

VIVEKANANDHA

**COLLEGE OF ARTS AND SCIENCES FOR WOMEN
ELAYAMPALAYAM, TIRUCHENGODE (Tk.), NAMAKKAL (Dt.).**

(Approved by AICTE & Re- accredited with A grade by NAAC)



DEPARTMENT OF BUSINESS ADMINISTRATION

B.B.A

SYLLABUS & REGULATIONS

AUTONOMOUS

**FOR CANDIDATES ADMITTED FROM 2019-20 ONWARDS
UNDER AUTONOMOUS & OBE PATTERN**

VIVEKANANDHA EDUCATIONAL INSTITUTIONS

Angammal Educational Trust

Elayampalayam, Tiruchengode (Tk.), Namakkal (Dt.)

B.B.A

1. SCOPE OF THE COURSE

B.B.A. is a high profile undergraduate program aimed to create enhanced competence of career positioning tied up with opportunity to become a global business and management professional. The program expects a serious commitment of the student to take up challenging study schedules and assignments. The course involves a blend of theoretical education and practical training which run concurrently for a period of three years and equips a student with knowledge, ability, skills and other qualities required for professional executives.

The uniqueness of the program is its content and topic coverage, the teaching methodology and the faculty. The syllabus has been designed at a level equal to that of professional courses. The teaching methodologies include classroom lectures, industrial visits, orientation, internship, case study and research work. Focus is also on developing soft skills of the students. For Core subjects, Outsource Guest Lectures by Industrialists and Professional Men will be arranged to enable the students to get wider exposure. Students joining in this program can also enroll for any one of the professional courses offered like MBA, MIBA ,etc.

2. SALIENT FEATURES

- ✓ Course is specially designed for a higher level Career Placement and to get in-depth knowledge to meet the demand of the current education scenario..
- ✓ Special Guest lectures from Industrialists, Bankers, and Business Executives will be arranged.
- ✓ Exclusively caters to students interested in pursuing professional courses like MBA, MIBA.
- ✓ Special Industry Orientations and Training are parts of the Degree Course.
- ✓ Project work is included in the syllabus to enhance conceptual, analytical & deductive skills.

3. OBJECTIVES OF THE COURSE

- ❖ To enable the students to acquire professional knowledge over Business and other related subjects.
- ❖ To impart knowledge in advanced concepts and applications in various fields of Management.

- ❖ To embed practical knowledge in the minds of students through industrial visits and various training programmes.
- ❖ To enable the students to gain knowledge over the recent developments in the various areas of Management.
- ❖ To orient the students in the applied aspects of different advanced business practices.
- ❖ To equip the students to occupy important positions in Business, Industries and related organizations.
- ❖ To inspire the students to apply their knowledge gained for the development of society in general.

4. ELIGIBILITY FOR ADMISSION

Candidates seeking admission to the first year Degree course **B.B.A.** shall be required to have passed

- a) Higher Secondary Examination (Academic or Vocational Stream) conducted by the Government of TamilNadu.
- (or)
- b) Any examination accepted as equivalent thereto by the syndicate of Periyar University. Preference will be given to those who have taken commerce as a subject in the qualifying examination.

5. TRANSITORY PROVISIONS

Candidates who have undergone the UG Course of study before 2017-18 shall be permitted to appear for the examinations under the same regulations for a period of three years i.e., upto and inclusive of the examination of April/May 2019-20. Thereafter, they will be permitted to appear for the examination only under the regulations then in force. Supplementary examinations will be conducted within a month. In case of failure she has to complete within 5 years.

6. CHOICE BASED CREDIT SYSTEM

Choice Based Credit System is a flexible system of learning. It allows different weightages in different courses based on the utility in the overall structure of curriculum. It permits the students to

1. Choose electives from wide range of elective courses.
2. Undergo additional courses and acquire more than the required number of credits.
3. Adopt an inter – disciplinary approach in learning.

7.ELIGIBILITY FOR AWARD OF DEGREE

A student is eligible for the award of the degree only if she has undergone the prescribed course of study in the college for a period of three academic years (UG) / two academic years (PG) and passed the examinations of all the semesters prescribed earning 140 credits for U.G. and 90 credits for P.G.

8. DURATION

The total period of study for each programme is as below U.G. Three years - 6 semesters P.G. Two years - 4 semesters Each academic year is divided into two semesters. The total number of working days is 90 days for each semester.

a) CURRICULUM

U.G. Programme

Part – I : Tamil / Hindi / Malayalam / any other

Part – II : English

Part – III : Core Subjects

Allied Subjects

Electives

Project – Individual / Group Project

Part – IV : Skill Based Electives

Non – Major Electives

Environmental Studies

Value Educations

Part – V - Extension activities

b) Extension Activities

All students should enroll in **Part V Vivekanandha Outreach Programme** – to enable her to complete a degree course. Active participation of the student throughout the year in the extension activities of her choice is mandatory. **(1 Credit in VI Semester)**

9.THE MEDIUM OF INSTRUCTION AND EXAMINATIONS

The medium of instruction and examinations, for the papers under part I and II shall be in the language concerned. For part III and IV the medium of instruction and examinations shall be English.

10. EVALUATION OF THE STUDENTS

The evaluation of the students in a particular course is based on their performance in (i) the Continuous Internal Assessment (CIA) and (2) the End Semester Examinations. (ESE)

For each theory paper the maximum marks for Continuous Internal Assessment and End Semester Examinations are 25 and 75 respectively and for **practical paper** the corresponding marks are 40 and 60 in both U.G. and P.G. courses.

11. CONTINUOUS INTERNAL ASSESSMENT (CIA)

For theory papers two CIA tests with duration of One hour each and one Model Examination with **Three hours** duration will be conducted every semester. **For practical it is as decided by the respective Board of Studies.** CIA test and Model Examinations will be conducted as per End semester Examination pattern.

Schedule of Internal Assessment Tests and Model Examinations are decided in advance by the Principal in consultation with the Controller of Examinations and Heads of the departments and is given in the Hand book.

Every candidate is required to get prior permission (before the test / model examination is conducted) from the Head of the Department and the Principal to write the test at a later date on valid reasons/ medical grounds. Where no such permission is obtained, the decision of the Head of the Department and the Principal, to hold or not to hold separate examination for any such candidate shall be final.

The valued answer script of CIA tests (1&2) and Model Examination shall be given to the candidates within 5 days after completion of the tests and examination for their personal verification during the class hours and collected back with the signature. The tests marks should be submitted to the office of the Controller of the Examinations immediately after getting the signature from the students.

