing – Importance - Transactional Vs Relationship Marketing – CRM Strategies for Customer acquisition and Retention.

UNIT V:

CRM Database and E- CRM : Customer Informational Database – Data Warehousing and Data Mining – Process – e-CRM –Meaning – Evolution – Need – Different Levels of e-CRM – e-CRM Tools - Difference between CRM and e-CRM.

TEXT BOOK:

1. Customer Relationship Management – Dr.K. Govinda Bhat – Himalaya Publishing House.1st Edition reprint 2011(2010).

REFERENCE BOOKS:

1. Essence of Customer Relationship Management: K. Balasubramanian, S. Usha priya, K. Hema LearnTech Press 2007
2. Alok Kumar et al, Customer Relationship Management: Concepts and applications, Biztantra, 2008.
3. H.Peeru Mohamed and A. Sahadevan, Customer Relationship Management, Vikas Publishing 2005.
4. G. Shainesh, Jagdish, N. Sheth, Customer Relationships Management Strategic Perspective, Macmillan 2005
5. Customer Relationship Management – Dr. S. Sheela Rani – Margham Publications.1st Edition reprint 2010(2008).

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V-SEMESTER - B.B.A. BUSINESS ADMINISTRATION
PART III – MAJOR SYLLABUS
CORE COURSE -VII

(7 Hrs per week)

(Credit: 5)

MANAGEMENT ACCOUNTING

OBJECTIVE: To enable the students to know the nature and scope of management accounting and gain knowledge in the preparation of financial statement analysis, marginal costing, budget, working capital requirements and standard costing.

UNIT I

Management Accounting – Definition – Nature – Scope – Objectives – Merits and Limitations – Financial Statement Analysis – Comparative Statements – Common Size Statements – Trend Percentages – Ratio Analysis.

UNIT II

Fund Flow Statement – Uses of Fund Flow Statement – Construction of Fund Flow Statement- Cash Flow Statement – Distinction of Cash from Funds
Construction of Cash Flow Statement.

UNIT III (21 HOURS)

Marginal Costing – Objectives and Limitations - Distinction between Absorption Costing and Marginal Costing – Cost Volume Profit (CVP) Analysis - Break Even Analysis- Margin of Safety.

UNIT IV

Budget and Budgetary Control – Characteristics and Limitations – Preparation of Sales, Production, Production Cost, Raw material Cost, Cash, Master Budgets and Flexible Budgets.

UNIT V

Working Capital – Types – Factors Determining Working Capital - Estimate of Working Capital Requirements – Standard Costing – Material and Labour Variance only. (Marks: Theory 40% and Problems 60%)

TEXT BOOK:

1. Management Accounting – Dr.R.Ramachandran and Dr.R.Srinivasan, Sriram Publications.

REFERENCE BOOKS:

1. Management Accounting – S.N. Maheswari, Sultan Chand and Sons.
2. Management Accounting -R.S.N. Pillai & Bhagavathi, Sultan Chand and Sons.
3. Management Accounting – Principles and Practice – R.K. Sharma & Jhoshi K. Gupta.
4. Principles of Management Accounting – Manmohan & S.N. Goyal.
5. Management Accounting – Tools and Techniques – N.Vinayakam, I.B. Sinha, Himalaya Publication house

A.V.C.College (Autonomous), Mannampandal – 609 305.
Choice Based Credit System (CBCS)
(For the Students Admitted in 2015– 2016 & Onwards)
Semester V - B.B.A. BUSINESS ADMINISTRATION
PART III – MAJOR SYLLABUS
CORE COURSE – VIII

15 BU 508

(6 Hrs per week)

(Credit: 5)

INTERNATIONAL BUSINESS

Objective: To expose the students to Global liberalization and WTO Agreements.

UNIT -1

International Business: Introduction – Need for International Business- Domestic Vs International Business- Features of International Business – Challenges & Opportunities in International Business-Arguments for and against International Business.

UNIT -2

Internationalization: – Mode of Entering International Business - Characteristics of Transnational Company- Foreign Direct Investment (FDI) – Meaning, Reasons for FDI, Effects of FDI.

UNIT - 3 Export Management: – Meaning – Export Procedure, Documents used in Export –Institutional support to Export Business.

UNIT- 4

Import Documentation and Procedure: Types of Import licences – Letter of credit- Factors to be appraised by the bank in opening a letter of credit - Documents to be verified by the bank (Scrutinizing of Documents.)

