

Annexure No.	55 E
SCAA Dated	29.02.2008

BHARATHIAR UNIVERSITY : OIMBATORE - 641 046
DIPLOMA in BUSINESS ADMINISTRATION (DBA)
REGULATIONS

Eligibility for admission:

Candidates for admission to the Diploma in Business Administration (DBA) course shall be required to have passed the Higher Secondary examinations (Academic or Vocational) conducted by the Government of Tamilnadu or any other examination accepted as equivalent thereto by the syndicate.

Duration of the course:

The course shall extend over a period of six months comprising of one semester.

Medium of instruction and examinations:

The medium of instruction and examinations shall be in English.

Passing minimum:

- a) A candidate shall be declared to have passed in a paper if he or she obtains not less than 40% of marks in that paper.
- b) A candidate failing to secure the minimum marks prescribed shall be required to reappear for the examination in that paper and obtain not less than the minimum marks required for passing the paper.

Classification of successful candidates

- a) Successful candidates passing the examinations by securing not less than 60% of total marks in all subjects shall be declared to have passed in First class.
- b) Successful candidates passing the examinations by securing not less than 50% of total marks in all subjects shall be declared to have passed in second class
- c) All other successful candidates shall be declared to have passed the examinations in Third class.

SCHEME OF EXAMINATIONS

TITLE OF THE PAPER	EXAM DURATION	TOTAL MARKS
1. Principles of Management	3 hours	100 marks
2. Marketing Management	3 hours	100 marks
3. Human Resource Management	3 hours	100 marks
4. Financial Management	3 hours	100 marks

		400

Other requirements:

Institutional training for a period of two weeks in various industrial establishments is to be completed within the duration of the course followed by submission of the report.

PAPER – I PRINCIPLES OF MANAGEMENT

UNIT – I

Nature and scope of Management process - Management science or art – Development of Management thought – Scientific Management – Functions

UNIT – II

Planning: meaning and purpose – steps in planning – types of planning

Objectives and Policies: Objectives , Policies, procedures and methods – Nature and types of policies

Decision making: process – types of decisions- problems involved in decision making – quantitative techniques

UNIT – III

Organising: types of organization – organizational structure – span of control – use of staff units and committees

UNIT – IV

Delegation: delegation and centralization – line and staff relationship

Staffing: sources of recruitment – selection process – training

UNIT – V

Directing: nature and purpose of directing.

Controlling: meaning – process – Budgetary and non- budgetary controls – Case studies

REFERENCE BOOKS:

Rustom Davar Management Process

Dinkar Pagare Principles of Management

Koontz and Odonnel Management

PAPER – II MARKETING MANAGEMENT

UNIT – I

Marketing – concept – meaning – importance – Consumer concept – differences between agricultural , industrial, and consumer goods – functions of marketing- marketing environment: environmental factors affecting the marketing function

UNIT – II

Buyer behaviour – buying motives – market segmentation – marketing strategy – market structure – Channel definition and types – channel policy – whole salers , retailers , and Middlemen and their functions

UNIT – III

The product – marketing characteristics – consumer goods - industrial goods – production policy – product life cycle – product mix – modification & elimination – packing – developing new products – strategies

UNIT – IV

Pricing – meaning – pricing policies – factors influencing pricing decisions – competitors action to price changes – multiproduct pricing
Physical distribution : management of physical distribution – marketing risks

UNIT – V

Branding Decisions: brand – brand image – brand identity – brand personality – positioning and leveraging the brands – brand equity – brand building

REFERENCE BOOKS:

Philip Kotler	Marketing Management
Rajan Nair	Marketing Management
Cundiff and Still	Fundamentals of Modern Marketing

PAPER – III

HUMAN RESOURCE MANAGEMENT

UNIT – I

Personnel / Human resource management – meaning , nature , scope and objectives – functions – role of personnel manager – organization of HR department – HR policies and procedures

UNIT – II

Human resource planning – job analysis – job description and job specification – role analysis – recruitment and selection – training and development

UNIT – III

Performance appraisal – promotion – transfer – demotion – Human Relations – job satisfaction – morale and discipline – labour turnover

UNIT – IV

Wages and Salary administration – job evaluation – incentive system – Labour Welfare and Social Security – safety , health and security – retirement benefits

UNIT – V

Industrial Relations – trade unionism – grievance handling – collective bargaining and worker's participation

REFERENCE BOOKS:

Tripathy	Personnel Management and Industrial Relations
Mamoria	Personnel Management
DeCenzo and Robbins	Personnel / Human Resource Management

PAPER – IV FINANCIAL MANAGEMENT

UNIT - I (Theory only)

Finance functions – definition and scope – objectives of financial management - sources of finance – short term – bank sources – long term – shares – debentures – preferred stock – debt

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 and financial leverage

UNIT – III (Theory only)

