

# HEBER INSTITUTE OF MANAGEMENT STUDIES

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

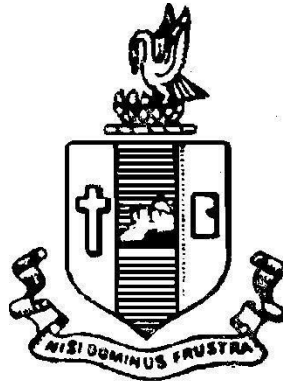
BISHOP HEBER COLLEGE (Autonomous)

; Nationally Accredited with A Grade by NAAC with a CGPA of 3.98 out of 4  
; Recognized by UGC as College with Potential for Expansion

(Affiliated to Bharathidasan University, Tiruchirappalli)

Tiruchirappalli – 620017

South India



## SYLLABUS

For Students admitted from 2016- 2019 Batch Onwards

## 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	U15EG1L1	6	3	25	75	100
III	Core I	Principles of Management	U16MS101	6	4	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	Language through Literature	U15EG2L2	6	3	25	75	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.Stud.	Environmental Studies	U15EST21	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	U15EG3L3	6	3	25	75	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	25	75	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	6	3	25	75	100
II	English IV	English through Extensive Reading	U15EG4L4	6	3	25	75	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	5	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	25	75	100
	NMEC II	Fundamentals of Marketing	U16MS4E1	2	2	25	75	100
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 SYSTAT (Theory & Practical)	U16MS508	5	4	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	6	25	75	100
	Core X	Management Information Systems	U16MS610	6	6	25	75	100
	Core XI	Entrepreneurial Development	U16MS611	6	6	25	75	100
	Core XII	Company Law and Secretarial Practice	U16MS612	5	5	25	75	100
	Core Project	Project Work	U16MS6PJ	6	5	40	60	100
V		Extension Activities			2			

		Gender Studies			1			
				<b>Total Credit</b>	<b>142</b>			

SBEC: Skill Based Elective Courses  
 NMEC: Non Major Elective Courses

* Other Languages :	Hindi	Sanskrit	French		Hindi	Sanskrit	French
Semester I :	U14HD1L1	U13SK1L1	U14FR1L1	Semester III:	U14HD3L3	U13SK3L3	U14FR3L3
Semester II:	U14HD2L2	U13SK2L2	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
<b>TOTAL COURSES</b>	<b>38</b>

NMEC offered by the Department: 1. Fundamentals of Management – U13MS3E1  
 2. Fundamentals of Marketing – U13MS4E2

**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

## **SEMESTER-I**

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

**Course Code: U16MS101**

**Credit: 4**

*Course Objective: To make the students understand the basic principles of Management to make effective managerial decisions.*

#### **UNIT-I INTRODUCTION**

The development of management thoughts – Contributions of Taylor, Henry Fayol, Elton Mayo, Gilbreth Maslow, Peter Drucker, Mintzberg, Functions of a Manager.

#### **UNIT-II PLANNING**

Planning – nature and purpose – objective – operations and strategic planning – types – steps in planning – limitations, Centralization and Decentralization.

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

Organizing - Organization theory – organization structure delegation defined, Staffing – Definitions, Objectives, Merits and Demerits.

#### **UNIT – IV DIRECTION**

Directing – Principles – Role theory and role analysis – Hawthorne studies – Morale and motivation.

#### **UNIT – V CONTROL**

Controlling – function – steps – budgeting – 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



## SEMESTER-I

### BUSINESS ECONOMICS (Allied-I)

**Course Code: U16MS1Y1**

**Credit: 4**

**Course Objective:** *To make the students understand the basic principles of economics and its application to management.*

#### UNIT-I INTRODUCTION

Utility of Economics in Business management and industrial administration. Analysis of demand and supply – Law of Diminishing marginal utility – Concept of Consumer Surplus – Elasticity of demand – Indifference curve analysis. Returns to scale importance of increasing returns in industrial activity – concepts of cost – concepts of elasticity of supply – forces governing the supply of production, land, Labour, capital and enterprise.

#### UNIT-II MARKET STRUCTURE

Market structure- Theory of firm – The problem of price fixation – the role of supply and demand- Concept of normal profit – sales maximization principle.

#### UNIT – III TYPES OF ECONOMY

Monopoly – Monopolistic competition – Economics of Bulk purchase, Competition, Imperfect competition, Oligopoly- Pricing strategies.

#### UNIT – IV INCOME

National Income – Circular flow of income – Measurement and difficulties in the measurement.

