

ST.MARY'S COLLEGE (Autonomous)

THOOTHUKUDI – 628 001



SYLLABUS FOR

B.B.A

(Choice Based Credit System)

(2015 – 2018)

Course Structure

B.B.A

Semester - I

Part	Subject	Sub. Code	Title of the papers	Hours/ Week	Credits	Max Marks		
						CIA Total	ESE	
I	Tamil/	15ULTA11	Cheyul,Elakkanam,Urainadai, Sirukathai, Elakkia Varalaru. Paper I – French Language & Culture	6	3	50	50	100
	French	15ULFR11						
II	English	15UGEN11	English Paper I	6	3	50	50	100
III	Core –I	15UBAC11	Business Communication	5	4	50	50	100
	Core –II	15UBAC12	Introduction to Financial Accounting	5	4	50	50	100
	Allied -I	15UBAA11	Business Ethics	6	5	50	50	100
IV	Foundation Course	15UFPD11	Personality Development	2	2	50	50	100
				30	21	300	300	600

Semester – II

Part	Subject	Sub. Code	Title of the papers	Hours/ Week	Credits	Max Marks		
						CIA	ESE	
I	Tamil/	15ULTA21	Cheyul,Elakkanam,Urainadai, Valkai varalaru, Elakkia Varalaru. Paper II – French Language & Culture.	6	3	50	50	100
	French	15ULFR21						
II	English	15UGEN21	English Paper II	6	3	50	50	100
III	Core –III	15UBAC21	Principles of Management	5	4	50	50	100
	Core –IV	15UBAC22	Business Mathematics	5	4	50	50	100
	Allied-II	15UBAA21	Fundamentals of Computers	6	5	50	50	100
IV	Foundation Course	15UFVE21	Value Education	2	2	50	50	100
V	NSS/NCC/ Sports				1			
				30	21+1	300	300	600

Semester – III

Part	Subject	Sub. Code	Title of the papers	Hours/ Week	Credits	Max Marks		
						CIA	ESE	Total
III	Core V	15UBAC31	Industrial Relations	6	4	50	50	100
	Core VI	15UBAC32	Statistics for Business Research	6	4	50	50	100
	Core VII	15UBAC33	Human Resource Management	6	4	50	50	100
	Allied III	15UBAA31	Managerial Economics	6	5	50	50	100
IV	Skill Based Elective	15UBAS31	Management Skill Development	2	2	50	50	100
	Non –major Elective	15UBAN31	Women Entrepreneurs	2	2	50	50	100
	Foundation Course	15UFES31	EVS	2	2	50	50	100
	Self Study paper (Optional)	15UBASS1	Advertisement and Media Management		1			
				30	23+1	350	350	700

Semester – IV

Part	Subject	Sub. Code	Title of the papers	Hours/ Week	Credits	Max Marks		
						CIA	ESE	Total
III	Core VIII	15UBAC41	Organisational Behavior	6	4	50	50	100
	Core IX	15UBAC42	Cost accounting	6	4	50	50	100
	Major Elective	15UBAE41	Investment Management	6	5	50	50	100
	Allied	15UBAA41	Customer Relationship Management	6	5	50	50	100
	Skill Based Elective	15UBAS41	Office Management	2	2	50	50	100
	Non major Elective	15UBAN41	Salesmanship	2	2	50	50	100
	Foundation Course	15UFYM41	Yoga and Meditation	2	2	50	50	100
	Extn Activities		Community Development Programme		1			
	Self Study paper (Optional)	15UBASS2	Service Marketing		1			
				30	25+1	350	350	700

Semester – V

Part	Subject	Sub. Code	Title of the papers	Ho W	Credits	Max Marks		
						CIA	ESE	Total
III	Core X	15UBAC51	Marketing management	7	5	50	50	100
	Core XI	15UBAC52	Business Law	7	5	50	50	100
	Core XII	15UBAC53	Management Accounting	7	6	50	50	100
	Core Elective	15UBAE51	Production Management	6	5	50	50	100
IV	Skill Based Elective	15UBAS51	E- Business	4	3	50	50	100
	Self Study paper (Compulsory)	15UBASS3	Entrepreneurial Development Programme	-	1			
				31	24 + 1	250	250	600

Semester – VI

Part	Subject	Sub. Code	Title of the papers	Hours/ Week	Credits	Max Marks		
						CIA	ESE	Total
III	Core XIII	15UBAC61	Retail management	6	5	50	50	100
	Core XIV	15UBAC62	Banking and Financial Services	6	5	50	50	100
	Core XV	15UBAC63	International Business	6	5	50	50	100
	Core XVI	15UBAC64	Financial Management	6	5	50	50	100
	Project	15UBAP61	Project	6	5	50	50	100
				30	25	250	250	500

St. Mary's College (Autonomous), Thoothukudi

Department of Business Administration

2015-2018

PSO No.	Programme Outcome Students of Business Administration will be able to
PSO-1	Explicit the sound knowledge of business concepts in the major disciplines of business environment.
PSO-2	Make the students proficient in the uses of technology in modern organizational operations
PSO-3	Demonstrate the knowledge and understanding of the ethical, legal and social Responsibilities of business
PSO-4	Develop the students in managerial and entrepreneurial skills through pragmatic approach.
PSO-5	Expose the students to function expertly in Team
PSO-6	Generate the students to define, analyze, and devise solutions for business Issues.
PSO-7	Enhance the students with excellence in leadership.
PSO-8	Formulate the students to acquire employment in various emerging areas of Administration
PSO-9	Demonstrate to prepare accurate reliable financial reports.

Semester- I

Course: Business Communication

Code: 15UBAC11

Course Outcome	Course Outcome	PSO Mapped
CO-1	Understand the basic principles and concepts of communication	PSO-1
CO-2	Know to write various kinds of Business Letters	PSO-4
CO-3	Know to fill Bank, Insurance and Agency forms	PSO-6
CO-4	Enhance the importance of Report writing, Agenda, Memo, Meetings,	PSO-4
CO-5	Describes the modern forms of communication	PSO-2
CO- 6	Know the Barriers of Communication	PSO - 3

Course: Introduction to Financial Accounting

Code: 15UBAC12

Course Outcome	Course Outcome	PSO Mapped
CO-1	Apply appropriate judgment derived from knowledge of accounting theory.	PSO - 1
CO-2	Gain knowledge in the preparation of books of accounts.	PSO - 6
CO-3	Provide an effective understanding of analysis of depreciation.	PSO - 1 PSO - 9
CO-4	Equip the knowledge to prepare the final accounts of sole trader.	PSO - 9
CO-5	Inculcate to understand the financial position of the company at the end of every year.	PSO -2 PSO - 4
CO -6	Explain the concepts and procedures of financial reporting.	PSO - 6

Course: Business Ethics**Code: 15SUBAA11**

Course outcome No	Course outcome	PSO Mapped
CO-1	Impart basic concept of business ethics and policies.	PSO-1
CO -2	Know the types of ethical issues as bribes, theft, and coercion.	PSO-3
CO-3	Understand the internal unethical practices in wages, promotion, fair prices, and exploitation of employees.	PSO-1 PSO-3
CO-4	Understand the external unethical practices in environmental protection-natural & physical.	PSO-1 PSO-3
CO-5	Describe the social responsibilities of business and its impact.	PSO-1 PSO-3 PSO-5
CO-6	Deliberates the relationship of values with business strategy	PSO-4 PSO-6

Semester II**Course: Principles of Management****Code: 15UBAC21**

Course outcome No	Course outcome	PSO Mapped
CO-1	Impart the basic principles, nature and levels of management.	PSO-1 PSO-4
CO -2	Give a scientific approaches of management	PSO-4
CO-3	Expose the importance of planning and procedures.	PSO-1
CO-4	Provide understanding on organizational structure and span of control.	PSO-3 PSO-5
CO-5	Deliver the steps in staffing.	PSO-1 PSO-8
CO-6	Identify the difference between power and authority.	PSO-7