UNIT- 5

Globalisation and Multinational Corporations (MNCs): Globalisation Merits & demerits – MNC - Meaning – ~~Causes for the dominance of MNCs~~ - Role of MNCs in developing Economies – ~~Benefits of MNCs to home and host countries.~~

MNC in India IATF WTO

TEXT BOOK:

1. Francis Cherunilam: 'International Business' (EEE), PHI – New Delhi

REFERENCE BOOKS:

1. International Trade & Export Management.- Francis. Cherunilam.
2. Foreign Exchange Practice, Concepts And Control- C.Jeevanantham.
3. Quality Control & Preshipment Inspection For Exports. S. Ramakrishnan &Others.
4. International Marketing Management. -R.L.Varshney &Battacharya.
- 5 International Business Management -Vijay Basotia.

overviews

5.7.

15BU 509

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Choice Based Credit System (CBCS)
(For the Students Admitted in 2015– 2016 & Onwards)
Semester V - B.B.A. BUSINESS ADMINISTRATION
PART III – MAJOR SYLLABUS
CORE COURSE – IX

(6 Hrs per week)

(Credit: 4)

HUMAN RESOURCE MANAGEMENT

OBJECTIVE: To develop an understanding of the management of human Resources with reference to various aspects of personnel management.

UNIT I

Meaning and Definition of HRM – Characteristics - Scope - Objectives – Functions of HRM – Personnel Management Vs HRM – Role of HR Manager – Job Analysis, Job Description, Job Specification, Job Evaluation..

UNIT II

HR Planning – Meaning Definition – Objectives & Factors affecting HR Planning Steps in HR Planning – Recruitment – Meaning, Definition & Sources of Recruitment – Selection – Process - Interviews and Tests – Placement - Induction.

UNIT III

Training- Need for Training – Methods of training – Executive development Programme – Career planning & Development - Meaning-importance – Steps in career planning – Stages in career development.

UNIT IV

Wage & Salary Administration (WASA) – Meaning – Objectives & Factors affecting Wage determination - Different methods of wage payments – Incentive & Fringe benefits.

UNIT V

Performance Appraisal – Need & Objectives – Methods – ~~Objectives~~ & Characteristics – Steps - Promotion-criteria and types – Transfer - Types, Reasons for transfer - Grievances and Grievance Handling.

TEXTBOOK:

1. Human Resource Management- S.S. Khanka – S.Chand & Company Ltd .
2. Essentials of Human Resource Management- K.Sundar & J .Srinivasan, Vijay Nicole, Chennai.

REFERENCE BOOKS:

1. Human Resource Management– C.B. MAMORIA, Himalaya Publishing House.
2. Human Resource Management – L.M.Prasad S. Chand & Sons Publication.
3. Human Resource Management- C.B. Gupta S.Chand & Sons Company Ltd.
4. Personnel and Human Resource Management – P.Subba Rao, Himalaya Publishing House.

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B.B.A. BUSINESS ADMINISTRATION
PART III – MAJOR SYLLABUS
V SEMESTER
ELECTIVE COURSE – III

15 BVE 503

(6 Hrs per week)

(Credit: 4)

STRATEGIC MANAGEMENT

Objective: To make the students understand the different concepts of Strategic Management.

UNIT I

Strategic Management: – Definition- features of strategy- difference between strategy and tactics- Levels of strategy- Need for strategic management.

UNIT II

Strategic Decision Making: Characteristics-approaches- Classification- Process of strategic decision making - Steps involved in effective decision making SWOT Analysis.

UNIT III

Strategy Formulation: – Business Strategy – Corporate Strategy Divertional Strategy – Portfolio Analysis – Strategic Choice – Development of Policies – Strategy Alliances.

UNIT IV

Strategy Implementation: – Steps in strategy implementation-Approaches to strategy implementation- Mckinsey's 7-s model- Issues in strategy implementation- SBU.

UNIT V

Strategic Control and Evaluation: Types of strategy control - process of Strategic Control and Evaluation – Essential features of an effective Evaluation and Control system – contingency planning.

Text Book:

1 Business Policy and Strategic Management (Text & Cases) – Francis Cherunilam
Himalaya Publishing House -Delhi

REFERENCE BOOKS:

1. V.S. Ramaswamy and Nanakumari – Strategic Planning and Corporate Success
2. John H. Barnett and William – Strategic Management
3. Gregory Goers and Alex Miller – Strategic Management
4. David Hunger and Thomas L. Wheelor– Strategic Management
5. Francis Cherunilam – Business Policy, Himalaya Publishing House, 2002
6. Arthur A. Thompson & AJ Stick Land I – “Strategic Management” Tata McGRAW Hill 2002 New Delhi
7. Maisana Mazzucate – “Strategies for Business” Sage Publication, New Delhi 2002
8. Azkar Kashmi – Strategic Management Tata – McGraw Hill 2002.

