

APPENDIX - AE

MADURAI KAMARAJ UNIVERSITY
(University with Potential for Excellence)

B.B.A. (Semester)

**CHOICE BASED CREDIT SYSTEM
REVISED SYLLABUS**

(With effect from 2018-10 onwards)

1. INTRODUCTION OF THE PROGRAMME

The Bachelor of Business Administration programme has been offered by this university since its inception to provide developmental avenue for working personnel and professionals for acquiring management qualifications to upgrade and refine their managerial skills, capabilities, and orientation. Also it aims to impart lifelong learning opportunities to the learners in the specific domains like leadership, entrepreneurial skills, and professional competence. The Programmes offered by the university are useful and geared to fulfill identified gaps in the corporate and business world.

2. ELIGIBILITY FOR ADMISSION:

Candidates seeking admission to the BBA degree course must have passed the Higher Secondary Examination of the Government of Tamilnadu or as its equivalent examination.

- 2.1. Duration of the Programme : 3 Years
- 2.2. Medium of Instructions : English

3. OBJECTIVES OF THE PROGRAMME:

The objective of the BBA degree program is to prepare the higher secondary students of above average attainments for a course that will equip them with specific knowledge and skills for junior and middle positions of responsibilities in industrial and commercial organizations, after an initial spell of practical experience in their career. It is therefore, advisable to organize the instruction on the lines of professional courses. Participative methods of instruction should be adopted. Class work may be supplemented with field study report for enhancing their research interests.

4. OUTCOME OF THE PROGRAMME

At the end of the three year Bachelors in Business Administration program, students would gain a thorough grounding in the fundamentals of business management. The industry and entrepreneurship oriented curriculum offers a number of specializations and practical exposures which would equip the student to face the contemporary challenges in the field. The holistic outlook of the program with a number of value based and personality development courses ensures that students are groomed into up-to-date, assertive and effective business executives with strong leadership skills and social consciousness.

COURSE STRUCTURE

I Semester		II Semester	
1.	VanikaKadithankal	1.	AluvalakaMelanmai
2.	English – I	2.	English – II
3.	Principles of Management	3.	Business Environment
4.	Fundamentals of Accounting	4.	Cost Accounting
5.	Business Economics	5.	Money and Banking
6. NME	Fundamentals of Management	6. NME	Fundamentals of Entrepreneurship
III Semester		IV Semester	
1.	Company Law	1.	Industrial Law
2.	Information Management	2.	Marketing Management
3.	Computer Application in Business	3.	Management Accounting
4.	Organizational Behaviour	4.	Human Resource Management
5.	Business Mathematics	5.	Business Statistics
6. Skill Based subject	Presentation Skills	6. Skill Based subject	Interview Skills
7. Skill Based subject	Personality Development	7. Skill Based subject	Salesmanship
V Semester		VI Semester	
1.	Operations Management	1.	Retail Management
2.	Advertising Management	2.	Services Marketing
3.	Financial Management	3.	Total Quality Management
4.	Entrepreneurship Development	4.	Strategic Management
5.	Research Methodology	5.	Field Study Report
6. Skill Based subject	Leadership and Communication Skills	6. Skill Based subject	Employability Skills
7.	Environmental Studies	7.	Value Education

**BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)
DEGREE SEMESTER SYSTEM**

Workload and Scheme of Examination

SEMESTER I						
S.No.	Subjects	No. of Hours	No. of Credits	Internal Marks	External Marks	Total
	Part I Tamil/Alternate Subject					
1.	VanikaKadithankal	6	3	25	75	100
	Part II English					
2.	English – I	6	3	25	75	100
	Part III Core Subjects					
3.	Principles of Management	5	4	25	75	100
4.	Fundamentals of Accounting	6	4	25	75	100
	Part III Allied Subjects					
5.	Business Economics	5	4	25	75	100
	Part IV Non Major Electives					
6.	Fundamentals of Management	2	2	25	75	100
	TOTAL	30	20	150	450	600
SEMESTER II						
S.No.	Subjects	No. of Hours	No. of Credits	Internal Marks	External Marks	Total
	Part I Tamil/Alternate Subject					
1.	AluvalakaMelanmai	6	3	25	75	100
	Part II English					
2.	English – II	6	3	25	75	100
	Part III Core Subjects					
3.	Business Environment	5	4	25	75	100
4.	Cost Accounting	6	4	25	75	100
	Part III Allied Subjects					
5.	Money and Banking	5	4	25	75	100
	Part IV Non Major Electives					
6.	Fundamentals of Entrepreneurship	2	2	25	75	100
	TOTAL	30	20	150	450	600

SEMESTER III						
S.No.	Subjects	No. of Hours	No. of Credits	Internal Marks	External Marks	Total
	Part III Core Subjects					
1.	Company Law	5	4	25	75	100
2.	Information Management	5	4	25	75	100
3.	Computer Application in Business	5	4	25	75	100
4.	Organizational Behaviour	5	4	25	75	100
	Part III Allied Subject					
5.	Business Mathematics	6	5	25	75	100
	Part IV Skill Based Subjects					
6.	Presentation Skills	2	2	25	75	100
7.	Personality Development	2	2	25	75	100
	TOTAL	30	25	175	525	700
SEMESTER IV						
S.No.	Subjects	No. of Hours	No. of Credits	Internal Marks	External Marks	Total
	Part III Core Subjects					
1.	Industrial Law	5	4	25	75	100
2.	Marketing Management	5	4	25	75	100
3.	Management Accounting	5	4	25	75	100
4.	Human Resources Management	5	4	25	75	100
	Part III Allied Subject					
5.	Business Statistics	6	5	25	75	100
	Part IV Skill Based Subjects					
6.	Interview Skills	2	2	25	75	100
7.	Salesmanship	2	2	25	75	100
	Part V Extension Activities	0	1	25	75	100
	TOTAL	30	26	200	600	800
SEMESTER V						
S.No.	Subjects	No. of Hours	No. of Credits	Internal Marks	External Marks	Total
	Part III Core Subjects					
1.	Operations Management	5	4	25	75	100
2.	Advertising Management	5	4	25	75	100

3.	Financial Management	5	4	25	75	100
4.	Entrepreneurship Development	5	4	25	75	100
	Part III Allied Subject					
5.	Research Methodology	6	5	25	75	100
	Part IV Skill Based Subject					
6.	Leadership and Communication Skills	2	2	25	75	100
	Part IV Mandatory Subject					
7.	Environmental Studies	2	2	25	75	100
	TOTAL	30	25	175	525	700
SEMESTER VI						
S.No.	Subjects	No. of Hours	No. of Credits	Internal Marks	External Marks	Total
	Part III Core Subjects					
1.	Retail Management	5	4	25	75	100
2.	Services Marketing	5	4	25	75	100
3.	Total Quality Management	5	4	25	75	100
4.	Strategic Management	5	4	25	75	100
	Part III Allied Subject					
5.	Field Study Report	6	5	25	75	100
	Part IV Skill Based Subject					
6.	Employability Skills	2	2	25	75	100
	Part IV Mandatory Subject					
7.	Value Education	2	2	25	75	100
	TOTAL	30	25	175	525	700
	GRAND TOTAL	180	140 + 1*	1025	3075	4100

* 1 credit is meant for Part – V Extension activities in Semester IV.

NOTE: Those Students, who have not studied Tamil as a language in their Higher Secondary Course, may be exempted and allowed to write the Part – I papers: “VanikaKadithankal” (I Semester) and “AluvalagaMelanmai” (II Semester) in English.

SEMESTER I

PART I – PAPER – 1 – வணிகக் கடிதங்கள்

நோக்கம் இப்பாடத்தின் மூலம் வணிகக் கடிதங்களின் தேவை, கடித வகைகள், வியாபாரக் கடிதங்கள், விசாரணைகடிதங்கள், அரசுத்துறைமற்றும் பொதுசேவைகடிதங்கள், வங்கிக் கடிதங்கள், மற்றும் வேலைவேண்டிவிண்ணப்பக் கடிதங்கள் ஆகியவற்றைபற்றிஅறிய முடியும்

பகுதி 1 வணிகக் கடிதங்கள் - தேவைமற்றும் முக்கியத்துவம் - நோக்கங்கள் - வணிகக் கடிதங்களின் அடிப்படைக் கூறுகள் - வணிகக் கடிதங்கள் பொதுஅமைப்பு மற்றும் படிவங்கள் - சிறப்புக் கூறுகள் - கடித வகைகள்

பகுதி 2

வியாபாரக் கடிதங்கள் - முனைவு கடிதங்கள் மற்றும் விசாரணைகள் விலைப்புள்ளிகள் - ஆணையறுக்கள் - “ஆணையறு நிறைவேற்றுதல்” - சரக்குபெற்றுக் கொண்டதைஉறுதிசெய்தல்.

பகுதி 3

வணிகர் விசாரணைகடிதங்கள் - வியாபாரவிசாரணைமற்றும் வங்கிவிசாரணை --- புகார்களும் சரிக்கட்டலும் - நிலுவைத் தொகைநினைவுறுத்தல் - வசூல் செய்தல் - கணக்கைநேர் செய்தல்.

