

# **HEBER INSTITUTE OF MANAGEMENT STUDIES**

**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

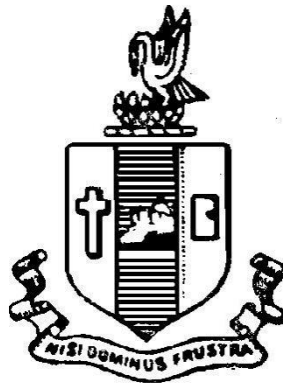
**BISHOP HEBER COLLEGE (Autonomous)**

**(Nationally Reaccredited with 'A' Grade by NAAC with a CGPA of 3.58 out of 4)  
(Recognized by UGC as "College of Excellence")**

**(Affiliated to Bharathidasan University, Tiruchirappalli)**

**Tiruchirappalli – 620017**

**South India**



## **SYLLABUS**

**2018- 2019**

**(Admitted Students)**

## BACHELOR OF BUSINESS ADMINISTRATION (BBA) (2016 onwards)

### SEMESTER I

PART	COURSE	COURSE TITLE	COURSE CODE	HOURS PER WEEK	CREDITS	MARKS		
						CIA	ESE	TOTAL
I	Tamil I /*	Tamil	U15TM1L1	6	3	25	75	100
II	English I	English for Communication Skills - I	U16EGPL1	6	3	40	60	100
III	Core I	Principles of Management	U16MS101	6	5	25	75	100
	Allied I	Business Economics	U16MS1Y1	5	4	25	75	100
	Allied II	Business Communication	U16MS1Y2	5	4	25	75	100
IV	Val.Edu	Value Education (RI/MI)	U14VL1:1/ U14VL1:2	2	2	25	75	100

### SEMESTER II

PART	COURSE	COURSE TITLE	COURSE CODE	HOURS PER WEEK	CREDITS	MARKS		
						CIA	ESE	TOTAL
I	Tamil II /*	Tamil II	U15TM2L2	6	3	25	75	100
II	English II	English for Communication Skills - II	U16EGPL2	6	3	40	60	100
III	Core II	Principles of Marketing	U16MS202	6	5	25	75	100
	Allied III	Organizational Behaviour	U16MS2Y3	5	4	25	75	100
	Allied IV	Business Mathematics & Statistics	U16MS2Y4	5	4	25	75	100
IV	Env.Studies	Environmental Studies	U16EST21	2	2	25	75	100

### SEMESTER III

PART	COURSE	COURSE TITLE	COURSE CODE	HOURS PER WEEK	CREDITS	MARKS		
						CIA	ESE	TOTAL
I	Tamil III /*	Tamil III	U15TM3L3	6	3	25	75	100
II	English III	English for Competitive Examinations	U16EGPL3	6	3	40	60	100
III	Core III	Management Accountancy – I	U16MS303	5	4	25	75	100
	Elective I	Sales and Distribution Management / Advertising and Sales Promotion / Total Quality Management	U16MS3:1/ U16MS3:2/ U16MS3:3	5	5	25	75	100
	Allied V	Operations Research	U16MS3Y5	4	3	25	75	100
IV	SBEC I	Computer Application in Business I (Theory & Practical)	U16MSPS1	2	2	40	60	100
	NMEC I	Fundamentals of Management	U16MS3E1	2	2	25	75	100

SEMESTER IV								
PART	COURSE	COURSE TITLE	COURSE CODE	HOURS PER WEEK	CREDITS	MARKS		
						CIA	ESE	TOTAL
I	Tamil IV /*	Tamil IV	U15TM4L4	5	3	25	75	100
II	English IV	English through Literature	U16EGPL4	5	3	40	60	100
III	Core IV	Management Accountancy - II	U16MS404	5	4	25	75	100
	Elective II	Training and Development / Organizational Change and Development	U16MS4:1/ U16MS4:2	5	4	25	75	100
	Allied VI	Business Law	U16MS4Y6	4	3	25	75	100
IV	SBEC II	Computer Application in Business II (Theory & Practical)	U16MSPS2	2	2	40	60	100
	NMEC II	Fundamentals of Marketing	U16MS4E2	2	2	25	75	100
	Soft Skills	Life Skills	U16LFS41	2	1	-	-	100
V	Extension Activities	NSS, NCC, Rotaract, Leoclub, etc...	U16ETA41	-	1	-	-	-
SEMESTER V								
PART	COURSE	COURSE TITLE	COURSE CODE	HOURS PER WEEK	CREDITS	MARKS		
						CIA	ESE	TOTAL
III	Core V	Financial Management	U16MS505	6	5	25	75	100
	Core VI	Operations Management	U16MS506	6	5	25	75	100
	Core VII	Human Resource Management	U16MS507	6	5	25	75	100
	Core VIII	Research Methodology and Introduction to Statistical Packages (Theory & Practical)	U16MSP08	5	5	40	60	100
	Elective III	Investment Management / Project Management / Retail Management	U16MS5:1/ U16MS5:2/ U16MS5:3	5	5	25	75	100
IV	SBEC III	Interview Skills	U16MS5S3	2	2	25	75	100
SEMESTER VI								
PART	COURSE	COURSE TITLE	COURSE CODE	HOURS PER WEEK	CREDITS	MARKS		
						CIA	ESE	TOTAL
III	Core IX	Strategic Management	U16MS609	6	5	25	75	100
	Core X	Management Information Systems	U16MS610	6	5	25	75	100
	Core XI	Entrepreneurial Development	U16MS611	6	4	25	75	100
	Core XII	Company Law and Secretarial Practice	U16MS612	6	4	25	75	100
	Core Project	Project Work	U16MS6PJ	6	5	-	-	100
V	Gender Studies	Gender Studies	U16GST61	-	1	-	-	100

<b>Total Credit</b>	<b>140</b>
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SBEC: Skill Based Elective Courses

NMEC: Non Major Elective Courses

* Other Languages :	Hindi	Sanskrit	French		Hindi	Sanskrit	French
Semester I :	U14HD1L1	U14SK1L1	U14FR1L1	Semester III:	U14HD3L3	U13SK3L3	U14FR3L3
Semester II:	U14HD2L2	U14SK2L2	U14FR2L2	Semester IV:	U14HD4L4	U13SK4L4	U14FR4L4

COURSES	
Part 1	4
Part 2	4
Core Theory	12
Elective	3
Allied Theory	6
SBEC	3
NMEC	2
Environmental Studies	1
Value Education	1
Extension Activities	1
Gender Studies	1
Soft Skills	1
Core Project	1
<b>TOTAL COURSES</b>	<b>40</b>

NMEC offered by the Department: 1. Fundamentals of Management – U16MS3E1 2.  
Fundamentals of Marketing – U16MS4E2



## **BACHELOR OF BUSINESS ADMINISTRATION SEMESTER – I**

<b>S.NO</b>	<b>TITLE OF THE PAPER</b>	<b>COURSE CODE</b>
1	Tamil-I	U15TM1L1
2	English for Communication	U15EGL11
3	Principles of Management	U16MS101
4	Business Economics	U16MS1Y1
5	Business Communication	U16MS1Y2
6	Value Education (RI / MI)	U14VL1:1 / U14VL1:2

### **PRINCIPLES OF MANAGEMENT (Core – I)**

**Semester-I**  
**U16MS101**

**No. of Hours: 90**

**Course Code:**

**Credits: 4**

**General Objective:**

To make the students understand the basic principles of Management to make effective managerial decisions.

## **Specific Objectives:**

- To give basic knowledge to the students on the Management Principles
- To determine the steps and types for the Business to progress
- To give knowledge to recruit, retain, motivate and plan for the Business.
- To impart knowledge on management principles and its directions.

## **Learning Outcome:**

- Better understanding on the principles, theories by Management Leaders.
- To manage an Organisation effectively
- The students will gain knowledge of the principles of management
- The principles enable supervisors to decide to accomplish the given tasks and to handle situations which may arise in management.

## **UNIT-I INTRODUCTION**

### 1.1.0 Introduction

1.1.1 The development of management thoughts

1.1.2 Contributions of Taylor, Henry Fayol, Elton Mayo, Gilbreth Maslow, Peter Drucker, Mintzberg

1.1.3 Functions of a Manager.

## **UNIT-II PLANNING**

### 2.1.0 Planning

2.1.1 Meaning and definition of Planning

2.1.2 Nature and purpose

2.1.3 Objectives

2.1.4 Types

2.1.5 Operational and strategic planning

2.1.6 Steps in planning

2.1.7 Limitations

2.2.0 Centralization and Decentralization.

## **UNIT – III ORGANIZATION AND STAFFING**

### 3.1.0 Organizing

3.1.1 Organization theory

3.1.2 Organization structure, delegation defined

### 3.2.0 Staffing

3.2.1 Definitions

3.2.2 Objectives

3.2.3 Merits and Demerits.

## **UNIT IV-DIRECTING**

### 4.1.0 Directing

4.1.1 Concept of Direction

4.1.2 Role theory and role analysis

4.1.3 Hawthorne studies

4.1.4 Morale and motivation

## **UNIT V-CONTROL**

### 5.1.0 Controlling

5.1.1 Function

5.1.2 Steps

5.1.3 Budgeting

5.1.4 Reviewing.

## **TEXT BOOK:**

1. Principles of Management – L M Prasad (Sultan Chand & Sons, 2010)



**REFERENCE BOOKS:**

1. Principles of Management – Shrelekar
2. Business Management – Dinkar and Pagare
3. Principles of Management – Tripathi and Reddy
4. Essentials of Management – Koontz and O Donnel (TMH)
5. Business Organization – Dr. S C Saxena

**BUSINESS ECONOMICS (Allied-I)****Semester-I****U16MS1Y1****No. of Hours: 75****Course Code:****Credits: 4****General Objective:**

To familiarize the students with the basic principles of economics and its application to management.

**Specific Objectives:**

- To provide a fair understanding towards demand and its predictions.
- To provide an exposure in market structure & national income.
- To know the role of money & its supply.
- To understand the economy by monetary & Fiscal policy.

**Learning Outcome:**

- Students will be able to analyze the demand according to the market structure.
- Broad understanding on national income, money supply, monetary and fiscal policy

**UNIT-I INTRODUCTION****1.1.0 Introduction about demand analysis**

1.1.1 Utility of Economics in Business management and industrial administration.

1.1.2 Analysis of demand and supply, Law of Diminishing marginal utility

1.1.4 Concept of Consumer Surplus, Elasticity of demand

1.1.5 Indifference curve analysis. Returns to scale importance of increasing returns in industrial activity

1.1.6 Concepts of cost – concepts of elasticity of supply – forces governing the supply of production, land, Labour, capital and enterprise.

**UNIT-II THEORIES OF DEMAND AND SUPPLY****2.1.0 Pricing function**

2.1.1 Theory of firm – The problem of price fixation – the role of supply and demand

2.1.2 Concept of normal profit – sales maximization principle.

**UNIT – III MARKET STRUCTURE**

3.1.0 Types of market structure

3.1.1 Monopoly, Monopolistic competition, Imperfect competition, Oligopoly

3.1.2 Economics of Bulk purchase

3.1.3 Pricing strategies.

**UNIT – IV INCOME**

4.1.0 National Income

4.1.1 National Income – Circular flow of income

4.1.2 Measurement and difficulties in the measurement.

**UNIT – V MONEY SUPPLY**

5.1.0 Usage of Money

5.1.1 Functions of money – theories of money supply

5.1.2 Role of commercial banks – RBI – methods of credit control.

5.1.3 Monetary and fiscal policy.

**TEXT BOOK:**

1. Managerial Economics – Varshney and Maheswari

**REFERENCE BOOKS:**

1. Micro Economics – M L Seth, IswhwarDhingra, P L Metha.

2. Macro Economics – G S Gupta

3. Managerial Economics - Dominik Salvatore

**BUSINESS COMMUNICATION (Allied – II)**

**Semester-I**

**U16MS1Y2**

**No. of hours: 75**

**Course Code:**

**Credits: 4**

**General Objective:**

To make the students understand the basics of communication which is very essential in modern business.

