DEGREE OF BACHELOR OF MANAGEMENT

CHOICE BASED CREDIT SYSTEM

Syllabus for

B.B.A.

(INTERNATIONAL BUSINESS)

(SEMESTER PATTERN)

(For Candidates admitted in the Colleges affiliated to Periyar University from 2017-2018 onwards)
REGULATIONS

1. ELIGIBILITY FOR ADMISSION

Candidates seeking admission to the first year of the degree of Bachelor of Business Administration shall be required to have passed the Higher Secondary Examination (Academic or vocational stream) conducted by the Government of Tamil Nadu or any examination accepted as equivalent there to by the syndicate of Periyar University. Preference will be given to those who have taken commerce as a subject in the qualifying examination.

2. ELIGIBILITY FOR AWARD OF DEGREE

A candidate shall be eligible for the award of the degree only if he / she has undergone the prescribed courses of study in a college affiliated to the university for a period of not less than three academic years comprising six semesters and passed the examinations prescribed and fulfilled such conditions as have been prescribed there for.

3. COURSE OF STUDY

a). Objectives of the Programme:

i. To provide the basic and essential knowledge regarding various activities undertaken and necessary to run socially responsible business organization;

ii. To impact certain basic skills and aptitude which will be useful in taking up any particular activity in a business;

iii. To furnish global view of the several industries and other organizations and their functions which support the business system;

iv. To develop the personality so as to become responsible citizen with greater awareness about the Indian society and its culture.

b). The programme of study shall consist of Foundation courses, Core courses, Allied courses Skill Based Elective Courses (SBEC) and Non Major Elective Courses (NMEC).

Note: Modern or classical languages:

i. Indian - Telugu, Kannada, Malayalam, Urdu and Hindi

ii. Foreign - French

iii. Classical - Sanskrit, Arabic & Persian

4. OTHER REQUIREMENTS

i. As a part of BBA curriculum a minimum of 2 factory visits per year must be arranged for the students.

ii. Industrial training report: For Industrial training. The students are expected to have a practical training in any business unit or undertaking to enable them to acquaint himself / herself with the procedure, practice and working of companies.
iii. Each student should undergo industrial training for a minimum period of two weeks during the third semester vacation.

5. REQUIREMENTS FOR PROCEEDING TO NEXT SEMESTER
   Candidates shall be eligible to go to next semester, only if they satisfy the conditions prescribed by the syndicate from time to time.

6. PASSING MINIMUM
   A candidate shall be declared to have passed in each courses if he / she secures not less than 40% prescribed for the examination. He / She shall be declared to have passed the whole examination if he / she passed in all the course as per the scheme of examination.

7. CLASSIFICATION OF SUCCESSFUL CANDIDATE
   Successful candidate passing all the examinations securing the credits in the aggregate of the marks prescribed for core allied SBEC & NMEC courses together shall be declared to have passed the examination in first and second class respectively. All other successful candidates shall be declared to have passed in the examination to the third class. Candidates who obtained 75% of marks and above any course shall be deemed to have passed that course with distinction provided they passed the examination at the first appearance.

8. RANKING
   Candidates who pass all the examinations prescribed for the course in the first appearance only are eligible for ranking.

9. MAXIMUM DURATION FOR THE COMPLETED OF THE UG PROGRAMME
   The maximum duration for completion of the UG programme shall not exceed twelve Semesters.

10. COMMENCEMENT OF THIS REGULATION
    The regulations shall take effect from the academic year 2017-2018 i.e., for students who are admitted to the first year of the programme during the academic year 2017-2018 and thereafter.

11. TRANSITORY PROVISION
    Candidates who were admitted to the UG programme of study before 2017-2018 shall be permitted to appear for the examinations under those regulations for a period of three years i.e., up to and inclusive of the examination of April / May 2018. Thereafter, they will be permitted to appear for the examination only under the regulations there in force.
# COURSE OF STUDY AND SCHEME OF EXAMINATION

## SEMESTER – I

<table>
<thead>
<tr>
<th>PART</th>
<th>STUDY COMPONENTS</th>
<th>COURSES</th>
<th>HOURS / WEEK</th>
<th>CREDITS</th>
</tr>
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<tbody>
<tr>
<td>Part - I</td>
<td>Languages</td>
<td>Tamil or anyone of the modern (Indian or foreign) or classical Languages - I</td>
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<tr>
<td>Part - II</td>
<td>Languages</td>
<td>English - I</td>
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<tr>
<td>Part - III</td>
<td>Core I</td>
<td>Principles of Management</td>
<td>5</td>
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<td></td>
<td>Core II</td>
<td>Business Communication</td>
<td>5</td>
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<td>Allied Course-I</td>
<td>Business Mathematics and Statistics</td>
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<td>Part - IV</td>
<td>Non major -I</td>
<td>Yoga</td>
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<td>Value Education</td>
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## SEMESTER – II

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<td>Part - III</td>
<td>Core - III</td>
<td>Organizational Behavior</td>
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<td>Elective Course -I</td>
<td>Financial Accounting</td>
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<td>Allied Course - II</td>
<td>Managerial Economics</td>
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<td>Part - IV</td>
<td>Non major -II</td>
<td>Environmental Studies</td>
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## B.B.A. INTERNATIONAL BUSINESS