பகுதி 4

சுற்றுக் கடிதங்கள் - விற்பனைக் கடிதங்கள் - அரசுத்துறைமற்றும் பொதுசேவைஅமைப்பு சார்ந்தகடிதங்கள்

பகுதி 5

வங்கிக் கடிதங்கள் - காப்பீட்டுக் கடிதங்கள் - வேலைவேண்டிவிண்ணப்பக் கடிதம் - பத்திரக்கைஆசிரியருக்குகடிதங்கள்.

குறிப்பு வணிகநிர்வாகவியல் ஆசிரியர்கள் மட்டுமே இந்தப் பாடத்தைநடத்தவும் விடைத்தாள் மதிப்பீடுசெய்யவும்.

Text Book for Reference

1. Commercial Correspondence & Office Management – R.S.N. Pillai & Bahavathi
2. Business Communication – by Sharma Gupta – Kalyani Publishers

CORE COURSE – 1

PAPER – 3 – PRINCIPLES OF MANAGEMENT

Objective: The objective of this subject is to regulate decision making and behavior within a group or an organization by the managerial principles.

Unit I:Management- Nature and definition- Function of management - Management: Art, Science and profession .Admission Vs Management. Functional Areas of Management-Managerial skills, Technical skills, Human and Conceptual skills, Levels of Management: Top-level, Middle level and lower level.

Unit II:Evolution of management-F.W. Taylor and scientific management, Contribution of Fayol, Planning-Definition, Importance and Characteristics. Planning process-Types of plans-Merits and limitations of planning-Decision making –meaning, process and types.

Unit III:Organizing: Meaning, Definition and principles, organization structure and charts-Features of good organization: Line, Functional, line and staff, committee-Merits and Demerits of line and line staff, Departmentation -process and methods. Delegation of authority Definition Need and principles.Centralization and Decentralization-Merits and Demerits.

Unit IV:Staffing- Meaning –Recruitment –Selection –Directing-meaning, Importance, Principles.

Unit V:Control –Meaning , Nature , Importance and Principles , Steps and Techniques , Requirement of an Effective control system

Text Book:

T. Ramasamy - **Principles of Management**, Himalaya publishing house- Mumbai- First Edition - 1998.

Reference Books:

1. Stoner and Freeman, **Management**, Prentice Hall of India, New Delhi.
2. P.C. Tripathi and P.N. Reddy, **Principles of Management**, McGraw Hill, New Delhi.

CORE COURSE – 2
PAPER – 4 –FUNDAMENTALS OF ACCOUNTING

Objectives: *The Objective of this subject is to develop conceptual understanding of the basic accounts system through book-keeping mechanism and to prepare financial statement*

Unit-I: Book –Keeping –Meaning –Systems- Accountancy- Meaning – Objectives - Importance-Advantages & Limitations- – Accounting concepts and conventions- kinds of Accounts.

Unit- II: Journal- Rules for journalizing - Subsidiary Journal –Purchase book, Sales book, Returns book, Cash book and Petty cash book - Ledger – Preparation of Trial Balance.

Unit-III: Final accounts (Accounts of trading concerns) – Format of final accounts - Elementary problems with simple adjustments – Capital expenditure, Revenue expenditure and Deferred Revenue Expenditure – Meaning and distinction.

Unit- IV: Depreciation- Meaning - Causes and need, Methods of depreciation - Straight Line Method – Written down Value Method (Simple problems only) – Depreciation fund method, Annuity method (Theory only)

Unit-V: Accounts of Non – Trading concerns- Receipts and Payments Account-Income and Expenditure Account and Balance sheet.

Note: Questions must be asked 60% on problems & 40% on theory.

Text Books:

Financial Accounting S.P.Jain&K.L.Narang, Kalyani Publishers, Reprint edition 2013

Reference Books:

1. Advanced Accounts – Volume I: M.C.Shukla and T.S.Grewal and S.C.Gupta S.Chand & Company Pvt Ltd Revised edition 2013.

2. Financial Accounting – Rajendra P. Maheswari, Satish C. Bhatia and Renu Gupta, International Book House Pvt Ltd, First edition, 2012.

**ALLIED COURSE – 1
PAPER – 5 – BUSINESS ECONOMICS**

Objectives:

To understand the student about Business Economics by learning the fundamental concept of business economics, responsibilities of business economist, law of demand and competition prevail in the market.

Unit I: Business Economics Meaning -Nature and scope of Business Economics - Economics verses Business Economics – Fundamental Concepts – Role and responsibility of Business Economist – Objectives of a modern business firm.

Unit II: Demand Analysis – Law of demand – Demand determinants – Demand distinctions – Elasticity of demand – Measurement of price elasticity of demand – Factors determining elasticity of demand – Uses of Elasticity of demand.

Unit III: Demand Forecasting – Meaning. Objectives, importance and factors involved in forecasting. Methods of forecasting – Features of a good forecasting method.

Unit IV: Market Structure– Classification -perfect Competition, Monopoly, Duopoly, Oligopoly and Monopolistic competition.

Unit V: Profit Analysis – Nature of profit. Profit planning. Break Even Analysis – Concepts, uses and limitation. Profit forecasting.

Text Books:

1. Sankaran.S, Managerial Economics, Margham Publishers, Chennai.

Reference Book:

1. Varshney,R.L and Maheswari. K.L., Managerial Economics, Sultan Chand& Sons, New Delhi.

Non-Major Elective Course 1

PAPER - 6 - FUNDAMENTALS OF MANAGEMENT

Objective:*The aim of this subject is to familiarize students with the principles, functions and techniques of management to manage business enterprises effectively.*

Unit I : Management –Definition – Nature – Planning – Definition Characteristics , Importance , Advantages and Limitations- Steps in Planning.

Unit II : Organizing – Definition- Steps in Organizing – Importance of Organizing Bases of Organizing – Function , Territory- Customer –Uses of Staff- Delegation authority.

Unit III: Staffing- Definition – Recruitment – Sources, Selection – Process of Techniques.

Unit IV: Direction – Definition – Elements of Direction – Orders – Motivation, Meaning and Importance, Leadership – Meaning, Styles and Importance. Communication – Meaning – Process and Importance - Barriers of communication and ways to overcome.

Unit V: Controlling – Meaning, Steps in Controlling. Qualities of good Control System. Benefits of Controlling.

Text Book:

T. Ramasamy - **Principles of Management**, Himalaya publishing house- Mumbai- First Edition - 1998.

Reference Books

1. Stoner and Freeman, **Management**, Prentice Hall of India, New Delhi.
2. Gilbert, **Principles of management**, McGraw Hill, New Delhi.
3. P.C. Tripathi and P.N. Reddy, **Principles of management**, McGraw Hill, New Delhi.

SEMESTER II
PART I – PAPER – 2 - அலுவலகமேலாண்மை

நோக்கம் இப்பாடத்தின் மூலம் நவீனஅலுவலகத்தின் அமைப்பு முறைகள், அலுவலகவளமைதயாரித்தல், அலுவலக இடவசதியைஎவ்வாறுபயன்படுத்துவது, பணியைஎளிதாக்குவது, கோப்பிலிடுதல், அலுவலகஇயத்திரங்களின் தேவைகள், எளிதாக்குவதுகோப்பிலிடுதல், அலுவலக இயந்திரங்களின் தேவைகள், அறிக்கைகளின் வகைகள் ஆகியவற்றைபற்றிதெரிந்துகொள்ள முடியும்.

பகுதி 1 அலுவலகமேலாண்மை - இலக்கணம் - நவீனஅலுவலகத்தின் அமைப்பு முறைகள் நவீனஅலுவலகத்தின் இலக்கணம் செயல்பாடுகள் மற்றும் முக்கியத்துவம் - அதிகாரத்தைபரவலாக்குதல் - அலுவலகவளமை வகைகள் - தயாரித்தல் - பயன்படுத்துதல் மற்றும் மதிப்பிடுதல்

பகுதி 2 அலுவலக இடவசதி-அலுவலகமனைத்துணைப் பொருட்கள் மற்றும் அமைப்புத்திட்டம் - பணிக்கேற்ற சூழ்நிலை-பணியைஎளிதாக்குதல் அஞ்சலகமுறைகடிதப்போக்குவரத்துமற்றும் பதிவேடுகளைபராமரித்தல் தபால்களைக் கையாளுதல் - அஞ்சல் துறையைஅமைத்தல் - மையப்படுத்தப்பட்ட அஞ்சல் பணி-உள்வரும் மற்றும் வெளிதொடர்பு வாய் மொழிதகவல் தொடர்பு மற்றும் எழுத்து தகவல் தொடர்பு பதிவேடுகளை-உருவாக்குதல் - எழுத்துப் பணிகள் - அலுவலகஅறைகள் - படிவக் கட்டுபாடு-வடிவமைப்பு - தொடர்பு எழுதுபொருள்.