**Specific Objective:**

- To understand the importance of communication in business
- To know the various barriers in communication
- To know the importance of letter writing

**Learning Outcome:**

At the end of the course the students will know the importance of communication and the ways to improve the communication.

**UNIT-I INTRODUCTION**

- 1.1.0 Communication process
- 1.2.0 Types of communication
  - 1.2.1 Meaning
  - 1.2.2 Need
  - 1.2.3 Importance
  - 1.2.4 Commercial terms and abbreviations.

**UNIT-II MEDIA OF COMMUNICATION**

- 2.1.0 Media of communication
- 2.2.0 Principles of effective communication
- 2.3.0 Barriers to communication
- 2.4.0 Need and Function of business letters
- 2.5.0 Effective Business letters.

**UNIT – III WRITTEN COMMUNICATION**

- 3.1.0 The layout of the letter
- 3.2.0 Enquiries and Reply
- 3.3.0 Quotations
- 3.4.0 Sales Letters
- 3.5.0 Claims and Adjustments
- 3.6.0 Collection letters
- 3.7.0 Circular letters
- 3.8.0 Application letters.

**UNIT – IV BUSINESS CORRESPONDENCE**

- 4.1.0 Import – Export correspondence
- 4.2.0 Correspondence of a company secretary
- 4.3.0 Memos and other forms of messages
- 4.4.0 Minutes of the meeting.

**UNIT – V LISTENING AND REPORT FORMATS**

- 5.1.0 Importance of listening and communications
- 5.2.0 Principles of effective listening
- 5.3.0 Introduction to report writing (Formats alone).

**TEXT BOOK:**

- 1. Essentials of Business Communications – Rajendrapal, J S Korlahalli – Sultan Chand and Sons. (2012)

**REFERENCE BOOKS:**

- 1. Principles and Practice of Commercial Correspondence – Stephenson, Pitman.

2. Effective letters and Business Law – Shurter, TMI
3. Business Communication – R C Sharma, Krishna Mohan, TMI

## **BACHELOR OF BUSINESS ADMINISTRATION SEMESTER – II**

<b>S.NO</b>	<b>TITLE OF THE PAPER</b>	<b>COURSE CODE</b>
1	Tamil II	U15TM2L2
2	Language through literature	U15EG2L2
3	Principles of marketing	U16MS202

4	Organizational behaviour	U16MS2Y3
5	Business mathematics & statistics	U16MS2Y4
6	Environmental studies	U15EST21

## PRINCIPLES OF MARKETING (Core – II)

**Semester-II**  
**U16MS202**

**No. of hours: 90**

**Course Code:**

**Credits: 5**

### **General Objective:**

To understand the basic principles of Marketing, dynamism of the marketing environment and prepare them to make decisions in a customer and market driven environment.

### **Specific Objective:**

- To list the major functions of Marketing
- To classify the Marketing Environment
- To explain the Behaviour of Consumer
- To describe the concept of Product Life Cycle
- To distinguish between goods & service

### **Learning Outcomes:**

To understand the basics of Marketing and will be able to identify and describe the major theories of Marketing.

### **UNIT-I INTRODUCTION**

1.1.0 Marketing definition

1.1.1 Marketing Process

1.2.0 Marketing function

1.2.1 Exchange Functions

1.2.2 Physical Supply Functions

1.2.3 Facilitating Functions

1.3.0 The marketing concept

1.3.1 The Production Concept

1.3.2 The Product Concept

1.3.3 The Selling Concept

1.3.4 The Marketing Concept

1.3.5 The Holistic Marketing Concept

- 1.4.0 Marketing management system
- 1.5.0 Marketing Objectives.

## **UNIT-II MARKETING ENVIRONMENT**

- 2.1.0 Marketing Environment
  - 2.1.1 Demographic
  - 2.1.2 Economic
  - 2.1.3 Physical
  - 2.1.4 Technological
  - 2.1.5 Socio-Cultural
  - 2.1.6 Political
- 2.2.0 Marketing segmentation
  - 2.2.1 Geographical Factors
  - 2.2.2 Demographic Factors
  - 2.2.3 Psychological factors
  - 2.2.4 Economic Factors
  - 2.2.5 Behaviour Factors
  - 2.2.6 Benefits of Market Segmentation
- 2.3.0 Targeting
  - 2.3.1 Definition
  - 2.3.2 Selection of Target Market
- 2.4.0 Positioning
  - 2.4.1 Concept of Positioning
  - 2.4.2 Product Positioning

## **UNIT-III INTRODUCTION TO CONSUMER BEHAVIOR**

- 3.1.0 Consumer markets
  - 3.1.1 Two categories of buyers
- 3.2.0 Buying behaviour- (terms)
  - 3.2.1 Determinant of Consumer Behaviour
  - 3.2.2 Characteristics of Buyer Behaviour

## **UNIT –IV MARKETING MIX**

- 4.1.0 Concept of Marketing Mix
  - 4.1.1 Factors affecting marketing mix
- 4.2.0 Four P's of Marketing
- 4.3.0 Marketing Strategies
- 4.4.0 Concept of Product Life Cycle
  - 4.4.1 Different stages
  - 4.4.2 Advantages of Product Life Cycle
- 4.5.0 New Product Development Process
  - 4.5.1 Managing Product development
- 4.6.0 Pricing Decisions.
  - 4.6.1 Definition
  - 4.6.2 Importance of price
  - 4.6.3 Factors affecting Pricing Decision
  - 4.6.4 Procedure for Pricing Determination

## **UNIT –V SERVICES MARKETING**

- 5.1.0 Introduction to service marketing
  - 5.1.1 Definition
- 5.1.2 Characteristics of Services
- 5.2.0 Types of service
- 5.3.0 Difference between goods & service
- 5.4.0 Problems in service

5.5.0 Bank, Insurance, BPO

5.6.0 Handling complaints

5.7.0 Quality of service.

**TEXT BOOK:**

1. Marketing Management – Rajan Nair
2. Marketing Management - RajanSaxena

**REFERENCE BOOKS:**

1. Marketing management - Ramasamy and Namakumari.
2. Fundamentals of Marketing – William J Stanton, Michael J Etzel, Bruce J Walker – McGraw Hill, International Edition
3. Marketing Management – Philip Kotler – Prentice Hall Of India. (13th edition)

**ORGANISATIONAL BEHAVIOUR (Allied –III)**

**Semester-II**

**U16MS2Y3**

**No. of hours: 75**

**Course code:**

**Credits: 4**

**General Objective:**

To understand the basic concepts, theories and practices of Organisational Behaviour in individual, group and organizational level.

**Specific Objectives:**

- To understand the concepts and theories of individual behaviour
- To explain the concepts related to group behaviour
- To provide the skills needed for better organizational Behaviour and management

**Learning outcome:**

- To have a better understanding of human behaviour in organization.

- To know the framework for managing behaviour and performance at both individual and group level.

## **UNIT-I INTRODUCTION**

- 1.1.0 The Concept of organizational Behaviour
  - 1.1.1 Nature of Man
  - 1.1.2 Nature of organization
- 1.2.0 Models of organization behaviour
  - 1.2.1 S.O.B.C. model
- 1.3.0 Organization Behaviour and Human Relation

## **UNIT-II INDIVIDUAL BEHAVIOUR**

- 2.1.0 Learning
- 2.2.0 Perception
- 2.3.0 Personality
- 2.4.0 Attitude

## **UNIT-III GROUP BEHAVIOUR**

- 3.1.0. Group Dynamics
  - 3.1.1. Group Formation
  - 3.1.2. Groups at work
  - 3.1.3. Formal and informal groups
- 3.2.0. Group Cohesiveness
  - 3.2.1. Group Pressure and norms
  - 3.2.2. Individual Vs Group goals

## **UNIT-IV LEADERSHIP**

- 4.1.0. Leadership
  - 4.1.1. Characteristics
  - 4.1.2. Styles of leadership
  - 4.1.3. Power and authority

## **UNIT-V MOTIVATION**

- 5.1.0 Morale and motivation in industry
  - 5.1.1 Motivation Theories of Maslow, Herzberg and Alderfer
  - 5.1.2 McGregor's X and Y Theory
- 5.2.0 Types of motivation

### **TEXT BOOK:**

- 1. Organizational Behaviour - S.S. Khanka (S.Chand, 2014)

### **REFERENCE BOOKS:**

- 1. Organization theory and behaviour –V.S.P. Rao & D.S Narayana, Konark Pulishers Pvt, Ltd.
- 2. Human Behaviour at work - Keith Davis - Tata McGraw Hill book Company.
- 3. Organization Behaviour, Concepts, Controversies and application - Stephen P. Robbins, Prentice Hall Publication.



## **BUSINESS MATHEMATICS & STATISTICS (Allied-IV)**

**Semester-II**

**Course Code:**

**U16MS2Y4**

**No. of hours: 75**

**Credits: 4**

### **General Objective:**

To understand the basics of business Mathematics & statistics which are very essential to make the managerial decisions effectively.

### **Specific Objective:**

- To understand arithmetic series and Geometric series
- To know that measures of central tendency gives a single representative value for a set of unequal values
- To know linear and non-linear relationship

### **Learning outcomes:**

- The students will be able to group the data and do analysis of the data.
- They will be able to represent the data in tables and diagrams.

### **UNIT-I INTRODUCTION TO BUSINESS MATHS**

1.1.0 Arithmetic and Geometric series

1.1.1 Application to Business problems

1.2.0 Matrix algebra

1.2.1 Addition

1.2.2 Subtraction

1.2.3 Multiplication

### **UNIT-II INTRODUCTION TO STATISTICS & MEASURES OF CENTRAL TENDENCY**

2.1.0 Introduction to Statistics

2.1.1 Nature and scope of statistics

2.1.2 Uses of Statistics in Business

2.1.3 Statistical Data-primary and secondary

2.1.4 Classification of data

2.1.5 Frequency distribution

2.1.6 Histogram

2.1.7 Frequency polygon

2.1.8 Frequency curve

2.2.0 Graphs and Diagrams

2.2.1 Bar diagrams

2.2.2 Pie Diagrams

2.3.0 Measures of central tendency

2.3.1 Mean

2.3.2 Median

2.3.3 Mode

- 2.3.4 Geometric mean
- 2.3.5 Harmonic mean
- 2.4.0 Uses of averages in Business

**UNIT-III MEASURES OF DISPERSION**

- 3.1.0 Measures of dispersion
  - 3.1.1 Range
  - 3.1.2 Quartiles
    - i) Quartile Deviation
  - 3.1.3 Mean Deviation
  - 3.1.4 Standard Deviation
  - 3.1.5 Co-efficient of variation
  - 3.1.6 Uses in Business

**UNIT-IV SKEWNESS AND KURTOSIS (Only Theory)**

- 4.1.0 Skewness
  - 4.1.1 Meaning
  - 4.1.2 Bowley’s coefficient of skewness
  - 4.1.3 Pearson’s coefficient of skewness
- 4.2.0 Kurtosis
  - 4.2.1 Definition
  - 4.2.2 Meaning
  - 4.2.3 Types

**UNIT-V CORRELATION AND REGRESSION**

- 5.1.0 Simple Correlation
  - 5.1.1 Karl Pearson
  - 5.1.2 Spearman’s Rank Correlation
  - 5.1.3 Concurrent deviation
- 5.2.0 Regression lines
  - 5.2.1 Trend lines
  - 5.2.2 Methods of least squares

**TEXT BOOKS:**

1. Business Statistics - P. Navaneetham (Jai Publishing house June 2015)
2. Business Mathematics– P. R. Vital (Margham Publishing)

**REFERENCES BOOKS:**

1. Statistics -R.S.N. Pillai and Bagavathi (Sultan Chand and Son’s)
2. Statistics -S.P Gupta.
3. Statistics for Managers -Levin, Rubin

**MODEL FOR QUESTION PAPER SETTING:**

Unit-II (theory and problems)

Unit –I, III & V Only problems  
Unit –IV (only theory)

**BACHELOR OF BUSINESS ADMINISTRATION  
SEMESTER – III**

S.NO	TITLE OF THE PAPER	COURSE CODE

1	TAMIL-III	U15TM3L3
2	ENGLISH FOR COMPETITIVE EXAMINATION	U15EGL33
3	MANAGEMENT ACCOUNTANCY – I	U16MS303
4	SALES AND DISTRIBUTION MANAGEMENT (ELECTIVE - I)	U16MS3:1 <del>U16MS3:1</del>
	ADVERTISING AND SALES PROMOTION (ELECTIVE - I)	U16MS3:2
	TOTAL QUALITY MANAGEMENT (ELECTIVE - I)	U16MS3:3
5	OPERATIONS RESEARCH	U16MS3Y5
6	COMPUTER APPLICATION IN BUSINESS-I (THEORY AND PRACTICAL)	U16MSPS1 <del>U16MSPS1</del>
7	FUNDAMENTALS OF MANAGEMENT [ED]	U13MS3E1

### MANAGEMENT ACCOUNTANCY – I (Core – III)

**Semester-III**

**U16MS303**

**No. of hours: 90**

**Course Code:**

**Credits: 4**

**General Objective:**

To understand the basic concept of cost accountancy and enrich the knowledge of management accountancy which is the continuation of part I.