### SEMESTER – III

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<tr>
<th>PART</th>
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<td>Part - III</td>
<td>Core - IV</td>
<td>International Marketing Management</td>
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<td>Core - V</td>
<td>International Financial Management</td>
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<td>Core - VI</td>
<td>Human Resource Management</td>
<td>6</td>
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<td>Allied Course - III</td>
<td>Operations Research</td>
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<td>Part - IV</td>
<td>SBEC - I</td>
<td>1. Foreign Trade Laws</td>
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<td>2. Fundamentals of Insurance</td>
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<td>E-Commerce</td>
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<td>Core - VIII</td>
<td>Cost and Management Accounting</td>
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<td>Taxation Law And Practice</td>
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<td>Money Banking and Global Business</td>
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<td>Part - IV</td>
<td>SBEC - II</td>
<td>1. Advertising</td>
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<td>3. Consumer Behaviour</td>
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<td>2. Knowledge Management</td>
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## SEMESTER – V

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<td>International Strategic Management</td>
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<td>Customer Relationship Management</td>
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<td>Core - XII</td>
<td>Financial Management</td>
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<td>Core - XIII</td>
<td>Basis of Business Research</td>
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<td>Foreign Exchange Management</td>
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<td>Electives</td>
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<td>Logistics And Supply Chain Management</td>
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<td>Investment Management</td>
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## SEMESTER – VI

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<td>Part - III</td>
<td>Core - XV</td>
<td>International Business Environment</td>
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<td>Core - XVI</td>
<td>Financial Services</td>
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<td>Core - XVII</td>
<td>Entrepreneurship And Small Business Management</td>
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<td>Core - XVIII</td>
<td>Foreign Trade Procedure Documentation</td>
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<td>Core - XIX</td>
<td>Computer Applications in Business - Theory - Practical</td>
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<tr>
<td>Electives</td>
<td>Service Marketing</td>
<td>Retail Management</td>
<td>Industrial Relations and Labour Laws</td>
<td>Management of Funds</td>
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<td>Part V</td>
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<td>Extension Activities</td>
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<td>OVER ALL TOTAL</td>
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**Note:** Modern or classical languages:

i. Indian – Telugu, Kanada, Malayalam, Urdu and Hindi

ii. Foreign – French

iii. Classical - Sanskrit, Arabic & Persian
B.B.A. (INTERNATIONAL BUSINESS)

SEMESTER-I

CORE I - PRINCIPLES OF MANAGEMENT

UNIT – I

UNIT – II

UNIT – III

UNIT – IV

UNIT – V
Controlling: Meaning and importance of controls–control process–Budgetary and non-Budgetary Control Techniques – Requisites of an effective control system – Relationship between planning and controlling – Need for co-ordination.

REFERENCE BOOKS
2. Principles of Management– L.M. Prasad
3. Business Management–Dinkar Pagare
4. Essentials of Management–Koontz, H. & Weihrich, H.
5. Dr.Ruba Gunaseelan and Dr. V.Kulandaisamy, Principles and Practice of Management, Vikas Publishing House, S.Chand and Sons, Newdelhi
6. Dr.V.R.Palanivelu, Principles of Management, Himalaya publishing House, Mumbai
UNIT – I

Communication – meaning – objectives – process – media of communication – types of communication – barriers to communication - principles of effective communication.

UNIT – II


UNIT – III

Bank correspondence – insurance correspondence – agency correspondence – letters to the editors – applications for appointment.

UNIT – IV

Company correspondence – Duties of Secretary – correspondence with directors, Shareholders, government departments and others.

UNIT – V


TEXT BOOK


REFERENCE BOOKS

1. Ramesh M.S. & Pattan Shetty, Effective Business English & Correspondence RC Publications.
4. RSN Pillai, Bagavathi, Commercial Correspondence & Office Management.
B.B.A. INTERNATIONAL BUSINESS

B.B.A. (INTERNATIONAL BUSINESS)
SEMESTER-I
ALLIED COURSE - I
BUSINESS MATHEMATICS AND STATISTICS

UNIT – I
Series: Sequence – Series – Arithmetic Progression – Geometric Progression – Harmonic Progression (Simple Problems Only)

UNIT – II
Matrices: Fundamental ideas about matrices and their operational rules – matrix addition and multiplication – inverse of square matrices of not more than order third – solving Simultaneous equations.

UNIT – III

UNIT – IV

UNIT – V

TEXT BOOKS

REFERENCE BOOK
B.B.A. (INTERNATIONAL BUSINESS)  
SEMESTER-II  
CORE III - ORGANISATIONAL BEHAVIOR  

UNIT- I  

UNIT-II  

UNIT-III  

UNIT-IV  
Work environment – good housekeeping practices – design of work places – Hawthorne experiments and their importance.

UNIT-V  

TEXT BOOK  

REFERENCE BOOKS  
2. Keith Devis, John W.Newstrom, OB –Human Behaviour at work, TMH  
3. M.L.Blum, Industrial psychology and it social foundations.  
4. J.Jayasankar, Organisational Behaviour, Margham publications, Chennai  
5. P.SubbaRoa, Management and Organisational Behaviour – HPH  
UNIT - I


UNIT – II


UNIT- III

Hire purchase – methods of calculation of interest, Entries in the books of hire purchaser and hire vendor – Hire purchase trading account – Installment purchase – Entries in the books of purchaser and seller.

