

DEPARTMENT OF B.B.A. (Computer Applications)**BOARD OF STUDIES MEETING**

The board of studies meeting for B.B.A. (CA) course was held in the department of B.B.A. (CA) St. Joseph's College of arts & Science (Autonomous) Cuddalore on 11th March 2016.

The members present:

- 1. Chairman** - **Rev. Fr. A. Alex**
- 2. University nominee** - **Fr. L. J. Charlas,**
Associate professor, Department of commerce,
St. Joseph's college of Tiruchy
- 3. Subject expert** - **Dr. V. Sundar,**
Associate professor, Department of commerce,
Annamalai University, Chidambaram.
- 4. Subject expert (industry)** - **Nelson Arocia Raj. D**
Senior manager, KVB bank,
Ambalath adaiyar madam street, Pondicherry
- 5. Alumni Representative** - **Rev. Fr. V. Messaih,**
Our lady of assumption church,
Parish priest and correspondent,
Velanthangal, Thiruvannamalai.
- 6. Internal members** - Dr. R. Krishnaveni
R. Ponnnyaseelan
G. Bhuvanewari
A.Rajkumar
A.Arunsankar

Minutes of the meeting:

The board has recommended to introduce "Business Organization" in 1st semester and business management in 2nd semester.

DEPARTMENT OF BACHALOR OF BUSINESS ADMINISTRATION (COMPUTER APPLICATION) St. JOSEPH'S COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS) CUDDALORE 1									
SEMESTER I									
S.NO	Part	Study components		Ins.hrs week	Credit	Title of Paper	Maximum Mark		
		course title					CIA	Ext	Total
SEMESTER I							CIA	Ext	Total
1	I	Language	Paper-I	5	3	Tamil - I	25	75	100
2	II	English	Paper-I	5	3	English	25	75	100
3	III	Core Theory	Paper-1	6	4	Business Organisation	25	75	100
4	III	Core Theory	Paper-2	6	4	Basic of Information Technology	25	75	100
5	III	Allied -I	Paper I	5	5	Economics for Decision Making	25	75	100
6	IV	Foundation	Paper - 1	3	2	Value Education	25	75	100
				30	21		150	450	600

SEMESTER II									
S.NO	Part	Study components		Ins.hrs week	Credit	Title of Paper	Maximum Mark		
		course title					CIA	Ext	Total
SEMESTER II							CIA	Ext	Total
7	I	Language	Paper-2	5	3	Tamil - II	25	75	100
8	II	English	Paper-2	5	3	English	25	75	100
9	III	Core Theory	Paper-3	6	4	Business Management	25	75	100
10	III	Core Theory	Paper-4	3	3	Excel in Business	25	75	100
11	III	ALLIED II	Paper-2	5	5	Business Statistics and Operation Research	25	75	100
12	III	Allied Practical	Paper 1	3	2	Excel - Lab	40	60	100
13	IV	Non major	Paper 1	3	2	Personality Development	25	75	100
				30	22		190	510	700

YEAR – I	BUSINESS ORGANISATION	
SEMESTER - I		HRS/WK - 6
CORE - 1		CREDIT -4

Objectives:

To enable the students to understand the basic concepts in business organization

To make the students to know the important of MNC's in India.

Unit-1-INTRODUCTION**(15 Hrs)**

Business - Meaning – Definition - Characteristics - Objectives - Criteria For Success In Modern Business- Classification Of Business. Meaning And Evolution of Commerce & Industry -Industrial Revolution- Its Effects. -Emergence of Indian MNCs & Transnational Corporations -- Advantages and Disadvantages Of MNC's..

Unit - 2- FORMS OF BUSINESS ORGANISATION**(12 Hrs)**

Sole TraderShip,-Partnership,-Cooperative Societies- Joint Stock Company-Public Utilities and Public Enterprises - Definition, Characteristics, relative Advantages and Limitations.

Unit - 3- PLANT LOCATION**(20 Hrs)**

Location -Meaning Of Location – Theories Of Location – Weber's Theory And Sargent Florence's Theory of location - Factors Influencing Location - Plant Layout - Definition - Meaning - Objectives - Characteristics Of Good Layout - Size Of Firm - Meaning - Concept Of Size - Measures Of Size..