**Specific Objectives:**

- To describe about the methods and types of costing
- To illustrate allocation, absorption and apportionment.
- To explain about working Capital Management concepts

**Learning outcome:**

The student will get the knowledge about cost accountancy, overheads, marginal costing concepts which will help to understand the costing jobs in organizations.

**UNIT-I INTRODUCTION TO FINANCIAL ACCOUNTING**

**1.1.0 ACCOUNTING**

**1.1.1 Definition of account**

- 1.1.2 Nature
- 1.1.3 Objects and utility of accounting in industrial and business enterprise
- 1.2.0 Books of accounts
  - 1.2.1 Accounting concepts
  - 1.2.2 The theory of double entry
  - 1.2.3 Book keeping
  - 1.2.4 Journal
  - 1.2.5 Subsidiary books
  - 1.2.6 Ledgers
  - 1.2.7 Trial balance.

## **UNIT-II FINAL ACCOUNTS**

- 2.1.0 Statements of accounts
  - 2.1.1 Trading account
  - 2.1.2 Profit and loss account
  - 2.1.3 Balance sheet (with simple adjustments)

## **UNIT-III INTRODUCTION TO MANAGEMENT ACCOUNTING**

- 3.1.0 Management accounting
  - 3.1.1 Meaning
  - 3.1.2 Objectives
  - 3.1.3 Scope of management accounting and financial accounting
  - 3.1.4 Management and cost accounting
  - 3.1.5 Uses and limitation of management accounting

## **UNIT-IV RATIO ANALYSIS**

- 4.1.0 Analysis and interpretation of financial statement through accounting ratios
  - 4.1.1 Liquidity Ratio
  - 4.1.2 Solvency
  - 4.1.3 Profitability
  - 4.1.4 Significance of various ratios and their computation
  - 4.1.5 Uses and limitations of ratios.

## **UNIT-V FUND FLOW ANALYSIS**

- 5.1.0 Fund flow analysis
  - 5.1.1 Concept of funds
  - 5.1.2 Sources and uses of funds
  - 5.1.3 Concepts of flow
  - 5.1.4 Fund flow statements
  - 5.1.5 Management use of fund analysis
  - 5.1.6 Construction of fund flow statements (Simple Problems)

### **TEXT BOOKS:**

1. Principles of Management Accountancy – Pillai & Bagavathi
2. Financial Accounting – Volume 1, R L Gupta.

### **REFERENCE BOOKS:**

1. Management accounting – Principles and practice – R.K. Sharma and Shoshi K. sKupta.
2. Management accounting – Tools and Technique – N. Vinayakan, I. B. Shiha – Himalaya publishing House.
3. Management accounting – S.K.R.Paul, New Central Book Gency,

## **SALES AND DISTRIBUTION MANAGEMENT (Elective-I)**

**Semester-III**

**Course Code:**

**U16MS3:1**

**No. of Hours: 75**

**Credits: 5**

### **General Objective:**

The course aims to prepare the student to be a competent manager by introducing them to the basics of sales and distribution management.

### **Specific Objectives:**

- To give basic knowledge on Sales and Distribution.
- To give knowledge to recruit and manage the sales force personnel.
- To give knowledge on how to manage on the product distribution.
- To give knowledge on warehouse and how to handle the legal aspects.

### **Learning Outcome:**

- To form the Sales Organisation Structure Criteria to recruit, motivate and manage the Sales Force Personnel
- To train and evaluate the performance of the sales personnel.
- Criteria to look in for the Compensation structure to setup for the personnel.
- Gives vast knowledge on the distribution management like (Stock, wholesaler, retailer and the Warehouse).
- To know the legal act procedures to handle the Business
- To know the Warehousing procedures.

### **UNIT-I SALES MANAGEMENT**

#### 1.1.0 Sales Management

- 1.1.1 Organization of sales management
- 1.1.2 Recruitment of sales force
- 1.1.3 Training of sales force
- 1.1.4 Sales Quota

### **UNIT-II MANAGING THE SALES FORCE**

#### 2.1.0 Managing the Sales force

- 2.1.1 Performance Evaluation of Sales Force
- 2.1.2 Compensation of sales force

### **UNIT-III DISTRIBUTION MANAGEMENT**

#### 3.1.0 Distribution management

- 3.1.1 Members of Distribution channels
- 3.1.2 Stockist
- 3.1.3 Wholesaler
- 3.1.4 Retailer
- 3.1.5 Dealer
- 3.1.6 Appointment of dealers and other members
- 3.1.7 Role of channel members in promoting sales

## **UNIT-IV LEGAL ASPECTS**

4.1.0 Legal aspects in sales management

4.1.1 Sales tax

4.1.2 Pricing structure

## **UNIT-V WAREHOUSING**

5.1.0 Warehousing

5.1.1 Locations and Functions

5.1.2 Types of warehousing

### **TEXT BOOK:**

1. Field Sales Management – S Ramachandran (Publisher & Edition)

### **REFERENCE BOOKS:**

2. Sales Management – Richard Still, W D Cundiff – Prentice Hall
3. Field Sales Manager – New Gardner
4. Physical Distribution Management – Bower Sox, Smykay, Lalond.
5. Physical Distribution Management – RL Wanworth Ed.
6. Logistics of Distribution Systems – Mossman and Norton

## **ADVERTISING AND SALES PROMOTION (Elective-I)**

**Semester-III**

**Course Code:**

**U16MS3:2**

**No. of Hours: 75**

**Credits: 5**

### **General Objective:**

The purpose of this course is students should understand the notion of advertising & sales promotion.

### **Specific Objective:**

- To provide a fair understanding of Advertisement process
- To provide an insight in to the promotional strategies
- To provide basic idea about the communication process in promotion
- To learn the Personal selling skills

### **Learning Outcome:**

Ready to design an advertisement program with appropriate selection of media and also to acquire the skills of personal selling

## **UNIT-I INTRODUCTION TO ADVERTISEMENT AND SALESMANSHIP**

### 1.1.0 Advertising

- 1.1.1 Advertising an element of Marketing Mix
- 1.1.2 Objectives of Advertisement
- 1.1.3 Advertising and Salesmanship
- 1.1.4 Role and Importance – Planning for Advertisements
- 1.1.5 Communication process in advertising.

## **UNIT-II ADVERTISING MIX**

### 2.1.0 Advertisement Copy

- 2.1.1 Advertisement types
- 2.1.2 Advertisement appeal
- 2.1.3 Advertising mix
- 2.1.4 Advertising Budget and relevant decisions.
- 2.1.5 Measuring the effectiveness of advertisement

## **UNIT-III ADVERTISING AGENCIES**

### 3.1.0 Advertising agencies and their role

- 3.1.1 Type of advertising agencies
- 3.1.2 Managing advertisement agency

## **UNIT-IV SALES PROMOTION**

### 4.1.0 Sales promotion

- 4.1.1 Objectives of Sales promotion
- 4.1.2 Advantages of Sales promotion
- 4.1.3 Sales promotion tools and their effectiveness
- 4.1.4 Measuring the effectiveness of promotions

## **UNIT-V PERSONAL SELLING**

### 5.1.0 Personal selling

- 5.1.1 Direct marketing
- 5.1.2 Publicity and Public relations

## **TEXT BOOK:**

- 1. Advertising and sales promotion – by Saravanavel

## **REFERENCE BOOKS:**

- 1. Sales promotion management – John A Quelch
- 2. Marketing Salesmanship and Advertising – M Ramasamy
- 3. Principles of Marketing and Salesmanship – J C Sinha
- 4. Advertising Principles and Problems and Cases and others – Charles J Dirkson.
- 5. Advertising Management concepts and cases – Manendra Mohan (TMH) BBA

## TOTAL QUALITY MANAGEMENT (Elective I)

**Semester-III**

**U16MS3:3**

**No. of hours: 75**

**Course Code:**

**Credits: 5**

### **General Objectives:**

To familiarize the students to understand the concept of Quality related techniques.

### **Specific Objective:**

- To know the importance of total quality management
- To know the various quality Management Tools
- To understand the principles of Quality Management

### **Learning Outcomes:**

- The importance of Total Quality Management
- Various methods to check the quality of the product

### **UNIT-I INTRODUCTION**

#### 1.1.0 Definition of TQM

##### 1.1.1 Evolution of TQM

##### 1.1.2 Principles of TQM

##### 1.1.3 Dimensions of Quality

##### 1.1.4 Various definition of Quality

### **UNIT-II QUALITY PHILOSOPHIES**

#### 2.1.0 Quality Philosophies

##### 2.1.1 Deming

##### 2.1.2 Juran

##### 2.1.3 Models of TQM

#### 2.2.0 Leadership vision

#### 2.3.0 Mission and Quality Policy Statements.

### **UNIT-III QUALITY TOOLS**

#### 3.1.0 Quality Improvement Tools

##### 3.1.1 The Seven Statistical Tools

##### 3.1.2 The New Seven Tools.

### **UNIT-IV QUALITY PROCESS**

#### 4.1.0 Kaizen



- 4.1.1 5S Process
- 4.1.2 Quality Circles
- 4.1.3 SPC
- 4.1.4 TPM
- 4.1.5 JIT
- 4.1.6 Bench Marking.

#### **UNIT-V QUALITY MANAGEMENT SYSTEMS**

- 5.1.0 Quality Management Systems
  - 5.1.1 Requirements and principles of QMS
  - 5.1.2 ISO 9000 Series

#### **TEXT BOOKS:**

1. Total Quality Management – Poornima M. Charantimath, Pearson Education
2. Total Quality Management – Anand Samuel , Tata Mc- Graw Hill

#### **REFERENCE BOOK:**

1. Total Quality Management – Besterfield.

### **OPERATIONS RESEARCH (ALLIED –V)**

**Semester –III**

**U16MS3Y5**

**No. of hours: 75**

**Course Code:**

**Credits: 3**

#### **General Objective:**

The objective of the course is to acquaint the student with the application of Operations Research to business and industry and help them to grasp the significance of analytical techniques in decision making.

#### **Specific Objective:**

- To understand and analyse managerial problems in industry so that they are able to use resources (capitals, materials, staffing, and machines) more effectively.
- To develop the skills in the use of Operations Research approaches in solving real problems in industry.
- To identify the mathematical models for analysis of real problems in Operations Research.

**Learning Outcome:**

- The students will be able to identify and develop operational research models from the verbal description of the real system.
- The students will be able to identify the mathematical tools that are needed to solve optimisation problems.
- The student will be able recognize the importance and value of Operations Research and mathematical modelling in solving practical problems in industry.