பகுதி 3 கோப்பிலிடுதல் நல்லகோப்பீடுமுறையின் முக்கியஅம்சங்கள் - வகைப்படுத்தல் மற்றும் வரிசைப்படுத்துதல் - கோப்பீட்டுமுறைகள் - மையக் கோப்பீட்டுமுறைமற்றும் பரவலாக்கப்பட்டகோப்பீட்டு-முறைகட்டகராதியின் பல்வேறு வகைகள்

பகுதி 4 அலுவலக இயந்திரங்களும் சாதனங்களும் பல்வேறுசாதனங்களின் தேவைகள் - அலுவலக இயந்திரங்களைத் தொந்தெடுப்பதற்கானஅடிப்படைக் கோட்பாடுகள் - கணிப்பொறிமற்றும் புள்ளிவிவரங்களைத் தொகுத்தளிக்கும் இயந்திரம்.

பகுதி 5 அலுவலகஅறிக்கைகள் அறிக்கைகளின் வகைகள் - அமைப்பு மற்றும் அறிக்கைகளின் செயலாக்கம் பொதுவணிகச் சொற்கள்.

குறிப்பு வணிகநிர்வாகவியல் ஆசிரியர்கள் மட்டுமே இந்தப் பாடத்தைநடத்தவும்- விடைத்தாள் மதிப்பீடு செய்யவும் பரிந்துரைக்கப்படுகிறது.

Text Book for Reference

1. Commercial Correspondence & Office Management – R.S.N. Pillai&Baghavathi.
2. Office Management – Sharma, Gupta, Kalyani publishers.

CORE COURSE – 3

PAPER – 3 –BUSINESS ENVIRONMENT

Objectives :*To Understand the business and related factors; and business's dependency on the interactions with different environmental variables.*

To Develop analytical skills and widen the understanding of macro environmental issues by applying the knowledge of macroeconomic policies and their impact on business organization and strategy.

Unit I: Business Environment - meaning – various environments affecting business – Economic, Socio-cultural, Political and Government, Competitive, Demographic. Physical and Geographical and Technological environments.

Unit II: Business and society – Interface between Business and culture – social responsibilities of business – Meaning and types – Arguments for and against social responsibilities – social Audit – Business Ethics.

Unit III : Business and Government – State Regulations on business – New Industrial Policy – Industrial Licensing Policy.

Unit IV : Privatization – Meaning – ways of privatization – Benefits – Arguments against privatization – pros and cons of liberalization and globalization – MNC – Merits and Demerits.

Unit V: Business and economic system – socialism, Capitalism and mixed economy – its impacts on business – public sector – its objectives – achievements and failures.

Text book

1. Francis Cherunilam, 2002, Business Environment Text and Cases, Himalaya Publishing House, Mumbai

Reference book:

1. Aswathappa, K, 2001, Essentials of Business Environment, Himalaya Publishing House, Mumbai.
2. Adikary, M, 2001 Economic Environment of business, SulthanChand& Sons, New Delhi.

CORE COURSE – 4
PAPER – 4 –COST ACCOUNTING

Objective: *The Objective of this subject is to develop conceptual understanding of the basic cost accounts system and procedures.*

Unit I : Cost Accounting – meaning, objectives, functions and importance – cost Accounting – Advantages and limitations of cost accounting – Costing system – cost centre – cost control – classification of costs.

Unit II: Material control – objectives – purchase control centralized and decentralized purchase – stock levels and economic order quantity – ABC Analysis – Bin card – stores ledger – material issues – FIFO, LIFO, Simple average and weighted average methods.

Unit III : Labour – direct and indirect labour – labour turnover – methods – causes – idle time – types – overtime – methods of wage payments – premium and bonus plans – Halsey and Rowan plan – Differential piece rate system – Taylor method – Merricks system – Gantt's Task Bonus plan.

Unit IV : Overhead – meaning, allocation and apportionment – importance – classification-Re-apportionment – absorption of overheads – methods – Machine hour rates (simple problems).

Unit V: Unit or output costing – cost sheet – Tenders and quotations – profit Reconciliation statement – job, batch and contract costing (theory only).

20% of the questions must be theory

80% of the Questions must be problems.

Text book:

1. Ramachandran and Srinivasan, COST ACCOUNTING – Theory, Problems and Solutions, Shriram Publications, Tennur , Trichy. Fifth Edition 2015.
2. COST ACCOUNTING – R.S.N. Pillai and Bagavathi.

Reference Books:

1. S.P. Jain and K.L. Narang , Practical Problems in cost Accounting, Kalyani Publishers,1, Mahalakshmi Street, T.Nagar , Chennai – 600 017. Fifth Edition 1999. Reprinted 2002
2. V.K Saxena and C.D. Vashist, Cost Accounting, SulthanChand& Sons, 23, Daryaganj, New Delhi – 110002. Reprint 2013.

ALLIED COURSE - 2

PAPER – 5 - MONEY AND BANKING

Objective: *To understand the basic transactions of money and banking system in the modern business context.*

Unit I : Definition of money – difficulties of barter system. Kinds of money – commodity money, metallic money, paper money and credit money. Functions of money-primary, secondary and contingent functions.

Unit II : Gold standard – definition – types – characteristics – working of gold standard – principles and methods of note issue. India's present currency system.

Unit III : Inflation; meaning – kinds of inflations – inflationary gap-consequences of inflation – Deflation. Trade cycles; meaning phases of a trade cycle – control of trade cycles.

Unit IV : Commercial Banks – functions-arguments for nationalization of commercial banks-creation of credit- process- limitations– credit control – methods – RBI – functions.

Unit V : E. Banking – Introduction – meaning – Traditional Vs E-Banking – Merits and Demerits – Internet Banking – Debit card – credit card – merits and demerits – Electronic Payments systems – NEFT – ECS – RTGS – Features.

Text book:

1. Sundaram, K.P.M. 1997, Money, banking and international trade, sultan chand& sons New Delhi.

Reference Books:

1. Mitani, R.R. 1999, Money Banking International Trade. SulthanChand& Sons, New Delhi.

Non-Major Elective - Course 2

PAPER– 6-FUNDAMENTALS OF ENTREPRENEURSHIP

Objective:

To enable the students to know about entrepreneurship, Role & Qualities of entrepreneur and challenges of women entrepreneur

Unit-I : Business-Concepts&Definition,Role of Business in the modern Indian Economy,Entrepreneurship-Meaning,Types of Entrepreneurs Role of entrepreneurs-Qualities of an entrepreneur-Traits-Factors affecting entrepreneurial growth.

Unit-II : Entrepreneurial Development-Meaning,need,objectives-Entrepreneurial Training-Institutions-Skill Development for Entrepreneurs-Identification of Business Opportunities in the context of Tamil Nadu-Industrial Policies. Women Entrepreneurs; Challenges of women Entrepreneurs

Unit-III : Micro small and Medium Enterprise-Steps to start a MSME's and SSI- Legal Framework-Licenses

Unit-IV : Role of Promotional Institutions with Special Reference to TIIC. SIDCO, DIC, SIDBI- Credit facilities from Banks

Unit-V: Case histories of successful entrepreneurs

Text Book:

1. S.S.Kanka: Entrepreneurial Development, Sultan Chand

Reference Book:

1. C.B.Gupta&N.P. Sreenivasan Entrepreneurial Development,SultanChand.
2. Prasanna Chandra: Project Analysis,Selection.Implementation and Review,Tata McGraw Hill
3. VasanthaDesai:Dynamics of EntrepreneurialDevelopment,Himalaya
4. NirmalK.Gupta: Small Industry-Challenges and Perspectives Anmol Publications
5. VasanthaDesai:Small Scale Industries and Entrepreneurship,Himalaya

**SEMESTER – III
CORE COURSE – 5
PAPER – 1 COMPANY LAW**

Objective: *To impart the basic knowledge about company, its structure, financial aspects, and general functioning in the modern business context.*

UNIT-I

Definition of company- Kinds of companies- Floating of company- Incorporation-Memorandum of Association- Articles of Association- Un incorporation, Registration of the company.

UNIT-II

Share capital- Kinds of share capital- Alteration of capital- Reduction of capital- Prospectus- Registration- Contents of Prospectus- Issue of Debentures- Borrowing Powers- Allotment of Shares- Transfer of shares- Reissue of shares.

UNIT-III

Company management- Appointment of Directors- Managerial remuneration- Meetings- General meetings- Statutory meeting- Requisites- Notice- Quorum- Chairman.

UNIT-IV

Minutes of meetings- Voting and poll- Resolutions- Ordinary resolutions- Special resolutions- Accounts and Auditors- Investigations- Prevention of mismanagement.

UNIT-V

Winding up- Modes of winding up- Dissolution of company- Consequences of winding up- Grounds for compulsory winding up- Voluntary winding up- Provisions applicable to winding up.

Text Books:

1. Elements of company law- N.D. Kapoor, 34th Edition(2013), SulthanChand&sons, New Delhi.

Reference Books:

1. A text book of company law- P. P. S.Gogna, 9th Edition, 2013, S.Chand& Company Ltd, New Delhi.
2. Personnel management and Industrial Relations- Dr.PC. Tripathi, 18th Edition, 2005, SulthanChand&sons, New Delhi.

CORE COURSE – 6 PAPER – 2 INFORMATION MANAGEMENT

Objective: *To understand the basic concepts and technologies used in the field of information systems; develop an understanding of how various information systems work together to accomplish the information objectives of an organization.*

Unit I-MIS INTRODUCTION

Introduction: Definition of key terms – Management, Information, System – Nature and Scope of MIS - Kinds of System; Systems Approach – Classification of MIS - Structure of MIS.