12. CONTINUOUS INTERNAL ASSESSMENT

The weightage assigned to various components of the Continuous Internal Assessment is as follows.

| | UG | PG |
|------------------------------|----|----|
| 1. CIA Test I & II (Average) | 5 | 5 |
| 2. Model Examination | 10 | 5 |
| 3. Assignment | 5 | 5 |
| 4. Seminar | 0 | 5 |

5. Attendance

| | | | | |
|---------------|---|-----------|-----------|---|
| Upto 75% - 0 | } | | | |
| 76 – 80% - 1 | | | | |
| 81 – 85% - 2 | | | | |
| 86 – 90% - 3 | | | 5 | 5 |
| 91 – 95% - 4 | | | | |
| 96 – 100% - 5 | | | | |
| | | ----- | ----- | |
| | | 25 | 25 | |
| | | ----- | ----- | |

CIA marks are calculated by the teacher concerned, entered in the register, signed by the candidates and approved by the Heads of Departments and the Principal.

The hard copy and the soft copy (through email) of the CIA marks are submitted to the office of the Controller of Examinations before the last working day of every semester.

13. END SEMESTER EXAMINATIONS

End Semester Examinations will be conducted for both **theory** and **practical papers** at the end of each semester (in the month of November for odd semester and April – May for the even semester).

14. END SEMESTER EXAMINATIONS SCHEDULE

The schedule for End Semester Examinations is fixed by the Controller of Examinations in consultation with the Principal and Heads of the Departments and is displayed on the notice board and also is circulated to the staff and students through College website (www.vicas.org).

15. ATTENDANCE

The guidelines of attendance requirement issued by the Periyar University are adopted by the college.

| SNO | Percentage of attendance | Remarks |
|-----|---|--|
| 1 | Secured not less than 75% of attendance of the 90 working days during the semester. (67.5 days) | Students are permitted to take the End Semester Examinations of any semester |

| | | |
|---|--|---|
| 2 | Secured attendance between 74% and 65% | Students can write the exam after paying the condonation fee. |
| 3 | Secured attendance between 64% and 50% | Compensate the shortage in attendance in the subsequent semester and appear for both semester papers together at the end of the latter semester with condonation fee. |
| 4 | Secured below 50% attendance | not eligible to write the End Semester Examinations and she has to rejoin the same semester. |

16. QUESTION PAPER

Question Papers for the End Semester Examinations theory papers are set by the external question paper setters and are scrutinized by a team of external experts in the discipline concerned.

For End Semester Practical examinations, setting of question paper, conduct of examinations and valuations are done by both internal and external examiners.

17. HALL TICKETS AND INSTRUCTIONS

Hall Ticket which contains Subject code, title, Date, Session, Block name, Hall number & seat number for the End Semester Examinations will be issued to eligible students on time before the End Semester Examinations. Students must bring the Hall Ticket and the college ID Card to every session of the End Semester Examinations for verification.

No student enters the Examination Hall after ½ hour from the commencement of the Examination.

Students can bring to the examination hall only ordinary scientific calculator. They can use the mathematical, statistical or any other table (if required) provided by the college during the End Semester Examinations.

Students are not allowed to bring programmable calculators / Mobile phones or any other unwanted materials inside the Exam Hall.

18. MALPRACTICE

Any kind of malpractice during the End Semester Examinations / Practical Examinations is strictly prohibited. If it is found she will be debarred from writing that particular paper in that semester or all the papers in that semester based on the nature of the malpractice. A Complaint regarding the End Semester Examinations Question Papers must be brought to the Controller of Examinations on the same day of the examination by the HOD concerned or the class teacher concerned.

19. EVALUATION

After giving dummy numbers the answer scripts are valued by 100% external examiners. The End Semester Examinations results are published in the college website within 10 – 15 days from the date of last examination and it is also put up on the notice board.

a) REVALUATION AND TRANSPARENCY

Provision is available for Improvement / Re-totalling / Revaluation / obtaining photo copy of the valued answer scripts for current semester papers.

Students can apply for obtaining photo copy of valued answer scripts to the Controller of Examinations through the Principal in the prescribed format along with the prescribed fee within five working days from the date of publication of results.

After scrutinizing the paper they can apply for revaluation within **three days** (after obtaining the photo copy).

If the marks scored in the revaluation are less than the original marks, original marks will be considered. If the mark scored in the revaluation is higher than the original marks the marks obtained in the revaluation shall stand.

If the difference in marks in the original valuation and the revaluation is more than 10, a third valuation will be done and the average of the nearest two marks shall be the final marks awarded.

c) PASSING MINIMUM

There is no minimum pass marks for CIA The minimum mark to obtain a pass in UG Programme is 40% in ESE and 40% in the aggregate of CIA+ESE. The minimum mark to obtain a pass in PG Programme is 50% in ESE and 50% in the aggregate of CIA+ESE.

d) MODERATION

A maximum of 8 marks shall be awarded as moderation to each candidate/per semester in the ESE Theory Papers as well as revaluation papers, subject to the following limits: For a maximum of 100 marks - Not exceeding 5 marks/paper For a maximum of 75 marks – Not exceeding 4 marks/paper For a maximum of 50&55 marks – Not exceeding 3 marks/paper.

e) IMPROVEMENT

A student who obtains a pass mark in a paper in the first attempt can appear for the same paper only in the immediate next semester. Reappearance for improvement is allowed only in theory papers. The highest marks whether the original or improvement will be considered as the final mark. However the improvement marks will be considered only for classification and not for ranking. When there is no improvement there will not be any change in the original mark, already awarded.

f) SUPPLEMENTARY EXAMINATIONS

In order to provide an opportunity to the failed final U.G. and P.G. students to complete the programme in the same year without any loss of time supplementary examinations are conducted within 20 days from the date of publication of even semester results of the final year.

1. Student who has cleared all the papers of earlier semesters (First to fifth Semester U.G. / First to Third Semester P.G.) but has failed in one or two papers written in the final semester will be allowed.
2. Student who has cleared all the papers except only one paper in all the semesters can also apply to the supplementary examinations. Student can apply for Supplementary Examinations to the Controller of Examinations through the Principal in the prescribed format along with prescribed fee within seven working days from the date of publication of results.

g) REAPPEARANCE OF FAILED STUDENTS

A student failed in the End Semester Examinations can appear for the papers in the subsequent End Semester Examinations. Failure in any paper / papers in the ESE or absence from the ESE shall not cause detention of the candidate in that semester. All the registered candidates shall be promoted to the next semester.