**UNIT –I INTRODUCTION TO OPERATIONS RESEARCH**

1.1.0 Introduction

- 1.1.1. Development of OR
- 1.1.2. Characteristics
- 1.1.3. Scientific methods
- 1.1.4. Scope
- 1.1.5. Applications
- 1.1.6. Objectives
- 1.1.7. Phases
- 1.1.8. Models
- 1.1.9. Classification
- 1.1.10. Limitations

**UNIT-II TRANSPORTATION**

2.1.0 Transportation problems

- 2.1.1 North West Corner Rule
- 2.1.2 Least Cost Method
- 2.1.3 VAM

2.2.1. Assignment problems (No revisions)

**UNIT-III SEQUENCING**

3.1.0 Sequencing Problems

- 3.1.1 Replacement Problems

**UNIT-IV LINEAR PROGRAMMING PROBLEMS**

4.1.0 LPP

- 4.1.1 Formation
- 4.1.2 Graphical solution
- 4.1.3 Mathematical solution
- 4.2.4 Ordinary Simplex.

**UNIT-V PERT & CPM**

5.1.0 PERT

- 5.1.1 Free Float
- 5.1.2 Independent Float
- 5.1.3 Total float

5.2.0 CPM (theory with basic problems)

**TEXT BOOK:**

1. Operations Research by - S.Kalavathi
2. Operations Research by – P.R.Vittal ( Margham Publications)

**REFERENCE BOOKS:**

1. Operations Research by - Dr.P. Mariappan. (New century)
2. Operations Research by -Prem Kumar Gupta & D.S Hira (S Chand & company ltd)
3. Operations Research by - KanthiSwarup

**COMPUTER APPLICATION IN BUSINESS-I (THEORY & PRACTICAL) SBEC-I**  
**Semester- III** **Course Code:**  
**U16MSPS1**  
**No. of hours: 30** **Credits: 2**

**General Objective:**

This course is designed to impart a basic knowledge of the concepts about computer and its applications in business and to understand the importance and use of Microsoft office and tally packages in business activities.

**Specific Objectives:**

- To Know the Introduction to Computer
- To Comprehend about the Anatomy of a Digital Computer.
- To Comprehend the use of Microsoft Word for Documentation.
- To Understand the use and Importance of PowerPoint in Business Presentation.
- To Understand the use and Importance of Microsoft Excel in Business Calculations.
- To know the Importance of Tally Package in Formulating Financial Statement.

**Learning Outcome:**

- To gain Familiarity about the importance of computer in business
- Helps to gain Knowledge about the generation of computer and Operating Systems.
- Helps to gain Knowledge about Microsoft Word for better Documentation
- Helps to gain Knowledge about Microsoft PowerPoint, Excel and Tally Package for better Presentation, Calculations and in Financial Statement Preparations.

**UNIT-I INTRODUCTION TO COMPUTERS**

- 1.1.0 Introduction to Computers
  - 1.1.1 Types of Computers
  - 1.1.2 Characteristics of computers
  - 1.1.3 Five Generations of Computers
  - 1.1.4 Anatomy of a Digital Computer
  - 1.1.5 Functions and components of Computer
  - 1.1.6 Introduction to Operating System

**UNIT-II MS OFFICE -WORD**

- 2.1.0 Getting Started with Microsoft Word
  - 2.1.1 Editing a Document- Formatting A Document

- 2.1.2 Using Editing and Proofing Tools
- 2.1.3 Changing the Layout of a Document
- 2.1.4 Inserting Elements to Word Documents
- 2.1.5 Working with Tables
- 2.1.6 Working with Columned Layouts & Section Breaks.

### **UNIT-III MS OFFICE - POWERPOINT**

- 3.1.0 Introduction to PowerPoint
  - 3.1.1 Adding and Formatting Text
  - 3.1.2 Customizing Presentations
  - 3.1.3 Working with Shapes and Pictures
  - 3.1.4 Adding Objects and Effects
  - 3.1.5 Outlining Proofing and Printing
  - 3.1.6 Delivering Your Presentation.

### **UNIT-IV MS OFFICE - EXCEL**

- 4.1.0 Introduction to MS Excel
  - 4.1.1 Worksheets and Workbooks
  - 4.1.2 Entering Information into MS Excel
  - 4.1.3 Formatting a Worksheet
  - 4.1.4 Adding Elements to a Workbook
  - 4.1.5 Charts- Formulas and Calculations
  - 4.1.6 Excel Forms- Tables
  - 4.1.7 Developing a Workbook

### **UNIT- V INTRODUCTION TO TALLY**

- 5.1.0 Introduction
  - 5.1.1 Fundamentals of computerized accounting
  - 5.1.2 Computerized accounting VS manual accounting
  - 5.1.3 Architecture and customization of Tally
  - 5.1.4 Features of tally
  - 5.1.5 Configuration of tally
  - 5.1.6 Tally screen and menu.

### **TEXT BOOKS:**

1. Tally 9.0 – Rajathi (Professor, Holy Cross College) & Computer Fundamentals by P K Sinha
2. Computer Applications in Business and Management by Ananthi Sheshasaayee & Sheshasaayee;  
Published by Margham Publication, 8th Edition

### **REFERENCE BOOKS:**

1. K.K Nandhani - Implementing tally 9.0 BPB publishers
2. Tally 9 –Agarwal

## **EXTRA DISCIPLINARY COURSE: – FUNDAMENTALS OF MANAGEMENT**

**Semester-III**

**Course Code:**

**U16MS3E1**

**No. of hours: 30**

**Credits: 2**

### **General Objective:**

To understand the fundamentals of management

**Specific Objective:**

- To explain the major functions of Management
- To illustrate the importance of Planning
- To classify the types of Organisation

**Learning Outcomes:**

The students will be able to describe the process of management and review the theories of management.

**UNIT-I INTRODUCTION**

## 1.1.0 Management

- 1.1.1 Meaning
- 1.1.2 Definition
- 1.1.3 Importance of Management
- 1.1.4 Functions of management
- 1.1.5 Management vs. Administration
- 1.1.6 Taylor's management
- 1.1.7 Fayol's management.

**UNIT-II PLANNING**

## 2.1.0 Planning

- 2.1.1 Meaning
- 2.1.2 Definition
- 2.1.3 Characteristics of Planning
- 2.1.4 Objective of Planning
- 2.1.5 Nature of Planning

## 2.2.0 Importance of Planning

## 2.3.0 Steps in Planning Process

## 2.4.0 Types of Planning

## 2.5.0 Barriers of Planning

**UNIT-III ORGANISATION**

## 3.1.0 Organization

- 3.1.1 Meaning
- 3.1.2 Definition
- 3.1.3 Characteristics of Organization
- 3.1.4 Functions of Organization

## 3.2.0 Importance of Organization

## 3.3.0 Types of Organisation

## 3.4.0 Formal Organisation

- 3.4.1 Characteristics of Formal Organisation
- 3.4.2 Advantages of Formal Organisation
- 3.4.3 Disadvantages of Formal Organisation

## 3.5.0 Informal Organisation

- 3.5.1 Characteristics of Informal Organisation
- 3.5.2 Advantages of Informal Organisation
- 3.5.3 Disadvantages of Informal Organization

## 3.6.0 Matrix Organisation

**UNIT –IV STAFFING AND CONTROLLING**

## 4.1.0 Definition

## 4.2.0 Meaning

## 4.3.0 Objectives of Staffing

- 4.3.1 Functions of Staffing

- 4.4.0 Importance of Staffing
- 4.5.0 Controlling
  - 4.5.1 Definition
  - 4.5.2 Steps in Controlling process
- 4.6.0 Budgeting (Basic concepts only)

## **UNIT –V MOTIVATION**

- 5.1.0 Motivation
  - 5.1.1 Meaning
  - 5.1.2 Definition
  - 5.1.3 Nature of Motivation
  - 5.1.4 Importance of Motivation
- 5.2.0 Types of Motivation
- 5.3.0 Maslow Theory
- 5.4.0 Leadership
  - 5.4.1 Meaning
  - 5.4.2 Definition
  - 5.4.3 Importance of Leadership
- 5.5.0 Types of Leader
  - 5.5.1 Functions of Leader
  - 5.5.2 Qualities of Leader
- 5.6.0 Leader vs Manger

### **TEXT BOOK:**

1. Principles of Management – T Ramaswamy

### **REFERENCE BOOKS:**

1. Principles of Management – L M Prasad
2. Principles of Management – Tripathi& Reddy
3. Principles of Management- Koontz o' doneel

**SEMESTER – IV**  
**BACHELOR OF BUSINESS ADMINISTRATION**

<b>S.NO</b>	<b>TITLE OF THE PAPER</b>	<b>COURSE CODE</b>
1	TAMIL-IV	U15TM4L4
2	ENGLISH THROUGH EXTENSIVE READING	U15EG4L4
3	MANAGEMENT ACCOUNTANCY – II	U16MS404
4	TRAINING AND DEVELOPMENT (ELECTIVE-II)	U16MS4:1
	ORGANIZATIONAL CHANGE & DEVELOPMENT (ELECTIVE-II)	U16MS4:2
5	BUSINESS LAW	U16MS4Y6
6	COMPUTER APPLICATION IN BUSINESS-II (THEORY AND PRACTICAL)	U16MSPS2
7	PRINCIPAL OF MARKETING [ED]	U16MS4E1

**MANAGEMENT ACCOUNTANCY – II (Core – IV)**

**Semester-IV**  
**U16MS404**  
**No. of Hours: 90**

**Course Code:**

**Credits: 4**

**General Objective:**

To understand the basic concept of cost accountancy and enrich the knowledge of management accountancy which is the continuation of part I.

**Specific Objectives:**

- To describe about the methods and types of costing
- To illustrate allocation, absorption and apportionment
- To explain about working Capital Management concepts

**Learning outcome:**

The student will get the knowledge about cost accountancy, overheads, marginal costing concepts which will help to understand the costing jobs in organizations.

**UNIT-I INTRODUCTION TO COST ACCOUNTANCY**

- 1.1.0 Introduction to cost accountancy
  - 1.1.1 Objectives
  - 1.1.2 Cost accountancy and financial accountancy
  - 1.1.3 Cost accountancy and management accountancy
  - 1.1.4 Essentials
  - 1.1.5 Limitations
- 1.2.0 Cost centers
- 1.3.0 Types of costing system
  - 1.3.1 Methods of costing
  - 1.3.2 Cost classification
- 1.4.0 Cost Sheet

**UNIT-II MATERIAL COSTING**

- 2.1.0 Material costing
  - 2.1.1 EOQ
  - 2.1.2 Levels of Stock
- 2.2.0 Methods of pricing material issues
  - 2.2.1 FIFO
  - 2.2.2 LIFO
  - 2.2.3 HIFO
  - 2.2.4 Simple Average
  - 2.2.5 Weighted Average Pricing
  - 2.2.6 Base Stock Method

**UNIT-III OVERHEADS ALLOCATIONS**

- 3.1.0 Overheads
  - 3.1.1 Classification
- 3.2.0 Allocation and apportionment
- 3.3.0 Absorption
  - 3.3.1 Methods of overhead absorption

**UNIT-IV MARGINAL COSTING**

- 4.1.0 Marginal costing and profit planning
  - 4.1.1 Distinction between absorption costing and marginal costing
  - 4.1.2 Marginal costing and direct costing difference
- 4.2.0 Key factor
- 4.3.0 Break even analysis
- 4.4.0 Margin of safety



4.5.0 Cost volume profit relationship

## **UNIT-V WORKING CAPITAL MANAGEMENT (Theory Only)**

5.1.0 Basics of Working capital management

5.1.1 Meaning and importance

5.1.2 Management of cash

5.1.3 Receivable and inventories

5.2.0 Working capital planning

5.3.0 Basics of Inventory management

### **TEXT BOOKS:**

1. Cost Accountancy and Financial Management – Ravi M Kishore
2. Cost accountancy – R S N Pillai and Bagavathy

### **REFERENCE BOOKS:**

1. Management Accountancy –Dr. S.N Maheshwari
2. Cost and Management Accountancy –S P JAIN & K L NARANG

## **TRAINING AND DEVELOPMENT (Elective-II)**

**Semester-IV**

**U16MS4:1**

**No. of Hours: 75**

**Course Code:**

**Credits: 4**

### **General Objective:**

To understand to be a competent manager by introducing them to the basics of training methods and develop their soft skills.

