

Dr. V. Sathyalekha
 Assistant Professor
 Department of Business
 Administration



	1	2	3	4	5
I	III BBA/B		II BCA		II MBA
II	II MBA	II BCA		III BBA	
III	I BCA	II BBA	← LAB →		
IV	II MBA		III BBA	II BCA	
V	III BBA		I MBA	II BCA	
VI	III BBA			II MBA	II BCA

Human Resource Management

UHRIBACC6

II BBA - 'B'



Unit - I - Introduction to HRM

Human Resource - Concepts - HRM - Nature - Significance - HRM functions and objectives - Role of HR Manager - HR Planning - Concepts - Needs - objectives - steps in HRP - Barriers to effective HRP.

Unit - II - Job Analysis And Procurement

Meaning - Advantages - Job description - specimen of Description - Job specification - Recruitment - Internal and External sources - Merits and Demerits - factors - Selection - Definition - Selection process - Interview - types of interview - Orientation & placement.

Unit - III - Training & 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 & salary administration - objectives - factors influencing wages policies.

Date: 04.03.22
07.03.22

Day: IV

Place:

Objectives of HRP:

- To recruit and retain HR of required quality and quantity
- To foresee employee turnover and make arrangements for minimising the same.
- To improve standards, skills, & knowledge.
- To assess surplus or shortage & corrective measures.
- To make best use of % HR.
- To estimate the cost of HR.
- To maintain healthy human relations by maintaining optimum level of HR.

13/5/22

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Sivapuram-Post, Pudukkottai.



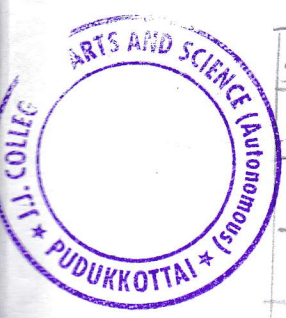
C.P.
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Dr. J. PARASURAMAN, M.A., M.Phil.
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J.J. Nagar, Sivapuram
PUDUKKOTTAI - 622 002

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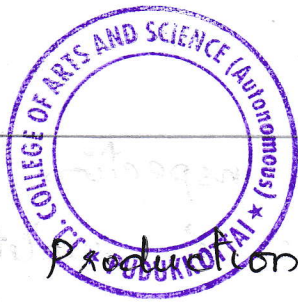
M. SUREKA

PG & Research Dept. of
Business Administration

Dec '21 to Apr '22.



D/12	1	2	3	4	5
I	II BBA SDM		I BBA Rom		I MBA GM
II		II BBA A		I BBA B	I MBA
III	II BBA A			I BBA B	
IV	II BBA A			I BBA B	I MBA
V	II BBA A	I BBA B		I MBA	
VI		I BBA B	I MBA		II BBA A



II BBA 'B'

Production and operations management

Sub code: U4R, BACC7

Unit I - Introduction to production system

An overall view of production mgmt - functions of a production manager - production procedure - types of production system - continuous production - Intermittent production - plant location - reasons for relocation - objectives in plant location - relationship of production management with other department

Unit II - Plant layout and capacity planning

Plant layout - definition - types of plant layout - capacity planning - types of capacity - measurement of capacity - importance of capacity - Determinants of effective capacity - Process planning - procedure of designing a process - factors influencing process design - Process chart - work measurement.

Unit III - Production planning and control.

Production planning and ctrl - Importance of planning for production process - objectives of production ctrl - functions of Production planning & ctrl - stages of production planning & ctrl - kinds of Production plans - Plant layout - definition - measurement

Date : 10/5/22

Hour : II

Methodology : Lecture

Process of obtaining ISO Certification

- Management Commitment to quality
- formation of steering committee
- preparation of quality manual
- training of employees
- Internal audit
- Requesting the accreditor for third party assessment
- submission of controlled copy
- Review & evaluation
- Initial assessment
- Final assessment & issue of certificate
- Surveillance

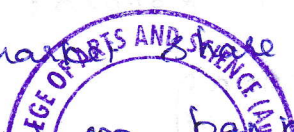
Date : 11/5/22

Hour : IV

Methodology : Interactive Method

Advantages of ISO Certification

- * Enhance customer satisfaction
- * Internal effectiveness & efficiency
- * Increased market share & profitability



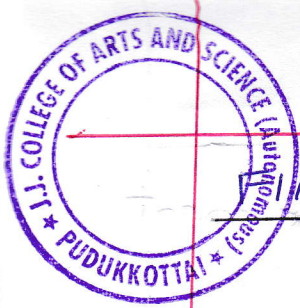
Dr. N. Sreenidya
 Assistant Professor
 Dept. of Business
 Administration