Course: Business Mathematics**Code: 15UBAC22**

Course Outcome	Course Outcome	PSO Mapped
CO-1	Enhance the knowledge of using number system and techniques.	PSO - 6
CO-2	Equip to prepare various formation of Matrices	PSO - 1 PSO - 8
CO-3	Gain a thorough knowledge to calculate all the interest and ratios which is followed in the field of banking.	PSO - 1 PSO - 5
CO-4	Inculcate to apply the simple techniques to challenge the attitude exams.	PSO - 4 PSO - 4 PSO - 8
CO-5	Enable to find the fluctuations of demand and supply in the market environment.	PSO - 2 PSO - 3 PSO - 5
CO-6	Enable to find the equilibrium point of the business.	PSO - 7

Course: Fundamentals of Computers**Code:15UBAA21**

Course Outcome	Course Outcome	PSO Mapped
CO-1	Impart basic concepts of computers	PSO-2
CO-2	Know about MS Word in detail for creating documents	PSO-8
CO-3	Know about MS Excel in detail for creating documents	PSO-8
CO-4	Know about MS Power point for analysing company's data	PSO-8
CO-5	Understand the basics about browsers, http and e-mail.	PSO-2 PSO-4
CO-6	Identify the difference between internet and intranet	PSO - 4

Semester- III

Course: Industrial Relations

Code: 15UBAC31

Course Outcome	Course Outcome	PSO Mapped
CO-1	Understand the concept of Industrial relations and trade unions	PSO-1
CO-2	Describe the Industrial disputes & peace and its Impacts	PSO-6
CO-3	Understand the labour welfare concepts with statutory & voluntary welfare measures	PSO-1 PSO-3
CO-4	Know the causes of accidents, safety provisions and Occupational Hazards, Diseases.	PSO-3 PSO - 6
CO-5	Inculcate the Legislative provisions for child, women and contract labour	PSO-3
CO-6	Learn the code of conduct	PSO - 3

Course: Statistics for Business Research

Code: 15UBAC32

Course Outcome	Course Outcome	PSO Mapped
CO-1	Used as a tool to know the man power and also to fix taxes and levies.	PSO - 2 PSO - 3
CO-2	Facilitate quick understanding of complex data.	PSO - 9
CO-3	Know about the universe from a sample.	PSO - 4 PSO - 7
CO-4	Serve as a basis for control of variability	PSO - 6
CO-5	Enable to find out the Business Predictions.	PSO - 1 PSO - 7
CO-6	Measure the Purchasing power of money and growth factor of the business.	PSO - 4 PSO - 6

Course: Human Resource Management**Code: 15UBAC33**

Course outcomeNo	Course outcome	PSO Mapped
CO-1	Understand the basic concepts and functions of HRM.	PSO-1
CO -2	Elaborate the policies and procedures of recruitment and selection.	PSO-3 PSO-8
CO-3	Impart the essentials of Induction programme.	PSO-4 PSO-8
CO-4	Deliver sound knowledge of training and development.	PSO-4
CO-5	Make clear of placement steps and process.	PSO-1 PSO-3
CO-6	Understand the methods of performance appraisal.	PSO - 6 PSO-1

Course: Managerial Economics**Code: 15UBAA31**

Course Outcome	Course Outcome	PSO Mapped
CO-1	Know the concept of Managerial Economics	PSO-1
CO-2	Impart basic concepts of Demand and Supply	PSO-1
CO-3	Understand the different types of Business Structures	PSO-1
CO-4	Know about the importance of Investment	PSO-4
CO-5	Understand about nature of profit management	PSO-9
CO-6	Elaborate the theories of profit method	PSO – 9

Course: Women Entrepreneurship

Code: 15UBAN31

Course Outcome	Course Outcome	PSO Mapped
CO-1	Understand about the concept and types of Entrepreneurs	PSO-4 PSO-7
CO-2	Understand about Women Entrepreneurs	PSO-7
CO-3	Know about startup of a business	PSO-4 PSO-7
CO-4	Know about local byelaws in Business	PSO-3
CO-5	Impart basic concepts of Project Identification and Selection	PSO-1 PSO-8
CO-6	Understand about Financing of Project	PSO-4 PSO-8

Semester-IV

Course: Organisational Behaviour

Code: 15UBAC41

Course outcome No	Course outcome	PSO Mapped
CO-1	Gain knowledge on various approaches of organizational Behaviour.	PSO-1 PSO-4
CO -2	Communicate the theories and types of personality.	PSO-1 PSO-4
CO-3	Deliver the concepts and principles of perception and learning.	PSO-1
CO-4	Elaborate the motivational theories as Maslow's need, two factor, and XY theories.	PSO-4 PSO-7
CO-5	Transmit the leadership styles and theories.	PSO-7 PSO-4
CO-6	Identify the difference between Power and Authority.	PSO-7,PSO-3

Course: Cost Accounting**Code: 15UBAC42**

Course Outcome	Course Outcome	PSO Mapped
CO-1	Apply cost Accounting methods to evaluate and project business performance.	PSO - 1 PSO - 6
CO-2	Equip the students to find out the stock level of the business concern.	PSO - 9
CO-3	Method of sharing gains in productivity with workers by rewarding them financially.	PSO - 3
CO-4	Compare the revenue of each dept. with their total cost.	PSO - 2 PSO - 7
CO-5	Comparison of actual cost with estimated cost.	PSO - 9
CO-6	Guidance to management on the utilisation of resources.	PSO - 5 PSO - 7

Course: Investment Management**Code: 15UBAE41**

Course Outcome	Course Outcome	PSO Mapped
CO-1	Understand the concept of Investment	PSO-1
CO-2	Knows to Invest in shows and debentures	PSO-2
CO-3	Knows the risks faced and its kinds	PSO-3
CO-4	Understand the concept of security and fundamental analysis	PSO-3 PSO -6
CO-5	Knows market theory and random walk theory	PSO-1
CO – 6	Describe the portfolio analysis and optimum portfolio	PSO - 1

Course: Customer Relationship Management**Code: 15UBAA41**

Course Outcome	Course Outcome	PSO Mapped
CO-1	Know the basics of CRM	PSO-1
CO-2	Understand the driving forces and benefits of CRM	PSO-4 PSO- 8
CO-3	Know about the usage, components and types of CRM	PSO-4 PSO-7
CO-4	Know about the CRM framework	PSO-4
CO-5	Understand the usage of technology tools in CRM	PSO-2 PSO-4
CO-6	Impart basic knowledge on Call center process	PSO- 8

Course: Office Management

Code: 15UBAS41

Course Outcome	Course Outcome	PSO Mapped
CO-1	Understand the concept of office management	PSO-1
CO-2	Know the functions and duties of office manager	PSO-7 PSO- 8
CO-3	Know the purpose of maintaining records and filing.	PSO-3 PSO- 4
CO-4	Know the types of forms	PSO-1
CO-5	Understands the usage of office machinery	PSO- 1 PSO-8
CO-6	Understand the office routines and procedures	PSO-3 PSO- 4

Course: Salesmanship

Code: 15UBAN41

Course Outcome	Course Outcome	PSO Mapped
CO-1	Understand the concept of Salesmanship	PSO-1
CO-2	Know about Personal selling	PSO-3
CO-3	Understand the duties and responsibilities of Salesman	PSO-3
CO-4	Understand the concept of selection and recruitment process	PSO-4 PSO-7
CO-5	Know about training program for salesman	PSO-4 PSO- 7
CO- 6	Know about the remuneration and compensation	PSO- 4