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Choice Based Credit System (CBCS)

(For the Students Admitted in 2015– 2016 & Onwards)

B.B.A. BUSINESS ADMINISTRATION

V SEMESTER

(EDC) NMEC: B.COM STUDENTS (EVENING)

(2 Hrs per week)

(Credit: 2)

INDUSTRIAL RELATIONS

Objective: To make the student to have basic knowledge about industry and its relationship.

Unit-I:

Industrial Relations: Meaning-Approaches to Industrial Relations – Nature of Industrial Relations – Significance – Conditions for Good Industrial Relations – Causes of Poor Industrial Relations – Suggestions to improve Industrial Relations.

Unit-II:

Trade Union: Nature and Scope of Trade Union Movement -Need for Trade Unions – Objectives of Trade Union – Functions of Trade Unions – Trade Union Structure – Obstacles in the Growth of Strong Trade Unionism.

Unit -III

Worker’s Participation in Management - Meaning-Objectives-Levels of participation-Suggestion for making WPM Effective – Forms to Participation-Workers Participation in India.

Unit-IV

Collective Bargaining: Meaning – Structure of Collective Bargaining – Benefits of Collective Bargaining – Conditions Essential for Successful Collective Bargaining

Unit -V

Industrial Disputes: Meaning – Forms of Disputes – Causes of Disputes – Methods for the Prevention and Settlement of Industrial Disputes – Authority for the Settlement of Disputes.

Text Book:

1. Dynamics of Industrial Relations- C.B.Memoria ,Dr.Satish Memoria & S.V.Gankar, Himalaya Publishing , Delhi.

REFERENCE BOOKS:

1. Industrial Relations: Arun Monappa
2. Personnel Management & Industrial Relations N.G. Nair and Mrs. Latha Nair.
3. Management of Industrial Relations P.C. Tripathi.
4. Personnel and Human Resource Management – P.Subba Rao. Himalaya Publishing House.



Candidates admitted in the Academic year 2011-2012 onwards

**FOR ALL UG COURSES
Soft Skills Development**

Learning Objective

Today's world is all about relationship, communication and presenting oneself, one's ideas and the company in the most positive and impactful way. This paper intends to enable students to achieve excellence in both personal and professional life.

Unit I

Know Thyself/ Understanding Self

Introduction to Soft skills-Self discovery-Developing positive attitude-Improving perceptions-Forming values

Unit II

Interpersonal Skills/ Understanding Others

Developing interpersonal relationship-Team building-group dynamics-Net working-Improved work relationship

Unit III

Communication Skills / Communication with others

Art of listening-Art of reading-Art of speaking-Art of writing-Art of writing e-mails-e mail etiquette

Unit IV

Corporate Skills / Working with Others

Developing body language-Practising etiquette and mannerism-Time management-Stress management

Unit V

Selling Self / Job Hunting

Writing resume/cv-interview skills-Group discussion- Mock Interview-Mock GD -- Goal setting - Career planning

Text Book

A book on development of Soft Skills Dr. K. Meena & Dr.V.Ayothi.
Soft Skills. Dr.K.Alex S.Chand & Company Ltd, Ram Nagar, New Delhi- 110 055

Reference Books

- (i) Developing the leader within you John c Maxwell
- (ii) Good to Great by Jim Collins
- (iii) The seven habits of highly effective people Stephen Covey
- (iv) Emotional Intelligence Daniel Goleman
- (v) You can win Shive Khera
- (vi) Principle centred leadership Stephen Covey

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by

Verified by
K. S. Sanyal

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(For the Students Admitted in 2012 – 2013 & Onwards]
B.B.A. BUSINESS ADMINISTRATION
PART III – MAJOR SYLLABUS
V SEMESTER
EXTENSION ACTIVITY– I GENDER STUDIES **SUB CODE:**

CONTENTS

Unit – I

(3-10)
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

(10-16)
Women's Studies Vs Gender Studies: UGC Guidelines – VII To XI Plans- Gender Studies – Beijing Conference And CEDAW – Exclusiveness And Inclusiveness.

