MANONMANIAM SUNDARANAR UNIVERISTY,
TIRUNELVELI-12

# SYLLABUS

## UG - COURSES – AFFILIATED COLLEGES

Course Structure for B. B. A.

(Choice Based Credit System)

(with effect from the academic year 2026-2027 onwards )

| Semester-I | | | | |
|---|---|---|---|---|
| **Part** | **Subject Status** | **Subject Title** | **Subject Code** | **Credit** |
| I | LANGUAGE | TAMIL | H1TL11 | 3 |
| II | ENGLISH | ENGLISH | H2EN11 | 3 |
| III | CORE | PRINCIPLES OF MANAGEMENT | HCBA11 | 5 |
| III | CORE | ACCOUNTING FOR MANAGERS I | HCBA12 | 5 |
| III | ELECTIVE | MANAGERIAL ECONOMICS | HEBA11 | 3 |
| IV | SEC 1 | BASICS OF EVENT MANAGEMENT | HSBA11 | 2 |
| IV | FC | MANAGERIAL COMMUNICATION | HFBA11 | 2 |

**Total Marks: 100 Internal Exam: 25 marks + External Exam: 75 marks**

A. **Scheme for internal Assessment**:
Maximum marks for written test: **20 marks**
**3 internal tests**, each of **I hour** duration shall be conducted every semester.
To the average of the **best two** written examinations must be added the marks scored in. The **assignment** for 5 marks.

The break up for internal assessment shall be:
Written test- 20 marks; Assignment -5 marks Total - 25 marks

**B. Scheme of External Examination**
**3 hrs.** examination at the end of the semester
A – Part : 1 mark question two - from each unit
B – Part : 5 marks question one - from each unit
C – Part : 8 marks question one - from each unit

- **Conversion of Marks into Grade Points and Letter Grades**

| S.No | Marks | Letter Grade | Grade point (GP) | Performance |
|---|---|---|---|---|
| 1 | 90-100 | O | 10 | Outstanding |
| 2 | 80-89 | A+ | 9 | Excellent |
| 3 | 70-79 | A | 8 | Very Good |
| 4 | 60-69 | B+ | 7 | Good |
| 5 | 50-59 | B | 6 | Above Average |
| 6 | 40-49 | C | 5 | Pass |
| 7 | 0-39 | RA | - | Reappear |
| 8 | 0 | AA | - | Absent |

- **Cumulative Grade Point Average (CGPA)**

$$\mathbf{CGPA} = \frac{\mathbf{\Sigma\,(GP \times C)}}{\mathbf{\Sigma C}}$$

- **GP** = Grade point, **C** = Credit
- CGPA is calculated only for Part-III courses
- CGPA for a semester is awarded on cumulative basis

- **Classification**
  a) First Class with Distinction : CGPA $\geq$ 7.5*****
  b) First Class : CGPA $\geq$ 6.0
  c) Second Class : CGPA $\geq$ 5.0 and $<$ 6.0
  d) Third Class : CGPA$<$ 5.0

## PART - I பொதுத்தமிழ் I
## நீதி இலக்கியங்களும் பக்தி இலக்கியங்களும்

**அலகு 1**

**இலக்கிய அறிமுகம்**

**அ. நீதி இலக்கியங்கள் அறிமுகம் பதினெண் கீழ்க்கணக்கு நூல்கள்**

1. திருக்குறள்
2. நாலடியார்
3. நான்மணிக்கடிகை
4. இன்னா நாற்பது
5. இனியவை நாற்பது
6. திரிகடுகம்
7. ஆசாரக் கோவை
8. பழமொழி
9. சிறுபஞ்சமூலம்
10. ஏலாதி
11. முதுமொழிக்காஞ்சி
12. கார் நாற்பது
13. ஐந்திணை எழுபது
14. ஐந்திணை ஐம்பது
15. திணைமொழி ஐம்பது
16. திலைமாலை நூற்றைம்பது
17. கைந்நிலை
18. களவழி நாற்பது