DECEMBER 2021 - APRIL 2022

TIME TABLE

	1	2	3	4	5
I		IMBA		II BCA A	II BCA B
II		IMBA	II BCA A	II BCA B	II BCA A
III		IMBA	II BCA B	II MBA IBE	II BCA A
IV	→	II BCA LAB	←	II BCA B	II BCA B
V	→	II BCA LAB	←	II BCA A	
VI		II MBA IBE	IMBA	IMBA	





FINANCIAL AND MANAGEMENT ACCOUNTING

UNIT I: Introduction to Accounting

- Meaning - Definition
- Branches - Merits and Demerits
 - Accounting concepts - Conventions
 - Rules of Double Entry -
 - Journal - Ledger - Trial Balance

UNIT-II - Final Accounts

- Subsidiary Books -
- Purchase, Sales, cash Book
 - Simple, Double and Petty
 - Cash Book - Trading Alc,
 - Profit and Loss Alc - Balance
 - sheet

UNIT-III - Depreciation Accounting

- Depreciation Accounting
- Straight line method, Written
 - down value method and
 - annuity method

UNIT IV - Management Accounting

- Definition of Management
- Accounting - Nature, Scope -

Date: 6/5/22

Hour: IV

Day order: V

Topic: Depreciation - Diminishing
Balance method

Also called Written
Down value method

Difference between
Straight line method and
Diminishing Balance method

- Taught Pg: 11.47 sum, 13.14 - Taught

Hour: IV

Date: 9/5/22

Day order: I

Topic: Production Budget

Format given and

sums worked out

Pg: 12.73 worked out

problem: 11

Date: 10/5/22

Hour: III, V

Day order: II

Topic: Cash Budget

G.P.

Pg. no: 12.77

10/5/22

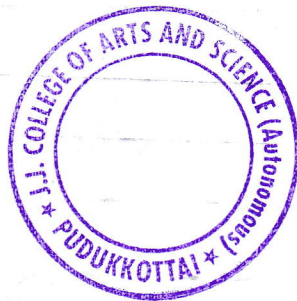
19 - Taught

10/5/22



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 PGI and Research Dept. of
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 J.J. College of Arts and Science
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D/H	1	2	3	4	5
I			I BBA	I MBA	III BBA
II			II BBA	II BBA	II MBA
III			I MBA	III BBA	I BBA
IV			I BBA	I MBA	II BBA
V			I MBA	I BBA	II BBA
VI			I BBA	I MBA	



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Semester - II

I - B.B.A

Core Course - III

Subject Code : U2RIBACC3



Marketing Management

UNIT-I - Introduction to Marketing Management

Market-Definition - Importance - classification - Difference between Marketing and selling - Definition of Marketing - Evolution of marketing Concept - Marketing Mix - Marketing Management - Importance of Marketing Management.

UNIT-II. Product.

Definition of Product - Product Mix - Product Modification - Need for Product Modification - New product Development - Product Life cycle - Brand - Brand name, Brand Mark, Trade Name - Trade Mark - Branding - Functions - characteristics of good brand name - Labeling - Importance of Labeling - Reasons for failure of products.

UNIT-III. Pricing and Market Segmentation:

Meaning of price - Factors influencing pricing decisions - Different kinds of pricing - Distinction between skimming pricing and Penetrative pricing - Market Segmentation - Criteria for market Segmentation.

UNIT-IV. Physical Distribution:

- Usage rate

- Legality & Status

- Loyalty

- Readiness state

- Attitude toward Product

Explain with examples.

8/15/22

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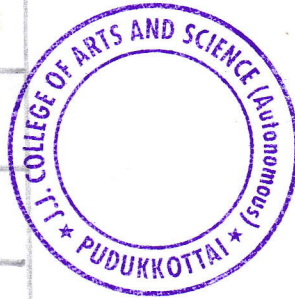


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18/15/22
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Dec 2021 - Apr 2022

D \ H	1	2	3	4	5
I	IMBA	III BBA 'B'		IV BBA 'A'	
II	III BBA 'B'		III BBA 'B'	III BBA 'A'	IMBA
III	III BBA 'A'		IMBA		III BBA 'B'
IV	VAC		III BBA 'A'	IMBA	
V		IMBA	VAC	III BBA 'A'	
VI	VAC	III BBA 'A'		III BBA 'B'	IMBA



Even Semester.

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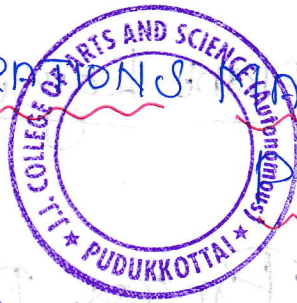
I IMBA. Production & Operations Management.