Unit II-DATA BASE MANAGEMENT

Data Base Management: Meaning Of Data-Base; Electronic Data-Base; DBMS –Objectives-Expert’s Systems- Decision Support Systems-Transaction Processing Systems.

Unit III-SYSTEM DEVELOPMENT

System Development life cycles: Investigation, Analysis, Design, Construction, Testing, Implementation, and Maintenance. Ethics in IT.

Unit IV-MIS FUNCTIONAL AREA

MIS in functional areas of Management: MIS for Marketing, Human Resource, Operations, Finance, General Management – Decision Making.

Unit V-SECURITY AND CONTROL

Securing the web: Computer Crime, Hacking –Unauthorized use at work-Software privacy – Computer viruses-privacy the internet –Ethics and IT.

Text Books:

1. Goyal (2014) - Management Information Systems – Managerial perspectives, 4th Edition, Macmillan India Limited. New Delhi. ISBN 9789325978607.

Reference Books:

1. Kenneth C. Laudon Jane P.Laudon, Azimuth Information system, 13th Edition -2014 Pearson –ISBN-9780133050691
Gordon B.Davis Management Information System 13th Edition, Tata Mcgraw-hill ISBN- 9780070158283.

CORE COURSE – 7
PAPER – 3 COMPUTER APPLICATIONS IN BUSINESS

Objectives:

1. *Practice basic keyboarding and mouse use. Learn basic word processing skills with Microsoft Word, such as text input and formatting and to include some graphics such as pictures and charts.*
2. *Able to access the Internet, use Internet directories and search engines. Learn the basics of e-mail.*

Unit I -BASICS OF COMPUTERS

Introduction – Meaning – Characteristics – Types – Advantages and Limitations of a Computer – Computer Input Devices:Key Board – Mouse – Scanners – Digital Camera – Touch Screen. Output Devices:Monitors – Printers. Storage Devices:Hard Disk – RAM – CD-ROM, Operating Systems: Windows.

Unit II - MS WORD

Introduction – Menus – Shortcut menus – Tool bars **Files:** Creating – Opening – Saving – Renaming – Closing Documents and Text **Format & Paragraph:** Formatting and Paragraphs – Attributes – Moving – Copying – Pasting **Bulleting:** Bullet and Number lists – Nested lists – Formatting lists **Tables:**Draw – Insert – Rows & Columns – Moving– Resizing – Table Properties. **Page Formatting:** Margins – Page Size & Orientation – Headers and Footers – Page Numbers –Preview and Printing

Unit III - MS EXCEL

Introduction to spread sheet – components of EXCEL opening screen – Building worksheet. Entering data in worksheet – editing, deleting, copying and moving cells and ranges – adjusting column width and row height – inserting and deleting cells, rows and columns – using auto-fill – creating and working with formula – functions in EXCEL – Graphs and Charts: Types of charts – elements of a chart – creating a chart.

Unit IV- MS ACCESS

Introduction to Access and Database – Database objects – creating database – Creating tables: creating a table using data sheet, design view and table wizard – data types – primary key – entering and modifying data in a table – Creating forms: creating auto forms – creating forms using design view and form wizard – entering and editing records in forms – Creating queries: types of queries – creating queries using query wizard – Creating reports: creating auto reports – creating reports using report wizard.

Unit V - INTERNET

Internet – Scope – Uses and advantages - Applications of internet in business – Email - Opening an Email Account– Sending and ReceivingE-mails using internet – Introduction to online shopping.

Text Book:

1. VikasGuptha, Reprint(2012), Comdex Computer Course Kit, Wiley - Dreamtech, New Delhi, ISBN-9788177221718.

Reference Books:

1. S.V. SrinivasaVallaban, "Computer applications in Business", Sultan chand and sons, New Delhi – 110 002 - Third edition – 2006 – reprint 2011.
2. Sanjay Saxena, S.Mohan Naidu, Rajneesh (2016) Computer Application In Management, AgarwalAmit K Kashyap&Vikas Publishing House, New Delhi, ISBN –978-93-5259-115-2
3. Nasib Singh Gill Handbook of Computer Fundamentals, 2016)1st Edition, Khanna publication,ISBN-9789382609674

CORE COURSE – 8
PAPER – 4ORGANIZATIONAL BEHAVIOR**Objectives:**

1. *To analyze the behavior of individuals and groups in organizations in terms of the key factors that influence organizational behavior.*
2. *To analyze organizational behavioral issues in the context of organizational behavior theories, models and concepts.*

UNIT I

Introduction to Organizational Behavior: Definition, Importance, features, Scope – various approaches to study of OB – Process of Behaviour - Different models of OB - autocratic, custodial, supportive, collegial.

UNIT II

Group Dynamics – Definition – types of groups - theories of group formation - Formal and Informal Groups – problems of informal groups – group norms – Group cohesiveness – five stages of group development – meaning and nature of group decision making – types – steps – styles – techniques – advantages and disadvantages in group decision making.

UNIT III

Motivation: Definition, Importance, Motives – Characteristics, Classification of motives - Primary & Secondary motives – nature of motivation – importance of motivation – techniques to increase motivation - Theories of Motivation - Maslow's Theory of need hierarchy - Herzberg's theory – Alderfer's ERG theory. Morale - Definition - factors improving and affecting morale - morale and its relationship with productivity - Morale Indicators.

UNIT IV

Stress management: Definition - Causes – nature of stress – Sources of stress – Consequences of stress – Managing stress - coping strategies for stress – Individual and organizational approaches.

UNIT V

Organizational change – Meaning, forces for changes – types of changes – managing planned change - planning, assessing and implementing the change – causes of resistance to change – overcoming resistance to change – Organizational development – meaning – characteristics – need – benefits – limitations – steps in OD.

Text Books:

1. S.S. Khanka - Organisational Behaviour – 4 th Edition (2013) - S Chand & Co Ltd, New Delhi. ISBN: [9788121920148](#)
2. K.Aswathappa -Organizational Behaviour 7th edition(2007) - Himalaya Publishing House, ISBN: 9788183188340
3. L.M.Prasad – Organizational Behaviour – Sulthanchand and sons.

Reference Books:

1. Fred Luthans - Organisational Behaviour – 12th Edition (2010) – Tata McGraw Hill, New Delhi. ISBN : 9780073530352
2. Prof.P.SubbaRao& Dr. RatnakarMishra – Organisational Behaviour - 1 st Edition (2012) – Himalaya Publishing House, New Delhi, ISBN:9788184885682
3. Stephen P. Robbins – Organisational Behaviour – 11th edition (2005) - Pearson Education India, New Delhi.ISBN: 9780132834872

ALLIED COURSE – 3
PAPER – 5 BUSINESS MATHEMATICS

Objectives:

At the end of this course the student will be able to

1. *Explain basic methods of Analytical Geometry, Set theory, business calculus, and their basic applications in practice,*
2. *Discern effects of various types and methods of simple and compound interest account.*
3. *Connect the acquired knowledge and -skills with practical problems in economics*

Unit I - ANALYTICAL GEOMETRY

Analytical Geometry – Distance between two points in a plane – Slope of a straight line – Equation of a straight line – Point of intersection of two lines – Cost P/O curves – Demand & Supply curves – Break even analysis.

Unit II - SETS

Sets – Basic concepts- Types – Subsets-Operation on sets –Venn diagram – Laws of sets - applications .

Unit III - MATRICES

Matrices – Basic Concepts – Addition of Matrices – Scalar and Matrix Multiplication- Inverse – Solution of a system of Linear equations-Matrix inversion technique, Cramer's rule.

Unit IV – DIFFERENTIAL CALCULAS

Differential calculus – Limit – Continuity – Related Variables – Average and Marginal Concept – Differential Co-efficient – Standard Forms – Differentiation: Concept and rules – Higher order derivatives – Increasing and decreasing functions – Criteria for Maxima and Minima – Applications.

Unit V - PERCENTAGES

Percentages – Discount – Trade Discount – Cash Discount – Simple and compound Interest – True and Bankers Discount.

20% of the Questions must be theory.

80% of the Questions must be problems.

Text Book:

1. V.Sundaresan, S.D.Jeyaseelan – An Introduction to Business Mathematics – Reprint – 2015– S.Chand and Co., Ltd. ISBN 81-219-1463-9.

Reference Books:

1. D.C.Sancheti, V.K.Kapoor – Business Mathematics – 11th edition Reprint 2014 – Sultan Chand and sons. ISBN-978-81-8054-538-2.
2. JK. Sharma –Business Mathematics Theory And Applications- 2009 - ANE Books 13th Edition –ISBN-978-8180521836

Skill Based Course I PAPER – 6 PRESENTATION SKILLS

Objectives: To enable the students improve their interpersonal skills, in communication through effective presentation.

Unit I: Presentation - Meaning – Importance – Preparing your presentation. Guidelines for effective Presentation – Steps in making successful Presentation.