**பிற நீதிநூல்கள்**

1. ஆத்திசூடி - ஔவையார்
2. கொன்றைவேந்தன் - ஔவையார்
3. மூதுரை - ஔவையார்
4. நல்வழி - ஔவையார்
5. அறநெறிச்சாரம் - முனைப்பாடியார்
6. வெற்றிவேற்கை - அதிவீரராம பாண்டியர்
7. நீதிநெறிவிளக்கம் - குமரகுருபரர்
8. நன்னெறி - துரைமங்கலம் சிவப்பிரகாசர்
9. உலகநீதி - உலகநாதன்
10. நீதிநூல் - மாயூரம் வேதநாயகம்பிள்ளை

**புதிய ஆத்திசூடிகள்**

1. புதிய ஆத்திசூடி - பாரதியார்
2. இளையார் ஆத்திசூடி - பாரதிதாசன்
3. தமிழ்சூடி - வ.சுப.மாணிக்கம்
4. நெறிசூடி - நாரா. நாச்சியப்பன்
5. அறிவியல்சூடி - ச.மெய்யப்பன்
6. ஆய்வுகுடி - தமிழண்ணல்
7. நீதிசூடி - புலவர் சோம. இளவரசு

**ஆ. பக்தி இலக்கியங்கள் அறிமுகம்**

1. பன்னிரு திருமுறைகள்
2. சைவத் திருமடங்கள்
3. நாலாயிரத் திவ்வியப் பிரபந்தம்
4. கிறித்துவ சமயத் தமிழ் இலக்கிய வளர்ச்சி
5. இஸ்லாம் சமயத் தமிழ் இலக்கிய வளர்ச்சி

**அலகு 2**

**நீதி இலக்கியங்கள் (செய்யுள்))**

1. திருக்குறள் அறன் வலியுறுத்தல் (4 வது அதிகாரம்) 10 குறள்கள்
2. நாலடியார் - கல்வி (14 ஆவது அதிகாரம்) 10 பாடல்கள்
3. நான்மணிக்கடிகை நிலத்துக்கு அணிஎன்ப - 9ஆவது பாடல்
4. பழமொழி நானூறு தந் நடைநோக்கார் - 288 ஆவது பாடல்
5. இனியவை நாற்பது இளமையை மூப்பென்று -37ஆவது பாடல்
6. முதுமொழிக்காஞ்சி எளிய பத்து 10 பாடல்கள்
7. நல்வழி முதல் ஐந்து பாடல்கள்
8. நீதிநெறி விளக்கம் முதல் ஐந்து பாடல்கள்

**அலகு -3**

**பக்தி இலக்கியங்கள்**

1. முதல் 3 பாடல்கள் 1 திருநாவுக்கரசர் நின்ற திருத்தாண்டகம்
2. மாணிக்கவாசகர் - சிவபுராணம் முதல் 10 வரிகள்
3. பொய்கையாழ்வார் முதல் திருவந்தாதி - முதல் 2 பாடல்கள்
4. பூதத்தாழ்வார் இரண்டாம் திருவந்தாதி முதல் 3 பாடல்கள்
5. ஆண்டாள் - திருப்பாவை முதலாவது பாடல்
6. திரு.வி.க - கிறிஸ்து மொழிக்குறள் - 5 குறள்கள்
7. குணங்குடி மஸ்தான் சாகிபு பராபரக்கண்ணி 5 கண்ணிகள்

**அலகு -4**

**உரைநடை**

நூற்றாண்டு கண்ட ஆளுமைகள் த.அறம் (1-4)

1. இலக்கியப் பேரொளி தொ.மு.சி. ரகுநாதன்
2. திசைகாட்டி கு.அழகிரிசாமி
3. பொதுவுடைமைக் கவிஞர் தமிழ் ஒளி
4. கரிசல் இலக்கியத் தந்தை கி ராஜநாராயணன்
5. சங்க இலக்கியத்தில் குலக்குறியீடு பேராசிரியர் பா. ஆனந்தகுமார்.

