

Dr. K. PUNITHA

ASSISTANT PROFESSOR

PG and Research

Department of

Business Administration

J.J. College of Arts &

Science. (Autonomous)

Pudukkottai

Class : II MBA

BATCH : 2019 - 2022

Semester : III

Day order	1	2	3	4	5
I		" MBA			
II		" MBA			
III			" MBA		
IV		" MBA			
V					
VI		" MBA			

Entrepreneurial Development

Subject code: P3R1BA CC15

Objectives

- * Understand Entrepreneurial Functions, know of the supporting and development institutions
- * Business idea generation & project management
- * Assessment of problems faced by Entrepreneurs

Unit-I Introduction

Entrepreneur - Characteristics
of an entrepreneur - functions of an entrepreneur - Distinction between an Entrepreneur and managers - Types - Concept of Entrepreneurship - Growth of Entrepreneurship in India - Role of Entrepreneurship in economic development - Factors affecting entrepreneurial growth.

Unit-II Promotional and Development

Institutions

EDPs - entrepreneurial training - Phases of EDPs - Performance - Industrial Estate - Reasons for poor Industrial Estate - Hand and Village Industries Commission (KVIC) - The National Institute for Entrepreneurship and Small Business Development (NIESBUD) Small Industrial Development Corporation (SIDCs) - Technical Consultancy Organisation (TCO) Small Industries Service Institutions (SISI) State Industries Promotion Corporation of Tamil Nadu Limited (SIPCO) - District Industrial Centre (DIC) The National Institute of Small Industries Extension Training (NISIED) - National Small Industries Corporation Limited - Schemes of



Unit - III Business plan

Business idea - Sources of business idea - Identifying business opportunities
Starting a small scale industry - form of ownership - preparation of detailed project report - location - procurement of land
Applying for Registration - Applying for term loans - Writing capital loans - statutory requirements and clearance

Unit - IV Small Enterprises

Definition - Characteristics - Relationship between small and large units
Objectives and scope - opportunities for Entrepreneurial career - Role of Small Enterprise in economic development
Problem of Small scale Industries - Strategies in small business - objectives of growth - Stages of growth - Types of growth strategies - signals and symptoms of sickness - Causes and consequences of Industrial Sickness.

Unit - V Project Management

Meaning of Project - Project Identification - Project Selection - Meaning and Significance of a Project report - contents of Project report - Formulation



of a Project report - Planning Commissions
guidelines for formulating a Project
Report - specimen of a Project report -
Concept of Project appraisal - Methods
of Project appraisal.

Text-Books:

- * Entrepreneurial Development, C. B. Gupta
and Srinivasan -
- * Entrepreneurial Development - E. Gordon.
K. Nalāyāin

(Signature)



Date 06/12/2021

Day order: I

Hour II

Topic contents of the report.

- * General Information
- * Project Description
- * Market potential
- * Capital costs and sources of Finance
- * Assessment of working capital requirement
- * Financial consideration
- * Economic and social consideration
 - * Discussed with students
 - * Specimen of project report shared with them.
 - * Project report was prepared by the students


Date 1/12/2021

Day order: II

Hour III


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Dr. N. Sreevidya
 Assistant Professor
 Dept. of Business
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NOVEMBER 2020 - APRIL 2021

Day order	1	2	3	4	5
<u>I</u>	" BCA			' MBA	" BBA
<u>II</u>				' MBA	" BBA
<u>III</u>	' MBA		" BBA	' MBA	" BCA
<u>IV</u>	" BCA	" BCA	"	" BBA	" BBA
<u>V</u>		" BBA	' MBA	" BCA	
<u>VI</u>					

SEMESTER IV

CORE COURSE - VI

HUMAN RESOURCE MANAGEMENT

UNIT I - Introduction to

Human Resource Management

Human Resource - Concepts -
Human Resource Management -
Nature - Significance - Human
Resource Management functions
and objectives - Role of Human
Resource Manager - Human
Resource planning - concepts - needs -
Objectives - ~~Role~~ Steps in Human
Resource planning - Barriers to
Effective Human Resource Planning

UNIT II - Job Analysis and

Procurement

Job Analysis - Meaning -
Advantages - Job Description - Specimen
of Description - Job Specification
- Recruitment - Internal and
External Sources - merits and
demerits - Factors - Selection
Process

Interview - Types of Interview

- Orientation and Placement

UNIT III - Training and Development

Performance appraisal - Nature

- objectives - Methods - Advantages

- Training - Need - objectives

- Benefits - Types of Training

- Promotion - Criteria for

Promotion - Demotion - Transfer

- Need for Transfer - Suspension

- Dismissal of services

UNIT IV - Compensation Management

Wages and Salary

administration - objectives -

Factors influencing wages

Policies - Different Concepts of

Wages - Basic wage - Minimum

wage - Living wage - Fair wage

- Methods of Payment of wages

- Time wages - Piece wages

- Incentives - Financial and



Merits of Incentives - Problems -
Fringe Benefits

UNIT V - Human Relations

Grievance - features of Grievance

- Causes of Grievances - Grievance
Redressal Methods - Discipline

- Positive and - Negative aspects
of discipline - objectives of

Discipline - Causes of Indiscipline

- Procedure for handling
disciplinary action

18/12/11



- * Defective supervision
- * Absence of code of conduct

Date: 12/4/21

Hour: 1

Day order: 2

Topic: Procedure for handling disciplinary action

- * Preliminary investigation
- * Issue of a charge sheet
- * Suspension pending enquiry
- * Notice of Enquiry
- * Conduct of Enquiry
- * Recording the findings
- * Awarding Punishment
- * Communicating Punishment


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Pudukkottai.