Unit - 4- BUSINESS COMBINATION**(18 Hrs)**

Definition And Objectives Of Business Combination - Advantages And Limitations - Types Of Combination - Chamber Of Commerce - Meaning - Advantages And Function - Trade Associations - Features And Functions.-Trade Unions - Features And Functions

Unit 5 ETHICS AND SOCIAL RESPONSIBILITY OF BUSINESS (10 Hrs)

Business ethics- Definition and characteristics of ethics-Code of ethics, practice and conduct-Unethical practices in business. Social Responsibility of Business.- Definition-Need- Social Responsibility of Various Stakeholders-

Textbooks

1. Prof. C.D.Balaji and Dr.G.Prasad, 2007. Business organization, (1st Ed.) Margham Publications,
2. Dr.P.Subba Rao, international business - text and cases - Himalaya publishing house.

Reference books:

1. Dinkar pagare, business organization and management, 1st (ed.) Sultan chand and sons,
2. P.N.Reddy and S.S, Gulshan, 1990. Business organization, (5th Ed.) New Delhi. Eurasia Publishing House (pvt.) Ltd.,
3. Y.K.Bhushan, 1995. Fundamental of business organization and management, 13th edition, sultan chand and sons.
4. C.B.Gupta, 2006. Business organization and management, New Delhi, Sultan Chand and sons,
5. Y.K.Bushan, 2005. Fundamental of business organization and management, New Delhi, Sultan Chand and sons

YEAR – I	BUSINESS MANAGEMENT	
SEMESTER - 2		HRS/WK - 6
CORE - 3		CREDIT -4

Objective:

To provide basic knowledge of business management functions

To familiarize the students with the concepts of management

UNIT –I INTRODUCTION**(12 Hrs)**

Management- Definition- Functions of Management- Management and Administration-Art or Science- Henry Fayol's Principles of Management – F.W. Taylor's Scientific Management

UNIT-II - PLANNING**(15 Hrs)**

Planning - importance - Process of planning - types of planning - planning methods (Objectives- Policies- Procedures - Strategies & Programmes) - Obstacles to effective planning. Decision making - Steps - Types - MBO

UNIT – III - ORGANISING**(20 Hrs)**

Organization - Importance - Principles of Organizing.. Organizational structure - line & staff and functional - organizational charts and Organisational manual- Delegation and Decentralization – Departmentation - Span of Management

UNIT-IV - DIRECTING**(15 Hrs)**

Directing –Meaning- Importance- principle.. Leadership-Definition—Qualities of a leader - styles of leadership. Communication - Definition - Process - Barriers to effective communication.

UNIT –V -CO-ORDINATION AND CONTROL**(13 Hrs)**

Nature - Problems of effective coordination. Control - Nature - process - control techniques (traditional and non-traditional)-Use of Computers in managing information – Concepts of keizen – six sigma.

TEXT BOOK:

1. Gupta C. B, Business Management, Sultan Chand & Sons, New Delhi, 2011
2. J. Jayasankar - Principles of Management - Margham Pub.

REFERENCE BOOKS:

1. Koontz, O'Donnell, Weirich, Essentials of Management, Tata McGraw Hill Publishing Company Ltd., New Delhi, 5th Edition, 1998
2. Pagare Dinkar, Principles of Management, Sultan Chand & Sons, New Delhi, 2003.
3. Sherlekar & Sherlekar, Principles of Business Management, Himalaya Publishing House, New Delhi, 2000
4. Prasad L.M. - Principles and Practice of Management
5. Peter F. Drucker - Practice of Management

QUESTION PAPER PATTERN:

Time: 3 Hours

Marks: 75

- 1) Part - A = $10 \times 2 = 20$ Marks – All the Questions are to be Answered.
- 2) Part – B = $5 \times 5 = 25$ Marks – Five Questions with Internal Choice.
- 3) Part – C = $3 \times 10 = 30$ Marks – Three Out of Five – Open Choice.

Note: Questions should be asked from all Units. Equal importance should be given to all Units.