UNIT-IV


UNIT-V

Depreciation accounting – Meaning - Advantages and disadvantages - Types of depreciation – straight line method-written down value method - sinking fund - annuity method..

TEST BOOK


REFERENCE BOOKS

B.B.A. (INTERNATIONAL BUSINESS)

SEMESTER-II

ALLIED COURSES - II

MANAGERIAL ECONOMICS

UNIT – I


UNIT – II

**Market Structure**: Perfect Competition – Monopoly – Monopolistic Competition – Oligopoly and Duopoly.

UNIT – III


UNIT – IV


UNIT – V

**National Income**: GDP - GNP – NNP - Per Capita Income - Balance Of Trade - Balance of Payment.

TEXT BOOK


REFERENCE BOOKS


4. Dr.R.Sathiyakala, Business Economics, Shanlax Publication.
B.B.A. INTERNATIONAL BUSINESS

B.B.A. (INTERNATIONAL BUSINESS)

SEMESTER-III

CORE IV - INTERNATIONAL MARKETING MANAGEMENT

UNIT - I

International Marketing – Basic concepts – orientation- importance – Problems – Internationalo Vs domestic marketing global marketing – evolution of global marketing.

UNIT - II


UNIT - III

Dealing with the competition – competitive forces – identifying competitors – analyzing competitors - designing the competitive intelligence system – designing competitive strategies – balancing customer and competitor orientations.

UNIT - IV

Developibing new market offering – Challenges in new product development – managing the development process – managing the development process – concept to strategy – development to commercialization – the consumer adoption process. Setting the product and branding strategy– the product and the product mix-product line decisions – brand decisions – packaging and labeling.

UNIT - V

Developing price strategies and programs – setting the price – adapting the price. Managing advertising-developing and managing an advertising program – deciding on media – sales promotional – direct marketing.

REFERENCE BOOKS:

1. Marketing Management – Philip Kotler (Eleventh edition)
5. International Marketing – Philio R Cateora
UNIT I

UNIT II

UNIT III

UNIT IV
Cost of Capital and Capital Structure – Cost of Debt and equity Across Countries – Weighted Average Cost of Capital and Assessment of Foreign Projects – Capital Structure Decision across the countries.

UNIT V

BOOKS FOR REFERENCE
1. Ian H. Giddy, 'Global Financial Markets' AITBS 2000
2. Kirt C. Butler, 'Multinational Finance' Thomson south western..
B.B.A. INTERNATIONAL BUSINESS

B.B.A. (INTERNATIONAL BUSINESS)
SEMESTER-III

CORE VI - HUMAN RESOURCES MANAGEMENT

UNIT – I

UNIT – II

UNIT – III

UNIT – IV

UNIT – V

TEXT BOOK

REFERENCE BOOKS
5. Keith Davis, Human Relations at work – TMH.
B.B.A. (INTERNATIONAL BUSINESS)
SEMESTER-III
ALLIED COURSE – III
OPERATIONS RESEARCH

UNIT - I

UNIT - II

UNIT – III
Transportation problems – obtaining initial basic feasible solution – various methods of solving transportation problems.

UNIT- IV
Assignment problems – formulation and solution assignment problems.

UNIT-V
Decision theory – types of decision making criteria statement of Baye's theorem – application of Bay's theorem – use of probability – decision tree.

Note : Questions in theory and problems carry 30% and 70% of marks respectively.

TEXTBOOK

REFERENCE BOOKS
3. Vohra N.D., Quantitative techniques in Management, Tata Mc Graw Hill
UNIT - I

UNIT – II

UNIT – III

UNIT – IV
Technology import contracts – Technology policy and environment – selection and transfer issues – law for protection of intellectual property rights, copy right, patents, trademarks etc. FEMA- objectives, transactions.

UNIT – V

BOOKS RECOMMENDED
1. Mercantile Law, N.D. Kapoor
2. Mercantile Law, M.C. Kuchal
UNIT – I
  Definition of Insurance – Classification of contracts of insurance – Marine and Non-Marine Insurance.

UNIT – II

UNIT – III

UNIT – IV
  Fire Insurance – Principles of law as applied to fire insurance. Fire waste – Hazard Types of fire policies.

UNIT – V
  Cover Notes – Surveys and Inspections Average – Reinsurance Renewals.

REFERENCE BOOKS
UNIT I

UNIT II

UNIT III

UNIT IV

UNIT V
Coping with emotions: Definition, Characteristics and types. Coping strategies.

PRESCRIBED BOOKS

REFERENCES
UNIT – I
The Development of Management Thought – Contributions of F.W. Taylor, Henri Fayol, Elton Mayo,
and Mary Parker Follet.

UNIT – II
Planning – Nature – Purpose – Steps – Types – Merits and Demerits of Planning – MBO.

UNIT – III
Organising – Nature – Purpose – Departmentation – Span of Control – Delegation – Centralisation and

UNIT – IV
Directing – Principles of Directing – Leadership – Motivation – Communication – Process of
Communication – Barriers of Communication – Effective Communication.

UNIT – V
Controlling – Concept of Control – Methods of Controlling. Co-ordinating – Need – Principles –
Approaches to Achieve Effective Co-ordination.