**அலகு -5**

**மொழிப்பயிற்சி ஒற்றுப்பிழைத் தவிர்த்தல்**

1. வல்லினம் மிகும் இடங்கள்
2. வல்லினம் மிகா இடங்கள்
3. ஈர்ஒற்று வரும் இடங்கள்
4. ஒரு.ஒர் வரும் இடங்கள்
5. அதுஇ அஃது வரும் இடங்கள்
6. தான்இ தாம் வரும் இடங்கள்

# PART - II GENERAL ENGLISH - I

**UNIT – I**
**PROSE**

1. The Power of Prayer - APJ Abdul Kalam
2. On the love of life - William Hazlitt
3. Nature (Chapter 1) - R. W. Emerson
4. Forgetting - Robert Lynd

**UNIT – II**
**POETRY**

1. The Flower-School - Rabindranath Tagore
2. Love After Love - Derek Walcott
3. Don't Quit - Edgar Albert Guest
4. Night - Wole Soyinka

**UNIT – III**
**SHORT STORY**

1. The Missing Mail - R K Narayan
2. Two Gentlemen of Verona - A.J. Cronin.
3. A Real Durban - Jhumpa Lahiri
4. Girls at War - Chinua Achebe

**UNIT – IV**
**GRAMMAR PARTS OF SPEECH**

1. Noun, Kinds of Nouns, Gender, Number, Case
2. Pronoun - Personal, Emphatic, Demonstrative, Indefinite, distributive, Relative and Interrogative
3. Adjective, kinds of Adjectives - Degrees of Comparison

**UNIT – V**
**COMPOSITION**

1. Paragraph Writing
2. Story Writing ( Hints Developing )
3. Reproduction of a Story Poem
4. Letter Writing

**TEXT BOOKS & WEB RESOURCES**

1. Web Resources
   Extract from Dr. A.P.J. Abdul Kalam's autobiography, Wings of Fire Hazlitt, William. “On the love of life.” . Quotidiana. Ed. Patrick Madden. 29 Sep 2006. 14 Jun 2026 https://essays.quotidiana.org/hazlitt/love_of_life/
   Nature:https://www.gutenberg.org/files/29433/29433-h/29433-h.htm
   Forgetting:https://archive.org/stream/in.ernet.dli.2015.73174/2015.73174.English-Essays-Of-Today_djvu.txt
2. Wren & Martin High School English Grammar and Composition

# PRINCIPLES OF MANAGEMENT

**Unit I**

**Introduction to Management**

**Management**: Meaning and Definition — Importance of Management — Nature of Management (Science, Art and Profession) — Scope of Management — Levels of Management— Functions of Management— Evolution of Management Thought: Frederick Winslow Taylor, Henri Fayol, Elton Mayo and Peter Drucker — Managerial Roles and Skills

**Unit II**

**Planning and Decision Making**

**Planning**: Meaning and Definition - Importance of planning – Nature and characteristics of planning – Types of plans: strategic, tactical and operational plans – Planning process. **Decision making**: meaning, nature and importance – Types of decisions – Rational decision-making process – Techniques for managerial decision-making

**Unit III**

**Organising**

**Organising**: Meaning and importance of organizing – Principles of organization – Organization structure – Formal and informal organization – Departmentation – Span of control – Delegation of authority – Centralization and decentralization - Line and staff authority

**Unit IV**

**Direction and Co-ordination**

**Direction**: Meaning and principles of directing – Nature - Techniques - Importance.
**Coordination**: meaning, need and importance – Techniques of coordination – Types - Requisites for Excellent Co-ordination

**Unit V**

**Controlling**

**Controlling**: Meaning and importance of control – Characteristics and principles of effective control – Steps in controlling process – Techniques of control: Budgetary control , Management audit , Performance appraisal – Control through MIS – Contemporary issues in managerial control – Challenges in controlling dynamic organizations.