Unit II: Presentation Skills – Introduction – Planning a presentation – Factors affecting Presentation Skills – Strategies to overcome

Unit III: Presentation Material – Need and Importance – Advantages and Disadvantages of Materials. Articles – Precautions in the use of Presentation Materials.

Unit IV: Knowing your audience – Role of Audience in Presentation – Presentation Skills – Meaning – Presentation skills to meet the need of the Audience.

Unit V: Power point Presentation – Role and Significance – Creating a Presentation – Do's and Dont's in your Power point Presentation.

Text and Reference Books :

1. Steve Mandel, Effective Presentation Skills, Viva Books Private Ltd., New Delhi.
2. Jenifer Rotondo, Mike Rotondo.J.R., Skills of Managers, Tata McGraw –Hill.
3. Michael Stevens, How to be better at Giving Presentation, Kogan Page Private Ltd.
4. Sandy Mc Millan, How to be a better communicator, Kogan Page Private Ltd.

Skill Based Course II
PAPER – 7 PERSONALITY DEVELOPMENT

Objectives:

To develop student's personality through learning of personality traits, self confidence, self management and transactional analysis.

Unit I: Managerial Personality :Definition of personality – basics of personality – determinants of personality – development of personality – theories of personality.

Unit II: Personality Traits :Definition – Nature and importance of perception. Factors influencing the perception, Factors influencing the perception.

Unit III: Self Development : Self-awareness – self-confidence – mnemonics – goal setting – time management and effective planning. Human growth and behavior.

Unit IV: Self Management :Stress management – meditation and concentration techniques – self hypnotism – self acceptance and growth.

Unit V: Transactional Analysis:Id – Ego – Super ego – Transactions – Life position – winners and losers – Interpersonal Relation.

Text Book:

1. J.M.Patel, Personality Development, Vista Publisher, Mumbai – 400 001

Reference Books:

1. S.P.Sharma, A youngster guide to Personality Development, V& S Publishers, F-2/16, Ansari Road, Daryaganj, New Delhi-110 002
2. B.Elizabeth and Hurluck, Personality Development, McGraw Hill, New Delhi.
3. S.R.Khan, Personality Development, Readers Delight, 12-H, New Daryaganj Road, Opp. To Kotwali, New Delhi-110 002.

SEMESTER – IV
CORE COURSE – 9
PAPER – 1 INDUSTRIAL LAW

Objectives:

To provide Information to the students about industrial legal provision in India through studying Factories Act, Employment Act, Payment by wages Act, Workmen compensation Act and Payment of bonus Act.

Unit I:Factories Act, 1948 Definition - Inspecting Staff – Health – Safety – Welfare - Working Hours of Adults – Holidays – Employment of Young persons and women – Annual leave with wages. Objects of Industrial Disputes Act – Definition of Industrial Dispute – Grievance Settlement Authorities – Conciliation machinery – Procedure. Power and Duties of Authorities – Reference of Disputes to Boards, Courts or Tribunal. National Tribunal – Strikes, Lock out, Lay-off-Retrenchment – Unfair Labour Practices – Penalties.

Unit II: Industrial EmploymentAct, 1946 & Trade Unions Act, 1926. Definition of staying orders – Submission and Draft of Standing orders – Certification of Standing Order – Definition of Trade Union – Cancellation of Registration and Appeal – Amalgamation and Dissolution – Penalties.

Unit III:Payment of Wages Act – Definition of Wages – Rules of Payment of wages – Deductions – Inspectors – Fixation and Revision of wages – Advisory Boards – Safeguards in Payment of Minimum wages. A Definition of Gratuity – Payment of gratuity – Forfeiture of gratuity – determination of recovery of gratuity – employees provident fund Scheme – Pension Scheme – Employees Deposit linked Insurance Scheme – Administration of the Scheme – Scope and Coverage of Maternity Benefits.

Unit IV:Workmen’s Compensation Act, 1923. Definition – Scope and Coverage – Rules regarding workmen’s Compensation – Amount of Compensation – Distribution of Compensation – Enforcement Act.

Unit V: Payment of Bonus Act& Apprentices Act, 1969. Meaning of Bonus – Definition – Eligibility for Bonus – Disqualification for bonus – Consumer Protection Act.

Text Book:

1. Elements of Mercantile Law – N.D.KapporChand& Sons.
2. Indian Mercantile Law – Davar.

Reference : All Bare acts

CORE COURSE – 10

PAPER – 2 MARKETING MANAGEMENT

Objectives:

On the successful completion of the course, students will be able to

1. *Understand the basics concepts of marketing*
2. *Remember the key areas in marketing*
3. *Analyze the trends in marketing environment*

UNIT-I

Introduction- definition, significance and objectives of marketing. Marketing concepts and approaches to the study of marketing. Marketing mix, functions of marketing executive,- Market segmentation: importance and basis of market segmentation, targeting and positioning.

UNIT-II

The product- meaning- Importance of product management- Innovation – Development of new products.- Product mix and product line. Concept of product life cycle - Branding and Packaging, Labeling, Trademark and Warranties.

UNIT-III

The Price- Meaning and Importance of price.Pricing objectives; factors influencing price determinations- Pricing policies and strategies.

UNIT-IV

Physical distribution- Significance, objectives and elements of physical distribution.Importance of physical distribution management.The effective use of physical distribution- marketing channels- importance- selection and evaluation of channels.

UNIT-V

Promotion- Purpose of sales promotion – Major decision in sales promotion- tools of sales promotion-consumer promotion- trade promotion- sales force promotion- developing the sales promotion program- pretesting- implementation and control- evaluation- Growth of sales promotion in India.

Text Books:

1. Gupta C.B & Nair Rajan(2016), Marketing Management, Sultan Chand&sons ltd, New Delhi, ISBN-978-93-5161-083-0.

Reference Books:

1. Philip Kotler (2015), Marketing Management, Prentice-hall of India Ltd, New Delhi, ISBN- 13: 978-0133856460.
2. Ramaswamy V.S & Namakumari. S (2010), Marketing Management Global Perspective – Indian context, Om Books, Chennai, ISBN - 9780230637290
3. S.H.H Kazmi (2007), Marketing Management, Excel Books, New Delhi, ISBN: 8174465421

CORE COURSE – 11 PAPER – 3 MANAGEMENT ACCOUNTING

Objective:

To enlighten the students on various functions of accounting management and practices.

UNIT I

Management Accounting – Meaning, nature, Functions, advantages and disadvantages of Management Accounting, Differences between Management Accounting and Financial accounting - Financial statement Analysis – comparative, common size and Trend Percentages.

UNIT II

Ratio Analysis – Meaning - Merits and demerits – Classification of Ratios – Solvency Ratios - Profitability Ratios - Turnover Ratios and financial Ratios. (Problems only)

UNIT III

Fund Flow Statement – Meaning, merits and demerits – Preparation of fund flow statement (Problems only) – Cash flow statement.

UNIT IV

Marginal costing – Meaning, merits and demerits - Break – Even Analysis – Assumptions - profit volume Ratio – Margin of safety – Fixation of selling price - Make or Buy decision – Key factor - Maintaining a desired level of profit (Simple problems only).

UNIT V

Budgetary control – Meaning – Objectives - Merits and demerits – Classification of budgets –Sales budget – Production budget - Cash Budget - Flexible Budget and Master Budget.

Note: 60% marks for problems and 40% marks for theory.

TEXTBOOKS

Management Accounting- R.S.N.Pillai and Bagavathi, S.Chand& Company Pvt Ltd Reprint edition 2013.

REFERENCE BOOK

1. Management Accounting by Dr.T.Ramasamy Gold Books publishing House, First edition, 2011.
2. Management Accounting by M.A.Sahaf, Vikas publishing house pvt Ltd Third edition, 2013.
3. Accounting for Management – Dr.V.R.Palanivelu – University Science Press – Third Edition – 2017.

CORE COURSE 12

PAPER - 4 HUMAN RESOURCE MANAGEMENT

Objective:*The aim of this subject is to highlight the importance of HRM in an organization and to make the effective use of the workforce through proper direction of the organizational factors.*

Unit I: Human resource management – meaning and definition – objectives –scope – functions. Human resource planning –definition –objectives –need and importance –human resource planning process.

Unit II : Job analysis, job description, Job specification and job evaluation recruitment –factors affecting recruitment –sources of recruitment –recruitment process. Definition of selection –selection methods and process –placement Induction.

Unit III : Definition of training –need and importance –steps in training programme —types of Training –Training methods. Wage and salary administration – components –methods of wage payments.

Unit IV : Performance appraisal –meaning and methods of performance appraisal—definition and objectives of workers participation in management—forms and advantages.

Unit V : Industrial relations and Grievance handling –concept –scope ,objective and importance –causes for poor industrial relations –Remedies ,meaning of Grievance –causes –sources of Grievance procedure –essentials of sound Grievance procedure.

Text book:

1. Human Resource Management –S.S.KHANKA S.CHAND

Reference books:

1. Personnel Management –SubbaRao.
2. Human Resource Management –ShasiK.Gupta& Rosy Joshi –Kalyani Publishers.
3. Personnel management & Industrial Relations –Tripathi&Reddy Himalaya publishing House.