TEST BOOK
1. L.M. Prasad - Principles of Management

REFERENCE BOOKS
1. Harold Koontz and O'Donnel, Principles of Management
3. Peter F. Drucker, Practice of Management
4. Lious A. Allen, Management and Organisation
5. Dr. Ruba Gunaseelan and Dr. V. Kulandaisamy, Principles and Practice of Management, S. Chand & Sons, New Delhi.
UNIT – I
Foundation of electronic Commerce :- Definition and content of the field – Driving force of EC-Impact of Ec – Managerial Issues- Benefits and Limitations of EC Retailing in EC : :- Business models of E – marketing – Aiding comparison shopping - The impact of EC on Traditional Retailing System.

UNIT – II

UNIT – III

UNIT – IV

UNIT – V

REFERENCE BOOKS :-
B.B.A. (INTERNATIONAL BUSINESS)

SEMESTER-IV

CORE VIII - COST AND MANAGEMENT ACCOUNTING

UNIT I (THEORY QUESTIONS ONLY)
Meaning-definition-scope-objectives-function-merits and demerits of Cost and Management Accounting-distinction between cost, management and financial accounting - Elements of cost-cost concepts and costs classification.

UNIT II (PROBLEMS AND THEORY QUESTIONS)
Preparation of cost sheet-stores control- ECQ-maximum, minimum, reordering levels-pricing of materials issues-FIFO,LIFO,AVERAGE COST, STANDARD PRICE-methods -labour cost-remuneration and incentives.

UNIT III (PROBLEMS ONLY)

UNIT IV (PROBLEMS ONLY)
Fund flow analysis-cash flow analysis (problems only)

Unit V (Problems and theory questions)
Standard costing-variance analysis-material and labour variances Marginal Costing-cost volume profit analysis.

REFERENCE BOOKS:
1. Jain and Narang - Costing
2. Nigam and Sharma - Cost accounting
3. RK Sharma & K. Gupta - Management Accounting
4. S.N. Maheswari - Management Accounting
5. Dr.V.R. Palanivelu, Principles of Management, Himalaya publishing House, Mumbai
B.B.A. (INTERNATIONAL BUSINESS)

SEMESTER-IV

CORE IX - TAXATION – LAW AND PRACTICE

UNIT – I


UNIT – II

Computation of income under salary and house property. (problems to be included).

UNIT – III

Computation of income under profits and gains of business - profession (problems be included).-- Income tax Authorities – duties and their powers.

UNIT – IV

Indirect taxes – selected provisions of VAT– with regard to registration of dealers - procedure and effects of registration - mode of charging VAT – exemption from VAT – authorities and their powers.

UNIT – V

Central Excise Duty -- objectives of excise duty – goods exempted from duty – customs duties – Levy of import and export duty – types of import duty – exemption from customs duty -- distinction between advalorum and specific duties. Note: Theory and problems shall be distributed at 60% & 40% respectively.

BOOKS RECOMMENDED

1. Bhagavathi Prasad - Income Tax Law & Practice
2. Mehrothra - Income Tax Law & Practice
3. Gour&Narang - Income Tax Law & Practice
4. Dingarepagare - Income Tax Law & Practice
5. DingarePagare - Business Taxation
6. Balasubramanian - Business Taxation
UNIT - I


UNIT - II


UNIT – III


UNIT- IV


UNIT-V


TEXT BOOK :


REFERENCE BOOKS

UNIT-I

Origin and Meaning of Advertising – Definition – Characteristic.

UNIT-II

Recent trends in Advertising of a Product.

UNIT-III

Advertising and Promotion Mix - Factors.

UNIT-IV

Functions of Advertising – Commercial Functions – Social Functions.

UNIT-V

Advantages of Advertising – Manufacturers – WholeSalers – Consumers

TEXT BOOK:

REFERENCE BOOKS:
1. Marketing – Rajan Nair, Sultan Chand & Sons, New Delhi
2. Marketing Management- Sherlakhar, S.A.
UNIT - I

UNIT - II
Consumer research - Paradigms - The process of consumer research - consumer motivation - dynamics - types - measurement of motives - consumer perception

UNIT - III
Consumer Learning - Behavioural learning theories - Measures of consumer learning - Consumer attitude - formation - Strategies for attitude change

UNIT – IV
Social class Consumer Behaviour - Life style Profiles of consumer classes - Cross Cultural Customers Behaviour Strategies.

UNIT-V
Consumer Decision Making - Opinion Leadership - Dynamics - Types of consumer decision making - A Model of Consumer Decision Making

REFERENCE BOOKS:
B.B.A. INTERNATIONAL BUSINESS

B.B.A. (INTERNATIONAL BUSINESS)

SEMESTER-IV

SBEC- II (SKILL BASED ELECTIVE COURSE)

PAPER III - KNOWLEDGE MANAGEMENT

UNIT- I

UNIT-II
Knowledge Attributes-Fundamentals of Knowledge formation-Tacit and explicit Knowledge-Knowledge sourcing-abstraction, conversion and diffusion

UNIT-III
Knowledge Management and organizational learning, architecture-important considerations-collection and codification of knowledge-repositories, structure and life style cycle- Knowledge management infrastructure- Knowledge management applications-collaborative platforms.