20 . CREDIT FOR UG COURSE

| Credit for U.G. Course Part | Particulars | Credit | |
|-----------------------------|---|---------------|--|
| | | B.A., /B.Sc., | B.Com., / B.Com (CA) / B.B.A., / B.B.A (CA), / B.C.A., |
| Part I | Foundation Tamil / Hindi / Malayalam / French | 12 | 6 |
| Part II | Foundation English | 12 | 6 |
| Part III | Core | 63 | 75 |
| | Allied/ Allied Practical (16+12) | 28 | 28 |
| | Electives(2) | 6 | 6 |
| Part IV | Skill Based Electives (4) | 8 | 8 |
| | Non Major Electives (2) | 4 | 4 |
| | Environmental Studies/ Yoga | 4+2 | 6 |
| Part V | Extension Activities | 1 | 1 |
| TOTAL | | 140 | 140 |

21. CREDIT FOR PG COURSE

| Particulars | credit |
|----------------------------|-----------|
| Core, Elective and Project | 90 |
| Human Rights | 1 |
| TOTAL | 91 |

The only credit earned for Part V Extension Activities of a successful student shall not be taken into consideration for classification / Ranking / Distinction.

22. MARK STATEMENT

Mark Statement Issued at the end of each semester will indicate the credits and marks / grades obtained in each course.

a) CLASSIFICATION, GRADE, GRADE POINT, GPA & CGPA

The grades are given on the basis of the percentage of marks scored by the students as shown below:

| CGPA | Grade | Classification of Final Result |
|------------|-------|--------------------------------|
| 9.5 – 10.0 | O+ | |

| | | |
|-----------------------------|-----|-----------------------------|
| 9.0 and above but below 9.5 | O | First Class – Exemplary * |
| 8.5 and above but below 9.0 | D++ | First Class – Distinction * |
| 8.0 and above but below 8.5 | D+ | |
| 7.5 and above but below 8.0 | D | |
| 7.0 and above but below 7.5 | A++ | First Class |
| 6.5 and above but below 7.0 | A+ | |
| 6.0 and above but below 6.5 | A | |
| 5.5 and above but below 6.0 | B+ | Second Class |
| 5.0 and above but below 5.5 | B | |
| 4.5 and above but below 5.0 | C+# | |
| 4.0 and above but below 4.5 | C# | Third Class |
| 0.0 and above but below 4.0 | U | Re - appear |

* The candidates who have passed in the first appearance and within the prescribed semester of the U.G. & P.G. Programme (Major, Allied and Elective courses alone) are eligible.

Only applicable to U.G. programme.

In the consolidated mark sheet issued, the class in which the candidate has passed will be given separately for Part I, II and III. Grade Point Average (GPA) will be given for Part III (Including only core & allied courses) as well as for all the components of the curriculum separately for UG Programme and for the PG programme based on all the subjects studied by the student.

The Grade Point Average (GPA) will be calculated as follows at the end of the Programme.

C_i = Credits earned for course i in any semester

G_i = Grade Point obtained for course i in any semester

n refers to the semester in which such courses were credited

For a Semester :

$$\text{GRADE POINT AVERAGE [GPA]} = \frac{\sum C_i G_i}{\sum C_i}$$

Sum of the Multiplication of grade points by the credits of the courses

$$\text{GPA} = \frac{\text{Sum of the Multiplication of grade points by the credits of the courses}}{\text{Sum of the credits of the courses in a semester}}$$

For the entire programme :

$$\text{CUMULATIVE GRADE POINT AVERAGE [CGPA]} = \frac{\sum_n \sum_i C_{ni} G_{ni}}{\sum_n \sum_i C_{ni}}$$

$$\text{CGPA} = \frac{\text{Sum of the multiplication of grade points by the credits of the entire programme}}{\text{Sum of the credits of the courses of the entire programme}}$$

b) CRITERIA FOR RANK

1. Marks secured in all the papers are considered for P.G. programmes and marks secured in core and allied courses that is Part – III are considered for U.G. programme.
2. Student must have passed all papers in the first attempt in the respective semesters.
3. Student should have completed the courses with the minimum period prescribed for the course of study.
4. Improvement marks will not be considered for ranking but will be considered for classification.

22) TRANSFER OF STUDENTS

Students seeking a transfer to the U.G. and P.G. degree course in VICAS have to fulfil the following conditions.

1. Seats must be available in the department concerned.
2. The students should not have any arrear paper if they are coming from non Autonomous Colleges.
3. The student must write the papers which are offered in our college, if those papers are not included in the syllabus of the previous college.

SYLLABUS - OBE

BBA - COURSE PATTERN (BATCH: 2019 – 2020 ONWARDS)

| SEM | SUBJECT CODE | COURSE | SUBJECT TITLE | HR/ WEE K | C | INT | EXT | MARK |
|--------------|------------------------|---------------------|---|-----------|-----------|-----|-----|------------|
| I | 18U1LT01 18U1LT01 | Languages | Tamil or anyone of the Modern or Classical language -I | 6 | 3 | 25 | 75 | 100 |
| | 17U1LE01B 17U1LE01B | Languages | English –I | 6 | 3 | 25 | 75 | 100 |
| | 18U1BAC01 | Core Course- I | Business Organization | 5 | 4 | 25 | 75 | 100 |
| | 18U1BAC02 | Core Course- II | Principles of Management | 4 | 3 | 25 | 75 | 100 |
| | 18U1MAA02 | Allied I | Statistics for Management | 4 | 4 | 25 | 75 | 100 |
| | 18U1BACP01 | Core Practical - I | Business Practical | 3 | 2 | 40 | 60 | 100 |
| | 18U1VE01 | Value Education | Yoga | 2 | 2 | 25 | 75 | 100 |
| Total | | | | 30 | 21 | | | 700 |
| II | 18U2LT02 18U2LT02 | Languages | Tamil or anyone of the Modern or Classical language -II | 6 | 3 | 25 | 75 | 100 |
| | 17U2LE02 17U2LE02 | Languages | English –II | 6 | 3 | 25 | 75 | 100 |
| | 18U2BAC03 | Core Course- III | Business Communication | 5 | 4 | 25 | 75 | 100 |
| | 18U2BAC04 | Core Course-IV | Principles of Marketing | 5 | 4 | 25 | 75 | 100 |
| | 18U2MAA05 | Allied- II | Operation Research | 4 | 4 | 25 | 75 | 100 |
| | 18U2ES01 | Value Education | Environmental Studies | 4 | 4 | 25 | 75 | 100 |
| Total | | | | 30 | 22 | | | 600 |
| III | 18U3BAC05 | Core Course V | Financial Accounting | 5 | 4 | 25 | 75 | 100 |
| | 18U3BAC06 | Core Course VI | Organization Behaviour | 5 | 4 | 25 | 75 | 100 |
| | 18U3BAC07 | Core Course VII | Entrepreneurship Development | 5 | 4 | 25 | 75 | 100 |
| | 18U3BAC08 | Core Course VIII | Economics for Executives | 4 | 3 | 25 | 75 | 100 |
| | 18U1BACP02 | Core Practical - II | Management Tactics | 3 | 2 | 40 | 60 | 100 |
| | 18U3MAA09 | Allied III | Quantitative Aptitude for Management | 4 | 4 | 25 | 75 | 100 |
| | 18U3BAS01 | SBEC-I | Practical Psychology | 2 | 2 | 25 | 75 | 100 |
| | 18U3BON01 18U3CSN02 | NMEC-1 | Mushroom cultivation | 2 | 2 | 25 | 75 | 100 |
| | | | Internet applications | | | | | |
| Total | | | | 30 | 25 | | | 700 |