**Reading list**

1. JAF Stoner, Freeman R.E and Daniel R Gilbert “Management”, 6th Edition,

Pearson Education, 2004.
2. Griffin, T.O., Management, Houghton Mifflin Company, Boston, USA, 2014.
3. Stephen A. Robbins & David A. Decenzo & Mary Coulter, "Fundamentals of Management" 7th Edition, Pearson Education, 2011
4. Stoner, Freeman, Gilbert Jr. (2014). Management (6th edition), New Delhi: Prentice Hall India
5. Robbins, S., Coulter, M., Sidani, D., and Jamali, D., Management: Arab World Edition, Pearson, 2014.

**Reference Books**

1. P.C. Tripathi& P.N Reddy; Principles of Management, Sultan Chand & Sons,6th Edition, 2017
2. L.M.Prasad; Principles & Practice of Management, Sultan Chand & Sons, 8th Edition.
3. Stephen P. Robbins & Mary Coulter; Management, Pearson Education, 13th Edition, 2017
4. Dr.C.B.Gupta; Principles of Management, Sultan Chand& Sons, 3rd Edition.
5. Harold Koontz, Hienz Weihrich, A Ramachandra Aryasri; Principles of Management, McGraw Hill, 2nd edition, 2015

**Web Resources**

1. https://www.toolshero.com/management/14-principles-of-management/
2. https://open.umn.edu/opentextbooks/textbooks/693
3. https://open.umn.edu/opentextbooks/textbooks/34
4. https://openstax.org/subjects/business
5. https://blog.hubspot.com/marketing/management-principles

# ACCOUNTING FOR MANAGERS I

**Unit I**

**Introduction to Accounting**

Meaning, objectives and scope of accounting – Accounting concepts and conventions – Accounting standards – Accounting cycle – Double-entry system – Journalizing transactions Ledger: Meaning, Format, Posting and Balancing — Preparation of Trial Balance: Meaning, Purpose, Methods and Limitations

**Unit II**

**Subsidiary Books and Bank Reconciliation**

Meaning and types of subsidiary books – Purchase book, sales book, cash book and journal proper – Petty cash book – Causes for disagreement between cash book and pass book Preparation of BRS (with favourable and overdraft balances).

**Rectification of Errors**: Classification of Errors (Errors of Omission, Commission, Principle, Compensating Errors) — Rectification before and after preparation of Trial Balance

**Unit III**

**Preparation of Final Accounts**

**Final Accounts**: Meaning, Need and Components — Trading Account: Purpose and Preparation — **Profit and Loss Account**: Purpose and Preparation — **Balance Sheet**: Meaning, Classification of Assets and Liabilities - Adjustments in Final Accounts: Closing Stock — Outstanding Expenses — Prepaid Expenses — Accrued Income — Income Received in Advance — Depreciation (as adjustment) — Bad Debts — Provision for Bad and Doubtful Debts — Provision for Discount on Debtors — Provision for Discount on Creditors — Interest on Drawings — Interest on Capital — Manager's Commission

**Unit IV**

**Depreciation**

**Depreciation**: Meaning and causes of depreciation – Characteristics of Depreciation - Need and significance – **Methods of depreciation**: straight line method, diminishing balance method and annuity method – Treatment of Depreciation in Final Accounts

**Unit V**

**Single Entry System**

**Single Entry System**: Meaning and Definition — Features and Characteristics – Advantages and limitations – Difference between single entry and double entry systems – Statement of affairs method – Conversion method – Ascertainment of profit under incomplete records

**Reading List**


1. Goel.D.K and Shelly Goel, 2018, Financial Accounting, Arya Publications, 2nd edition.
2. Jain .S.P &Narang .K, 1999, Financial Accounting, Kalyani Publishers, Ludhiana, 4th edition
3. Rakesh Shankar. R &Manikandan.S, Financial Accounting, SCITECH, 3rd edition.
4. Shukla&Grewal, 2002, Advanced Accounting, Sultan Chand & Sons, New Delhi, 15th edition.
5. Tulsian P.C., 2006, Financial Accounting, Pearson Education


**References Books**


1. Dr.K.Ganesan & S.Ushena Begam – Accounting for Managers - Volume 1, Charulatha Publications, Chennai
2. TS Reddy & amp; A.Murthy; Financial Accounting -Margham Publications , 6th Edition, 2019
3. David Kolitz; Financial Accounting – Taylor and Francis group, USA 2017
4. M N Arora; Accounting for Management- Himalaya Publications House 2019.