UNIT-IV
Developing and sustaining knowledge culture-Knowledge culture enablers-implementing Knowledge culture enhancement programs-communities of practice-Developing organizational memory.

UNIT-V
Knowledge management tools,techniques- Knowledge management and measurements- Knowledge audit-Knowledge carrers-practical implementation of Knowledge management systems-case studies.

REFERENCE BOOKS:
2. Daryl Morey& others Knowledge Management-Classic and contemporary works(edited) Universities press India Ltd.,
4. Sudir warier, Knowledge Management,Vikas publishing House pvt Ltd.,
5. Stwart Barnes, Knowledge Management System Theory and practice(Edited)Thomson Learning
6. Hot sapple springer C,W Handbook on Knowledge Management(Edited)

WEB REFERENCES:
1. www.knowledge – management-online.com
2. www.systems-thinking.org
UNIT – I

Introduction – Meaning and Definition, Nature, Scope objectives and Importance of HRM – Functions of HRM.

UNIT – II


UNIT – III

Recruitment and Selection – Source of Recruitment Selection of Employee – Difference between recruitment and selection.

UNIT – IV


UNIT – V


TEXT BOOK

REFERENCE BOOKS
5. Keith Davis, Human Relations at work – TMH.
B.B.A. (INTERNATIONAL BUSINESS)

SEMESTER-V

CORE X - INTERNATIONAL STRATEGIC MANAGEMENT

UNIT – I

UNIT – II

UNIT – III

UNIT – IV
Strategy implementation – Concept of strategy implementation – steps in strategy implementation – Factors causing unsuccessful implementation of Strategy – Organization structure for strategy implementation – Forms of organization structure - relating structure to strategy.

UNIT – V

BOOKS RECOMMENDED

1. Dr. K.Arul & Dr. K.Jayaraman, Business Policy and Strategic management, Sri Guru Raja Publishers, Thiruvanamalai.
7. Dr.K.Arul & Dr.A.Subanginidevi, Business Policy and Strategy, Shanlax Publication
UNIT – I
Overview of Relationship marketing – Basis of building relationship – Types of relationship marketing – customer life cycle

UNIT – II
CRM – Overview and evolution of the concept – CRM and Relationship marketing – CRM strategy – importance of customer divisibility in CRM

UNIT – III
Sales Force Automation – contact management – concept – Enterprise Marketing Management – core beliefs – CRM in India

UNIT – IV
Value Chain – concept – Integration Business Management – Benchmarks and Metrics – culture change – alignment with customer eco system – Vendor selection

UNIT – V
Database Marketing – Prospect database – Data warehouse and Data Mining – analysis of customer relationship technologies – Best practices in marketing Technology – Indian scenario.

REFERENCE BOOKS:
3. Philip Kotler, Marketing Management, Prentice Hall, 2005
UNIT - I (THEORY ONLY)


UNIT - II (THEORY ONLY)

Financing Decision: Cost of Capital - Cost of Specific Sources of capital - Equity - preferred stock debt - reserves - weighted average cost of capital, Operating Leverage and Financial Leverage.

UNIT - III (THEORY ONLY)


UNIT - IV (THEORY ONLY)


UNIT - V (PROBLEMS ONLY)

Budgeting and preparation of various budgets (Problems in purchase, sales, production, cash and flexible budgets). Capital budgeting-meaning-objectives-preparation of various types capital budgeting.

REFERENCE BOOKS

1. P.V. Kulkarni- Financial Management
3. I. M. Pandey- Financial Management
B.B.A. (INTERNATIONAL BUSINESS)

SEMESTER-V

CORE XIII - BASIS OF BUSINESS RESEARCH

UNIT -I

Research - Definition - Importance - Advantages and Limitations. The research process - problem identification - Design of research - Types of Design - Sampling process and selection - sample types - Sample size and sampling errors.

UNIT -II

Data Collection - methods - tools - Questionnaire – Interview Schedule - Kinds of Data - Attitude measurement of scaling technique - Editing, Coding, Tabulation.

UNIT -III

Statistical Data Analysis - Hypothesis - its sources - formulation and testing of Hypothesis - Z test, T test - Chi-square test (Simple Problems Only)

UNIT -IV

Interpretation and report writing - steps in writing reports - layout of report, types, and principles of report writing - Graphical representation of results.

UNIT -V

Application of research: Product research - Price research - Motivation research - Promotion research – Distribution research - Sales control research - Media research.

TEXT BOOKS:

1. Boyd and Westfall : Marketing Research
2. Gown M.C. : Marketing Research
3. Green Paul and Tall : Marketing Research
4. C.R. Kothari : Research Methodology
5. Dr.S.MVenkatachalam&M.Murali, Basics of Business Research, Mithila Publications.
B.B.A. INTERNATIONAL BUSINESS

B.B.A. (INTERNATIONAL BUSINESS)

SEMESTER-V

CORE XIV - FOREIGN EXCHANGE MANAGEMENT

UNIT - I
Foreign Exchange markets-participants-settlement of transactions- functions of foreign Exchange market- Foreign currency accounts- determination of exchange rates-Foreign Exchange Management Act- Administration of foreign exchange.