Unit – III

(16-29)
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

(29-42)
Women Development And Gender Development: Initiatives – International Women's Decade – International Women's Year – National Policy For Empowerment Of Women – Women Empowerment Year 2001- Mainstreaming Global Policies.

Unit - V

(43-57)
Women's Movements And Safeguarding Mechanism – In India National/State Commission For Women (NCW) – All Women's 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 – 73rd And 74th Amendment For PRIS

(6 Hrs per week)

(Credit: 5)

PRODUCTION AND MATERIALS MANAGEMENT

OBJECTIVE: To help the students understand the nature and importance of production management and to acquaint them with the major aspects of production management.

UNIT I

Production Management – Meaning – Definition - Scope and Significance – Functions. Production System: Meaning – Functions and Types – Factors influencing Plant Location – Plant Layout – Types.

UNIT II

Work Study: Meaning - Definition – Objectives – Importance – Steps. Time & Motion Study: Meaning & Definition – Objectives of motion study – Procedure for motion study. Work Measurement: Definition – Objectives – Procedure. 12. B

UNIT III

Production Planning and Control – Meaning – Definition – Objectives and Importance – Elements of Production Planning – Routing and Scheduling: Meaning – Objectives and Procedures.

Unit IV

Quality Control and Inspection – Meaning – Objectives and Significance – SQC – AGMARK, ISI and ISO – Certification Marks - Make or Buy decisions. 12. C

UNIT V

Material Management – Meaning – Objectives and Significance –level of stock-inventory control-perpetual inventory-inventory analysis. (Marks: 100% Theory)

TEXT BOOK :

1. Production and Operations Management – K.ASWATHAPPA.

REFERENCE BOOKS:

1. Production and Material Management – P. Saravanel – Margham Publications.
2. Production and Material Management - Mart and T. Telsang –S.Chand Publications
3. Production and Operations Management – B.S. GOYEL
4. Material Management – M.M. VARMA.

(6 Hrs per week)

(Credit: 5)

RESEARCH METHODOLOGY

Objectives: To make the students to understand the process of research.

Unit-I

Introduction of Research: Meaning - Definition - Objectives - Criteria for good Research - Types of Research - Difference between Pure Research and Applied Research - Qualities of the Researcher.

Unit-II

Research Problem and Research Design: Meaning - Sources of Research problem - Selection of Research problem - Research Design: Meaning - contents or Stages of Research design- features of good Research design - Types and factors affecting research design.

Unit-III

Hypothesis and Sampling Design: Meaning - Definition - Characteristics- Sources of Hypothesis- Types - Sampling: Meaning - Definition- Nature- Methods of sampling - Sample size - Factors affecting sample size.

Unit-IV

Data Collection Techniques: Primary and Secondary Data- Meaning - Sources- Methods of data Collection - Observation - questionnaire - Interview Schedule- features of a good questionnaire- Types of questions.

Unit- V

Report writing: Meaning - Definition - Characteristics of research report- Types of Report- Steps in Preparation research report- contents or Layout of Research report.

Text Book:

1. Research Methodology - P.Ravilochanan, Margham Publications, Chennai

Reference Books:

1. Research Methodology - C.R.Kothari, Willey and Eastern Publication Delhi
2. Research Methodology - P.Saravanel, Kitab Mahal, Alahabad
3. Methodology of Research in Social Sciences- O.R.Krishnnasami & M.Ranganatham, Himalaya Publication.
4. Research Methodology - R.Cauvery, U.K. Sudha Nayak, M.Girija & R.Meenachi, Sulthan Chand & Company Delhi.
5. Research Methodology - Peer Mohamed

(7 Hrs per week)

(Credit: 5)

ENTREPRENEURIAL DEVELOPMENT

Objectives: To help students

- understand the concepts of entrepreneurship development
- acquire requisite knowledge and skills for becoming successful entrepreneurs and
- formulate and develop business projects.

UNIT - I

Entrepreneurship - Evolution of entrepreneurship - Traits of an Entrepreneur - Functions- Types of Entrepreneurs - Role of Entrepreneurship in Economic Development - Distinction between Entrepreneur, Intrapreneur and Entrepreneurship

UNIT - II

Entrepreneurial Environment - Factors affecting Entrepreneurial Growth - Entrepreneurial Motivation - Need for Achievement Motivation - Barriers to Entrepreneurship Development. KB

UNIT - III

Entrepreneurship Development Programme (EDP) - Need for EDP - Objectives, Phases of EDP - Course Content and Curriculum of EDP - Problems of women entrepreneurs - EDP Institutions in India, their functions and financial support for entrepreneurs - DIC, TIIIC, SISI, SIPCOT and SIDBI.