#### UNIT – V MONEY MARKET

Functions of money – theories of money supply – role of commercial banks – RBI – methods of credit control, 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

## SEMESTER-I

### BUSINESS COMMUNICATION (Allied – II)

**Course Code: U16MS1Y2**

**Credit: 4**

***Course Objective:** To make the students understand the basics of written communication which is very essential in modern business.*

#### **UNIT-I INTRODUCTION**

Communication process – Types of communication (Meaning – need – importance – commercial terms and abbreviations.)

#### **UNIT-II MEDIA OF COMMUNICATION**

Media of communication – Principles of effective communication – Barriers to communication – Need, Function of business letters – Effective Business letters.

#### **UNIT – III WRITTEN COMMUNICATION**

The layout of the letter – Enquiries and Reply – Quotations – Sales Letters – Claims and Adjustments, Collection letters – Circular letters – Application letters.

#### **UNIT – IV BUSINESS CORRESPONDENCE**

Import – Export correspondence – Correspondence of a company secretary – Memos and other forms of messages- minutes of the meeting.

#### **UNIT – V LISTENING AND REPORT FORMATS**

Importance of listening and communications – Principles of effective listening – 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

## SEMESTER-II

### PRINCIPLES OF MARKETING (Core – II)

**Course Code: U16MS202**

**Credit: 5**

***Course Objective:** To make the students understand the basic principles of Marketing to make effective managerial decisions.*

#### UNIT-I INTRODUCTION

Marketing function, the marketing concept, Marketing management system, Objectives and its interfaces with other functions in the organization.

#### UNIT-II MARKETING ENVIRONMENT

Marketing Environment – Demographic, Economic, Physical, Technological, Political-marketing segmentation, targeting and positioning.

#### UNIT-III CONSUMER BEHAVIOR

Consumer markets and buying behaviour- (terms).

#### UNIT –IV MARKETING STRATEGIES

Co-Dept of Marketing Midž, Fouđ P's of Marketing, Marketing Strategies – Concept of Product Life Cycle- New Product Development Process – Pricing Decisions.

#### UNIT –V SERVICES MARKETING

Introduction to service marketing: Types of service – Difference between goods & service – problems in service, Bank, Insurance, BPO – Handling complaints – Quality of service.

#### TEXT BOOK:

1. Marketing Management – Rajan Nair / Rajan Saxena
2. Marketing Management – Philip Kotler – Prentice Hall Of India. (13<sup>th</sup> edition)

#### 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

## SEMESTER-II

### ORGANISATIONAL BEHAVIOUR (Allied –III)

**Course code: U16MS2Y3**

**Credit: 4**

*Course objective: The course deals with understanding the behaviour of various individuals in the organization.*

#### UNIT-I INTRODUCTION

The Concept of organizational Behaviour - nature of man – nature of organization- models of organization behaviour – S.O.B.C. model- organization behaviour and human relation.

#### UNIT-II INDIVIDUAL BEHAVIOUR

Individual behaviour – Perception – personality- Attitude.

#### UNIT-III GROUP BEHAVIOUR

Group dynamics - Group formation - groups at work - formal and informal groups - group cohesiveness, group pressure and norms, individual - group goals

#### UNIT-IV LEADERSHIP

Leadership - Characteristics - styles of leadership - power and authority.

#### UNIT-V MOTIVATION

Morale and motivation in industry - of Maslow, Herzberg and Alderfer

#### TEXT BOOK:

1. Organizational Behaviour - S.S. Khanka (S.Chand, 2000)

#### 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.

## SEMESTER-II

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

**Course Code: U16MS2Y4**

**Credit: 4**

**Course Objective:** To make the students understand the basics of business Mathematics & statistics which are very essential to make the managerial decisions effectively.

#### UNIT-I INTRODUCTION TO BUSINESS MATHS

Arithmetic and Geometric series- Application to Business problems, Matrix algebra – addition, subtraction and multiplication.

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

Nature and scope of statistics – Uses of Statistics in Business. Statistical Data-primary and secondary- classification of data - Frequency distribution - Histogram, Frequency polygon and Frequency curve. Graphs and Diagrams – Bar diagrams, pie Diagrams, Measures of central tendency - mean, median, mode, Geometric mean and Harmonic mean – uses of averages in Business.

#### UNIT-III MEASURES OF DISPERSION

Measures of dispersion – Range, Q.D, M.D and S.D - co-efficient of variation - uses in Business

#### UNIT-IV SKEWNESS AND KURTOSIS (ONLY THEORY)

Skewness - meaning – Coefficient of skewness - kurtosis (Definition-meaning – types).