III BBA 'A'. Supply Chain Management.

III BBA 'B'. Effective Business Communication.

VAC IMBA NGO Management.

PRODUCTION AND OPERATIONS MANAGEMENT



2RIBACC7

UNIT - I: Introduction And Types of Production:

Production - Definition - Functions - Responsibilities of Production manager - Types of Production System: Continuous Production - Mass Production - Process Production - Assembly Production - Intermittent Production - Job Production - Batch Production - Strategic Planning decisions for Operations - Demand forecasting for Operations.

UNIT - II: Product Design, Capacity Planning And Plant Location.

Product life cycle and Product design - Characteristics of a good product design - Factors affecting the design of a product - Types of design - Stages in Product design - Capacity Planning - Importance and Procedure for Capacity Planning - Determinants of effective capacity - Types of Capacity - Plant Location etc.

Date: 14/05/22

Hour: 10 AM

Day order: D6

Types of Maintenance

* Corrective / Breakdown

* Preventive

* Routine

* Routine

* TPM / Planned.

Date: 16/05/22

Day order: D1

Hour: 2 PM

General Problems in Plant

Maintenance.

* Mechanical Failure

* Thermal Failure

* Chemical Failure

16/5/22



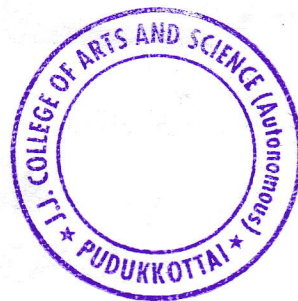
Dr. J. PARASURAMAN, M.A., M.L.S., M.P.H.

Dr. S. Anandha Rosy,
Assistant Professor,

Even semester,

Time Table.

Day From	1	2	3	4	5
I	O/B	ERP		O/B	
ii	TM			ERP	
iii	TM	O/B		O/B	ERP
iv		ERP		O/B	
v			ERP		TM
vi	ERP		TM.		O/B



Transportation Management

CLASS: III BBA

Subject Code: U6RIBA MBE3

Unit I: Introduction to Logistics & Transportation

Logistics - Meaning - Definition - Concept of
Significance - Transportation - Meaning - Definition
- Importance - Integrated Logistics Management.

Unit II: Transportation alternatives

Railway, Road, Air Waterways, Pipelines -
Driven vehicles, Economics of transportation -
Application of Quantitative Techniques -
Transportation Models.

Unit III: Freight & Insurance

Freight - Meaning - Role of freight -
Insurance - Meaning - Definition - Role of
Insurance - Insurance in Logistics.

Unit IV: Transportation Activity :-

International Transportation - Inter
state goods movement - Concept of customer
service - Characteristics - Linear operation,
Tramp operation. - Difference between
Linear and Tramp.

UNIT-V: AIR TRANSPORT AND OCEAN TRANSPORT:-

Air transport - advantages, disadvantages.
- Containerization: CFS and inland Container
Depots - Dry Ports: Multi-Modal transportation
and Conter.

Date: 22/2/22

Day order & How

Air transport:

→ Air freight Logistics is the shipment of goods via chartered or scheduled air carrier.

→ It is a popular choice for many companies

→ Ensure passage for their goods to anywhere in the world that an aircraft can fly to and land & carry the goods & services.

Date: 24/3/22

Day order & How

Containerization:

→ One of the important method of transporting freight by placing it in large containers.

→ Important cargo-moving technique developed in the 20th century.

Date: 28/3/22

Day order & How

Model Transportation:

→ Evolution of Methodology in transport research.

→ This model generally can be classified into Microscopic, macroscopic, & megaloscopic models.



Ms. M. Suresha

PG and Research Department of
Management Studies

JUL '21 to NOV '21

ODD Semester

i) MBA - Marketing - Elective - Advertisement and
Sales promotion management

ii) BBA B' & B - Entrepreneurial Development

D/HY	1	2	3	4	5
I	i) BBA B' ED	ii) BBA B' ED	iii) MBA E1		
II	i) BBA B'		ii) MBA	iii) BBA A'	
III	i) BBA B'	ii) BBA A'			
IV	i) MBA	ii) BBA B'			iii) BBA A'





MBA

S. CODE: PSRIBAECM)

SEMESTER - II

Advertising and sales promotion management

UNIT I : Introduction to advertisement and sales promotion

Advertising - definition - nature and scope of advertising - functions - types - approaches to advertising - advertising as a tool of communication - advertising as a marketing tool - Evolution of indian advertisement - challenges and opportunities in advertising - client - agency relationship - functions of advertising agency - advertising budget - ethics in advertising