BBA - COURSE PATTERN (BATCH: 2018 – 2021 ONWARDS)

| SEM | SUBJECT CODE | COURSE | SUBJECT TITLE | HR/ WEEK | C | IN T | EXT | MARK |
|-----|--------------|----------------------|------------------------------------|------------|------------|------|-----|-------------|
| IV | 18U4BAC09 | Core Course IX | Management Accounting | 5 | 4 | 25 | 75 | 100 |
| | 18U4BAC10 | Core Course X | Retail Marketing | 5 | 4 | 25 | 75 | 100 |
| | 18U4BAC11 | Core Course XI | Advertisement & Salesmanship | 5 | 4 | 25 | 75 | 100 |
| | 18U4BAC12 | Core Course XII | Production and Material management | 4 | 3 | 25 | 75 | 100 |
| | 18U4BACP03 | Core Practical - III | Business Skills for Executive | 3 | 2 | 25 | 75 | 100 |
| | 18U4BACP02 | Allied Practical-I | MS Office Practical | 4 | 4 | 25 | 75 | 100 |
| | 18U4BAS02 | SBEC-II | In Plant Training | 2 | 2 | 40 | 60 | 100 |
| | 18U4CHN04 | NMEC- II | Food and nutrition | 2 | 2 | 25 | 75 | 100 |
| | 18U4ENN02 | | English for occupational purpose | 2 | 2 | 25 | 75 | 100 |
| | Total | | | 32 | 27 | | | 800 |
| V | 18U5BAC13 | Core Course XIII | Consumer behaviour | 5 | 4 | 25 | 75 | 100 |
| | 18U5BAC14 | Core Course XIV | Research Methodology | 5 | 4 | 25 | 75 | 100 |
| | 18U5BAC15 | Core Course XV | Cost Accounting | 5 | 4 | 25 | 75 | 100 |
| | 18U5BAC16 | Core Course XVI | Business Law | 5 | 4 | 25 | 75 | 100 |
| | 18U5BACP05 | Core Practical - IV | E-Banking Practice | 4 | 2 | 25 | 75 | 100 |
| | 18U5BAE01 | Elective I | Service Marketing | 4 | 3 | 25 | 75 | 100 |
| | 18U5BASP02 | SBEC - III | Campus to Corporate | 2 | 2 | 25 | 75 | 100 |
| | Total | | | 30 | 23 | | | 700 |
| VI | 18U6BAC17 | Core Course XVII | Human Resource management | 5 | 4 | 25 | 75 | 100 |
| | 18U6BAC18 | Core Course XVIII | Financial management | 5 | 4 | 25 | 75 | 100 |
| | 18U6BACP06 | Core Practical - V | Marketing Tactics | 4 | 2 | 25 | 75 | 100 |
| | 18U6BAC19 | Core Course XIX | Brand Management | 5 | 4 | 25 | 75 | 100 |
| | 18U6BAPR01 | Core Project | Project Report -Viva Voce | 5 | 4 | 40 | 60 | 100 |
| | 18U6BAE02 | Elective II | International business management | 4 | 3 | 25 | 75 | 100 |
| | 18U6BAS04 | SBEC IV | Soft skills for management | 2 | 2 | 25 | 75 | 100 |
| | 18U6EX01 | Extension | Extension | | 1 | | | |
| | Total | | | 30 | 24 | | | 700 |
| | | | | 180 | 140 | | | 4100 |

ELECTIVE SUBJECTS & NON-MAJOR ELECTIVES

| LIST OF ELECTIVE PAPERS (DEPARTMENT CAN CHOOSE ANY ONE OF THE PAPER AS ELECTIVES) | | |
|--|---|--------------------------------------|
| ELECTIVE I | 1 | Services Marketing |
| | 2 | Customer Relationship Management |
| | 3 | Performance Management |
| ELECTIVE II | 4 | Global Business |
| | 5 | Tourism Management |
| | 6 | Supply Chain And Logistic Management |

| LIST OF NON-MAJOR ELECTIVES {OTHER DEPARTMENT CAN CHOOSE ANY ONE OF THE PAPER AS ELECTIVES} | | |
|--|---|--------------------------|
| NMEC I | 1 | Principles of Management |
| | 2 | Principles of Marketing |
| NMEC II | 4 | Personality Development |
| | 5 | Principles of Marketing |

SKILL BASED ELECTIVE COURSE (SBEC)

GROUP- A

| S.No. | PAPER NAME |
|--------------|----------------------|
| 1 | Practical psychology |
| 2 | Soft skills |

GROUP- B

| S.No. | PAPER NAME |
|--------------|-------------------|
| 1 | Self management |
| 2 | Inplant training |

GROUP- C

| S.No. | PAPER NAME |
|--------------|---------------------|
| 1 | Talent management |
| 2 | Campus to corporate |

GROUP- D

| S.No. | PAPER NAME |
|--------------|------------------------------------|
| 1 | Verbal & non verbal reasoning |
| 2 | Industrial relationship management |

PROGRAMME EDUCATIONAL OBJECTIVES:

- PEO1** To prepare graduates for multi-dimension careers in global management, administration and entrepreneurship through a well-rounded business education with a focus on global business operations.
- PEO2** Graduates will be able to apply frameworks and tools to arrive at informed decisions in profession and put into practice striking a balance between business and social dimensions.
- PEO3** Graduates will have a solid foundation to pursue professional careers and take up higher learning courses such as MBA, MCA, MCM, MMM, M. Phil, Ph.D as well as research.
- PEO4** To identify, analyze and recommend appropriate actions given international influences, issues, and situations at the industry, business and individual levels;
- PEO5** Graduate will recognize the need for adapting to change and have the aptitude and ability to engage in independent and life – long learning in the broadest context of socio-economic, technological and global change

Programme outcome:

- Po1** Graduates will be capable of making a positive contribution to business, trade and industry in the national and global context.
- Po2** The programme enables the graduates to understand and apply leadership skills Managerial skill at the individual and group levels to co-ordinate the team work.
- Po3** Graduates with a flair of self-employment will be able to initiate and build upon entrepreneurial ventures or demonstrate intrapreneurship for their employer organizations.
- Po4** Graduates will acquire an in-depth knowledge in the field of Marketing from traditional rural to modern E-marketing.
- Po5** Enables to extend & widen their knowledge in all the industrial & production areas.

Programme Specific Outcome –PSO

At the end of the Programme the students will

- PSO1** Develop fundamental in-depth knowledge and understanding of the principles, concepts, values, substantive rules and development of the core areas of business such as finance, accounting, marketing, HR operations.

- PSO2** Expertise their skill in the efficient administration of the organization through effective utilization of available resources to yield maximum productivity in the organization.
- PSO3** Understand multi dimensional business environments, policy, protocols, and ethical management practices required within the global context.
- PSO4** Recognize the need for adapting to change and have the aptitude and ability to engage in independent and life – long learning in the broadest context of socio-economic, technological and global change.
- PSO5** Acquire indepth & broad exposure in marketing at National & International level.

MAPPING OF PEO'S AND PO'S

| PEO\PSO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|----------------|-------------|-------------|-------------|-------------|-------------|
| PEO1 | | | | | |
| PEO2 | | | | | |
| PEO3 | | | | | |
| PEO4 | | | | | |
| PEO5 | | | | | |

| SUBJECT CODE | COURSE TITLE | SEM | CREDIT | HOURS |
|--------------|-----------------------------------|-----|--------|-------|
| 18U1BAC01 | CORE – I BUSINESS ORGANIZATION | I | 4 | 75 |

Course Objective

To enable the students to understand the forms of business and to manage the business effectively.

Course Outcome

| CO NUMBER | CO STATEMENT | KNOWLEDGE LEVEL |
|-----------|---|-----------------|
| CO1 | Acquire knowledge about the importance of business and its classification | K1to K5 |
| CO2 | Students will come to know about the various forms of business organisation | K1to K5 |
| CO3 | Understand the criteria for the selection of location of a industry | K1to K5 |
| CO4 | To present an overview of the Organisation structure and its operation. | K1to K5 |
| CO5 | Gain indepth overview on the working of the stock exchange. | K1to K5 |

1. MAPPING WITH PROGRAM OUTCOME

| CO\PO | PO1 | PO2 | PO3 | PO4 | PO5 |
|-------|-----|-----|-----|-----|-----|
| CO1 | ✓ | | | ✓ | |
| CO2 | | ✓ | ✓ | ✓ | |
| CO3 | | | ✓ | ✓ | ✓ |
| CO4 | | ✓ | ✓ | | |
| CO5 | ✓ | ✓ | | | ✓ |

UNIT-I

Business: Meaning- Characteristics- Objectives-Importance's and essentials of business. Classifications of business-Growth of various forms of business-Distinction between Business and Profession-Ethics in business. **(15Hours)**

UNIT—II

Forms of Business Organizations- Sole tradership -Joint Hindu Family Business- Partnership-Joint stock companies-Co-operative societies. **(15 Hours)**

UNIT - III

Location of industry-Importance of location -Factors of location-size and scale of operations- Advantages of Large scale operations-Industrial estates and District Industrials centers. **(15 Hours)**

UNIT-IV

Organizational Structure – Functional areas of business and their operations – Activities of different functions- formal and informal organizations – principles of organization. **(15 Hours)**

UNIT-V

Stock Exchange – Meaning and Definition- Characteristics-Functions – Workings – Services –Limitations- Chamber of Commerce-Organization Structure-Functions. **(15Hours)**

TEXT BOOKS:

1. C.D Balaji, Dr. G.Prasad Business organization, Margam Publication, 7th Edition.
2. Bhusan . K. - Fundamental of Business Organization & Management, Sultan Chand, 6th Edition.
3. C.B.Gupta. - Management and Organisation, Sultan Chand, 2012, 5th Edition.
4. Louis A.Allen - Management and Organisation, Sultan Chand, M.C Grawhill, 5th Edition, 2013

REFERENCE BOOKS:

1. Pradash Jagadesh- Business Organisation and Management, Sultan Chand & Sons,5th Edition,2009
2. C.B.Gupta - Business Organisation and Management ,Sultan Chand & Sons, 5th Edition 2008
3. Basu - Business Organisation and Management ,S.Chand,4th Edition, 2009

ONLINE SOURCES:

1. https://www.university.youth4work.com/Study-Material/B_Com,Bachelor-of-Commerce-Lectures
2. <http://gurukpo.comhttp://www.taxmann.com/bookstore/academic/business-organization-and-management-b.com.-ist-year.aspx>

| SUBJECT CODE | COURSE TITLE | SEM | CREDIT | HOURS |
|--------------|---------------------------------------|-----|--------|-------|
| 18U1BAC02 | CORE – II PRINCIPLES OF MANAGEMENT | I | 3 | 60 |

Course Objective

To impart the students with the functions of management that is needed to manage the business effectively and to develop leadership qualities to motivate the workers.