#### UNIT-V CORRELATION AND REGRESSION

Simple Correlation - Karl Pearson – Spearman's Rank Correlation, Regression lines - trend method of least squares only

#### 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 –I, III & V Only problems  
Unit-II (theory and problems) Unit –IV (only theory)

## SEMESTER – III

### BACHELOR OF BUSINESS ADMINISTRATION

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
	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
7	FUNDAMENTALS OF MANAGEMENT [ED]	U13MS3E1

## SEMESTER-III

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

**Course Code: U16MS303**

**Credit: 4**

**Course objective:** *The course aims to prepare the student to be a competent manager by introducing them to the basics of financial and management accounting.*

#### UNIT-I INTRODUCTION TO FINANCIAL ACCOUNTING

Definition of account – The nature, objects and utility of accounting in industrial and business enterprise – books of accounts – accounting concepts – The theory of double entry – book keeping, journal – subsidiary books – ledgers – trial balance.

#### UNIT-II FINAL ACCOUNTS

Statements of accounts – trading account – profit and loss account and Balance sheet (with simple adjustments)

#### UNIT-III INTRODUCTION TO MANAGEMENT ACCOUNTING

Management accounting – meaning – objectives – scope of management accounting and financial accounting, Management and cost accounting – uses and limitation of management accounting.

#### UNIT-IV RATIO ANALYSIS

Analysis and interpretation of financial statement through accounting ratios – analysis for liquidity solvency and profitability – significance of various ratios and their computation – uses and limitations of ratios.

#### UNIT-V FUND FLOW ANALYSIS

Fund flow analysis – concept of funds – sources and uses of funds – concepts of flow – fund flow statements – management use of fund analysis - 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,



## SEMESTER-III

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

**Course Code: U16MS3:1**

**Credit: 5**

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

#### UNIT-I SALES MANAGEMENT

Organization of sales management – Recruitment of sales force – Training of sale quota

#### UNIT-II MANAGING THE SALES FORCE

Performance Evaluation of Sales Force – Compensation of sales force.

#### UNIT-III DISTRIBUTION MANAGEMENT

Distribution management: Members of Distribution channels, stockist, wholesaler, retailer, dealer, appointment of dealers and other members, role of channel members in promoting sales.

#### UNIT-IV LEGAL ASPECTS

Legal aspects in sales management, Sales tax, pricing structure

#### UNIT-V WAREHOUSING

Warehousing: Locations and Functions

#### TEXT BOOK:

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

#### REFERENCE BOOKS:

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

## SEMESTER-III

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

**Course Code: U16MS3:2**

**Credit: 5**

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

#### UNIT-I INTRODUCTION

Advertising – Advertising an element of Marketing Mix – Objectives – Advertising and Salesmanship – Role and Importance – Planning for Advertisements – Communication process in advertising.

#### UNIT-II ADVERTISING MIX

Advertisement copy – Kinds – Appeals – Advertising Mix – Advertising Budget and relevant decisions.

#### UNIT-III ADVERTISING AGENCIES

Advertising agencies and their role – type of advertising – measuring the effectiveness of advertisement – Managing agency

#### UNIT-IV SALES PROMOTION

Sales promotion – Objectives – advantages – tools and their effectiveness- Measuring the effectiveness of promotions..

#### UNIT-V PERSONAL SELLING

Personal selling- direct marketing, publicity and Public relations.

#### TEXT BOOK:

1. Advertising and sales promotion – by Saravanel

#### 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)

## SEMESTER-III

### TOTAL QUALITY MANAGEMENT (Elective I)

**Course Code: U16MS3:3**

**Credit: 5**

*Course Objective: To make students understand the concept of Quality and related techniques in implementing TQM.*

#### UNIT-I INTRODUCTION

Definition of TQM - Evolution of TQM -Principles of TQM - Dimensions of Quality - various definition of Quality.

#### UNIT-II QUALITY PHILOSOPHIES

Quality Philosophies of Deming - Juran - Models of TQM -Leadership vision - Mission and Quality Policy Statements.

#### UNIT-III QUALITY TOOLS

Quality Improvement Tools – The Seven Statistical Tools - The New Seven Tools.

#### UNIT-IV QUALITY PROCESS

Kaizen - 5s Process -Quality Circles –SPC- TPM – JIT- Bench Marking.

#### UNIT-V QUALITY MANAGEMENT SYSTEMS

Quality Management Systems – Requirements and principles of QMS- 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.