### **Specific Objective:**

- To identify the needs for Training
- To list the steps in Training Process
- To classify the methods of Training
- To understand the methods of Managerial Development
- To illustrate how to make Training Programme Effective

### **Learning Outcomes:**

The students will be able to identify the need for Training, choose correct method of Training and to evaluate the Training Programme.

## **UNIT-I INTRODUCTION**

1.1.0 Definition of Training

1.1.1 Need for training

1.1.2 Gaps in Training

1.1.3 Learning and its Principles.

## **UNIT-II TRAINING PROCESS**

2.1.0. Training Process

2.2.0. Steps in developing a Training Programme

- 2.3.0. Selection of Internal Trainers
- 2.4.0. Selection of External Trainers
- 2.5.0. Advantages and Disadvantages of trainers

### **UNIT-III METHODS OF TRAINING**

- 3.1.0. Methods of Training
- 3.2.0. Traditional Training
- 3.3.0. On – The Job Training
  - 3.3.1. Apprentice
  - 3.3.2. Informal Training
  - 3.3.3. Job Rotation
  - 3.3.4. Job Instruction
- 3.4.0. Off – the Job Training
  - 3.4.1. Lectures,
  - 3.4.2. Multimedia Tools
  - 3.4.3. Laboratory Training
  - 3.4.4. Case Study.

### **UNIT -IV MANAGERIAL DEVELOPMENT**

- 4.1.0. Managerial Development and Training
- 4.2.0. Methods of Managerial Training
- 4.3.0. Executive Development
- 4.4.0. Managerial on the job Training
  - 4.4.1. Job Rotation
  - 4.4.2. Coaching
- 4.5.0. Managerial off the Job Training
  - 4.5.1. Case Studies
  - 4.5.2. Seminars
  - 4.5.3. Games
  - 4.5.4. Behavioural Modelling.

### **UNIT-V TRAINING NEEDS & EVALUATION**

- 5.1.0. Training needs analysis
- 5.2.0. Implementation of the Training Programme
- 5.3.0. Evaluation of Training Programme
- 5.4.0. How to Make training Programme Effective?

### **TEXT BOOKS:**

1. Human Resource Management – Gary Dessler
2. Human Resource Management – Aswathappa

### **REFERENCE BOOKS:**

1. Every Trainer's Handbook – DevendraAgochia
2. Training for Trainers-Gary Kroehnert- Tata MCgrawill

## **ORGANIZATIONAL CHANGE & DEVELOPMENT (ELECTIVE-II)**

**Semester-IV**

**Course Code:**

**U16MS4:2**

**No. of Hours: 75**

**Credits: 4**

### **General objective:**

The course aims to prepare the student to be a competent manager by introducing them to the basics of organizational change.

### **Specific Objective:**

- To know that organisations undergo frequent change
- To understand the importance of organisation development

### **Learning Outcome:**

The students will know the various change and developments that the organizations undergo and how the organisations adopt itself to it.

### **UNIT-I INTRODUCTION**

#### 1.1.0 Organizational Change

##### 1.1.1 Need

##### 1.1.2 Nature of Organizational Change

##### 1.1.3 Resistance of Change

##### 1.1.4 Transactional and Transformational Change

### **UNIT-II ORGANIZATIONAL DEVELOPMENT**

#### 2.1.0 Organizational Development

##### 2.1.1 Need

##### 2.1.2 Objectives

##### 2.1.3 OD Process

##### 2.1.4 Nature

##### 2.1.5 Scope

### **UNIT-III CHARACTERISTICS OF OD**

#### 3.1.0 Characteristics of OD

##### 3.1.1 History of OD

##### 3.1.2 The Changing Context - Second generation OD

### **UNIT-IV ACTION RESEARCH**

#### 4.1.0 Action Research

##### 4.1.1 OD Interventions

##### 4.1.2 Need

##### 4.1.3 Types

### **UNIT-V IMPLEMENTATION**

#### 5.1.0 Implementation of OD

#### 5.2.0 Future of OD in Indian Organization

### **TEXT BOOK:**

1. Organizational Change and Development – French and Bell
2. Organizational development-Wendell L French and Cecil H.Bell 6<sup>th</sup> edition



# BUSINESS LAW (Allied-VI)

**Semester-IV**  
**Code: U16MS4Y6**  
**No. of Hours: 75**

**Course**  
**Credit: 3**

## **General Objective:**

To make the students aware the rules & regulations for a business and to impart a basic knowledge about Insurance

## **Specific Objectives:**

- To Give basic knowledge to the students on the Business Law
- To understand the various types of Acts.
- To understand the Basic Knowledge on Partnership & Goods Act.
- To understand the basic knowledge on various types of Insurance

## **Learning Outcome:**

- Business law study focuses on real-life, business-orientated problems. As law impacts on a vast range of business decisions, this will give us immense knowledge to find out the right directions.
- Studying Business law will give you an array of skills that are valued highly in business. It will develop your analytical and critical thinking skills, improve your written communication skills, and help you to think strategically about business opportunities and business risks.
- You will acquire knowledge and skills that will empower you to intelligently request, understand and act on legal services and advice. These are vital business skills that are relevant not just to business in the context of the Indian legal system but also in the context of the legal systems of the many other 'common law' countries around the world

## **UNIT-I CONTRACT ACT**

### 1.1.0 Contract Act

- 1.1.1 Definition
- 1.1.2 Classification
- 1.1.3 Essentials of a Contract
- 1.1.4 Mistake
- 1.1.5 Misrepresentation and fraud
- 1.1.6 Right and Obligations of Parties to Contract
- 1.1.7 Not Enforceable-Assignment
- 1.1.8 Breach
- 1.1.9 Performance and Discharge
- 1.1.10 Quasi Contract

## **UNIT-II LAW OF AGENCY**

### 2.1.0 Law of Agency

- 2.1.1 Nature appointment
- 2.1.2 Termination
- 2.1.3 Right and duties Liabilities
- 2.1.4 Relation with third parties
- 2.1.5 Types of Agents

## **UNIT-III PARTNERSHIP**

### 3.1.0 Partnership- Definition

- 3.1.1 Creation relation with Partner interest and to third party Liabilities

## **UNIT-IV SALE OF GOODS ACT**

### 4.1.0 Sale of goods Act-Definition

- 4.1.1 Price
- 4.1.2 Conditions and warranties
- 4.1.3 Right and remedies in case of Breach

#### 4.1.4 Stoppage in transit transfer of property

### **UNIT-V INSURANCE**

#### 5.1.0 Introduction to Life Insurance

##### 5.1.1 Definition

##### 5.1.2 Difference between Life Insurance& other forms of insurance

##### 5.1.3 Kinds of life insurance policy

##### 5.1.4 Fire Insurance: Definition

##### 5.1.5 Types

##### 5.1.6 Claim

#### 5.2.0 Marine Insurance

##### 5.2.1 Definition

##### 5.2.2 Subject matter

##### 5.2.3 Characteristics

##### 5.2.4 Kinds of Marine policies

##### 5.2.5 Warranties

### **TEXT BOOK:**

1. Elements of Mercantile Law – N. D. Kapoor

### **REFERENCE BOOKS:**

1.Mercantile Law - Davar

2.Indian Mercantile Law - S.R.Davar

3.Mercantile Law - Venkatesan E.

4.Mercantile Law - Shukla

5.Principal of Mercantile Law - Tandon B.N

IRDA material.

## **COMPUTER APPLICATION IN BUSINESS-II (THEORY AND PRACTICAL) SBEC- II**

**Semester – I**

**Course**

**Code: U16MSPS2**

**No. of Hours: 30**

**Credits: 2**

### **General Objective:**

This course is designed as the basics required for systems accounting. The students will have the required knowledge on using the latest accounting software package after completion of this course.

### **Specific Objectives:**

- To State the Procedure for Creating Company, Ledger and Preparation of Balance Sheet.
- To Describe about Voucher and List the Different Types of Voucher and procedure involved in Voucher Entries.
- To Define Cost and Steps involved in Cost Category and Cost centre Creation
- Explain how to generate Report and to print Reports in Tally.
- To describe about Cash Flow and Fund Flow and Bank Reconciliation Statement.

### **Learning Outcome:**

- Have an understanding of basic Accounting concepts?
- Be able to generate Accounting and create a company, Ledger and prepare balance sheet.
- Have an understanding of Voucher and its types and to be able perform voucher entries.
- Get familiar about cost categories and cost centres and to perform entries.
- Have an understanding of cash flow and fund flow and practical application of VAT.

## **UNIT –I PREPARATION OF BALANCE SHEET**

- 1.1.0 Creation of company
  - 1.1.1 Group-editing and deleting ledgers
  - 1.1.2 Creation of ledgers
  - 1.1.3 Final accounts with balance sheet adjustment.

## **UNIT –II VOUCHER**

- 2.1.0 Introduction to Voucher Entries
  - 2.1.1 Payment Voucher, Contra voucher, journal Voucher
  - 2.1.2 Editing and deleting voucher.

## **UNIT-III COST CENTERS**

- 3.1.0 Introduction to cost
  - 3.1.1 Creation of cost categories
  - 3.1.2 Creation of cost centres, Editing and deleting
  - 3.1.3 Usage of cost category and cost centres in voucher entry

## **UNIT-IV PREPARATION OF REPORTS**

- 4.1.0 Generating and printing reports in detailed and condensed format
  - 4.1.1 Day book
  - 4.1.2 Ledger
  - 4.1.3 Profit & Loss a/c and Balance Sheet

## **UNIT-V VAT ( BASICS)**

- 5.1.0 Cash flow statement
  - 5.1.1 Fund flow statement
  - 5.1.2 Bank reconciliation statement
  - 5.1.3 VAT

## **TEXT BOOK:**

- 1. Tally 9.0 – Rajathi (Professor, Holy Cross College)

## **REFERENCE BOOK:**

- 1.K.K. Nandhani - Implementing tally 9.0 BPB publishers
- 2.Tally 9 –Agarwal

## **EXTRA DISCIPLINARY COURSE - FUNDAMENTALS OF MARKETING**

**Semester-IV**

**Course Code:**

**U16MS4E1**

**No. of Hours: 30**

**Credits: 2**

### **General Objective:**

To make the students understand the basic principles of Marketing to make effective managerial decisions.

### **Specific Objective:**

- To Provide a fair understanding of marketing concept.
- To provide an exposure to the marketing environment
- To provide an idea about marketing management and consumer behaviour
- To provide a fair understanding of marketing strategies and services marketing.

### **Learning Outcome:**

Ready to analyse and understand the market according to the consumer preference and also the emerging trends in services marketing.