Semester: V

Course: Marketing Management

Code: 15UBAC51

Course outcome No	Course outcome	PSO Mapped
CO-1	Impart the basic principles, concepts, functions and classification of marketing	PSO-1 PSO-4
CO -2	Deliver the importance of social marketing.	PSO-3
CO-3	Give sound information on product and pricing strategies.	PSO-1
CO-4	Elaborate the product innovation, mix and life cycle.	PSO-2 PSO-4 PSO-8
CO-5	Impart the detailed study on sales promotion and personal selling-advantages, limitations, purpose, kinds.	PSO-1 PSO-6
CO-6	Brief the features, benefit, objections, kinds and functions of advertising.	PSO-2,PSO-1,PSO-8

Course: Business Law

Code: 15UBAC52

Course Outcome	Course Outcome	PSO Mapped
CO-1	Understand the basic Law of Indian Contract governing Business	PSO-1
CO-2	Understand the Performance of Contract and Discharge of Contract.	PSO-3 PSO-4
CO-3	Understand the concept of Indemnity and Guarantee	PSO-6
CO-4	Know about Bailment, Pledge and contract of Agency	PSO-3 PSO-4
CO-5	Understand the concept of sale of goods act	PSO-8
CO -6	Know about conditions, warranties and delivery of goods	PSO - 8

Course: Management Accounting

Code: 15UBAC53

Course Outcome	Course Outcome	PSO Mapped
CO-1	Information designed to assist all levels of Management	PSO - 1
CO-2	Used for forecasting and planning	PSO - 4 PSO - 5
CO-3	Helps the shareholders to know the information regarding the managerial policy of business.	PSO - 2 PSO - 5
CO-4	Provides a yardstick to measure the efficiency of production activities.	PSO - 4 PSO - 9
CO-5	Enhance the knowledge to take decisions about key factor in a Business.	PSO - 5 PSO - 7
CO – 6	Prepare and evaluate operating as well as capital budgets.	PSO - 1

Course: Production Management

Code:15UBAE51

Course Outcome	Course Outcome	PSO Mapped
CO-1	Impart basic concept of production	PSO-1
CO-2	Know about the Plant Location and Layout	PSO-1 PSO-6
CO-3	Understand production planning and control	PSO-4 PSO-7
CO-4	Know about Plant Maintenance	PSO-1
CO-5	Describe the most effective method of working	PSO-8
CO-6	Know about Inventory Management	PSO-1 PSO-7

Course: E-Business

Code:15UBAS51

Course Outcome	Course Outcome	PSO Mapped
CO-1	Understand basics about E-Commerce	PSO-1
CO-2	Know about different types of networks	PSO-2
CO-3	Understand E-Payment systems	PSO-2
CO-4	Describe EDI and its applications in Business	PSO-2 PSO-8
CO-5	Know about Internet technologies	PSO-2 PSO-4
CO-6	Know about world wide web	PSO-1

Semester- VI

Course: Retail Management**Code: 15UBAC61**

Course Outcome	Course Outcome	PSO Mapped
CO-1	Understand the concept of Retail Management	PSO-1
CO-2	Determines the buying decision of buyers	PSO-6 PSO- 8
CO-3	Knows Retail Shop Location Planning and its Strategies	PSO-3 PSO- 4
CO-4	Understand the concept of Franchising, Brand Management and Mall Management.	PSO-8
CO-5	Know about Retail audits, Customers problems and development of services	PSO-1 PSO- 3
CO-6	Identify the current retailing scenario in Global and in India.	PSO - 4

Course: Banking and Financial Services**Code:15UBAC62**

Course Outcome	Course Outcome	PSO Mapped
CO-1	Understand basics about E-Commerce	PSO-1
CO-2	Know about different types of networks	PSO-2
CO-3	Understand E-Payment systems	PSO-2
CO-4	Describe EDI and its applications in Business	PSO-2 PSO-8
CO-5	Know about Internet technologies	PSO-2 PSO-4
CO-6	Know about world wide web	PSO-1

Course: International Business**Code: 15UBAC63**

Course outcome No	Course outcome	PSO Mapped
CO-1	Communicate the nature theories and competitive advantages of international business.	PSO-1 PSO-4
CO -2	Describing the modes of entering into international business-licensing, franchising, exporting and key projects.	PSO-8 PSO-4
CO-3	Elaborate the detailed study on MNC'S-growth, structure, merits and demerits.	PSO-2 PSO-6 PSO-3
CO-4	Impart the international marketing Intelligence-sources, characteristics and process of IMI'S	PSO-2 PSO-1
CO-5	Identify the financing foreign Trade-functions of ECGC,EXIM.	PSO-4 PSO-8
CO-6	Elaborate the procedure to be implemented for STC,AEPC,TTCI	PSO-2 PSO-6

Course: Financial Management

Code: 15UBAC64

Course Outcome	Course Outcome	PSO Mapped
CO-1	Enhance the Practical and applied aspects of capital	PSO – 1,3 & 4
CO-2	Inculcate to calculate the credit period of the business	PSO – 4
CO-3	Equip to find out the short term and long term solvency of a business.	PSO - 2 PSO – 5
CO-4	Ensures proper system of communication at all levels of management.	PSO - 5 PSO – 7
CO-5	Utilise the capital more economically	PSO – 4
CO- 6	Involves a constant checking and evaluation of actual results.	PSO - 4 PSO – 8

Semester I			
Core -I Business Communication			
Code :15UBAC11	Hrs/Week:5	Credit :4	Hrs/Sem:75

Objectives

- **To enable the students to understand the methods and concept of communication**
- **To provide an understanding of effective communication in business**

Unit I

Definition – Methods – Types – Principles of effective Communication – Barriers to Communication – Business Letter – Layout.

Unit II

Kinds of Business Letters: Interview – Appointment – Acknowledgement – Promotion – Enquiries – Replies – Orders – Sales – Circular – Complaints.

Unit III

Bank Correspondence – Insurance Correspondence – Agency Correspondence – Collecting and filing forms.

Unit IV

Reports Writing – Agenda, Minutes of Meeting – Memorandum – Office Order – Circular – Notes.

Unit V

Modern Forms of Communication: Fax – E-mail – Video Conferencing – Internet – Websites and their use in Business.

Text Book

- Rajendra Pal & J.S. Korlahalli, Essentials of Business Communication - Sultan Chand & Sons - New Delhi.

Reference Books

- Shirley Taylor, *Communication for Business* - Pearson Publications - New Delhi.
- Bovee, Thill, Schatzman, *Business Communication Today* - Pearson Education Private Ltd - New Delhi.
- Penrose, Rasbery, Myers, *Advanced Business Communication* - Bangalore.
- Simon Collin, *Doing Business on the Internet* - Kogan Page Ltd - London.
- Mary Ellen Guffey, *Business Communication – Process and Product International* Thomson Publishing - Ohio.

Semester I			
Core - II Introduction to Financial Accounting			
Code : 15UBAC12	Hrs/Week: 5	Credit : 4	Hrs/Sem:75

Objectives:

- **To enable the students to understand Accounting Principles and gain knowledge in the preparation of Final Accounts of Sole Trader, Non – Trading concern and Companies.**

Unit I

Definition of Account – Accounting Principles – Nature of Accounting Concepts – Double Entry Vs single entry – Journal – Ledger – Trial Balance.

Unit II

Subsidiary Books – Purchases Book, Sales Book, Purchases Returns Book, Sales Returns Book and Cash Book:- Simple Cash Book and Petty Cash Book, Rectification of error, Bank Reconciliation statement (BRS)

Unit III

Methods of Depreciation: - Straight Line Method, Written Down Value Method and Annuity Method - Final Accounts of Sole Trader with simple adjustments.

Unit IV

Capital and Revenue – Accounts of Non-trading organizations - Income and Expenditure Account – Receipts and Payments Account.

Unit V

Final Accounts of Companies with simple adjustments.

Text Book:

Advanced Accountancy – M.C.Shukla, T.S.Grewal &S.C.Gupta, Sultan Chand & Sons.

