### SEMESTER I

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### SEMESTER I

**PART I  LANGUAGES / ALTERNATE SUBJECT PAPER I**

| வணிகக் காதிஞ்சல் பாதிக்கத் | என்று குறிப்பிடும் வகையானதைப்படத்துடன் இணங்கும் வரும் நிலைக்கும் நிலைக்கும் - அல்லது அவர்களுக்கு பயன்படுத்தி விளக்கம் என்றும் உண்டுபடுத்தன. அவர்களுக்கு அல்லது அவர்களுக்கு பயன்படுத்தி விளக்கம் என்றும் உண்டுபடுத்தன.

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REFERENCE BOOKS

2. Selected College Poems, Ambika Sen Gupta, Orient (Blackswan)

(The syllabus passed in 2014 CBCS pattern for B.B.A. Degree Course for Part II)
English Paper I)
## MANAGEMENT PROCESS

### UNIT -I
- Business - meaning - business and profession, requirements of a successful business
- Organisation - meaning - importance of business organisation

### UNIT –II
- Nature and Scope of Management process – Definitions of Management
- Management: a science or an art? - Scientific Management
- Managerial functions and roles – The evolution of Management Theory.

### UNIT –III
- Planning: meaning and purpose of planning - steps in planning - types of planning

### UNIT –IV
- Organising: Types of organisation – Organisational structure - span of control - use of staff units and committees
- Delegation: Delegation and centralisation - Line and Staff relationship
- Staffing: Sources of recruitment - Selection process - training.

### UNIT -V
- Directing: Nature and purpose of Directing

### REFERENCE BOOKS
# FINANCIAL ACCOUNTING

## UNIT -I

## UNIT –II

## UNIT –III

## UNIT –IV
- Accounting for non-trading institutions-Income &Expenditure Account- Receipts and Payment Accounts and Balance sheet - Accounting for depreciation – methods of depreciation – problems (straight line method and written down value method only)

## UNIT -V
- Preparation of accounts from incomplete records.

20% of the questions must be theory  
80% of the questions must be problems

## REFERENCE BOOKS

# MATHEMATICS FOR MANAGEMENT- I

## UNIT -I
Sets and set operation - Venn Diagrams - Elements of Co-ordinate system. Matrices, Fundamental ideas about matrices and their operational rules – Matrix multiplication - Inversion of square matrices of not more than 3rd order- solving system of simultaneous liner equations.

## UNIT –II
Mathematics of Finance and series simple and compound interest - Arithmetic progression - Geometric progression (Simple problems only).

## UNIT –III
Meaning and Definitions of Statistics - Scope and Limitations. Statistical enquiries - Scope of the problem - Methods to be employed types of enquiries - Presentation of data by Diagrammatic and Graphical Method - Formation of Frequency Distribution.

## UNIT –IV
Measures of Central tendency - Arithmetic Mean, Median, Mode, Geometric and Harmonic mean, Measures of variation and standard, mean and quartile deviations - Skew ness and Kurtooses Lorenx curve, Simple Correlation - Scatter diagram - Karl Pearson's Co-efficient of correlation – Rank correlation - Regression lines.

## UNIT -V
Analysis of Time Series: Methods of Measuring - Trend and Seasonal variations - Index number - Unweighted indices - Consumers price and cost of living indices.

20% of the questions must be theory  
80% of the questions must be problems

## REFERENCE BOOKS
# INTRODUCTION TO AIRLINE AND TRAVEL & TOURISM INDUSTRY

| UNIT -I | □ Commercial Aviation-Air Taxi Operations-  
|         | □ Private Operation- Airport Handling  
|         | □ Functions of IATA-ICAO - Aims and Objectives.  
|         | □ IATA Geography and Global indicators |

| UNIT –II | □ Airlines Terminal Management- Airline Operational Management-  
|         | □ Domestic- International Departure Formalities,  
|         | □ Security Check- In. Hand Baggage Screening  
|         | □ Personal Frisking- Boarding the Plane, Ground Announcements  
|         | □ Handling of Delayed Flight-Disruptive Flights  
|         | □ Ramp Handling & Ramp Safety- Procedure |

| UNIT –III | □ Travel Documents- Passport – Visa-  
|          | □ Tim- Currency Regulations-IATA Rate of Exchange  
|          | □ Banker’s Buying Rate- Banker's selling rate-Currency Conversion  
|          | □ Departure Control System-ATC |

| UNIT –IV | □ Travel Agent Management- Travel Partners  
|          | □ IATA Approved Travel Agency Appointment and Control  
|          | □ Bank guarantee.-IATA Billing and Settlement Plan  
|          | □ Credit Period - Customer Service-Service Provider  
|          | □ Training and Development of Travel agent-GDS. |

| UNIT -V | □ Tourism Management-  
|         | □ Domestic and International Tourism.  
|         | □ Discover India-Government Regulations on Tourism Management.  
|         | □ Exploring new Destinations-Foreign Currency Earner. |

**REFERENCE BOOK:**

1. IATA Manual on Diploma in Travel & Tourism Management
2. ICAO Manuals