Course Outcome

| CO NUMBER | CO STATEMENT | KNOWLEDGE LEVEL |
|-----------|--|-----------------|
| CO1 | Students get well expert in understanding the functions of management. | K1 to K5 |
| CO2 | Gain a clear idea about the importance of planning based on the goals of the organization. | K1 to K5 |
| CO3 | Understand the clear picture about the organization structure. | K1 to K5 |
| CO4 | Learn to follow different leadership styles and the approaches to motivate the workers. | K1 to K5 |
| CO5 | Acquire insight in adopting the control mechanism and effective co-ordination. | K1 to K5 |

MAPPING WITH PROGRAM OUTCOME

| CO\PSO | PO1 | PO2 | PO3 | PO4 | PO5 |
|--------|-----|-----|-----|-----|-----|
| CO1 | ✓ | | | | |
| CO2 | | ✓ | ✓ | ✓ | |
| CO3 | ✓ | ✓ | ✓ | | ✓ |
| CO4 | | ✓ | | ✓ | ✓ |
| CO5 | | ✓ | ✓ | ✓ | |

UNIT– I

Management : Meaning – Importance – Management and Administration-Levels of Management- Functions of management- Development Management thoughts – Contributions of F.W. Taylor- Henry Fayol and Elton Mayo. (12 Hours)

UNIT – II

Planning : Nature- Characteristics and importance- - Purpose – Steps – Types – Merits and Demerits of planning – Decision making. (12 Hours)

UNIT – III

Organizing: Nature – purpose- types of organization structure – use of staff units and committees –Power- Authority – Responsibility – Delegation -Centralization Vs Decentralization. (12Hours)

UNIT – IV

Directing : Elements and Principles of Direction –Characteristics-Functions of Leader- Leadership Styles - Characteristics of leaders and Management –Motivation– Characteristics-Theories of Motivation (Maslow need Hierarchy Theory, Herzberg theory). (12 Hours)

UNIT – V

Controlling: meaning – Elements and significance – steps in control process- Effective Control- Techniques of control. Coordinating: Need – principles – approaches to achieve effective co-ordination. (12 Hours)

TEXT BOOKS :

1. Gupta C.B. - Business Management, Sultan Chand & Sons, Revised Edition 2009
2. Robbins S.R. - Management ,Prentice Hall-2012, 11th Edition

REFERENCE BOOKS

1. Harold Koontz And O'Donnel- Essentials of Management,McGrawHill-2009,
2. Dinkar Pagare - Business Management, Sultan Chand & Sons-2008
3. Tripathi P.C. and Reddy P.N - Principles of Management, TMH-2009, 4th Edition
4. Prasad L.M. - Principles and Practices of Management , Sultan Chand & Sons, 2008, 3rd Edition

ONLINE SOURCES:

1. <https://www.google.co.in/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&cad=rja&uact=8&ved=0ahUKEwj1xI3NwojXAhXJs48KHeSGCT4QFggnMAA&url=http%3A%2F%2Fwww.nios.ac.in%2Fmedia%2Fdocuments%2FVocInsServices%2Fm1-4f.pdf&usg=AOvVaw0mVfbJ95n0RwnPIFklUxvP>
<https://www.google.co.in/url?sa=t&rct=j&q=&esrc=s&source=web&cd=2&cad=rja&uact=8&ved=0ahUKEwj1xI3NwojXAhXJs48KHeSGCT4QFgguMAE&url=https%3A%2F%2F2012books.lardbucket.org%2Fpdfs%2Fmanagement-principles-v1.0.pdf&usg=AOvVaw2PciWAFW5 K YZkwajRwPN>

| SUBJECT CODE | COURSE TITLE | SEM | CREDIT | HOURS |
|--------------|---------------------------------------|-----|--------|-------|
| 18U1MAA02 | ALLIED-I STATISTICS FOR MANAGEMENT | I | 4 | 60 |

OBJECTIVES

1. To enable the students to learn about the planning of market strategy in business, or the *management* of investment portfolios in finance
2. To assume managerial and leadership roles in their chosen professional careers while working in multidisciplinary teams.

Learning Outcome

At the completion of this course, a student will be able to:

- Apply knowledge of mathematics, science, and engineering.
- To design and conduct experiments, as well as analyze and interpret data.
- To design a system, component, or process in order to meet desired needs within realistic constraints, such as economic, environmental, social, political, ethical, health and safety, manufacturability, and sustainability.

UNIT - I

Descriptive Statistics: Meaning and definition of statistics – scope and limitations – statistical survey – source and collection of data – classification and tabulation – Diagrams and graphs. **(12 Hours)**

UNIT – II

Measures of central tendency – Arithmetic mean – Median- Mode- Geometric mean,- Harmonic mean. **(12Hours)**

UNIT - III.

Measures of Variation: Absolute and relative measures – Range – Quartile Deviation - Mean deviation – Standard deviation – Coefficient of Variation . **(12 Hours)**

UNIT – IV

Correlation Analysis – Definition – types of correlation – Uses – Scatter Diagram – Karl Pearson correlation – Spearman’s Rank correlation – Regression Analysis – Definition – uses – Regression equations - difference between correlation and regression. **(12 Hours)**

UNIT – V

Time series analysis- components of time series-Measures of trend-free hand curve –semi & moving average-methods of least squares – measures of seasonal variation-simple average. **(12 Hours)**

Content beyond the Syllabus

- 1 .Clocks and calendars
- 2 .Odd man Out
3. Boats and streams

TEXT BOOK

1. Gupta S.P , Statistical Methods , S. Chand & company Ltd, 44th edition, 2014
2. P.R. Vittal , Business Mathematics and Statistics , Margham publications,6th Revised edition, 2013

REFERENCE BOOK:

1. R.S.N. Pillai & V. Bagavathi , Statistics , S.Chand & company Ltd, 7th edition, 2013

ONLINE SOURCES:

1. <https://www.scribd.com/doc/.../IGNOU-MBA-Note-on-Statistics-for-Management>
2. <Cde.annauniv.edu/mbaqp/pdf/First%20Semester/DBA7102/DBA710>

| SUBJECT CODE | COURSE TITLE | SEM | CREDIT | HOURS |
|--------------|------------------------|-----|--------|-------|
| 18U1BACP01 | BUSINESS PRACTICAL – I | I | 2 | 45 |

Objectives:

1. To know the basic patterns of various forms in financial and banking sectors.
2. To study about the documentation modes of commercial activities in business.

Learning Outcome

At the completion of this course, a student:

- Develop self confidence to fulfill the documentation .
- Able to understand the formalities of bank & day to day transaction.
- Become an expert to design the advertisement copy.

UNIT-I

Documents: Preparation of Invoice – Receipts – Voucher - Delivery Challan - Entry cum Gate Pass - Debit and Credit Note

UNIT-II

Share application form – Letter of allotment- Letter of regret-Share transfer form.
Banking: Drawings, Endorsing and Crossing of Cheques - Filling up of pay in slips - Application and preparation of Demand Drafts – Pass Book .