5. SN Maheswari; Financial Accounting - Vikas Publishing House, Jan 2018.
6. T. Horngren Charles, L. Sundern Gary, A. Elliott John; Introduction to Financial Accounting, Pearson Publications Oct 2017.

**Web Resources**

1. https://ebooks.lpude.in/management/mba/term_1/DMGT403_ACCOUNTING_FOR_MANAGERS.pdf
2. https://www.drnishikantjha.com/booksCollection/Accounting%20for%20Management%20for%20MBA%20.pdf
3. https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles
4. https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system\
5. https://www.profitbooks.net/what-is-depreciation

# MANAGERIAL ECONOMICS

**Unit I**

**Nature and Scope of Managerial Economics**

Nature, scope and significance of managerial economics – Relationship with microeconomics and macroeconomics – Fundamental economic concepts – Opportunity cost – Incremental principle – Equi-marginal principle – Time perspective – Discounting principle – Role of managerial economics in business decision-making.

**Unit II**

**Demand Analysis and Forecasting**

**Demand Analysis**: Meaning and Significance - Types of Demand (Individual, Market, Derived, Joint, Cross Demand) - determinants of demand – Law of demand – Elasticity of demand and its types

**Demand Forecasting**: Meaning, Need, Factors and Methods (Survey Method, Statistical Methods: Trend Analysis, Regression Analysis).

**Unit III**

**Production Analysis**

**Production**: Meaning and Concept Factors of production – Production function – Law of variable proportions – Returns to scale – Economies and diseconomies of scale - Technical and Economic Efficiency: Meaning and Measurement.

**Unit IV**

**Cost and Revenue Analysis**

**Cost Concepts**: Explicit and Implicit Costs — Accounting Cost vs. Economic Cost —

Fixed, Variable, Total, Average and Marginal Costs.

**Revenue Concepts**: Total Revenue (TR), Average Revenue (AR) and Marginal Revenue (MR) — Relationship between AR, MR and Elasticity — Revenue curves under Perfect Competition and Imperfect Competition.

**Unit V**

**Market Analysis and Pricing**

**Market Structures**: Basis of Classification - Perfect competition – Monopoly – Monopolistic competition – Oligopoly – Price determination under different market structures - Duopoly: Meaning and Models

**Pricing Strategies**: Cost-Plus Pricing, Skimming, Penetration, Psychological Pricing .

**Reading List**


1. Journal of Economic Literature – American Economic Association
2. Arthasastra Indian Journal of Economics & Research
3. Mithani D.M. (2016) -Managerial Economics –Himalaya Publishing House – Mumbai
4. Indian Economic Journal/Sage Publications
5. Mehta P.L (2016) – Managerial Economics – Sultan Chand & Sons – New Delhi


**References Books**


1. Dr. S. Sankaran; Managerial Economics; Margham Publication, Chennai, 2019
2. Thomas and Maurice; Managerial Economics: Foundations of Business Analysis and Strategy, McGraw Hill Education, 10 editions, 2017.
3. D N Dwivedi; Managerial Economics: Vikas Publishing House, 8 th edition, 2015.
4. H L Ahuja; Managerial Economics, S. Chand, 9th Edition,2017.
5. Dominick Salvatore; Managerial Economics: Principles and Worldwide Applications, Oxford University Press, Eighth edition, 2016