ALLIED COURSE – 4
PAPER – 5 BUSINESS STATISTICS

Objective:

To inculcate the knowledge of Statistics and its application in the field of Business.

Unit I

Introduction to statistics - Definition - Nature & uses of statistics in business - Limitations of statistics - Methods of collection of data - Classification and tabulation - Types of classification - Formulation of frequency distribution - Tabulation –Types - Diagrammatic & graphical representation - Bar charts - Pie diagrams - Line graphs - Histogram - Frequency polygon - Ogives - Limitations of diagrams & graphs.

Unit II

Measures of central value - Arithmetic mean - Median - Mode - Geometric mean - Harmonic mean - Relationships among the average - Limitations of average.

Unit III

Measures of Dispersion - Meaning & Purpose of dispersion - Absolute & relative measure of variations - Range - Quartile deviation - Mean Deviation - Standard Deviation - Coefficient of variation

Unit IV

Correlation analysis - Definition - Types of Correlation - Methods of studying Correlation - Scatter diagram - Karl Pearson's coefficient - Concurrent deviation - Methods of least squares - Rank correlation - Regression analysis - Definition - Use - Regression equations.

UNIT V

Index Numbers: Concepts and Applications – Uses of Index Numbers- Methods of construction of Index Numbers- Unweighted-Weighted-Laspeyre's, Bowley's, Fisher's and Marshall edgeworth Index numbers (Price Index only) -Tests for Perfection-The chain Index numbers- Limitations of Index Numbers.

20% of the Questions must be theory.

80% of the Questions must be problems.

Text Books:

1. Dr. S.P. Gupta, Dr. M.P.Gupta, 2017, Business Statistics–Eighteenth Edition –Sultan Chand and sons, NewDelhi.ISBN:978-93-5161-012-0

Reference Books:

1. Dr. S.P.Gupta, 2017, Statistical Methods, Forty Fourth Revised Edition – Sultan Chand and Sons, New Delhi.ISBN: 978-93-5161-028-1
R.S.N.Pillai and Bagavathi, 2016, Statistics: *Theory and Practice* – 8th Edition – S.Chand and Co., Ltd., ISBN: 978-93-525-3309-1.

SKILL BASED COURSE - 3

Paper - 6 INTERVIEW SKILLS

Objective : *The aim of this subject is to assist students in developing employability skills and personal qualities related to training and sustaining employment opportunities.*

Unit I : Elements of interview –Oral ,Observational, face to face, Conversational Personal evaluation, Pre interview stage : self assessment ,Factors considered in selecting a company factors in choosing a job for applying certificate arrangements

Unit II: Preparing for interview : Dress Code, need for punctuality, Avoiding tensions and nervousness, Qualities observed during the interview

Unit III : Attitude formation –reasons for negative attitude, components, functions and developing positive mental attitude

Unit IV : Territories and zones –Territorial gestures, expectancy. Understanding attitudes by body gestures,

Unit V : Gestures and their –Palm Gestures and smiling gestures. Hand and arm gestures, Leg Gestures, Pointers, Courtship gestures

Text Books :

1. Vinay Mohan – “Understanding Body Language”- PustakMahal publications.
2. Diane Berk -“Preparing for interview”, Viva Books Pvt. Ltd.

Reference Books:

1. Shalibni Varma – “art of reading gestures and posture “, S.Chand & Co
2. Allasn Pease –“How to read others thoughts “, Sudha Publications, New Delhi
3. Farhatullah –“Planning Career in 21st Century Job Market “-Boston Publishers.
4. Sudhir Andrews –“How to succeed Interviews “- Tata Mc Graw Hill Company.

**SKILL BASED COURSE- 4
PAPER- 7 SALESMANSHIP**

Objective: *The aim of this subject is to create awareness on product knowledge, knowledge of prospective buyers and all the market efforts of an enterprise through personal selling.*

Unit I : Salesmanship –Introduction—Personal selling—Definition—Nature of salesmanship—Importance of salesmanship –scope of salesmanship.

Unit II: Salesman—Essential elements of a successful salesman-Qualities of a salesman – Types of selling jobs—Classification of salesman.

Unit III : Knowledge of products: Importance of product knowledge—Buying motives – Types—Importance.

Unit IV : Knowledge of customers –classification of customers –selling process.

Unit V : CRM—Meaning and significance - Types –CRM process—Benefits.

Text books:

1. Bholanath Dutta and Dr. Girish.C. – I edition – 2011-Himalaya Publishing House.

Reference Books:

1. How to Develop Personality and – Mittal Agarwal
2. How to Develop Effective Presentation — Prakash Shah.
3. Steps to Success –CHIKSHU.

CORE COURSE 13
PAPER –1 OPERATIONS MANAGEMENT

Objective:

This course aims to impart the fundamental concepts of Production and Operation Management concepts and principles in detail.

Unit I

Operations Management – Meaning, objectives, functions – Types of Production Systems – Plant Location – Factors affecting plant location – Selection of site - urban, rural, or sub-urban areas, industrial estates – advantages and disadvantages.

Unit II

Plant layout – Introduction – features of a good plant layout – factors affecting the plant layout decisions – Material flow system – Types of plant layout – Material handling – Principles, importance, advantages of good material handling system - Types of material handling equipments.

Unit III

Purchasing – Introduction, meaning, objectives, principles – Purchasing procedure – Centralized vs Decentralized purchasing – advantages and disadvantages – Purchasing manual – Stores management – introduction - functions of stores – stores organization – stores records – issue of materials – replacement of materials.

Unit IV

Work study – Definition, meaning, purpose – Method study – introduction, and procedure – charts: outline process charts, flow process charts, two handed process chart - Time study – introduction - procedure – methods of time study.

Unit V

Quality –Introduction - Meaning - Definition – Importance of quality – Quality control charts (X,R,p,C) – Plant maintenance – Types – merits and demerits.

Text Book:

1. S.A. Chunawalla, D.R. Patel, 2008, Production and Operations Management– Seventh Revised Edition Himalaya Publishing House pvt. Ltd., Mumbai - 400 004.

Reference Books:

1. B.S.Goel, 2011, Production Operations Management, - Third edition - PragatiPrakashan - ISBN-10: 9350061856/ISBN-13: 978-9350061855
2. R.Panneerselvam,2012, Production and Operations Management – 3rd Edition - Prentice Hall India Learning Private Limited - ISBN-10: 812034555X / ISBN-13: 978-8120345553
3. K.Aswathappa and K.ShridharaBhat, 2016, Production and Operations Management-Second Revised Edition, Himalaya Publishing House, Mumbai - ISBN: 935051432X ISBN-13: 9789350514320

CORE COURSE 14

PAPER – 2 ADVERTISING MANAGEMENT

Objective: *To enable the students to gain insight about the various issues related to advertising and how it effectively used in the overall scheme of things by an organisation.*

Unit I : Advertisement: nature, scope and importance to modern marketing. Classification and types. Role in the national economy. Social and economic aspects. Ethics and social responsibility- advertising in marketing mix- marketing concept- advertising decisions- types of advertising.

Unit II: Advertising Media- types - characteristics, merits and limitations. Media scene in India- types of media- press and broadcasting. Outdoor and other media scheduling- media options.

Unit III: Construction of an Advertisement- visualization- copy- Basic Approaches to copy writing- types of copies- types of headlines- types of illustrations- types of layout- principles governing copy writing.

Unit IV: Advertising Agencies- importance, Role and functions. Organizational structure- Advertising Department- Agency Commission and fee- Type of Advertisement Agencies.

Unit V: Advertising Budget and Expenditure- Advertisement appropriation- Method and current practices- Evaluation of Advertisement Effectiveness.

Text book:

Advertising Theory and Practice, Chunawalla, Kumar, Sethuia, Subramanian, Suchau, Himalaya Publishing House, Mumbai

Reference Book:

Advertising Management, Batra, Myers, & Aaker, Prentice Hall of India, New Delhi.

CORE COURSE 15

PAPER – 3 FINANCIAL MANAGEMENT

Objective: To enlighten the students on various functions of financial management and practices.

UNIT-I: Financial Management – Definition – Objectives of the firm : Profit maximization Vs wealth maximization – Functions of finance – Financial Decisions – Investment decision – Financing Decision and Dividend decision – Organization of the finance function – Controller Vs Treasurer.

UNIT-II: Sources of Capital – Long term, intermediate term and short term – types of securities – Debt, Equity and Preferred Stock. Capital structure – Forms – Importance – Factors determining capital structure - Theories of capital structure (only Theory) – Problems on EBIT – EPS analysis.

UNIT-III: Working capital Management – Concept of working capital – Kinds of working capital - Determinants of working capital – Estimation of Working Capital (Problem) - Cash Management - Motives for holding cash – Managing cash inflows and cash outflows – Receivables management – Objectives – Credit policy – Credit period (only theory).

UNIT-IV: Cost of capital – Meaning and Definition – Significance – Classification of cost- Determination of Cost of Capital – Cost of Debt – Cost of Equity - Cost of Preference Shares - Weighted average cost of capital (Theory & Problems).

UNIT-V: Capital budgeting – Techniques – Investment evaluation methods: Payback Period, Accounting rate of return – Net present Value and Internal rate of return (problem on IRR to be excluded). Dividend policy – factors affecting dividend policy – Forms of dividends - Stock dividend and stock split (Theory only).