UNIT II : Advertising copy and media

Advertising copy and media copy - how to write an advertising copy - different types of advertising copy - visualisation of development of ads - creative process in visualization - visual thinking - layout - definition - concepts - types of media - media planning and selection - concept of reach, frequency and continuity and selectivity

UNIT III : Measuring advertising effectiveness

Measuring advertising effectiveness - advertising research - Fact principle of advertising -

Date : 13/12/21

H.A. 111

Teaching methodology : lecture method
Topic :

Functions of PR

Date : 17/12/21

H.A. 111

Teaching methodology : Interactive
Topic :

Event marketing

Date : 20/12/21

H.A. 111

Teaching methodology : Interactive
Topic :

Online marketing

Date : 24/12/21

H.A. 111

Teaching methodology : Interactive method
Topic :

Internet marketing

Date : 27/12/21

H.A. 111

Teaching methodology : Interactive
Topic :

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~~27/12/21~~
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Sivakasi



L. Janaki

PG and Research Dept.

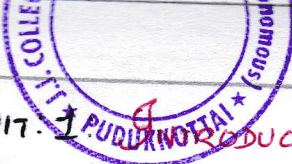
of Management Studies

D HR	1	2	3	4	5
I		" MBA	III BBA B	III BBA A	
II		III BBA A		" MBA	III BBA A
III	III BBA A		" MBA		
IV	" MBA	III BBA B		III BBA A	
V	" MBA	III BBA B			
VI	III BBA B	" MBA		III BBA B	

II MBA - Management Information System

III BBA 'ARB' - Electronic Customer Relationship Mgt.





Syllabus

UNIT 1: 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, Mgt. support system, other classifications - system approach to problem solving - Global business scenario.

UNIT 2: FUNDAMENTAL INTERACTIVE SYSTEMS IN MANAGEMENT.

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 3: 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 4: INFORMATION SYSTEM FOR STRATEGIC ADVANTAGE.

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

UNIT 5: ORGANISING INFORMATION SYSTEM WITH RECENT DEVELOPMENT.

Organising planning - Planning competitive advantage - Computer aided systems - Computer aided engineering - E-business securities, other measures - Computer crime - Privacy issues.

Dt: 20/12

Topic: Unit-II

Jhs: 1

Teaching methodologies: Interaction.

Source: question papers.

2 marks and Creativity Questions
- discussed.

Dt: 21/12

Topic: Unit-III

Jhs: 11

Teaching methodologies: Interaction

Source: question papers.

2, 5, 10 marks questions - discussed.

Dt: 24/12

Topic: Unit-IV

Jhs: 11

Teaching methodologies: Interaction

Source: question papers

2, 5, 10 marks questions and answers
- discussed.

Dt: 27/12

Topic: Unit-V

Jhs: 14

Teaching methodologies: Interaction

Source: Question papers

2, 5, 10 marks questions and

- discussed.

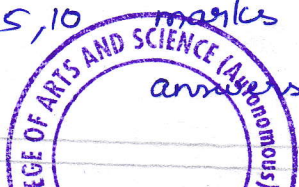
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30/12/21



III BBA - 'A', 'B'

SEMESTER III

CORE COURSE - X

FINANCIAL MANAGEMENT

USRI BACCIO

UNIT I - INTRODUCTION TO
FINANCIAL MANAGEMENT

Financial Management -

Meaning - Definition - Objectives

- Profit maximization - Wealth
maximization - Scope -

Organization of the finance
function - Role of finance
manager

UNIT - II - CAPITAL STRUCTURE
AND ITS THEORIES

Capital structure - meaning

- Definition: Features of an
appropriate capital structure -

Theories of capital structure

- Net Income (NI) approach

- Net operating Income (NOI)

approach - Traditional approach

- Modigliani Miller (MM) approach

- Factors determining the

Date: 29/12/21

HSUV I, II, III, IV, V

Day order: IV

Topic: Unit I-V - Important

Questions discussed, doubts clarified and way of presentation in exam - explained.

30/12/21

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Assistant Professor

Department of Business Administration

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Pudukkotta

D/H	1	2	3	4	5
I	BBA-A		BBA-B	MBA	
II	BBA-A	MBA		BBA-B	
III	BBA-B		MBA	BBA-A	
IV		BBA-A	BBA-B	MBA	
V		MBA	BBA-A	BBA-B	
VI	BBA-A		BBA-B	MBA	



STRESS MANAGEMENT - P3RIBAECH3

UNIS-I Introduction to stress

Stress - Meaning, definition, concept
distress vs eustress - Fight vs Flight situation -
Principles of stress - causes of stress - Free
living - Stress Management Intervention.