## SEMESTER –III

### OPERATIONS RESEARCH (ALLIED –V)

**Course Code: U16MS3Y5**

**Credit: 3**

**Course 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.*

#### UNIT –I INTRODUCTION

Development of OR- characteristics - scientific methods – scope – Applications – Objectives – Phases – model – classification - types of mathematical model, limitation.

#### UNIT-II TRANSPORTATION

Transportation problems- North West Corner Rule, Least Cost Method, VAM

Assignment problems (No revisions)

#### UNIT-III SEQUENCING

Sequencing Problems – Replacement Problems

#### UNIT-IV LINEAR PROGRAMMING PROBLEMS

LPP- Formation, Graphical solution- mathematical solution- Ordinary Simplex.

#### UNIT-V PERT &CPM

PERT - Free Float, Independent Float, Total float - CPM (theory with basic problems)

#### TEXT BOOK:

1. Operations Research by - S.Kalavathi
2. Operations Research by - KanthiSwarub

#### 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)

## SEMESTER- III

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

**Course Code: U16MSPS1**

**Credit: 2**

**Course Objective:** This course is designed to impart a basic knowledge of the concepts and tools of IT.

#### UNIT-I INTRODUCTION TO COMPUTERS

Introduction to Computers: Types of Computers – characteristics of computers - Five Generations of Modern Computers;Anatomy of a Digital Computer: Functions and components of Computer;Operating System;Introduction to Database Management System (DBMS).

#### UNIT-II MICROSOFT OFFICE: WORD

Getting Started with Microsoft Word- Editing a Document- Formatting A Document- Using Editing and Proofing Tools- Changing the Layout of a Document- Inserting Elements to Word Documents- Working with Tables- Working with Columned Layouts & Section Breaks.

#### UNIT-III MICROSOFT OFFICE: POWERPOINT

Introduction to PowerPoint -Adding and Formatting Text -Customizing Presentations - Working with Shapes and Pictures -Adding Objects and Effects -Outlining Proofing and Printing -Delivering Your Presentation .

#### UNIT-IV MICROSOFT OFFICE: EXCEL

Introduction to MS Excel- Worksheets and Workbooks- Entering Information into MS Excel- Formatting a Worksheet- Adding Elements to a Workbook- Charts- Formulas and Calculations- Excel Forms- Tables- Developing a Workbook- Sharing Worksheets and Workbooks.

#### UNIT V INTRODUCTION TO TALLY

Fundamentals of computerized accounting, Computer accounting VS manual accounting, Architecture and customization of Tally - Features of tally - configuration of tally - tally screen and menu.

#### TEXT BOOKS:

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

#### REFERENCE BOOKS:

1. K.K Nandhani - Implementing tally 9.0 BPB publishers2.Tally 9 –Agarwal

## SEMESTER – III

### EXTRA DISCIPLINARY COURSE: – FUNDAMENTALS OF MANAGEMENT

**Course Code: U16MS3E1**

**Credit: 2**

*Course Objective: To make the students understand the fundamentals of management*

#### UNIT-I INTRODUCTION

Management – Meaning, definition, importance – functions of management – Management vs. Administration- TaLJlođ's ŵaŶageŵeŶt – FaLJol's ŵaŶageŵeŶt

#### UNIT-II PLANNING

Planning – Meaning – Definition – Importance – Steps – Types - Barriers

#### UNIT-III ORGANIZATION

Organization - Meaning – Definition – Importance – Types, Formal, Informal, Matrix

#### UNIT-IV STAFFING AND CONTROL

Definition – Meaning – objectives – Importance of staffing, Controlling, Budgeting (Basic Concepts only)

#### UNIT-V MOTIVATION

Motivation – Meaning – Definition – Types – Maslow theory – Leadership – Meaning, Definition, Importance – Types – Leader Vs Manager.

#### 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- KooŶtz o' doŶeel

## SEMESTER – IV

### BACHELOR OF BUSINESS ADMINISTRATION

S.NO	TITLE OF THE PAPER	COURSE CODE
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-I (THEORY AND PRACTICAL)	U16MSPS2
7	PRINCIPAL OF MARKETING [ED]	U16MS4E1

## SEMESTER-IV

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

**Course Code: U16MS404**

**Credit: 4**

**Course Objective:** To make the students to understand the basic concept of cost accountancy and enrich the knowledge of management accountancy which is the continuation of part I.

#### UNIT-I INTRODUCTION TO COST ACCOUNTANCY

Introduction to cost accountancy-objectives- cost accountancy and financial accountancy- cost accountancy and management accountancy- essentials – limitations – cost centres – types of costing system – methods of costing, Cost classification, Cost Sheet

#### UNIT-II MATERIAL COSTING

Material costing, EOQ, Minimum Order, Maximum Order, Danger Level, Safety Level – methods of pricing material issues – FIFO, LIFO, HIFO, Simple Average, Weighted Average Pricing, Base Stock Method.