NOTE: Question must be asked 40% on theory 60% on problems.

TEXT BOOK:

1. Financial management, Shashi K. Gupta & R.K. Sharma Kalyani Publishers, New Delhi Revised and Reprint edition,2005.

Reference Books:

1. Financial Management Principles and Practice – G.Sudarsana Reddy, Himalaya Publishing House, Mumbai, Third Revised edition, 2017
2. Financial Management – Principles & Practice – Dr.S.N.Maheswari, Sultan Chand& Sons, New Delhi.
3. Financial Management – Text and Problems and cases – M.Y.Khan&P.K.Jain, Tata McGraw-Hill publishing company Ltd, New Delhi sixth edition, second reprint 2012.
4. Financial Management – D.Chandra Bose PHI learning Private Ltd, sixth edition,2012.
5. Financial Management – Dr. V.R.Palanivelu – S.Chand& Co., Ltd., New Delhi.

CORE COURSE 16

PAPER – 4 ENTREPRENEURSHIP DEVELOPMENT

Objective:*To make the student understand the concept and importance of entrepreneurship and facilitate generation of young entrepreneurs.*

Unit I: Entrepreneur- Meaning, Characteristics Functions, and Types. Entrepreneur VS Manager. Entrepreneur VS Intrapreneur. Entrepreneurship- Meaning- Positive Aspects -

Obstacles- Factors stimulating Entrepreneurship - Role of Entrepreneurship in Economic Development.

Unit II: Entrepreneurship Development Programmes - Meanings, objectives, Courses contents and Curriculum - Phases, Institutions for EDP: NIESBUD, NAYE & TCOs- Problems in EDP, Women Entrepreneurs - Types - Their Problems and Remedies.

Unit III: SSIs - Meaning - Importance and Problems of starting an SSI-steps. Forms of ownership: Sole Proprietorship, Partnership. Joint Stock Company and Co-operatives- Features, Merits and Demerits.

Unit IV: Project Identification - Meaning and Steps, Project Classification- Project Life Cycle. Project Report - Contents, Project Appraisal- Meaning- Feasibility Analysis: Market, Technical, Financial, Economic, Managerial and social.

Unit V: Institutional support: SIDO, SISI, NSIC, SIDCO, DIC-Their Functions-SIDBI'S Schemes. Incentives: subsidy, Tax concessions, Marketing and Export Assistance. Sickness- Definition, Symptoms, Causes. Measures to prevent sickness in small units.

Text book:

1. Gordon, E&Natarajan, K, 2013, Entrepreneurship Development , Himalaya publishing house

ReferenceBook:

1. Small Scale Industries and Economics Development, C.S.V.Moorthy, HPH.
2. Entrepreneurial Development, Gupta, C.B. and Srinivasan, N.P.Sultan and Son.
3. Entrepreneurial Development, S.S. Khanka, S. Chand& co, New Delhi.

CORE COURSE 17

PAPER –5 RESEARCH METHODOLOGY

Objectives:

On the successful completion of the course, students will be able to

1. *Understand the basic concept and principles of research in functional areas of business.*
2. *Remember the tools, techniques and process of research.*
3. *Conduct a mini research.*

Unit I

Research Methodology – Introduction – meaning – objectives – types of research - Research Process –criteria of good research – Research design – meaning – types of research design.

Unit II

Sampling – meaning – types of sampling techniques – Measurement – Scales and scaling techniques

Unit III

Data – types – Primary and Secondary Data- Secondary Data Sources – Methods of collecting primary data – Questionnaire – guidelines in questionnaire design.

Unit IV

Organization of data – Editing, Coding, Classification and Tabulation - Role of tabulation - Parts of a table - General rules of tabulation – Preliminary analysis of Data – Percentage analysis and weighted average analysis.

Unit V

Interpretation and report writing – Types of reports - Written and Oral Reports – Report format – Layout of a research report - Essential features of a good report -Use of Computer and Internet in research.

Text Book:

Research Methodology – C.R. Kothari – WishwaPrakashan – Second Edition – 2003.

Reference Books:

Business Research Methods – Donald R. Cooper, Pamela S. Schindler – Tata McGraw-Hill – 6th Edition.

SKILL BASED COURSE - 5

PAPER- 6 LEADERSHIP AND COMMUNICATION SKILLS

Objectives:

- 1. To provide the basic aspects of leadership, functions, goal setting in the business management context.*
- 2. To make the students to aware about communication and its importance in their career.*
- 3. To develop the student's Communication skills, Reading skills and Public speaking skills.*

UNIT I

Leadership – Meaning – Nature – Essential qualities – Styles. **Attitude** – Meaning – Nature – Components – Sources – Types – Functions – Practical exercises for measuring attitude.

UNIT II

Goal setting – Time Management – Self Motivation – SWOT analysis.

UNIT III

Communication - Meaning – objectives – Process – Media – Principles – 6 C's and Barriers to Communication.

UNIT IV

Reading skills – Introduction – Process – aspects – Strategies for reading – **Listening skills** – process and types.

UNIT V

Public speaking skills – Introduction – Planning – Preparing talk – Delivering a talk – Characteristics of good speech – Plan to a good speech – Techniques to improve your voice.

TEXT AND REFERENCE BOOKS:

1. **Dr Pandya and PratimaDeveSastri** – Personality Development and Communicative English.
2. **Rajendra Pal and J.S.Korlahalli** – Essentials of Business Communication – Sultan Chand and Sons, New Delhi.
3. **UrmilaRai and S.M.Rai**– Business Communication – Himalaya Publishing House, Mumbai.
4. **Dr.K. Alex** – Soft skills.

CORE COURSE 18 PAPER –1 RETAIL MANAGEMENT

Objectives: To provide a basic theoretical framework of the concepts of Retail Management and to enable the students to identify the retailing opportunities.

UNIT I –Retailing - Definition – Features- Elements of retailing - importance- Organized Retailing in India - Major Players in retailing - Retailing In India – Evolution - Drivers of Retail Change- Challenges to Retail Development In India.

UNIT II- Retailer – Functions – Characteristics – Classification - Store Retailer - Non Store Retailer - Retail Organization - Types – Itinerant retailers-Fixed Shop Retailers - Small scale retailers - Large Scale Retailers - Meaning and features - Services retailing.

UNIT –III - Retail Communication and Promotion-Definition of Retail Promotion-Promotional Objectives – SMARRTT- Promotional advertising - Window Display - Interior Display - Show Rooms – Exhibitions - Sales promotion – Kinds - Consumer Sales Promotion - Dealers Sales Promotion - Sales Force Promotion - Business ethics – Characteristics – Ethical issues in retailing.

UNIT – IV Retail pricing –Definition - Factors influencing Pricing - Pricing Policies-Cost Oriented Pricing - Competition Oriented pricing - Retailing Pricing Strategies -Market Skimming - Market Penetration - Price Bundling - Leader Pricing – Every Day Low Pricing

- ODD Pricing – Foreign Direct Investments in retailing – Recent trends and Government policies regarding FDI.

UNIT– V Complaints Management – Characteristics – Objectives - Steps for effective complaint Management - advantages. Online Retail – Types - Key enablers of Online Retailing - Strategies of online Retailer – Barriers to growth in e-tailings- advantages and disadvantages.

TEXT BOOK:

Dr.L.Natarajan, Retail Management, First Edition 2016, Margham publications, Chennai.

ReferenceBooks:

1. Sujanair, Retail Management, , Himalaya publishing House PVT Ltd, Mumbai 4th Edition 2009.
2. Arif Sheikh and Kaneez Fatima, Retail Management, , Himalaya publishing House PVT Ltd, Mumbai Revised Edition 2017.
3. SwapnaPradhan, Retail Management, Tata Mcgraw Hill publishing company Ltd.

CORE COURSE 19

PAPER –2 SERVICES MARKETING

Objectives:

1. *To provide a comprehensive and integrated coverage of Services Marketing in Indian business context.*
2. *To facilitate the learner the role of marketing mix in the Services Marketing context.*

Unit I

Services marketing – Introduction – Characteristics – marketing management for services - the importance of service marketing – Classification of services – Indian scenario.

Unit II

The Service strategy – Identifying customer groups – Segmentation – process – identifying alternative bases for segmentation – Identifying the target markets. Positioning – positioning and differentiation of services – Competitive differentiation of services – positioning and service levels and process of positioning – importance of positioning in services.

Unit III

Services marketing mix – inadequacy of 4P's – modified for service – Product in service – Price in service – Promotion of services – Places in services – Physical evidence, process, and people in Services – Service mission statement – Developing a Service mission.

Unit IV

Strategic planning process – Designing the strategy, Functional strategies – Marketing planning for services – Benefits of marketing planning – Problems in marketing planning.

Unit V

Service Promotion – Communication process – Steps in developing effective communication – Service communication – Guidelines for managing service communication – Advertising – Steps in advertising process – Advertising media for promoting Services – Growth of sales promotion in services – Sales promotion – Growth of sales promotion in services.