## **UNIT-I INTRODUCTION**

### 1.1.0 Marketing

1.1.1 Meaning

1.1.2 Features

1.1.3 Importance

### 1.2.0 Merchandising

1.2.1 Marketing & Selling

### 1.3.0 Macro view of marketing

1.3.1 What is service

1.3.2 Consumer

1.3.3 Direct marketing

## **UNIT-II MARKETING MIX**

### 2.1.0 Marketing mix

2.1.1 Product

2.1.2 Meaning

2.1.3 Features

2.1.4 Classification

### 2.2.0 Product line

### 2.3.0 Product mix

### 2.4.0 Brand

2.4.1 Features

2.4.2 Types

2.4.3 Brand name

## **UNIT-III PRICE**

### 3.1.0 Price

3.1.1 meaning

3.1.2 Importance

3.1.3 Kinds

3.1.4 Price leader



#### **UNIT-IV PLACE- DISTRIBUTION**

4.1.0 Place

4.2.0 Channels of distribution (Types)

#### **UNIT-V PROMOTIONAL MIX**

5.1.0 Promotion

5.1.1 Only the meaning

5.1.2 Importance

5.1.3 types of Advertisement

5.1.4 Sales promotion

5.1.5 Publicity

#### **TEXT BOOKS:**

1. Principles of Marketing – Rajan Nair
2. Principles of Marketing – Pillai & Bagavathy

#### **REFERENCE BOOKS:**

1. Marketing management – Philip Kotler
2. Marketing management – Shukla

## **SEMESTER – V BACHELOR OF BUSINESS ADMINISTRATION**

<b>S.NO</b>	<b>TITLE OF THE PAPER</b>	<b>COURSE CODE</b>
1	FINANCIAL MANAGEMENT	U16MS505
2	OPERATIONS MANAGEMENT	U16MS506
3	HUMAN RESOURCE MANAGEMENT	U16MS507

4	RESEARCH METHODOLOGY & INTRODUCTION TO STATISTICAL PACKAGES (THEORY AND PRACTICALS)	U16MS508
5	INVESTMENT MANAGEMENT	U16MS5:1
	PROJECT MANAGEMENT	U16MS5:2
	RETAIL MANAGEMENT	U16MS5:3
6	INTERVIEW SKILLS	U16MS5S3

**FINANCIAL MANAGEMENT (Core-V)**  
**(60% Theory, 40% Problems)**

**Semester-V**

**Course Code:**

**U16MS505 No. Of Hours: 90**

**Credits: 5**

**General objectives:**

The purpose of this paper is to acquaint the students with the broad framework of financial decision making in business units.

**Specific objectives:**

- Comprehend the need, definition, functions and economic significance of financial institutions and markets
- Understand the interdependence between financial markets and interest rates
- Comprehend the behavioural analysis of interest rates: risk, liquidity and term structure

**Learning outcome:**

Grasp the conduct of monetary policy and its effect on interest rate, credit availability, prices and inflation rate and choose financial plans and policies in various organizations as a manager.

**UNIT-I BASIC CONCEPTS**

- 1.1.0 Nature of financial management
  - 1.1.1 Meaning and scope of finance function
  - 1.1.2 Financial management
  - 1.1.3 Function
  - 1.1.4 Goals of financial management
  - 1.1.5 Importance of financial management
  - 1.1.6 Organization of financial department.

**UNIT-II COST OF CAPITAL**

- 2.1.0 Cost of Capital

- 2.1.1 Concept
- 2.1.2 Importance
- 2.1.3 Types of cost of capital
- 2.2.0 Measurement of cost of capital
  - 2.2.1 Weighted average cost of capital
  - 2.2.2 Types of Leverages

### **UNIT-III CAPITAL STRUCTURE**

- 3.1.0 Capital structure
  - 3.1.1 Meaning
  - 3.1.2 Factors affecting capital structure
- 3.2.0 Capital gearing,
  - 3.2.1 High gearing
  - 3.2.2 Low gearing,
  - 3.2.3 Significance
- 3.3.0 Meaning of trading on equity,
  - 3.3.1 Limitations on the policy of trading of equity.

### **UNIT-IV CAPITAL BUDGETING**

- 4.1.0 Capital budgeting
  - 4.1.1 Nature of capital expenditure,
  - 4.1.2 Concept of capital budgeting,
  - 4.1.3 Capital budgeting procedures
  - 4.1.4 Methods of ranking investment proposals
  - 4.1.5 Payback method
  - 4.1.6 Return on investment method
  - 4.1.7 IRR
  - 4.1.8 ARR
  - 4.1.9 Present value method.

### **UNIT-V PLANNING AND FORECASTING**

- 5.1.0 Financial Planning
  - 5.1.2 Forecasting Concept
  - 5.1.3 Characteristics
  - 5.1.4 Factors affecting financial planning
  - 5.1.5 Necessity
  - 5.1.6 Limitations
  - 5.1.7 Cash forecasting.

#### **TEXT BOOKS:**

1. Financial management-S.N. Maheshwari, Sultan Chand & Son

#### **REFERENCE BOOKS:**

1. Financial management theory and practice, Prasanna Chandra- Tata McGraw Hill.
2. Financial management and policy –Van Horne, Prentice Hall of India.

# OPERATIONS MANAGEMENT (CORE – VI)

**Semester – V**

**Course Code:**

**U16MS506**

**No. of Hours: 90**

**Credits: 5**

## **General objective:**

The course aims to prepare the student to be a competent manager by introducing them to the basics of operations management.

## **Specific Objectives:**

- To gain an understanding and appreciation of the principles and applications relevant to the planning, design, and operations of manufacturing and service firms.
- To gain some ability to recognize situations in a production system environment that suggests the use of certain quantitative methods to assist in decision making on operations management and strategy.
- To understand the quality control process in manufacturing and service firms.

## **Learning Outcome:**

- The students will be able to critically evaluate the operations function in manufacturing and service production settings.
- The students will be able to apply decision-support tools to business decision making.
- The students will be able to explain and evaluate the quality processes in manufacturing and service sector to improve the operational performance.
- The students will be able to identify the processes needed to develop a new product from identifying the customer needs to delivering the final product
- The students will be able to apply the tasks, tools and underlying principles of operations management in the manufacturing and service sectors to improve organizational performance.

## **UNIT – I INTRODUCTION**

- 1.1.0 An overview of productions management
- 1.2.0 Relationship of production management with marketing, finance
  - 1.2.1 HRM and materials management
  - 1.2.2 Factors for plant location
  - 1.2.3 Plant layout
  - 1.2.4 Types of layouts and their sustainability.

## **UNIT – II TIME AND MOTION STUDY**

- 2.1.0 Time and Motion Study
  - 2.1.1 Introduction to work
  - 2.1.2 Work measurement
  - 2.1.3 Normal time, standard time
  - 2.1.4 Capacity planning
  - 2.1.5 Various charts used in production management.

## **UNIT – III LOCATION AND SCHEDULING**

- 3.1.0 Location and Scheduling
  - 3.1.1 Production planning and scheduling
  - 3.1.2 Kind of production plans
  - 3.1.3 Aggregate scheduling
  - 3.1.4 Monthly and weekly scheduling

## **UNIT – IV QUALITY CONTROL**

- 4.1.0 Quality control
  - 4.1.1 Quality control and inspection
  - 4.1.2 Acceptance sampling technique
  - 4.1.3 Statistical quality control
  - 4.1.4 Control charts

#### 4.1.5 Introduction to TQM.

### **UNIT – V INVENTORY CONTROL**

#### 5.1.0 Inventory control

5.1.1 Inventory control of raw materials

5.1.2 Inventory store management

5.1.3 EOQ meaning

5.1.4 JIT

5.1.5 Materials handling equipment's

5.1.6 Value analysis and value engineering

5.1.7 ABC analysis

#### **TEXT BOOK:**

1. Operations management by Panneerselvam

#### **REFERENCE BOOKS:**

1. Modern Production and Operations Management – E S Buffa, Latest Edition.
2. Production and Operations Management - S.M. Chari
3. Production and operations management - Sridhara Bhatt
4. Production and Operations Management - Raymond R Mayor
5. Production & Operations Management – KanishkaBedi, Oxford

## **HUMAN RESOURCE MANAGEMENT (CORE-VII)**

**Semester-V**

**U16MS507**

**No. of Hours: 90**

**Course Code:**

**Credits: 5**

#### **General Objective:**

To make students understand the various concepts and theories of Human Resource management.

#### **Specific Objectives:**

- To explain the importance of human resources and their effective management in organizations.
- To demonstrate a basic understanding of different tools used in forecasting and planning human resource needs.
- To analyse the key issues related to administering the human elements such as motivation, compensation, appraisal, career planning, diversity, ethics, and training.

#### **Learning Outcomes:**

- The students will be able to contribute to the development, implementation, and evaluation of employee recruitment, selection, and retention plans and processes.
- The students will be able to administer and contribute to the design and evaluation of the performance management program.
- The students will be able to design a training program using a useful framework for evaluating training needs, designing a training program, and evaluating training results.
- The students will be able to properly interpret salary survey data and design a pay structure with appropriate pay grades and pay ranges.

## **UNIT-I INTRODUCTION TO HUMAN RESOURCE MANAGEMENT**

### 1.1.0 Introduction

- 1.1.1 Processes and functions of HR management
- 1.1.2 HR Department Organization
- 1.1.3 Role of HR Manager in the organization.

## **UNIT-II HUMAN RESOURCE PLANNING**

### 2.1.0 HR Planning

- 2.1.1 Concepts and Methods
- 2.1.2 Job Analysis
- 2.1.3 Job Description
- 2.1.4 Job Specification
- 2.1.5 Selection process
- 2.1.6 Employment tests and interviews

## **UNIT-III INDUCTION AND PERFORMANCE APPRAISAL**

### 3.1.0 Induction and Performance Appraisal

- 3.1.1 Induction programme
- 3.1.2 Different training methods in company
- 3.1.3 Performance appraisal and review.

## **UNIT-IV WAGE AND SALARY ADMINISTRATION**

### 4.1.0 Wage and Salary Administration

- 4.1.1 Job Evaluation methods
- 4.1.2 Wages
- 4.1.3 Different patterns of wage payments time rate – Piece rate – wage incentives
- 4.1.4 Bonus.

## **UNIT-V INDUSTRIAL RELATIONS**

### 5.1.0 Concept of industrial relations

- 5.1.1 Separation and its types
- 5.1.2 Retirement benefits
- 5.1.3 Gratuity, Provident Fund and pension scheme.

### **TEXT BOOK:**

- 1. Human Resource Management – S. P Gupta (15th Edition)

### **REFERENCE BOOKS:**

- 1. Personnel Management – Memoria – Himalaya Publishing House
- 2. Personnel Management – Edwin Fillippo – McGraw Hill
- 3. Human Resource Management - Prof.Subba Rao
- 4. Personnel Management – P C Tripathi
- 5. Human Resource Management - Jayasankar

**RESEARCH METHODOLOGY & INTRODUCTION TO STATISTICAL PACKAGES  
(CORE-VIII)  
(THEORY & PRACTICAL)**

**Semester – V  
U16MS508**

**Course Code:**

**No. of Hours: 90**

**Credits: 4**

**General Objective:**

To make the students understand the concept of research methodology and its applications in business

**Specific objectives:**

- To familiarize the research scholar with the fundamentals of Computer, data analysis and interpretation along with the application of computer and statistical software in research.
- Use of SPSS for simple statistical Calculations of Central Tendency, S.D. Correlation, Regression, Preparation Graphs & Diagrams Use of SPSS

**Learning Outcome:**

- To improve the research understanding in relation to problem identification, formulation and the problems and prospects of qualitative and quantitative data
- To formulate and test hypotheses in accordance with the set problems at hand
- To apply the right tools and techniques while conducting a research
- To train the Scholars for preparing research project

**UNIT- I CONCEPTS OF RESEARCH AND DESIGN**

1.1.0 Research

- 1.1.1 Definition
- 1.1.2 Meaning
- 1.1.3 Characteristics

1.2.0 Research process

- 1.2.1 Research need
- 1.2.3 Formulating the problem,
- 1.2.4 Sampling
- 1.2.5 Pilot-testing
- 1.2.6 Data collection
- 1.2.7 Research design

**UNIT- II SCALING TECHNIQUES**

2.1.0 Measurement

- 2.1.1 Nature
- 2.1.2 Scales
- 2.1.3 Scaling nature
- 2.1.4 Methods

2.2.0 Sampling

- 2.2.1 Nature
- 2.2.2 Simple probability
- 2.2.3 Complex probability

**UNIT- III DATA ANALYSIS**

- 3.1.0 Sources of collection of data
  - 3.1.1 Primary sources
  - 3.1.2 Secondary sources
  - 3.1.3 survey observation
- 3.3.0 Experimentation
- 3.4.0 Coding
- 3.5.0 Data-entry
- 3.6.0 Tabulation
  - 3.6.1 Cross tabulation

#### **UNIT- IV INTRODUCTION TO SPSS**

- 4.1.0 Hypothesis
  - 4.1.1 Meaning
  - 4.1.2 Types
- 4.2.0 Statistical testing
  - 4.2.1 Chi-square
- 4.3.0 SPSS procedures
  - 4.3.1 Application
  - 4.3.2 Practical

#### **UNIT- V REPORT WRITING**

- 5.1.0 Presenting Results
  - 5.1.1 Written
  - 5.1.2 Oral reports

#### **TEXT BOOK**

1. Research Methodology – Saravanavel, Sultan Chand publications

#### **REFERENCE BOOKS**

1. Research Methodology - CR KOTHARI , New Age International, 2004, second edition
2. Business Research Methods - EMORY AND COOPER , McGraw-Hill, 2008, 10<sup>th</sup> edition.