#### UNIT-III OVERHEADS ALLOCATIONS

Overheads – classification – allocation and apportionment – absorption – methods of overhead absorption

#### UNIT-IV MARGINAL COSTING

Marginal costing and profit planning – distinction between absorption costing and marginal costing, marginal costing and direct costing, difference – key factor- break even analysis – margin of safety – cost volume profit relationship

#### UNIT-V WORKING CAPITAL MANAGEMENT & INVENTORY

Working capital management – meaning and importance – management of cash, receivable and inventories, Working capital planning – inventory management- introduction with basic problems like ABC, VED

#### 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



## SEMESTER-IV

### TRAINING AND DEVELOPMENT (Elective-II)

**Course Code: U16MS4:1**

**Credit: 5**

***Course objective:** The course aims to prepare the student to be a competent manager by introducing them to the basics of training methods and develop their soft skills.*

#### **UNIT-I INTRODUCTION**

Definition: Training – Need for training – Gaps in Training – Learning and its Principles.

#### **UNIT-II TRAINING PROCESS**

Training Process – Steps in Training Programme – Selection of Internal and External Trainers-Advantages and Disadvantages

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

Methods of Training – Traditional Training – On – The Job Training – Apprentice, Informal Training – Job Instruction, Off – the Job Training – Lectures, Multimedia Tools, Laboratory Training, Case Study.

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

Managerial Development and Training – Methods – Executive Development – managerial on the job Training: Job Rotation, Coaching – Managerial off the Job Training: Case Studies, Seminars, Games, Behavioural modelling.

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

Training needs analysis: Implementation of the Training Programme – Evaluation of Training Programme – How to Make training Programme Effective?

#### **TEXT BOOKS:**

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

#### **REFERENCE BOOKS:**

1. E|eēLJ TāaiŶeē's HaŶdd'ook – DevendraAgochia
2. Training for Trainers-Gary Kroehnert- Tata MCgrawill

## SEMESTER-IV

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

**Course Code: U16MS4:2**

**Credit: 5**

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

#### **UNIT-I INTRODUCTION**

Organisational Change – Need –Nature of Organisational Change – Resistance of Change – Transactional and Transformational Change

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

Organizational Development – Need – Objectives – OD Process – Nature – Scope

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

Characteristics of OD – History of OD-The Changing Context-Second generation OD

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

Action Research – OD Interventions – Need and Types.

#### **UNIT-V IMPLEMENTATION**

Implementation of OD – 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

**SEMESTER-IV**  
**BUSINESS LAW (Allied-VI)**

**Course Code: U16MS4Y6**

**Credit: 3**

***Course Objective:** To make the students aware the rules & regulations for a business and to impart a basic knowledge about Insurance.*

**UNIT-I CONTRACT ACT**

Contract Act-Definition, Classification - essentials of a Contract, Mistake, Misrepresentation and fraud- right and Obligations of Parties to Contract not Enforceable- Assignment, Breach, Performance and Discharge.

**UNIT-II LAW OF AGENCY**

Law of Agency- nature appointment, Termination, right and duties Liabilities-relation with third parties- types of agents.

**UNIT-III PARTNERSHIP**

Partnership- Definition, Creation relation with Partner interest and to third party Liabilities

**UNIT-IV SALE OF GOODS ACT**

Sale of goods Act-Definition, Price, Conditions and warranties-right and remedies in case of Breach-Stoppage in transit transfer of property.

**UNIT-V INSURANCE**

Introduction to Life Insurance: Definition, Difference between Life Insurance& other forms of insurance, Kinds of life insurance policy – Fire Insurance: Definition, Types, Claim – Marine Insurance: Definition, subject matter, characteristics, kinds of Marine policies, 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
6. IRDA material.

## SEMESTER – IV

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

**Course Code: U16MSPS2**

**Credit: 2**

***Course 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.*

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

Creation of Company –Group-editing and deleting ledgers; Creation of Ledgers –editing and deleting ledgers; Final Sheet with balance sheet adjustment.

#### **UNIT –II VOUCHER**

Introduction to Voucher Entries –Payment Voucher-Contra voucher-journal Voucher-editing and deleting voucher.