**Web Resources**

1. https://www.studocu.com/row/document/azerbaycan-dovlet-iqtisad-universiteti/business-and-management/lecture-notes-on-managerial-economics/6061597
2. https://www.intelligenteconomist.com/profit-maximization-rule
3. http://www.economicsdiscussion.net/laws-of-production/laws-of-production-laws-of- returns-to-scale-and-variable-proportions/5134
4. http://www.simplynotes.in/e-notes/mbabba/managerial-economics/\
5. https://businessjargons.com/determinants-of-elasticity-of-demand.html

# BASICS OF EVENT MANAGEMENT

**Unit I**

**Introduction to Event Management**

Meaning and scope of event management – Types of events – Importance of event planning – Roles and responsibilities of event managers – Career opportunities in event management

**Unit II**

**Concept and Design of Events**

Event concept development – Theme selection – Event proposal preparation – Event coordination – Venue selection – Event logistics.

**Unit III**

**Event Feasibility Analysis**

Feasibility analysis – SWOT analysis – Risk assessment – Resource mobilization – Human resource planning – Time scheduling.

**Unit IV**

**Event Planning, Marketing and Promotion**

Marketing mix in event management – Digital promotion – Social media campaigns – Public relations – Sponsorship management

**Unit V**

**Event Budget and Financial Management**

Budget preparation – Cost estimation – Revenue generation – Financial feasibility – Sponsorship planning – Event evaluation techniques – Post-event reporting

**Reading List**

1. Event Management: A Booming Industry and an Eventful Career by Devesh Kishore, Ganga Sagar Singh - Har-Anand Publications Pvt. Ltd.
2. Event Management by Swarup K. Goyal - Adhyayan Publisher - 2009
3. Event Management & Public Relations by Savita Mohan - Enkay Publishing House
4. Event Planning - The ultimate guide - Public Relations by S.J. Sebellin Ross
5. Event Management By Lynn Van Der Wagen & Brenda R Carlos, Pearson Publishers

**References Books**

1. Event Management By Chaudhary, Krishna, Bio-Green Publishers
2. Successful Event Management By Anton Shone & Bryn Parry
3. Event management, an integrated & practical approach By Razaq Raj, Paul Walters & Tahir Rashid

4. Event Planning Ethics and Etiquette: A Principled Approach to the Business of Special Event Management by Judy Allen , Wiley Publishers
5. Event Planning: Management & Marketing For Successful Events: Management & Marketing for Successful Events: Become an Event Planning Pro & Create a Successful Event Series by Alex Genadinik Create Space Independent Publishing Platform, 2015

**Web Resources**

1. https://ebooks.lpude.in/management/bba/term_5/DMGT304_EVENT_MANAGEMENT.pdf
2. https://www.inderscience.com/jhome.php?jcode=ijhem
   International Journal of Hospitality & Event Management
3. https://www.emeraldgrouppublishing.com/journal/ijefm
   International Journal of Event and Festival Management
4. https://www.eventbrite.com/blog//?s=roundup
5. https://www.eventindustrynews.com/

# MANAGERIAL COMMUNICATION

**Unit I**

**Introduction to Communication**

Meaning and process of communication – Types of communication – Principles of effective communication – Communication barriers - Strategies to Overcome Barriers – Listening skills

**Unit II**

**Business Letters and Written Communication**

Business letters – Letter drafting techniques – Inquiry letters – Complaint letters – Sales letters – Circulars

**Unit III**

**Oral Communication, Interviews and Presentations**

Resume writing – Cover letter preparation – Interview techniques – Group discussion – Presentation skills – Public speaking

**Unit IV**

**Business Reports and Meeting Communication**

Business reports – Agenda and minutes – Formal and informal reports – Meeting procedures – Virtual meeting communication.

**Unit V**

**Modern Forms of Business Communication**

Communication through digital platforms – Virtual collaboration – Podcasts and webinars – Social media communication – Website communication.

**Reading List**


1. Krishan Mohan & Meena Banerji, Developing Communication Skills, Macmillan India Ltd, 2008
2. Mallika Nawal –Business Communication – CENGAGE
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