Reference Books

- Advanced Accountancy – S.P.Jain & K.L.Narang, Kalyani Publishers.
- Advanced Accountancy – R.L.Gupta & Radhasamy.
- Principles of Accountancy – Vinayakam, Mani & Nagarajan.

Semester I			
Allied I – Business Ethics			
Code : 15UBAA11	Hrs/Week: 6	Credit : 5	Hrs/Sem:90

Objectives

- **To impart to the students the basic concepts of Business Ethics**
- **To inculcate, the effects of different external as well as internal environments of business, in the learners.**

Unit - I

Role and importance of Business Ethics and Values in Business - Definition of Business Ethics Impact on Business Policy and Business Strategy - Role of CEO - Impact on the Business Culture.

Unit - II

Types of Ethical issues - Bribes - Coercion - Deception - Theft - Unfair Discrimination.

Unit - III

Ethics internal - Hiring - Employees - Promotions - Discipline - Wages - Job Description - Exploitation of employees - Ethics External - Consumers - Fair Prices - False Claim Advertisements.

Unit - IV

Ethics External - Environment Protection - Natural - Physical - Society - Relationship of Values and Ethics - Indian Ethos - Impact on the performance.

Unit -V

Vendors - Government - Social Audit.

Text Books

- David J. Fritzsche - Business Ethics: A Global & Management Perspective - Tata McGraw-Hill
- Ramaswamy Namakumari - Strategic Planning - Corporate Strategy - MacMillan India Ltd
- Velasquez - Business Ethics - Prentice - Hall of India
- Dr.S. Shankaran - Business Ethics & values

Reference Books

- Peter Madsen & Jay M. Shafritz - Essential of Business Ethics
- Ken Smith and Phil Johnson - Business Ethics and Business Behavior .

Semester II			
Core – III Principles of Management			
Code : 15UBAC21	Hrs/Week: 5	Credit : 4	Hrs/Sem:75

Objectives

- **To enable the students to understand the basic principles of Management**
- **To provide an understanding of Management Theories**

Unit I

Management: Importance – Definition – Nature and Scope of Management Process – Role and Functions of a Manager – Levels of Management – Development of Scientific Management and other Schools of thought and approaches – Basic principles of Henry Fayol and its applications to modern management.

Unit II

Planning: Nature – Importance – Forms – Types – Steps in Planning – Objectives – Policies – Procedures and Methods – Natures and Types of Policies – Decision –making – Process of Decision making – Types of Decision.

Unit III

Organization: Types of Organizations – Organization Structure – Span of Control and Committees – Departmentalization – Informal Organization.

Unit IV

Staffing – Meaning- Objectives - Authority – Delegation – Decentralization – Difference between Authority and Power – Responsibility – Direction – Nature and Purpose

Unit V

Directing – Definition – Principles of directing - Co-ordination – Need, Type and Techniques and requisites for excellent Coordination – Controlling – Meaning and Importance – Control Process.

Text Book

- L.M.Prasad, Principles & Practice of Management - Sultan Chand & Sons - New Delhi.

Reference Books

- C.B.Gupta, Management Theory & Practice -Sultan Chand & Sons - New Delhi.
- P.C. Tripathi & P.N Reddy, Principles of Managements - Tata Mc.Graw Hill - New Delhi.
- Wehrich and Koontz, Management – A Global Perspective.
- N.Premavathy, Principles of Management - Sri Vishnu Publication - Chennai.

Semester II			
Core – IV Business Mathematics			
Code : 15UBAC22	Hrs/Week: 5	Credit : 4	Hrs/Sem:75

Objectives:

- **To enable the students to apply the basic principles & techniques of mathematics.**
- **To provide a thorough knowledge in solving problems in the field of business.**

Unit – I

Number system – types of numbers – equations – linear - simultaneous linear equations – with two and three unknown variables – quadratic equations – solutions – nature of roots forming – quadratic equations.

Unit – II

Matrices – basic concepts – types – matrix addition – subtraction – transpose - determines – inverse of matrix – solving simultaneous equation in matrix form – rank of matrix.

Unit – III

Business arithmetic – simple interest – compound interest – annuity – depreciation – discount – bankers discount – average due date – percentage – ratio and proportions.

Unit – IV

Theory on indices – positive – negative – zero indices – fractional – law of indices – logarithms – properties – laws of logarithms – common logarithms – arithmetic progressions – sum of n terms – geometric progressions.

Unit – V

Analytical geometry – co-ordinates – distance between two points – slope and equations of straight line – area of triangle – co linearity of three points – concurrencies of lines – applications in linear demand and supply curve cost – output –break even analysis.

Text Book

- Business Mathematics – D.C. Sancheti and V.K. Kapoor

Reference Books

- Business Mathematics – B.M. Agarwal
- Business Mathematics – P.R.Vittal

Semester II			
Allied – II Fundamentals of Computers			
Code : 15UBAC22	Hrs/Week: 6	Credit : 5	Hrs/Sem:90

Objectives:

- **To have basic knowledge on application of computers in office proceedings**
- **To enable students to have an adequate knowledge on MS Office application**

Unit I

Introduction to Computers – Components of Computer – Hardware – Software – Computers Software Languages– Assembly language – High level language – Operating system – Linux –Assemblers – Packages.

Unit II

MS Word – Introduction to Word – Creating Word Document – Formatting – Spell check – Grammar check – Working with Tables – Saving, Opening and closing Document – Mail Merge.

Unit III

MS Excel – Introduction – Spread sheet – Entering data in Working Sheets – Editing and Formatting Work sheets – Charts – Functions like Saving, Opening and closing Work book.

Unit IV

MS PowerPoint – Creation – Insert Picture – Animation – Creating Multimedia Presentations– Insert tables and Graphs – MS Access – Planning and creating tables – modifying tables – working with external data.

Unit V

Introduction to internet – Browsers – Search Engine – WWW – Internet Protocols–HTTP – Email – How to create Email – Internet Vs Intranet – Webpage – URL.

Text Books

- Stephen L Nelson – Office 2000, The Complete Reference, Tata McGraw Hill Publishing Company Limited
- Krishnan,N.,Windows and MS-Office 2000 with Database concepts, Scitech Publications.

Reference Books

- Complete Reference on MS Office – Deitel & Deitel
- ‘Introduction to Computers’ – Peter Nortons

Semester III			
Core V Industrial Relations			
Code : 15UBAC31	Hrs/Week: 6	Credit : 4	Hrs/Sem:90

Objectives:

- **To make the students to be familiar with important aspects of industrial relations.**

Unit I

Industrial relations Concepts – Importance - Industrial Relations problems in Public Sector
- Growth of trade unions - Codes of conduct.

Unit II

Disputes – Impact – Causes - Strikes – Prevention - Industrial Peace - Government
Machinery – Conciliation – Arbitration – Adjudication.

Unit III

Labour Welfare Concepts – Objectives – Scope – Need – Voluntary Welfare Measures –
Statutory Welfare Measures – Labour – Welfare

Unit IV

Causes of Accidents – Prevention – Safety Provisions – Industrial Health and Hygiene –
Importance – Occupational Hazards – Diseases.

Unit V

Legislative provisions for Child Labour, Female Labour , Contract Labor and differently
able.

Text Book

- Mamoria C.B. and Satish Mamoria, Dynamics of Industrial Relations, Himalaya Publishing House, New Delhi.

Reference Books

- Dwivedi R.S. , Human Relations & Organisational Behaviour, Macmillan India Ltd., New Delhi
- Ratna Sen, Industrial Relations in India, Shifting Paradigms, Macmillan India Ltd New Delhi.

Semester III			
Core VI Statistics for Business Research			
Code : 15UBAC32	Hrs/Week: 6	Credit : 4	Hrs/Sem:90

Objectives:

- **To enable the students to learn the basic tools & concepts of statistics**
- **To impart a thorough knowledge of applying statistical tools in business**

Unit I

Introduction – Meaning and definition of statistics – Collection and tabulation of statistical data – Presentation of statistical data – Graphs and diagrams –.