Text Book:

Services Marketing – Vasanti Venugopal, Raghu, 5th edition, 2013, VN Himalaya Publishing House

Reference Books:

Services Marketing – Text and Cases – Nagundkar, Rajendra 3rd edition, 2010, Tata McGraw Hill Publication

Services Marketing – Lovelock 2nd edition, 2011, Pearson Publication.

CORE COURSE 20**PAPER –3 TOTAL QUALITY MANAGEMENT****Objective:**

To Provide a thorough understanding of TQM Principles, ISO 9000 Certification and the importance of TQM functions in the global scenario.

Unit I

Total Quality Management – Definition, characteristics, concepts, elements, pillars, principles, Barriers to TQM implementation, Benefits, Leadership, Strategic planning, Deming philosophy.

Unit II

Continuous process improvement – Introduction, Input/output process model, Jurantriology, PDSA cycle, 5W2H method, 5S House Keeping, Kaizen. Seven tools of Quality (Q-7 Tools) – Check sheets, histogram, Cause and effect diagram, Pareto diagram, Stratification analysis, Scatter diagram, Control chart.

Unit III

The Six Sigma Principle – Meaning, Need, Concept, Process and Scope. New Seven Management tools – Affinity diagram, Relationship diagram, Tree diagram, Matrix diagram, Decision tree, Arrow diagram, Matrix data analysis diagram.

Unit IV

Bench marking – Introduction, meaning, objectives, types, process, benefits and pitfalls. Quality function deployment – concept, objectives, House of quality, QFD methodology, QFD process, Benefits.

Unit V

ISO 9000 Quality Management Systems – Introduction, meaning, need, ISO 9000 series of standards, classification and comparison of standards, selection of ISO standards, Registration, Documentation, Quality Auditing. ISO 14000: Environmental Management Systems – Introduction, concept, need, ISO 14000 series of standards, terminologies, requirements and benefits.

Text Books:

1. **V.Jayakumar**, 2008, Total Quality Management, Lakshmi Publications, Chennai - ISBN:9789383103119

Reference books:

1. K.ShridharaBhat, 2016, Total Quality Management: Text &Cases,Second Revised Edition, Himalaya Publishing House, Mumbai – ISBN: 8178662523, 9788178662527.
2. D.D.Sharma 2008,Total Quality Management – Principles, Practices and Cases, SulthanChand& Sons, New Delhi – ISBN-13: 9788180545757

CORE COURSE 21

PAPER – 4 STRATEGIC MANAGEMENT

Objectives: To provide a basic theoretical framework of the concepts of various strategies adopted by the corporates and issues with regard to framing evaluation of strategy and to enable the students to identify the opportunities in business.

Unit- I

Strategy – Meaning – Definition – Strategic Decision Making – Approaches to strategic decision making – Business Ethics – Strategic Management – Need – Strategic Management Planning Process – Strategic Plans during recession, recovery, boom and

depression – Stability Strategy – Expansion Strategy – Merger Strategy – Retrenchment Strategy – Restructure Strategy – Levels of Strategy – Corporate Level Strategy – Business Level Strategy and Functional Level Strategy – Competitive Analysis – Porter’s Five Forces Mode.

Unit-II

Corporate Strategy – Concept – Scope – Components – Strategy Formulation – Affecting Factors – Process of strategic planning – project life cycle – Portfolio analysis: BCG Matrix – G. E matrix – Step high strategy – Directional policy Matrix Strategic Management – Generic Strategic Alternatives – Horizontal, Vertical Diversification – Strategy Evaluation – Process.

Unit-III

Implementation of strategy and Functional Strategies – Elements of Strategy Implementation – Procedural Implementation – Structural Implementation –Behavioral Implementation – Leadership Implementation – Functional and Operational Implementation – Functional Strategies – Functional Plans and Policies – Integration of Functional Plans and polices – ERP – features and applications.

Unit- IV

Corporate Restructuring – Concept – Process – Mergers and acquisition – Amalgamation – Strategies for acquisition and absorption of technology – Joint venture – Organizational structure –Corporate development – Cooperative strategies – Reasons for strategic alliances – risks and costs of strategic alliances.

Unit- V

Global Strategies – Global expansion strategies – MNC mission statement –Market entry strategy – International strategy – Business level strategy – Strategic leadership – Strategic evaluation – Importance – Barriers – Evaluation criteria – Strategic control – Operational control – Characteristics of an effective control system – Control process – Evaluation techniques for operational control .

TEXT BOOKS

1. Strategic Management, Francis Cherunillam, Himalaya Publishing House, Bombay, Fourth Enlarged and revised edition,2015.

REFERENCE BOOKS

- 1 Subbarao: Business Policy and Strategic Management (Text and Cases) HPH. Reprint Edition, 2017.
- 2 Dr. C. B. Mamoria& Dr. SatishMamoria, Business planning and policy (1987) Himala publishing house, Mumbai.

- 3 AzharKazmi – Business policy & Strategic Management – Tata McGraw – Hill pub.
- 4 S.C. Bhattacharya – Strategic Management Concepts & cases – S. Chand
- 5 Strategic Planning formulation of Corporate Strategy Text & Cases, V. S. Ramasamy, Namakumari, Macmillan India Ltd., New Delhi.
- 6 Business policy & Strategy, LM Prasad, Sultan Chand Co., New Delhi.
- 7 Corporate Strategic Management, RM Srivastava&Divya, Nigam PragatiPrakasha Meerut.

CORE COURSE 22 PAPER –5 FIELD STUDY REPORT

RULES GOVERNING FIELD STUDY REPORT

1. Each student should undergo 3 weeks field study in any area during the VI semester outside the college.
2. The student has to submit the field study report in two copies in not less than 60 type written pages.
3. The student must decide the topic in consultation with the Faculty Guide and construct the questionnaire if any and get the approval of the guide before leaving for field work.
4. The field study report will be evaluated by the faculty guide and the HOD. The student has to appear for a viva voce that will be conducted before the end of VI semester.
5. The field study project must contain the following: *a) Introduction b) Objectives c) Methodology d) Data analysis e) Findings f) Suggestions*
6. The report submitted will be evaluated as follows. Report Writing - 60

Viva Voce	- 40

Total	- 100

Passing Minimum is 40% of the aggregate.

SKILL BASED COURSE - 6

PAPER – 6 EMPLOYABILITY SKILLS

Objectives: To provide and develop basic analytical and communication skills of the students to improve their ability.

Unit-I:

Introduction to Employability skills - Meaning – Definition – Hard skills and soft skills –Employability skills and vocational skills – Employability and employment – Employability attributes.

Unit-II:

Unpacking employability skills – Embedded employability skills – Dimensions of competency – Task skills –Task Management skills – Contingency Management skills – Job/Role Environment skills.

Unit-III

Inter – relationships of Employability skills – Communication – Team work - Problem solving – Initiative and Enterprise – Planning and Organizing – Self management – Learning – Technology.

Unit- IV

Resume writing – Meaning – Features of good resume – Model (Exercise). Etiquettes – Dress, Cleanliness, Etiquettes to be followed inside the employment seeking process.

Unit- V

Arithmetic and Logical Reasoning Skills – Exercise.

Text Books:

1. Soft Skills, Dr. K. Alex

Reference Books

1. Winning Interview Skills, Compiled & Edited by J.K. Chopra.
2. A Modern Approach to Verbal and Non- Verbal Reasoning, R. S. Aggarwal.

B.B.A. Degree Course
QUESTION PATTERN
(including Part I and Part II Papers)

Each Semester =15 Weeks

Each Paper 5 units

Question Paper Model

Total Marks=75 Marks

Section A

10 Multiple Choice Questions, 2 Questions from each Unit

10x1=10 Marks

Section B

5 Questions from each unit 'Either' 'Or' type

5x7=35 Marks

Section C

Answer any three Questions out of Five Questions, one question from each unit

3x10=30 Marks

Pattern of question paper

Time:3 Hours

Max.marks:75

Section A: (10x1=10 Marks)

Question No. 1 to 10 (Multiple choices)

1. Two questions from each unit.
2. Four choices in each question.
3. No 'none of these' choice.

Section B: (5x7=35 Marks)

Answer all questions choosing either (a) or (b)

Answers not exceeding two pages.

(One question from each unit) 11 (a) or 11 (b)

12 (a) or 12 (b)

13 (a) or 13 (b)

14 (a) or 14 (b)

15 (a) or 15 (b)

Section C: (3 x 10 = 30 Marks)

Answers not exceeding four pages

Answer any three out of five (one question from each unit)

Questions 16 – 20

SCHEME FOR EVALUATION

Internal marks:

1. The pattern for internal valuation may be: two tests – 10 marks each: average 10 marks
2. Group Discussion / Seminar / Quiz – 5 marks
3. 2 assignments; 5 mark each: average 5 marks
4. Peer teaching; 5 marks
5. 3rd test may be allowed for absentees of any one of the two tests.
6. If the college opts quiz, 2 Quiz should be conducted.

Criteria for passing in External:

1. A minimum of 27 Marks should be secured in external valuation out of 75
2. The sum of both external and internal should be a minimum of 40 out of 100 for a pass
3. The Grading system for passing will be given by university as per the norms instead of marks.