### **INVESTMENT MANAGEMENT (Elective-III)**

**Semester-V**

**U16MS5:1**

**No. of Hours: 75**

**Course code:**

**Credits: 5**

#### **General Objective:**

To understand the basic Concept of Investment and various investment avenues.

#### **Specific Objective:**

- To explain the need and importance of studying Investments
- To categorize Investment Alternatives
- To list the types of Investment companies
- To classify the Capital Market
- To understand about Stock Exchange and its Functions

#### **Learning Outcomes:**

The students will be able to understand the various types of Investments available and the process involved in Investing.



## **UNIT-I CONCEPT OF INVESTMENT**

- 1.1.0. Nature of investment
  - 1.1.1 Definition
  - 1.1.2 Need for Investment
  - 1.1.3 Importance of studying Investment
  - 1.1.4 Scope for Investment
  - 1.1.5 Investment Media
  - 1.1.6 Marketable securities
  - 1.1.7 Non – Marketable securities

## **UNIT-II INVESTMENT AVENUES**

- 2.1.0. Investment Alternatives
- 2.2.0. Organizing Financial Assets
- 2.3.0. Non – Marketable Financial Assets
  - 2.3.1. Bank Deposits
  - 2.3.2. Post Office Schemes
  - 2.3.3. Government Savings Bonds
  - 2.3.4. Public Provident Fund
  - 2.3.5. Employees Provident Fund
- 2.4.0. Money Market Securities
  - 2.4.1. Bonds or Debentures
  - 2.4.2. Equity Shares
  - 2.4.3. Mutual Fund Schemes
  - 2.4.4. Financial Derivatives
  - 2.4.5. Life Insurance
  - 2.4.6. Real Assets

## **UNIT-III INVESTMENT COMPANIES AND INDIRECT INVESTMENT**

- 3.1.0. Indirect Investing
- 3.2.0. Investment Company
- 3.3.0. Types of Investment Companies
- 3.4.0. Major types of Mutual Funds
  - 3.4.1. Entities of Mutual Fund
  - 3.4.2. Open – Ended Schemes
  - 3.4.3. Close – Ended Schemes
- 3.5.0. Investing Internationally through Investment Companies
  - 3.5.1. Benefits & Risk of Global Investing
  - 3.5.2. Where to Invest
  - 3.5.3. How to Invest

## **UNIT –IV CAPITAL MARKET**

- 4.1.0. Securities Market
  - 4.1.1. Participants in Securities Market
- 4.2.0. Primary Market
  - 4.2.1. Types of Primary Market
  - 4.2.2. Features of Primary Market
  - 4.2.3. Functions of Primary Market
  - 4.2.4. Advantages of Primary Market
  - 4.2.5. Disadvantages of Primary Market
- 4.3.0. Secondary Market
  - 4.3.1. Types of Secondary Market
  - 4.3.2. Features of Secondary Market
  - 4.3.3. Functions of Secondary Market
  - 4.3.4. Advantages of Secondary Market
  - 4.3.5. Disadvantages of Secondary Market

- 4.4.0. Difference between Primary & Secondary Market
- 4.5.0. Portfolio Theory
  - 4.5.1. Definition
  - 4.5.2. Diversification
  - 4.5.3. Portfolio Return and Risk

#### **UNIT –V STOCK EXCHANGE AND TYPES OF STOCK**

- 5.1.0. Stock Exchange
  - 5.1.1. Definition
- 5.2.0. Functions of Stock Exchange
- 5.3.0. Membership in Stock Exchange
- 5.4.0. Services of Stock Exchange
  - 5.4.1. SEBI Regulations for Stock Exchange
- 5.5.0. Common Stocks
  - 5.5.1. Analysis of Common Stock
  - 5.5.2. Strategy of Common Stock

#### **TEXT BOOK:**

1. Investment management - V.Gangadhar,G.Rameshbabu

#### **REFERENCE BOOKS:**

1. Investments analysis and management - Charles P. Jones.
2. Investment Management – Dr. L. Natarajan, Margham publications

### **PROJECT MANAGEMENT (ELECTIVE-III)**

**Semester-V**  
**U16MS5:2**

**Course Code:**

**General Objective:**

To make students understand and learn about Project management and the scope, timescales, cost and quality of a project to Maintain a schedule and project plan in order to Deliver the agreed outcomes of the project to the right scope, timescales, cost and quality which also Provide communications, reports and progress updates throughout the lifecycle of the project, which helps in Manage risks, issues and dependencies.

**Specific Objectives:**

- Understand the business requirements of a project.
- Understand the benefits of delivering a project in terms of possible future profits and describe about risk management & risk reduction or process improvement.
- Establish and agree exactly what a project is going to accomplish.
- Measure how the project is going to achieve quality by meeting business requirements.
- Establish and agree a detailed project plan of the tasks, actions and other activities required to deliver the project.
- Explain the various techniques of a project and describe about the skills required to be a project manager.
- List the steps in Implementation and closing a project.

**Learning Outcomes:**

- Have an understanding about Project Management?
- Be able to deliver a project for organisation development
- Have an understanding about business requirements and able to achieve quality to accomplish to requirements
- Get familiar about the skills required for a project manager.
- Be able to implement and Close a project.

**UNIT-I INTRODUCTION**

## 1.1.0 Introduction

- 1.1.1 Principles of project management
- 1.1.2 Project management life cycle
- 1.1.3 Quality management
- 1.1.4 Relationship between project management and other methodologies.

**UNIT-II PROJECT TECHNIQUES**

## 2.1.0 Project Techniques

- 2.1.1 Defining projects
- 2.1.2 Rules for managing projects
- 2.1.3 Competencies and skills for project managers
- 2.1.4 Job functions and tasks for project management
- 2.1.5 Techniques of project.

**UNIT-III PROJECT ACTIVITIES**

## 3.1.0 Project Activities

- 3.1.1 Identify project activities
- 3.1.2 Estimate activity duration
- 3.1.3 Resource requirement and cost, organize
- 3.1.4 Conduct the joint project planning session

**UNIT-IV RISK MANAGEMENT**

## 4.1.0 Risk management

- 4.1.1 Risk management within a project based approach
- 4.1.2 Gantt project planning charts, critical path method.

## **UNIT-V IMPLEMENTATION**

### **5.1.0 Implementation**

5.1.1 Recruit, organize and manage project team, monitoring and controlling

5.1.2 Steps in closing project

### **TEXT BOOK:**

1. Effective project management-Robert k.wysocki, Robert beck Jr, david b. crane (Publication and edition)

### **REFERENCE BOOKS:**

1.Project risk management-D.vanwell - stam,f. Lindenaar.SVankinderen.

2.Production and operation management -Martink. Starr

3.Effective project management - CLEMENTS/GIDO.

## **RETAIL MANAGEMENT (Elective III)**

**Semester- V**

**U16MS5:3**

**No. of Hours: 75**

**Course Code:**

**Credits: 5**

### **General Objective:**

The course aims to provide insights on retail operations. This will enable the students to become good retail planners and decision makers and help focus on change and adaption to change. The course intends to provide the learner with an overview of the retail industry, concepts and processes and an opportunity to understand the areas of accountability for a Retail Manager. The learner will also be able to determine a level of interest in pursuing a career in retail management.

### **Specific Objectives:**

- To define retailing, describe the different types of retailers, and outline some of the characteristics of successful retail managers.
- To describe about retailing mix and various forces of retailing.
- To list the different formats of retailing.
- To explain about marketing concept in retailing.
- To describe about consumer behaviour and the factors influencing consumer behaviour.
- To define private labels and describe about retail store location.
- To discuss about customer and traffic flow analysis and population mobility.

### **Learning Outcomes:**

- Become competent to answer as to How retailing works and the factors that influence its success
- Become familiar with how the retail industry works
- Understand how to create a shopping experience that builds customer loyalty.

- Learn how to receive, present and maintain merchandise.
- Learn how to identify, hire, retain and build retail talent.
- Learn the functions that support service and sales.
- Understand the areas of accountability for retail management
- Understand how the role of the manager impacts the success of a retail business
- Determine level of interest in pursuing a career in retail management
- Understand how to drive sales growth

## **UNIT-I INTRODUCTION**

- 1.1.0 An introduction to the retailing system,
  - 1.1.1 Evolution of retailing
  - 1.1.2 Emerging trends in retailing.

## **UNIT-II RETAILING MIX**

- 2.1.0 Retailing mix
  - 2.1.1 Social forces
  - 2.1.2 Economic forces
  - 2.1.3 Technological forces
  - 2.1.4 Competitive forces.

## **UNIT-III RETAILING STRUCTURE**

- 3.1.0 Retailing definition
  - 3.1.1 Structure
  - 3.1.2 Different formats
  - 3.1.3 Marketing concepts in retailing

## **UNIT-IV CONSUMER BUYING BEHAVIOUR**

- 4.1.0 Consumer purchase behaviour
  - 4.1.1 Cultural and social group influence on consumer purchase behaviour
  - 4.1.2 Private labels in retail branding.

## **UNIT-V STORE LOCATION & MANAGEMENT**

- 5.1.0 Retail store location
  - 5.1.1 Traffic flow and analysis
  - 5.1.2 Population and its mobility
  - 5.1.3 Exteriors and layout
  - 5.1.4 Customer traffic flows and pattern
  - 5.1.5 Creative display.

### **TEXT BOOK:**

- 1. RETAIL MANAGEMENT- LEVI &WEITZ

### **REFERENCE BOOKS:**

- 1.Retailing – GEORGE H LUCAS, ROBERT P BUSH, LARRY G GRESHAM – All India publishers & distributors, Chennai – 8 4.
- 2.Retail Management – Chetan Bajaj and RajnishTuli, OXFORD
- 3.Retailing Management – Swapna Pradhan – The McGraw Hill Companies.
- 4.Retailing – Lamba, Tata Mcgraw Hill.

## INTERVIEW SKILLS (SBEC III)

**Semester – V**  
**U16MS5S3**  
**No. of Hours: 30**

**Course Code:**

**Credits: 2**

### **General objective:**

The purpose this course is students should aware about interview skills.

### **Specific Objective:**

- To Provide an exposure to the interview skills
- To provide an idea about biodata preparation
- To provide understanding about the interview process
- To provide knowledge different types of interviews
- To provide know the modern methods of interview processes

### **Learning Outcome:**

Ready to face the interview process and to acquire the interview skills required for the modern methods of interview

### **UNIT-I INTRODUCTION TO INTERVIEW**

#### 1.1.0 Introduction

- 1.1.1 Interviews
- 1.1.2 A concept of mutuality
- 1.1.3 Getting update with current affairs
- 1.1.4 How to prepare bio-data
- 1.1.5 Preparation before interview.

### **UNIT-II GROOMING**

#### 2.1.0 Grooming

- 2.1.1 Grooming for interview
- 2.1.2 Tips to make interview successful
- 2.1.3 Mock Interviews.

### **UNIT-III INTERVIEW SKILLS**

#### 3.1.0 Interview – skills

- 3.1.1 Analysing behaviour
- 3.1.2 Listening skills
- 3.1.3 Presentation skills
- 3.1.4 Levels of interviewing
- 3.1.5 Pre-and post-interview behaviour.