UNIT – II
Foreign exchange transactions-spot, forward and swap transactions- exchange quotations-foreign exchange rates-basis-types of rates-buying and selling rates-cross rates.

UNIT – III
Forward exchange contracts - features -forward margin - factors determining forward margin-calculations - Inter bank deals - cover deals- trading.

UNIT – IV
Foreign exchange risk and exposure - types of exchange risk and exposure- internal techniques of exposure-external techniques of exposure.

UNIT – V
Pre-shipment finance - features- categories of pre-shipment finance pre-shipment credit in foreign currency - post-shipment credit finance features -categories.

BOOKS RECOMMENDED
1. Foreign exchange & Risk Management : C. Jeevanandam
2. International Financial : Prakash G.Apte
3. Management : V.K. Bhalla
4. International Financial Management : V. Sharan
5. International Financial Management : Eun / Resnick
B.B.A. (INTERNATIONAL BUSINESS)

SEMESTER-V

ELECTIVE II - PAPER I

SERVICE MARKETING

UNIT - I

Importance of services sector – Nature and types of services – Difference between services and goods marketing – services marketing triangle.

UNIT - II

Environment for services marketing – macro and micro environments – understanding service customers – models of service consumer behavior – customer expectations and perception – service quality and GAP model.

UNIT – III

Market segmentation and selection – service market segmentation – targeting and positioning.

UNIT- IV

Services marketing Mix – Need for expanded marketing mix – planning for services offer – pricing – promotion and distribution of services – management of people – process and physical evidence – matching demand for and supply of services.

UNIT- V

Service marketing applications – Marketing Of Financial, Hospitality, Hospital, Tourism And Educational Services – International Marketing Of Services And Gats.

REFERENCE BOOKS

1. Christopher, H. Lovelock, Services Marketing, Pearson Education India
2. Adrian Payne, Services Marketing, PHI
3. Zeithaml, V.A. & M.J. Bitner, Services Marketing
4. Rao, Services Marketing, Pearson Education India
5. Sinha, P.K. and Sahoo S.C. Services Marketing, HPH.
6. Ravishankar, Services Marketing, Lalvani.
B.B.A. (INTERNATIONAL BUSINESS)

SEMESTER-V

ELECTIVE II- PAPER II

LOGISTICS AND SUPPLY CHAIN MANAGEMENT

UNIT- I


UNIT - II


UNIT – III


UNIT – IV

Logistics information system – system design – Information functionality and principles of information architecture – application of new information technology – EDI standards.

UNIT – V


BOOKS RECOMMENDED

1. Physical Distribution - K.K. Khanna
2. Sales and Distribution Management - S.L. Gupta
3. Logistics management - Vinod V. Sople
4. Logistical management - BowersoxCloss
B.B.A. (INTERNATIONAL BUSINESS)

SEMESTER-V

ELECTIVE II - PAPER III

INVESTMENT MANAGEMENT

UNIT – I

UNIT – II
Investment avenues – Real assets – Financial assets – Fixed income and variable income securities – mutual fund – derivatives etc.,

UNIT – III

UNIT – IV
New issue market and stock exchange – kinds of trading – Securities and Exchange Board of India.

UNIT – V
Sources of Investment informations – Credit rating agencies – CARE – CRISIL – ICRA – credit rating methodology – Indices.

TEXTBOOK
1. Investment mgt – Preetisingh, Himalays publishing house.
2. Investment mgt – V.K.Bhalla.

REFERENCE BOOKS
1. Investment mgt – V. Avadhani - Himalays publishing house.
2. Investment mgt – Punithavathypdian, PHI
UNIT-I
Concept of Quality – Quality as customer delight – Quality as meeting. Standards–Introduction to total Quality – Concept of total Quality Design, inputs, process and output – Quality as business performance – Attitude and involvement of top management.

UNIT-II

UNIT-III

UNIT-IV

UNIT - V
Core competence and strategic alliance for ensuring quality – role of MNCS, in emergence of global quality – Barriers to TQM.

TEXTBOOK
2. JohnBark, Essence of TQM, PHI, Delhi.

REFERENCEBOOKS
1. Joel, E.Ross,TotalQualityManagement
2. RonCollard, TotalQuality,Jaico,Delhi
5. ISOManuals.
B.B.A. (INTERNATIONAL BUSINESS)

SEMESTER-V

ELECTIVE II - PAPER V

CAMPUS TO CORPORATE

To train the learners for smooth transition from their campus to corporate for employment…

ETIQUETTE ELABORATED:

Corporate etiquette - Workplace etiquette - Business etiquette - Email etiquette - Telephone and meeting etiquette. (Theory blended learning with notes and hints in the SDRNs) – Video clippings to watch and noting down the critical aspects pertaining to etiquettes.

ATTIRE ASPECTS:

Paste your own photograph in formal and informal dress – Dressing sense and grooming skills – Cut and paste various photographs from ad pictures to distinguish dressing for different occasions.

E-COMMUNICATION:

Students are expected to have an email id and work with groups, make mail attachments, join professional groups in social networks; download and upload files using virtual memory – E-mail Etiquette – Overcoming Problems in E-mail Communication – Use of Electronic Devices in Modern Communication such as Fax, e-mail, chat using skype – work with social networking sites such as linkedin, facebook, orkut, tumblr, twitter – narrate them in the SDRN with clippings as evidence.