UNIS-II Sources of Stress and coping strategies

Sources of stress - Individual stressors -
Meaning, definition, concept, causes of individual
stressors, coping strategies - group stressors - coping
strategies - organizational stressors and extra
organisational stressors - Meaning, definition, concept,
causes, coping strategies.

UNIS-III Meaning Job Related stress

Job Stress Meaning: Work Stress - Meaning -
Preventing Job stress - Job Stress and health -
Effects of stress - Stress level vs. Performance -
Reducing stress to ensure healthy industrial
relations - Making organization healthy.

UNIS-IV Employee Counseling

Organizational strategies in removal of
Stress - Employee counseling: definition, needs for
counseling, the manager's counseling role, types of
counseling: non-directive, participative, directive
counseling - Effects of counseling.

UNIS-V Emotional Intelligence and Competence

Emotional Intelligence: Origin, meaning,

Date : 25-8-21

Hour : IV

Day order : D4

Methodology : PPT

Title : Measurement of Intelligence

Date : 27-8-21

Hour : IV

Day order : D5

Methodology : PPT

Title : Intelligence Test

Date : 28-8-21

Hour : IV

Day order : D6

Methodology : PPT

Title : IQ Test calculation

Date : 31-8-21

Hour : IV

Day order : D1

Methodology : PPT

Title : E-I and IQ Measurements

Date : 1-9-21

Hour : IV

Day order : D1

Methodology : PPT

Title : Theories of Intelligence

Date : 2-9-21

Hour : IV

Day order : D1

Methodology : PPT

Title : Intelligence



Dr. K. SUNDARAMBAL.

2021-22 ODD SEMESTER:

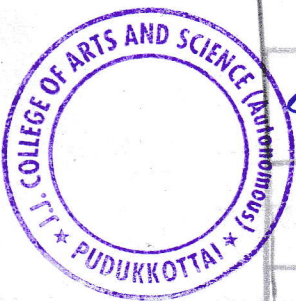
I MBA - International Strategic Management.

II BBA - Organizational Behaviour.
'B'

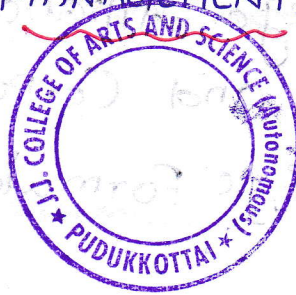
III BBA 'A' - STRATEGIC MANAGEMENT

IV MBA - Principles of Management.

D	A	1	2	3	4	5
I		IV MBA		II BBA 'B'	III BBA A	
II		IV MBA	III BBA 'A'		I MBA	II BBA 'B'
III		II BBA 'B'			IV MBA	III BBA 'A'
IV			I BBA 'B'		IV MBA	III BBA 'A'



INTERNATIONAL STRATEGIC MANAGEMENT.



UNIT: I:

INTERNATIONAL STRATEGIC MANAGEMENT AND PLANNING.

International Strategic Management - Definition - Meaning - A Conceptual exposition - Distinguishing Characteristics of International Strategic Management - Difference between International Strategic Management and Domestic Management - Phases of ISM - Importance of Strategic Management and Planning - Different levels of Strategy - Steps in Strategic Planning - Strategic vision, Mission and Objectives - Strategic Selection - Types of Strategy - Strategic decision making - Evolution of Strategic Management - Strategic Model - Market oriented Strategy.

Unit - II:

STRATEGIC FORMULATION AND ALTERNATIVES.

Process of Strategic Formulation - The external environment - The Global Environment - Strategic consideration for multinational firms - Rationalizing Diversification and Building

Dt: 13/10/21

Day order: D5

Topic: Business Portfolio analysis

Teaching Methodology: Lecture

Source: Book,

Dt: 16/10/21

Day order: D2

Topic: BCG Matrix

Teaching Methodology: Lecture

Source: Book.

Dt: 18/10/21

Day order: D4

Topic: GE Portfolio Matrix

Teaching Methodology: Lecture

Source: Book.

Dt: 23/10/21

Day order: D3

Topic: Strategic reformulation Process

Teaching Methodology: Lecture

Source: Book.

Dt: 30/10/21

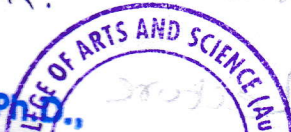
Day order: D4

Topic: Social Audit

Teaching Methodology: Lecture

Source: Book.

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