

# **TAMIL NADU PUBLIC SERVICE COMMISSION**

## **SYLLABUS BUSINESS ADMINISTRATION Code :386 UNDER GRADUATE DEGREE STANDARD**

### **UNIT – I: BUSINESS MANAGEMENT AND BUSINESS ORGANISATION**

Functions of management- Evolution of Management thoughts- Levels of Management- skills of managers. Forms of business Organisation-Sole traders, partnership, Joint Hindu family firm - Joint Stock Companies - Cooperative Organisations - Public Utilities and Public Enterprises.

### **UNIT – II: ORGANISATIONAL BEHAVIOUR**

Organisational Behaviour – Individual differences - Intelligence tests- Personality tests - Perception - Motivation - Theories - Job satisfaction - Morale - Job enrichment - Job enlargement.

Group Dynamics -Group norms – Conflict – supervision - Leadership - Types – Theories of Counseling.

### **UNIT – III: PRINCIPLES OF ACCOUNTING**

Basic Accounting concepts - Kinds of Accounts. Double Entry Book Keeping - Journal and Ledger Accounts- Subsidiary books- Trial balance - Errors – Types of errors - Rectification of errors – Bank reconciliation statement – Manufacturing - Trading - Profit & Loss Account - Balance sheet. – Accounting for Non-Trading Institutions-Income & Expenditure Account- Receipts and Payment Accounts and Balance sheet - Accounting for depreciation – Methods of depreciation – Preparation of accounts from incomplete records.

### **UNIT – IV: PRODUCTION MANAGEMENT**

Production Management – Functions -Plant location- Plant layout-Production Planning and control - Materials Handling-Maintenance-Types- Materials Management- Integrated materials management. Purchasing–Vendor rating - Vendor development. Inventory-Tools-Store keeping - Stores Ledger - Bin card. Quality control-Types of Inspection – Total Quality Management (TQM) - Elements-Bench marking ISO - Procedure for obtaining ISO.

### **UNIT – V: MARKETING MANAGEMENT**

Marketing Management- Marketing concept-Functions of Marketing - Marketing environment. Buyer Behaviour-Market Segmentation-Marketing strategy-Market Structure-Channel selection. Product Life Cycle (PLC)- Product mix-new product development- strategies. Pricing policies – multi

product pricing. Physical distribution-marketing risks. Brand Image, Brand Identity-Brand Personality -Positioning and leveraging the brands-Brands Equity.

### **UNIT – VI : FINANCIAL MANAGEMENT**

Financial Management- Sources of Finance-cost of Capital-Operating Leverage and Financial Leverage. Capital Structure - Dividend and Dividend policy. Working capital management-Cash Management-Receivables Management-Credit policies. Budgeting-types of budgets-Capital budgeting-types. Financial statement Analysis-Ratio analysis-inter and intra firm comparison.

### **UNIT -VII: HUMAN RESOURCE MANAGEMENT**

Human Resource Management-Functions of HRM-The Role & status of HR manager - Strategic HRM. Human Resource Planning – Job Analysis-Recruitment and Selection - Sources of Recruitment-Stages involved in Selection Process – Types of Selection Tests. Induction–Training and Development – Performance appraisal - Job evaluation and merit rating - Promotion - Transfer and demotion. Employee Grievance – Collective Bargaining – Indiscipline.

### **UNIT VIII: BUSINESS ENVIRONMENT**

Business Environment: Concept, characteristics of environment. Economic, Political, Legal, Technological, Socio-cultural and International environment. Liberalisation - Privatization - Globalization – Benefits & pitfalls Role of WTO. Business & Society - Social Responsibilities of business.

### **UNIT IX: MANAGEMENT INFORMATION SYSTEM AND E-COMMERCE**

Management Information System- Data Base Management System- Email, internet, intranet and teleconferencing, www architecture, E-Commerce-Electronic Data Interchange (EDI). Electronic payment of cash. Smart cards – credit cards. Cyber security – cybercrimes.

### **UNIT X: OFFICE MANAGEMENT AND BUSINESS CORRESPONDENCE**

Office Management– office manager – functions - principles of office organization. Classification of records – principles of record keeping –office system and procedures-work simplification –office committees-work measurement – control of office work. Business correspondence – Memorandum – Office orders – circulars; Report writing. Letters under Right to Information (RTI) Act – General complaints and petitions for public utilities.