APTITUDE APPETIZER:

Quantitative vs verbal aptitude — practice – shortcut routes – workouts from previous year / batch tests – familiarize the various types of problems from quantitative & non-verbal reasoning areas in competitive exams for employment and/or higher studies

Attitude Building: The importance of building positive attitude. Read from the examples of great people of your choice and write in your SDRN. Identify and enumerate ways to nurture your positive attitude.
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SEMESTER-VI

CORE XV - INTERNATIONAL BUSINESS ENVIRONMENT

UNIT – I
Environmental adjustment needs – Analysing the international marketing environment – Vital importance of continuous monitoring, adopting to the changing environment.

UNIT – II

UNIT – III

UNIT – IV

UNIT – V

BOOKS FOR REFERENCE:
1. International Marketing: Onkvist & Shaw
2. International Marketing: Philip R. Careora
3. Environmental Economics: M. Karpagam
4. Environmental Pollution: Katyal, Timmy & Satake.
UNIT I
Merchant Banking - Functions - Modes of raising capital from Domestic and foreign markets - Raising short term funds -Recent developments in the capital markets - SEBI guidelines on merchant banking in India. NBFCs in India.

UNIT II

UNIT III
Mutual funds - operations performances, regulation - SEBI guidelines for mutual funds.

UNIT IV
Other financial services. Venture Capital - Bill Discounting - Factoring - credit rating - Asset securitization - Depositories.

UNIT V
Mergers and Acquisitions - SEBI code on Take-overs - Business Failures and reorganizations.

REFERENCES:
5. Dr.J.C.Verma, Mutual Funds & Investment Portfolio.
B.B.A. INTERNATIONAL BUSINESS

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SEMESTER-VI

CORE XVII - ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT

UNIT I


UNIT II


UNIT III


UNIT IV


UNIT V


RECOMMENDED BOOKS

1. Entrepreneurial Development: S.S.Khanka
2. Entrepreneurial Development: C.B.Gupta & N.P. Srinivasan
4. Take Me Home: The Inspiring Stories of 20 Entrepreneurs from Small Town India with Big-Time Dreams, Rashmi Bansal
5. Dr.V.R.Palanivelu, Himalaya Publishing House Mumbai.
6. Dr.K.Arul & Dr.A.Subanginidevi, Entrepreneurship Development, Shanlax Publication
B.B.A. (INTERNATIONAL BUSINESS)

SEMESTER-VI

CORE XVIII - FOREIGN TRADE PROCEDURE & DOCUMENTATION

UNIT- I

UNIT – II
EOU scheme (Export Oriented Units) – Eligibility – Setting up EOUs – supplies by DATA (Domestic Tariff Area) Units to EOUs – Special Economic Zones (SEZ) scheme– Eligibility Approval – conditions – fiscal Incentives for developer of SEZ's – New status Holder Categorization – one to five star Export Houses – Free trade and Warehousing Zones.

UNIT – III
Procedure for Registration of Importers- Categories of Importers – Importer Registration with regional licensing Authorities (IEC Number, I – card and modification of particulars) import of capital Goods under EPCG scheme (Export promotion capital Goods) – Duty Exemption / Remission scheme.

UNIT – IV

UNIT – V
Import and export documentation – Frame work – Standardized pre-shipment Export documents – Commercial and regulatory documents.

BOOKS RECOMMENDED :
1. Foreign trade policy procedures and documents – M.I. Mahajan
2. 100% Export oriented unites special economic zones award procedure – S.M. BhatNagar
3. Import – M.I. Mahajan
4. Import Management – Nand Kishore sharmas
5. Import do it yourself – M.L. Mahajan
6. Export Management - Dr. Verma and Aggarwal
7. A guide on Export policy procedures and documentation – M.L. Mahajan
UNIT – I

Introducing to programming languages – meaning requisites, an overview of programming language – basic coding structures of a programming languages clarifications, comparison.

UNIT – II

Introduction to Microsoft Office – Ms Word – creating and editing documents – Menus, commands, tool bars and icons – formatting documents – creating tables – mail merge.

UNIT – III


UNIT – IV

Data processing – types of data – objectives of data processing techniques steps in developing a computer program for processing business data – operation of a computer assembler and Translator – file processing – editing and coding of data – data management.

UNIT – V

Internet concept – creating E-mail ID, Receiving and sending e-mail, Searching Information and Downloading – World Wide Web (www) – Domain Name Service.

NOTE: Theory – practical carry equal credits

TEXT BOOK


REFERENCE BOOKS

1. T.W. Pral, Programming languages, (Prentice hall of India)
2. V.K. Kapoor, Introduction to computer data, (Sultan Chand and Sons)
COMPUTER PRACTICALS GUIDELINES

SPECIMEN - I

PERIAR UNIVERSITY

COLLEGE NAME

ADDRESS

BACHELOR OF BUSINESS ADMINISTRATION (INTERNATIONAL BUSINESS)

COLLEGE EMBLEM

Computer Application in Business

(MS Office and Internet)

Record Note Book

Department and Business and Administration

Month and Year of Submission
B.B.A. INTERNATIONAL BUSINESS

Specimen – II

CERTIFICATE

Department of Business Administration

Practical Record work in "MS -Office and Internet"

Name :

Register No. :

Programme : Bachelor of Business Administration with International Business

Course : COMPUTER APPLICATIONS IN BUSINESS - Practical I

This is to certify to be a bonafide work done by the student in our College Laboratory

SIGNATURE OF THE STAFF IN-CHARGE

(Seal)

SIGNATURE OF HOD-BBA

(Seal)

Submitted for the Practical Examination held on .........................