Day order	1	2	3	4	5
I		" BBA	E) "MBA		
II		" MBA	" BBA		
III			" BBA	" MBA	
IV				" BBA	" MBA
V				" BBA	" MBA
VI					" BBA

Security Analysis And Portfolio

Management

ii MBA

PBRIBAECF1

Unit - 1

Introduction to Investment And Risk

Investment - meaning - objectives - process - investment policy - speculation -

Gambling - Investment avenues - Negotiable securities - Equity shares - types - Bonds -

Warrants - Insurance - Mutual funds - derivative

- Real assets - Art & antique - Real estate -

Risk - definition - systematic - unsystematic -

Risk measurement - Risk management.

Unit - 2

Bond And stock valuation

Bonds - types - Bond Risk - Time value -

Bond Return - yield to maturity - Bond Value

Theories - Convexity - Duration - Immunisation.

Stock return & valuation - Anticipated Return

- Present value of return - Multiple year holding

period - Single stage, two stage, three stage

growth model - P/E valuation - Preference

share valuation.

Unit - 3

Basics of portfolio Analysis

fundamental Analysis - Economic - Industry

analysis - Company analysis - Earnings of the

company - financial analysis - technical analysis

assumption - Tools - Dow theory - Indicators,



Efficient market theory; market inefficiencies.

Unit - IV

Portfolio construction model:

- Portfolio evaluation - Sharpe's performance index, construction; approaches - objectives
- selection of portfolio - Markowitz model -
- Indifference model - utility analysis -
- Indifference map and efficient frontier -
- Risk free asset - Sharpe Index model -
- construction of optimal portfolio - CAPM.

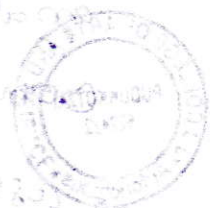
Unit - V

Portfolio Evaluation & Revision.

- Portfolio Evaluation - Sharpe's performance index -
- Treynor's performance index -
- Jensen's performance index - portfolio revision
- passive mgt - Active mgt - formula plan
- Assumptions - Variable Ratio plan - portfolio revision & cost of revision.

Text book:

SAPM - Purnithavathy Pandian - Vikas
Publication house - 2013.



Date: 27.09.21
Day: 4
Topic: Portfolio Revision
Methodology: Lecture

Date: 28.09.21
Day: 4
Topic: Portfolio Revision
Methodology: Lecture

Date: 29.09.21
Day: 5
Topic: Cost of Revision
Methodology: ~~Lecture~~
Topic: Lecture

Date: 30.09.21
Day: 5
Topic: Cost of Revision
Methodology: Lecture

Date: 01.10.21
Day: 6
Topic: Cost of Revision
(Syllabus Completed)
Lecture *C. Par*



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L. JANAKI

Department of Business Administration

JUN, 20 to NOV, 20.

^
|| MBA - Management Information
v System.

^ - MBA - Communication skills.

Day Order	1	2	3	4	5
I	'MBA	''MBA			
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IV		''MBA		'MBA	
V	'MBA				
VI				''MBA	

Syllabus.

UNIT-I :- Introduction to Business Information system.

Need for IS in business - Fundamentals of IS - System Concepts - Components of an IS - IS resources activities - Overview of IS - Operation support system, mgmt. support system, other classifications - system approach to problem solving - Global business scenario.

UNIT-II :- Fundamental Interactive systems in mgt. :-

Business information system - marketing systems :- interactive marketing, targeted marketing - manufacturing system - Human resource system :- HRM and corporate intranets - Accounting System :- Online accounting system - Financial mgt. System :- Financial forecasting and planning - Transaction processing system.

UNIT-III :- Information System and Decision Support System

Management information and decision support system - DSS models - mgt. information system - Expert system - Executive information system - Enterprise portals and decision support - Artificial intelligence technologies.

UNIT-IV :- Information system for Strategic Advantage.

Strategic roles of IS - Re-engineering business processes - Improving business quality - Creating a virtual company - Building a knowledge creating co. - E-business - meaning and its application, scope of E-business, E-commerce :- meaning - E-commerce usage in business.

UNIT-V :- Organizing Information system with Recent developments

Organizing planning - Planning competitive advantage - Computer aided systems - Computer aided engineering - E-business securities measures - Computer crime - Privacy issues



Dt: 28/11

Topic: Organising planning

Jt: I

Teaching methodology: Lecture.

CASE, CAD and competitive advantage

planning - are discussed.

Dt: 28/11

Topic: Computer Crime.

Jt: II

Teaching methodology: Interactive.

Crimes in Computer - discussed.

Dt: 28/11

Topic: Privacy issues

Jt: IV

Teaching methodology: Lecture.

Privacy issues - discussed.


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