#### **UNIT-III COST CENTERS**

Introduction to cost – Creation of cost categories – creation of cost centers – Editing and deleting- usage of cost category and cost centers in voucher entry

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

Generating and printing reports in detailed and condensed format – Day book

#### **UNIT-V VAT**

Cash flow statement-Fund flow statement – Bank reconciliation statement – VAT

#### **TEXT BOOK:**

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

#### **REFERENCE BOOK:**

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

## **SEMESTER-IV**

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

**Course Code: U16MS4E1**

**Credit: 2**

*Course Objective: The purpose of this course is to make the students of other disciplines familiar with the fundamental concepts of marketing.*

#### **UNIT-I INTRODUCTION**

Marketing – Meaning – Features – Importance – Merchandising – Marketing & Selling, Macro view of marketing – What is service, consumer, direct marketing?

#### **UNIT-II MARKETING MIX**

Marketing mix – Product -- meaning - Features – Classification – Product line – Product mix -  
- Brand – Features – Types – Brand name

#### **UNIT-III PRICE**

Price – meaning –Importance – Kinds – Price leader

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

Place – Channels of distribution (Types)

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

Promotion – Only the meaning, Importance, types of Advertisement, Sales promotion, 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 AND INTRODUCTION TO SYSTAT (THEORY AND PRACTICALS)	U16MS508
5	INVESTMENT MANAGEMENT	U16MS5:1
	PROJECT MANAGEMENT	U16MS5:2
	RETAIL MANAGEMENT	U16MS5:3
6	INTERVIEW SKILLS	U16MS5S3

## SEMESTER-V

### FINANCIAL MANAGEMENT (Core-V)

(60% Theory, 40% Problems)

**Course Code: U16MS505**

**Credit: 5**

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

#### UNIT-I BASIC CONCEPTS

Nature of financial management-meaning and scope of finance function-financial management and its function -goals of financial management - importance of financial management- organization of financial department.

#### UNIT-II COST OF CAPITAL

Cost of Capital-Concept – Importance and types of cost of capital - measurement of cost of capital - weighted average cost of capital-Operating and financial Leverages.

#### UNIT-III CAPITAL STRUCTURE

Capital structure-meaning, Factors affecting capital structure-capital gearing, high and Low gearing, significance, meaning of trading on equity, limitations on the policy of trading of equity.

#### UNIT-IV CAPITAL BUDGETING

Capital budgeting – nature of capital expenditure, concept of capital budgeting, capital budgeting procedures-methods of ranking investment proposals-payback method-return on investment method- IRR and ARR– present value method.

#### UNIT-V PLANNING AND FORECASTING

Financial Planning and forecastingConcept-characteristics and factors affecting financial planning - necessity and limitations-cash forecasting.

#### TEXT BOOKS:

1. Financial management – S.N. Maheshwari
2. Financial Management – Dr.Ramachandran&Dr.R.Srinivasan

#### REFERENCE BOOKS:

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

## SEMESTER – V

### OPERATIONS MANAGEMENT (CORE – VI)

**COURSE CODE: U16MS506**

**Credit: 5**

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

#### **UNIT – I INTRODUCTION**

An overview of production management – relationship of production management with marketing, finance, HRM and materials management – Factors for plant location – plant layout – types of layouts and their sustainability.

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

Introduction to work, time and motion study, work measurement, normal time, standard time, capacity planning, various charts used in production management.

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

Production planning and scheduling – kind of production plans, aggregate scheduling, monthly and weekly scheduling

#### **UNIT – IV QUALITY CONTROL**

Quality control and inspection – acceptance sampling technique – statistical quality control – Control charts – Introduction to TQM.

#### **UNIT – V INVENTORY CONTROL**

Inventory control of raw materials – Inventory store management – EOQ meaning – JIT – Value analysis and value engineering – 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 – Kanishka Bedi, Oxford



## SEMESTER-V

### HUMAN RESOURCE MANAGEMENT (CORE-VII)

**Course Code: U16MS507**

**Credit: 5**

*Course Objective: To make students understand the various concepts and theories of Human Resource management.*

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

Introduction – Processes and functions of HR management – HR Department Organization – role of HR Manager in the organization.

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

HR Planning – Concepts, Methods, Job Analysis – Job Description, Job Specification, Selection process – Employment tests and interviews.

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

Induction programme – Different training methods in company – Performance appraisal and review.

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

Job Evaluation methods, Wages – Different patterns of wage payments time rate – Piece rate – wage incentives – bonus.

#### **UNIT-V INDUSTRIAL RELATIONS**

Concept of industrial relations – separation and its types- retirement and retirement benefits – Gratuity, Provident Fund and pension scheme.