UNIT-III

Account opening form for SB account, Current account and Term Deposits – Fixed Deposit account and FD Receipts, Bills of Exchange – Promissory Note - Co-operative bank : Application form for admission - jewel loan – loan deposit.

UNIT-IV

Agenda for board meeting – annual general meeting – minutes for board meeting-annual general meeting. Application form for LIC policy-First premium receipt – revival of lapsed policy –claimant’s statement-death claim receipt-audit program.

UNIT-V

-Advertisement Copy-Models of Advertisement: Consumable goods – Durable – Non-Durable – Services – Automobiles – income tax forms – applications for PAN.

Note: Distribution of marks – Practical 60 Marks & Record note book 40 Marks

Content beyond the Syllabus

1. Application for investment in mutual funds
2. Online application for Passport
3. Online application for Voters ID

| SUBJECT CODE | COURSE TITLE | SEM | CREDIT | HOURS |
|--------------|--------------------------------------|-----|--------|-------|
| 18U2BAC03 | CORE – III BUSINESS COMMUNICATION | II | 4 | 75 |

Course Objective

The purpose is to enable the students to learn effective business correspondence and to draft letters for various business transactions adopting the modern technological communication.

Course Outcome

| CO NUMBER | CO STATEMENT | KNOWLEDGE LEVEL |
|-----------|--|-----------------|
| CO1 | Learn to frame the layout of business letters and the principle to be followed in framing the letters. | K1 to K5 |
| CO2 | Gain a clear knowledge of drafting a letter about enquiry and getting replies from the dealers and the manufactures. | K1 to K5 |
| CO3 | Get insight on dealing with various banking and Life Insurance correspondence. | K1 to K5 |
| CO4 | Learn about the types of companies meeting, role of secretary and writing up of agenda and minutes of the meeting. | K1 to K5 |
| CO5 | Acquire knowledge on application of E-Communication in Business. | K1 to K5 |

MAPPING WITH PROGRAM OUTCOME

| CO\PSO | PO1 | PO2 | PO3 | PO4 | PO5 |
|--------|-----|-----|-----|-----|-----|
| CO1 | ✓ | | ✓ | ✓ | |
| CO2 | | ✓ | | | |
| CO3 | | ✓ | ✓ | ✓ | ✓ |
| CO4 | | ✓ | ✓ | | ✓ |
| CO5 | ✓ | ✓ | | ✓ | ✓ |

UNIT – I

Communication: meaning – objectives; Type: verbal & non-verbal – Principles of Communication –Benefits-Elements of Communication- Communication Process-Barriers to Communication-Overcoming Barriers to Communication- Structure of Business Letters-Layout of Business Letters. **(15 Hours)**

UNIT – II

Business Enquiries and replies – Classification of Enquiry Letters - importance of Replies to Enquiries- kinds of Replies- Offer – Quotations – Orders. **(15 Hours)**

UNIT – III

Bank Correspondence –elements of Good banking Correspondence - Types- Correspondence – Basic principles- Types- Kinds of Life Policies. **(15 Hours)**

UNIT – IV

Company correspondence – secretary and his duties –Classifications- Correspondence with Directors, Shareholders- Types of meeting - Agenda for meeting- Minutes of the meeting. **(15 Hours)**

UNIT – V

E-Communication-Definition-Types of E-Communications in Business - Advantages & Disadvantages of E- Communication- Difference between Electronic and non Electronic Communication.

Self Preparation:

- a) Collect Notification of a company for issuing the shares
- b) To conduct Annual General Meeting
- c) Collect Minutes and Agenda of the companies.

(15 Hours)

TEXT BOOK

1. Rajendrapal and Koralahalli J.S- Essentials of Business Correspondence, Sultan &Chants , Re-Print2008, 3rd Edition.

REFERENCE BOOKS

1. Ramesh M.S and Patten Shetty - Effective business English and Correspondence, R.C.Puplications, 2009 2nd Edition
2. Balasubramanian - Business Communication, Vikas Publishing House Pvt.,Ltd-2008, 2nd Edition
3. RSN.Pillai&Bagavathi - Comercial Correspondance & Office Management,S. Chand Publication-2009, 3rd Edition

ONLINE SOURCES:

1. <https://www.google.co.in/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&cad=rja&uact=8&ved=0ahUKEwj1xI3NwojXAhXJs48KHeSGCT4QFggnMAA&url=http%3A%2F%2Fwww.nios.ac.in%2Fmedia%2Fdocuments%2FVocInsServices%2Fm1-4f.pdf&usg=AOvVaw0mVfbJ95n0RwnPIFklUxvP>

| SUBJECT CODE | COURSE TITLE | SEM | CREDIT | HOURS |
|--------------|--------------------------------------|-----|--------|-------|
| 18U2BAC04 | CORE - IV PRINCIPLES OF MARKETING | I | 4 | 75 |

Course Objective

The core objective is to understand the importance of marketing.

Course Outcome

| CO NUMBER | CO STATEMENT | KNOWLEDGE LEVEL |
|-----------|---|-----------------|
| CO1 | Learn the classification of markets and the role of marketing in economic development. | K1to K5 |
| CO2 | Understand the buying motives and the bases of market segmentation. | K1to K5 |
| CO3 | Gain clear knowledge on Planning the product development and the life cycle of the product. | K1to K5 |
| CO4 | Get indepth idea on importance of pricing decision and its inducement to the customer to purchase the product. | K1to K5 |
| CO5 | Identify the various sales promotion techniques adopted and the channels of distribution to reach to the final consumption. . | K1to K5 |

MAPPING WITH PROGRAM OUTCOME

| CO\PSO | PO1 | PO2 | PO3 | PO4 | PO5 |
|--------|-----|-----|-----|-----|-----|
| CO1 | ✓ | | ✓ | | ✓ |
| CO2 | | ✓ | ✓ | ✓ | ✓ |
| CO3 | | ✓ | | ✓ | ✓ |
| CO4 | ✓ | | ✓ | | |
| CO5 | | ✓ | | ✓ | |

PRINCIPLES OF MARKETING - 18U2BAC04

UNIT-I

Introduction –Definition of marketing- Meaning of Market-Classification of Markets-Objectives of Marketing- Core concept of Marketing -Role of Marketing in economic development.

(15 Hours)

UNIT-II

Consumer Behaviors-Definition-Importance-Buying motives-Types of buyers-Factors influencing consumer Behavior-Market Segmentation-Definition Bases for market segmentation-Types – Benefits of segmentation. Targeting & Positioning the market.