Capital structure – factors influencing capital structure – optimal capital structure – Dividend and dividend policy : meaning , classification – sources available for dividends – dividend policy general , determinants of dividend policy

UNIT – IV (Theory only)

Working capital management : concepts – importance – determinants of working capital
Cash management : motives for holding cash – objectives and strategies of cash management
Receivables management : objectives – cost of credit extension – benefits – credit policies – credit terms – collection policies

UNIT – V (Problems only)

Financial analysis and planning: Budgeting – budgetary control – classification of budgets – preparation - cost-volume-profit analysis

(Theory carries 80 marks and problems carry 20 marks)

REFERENCE BOOKS:

Sharma and Gupta	Financial Management
Khan and Jain	Financial Management
I. M. Pandey	Financial Management
S.N.Maheswari	Management Accounting

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DIPLOMA IN OFFICE ADMINISTRATION (DOA)

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SCHEME OF EXAMINATION

TITLE OF THE PAPER	EXAM DURATION	TOTAL MARKS
1. Office Management	3 hours	100 marks
2. Business Communication	3 hours	100 marks
3. Principles of Accountancy	3 hours	100 marks
4. Computer Applications in Corporate Office	3 hours	100 marks
5. Computer Practical	3 hours	100 marks

PAPER – I OFFICE MANAGEMENT

UNIT – I

Meaning and importance of office management – functions of a modern office – office organization – meaning and principles – relationship of office with other departments

UNIT – II

Office accommodation – lay out – location and environment – office systems, procedures, routines and methods – physical work environment – office furniture – type of furniture

UNIT – III

Work study and work measurement – work simplification – records management – filing and indexing – filing systems and methods – filing equipment – job definition and description - job evaluation and merit rating

UNIT – IV

Communication system in an office – handling inward and outward mails – communicating media – office machines – selection and usage – cyclo- styling machine, duplicating machines , franking machines – Photostat machine

UNIT – V

Office forms – design and control – continuous stationary office cost control – office supervision – principles of supervision – role of supervision – methods of obtaining data and recording procedures.

REFERENCE BOOKS:

P.K. Ghosh	Office Management
R.K. Chopra	Office Management
John and Lens	Modern Office Management

PAPER – II BUSINESS COMMUNICATION

UNIT –I

Analysis and synthesis of Business letters - Basic principles in drafting – appearance and lay out – letter style

UNIT – II

Various types of business letters – letter of enquiry- quotation – orders – cancellation – execution – circulars – status enquiry – collection letters

UNIT – III

Application for a situation

UNIT – IV

Banking correspondence

UNIT – V

Drafting of business reports - speech writing

REFERENCE BOOKS:

Ramesh and Pattanchetty Effective Business English & correspondence

Rajendrapaul and Korlakalli Essentials of Business Communication

PAPER – III PRINCIPLES OF ACCOUNTANCY

UNIT – I

Accounting – definition – scope of accounting – Financial accounting – Cost accounting – Management accounting – differences

UNIT – II

Financial accounting : accounting concepts – conventions – principles - preparation of journal and ledger

UNIT – III

Subsidiary books – preparation of a Trial Balance - Bank reconciliation statement

UNIT – IV

Final accounts of sole traders

UNIT – V

Accounts from incomplete records – statement of affairs methods – conversion method

REFERENCE BOOKS:

Jain and Narang	Advanced Accounting
Shukla and Grewal	Advanced Accounting
Gupta and Radhaswamy	Advanced Accountancy.

PAPER – IV COMPUTER APPLICATIONS IN CORPORATE OFFICES

UNIT – I

Introduction to computer – Generation of computers - classification of computers – hardware and software – introduction to windows 98 – working within a window – tool bars, menu & dialog boxes – working with drivers, folders & files.

UNIT – II

Ms word – creating a new document – editing – working with margins , pages and line spaces – adding headers , footers and page numbering - printing documents – faxing & E- mailing documents – adding graphics to documents

UNIT – III

Ms excel – creating a new workbook – entering data into the worksheets – editing worksheets – adding cell borders and shading – working with ranges - managing and printing workbook – simple calculations – copying formula – creating charts

UNIT – IV

Ms – Access – creating a new database – creating and editing tables – entering and editing data in table – creating relationships between tables – creating and modifying a form – sorting , filtering and indexing data – creating a query – creating and customizing a report

UNIT – V

Power point - creating a new presentation – working with slides in different views – printing presentations – inserting, deleting and copying slides – rearranging slides – adding and modifying slide text – adding graphics to slide.

REFERENCE BOOKS:

Joyce Cox, Polly Urban Quick Course in Microsoft Office, Galgotia Publications Pvt Ltd., 1996

R.K.Taxali PC Software for Windows made Simple, Tata Mc Graw Hill Publications Pvt Ltd., 1998.

PAPER – V COMPUTER PRACTICAL

The syllabus for computer practical is as in Paper – IV Computer Applications in Corporate Offices.