#### **TEXT BOOK:**

1. Human Resource Management – S. P Gupta (15<sup>th</sup> 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

## SEMESTER – V

### RESEARCH METHODOLOGY & INTRODUCTION TO SYSTAT (CORE-VIII) (THEORY & PRACTICAL)

**Course Code: U16MS508**

**Credit: 4**

*Course Objective: To make the students understand the concept of research methodology and its applications in business*

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

Research: Definition, meaning, characteristics, research process, research need, formulating the problem, sampling, pilot-testing, data collection, research design.

#### UNIT- II SCALING TECHNIQUES

Measurement: nature, scales, scaling nature, methods. Sampling: nature, simple probability and complex probability.

#### UNIT- III DATA ANALYSIS

Sources and collection of data: primary and secondary sources, survey observation, experimentation. Coding, data-entry, tabulation & cross tabulation.

#### UNIT- IV INTRODUCTION TO SYSTAT

Hypothesis: meaning, types, statistical testing, chi-square SYSTAT procedures, application and practical.

#### UNIT- V REPORT WRITING

Presenting Results: Written and oral reports.

#### TEXT BOOK:

1. Research Methodology – Saravanel, Sultan Chand

#### REFERENCE BOOKS:

1. Research Methodology - CR KOTHARI
2. Business Research Methods - EMORY AND COOPER
3. Research Methodology – Dr. P. Ravilochanan.

## SEMESTER-V

### INVESTMENT MANAGEMENT (Elective-III)

**Course code: U16MS5:1**

**Credit: 5**

**Course Objective:** To make the students understand the basic Concept of Investment and various investment avenues.

#### UNIT-I CONCEPT OF INVESTMENT

Nature of investment, definition, need and importance of studying investment, scope for investment, Investment media.

#### UNIT-II INVESTMENT AVENUES

Investment alternatives, organizing financial assets, non-marketable financial assets, money market securities.

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

Indirect investing, Investment Company, types of investment companies, major types of mutual funds. Investing internationally through investment companies

#### UNIT-IV CAPITAL MARKET

Securities markets, primary market, secondary market. Structure of capital market and portfolio theory

#### UNIT-V STOCK EXCHANGE AND TYPES OF STOCK

Stock exchange - definition, functions, membership, Services of stock exchange, common stocks - analysis and strategy.

#### 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

## **SEMESTER-V**

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

**Course Code: U16MS5:2**

**Credit: 5**

*Course Objective: To make students understand and learn about Project management.*

#### **UNIT-I INTRODUCTION**

Principles of project management, project management life cycle, quality management, relationship between project management and other methodologies.

#### **UNIT-II PROJECT TECHNIQUES**

Defining projects, rules for managing projects, competencies and skills for project managers-job functions and tasks for project management, Techniques of project.

#### **UNIT-III PROJECT ACTIVITIES**

Identify project activities-estimate activity duration-resource requirement and cost, organize and conduct the joint project planning session

#### **UNIT-IV RISK MANAGEMENT**

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

#### **UNIT-V IMPLEMENTATION**

Implementation-recruit, organize and manage project team, monitoring and controlling, 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.

## **SEMESTER- V**

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

**Course Code: U16MS5:3**

**Credit: 5**

***Course objective:** The course aims to prepare the student to be a competent manager by introducing them to the basics of retail management.*

#### **UNIT-I INTRODUCTION**

An introduction to the retailing system, Evolution of Retailing and emerging trends.

#### **UNIT-II RETAILING MIX**

Retailing mix – social forces – economic forces – technological forces – competitive forces.

#### **UNIT-III RETAILING STRUCTURE**

Retailing definition, structure, different formats – marketing concepts in retailing

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

Consumer purchase behaviour – cultural – and social group influence on consumer purchase behaviour, Private labels in retail branding.

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

Retail store location – traffic flow and analysis – population and its mobility –exteriors and layout – customer traffic flows and pattern – 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.

**SEMESTER – V**  
**INTERVIEW SKILLS (SBEC III)**

**Course Code: U16MS5S3**

**Credit: 2**

*Course objective: The purpose this course is students should aware about interview skills.*

**UNIT-I INTRODUCTION**

Interviews -A concept of mutuality, Getting update with current affairs, How to prepare bio-data-preparation before interview.

**UNIT-II GROOMING**

Grooming for interview -Tips to make interview successful – Mock Interviews.

**UNIT-III SKILLS**

Interview - skills, analysing behaviour, Listening skills, presentation skills, Levels of interviewing-Pre and post interview behaviour.

**UNIT-IV TYPES**

Interview types, selection - interview, appraisal interview, negotiating interview, counselling,interview.