Unit II

Measures of central tendency – Arithmetic mean, median, mode, harmonic mean and geometric mean.

Unit III

Measures of Variation – Standard deviation, mean deviation – Quartile deviation – Skewness and Kurtosis – Lorenz curve.

Unit IV

Simple correlation – Scatter diagram – Karl Pearson’s Correlation – Rank Correlations – Regression.

Unit V

Analysis of Time series – Methods of measuring trend and seasonal variations. Index Numbers – Consumers price index and cost of living indices

Text Book

- R. S. N. Pillai & V. Bagavathi, Business Statistics, Sultan & Chand, New Delhi

Reference Books

- P.R Vittal ,Business Mathematics & Statistics, Sultan & Chand, New Delhi
- S.C.Gupta and V.K.Kapoor, Statistics, Sultan & Chand, New Delhi
- Sancheti & V.K. Kappoor, Statistical Methods, Sultan & Chand, New Delhi

Semester III			
Core VII Human Resource Management			
Code : 15UBAC33	Hrs/Week: 6	Credit : 4	Hrs/Sem:90

Objectives:

- **To make students understand the concept of HRM.**
- **To enable students to keep themselves abreast of knowledge on various strategy of HRM.**

Unit I

Human Resource Management - Nature and Scope of the HRM - Managerial and Operating Functions - Difference between Personnel management and HRM – Human Resource Planning.

Unit II

Recruitment – Selection – Methods of Selection – Use of various Tests – interview techniques in Selections.

Unit III

Placement and Induction - Training – Methods – Techniques – Training vs Development.

Unit IV

Performance Appraisal – Methods – Promotions and Transfers – Compensation – Steps in compensation.

Unit V

Human Resource Audit – Nature – Benefits – Scope – Approaches

Text Book

- L.M.Prasad , Human Resource Management, Sultan Chand & Sons, New Delhi.

Reference Books

- Dr.C.B.Gupta, Human Resource Management, Sultan Chand & Sons, New Delhi.
- C.P.Memoria, Personnel Management,Himalaya Publishing House.

Semester III			
Allied – III Managerial Economics			
Code : 15UBAA31	Hrs/Week: 6	Credit : 5	Hrs/Sem:90

Objectives:

- **To impart to the students the basic concepts of Managerial Economics**
- **To provide knowledge on socially relevant Managerial Economics**

Unit - I

Nature and scope of Managerial Economics - Role of Managerial Economist in business - Managerial Economics and Decision Making

Unit - II

Law of demand - Elasticity of Demand - Price, Income, Cross and Advertising - Demand Forecasting - Law of supply - Elasticity of demand - Elasticity of supply

Unit - III

Cost Curves - Revenue curves - Pricing under different market forms - Perfect competition, Monopoly, Monopolistic competition and oligopoly - price Discrimination - Break even analysis.

Unit - IV

Capital Budgeting - Investment Decisions - Importance of Capital Budgeting.

Unit - V

Nature of profit - Theories of profit.

Text Book

- Dr. S.Shankaran, Managerial Economics - Margram Publication – Chennai

Reference Books

- P.L Metha, Managerial Economics - Sultan Chand Publications - New Delhi
- RL Varsheny and K L Maheshwari, Managerial Economics - Sultan Chand Publications - New Delhi.
- Joel Dean, Managerial Economics - Prentice Hall of India Pvt. Ltd.,- New Delhi.
- Spencer M H, Contemporary Economics - Worth publishers - New York.
- Mote Samuel Paul G.S Gupta, Managerial Economics – concepts and cases - Tata McGraw Hill - New Delhi.

Semester III			
SBE – Management Skill Development			
Code : 15UBAS31	Hrs/Week: 2	Credit : 2	Hrs/Sem:30

Objectives:

- **To impart to the students the basic concepts of skills in management.**
- **To provide knowledge on socially relevant to companies**

Unit-I

Communication game – Spell check – Flip flop – Business Quiz

Unit-II

Ad-zap – Product launch – Mime – Group Discussion – Debate.

Unit-III

Role play– Resume writing - Types of Interview

Unit-IV

Best manger - Just a Minute- Musical Skit.

Unit -V

Paper presentation –Logo creation - Aptitude test.

Text Books

- Develop Your Interpersonal and Self-Management Skills: A Practical Resource - Karen Stains
- C.B.Gupta, Management Theory & Practice -Sultan Chand & Sons - New Delhi.

Reference Books

- Dr.C.B.Gupta, Human Resource Management, Sultan Chand & Sons, New Delhi.
- C.P.Memoria, Personnel Management,Himalaya Publishing House.

Semester III			
NME – Women Entrepreneurship			
Code : 15UBAN31	Hrs/Week: 2	Credit : 2	Hrs/Sem:30

Objectives

- **To help the students to understand the concept of women empowerment through entrepreneurship.**
- **To develop an understanding of the role of government for the development of women entrepreneur.**

Unit - I

Meaning, Concept and Functions of entrepreneur – kinds of entrepreneurs

Unit – II

Functions and problems of women Entrepreneurs - Women empowerment through entrepreneurship – women entrepreneurship in India

Unit – III

How to start a business – Product selection – form of ownership – plant location – land building – Licensing registration and local byelaws.

Unit – IV

Project identification – project selection

Unit –V

Financing of project – project report its contents and significance

Text Book

- Entrepreneurial Development – S.S.Khanka – Sultan Chand & Sons

Reference Books

- Entrepreneurial Development in India Dr.C.B.Gupta , Dr.N.P Srinivasan - Sultan Chand & Sons
- Entrepreneurial Development Principles, Policies and Programmes - P.Saravanavel

Semester III			
Self Study Paper (Optional) – Advertising and Media Management			
Code : 15UBASS1	Hrs/Week: -	Credit : 1	Hrs/Sem:

Objectives

- **To enable the students to learn the basic concepts of advertising.**
- **To impart a thorough knowledge of various advertising media.**

Unit I

Advertising – meaning – nature and scope of advertising – benefits of advertising – objectives against advertising - objectives of advertising - evolution of advertising.

Unit II

Types of advertising – product and institutional advertising – on the basis of audience it is directed – on the basis of time of response, it elicit – on the basis of demand in the influence level – on the basis of extent of geographic coverage – cooperative advertising – according to medium used – push and pull strategy – professional advertising – classified advertising.

Unit III

Media – definition – print media – outdoor advertising – direct mail advertising – radio and TV, film advertising – factors influencing media planning

Unit IV

Creativity – activities comprising creative design process – qualities of good advertising copy - classification of copy – components of advertising copy

Unit V

Meaning of advertising agency – functional departments of advertising – service rendered by advertising agency – functions of an advertising agency – types of agency

Text Book

- Advertisement Management – P.K.Bhargav – published by Damins Garg for Murarilal & sons
- Rustom & Davar, Sahrab R.Davar – Salesmanship and publicity – Vikass publishing house

Reference Books

- Mahendra Mohan, Advertising Management , Tata _McGraw_ Hill
- Mr. Batra , Advertising Management, Prentice hall.

Semester IV			
Core VIII - Organisational Behavior			
Code : 15UBAC33	Hrs/Week: 6	Credit : 4	Hrs/Sem:90

Objectives:

- To prepare the learners to study the people at work and thereby decisions acceptance to all concerned are arrived at.

Unit – I

Introduction – Various approaches to Organisational Behavior – Hawthorne Studies – Contribution of Social Sciences to Organisational Behavior

Unit – II

Personality – Theories of personality – Determinates of personality – heredity, culture, family, socialization process.

Perception – Concept; Process; Social perception – Learning – Concept; Theories; Principles; reinforcement, Punishment and its effect.