INTERNAL EXAMINER

EXTERNALEXAMINER
UNIT - I
Importance of services sector – Nature and types of services – Difference between services and goods marketing – services marketing triangle.

UNIT - II
Environment for services marketing – macro and micro environments – understanding service customers – models of service consumer behavior – customer expectations and perception – service quality and GAP model.

UNIT – III

UNIT- IV
Services marketing Mix – Need for expanded marketing mix – planning for services offer – pricing – promotion and distribution of services – management of people – process and physical evidence – matching demand for and supply of services.

UNIT- V
Service marketing applications – Marketing of financial, hospitality, hospital, tourism and educational services – international marketing of services and GATS.

TEXT BOOK
1. Sharma D.D. Marketing Research, Himalaya Publishing

REFERENCES BOOKS
1. Christopher, H. Lovelock, Services Marketing, Pearson Education India
2. Adrian Payne, Services Marketing, PHI
3. Zeithaml, V.A. & M.J. Bitner, Services Marketing
4. Rao, Services Marketing, Pearson Education India
5. Sinha, P.K. and Sahoo S.C. Services Marketing, HPH.
6. Ravishankar, Services Marketing, Lalvani.
UNIT–I
Definition of Retail Marketing—Features of Modern Retail Marketing—Importance of Retail Marketing—Types of Retail Marketing—Retail Marketing Mix.

UNIT–II
Functions of Retail Marketing-Buying-Assembling-Selling-Transporting.

UNIT–III

UNIT–IV

UNIT–V

TEXTBOOK
1. Retail Marketing Management–David Gilbert, Perason Education.

REFERENCE BOOK

REFERENCE BOOKS:
1. Retail Management – Chetan Bajaj, RajnishTuli, Nidhi V Srivastav - Oxford University Press.
B.B.A. (INTERNATIONAL BUSINESS)

SEMESTER-VI

ELECTIVES III - PAPER III

INDUSTRIAL RELATIONS AND LABOUR LAWS

UNIT I
Industrial relations - industrial disputes - causes - handling and settling disputes - employee grievances - steps in grievance handling - causes for poor industrial relations - remedies.

UNIT II

UNIT III

UNIT IV
The Industrial Disputes Act 1947 - The Trade Union Act, 1926.

UNIT V
The Payment of Wages Act,1936 - The Employee's State Insurance Act, 1948

REFERENCES:
1. Personnel Management & Industrial Relation -P.C.Tripathi Dynamics of Personnel Management - C.B.Mamoria
UNIT – I

UNIT – II
Financial Analysis, Planning and Control – Allocation of funds of most profitable opportunity – methods of incorporating risk – riskadjusted rate of return (ROI) and certainly equivalent approach – sensitivity analysis – profitability analysis and decision making – capital rationing.

UNIT – III

UNIT – IV
Divisional Budgets : Implementing procedures – Human Resources Accounting for effective use of manpower – Rewarding the managerial staff on the basis of rate of return in the division – due point system to evaluate various divisions.

UNIT – V
Term Financing and Evaluation : Source of long – term financing – equity, preference shares, debentures and bonds, mutual funds, funds through adoption of non – banking private finance concepts in the large scale organisations – term loan and financial institutions – market for long term securities in India with specific reference to stock exchange.

TEXT BOOK:

REFERENCE BOOKS:
1. Vinoth Kothari - Lease financing and hire purchase
2. M.Y. Khan, K.P.Jain - Financial management
3. N.P.Srinivasan, C.B.Guptha – Entrepreneurial development
4. M.Y. Khan, K.P.Jain - Management Accounting
ELECTIVE-II

GROUP-E

PROJECT WORK

PROJECT WORK VIVA-VOCE

Specimen – I

TITLE

A project report submitted to the Periyar University in partial fulfillment of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION (INTERNATIONAL BUSINESS)

By

Name of the student

Reg. No…………………..

Under the guidance of

Name of the guide

Department, College Name and place

Month and year of submission
Specimen – II

CERTIFICATE

This is to certify that the project entitled, “TITLE”, is a bonafide work carried out by …………………. Reg. No. ………………………under my supervision and guidance during the academic year ………… in partial fulfillment of the requirements for the award of the degree of BACHELOR OF BUSINESS ADMINISTRATION and the work is an original one and has not formed basis for the award of any degree, diploma, associate ship, fellowship of any other similar title.

GUIDE SIGNATURE

HOD SIGNATURE

Project work evaluation viva – voce examination conduced on ……………

INTERNAL EXAMINER

EXTERNAL EXAMINER
DECLARATION

I hereby declare that this project work entitled “TITLE” submitted to the PERIYAR UNIVERSITY, SALEM in partial fulfillment of the requirements for the award of BACHELOR OF BUSINESS ADMINISTRATION is an original one and has not been submitted earlier either to this university or to any other institution for the award of any degree / diploma.

Date:  

Candidate signature

Place: