

**MANONMANIAM SUNDARANAR UNIVERSITY,  
TIRUNELVELI - 627012.**



**VISION OF THE UNIVERSITY**

To provide quality education to reach the un-reached

**MISSION OF THE UNIVERSITY**

- To conduct research, teaching and out reach programmes to improve conditions of human living
- To create an academic environment that honours women and men of all races, caste, creed, cultures, and an atmosphere that values intellectual curiosity, pursuit of knowledge, academic freedom and integrity
- To offer a wide variety of Off-campus educational and training programs, including the use of information technology to individuals and groups
- To develop partnership with industries and government so as to improve the quality of the workplace and to serve as catalyst for economic and cultural development
- To provide quality/ inclusive education, especially for the rural and un-reached segments of economically down-trodden students including women, socially oppressed and differently abled

**CHOICE BASED CREDIT SYSTEM**

**BACHELOR OF BUSINESS ADMINISTRATION  
(With effect from the Academic Year 2022-2023 onwards)**

A bachelor degree programme in Business Administration to provide courses which enable students to pursue professional careers. The Programme aims to prepare the students for positions in management of complex and diversified organizations by providing them with a broad, fundamental and specialized education, thereby enabling them to perform successfully, ethically, and professionally in a rapidly changing, interdependent, competitive business globe.

**Departmental Vision:**

To help students achieve pinnacle of success and groom them to become successful management professionals and entrepreneurs through imparting continuous learning and attitude development.

**Departmental Mission:**

To impart quality education in diverse management domain, reinforce business ethics and social values among students, fine tune the students to be dynamic to the changing world and provide the platform to have smooth take-off to the corporate world.

**Bachelor of Business Administration** is one of the most popular bachelor degree program after class XII. The BBA course is the gateway to numerous job opportunities in a plethora of sectors like Marketing, Education, Finance, Sales, and Government. The 3-year undergraduate course in Business Administration is open to students

from all the three streams of education namely Commerce, Arts and Science. The BBA course offers knowledge and training in management and leadership skills to prepare them for managerial roles and entrepreneurship. During the tenure of the course, candidates learn various aspects of business administration and management through class room lectures, Games, Seminars and practical projects. The overall objectives of this academic Bachelor's program is to develop the students' intellectual capacity, executive personality, and managerial skills in a way that enables them assume entry-level managerial positions in business and industry, public sector organizations, consultancy companies and other organizations. Graduates of the program may also choose to start their own entrepreneurial business ventures

**ELIGIBILITY FOR** Any candidate who has passed the Plus Two of the Higher Secondary Board of Tamilnadu or that of any other university or Board of Examinations in any state recognized as equivalent to the Plus Two of the Higher Secondary Board in Tamilnadu.

**DURATION OF THE COURSE** The duration of the course shall be three academic years comprising **six semesters** into with two semesters for each academic year. There shall be at least 90 working days in a semester and a minimum 450 hours of instructions in a semester.

**REGISTRATION** Each student shall register for the courses in the prescribed registration form in consultation with the Faculty Advisor within two weeks from the commencement of each semester.

### Revised Programme Structure (With effect from September 2022)

Sem (1)	Part I/ II/III/IV (2)	Subject number (3)	Subject Status(4)	Subject Title (5)	L	T	P	T	C	Maximum Marks		
										Internal	External	Total
I	I	1	Language	Tamil/other language				6	4	25	75	100
	II	2	Language	Communicative English -I				6	4	25	75	100
	III	3	Core-1	Professional English for Commerce and Management-I	3	0	2	5	4	25	75	100
	III	4	Core-2	Principles of Management	3	2	0	5	4	25	75	100
	III	5	Allied -1	Business Statistics	2	2	2	6	3	25	75	100
	IV	6	Common	Environmental Studies	2	0	0	2	2	25	75	100
	Sub Total							30	21			
II	I	7	Language	Tamil / Other language				6	4	25	75	100
	II	8	Language	Communicative English -II				6	4	25	75	100
	III	9	Core-3	Professional English for Commerce and Management-II	3	0	2	5	4	25	75	100
	III	10	Core-4	Managerial Economics	3	2	0	5	4	25	75	100
	III	11	Allied-2	Business Mathematics	2	2	2	6	3	25	75	100
	IV	12	Common	Value Based Education / Mana VazharKalai	2	0	0	2	2	25	75	100
	Sub Total							30	21			
III	I	13	Language	Tamil / Other language				6	4	25	75	100
	II	14	Language	Communicative English -III				6	4	25	75	100

	III	15	Core-5	Financial Accounting	4	0	0	4	4	25	75	100
	III	16	Core-6	Organizational Behaviour	4	0	0	4	4	25	75	100
	III	17	Allied-3	Business Law	2	2	0	4	3	25	75	100
	IV	18	Skill based Practical -I	Computer Applications in Business-I	0	0	4	4	2	50	50	100
	V	19	Non-Major Elective-I	Advertising	2	0	0	2	2	25	75	100
		20	Common	Yoga	2	0	0	2	2	50	50	100
	Sub Total							30+2	25			
IV	I	21	Language	Tamil / Other language				6	4	25	75	100
	II	22	Language	Communicative English -IV				6	4	25	75	100
	III	23	Core-7	Cost Accounting	4	0	0	4	4	25	75	100
	III	24	Core-8	Marketing Management	4	0	0	4	4	25	75	100
	III	25	Allied-4	Human Resource Management	2	2	0	4	3	25	75	100
	IV	26	Skill based Practical -II	Computer Applications in Business-II	0	0	4	4	2	50	50	100
	IV	27	Non-Major Elective-II	Consumer behavior	2	0	0	2	2	25	75	100
		28	Common	Computer for Digital Era	2	0	0	2	2	50	50	100
	V	29	Extension Activity	NSS/NCC/YRC/Physical Education	-	-	-	-	1	-	100	100
	Sub Total							30+2	26			
V	III	30	Core-9	Management Accounting	4	0	0	4	4	25	75	100
	III	31	Core-10	Research methodology	4	0	0	4	4	25	75	100
	III	32	Core-11	Production and Operations management	4	0	0	4	4	25	75	100
	III	33	Core-12	Banking and Insurance	4	0	0	4	4	25	75	100
	III	34	Major Elective -I	Retail Management/ Services Marketing	4	0	0	4	4	25	75	100
	IV	35	Major elective-I1 (Practical)	Effective Employability Skills-I	0	0	4	4	2	50	50	100
	IV	36	Skill based Subject Common	Personality Development	2	0	0	2	2	25	75	100
	III	37		Field Study	0	0	4	4	2	50	50	100
	Sub Total				22	0	8	30	26			
VI	III	38	Core-13	Financial management	4	0	0	4	4	25	75	100
	III	39	Core-14	Strategic Management	4	0	0	4	4	25	75	100
	III	40	Core-15	Entrepreneurship Development	4	0	0	4	4	25	75	100
	III	41	Major Elective-III	Training and Development/ Financial Services	4	0	0	4	4	25	75	100
	IV	42	Major elective-IV (Practical)	Effective Employability Skills- II	0	0	4	4	2	50	50	100
	III	43		Major Project	0	0	10	10	5	50	50	100
	Sub Total				16	0	14	10	23			

L-Lecture Hours T-Tutorial Hours P-PracticalHours T- Total hours / week C- Credit  
**Allocationofquestionsforproblemorientedsubjects:40%theoryand60%problems**

EVALUATION PATTERN  
CONTINUOUS INTERNAL ASSESSMENT TEST  
INTERNAL VALUATION IS DONE BY COURSE TEACHERS  
PART I, II AND III-THEORY PAPERS

COMPONENT	TIME	MAX.MARKS
TEST I	1 hour	20
TEST II	1 hour	20
TEST III	1 hour	20

PART III PRACTICAL PAPERS

COMPONENT	MARKS
TEST I	20
TEST II	20
OBSERVATION	5
ASSIGNMENT	5

CIA EXAMINATIONS QUESTION PAPER PATTERN-PART III

Section	Type of Questions	WORD LIMIT	Marks	Total
A	MULTIPLE CHOICE QUESTIONS	-	2 X 1=2	20
B	SHORT EASSY TYPE QUESTIONS (Either or Choice)	120	2 X 5 =10	
C	Essay type questions	200	1 X 8 =8	

END SEMESTER EVALUATION PATTERN  
THEORY & PRACTICAL PAPERS  
PART III SEMSTER I/II/III/IV/V/VI  
SINGLE VALUATION BY EXTERNAL EXAMINER

MAXIMUM MARKS: 75

PASSING MINIMUM: 40

PART IV

SINGLE VALUATION

WRITTEN TEST

MAXIMUM MARKS: 50

PASSING MINIMUM: 20

END SEMESTER EXTERNAL EXAMINATIONS QUESTION PAPER PATTERN- PART  
III

Model Question Paper

Q.P.S.No:

Course Code:

(For the candidates admitted from the academic year 2021-2022 onwards Under CBCS)

\_\_\_\_ BBA \_\_\_\_ Degree Examination, \_\_\_\_ - 2022 \_\_\_\_

Major: \_BUSINESS ADMINISTRATION\_\_\_\_, Semester - \_SIXTH\_\_\_\_

Core Course - \_\_\_\_: \_\_\_\_ ENTREPRENEURIAL DEVELOPMENT\_\_\_\_

Time : 3 Hours

Maximum Marks:75

Section -A (10X1=10 Marks)

Answer all the Questions

- The word entrepreneur derived from  
a) Entreprena      b) Enereprise   c) Entarena   d)Entreprenre
- First Generation Entrepreneur

- Section - B (5X5= 25Marks)**  
**Answer ALL Questions**

- Or**

- Or**

- Or**

- Or**

- 15 a. Describe the role of Industrial development Bank of India. **Or**  
b. What are the functions provided by the industrial estates to the promotion of entrepreneurship?

**Section -C (5X5=40 Marks)**

**Answer all the Questions. Choose Either (a) or (b)**

- 16 a) Trace the growth of entrepreneurship in India. **Or**  
b) Elaborate on the evolution of the concept of entrepreneur.
- 17 a) Explain the measures taken by Government of India for developing rural entrepreneurship in the country. **Or**  
b) Explain the role of entrepreneurship in economic development of the country
- 18 a) Discuss various policies of the government for the development of MSME Sector in India. **Or**  
b) What are the main causes to become sick by the small scale units? What remedial measures do you offer?
- 19 a) Explain about the contents and formulation of project report. **Or**  
b) Explain about the concept and methods of project evaluation.
- 20 a) Explain the role of various organizations engaged in promoting entrepreneurship in India. **Or**  
b) Write an essay on the role played by DIC & SISI for the development of entrepreneurship

**Programme Outcomes (POs):**

1. To impart knowledge of the foundations of management theory and its application in managerial decision making.
2. Select and apply appropriate tools required for solving complex managerial problems.
3. To develop capabilities in students to independently conduct theoretical as well as applied research.
4. To develop sound knowledge of the entrepreneurial process and inculcate creativity and innovation among students.
5. To produce industry ready graduates have highest regard for Personal & Institutional Integrity, Social Responsibility, Teamwork and Continuous Learning.

**Programme Specific Objectives (PSOs):**

On successfully completing the program the student will be able to:

1. To provide adequate basic understanding about Management Education
2. Provide strong analytical and critical thinking foundation enabling problem solving

- skills in the various disciplines of management.
3. To prepare students to exploit opportunities being newly created in the Management Profession.
  4. Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
  5. Strengthen the ability to learn continuously to adapt to the dynamic challenges of the business world and lead business with conscience- moral, ethical and environmental values.

MSU/2021-22/UG-Colleges/Part-III (B.B.A.)/ Semester-I / Ppr.no.4/ Core-2  
**PRINCIPLES OF MANAGEMENT**

L	T	P	C
3	2	0	4

**Course Objectives:**

1. To provide an insight in to the basic managerial functions.
2. To describe the various forms of structure available to an organization
3. To discuss contemporary management issues and challenges

**Course Outcomes:**

1. Develop an understanding of the functions of management and contributions made by management theorists to the field of scientific and modern management.
2. Demonstrate critical thinking when presented with managerial problems and express their views and opinions on managerial issues by applying the concepts of planning and decision making
3. Identify the factors influencing the design of organizational structure and the right span of control for effective functioning of an organization.
4. Identify and incorporate best staffing practices and apply principles of directing for hiring and managing employees.
5. Control and coordinate the work force in a systematic approach

**UNIT I INTRODUCTION TO MANAGEMENT**

Definition of Management – managerial roles and skills- Science or Art – Manager Vs Administrator – Evolution of Management – Scientific, human relations, system and contingency approaches (contributions of F.W Taylor, Henry Fayol, Elton Mayo, Gliberth and McGregor) - Levels and Functions of Management.

**UNIT II PLANNING**

Nature and purpose of planning – planning process – types of planning – objectives – setting objectives – policies – Planning premises – Planning Tools and Techniques – Decision making steps and process.

**UNIT III ORGANISING**

Nature and purpose – Formal and informal organization – organization chart – organization structure – types – Line and staff authority – departmentalization – delegation of authority – centralization and decentralization —Span of Management-Job design- Recruitment, selection, Training and Compensation.

**UNIT IV DIRECTING**