Unit – III

Motivation – Concept; Maslow’s need hierarchy Theory – Two factors Theory – XY Theory.

Leadership – Theories of Leadership; Leadership styles; Types of Leadership.

Unit – IV

Power and Authority – Sources of Power; A Contingency model and managerial power and Organisational effectiveness.

Unit – V

Group Dynamics – Concept -; Theories of group formation – group processes; Formal group and Informal group. Organizational changes - concepts

Text Book

- Organizational Behavior – S.S.Khanka [S.Chand Publishers]

Reference Books

- Organisational Behavior – Fred Luthans
- Organizational Behavior – Uma Sekaran [Tata McGraw Hill] (Text and Cases)
- Human Relations at Work Dynamics of organisational Behavior – Davis Keith
- Organisational Behavior – Stephen P.Robinsn

Semester IV			
Core IX - Cost Accounting			
Code : 15UBAC42	Hrs/Week: 6	Credit : 4	Hrs/Sem:90

Objectives

- **To equip the students with the tools / techniques of management Accounting so that efficient decisions are arrived at.**

Unit – I

Cost accounting – meaning- definition – features – importance - classifications of cost – preparation of cost sheet- Reconciliation of costing profit and financial profit.

Unit – II

Materials control – stock level and EOQ – ABC analysis – bin card – stores ledger – Material uses – FIFO, LIFO, Simple average, weighted average methods.

Unit – III

Labour, direct and indirect labour – Labour turnover – Methods of Wage payments – Premium and Bonus plans - over time-idle time- labour turnover.

Unit – IV

Overheads – classification of overheads – allocation and apportionment of overhead expenses – Bases of apportionment – methods of absorption of overheads.

Unit – V

Unit costing; Job, batch and contract costing - Process costing – features of process costing – process losses – normal loss, abnormal loss and abnormal gain (excluding inter-process profit and equivalent production simple problems only)

Text Book

- Cost Accounting – Jain & Narang K.L , Kalyani Publishers, Ludhiana

Reference Books

- Cost Accounting – R.S.N.Pillai & Bagavathi, Sultan Chand & Co Ltd, New Delhi
- Cost Accounting- Jawaharlal, Tata mcgraw Hill Publishing Co Ltd, New Delhi

Semester IV			
Major Elective Investment Management			
Code : 15UBAE41	Hrs/Week: 6	Credit : 5	Hrs/Sem:90

Objectives:

- **To enable the students to understand the working of capital market and money market**
- **To provide an understanding of the various methods of trading**

Unit I

Concept of investment-important - alternate forms of investment-LIC schemes-bank deposits government securities-mutual fund schemes-post office schemes-provident fund-company deposits-real estate-gold & silver.

Unit II

Investment in shares and debentures-comparison with other forms of investment-primary market: role of NIM mechanics of floating new issues secondary market: function-mechanics of security trading-OTCEI-NSE futures & options.

Unit III

Risk-kinds-measures of risk-returns. Valuation of securities - valuation of bonds-valuation preference and equality shares.

Unit IV

Security analysis-fundamental analysis: economic, industry and company analysis-technical analysis: Dow theory-types of shares -important share patterns.

Unit V

Efficient Market theory. Random Walk Theory-weak form-semi strong form .Portfolio Analysis: Markowitz theory-optimum portfolio.

Text Books

- Preethi Singh Investment Management
- Y.P. Singh, Effective Investment Management

Reference Books

- Bhalla G.S. Investment Management
- Francis Investment Management

Semester IV			
Allied IV– Customer Relationship Management			
Code : 15UBAA41	Hrs/Week: 6	Credit : 5	Hrs/Sem:90

Objectives:

- The students to understand the importance of satisfying the customer in today's competitive world.

Unit-I

CRM – Introduction – Definition – Need for CRM – Complementary Layers of CRM – Customer Satisfaction – Customer Loyalty – Product Marketing – Direct Marketing.

Unit-II

Customer Learning Relationship – Key Stages of CRM – Forces Driving CRM – Benefits of CRM – Growth of CRM Market in India – Key Principles of CRM.

Unit-III

CRM Program – Groundwork for Effective use of CRM – Information Requirement for an Effective use of CRM – Components of CRM – Types of CRM.

Unit-IV

CRM Process Framework – Governance Process – Performance Evaluation Process.

Unit-V

Use of Technology in CRM – Call Center Process – CRM Technology Tools – Implementation – Requirements Analysis – Selection of CRM Package – Reasons and Failure of CRM.

Text Books

- Anderson “Customer Relationship management ” Tata McGraw Hill,2002
- Customer relationship management, K.Balasubramanian, GIGO publication, 2005.

Reference Books

- E-business – Roadmap for success, Dr.Ravi Kalakota, Pearson education asia, 2000.
- Business – The Dell way, Rebecca saunders, India book distributors, 2000

Semester IV			
SBE – Office Management			
Code : 15UBAS41	Hrs/Week: 2	Credit : 2	Hrs/Sem:30

Objectives:

- **To provide basic understanding of office management and its procedures.**

Unit I

Office management – meanings – importance and functions – office manager and his functions, duties and responsibilities - Administrative office management- responsibilities of administrative office managers

Unit II

Records management – meaning, purpose and importance – filing – essentials of filing system – centralized and decentralized filing – classification of filing – modern methods of filing – indexing – types of index system

Unit III

Office forms – meaning and types of forms – need for office forms and its advantages – forms designing – factors affecting form design.

Unit IV

Office machines and equipments – principles for selection of office machine – types of office machines – recent developments

Unit V

Office systems and routines – meaning, planning and designing an office system – importance of system for office management, advantages and limitations of office systems – office routines or procedures.

Text Book

- Office Organisation and Management – P.N.Reddy, H.R.Apaniah, S.Ramesh – Publishing house

Reference Book

- Office Organisation and Management – R.K.Chopra – Himalaya publishing house.

Semester IV			
NME – Salesmanship			
Code : 15UBAN41	Hrs/Week: 2	Credit : 2	Hrs/Sem:30

Objectives:

- **To make students understand the concept of salesmanship.**
- **To enable students to keep themselves abreast the knowledge of relationship of business and salesmanship**

Unit – I

Salesmanship – meaning and definitions – essentials of salesmanship – Benefits of salesmanship.

Unit – II

Personal selling – meaning and definitions – characteristics of personal - Selling – factors to be considered before undertaking personal selling.

Unit – III

Salesman – Meaning and Definitions – his functions – his qualities – Duties and responsibilities – types of salesman.

Unit – IV

Selection & Training of salesmen various stages of recruitment – Selection procedure – Designing of training programme

Unit – V

Remuneration to salesmen – essentials of good remuneration scheme - Kinds of compensation – Bonus to salesmen – control – pre-requisites for supervision & control – methods of control – Sales performance – factors determining sales performance.

Text Book

- Salesmanship & Public, Dr.R.S. Davar & Dr. D.S. Davar – Vikas Publications

Reference Books

- Salesmanship and Publicity , J.S.K.Patel, Sultan Chand & Sons,New Delhi.

Semester IV			
Self Study Paper (Optional) – Service Marketing			
Code : 15UBASS2	Hrs/Week: -	Credit : 1	Hrs/Sem:

Objectives

- **To familiarize the concept of services marketing concept, fundamentals, tools, techniques and its significance in the liberalized business environment**

Unit - I

Services marketing – Reasons for growth in service sector – Types - Characteristics – Constraints in services marketing – Difference between goods & services.

Unit- II

Marketing Management process for services – organizing marketing planning – Analyzing opportunities – target market – Developing the services marketing Mix.

Unit – III

Strategies for managing capacity to match demand - Strategies for managing demand to match capacity - Services Marketing Mix elements.

Unit - IV

Service product – analysis of the service offer – service planning – factors affecting pricing decisions – special issues of service pricing.

Unit – V

Promotion Mix for services – place in service – Identifying & Evaluating major channel alternating – physical factices – physical environment.

Text Books

- Vasanthi venugopal, Raghu. V.N - Service Management, Himalaya Publishers.

Reference Books:

- Kruse, Service Marketing, John Wiley & Sons Ltd, 2000.
- Tom Powers, Marketing Hospitality, John Wiley & Sons Inc.2000.

Semester V			
Core X Marketing Management			
Code : 15UBAC51	Hrs/Week: 7	Credit : 5	Hrs/Sem:105

Objectives

- **To impart to the students with the basic principles and concepts of marketing**
- **To equip the students with the required skills to be a good Marketing Manager**

Unit I

Meaning of Market – Classification of Markets – Marketing – Objects and Importance – Selling and Marketing – Types of goods and services – Marketing Concepts – Factors influencing marketing concepts – Social Marketing – Marketing Mix – Marketing Process – Functions of marketing

Unit II

Product and Pricing : What is product? – Features of Product - Product policy – Product Planning – Product Line – Product Mix – Product Mix strategies – Product innovation – Product life cycle

Unit III

Importance a pricing – Pricing objectives – Factors affecting price decisions – Kinds of pricing – Procedure for price determination – pricing policies based on cost, demand, cost and demand, competition.

Unit IV

Promotional Programmers'- Sales Promotion – Definitions – Purpose – Advantages – Kinds – Limitations – Sales Promotion incentives for the consumers – for the dealers – for the sales force. Personal selling – Objectives – Duties and qualities of good salesman – Types of salesman – Classification and types of customers.

Unit V

Advertising – Basic features – Objectives – Functions of Advertising - Advantages of advertising – Kinds of advertising – Objections against advertising – Why and when to advertise? – Selection of advertising media – causes for failure of advertising.

Text Book

- Modern Marketing – Principles and Practices by R.S.N.Pillai & Bagavathi – S.Chand & Company Ltd, New Delhi.

Reference Books

- Marketing – William G.Zikmund & Michael d' Amico, West Publishing Company.
- Philip Kotler – Marketing Management Practice – Hall of India Pvt.Ltd, New Delhi.

Semester V			
Core XI Business Law			
Code : 15UBAC52	Hrs/Week: 7	Credit : 5	Hrs/Sem:105

Objectives:

- **To have basic knowledge on laws governing business.**
- **To enable students to have an adequate knowledge on laws of agreement.**

Unit I

Indian Contract Act, - definition – essentials elements of contract – classifications of contract – offer – acceptance and revocation – consideration – contract without consideration - capacity to make contract

Unit II

Performance of Contract – contract not to be performed - discharge of contract – remedies for breach of contract – specific performance - Quasi contracts.

Unit III

Contract of indemnity – contract of guarantee – extent of surety’s liability – kinds of guarantee – rights of surety – discharge of surety

Unit IV

Bailment – classification of bailment – duties and rights of bailer and bailee - Pledge – duties and rights of paw nor and Pawnee – pledge by non owners - contract of Agency

Unit V

Sale of Goods Act – Difference between sale and agreement to sell– Rights of buyer and seller - duties – conditions and warranties – delivery of goods – unpaid seller.

Text Book

- Business Law – N.D.Kapoor

Reference Books

- Business Law – R.C.Tulsian, Tata Mc Graw – S.Chand & Co, New Delhi

- Business and Corporate Law – P.C.Tulsian, Tata Mc Graw – Hill edition

Semester V			
Core XII – Management Accounting			
Code : 15UBAC53	Hrs/Week: 7	Credit : 6	Hrs/Sem:105

Objectives

- **To make the students to be familiar with important aspects of management accounting.**

Unit I

Management Accounting – Meaning – Nature, scope, functions, advantages and disadvantages – Management Accounting Vs Financial Accounting and Cost Accounting – Financial statement analysis – comparative, common size and trend analysis.

Unit II

Ratio analysis – merits and demerits – classification of ratios – Dupont control chart.

Unit III

Fund flow statement and cash flow statement – meaning, merits and demerits – preparation of fund flow and cash flow statements.

Unit IV

Marginal costing – meaning, merits and demerits – cost volume profit analysis – break even analysis – application of marginal costing – make or buy decision, shut down or continue decision and selection of sales mix.

Unit V

Standard costing and variance analysis – meaning, advantages and disadvantages – steps involved in standard costing – variance – material variances – labour variances.

Text Books

- Management Accounting – S.P.Gupta
- Management Accounting – RSN Pillai and Mrs Bagavathi

Reference Books

- Management Accounting – Dr.S.N.Maheswari
- Management Accounting – T.S.Reddy and A.Murthy.

Semester V			
Core Elective Production Management			
Code : 15UBAE51	Hrs/Week: 6	Credit : 5	Hrs/Sem:90

Objectives:

- **To make students understand the concept of production management**
- **To familiarize to learners with different production / manufacturing techniques and to develop decision making as to production.**

Unit – I

Meaning – Definition – Scope – Nature of Production – Production vs Operation management – Characteristic of production function – importance of production management

Unit – II

Plant Location – Factors Affecting Plant Location – Plant Layout – Principles – Objectives of Laying Out – Types of Layout – Product Process – Fixed – Combination Layout – Advantages and Disadvantages.

Unit – III

Production planning and control – objectives and functions – planning – routing – scheduling – dispatching – expediting and follow up – charts – inventory management – EOQ reorder quantity – maximum and minimum level – safety stock.

Unit – IV

Plant maintenance – organization for maintenance – merits and demerits – safety engineering – good housekeeping – Japanese 5s model.

Unit – V

Works study – objectives – procedures - method study – work measurement – motion study – procedure and employees

Text Book

- Production and operations management – K.Aswathappa

Reference Books

- Production and Operations management – S.N.Chary
- Production and operations management – K.K.Ahuja

Semester V			
SBE – E- Business			
Code : 15UBAS51	Hrs/Week: 4	Credit : 3	Hrs/Sem:60

Objectives

- **To learn the methodology of doing Business with Internet. Also, the course has been developed to introduce the concept of electronic market space and electronic commerce Infrastructure.**

Unit - I: Introduction

E-Commerce Framework – Traditional vs. E-Business Applications – Architectural Framework – The Internet as Network Infrastructure – Major Categories of E-Commerce – B2C, B2B, C2B and C2C.

Unit - II: Networks

Overview of Communication Network – Communication Processors – Communication Media – Types of Networks – Communication Satellite – Wireless Networks – Wireless Internet Access ISDN – Dial-Up – Broadband.

Unit-III: EDI in Business

E-Commerce and World Wide Web – E-Payment Systems – Electronic Data Interchange (EDI) – EDI Applications in Business, Intranet Application in Business.

Unit-IV: E-Payment Systems

Online Payment – Payments Cards – Electronic Cash – Electronic Wallets – Digital Cards – Types – Stored Value Cards – Internet Technologies – Banking – Net, Mobile.

Unit-V: World Wide Web – Process

Web Hosting Services – Web Servers, Domain Naming Systems (DNS) – Types – POP, IMAP – Accredited Registrars – Country Coded and Top Level Domains – Internet Regulatory Organizations

Text Books:

- Gray Schneider, Electronic Commerce, Thomson Course Technology, Noida, 7th Annual Edition, 2007.
- U.S.Pandey, Rahul Srivastava, Saurabh Shukla, E-Commerce and its applications, S.Chand, New Delhi, 1st Edition, 2007.
- R.Kolkota and A.B.Whinston: Frontiers of Electronic Commerce, New Delhi, Addison Wesley, 1996.

Reference Books:

- P.T.Joseph: Electronic Commerce: A Managerial Perspective, Prentice Hall of India Learning, New Delhi, 3rd Edition, 2008.
- Efraim Turbon, Jae Lee, David King, H.Michael Chung, Electronic Commerce, A Managerial Perspective, Pearson Education Asia, 2001.

Semester V			
Self Study Paper (Compulsory) Entrepreneurial Development Programme			
Code : 15UBASS3	Hrs/Week: -	Credit : 1	Hrs/Sem: -

Objectives

- **To impart knowledge on entrepreneurship and help for setting up own business**
- **To open up avenues for employability**

Unit I

Entrepreneurship – Definition – Need – Functions of Entrepreneur types of Entrepreneur – Role of Entrepreneurs – Entrepreneur – Role of Entrepreneurship in economic development.

Unit II

Qualities of a good Entrepreneur – Concept of women Entrepreneurship – Functions and problems of women Entrepreneurs – Rural Entrepreneurship – Need – Problems – How to develop rural Entrepreneurship.

Unit III

Factors affecting Entrepreneurial growth – agencies dealing with Entrepreneurs – Banks and Service organizations – IDBI – NSIC – SIO – SISI – ITCOT – DIC center for Entrepreneurship development – Industrial Estates – Technical Consultancy organization.

Unit IV

Small Industries – Characteristics – Objectives – Scope – Role of Small Industries in economic development – problems of small industries – Tax concessions to small industries in rural and backward areas.

Unit V

Project identification – selection – meaning of project – signification – report – contents of project report – Entrepreneurship development programmes – need objectives – content – evaluation.

Text Book

- Entrepreneurship Development – N.P.Srinivasan, Sultan Chand & Sons.

Reference Books

- Dynamics of Entrepreneurial Development – Vasanth Desai, Himalaya Publishing House.
- Entrepreneurship Development – S.S.Khanka, S.Chand & CO.
- Entrepreneurship Development – P.Saravanavel.

Semester VI			
Core XIII - Retail Management			
Code : 15UBAC61	Hrs/Week: 6	Credit : 5	Hrs/Sem:90

Objectives:

- **To emphasize the emergence of retail sector in India and other countries.**
- **To explore business opportunities /Management of retail sector.**

Unit I

Definition –meaning –retailers-functions-services rendered by retailers-Kinds of retailing and its features-Merits and demerits-Retailing scenario in Global and in India.

Unit II

Customer behavior-stages in buying process-factors determining customers buying decisions-pricing in retailing-pricing strategies.

Unit III

Retail shop location planning –factors influencing choice of location-location strategies-store design-finance-workshop on the strategic profit model-Activity based costing.

Unit IV

Franchising-Meaning –franchising in India-franchise market-Application of Information Technology to retailing –Brand management-Mall management.

Unit V

Retail audits-Evaluation of customers about retail service-service problems and complaints-approaches to develop customer services.

Text book

- Retail management-Suja Nair

Reference Books

- Retail management-Gibson G.Vedmani.

Semester VI			
Core XIV - Banking and Financial Services			
Code : 15UBAC62	Hrs/Week: 6	Credit : 5	Hrs/Sem:90

Objectives:

- To acquaint the students with the theoretical and legal concepts of banking in India.
- To equip the students with different financial services offered by various Financial Institutions.

Unit I

Banking – Meaning - Definition – Function of banking - Classification of Banks – Negotiable Instrument – Definition – Different types of Instruments used for depositing, withdrawal and transfer of funds – Pay-in slip, withdrawal slip, cheques and draft.

Unit II

Cheques: Definition of a Cheque – Characteristics of Cheques – Crossing of Cheques – significance –Endorsement –Types.- Recent trends in Banking services – Modern services of Banks – ATM, Credit Card, Debit Card, Green Card.

Unit – III

Nature of various facts of financial service industry – development of financial markets – finance companies – functions – strength and weakness - Mutual funds – Types of Mutual funds – Floatation of AMC – Regulations of Mutual Fund.

Unit – IV

Factoring – Forfeiting, Venture capital – Consumer Finance and Credit cards – Features – Guidelines – Functions – strategies involved in financing.

Unit – V

Merchant Banking – underwriting – portfolio management – stock and security broking – credit ranking services – salient features – functions – limitations. **Text Books**

- Banking Law and Practice – Gorden and Natarajan
- Financial Services – E.Gordan & Natarajan

Reference Books

- Banking Law and Practice – Varshney

Semester VI			
Core XV - International Business			
Code : 15UBAC63	Hrs/Week: 6	Credit : 5	Hrs/Sem:90

- Financial Services – Dr.P.Gurusamy

Objectives:

- To give international perspective to learners as to establishment of business and running of business in the era of Globalization.
- To enable students to have an adequate knowledge on international business.

Unit – I Nature Theories and Competitive Advantage:

Evolution – nature of international business – reasons and stages of internationalization – approaches and theories of international business – comparative advantages and problems of international business.

Unit – II Modes of Entering International Business

International business analysis – modes of entry – exporting – licensing – franchising – contract manufacturing – turn key projects – foreign direct investment modes of entry.

Unit – III Multinational Corporations

Meaning of MNC, international companies, global company, and transnational corporation – Factors for the growth of MNCs – organizational design and structure of MNCs – merits and demerits of the MNCs – role of MNCs in India.

Unit – IV International Marketing Intelligence

Meaning – information required – sources of information – characteristics of sounds IMIs – meaning of marketing research – scope and process of marketing research.

Unit – V Promotion and Financing Foreign Trade

Functions of ECGC, EXIM bank , STC, TTCIL, ITPO, AEPC.

Text Book

- Introduction to International Business – P.Subha Rao [Himalaya publishing House]

Reference Books

- Cherunilam Francis, Internatioanl Trade and Export Management - Himalaya Publishing House - Mumbai.
- T.T. Sethi, Money Banking & International Trade - S.Chand & Co., - Delhi.
- Robert J.Carbaugh, International Economics - Thomson Information Publishing Group -

Semester VI			
Core XVI - Financial Management			
Code : 15UBAC64	Hrs/Week: 6	Credit : 5	Hrs/Sem:90

Wadwon Publishing Company – California.

Objectives

- **To make the students to be familiar with important aspects of management accounting.**

Unit I

Financial Management: meaning, objectives, functions and limitations – Responsibilities of financial manager – Capital Structure: meaning – essentials and principles of capital structure – Factors determining capital structure – (Theory only).

Unit II

Source of Finance: Long term, medium term and short term – Types of securities – Debt, Equity and Preference stock – Working Capital Management: techniques of forecasting working capital – Simple problems.

Unit III

Cost of capital – concept – importance – classification – Determination of cost of capital – Simple problems.

Unit IV

Budget and Budgetary control – meaning, characteristics – Advantages, limitations and essentials of a successful budgetary control – classification of budgets – preparation of production, sales and cash budgets – flexible budget – Simple problems.

Unit V

Capital Budgeting – meaning, importance – factors affecting capital investment proposals – capital budgeting appraisal methods – payback – ARR – NPV – IRR methods – Simple problems.

Text Books

- Principles of Financial Management – S.N. Maheswari
- Financial Management – M.Y. Khan & P.K. Jain

Reference Books

- Financial Management – Dr.S.P.Gupta
- Financial Management – I.M.Pandey

Semester VI			
Project			
Code : 15UBAP61	Hrs/Week: 6	Credit : 5	Hrs/Sem:90

Objectives:

To help the students to

- Enhance the knowledge on a specific area of study.
- Have the field work on specific area of study.

Each group has to be assigned a project work in the beginning of the VIth semester. The report of the project work shall be submitted at the end of the VIth semester 30 days prior to the commencement of the end semester examination. Each group consists of not exceeding three students.

The report shall be prepared by the group under the supervision of a faculty member of the department. Each report shall be neatly typed, in not than 60 pages on the recent trends in business administration of their choices. Each group shall submit 2 copies of the report, of which, one shall be forwarded to the department.

Internal examiner and external examiner shall conduct project evaluation and viva – voce examinations.

- Evaluation of project report 60 marks

- Viva – voce examination 40 marks

- Total 100 marks