UNIT - IV

Project Management - Concept of Project and Classification - Sources of a Business Idea - Project Identification - Project Formulation - Project Appraisal Methods - Preparation of Project Reports..

UNIT - V

Incentives and Subsidies - Incentives to Small Scale Industries - Problems of Small Scale Industries - Merits and Demerits of Family Business - Benefits to Industrial Units located in Backward Areas - Industrial Estates.

Text Book:

1. Entrepreneurial Development- S.S.Khanka, S.Chand Publication Delhi.

REFERENCE BOOKS:

1. Entrepreneurial Development - Jayshree Suresh.
2. Principle, Policies and Programmes - Pushpam College, Poondi.
3. Entrepreneurial Development - Principles, Policies and Programmes - Saravanavel.P
4. Entrepreneurship - New Venture Creation - M.P. Srinivasan and Gupta.
5. A Practical guide to Industrial Entrepreneur - S.B. Srivastava
6. Dynamics of Entrepreneurial Development - Vasant Desai.

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B.B.A. BUSINESS ADMINISTRATION
PART III – MAJOR SYLLABUS
VI -SEMESTER
CORE COURSE – XIII

15BU 613

(7 Hrs per week)

(Credit: 5)

FINANCIAL MANAGEMENT

OBJECTIVE: To familiarize the students with various concepts and principle of financial management and also to develop them the necessary skills and techniques to take decisions on various financial matters.

UNIT -I

Financial Management: Meaning and Scope – Goals: Profit Maximization and Wealth Maximization – Methods and tools of financial management-Functions of Financial management -Significance of financial management-Organization of Finance Function-Role of Finance Manager.

UNIT -II

Cost of Capital: Concept, Features and Importance – Classification-calculation of Cost of Debt – Cost of Equity – cost of preference shares- Cost of Retained Earnings – Weighted Average Cost of Capital.

UNIT- III

Capital Structure: Meaning ^{features} – Significance –Factors affecting Capital structure-Theories of Capital Structure: Net Income Approach – Net Operating Income Approach –MM Approach- Arbitrage process- Traditional approach- Indifference point.

UNIT- IV

Capital Budgeting: Concept and Importance – Capital Budgeting Appraisal Methods: Pay Back Method – Discounted Cash Flow Method: NPV Method, Excess Present Value Index and IRR Method - Return on Investment Method.

UNIT -V

Leverages - Meaning and Significance – Types: Operating, Financial and Combined Leverages – **Dividend** Theories and Dividend Policies – Forms of Dividend.

(Marks: Theory 40% and Problems 60%)

TEXT BOOK:

1. Financial Management – S.N. MAHESHWARI , Sultan Chand Publication.
2. Financial Management- Ramachandran & Srinivasan, Srinivasan Publication.

REFERENCE BOOKS:

1. Financial Management –I.M. PANDEY, Vikas Publications.
2. Financial Management - Agarwal & Mishra3.
3. Fundamentals of Financial Management - PRASANNA CHANDRA, 4.
4. Theory and Problems in Financial Management – M.Y.KHAN & P.K. JAIN,
5. Financial Management – R.K. SHARMA, SHASHI AND K.GUPTA.



A.V.C College (Autonomous), Mannampandal – 609 305

Choice Based Credit System (CBCS)

(For the Students Admitted from 2016 – 2017 onwards)

GENERAL INTEREST COURSE

ENVIRONMENTAL STUDIES

SEMESTER VI

COURSE CODE: 16ES 601

CREDIT: 2

HOURS:2/WEEK

Unit: 1 The Multidisciplinary nature of environmental studies
Definition, scope and importance. (2 lectures)
Need for public awareness

Unit: 2 Natural Resources:
Renewable and non-renewable resources:
Natural resources and associated problems.

- Forest resources: use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.
- Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams benefits and problems.
- Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
- Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
- Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, case studies.
- Land resources: Land as a resources, land degradation, man induced Landslides, soil erosion and desertification.