### **UNIT-IV TYPES OF INTERVIEW**

#### 4.1.0 Interview types

- 4.1.1 selection
- 4.1.2 Appraisal interview
- 4.1.3 Negotiating interview
- 4.1.4 Counselling interview.

### **UNIT-V MODERN METHODS**

#### 5.1.0 Tele - communication interview

- 5.1.1 Latest methods of interview

5.1.2 Video conferencing.

**TEXT BOOKS:**

How to succeed at Interview. - Sudhir Andrews

**REFERENCE BOOKS:**

1. Skills for interviewing
2. Skills for communicating - Bills Scott

**SEMESTER – VI  
BACHELOR OF BUSINESS ADMINISTRATION**

<b>S.NO</b>	<b>TITLE OF THE PAPER</b>	<b>COURSE CODE</b>
1	STRATEGIC MANAGEMENT	U16MS609
2	MANAGEMENT INFORMATION SYSTEM	U16MS610
3	ENTREPRENEURIAL DEVELOPMENT	U16MS611
4	COMPANY LAW AND SECRETARIAL PRACTICE	U16MS612
5	PROJECT WORK	U16MS6PJ

## **STRATEGIC MANAGEMENT (CORE-IX)**

**Semester-VI**  
**U16MS609**  
**No. of Hours: 90**

**Course Code:**

**Credits: 6**

### **General Objective:**

The course aims at introducing the student to the various concepts of strategy that they will come across in the real corporate world

### **Specific Objectives:**

- To Provide the need to understand the need for strategy in management
- To know the strength and weakness of a company
- To analyse the organizational competence and its potentials

### **Learning Outcome:**

- Understand the need for strategic application of managerial applications in improving the productivity of a company.
- To analyse the application of various strategies in improving the philosophy of the company.

### **UNIT-I INTRODUCTION TO STRATEGY**

- 1.1.0 Introduction to Strategy
  - 1.1.1 Total organizational view
  - 1.1.2 The concept of strategy policy
  - 1.1.3 Planning hierarchies
  - 1.1.4 Evolution strategy
  - 1.1.5 Philosophy of strategy
  - 1.1.6 Formulation of the Strategy

### **UNIT-II ENVIRONMENTAL & INDUSTRY ANALYSIS**

- 2.1.0 Environmental & Industry Analysis
  - 2.1.1 SWOT Analysis
  - 2.1.2 Environmental analysis
  - 2.1.3 Industry analysis



2.1.4 Porter's five force model

### **UNIT-III ORGANIZATIONAL COMPETENCE AND RESOURCE ANALYSIS**

3.0 Organizational Competence and Resource Analysis

3.1 Organizational competence and resource analysis

3.2 Matching opportunities and resources strategy and values

3.3 Social responsibilities of management social audit

### **UNIT-IV STRATEGY IMPLEMENTATION**

4.1.0 Strategy Implementation

4.1.1 Implementing the Strategy

4.1.2 Organization design and structure relationships

4.1.3 Processes and leadership

4.1.4 Performance standards - corrective action.

### **UNIT-V TYPES OF STRATEGIES**

5.0 Types of Strategies

5.1 Generic Strategies

5.2 Grand Strategies

5.3 Strategies of Leading Indian Companies

#### **TEXT BOOK:**

1. Business Policy – L.M. Prasad

#### **REFERENCE BOOKS:**

1. Business Policy – P.K. Goss

2. Business Policy - Azar Kassmi

3. Business Policy - Strategy formation and management by Gelereck

## **MANAGEMENT INFORMATION SYSTEMS (CORE X)**

**Semester- VI**

**Course Code:**

**U16MS610**

**No. of Hours: 90**

**Credits: 6**

**General objective:**

To make the students understand the basic principles of MIS and its roles in the organization.

**Specific Objective:**

- To provide a fair understanding of basic concepts of MIS
- To provide details about the different types of Information system
- To provide understanding about Database management systems
- To provide in depth knowledge about System Development Life Cycle.
- To Know the modern concept of total system approach

**Learning Outcome:**

Ready to develop & introduce Business information system and helps them to understand the concept of total system approach.

**UNIT – I INTRODUCTION TO THE CONCEPTS OF MIS**

## 1.1.0 Introduction to The Concepts Of MIS

- 1.1.1 Introduction to the basic concepts of MIS
- 1.1.2 Functions of MIS
- 1.1.3 Characteristics of MIS
- 1.1.4 Limitations of MIS
- 1.1.5 Evolution of computer's and their role in MIS

**UNIT – II TYPES OF IS**

## 2.1.0 Types of IS

- 2.1.1 Introduction to Information System
- 2.1.2 Types of Information systems (TPS, DSS, EIS, ES)

**UNIT – III INTRODUCTION TO DBMS**

## 3.1.0 Introduction To DBMS

- 3.1.1 Information concepts for MIS Data
- 3.1.2 Database Management Systems.

**UNIT – IV SYSTEM ANALYSIS AND SYSTEM DESIGN**

## 4.1.0 System Analysis and System Design

- 4.1.1 Mechanics of systems analysis and Design
- 4.1.2 Flowcharts basics
- 4.1.3 System Development Life Cycle.

**UNIT – V SYSTEM APPROACH**

## 5.1.0 System Approach

- 5.1.1 System concepts
- 5.1.2 System approach to management
- 5.1.3 Total system approach
- 5.1.4 Functional Management Information Systems

**TEXT BOOK:**

1. Management Information System – L.M.Prasad, S.Chand Publication

**REFERENCE BOOKS:**

1. Computer information an Introduction – S Orilla
2. Management Information System – Raymond Mcleouliir.
3. Management Information System – S. Rajagopalan

## ENTREPRENEURIAL DEVELOPMENT (CORE: XI)

**Semester-VI**  
**Code: U16MS611**  
**No. of Hours: 90**

**Course**  
**Credits: 6**

### **General Objective:**

The purpose of this course is students should know about entrepreneur and it focused on project report.

### **Specific Objectives:**

- To give a brief Introduction on Entrepreneurial Development
- To analyse various check points to set up a small industry/business
- To give basic knowledge on how to run or start-up Industry/Business.
- To analyse various sources and methods to identify the investment and to manage effectively for the business requirement.
- To acquire knowledge on the how the women entrepreneur overcome the struggle & huddles to run the business and Government Benefits to them.

### **Learning Outcome:**

- With this the students, will understand how to develop his skills and overcome the problems while setting up a new business / Industry.
- Gives Knowledge on how to develop the skills to run the new business.
- Vast Knowledge on Government Policy for running the Business.
- Few knowledge on the Government loan on Capital Amount and how to manage and how to process in Business.
- Knowledge on how women Entrepreneur facing the challenges and overcome the struggles.

## **UNIT-I INTRODUCTION**

### **1.1.0 Introduction**

#### **1.1.1 Definition of Entrepreneur**

- 1.1.2 Importance of Entrepreneurship in underdeveloped economics
- 1.1.3 Constraints in such countries to Entrepreneurship
- 1.1.4 Sociological and psychological factors of Entrepreneurship Achievement
- 1.1.5 Motivation and methods of improving a person.

## **UNIT – II FEASIBILITY**

### **2.1.0 Feasibility**

- 2.1.1 Prerequisites of an entrepreneur
- 2.1.2 Factors to be considered when selecting a project and its location
- 2.1.3 Technical feasibility
- 2.1.4 Market feasibility
- 2.1.5 Importance of market survey and how to do it
- 2.1.6 Institutional support
- 2.1.7 Financial & non-financial support for state and central.

## **UNIT – III PROJECT PLANNING AND REPORT**

### **3.1.0 Project Planning and Report**

- 3.1.1 Economic feasibility
- 3.1.2 Planning the project
- 3.1.3 Essentials of a project report of a business
- 3.1.4 Counselling facilities available for technical training and project formulation
- 3.1.5 Choosing the scale of business.

## **UNIT – IV CREDIT**

### **4.1.0 Credit**

- 4.1.1 Managerial skills required by entrepreneurs and methods of acquiring them
- 4.1.2 Role of management consultant in India
- 4.1.3 Different types of credit required by a firm
- 4.1.4 Seed capital
- 4.1.5 Venture capital
- 4.1.6 Fixed capital
- 4.1.7 Working capital
- 4.1.8 Packing and export credit, and sources of these
- 4.1.9 Benefits of leasing.

## **UNIT – V WOMEN ENTREPRENEURS AND EMERGING TRENDS IN IT**

### **5.1.0 Women Entrepreneurs and Emerging Trends in It**

- 5.1.1-Problems faced by rural women entrepreneurs
- 5.1.2-Emerging Trend
- 5.1.3-SHG's and KVIC's suitable for handicapped persons
- 5.1.4-Problems of family business
- 5.1.5-Prevention of Industrial pollution of air and water around the business unit
- 5.1.6-Causes and prevention of industrial sickness, Emerging trends in IT industry
- 5.1.7- BPO's / ITES/STP's.

## **TEXT BOOK:**

1. Entrepreneurship Development – P Saravanavel.

## **REFERENCE BOOKS:**

1. Dynamics of Entrepreneurial Development - Vasanth Desai
  2. A practical guide to Industrial Entrepreneur – S B Srivastavan, Sultan Chand & Sons
  3. Entrepreneur Development – Gupta, Srinivasan
  4. Entrepreneurship Development Principles, Policies and Programmes – P Saravanavel
- Pushpam College,  
Poondi.

# **COMPANY LAW AND SECRETARIAL PRACTICES (Core-XII)**

**Semester-VI**

**Course Code:**

**U16MS612**

**No. of Hours: 90**

**Credit: 5**

## **General objective:**

The course aims to prepare the student to be a competent manager by introducing them to the basics of company law.

## **Specific objective:**

- To understand the formation, management and other activities of the companies.
- To impart the students, the corporate management, control, possible abuses, the remedies and government regulation of corporate business and winding up of companies.
- To facilitate an appreciation of the legal basis of the control exercised by a company's board of directors over a company's management and affairs, the legal limitations and constraints on this control and the effectiveness of these limitations and constraints in practice.

## **Learning outcomes:**

- The students will learn the law and legal principles in a variety of subject areas as well as understand legal procedures and practices.
- The students will learn the various roles performed by top level management of an organization.
- The students will be able to recall the procedures for conducting business meetings.

## **UNIT-I INTRODUCTION**

### 1.1.0 Introduction

- 1.1.1 Companies act
- 1.1.2 Formation
- 1.1.3 Kinds of Companies
- 1.1.4 Memorandum and articles of associations
- 1.1.5 Right and Liabilities of member
- 1.1.6 Prospectus
- 1.1.7 Shares and Debentures-winding up

## **UNIT-II ROLE OF DIRECTORS**

### 2.1.0 Role of Directors

- 2.1.1 Appointment of directors
- 2.1.2 Duties of directors
- 2.1.3 Share qualifications of directors
- 2.1.4 Disqualification of director
- 2.1.5 Removal of Directors
- 2.1.6 Managerial remuneration
- 2.1.7 Directors remuneration.

## **UNIT-III ROLE OF COMPANY SECRETARY**

### 3.1.0 Role of Company Secretary

- 3.1.1 Appointment of company secretary
- 3.1.2 Duties of company secretary
- 3.1.3 Qualifications & disqualification of secretary.

## **UNIT-IV COMPANY MEETINGS**

### 4.1.0 Company Meetings

- 4.1.1. Meeting of Directors

4.1.2. Business meetings

4.1.3. Preparation of notices

4.1.4. Agenda, Proxies, motions, Resolution and minutes (with special reference to companies Act 1956).

#### **UNIT-V ROLE OF CHAIRMAN**

5.1.0. Role of Chairman

5.1.1. Problem solving conferences

5.1.2. Duties of the chairman in a committee.

#### **TEXT BOOK:**

1. Company Law and Secretarial Practice-N D Kapoor -S.Chand and Company.

#### **REFERENCE BOOKS:**

1. Secretarial Practices – Tripathi.

2. Secretarial Practices – Prasanth Gosh