**UNIT-V MODERN METHODS**

Tele - communication interview. Latest methods of interview like video conferencing.

**TEXT BOOKS:**

**REFERENCE BOOKS:**

1. How to succeed at interview. - Sudhir Andrews
2. Skills for interviewing - Leslie Rae
3. 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	PROJECTWORK	U16MS6PJ

## SEMESTER-VI

### STRATEGIC MANAGEMENT (CORE-IX)

**Course Code: U16MS609**

**Credit:6**

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

#### UNIT-I INTRODUCTION

Total organizational view: the concept of strategy policy, planning hierarchies, evolution strategy, philosophy of strategy. Formulation of the Strategy.

#### UNIT-II ENVIRONMENTAL & INDUSTRY ANALYSIS

SWOT Analysis-Environmental analysis - Industry analysis – Pođteđ's fiļe fođĐe ŵodel.

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

Organizational competence and resource analysis, matching opportunities and resources strategy and values, Social responsibilities of management social audit.

#### UNIT-IV STRATEGY IMPLEMENTATION

Implementing the Strategy: Organization design: structure relationships, processes, leadership; Performance standards - corrective action.

#### UNIT-V

Generic Strategies-Grand Strategies-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.



## SEMESTER VI

### MANAGEMENT INFORMATION SYSTEMS (CORE X)

**Course Code: U16MS610**

**Credit:6**

*Course objective: To make the students understand the basic principles of MIS and its roles in the organization.*

#### **UNIT – I CONCEPTS**

Introduction to the basic concepts of MIS, functions – characteristics - Limitations of MIS, Evolution of Computerized and the role of MIS, Hardware features – Software features

#### **UNIT – II TYPES OF IS**

Introduction to Information System – types (TPS, DSS, EIS, ES)

#### **UNIT – III INTRODUCTION TO DBMS**

Information concepts for MIS Data – Database Management Systems.

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

Mechanics of systems analysis and Design – Flowcharts basics - System Development Life Cycle.

#### **UNIT – V SYSTEM APPROACH**

System concepts and system approach to management, total system approach – 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 Mcleouir.
3. Management Information System – S. Rajagopalan.

## SEMESTER-VI

### ENTREPRENEURIAL DEVELOPMENT (CORE: XI)

**Course Code: U16MS611**

**Credit: 6**

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

#### UNIT – I INTRODUCTION

Definition of Entrepreneur – Importance of Entrepreneurship in underdeveloped economics – Constraints in such countries to Entrepreneurship – Sociological and psychological factors of Entrepreneurship Achievement, motivation and methods of improving a person.

#### UNIT – II FEASIBILITY

Prerequisites of an entrepreneur, Factors to be considered when selecting a project and its location – Technical feasibility, Market feasibility, Importance of market survey and how to do it; **Institutional support – Financial & non-financial support for state and central.**

#### UNIT – III PROJECT PLANNING AND REPORT

Economic feasibility – Planning the project – Essentials of a project report of a business – Counselling facilities available for technical training and project formulation. Choosing the scale of business.

#### UNIT – IV CREDIT

Managerial skills required by entrepreneurs and methods of acquiring them – Role of management consultant in India – Different types of credit required by a firm, seed capital, venture capital, fixed capital, working capital, packing and export credit, and sources of these, Benefits of leasing.

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

Problems faced by rural women entrepreneurs – Emerging Trend – SHG's and KVIC's suitable for handicapped persons – Problems of family business – Prevention of Industrial pollution of air and water around the business unit – causes and prevention of industrial pollution, BPO's / ITES/STP's.

#### TEXT BOOK:

1. Entrepreneurship Development – P Saravanel.

#### 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 Saravanel  
Pushpam College, Poondi.

## SEMESTER-VI

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

**Course Code: U16MS612**

**Credit: 5**

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

#### UNIT-I INTRODUCTION

Companies act-Formation-Kinds of Companies- Memorandum and articles of associations-right and Liabilities of member-prospectus-shares and Debentures-winding up

#### UNIT-II ROLE OF DIRECTORS

Appointment of directors-duties of directors-share qualifications of directors-disqualification of director-removal of Directors-Managerial remuneration-Directors remuneration.

#### UNIT-III ROLE OF COMPANY SECRETARY

Appointment of company secretary -duties of company secretary -qualifications & disqualification of secretary.

#### UNIT-IV COMPANY MEETINGS

Meeting of Directors, Business meetings-Preparation of notices, Agenda, Proxies, motions, Resolution and minutes (with special reference to companies Act 1956).

#### UNIT-V ROLE OF CHAIRMAN

Problem solving conferences-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.