- Role of an individual in conservation of natural resources.
- Equitable use of resources for sustainable lifestyles. (2 lectures)

Unit: 3 Ecosystems

- Concept of an ecosystem.
- Structure and function of an ecosystem.
- Producers, consumers and decomposers
- Energy flow in the ecosystem
- Ecological succession.
- Food chains, food webs and ecological pyramids
- Introduction, types, characteristic features, structure and function of the following ecosystem:-

- a. Forest ecosystem
- b. Grassland ecosystem
- c. Desert ecosystem
- d. Aquatic ecosystems, (ponds, streams, lakes, rivers, oceans, estuaries)

(Lectures)

Unit: 4 Biodiversity and its conservation

- Introduction – Definition : Genetic, species and ecosystem diversity
- Biogeographical classification of India
- Value of biodiversity : consumptive use, productive use, social, ethical, aesthetic and option values
- Biodiversity at global, National and local levels
- India as a mega-diversity nation
- Hot-spots of biodiversity
- Threats to biodiversity : habitat loss, poaching of wildlife, man-wildlife conflicts.
- Endangered and endemic species of India
- Conservation of biodiversity : In-situ and Ex-situ conservation of biodiversity.

(Lectures)

Unit: 5 Environmental Pollution

Definition

Causes, effects and control measures of:

- a. Air Pollution
- b. Water Pollution
- c. Soil Pollution
- d. Marine Pollution
- e. Noise Pollution
- f. Thermal Pollution
- g. Nuclear hazards

- Solid waste Management: Causes, effects and control measures of urban and industrial wastes.
- Role of an individual in prevention of pollution
- Pollution case studies
- Disaster management: floods, earthquake, cyclone and landslides
- Ill-Effects of Fireworks: Firework and Celebrations, Health Hazards, Types of Fire, Firework and Safety.

(Lectures)

Unit: 6 Social Issues and the Environment

- From Unsustainable to Sustainable development.
- Urban problems related to energy.
- Water conservation, rain water harvesting, watershed management.
- Resettlement and rehabilitation of people; its problems and concerns.

Case studies

- Environmental ethics: Issues and possible solutions.
- Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies.
- Wasteland reclamation.
- Consumerism and waste products.
- Environment Protection Act.
- Air (Prevention and Control of pollution) Act.

- Water (Prevention and Control of pollution) Act.
- Wildlife Protection Act
- Forest Conservation Act
- Issues involved in enforcement of environmental legislation
- Public awareness.

5
(2 lectures)

Unit: 7 Human Population and the Environment

- Population growth, variation among nations.
- Population explosion - Family Welfare Programmes
- Environment and human health
- Human Rights - Value Education
- HIV/ AIDS - Women and Child Welfare
- Role of Information Technology in Environment and human health
- Case studies.

Unit: 8 Field Work (2 hrs)

(2 hrs)

- Visit to a local area to document environmental assets-river/ forest/ grassland/hill/ mountain

(2008-2009 onwards)

M.R.R.

HUMAN VALUES & ETHICS

11VBC 601/

A.V.C. COLLEGE (AUTONOMOUS)

VE: ~~VBC~~ VALUE BASED EDUCATION
(Common for ALL Under Graduate Courses)

~~11VBC 601~~

Weekly 2 Hours

HUMAN VALUES AND ETHICS (11VBC 601)

VI-SEMESTER

2 Credits

SYLLABUS

UNIT-I: Introduction: Value education and its Relevance to present day – Meaning of Value Education – Value education in Kural – Personal Values – Love – Compassion – Gratitude – Courage – Optimism - Friendship

UNIT-II: Ethics: Ethical Question for the Society – Overcoming Dilemma – Ethical and Ethics – Value System – Definition of Value – Categorization of Values – Method of Building – Value System – Desired and Desirable Values – Changing Values

UNIT-III: War, Peace and Terrorism: War – Avoiding wars – Terrorism – What is Terrorism – Perception of Terrorism – U.N. definition of Terrorism – Different Types of Terror Acts – Peace – Signs for an everlasting Peace.

UNIT-IV: International Law and Human Rights: Laws of States – International Laws – Human Rights – Implementing and Safeguarding Human Rights - The fundamentals of International law – International Law in Operation.

UNIT-V: Happiness and Contentment: Courage and Resilience – Love, Patience and Empathy – Relationship – Citizenship – Personal Values – Troubleshooting - Cultivating good manners – Being persuasive – Being Authentic.

Text Books:

1. Value Education - N.S. Raghunathan
Margham Publications, Chennai – 2010

Reference Books:

1. Human Values and Professional Ethics - Jayshree Suresh & B.S. Raghavan
(Value and Ethics of Profession) S.Chand & Company Ltd., New Delhi.
2009
2. Professional Ethics and Human Values - D.R. Kiran
Tata McGraw-Hill Publishing Company
Ltd., New Delhi - 2007

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