(15 Hours)

UNIT-III

Product-Features-Product Planning and Development- Product Line- Product Life cycle- Brand-Essential of a good brand-benefits-Labeling-Packaging-Kinds-requisites of a good package-Marketing Analysis-Market Targeting-Market Positioning.

(15 Hours)

UNIT IV

Price-Importance-Pricing decisions-Factors affecting pricing decision-procedure for determination-Kinds of Pricing-Factors affecting changes in price.

(15 Hours)

UNIT V

Sales Promotion-Purpose importance-Kinds of Sales Promotion-Sales forecast-Personal selling –Theories-Channel of Distribution-Different Channels-Middleman Functions.

Self Preparation:

(15 Hours)

- a) Collection of companies logo, Trade mark, Slogan, Brand Name etc.,
- b) Identification of fake and original product
- c) List the FMCG with their companies.

TEXT BOOK:

Rajan Nair N. Marketing Management, Sultan Chand and Sons, 2000, 2nd Edition.

REFERENCE BOOK

1. Philip Kotler, Marketing Management, Millennium, PHI, 2008, 7th Edition.
2. R.S.N. Pillai and Bhagwathi, Marketing Management, S. Chand, 2010, 1st Edition.

CONTENT BEYOND THE SYLLABUS

1. E-Marketing
2. Green Marketing
3. Viral Marketing

| SUBJECT CODE | COURSE TITLE | SEM | CREDIT | HOURS |
|---------------------|---|------------|---------------|--------------|
| 18U2MAA05 | ALLIED – II OPERATION RESEARCH | II | 4 | 60 |

OBJECTIVES

1. The central **objective of operations research** is optimization, i.e., "to do things best under the given circumstances.
2. It also make the students to understand the concept of Operation research in the Management field.

Learning Outcome

By studying this Operations Research the students can

- Use their knowledge and skills in creative ways to solve complex problems and have an impact on critical decisions.
- The mathematical sciences prepare students to apply tools and techniques and use a logical process to analyze and solve problems.

UNIT I

Introduction to Operations Research: Meaning – Definition – Characteristics – Applications – Phases of OR – OR in Management – OR in Decision making – Limitations. **(12 Hours)**

UNIT II

Linear Programming : Introduction – Definition – Formulation of LPP – Graphical method of solution – Simplex method (Simple Problems). **(12 Hours)**

UNIT-III

Transportation problems : Finding an Initial Basic Feasible Solution (IFBS) – North-West corner rule – Least Cost Method – Vogel's approximation method (VAM) – Finding the optimum solution - MODI method. **(12 Hours)**

UNIT IV

Assignment Problems: Definition – Hungarian method – Maximization – unbalanced Problems. **(12 Hours)**

UNIT V

Network Analysis : Definition - Construction of the Network – Critical path Method(CPM) – CPM and PERT calculation and its difference. **(12 Hours)**

Content beyond the Syllabus:

1. Decision Analysis
2. Forecasting
3. Data mining

TEXT BOOKS:

1. S. Kalavathy, Operations Research, Vikas Publishing House.

ONLINE SOURCES:

1. <https://www.maa.org/mathematics-and-operations-research-in-industrwww.lancaster.ac.uk/lums/study/...operational-research.../what-is-operational-research>
2. <https://www.smu.edu/Lyle/Departments/EMIS/Advising/Doctoral/PhDOR/10Reasons>

| SUBJECT CODE | COURSE TITLE | SEM | CREDIT | HOURS |
|--------------|----------------------------------|-----|--------|-------|
| 18U3BAC05 | CORE - V FINANCIAL ACCOUNTING | III | 4 | 75 |

Course Objective

To impart the students with the preparation of accounts needed for the company and to depict the financial situation.

- **Course Outcome**

| CO NUMBER | CO STATEMENT | KNOWLEDGE LEVEL |
|-----------|--|-----------------|
| CO1 | Students get expertise in understanding the basic concepts of accounting. | K1 to K5 |
| CO2 | Gain a clear picture of preparing the single, double and triple cash book. | K1 to K5 |
| CO3 | Understand to prepare the trading account, profit and loss account and balance sheet of the concern. | K1 to K5 |
| CO4 | Acquire the importance of preparing the double entry system of accounting. | K1 to K5 |
| CO5 | Get in-depth knowledge on need of providing depreciation on the assets and its different methods. | K1 to K5 |

- **MAPPING WITH PROGRAM OUTCOME**

| CO\PSO | PO1 | PO2 | PO3 | PO4 | PO5 |
|--------|-----|-----|-----|-----|-----|
| CO1 | ✓ | | ✓ | ✓ | |
| CO2 | | ✓ | | ✓ | ✓ |
| CO3 | ✓ | ✓ | ✓ | | ✓ |
| CO4 | | | ✓ | ✓ | |
| CO5 | | ✓ | | ✓ | ✓ |

UNIT – I

Accounting – Meaning and Definition – Scope of Accounting - Uses of Accounting - Double entry system of Book keeping – Differences between Book Keeping and Accounting – Limitations of Accounting - Accounting Concepts. **(10 Hours)**

UNIT – II

Types of Accounts – Rules for preparing Accounts – Journal – Ledger. Subsidiary Books - Cash book – Meaning Types of Cash Book – Single Column, Double and Three columns Cash Book – Trial Balance – Meaning – Preparation of Trial Balance. **(15 Hours)**

UNIT – III

Final Accounts Format – Preparation of Trading Account, Profit and Loss Account and Balance Sheet (Simple Adjustment Only) Average Due Date – Meaning – Purpose of Calculating Average Due Date with Simple Problems only. **(20 Hours)**

UNIT – IV

Single Entry System – Meaning – Features of Single Entry System – Difference between Single Entry System and Double Entry System – Preparation of Accounts – Net Worth method – Conversion method (Simple Problems only). **(15 Hours)**

UNIT – V

Depreciation – Meaning, Definition – Importance of providing Depreciation – Defects of Depreciation – Method of calculating Depreciation – Straight line method – Written down value method Bank Reconciliation Statement, Meaning – Purpose of Preparing Bank Reconciliation Statement – Reason for Differences. **(15 Hours)**

TEXT BOOK:

1. Financial Accounting – S.P Jain & K. L Narang, Kalyani Publications, 2008, 4th Edition.

REFERENCE BOOKS:

1. Financial Accounting - Reddy and Moorthy, Kalyani Publications, 2008, 3rd Edition

2. Financial Accounting - Shukla & Grewal, Chand & Company, 2008., 4th Edition

CONTENT BEYOND THE SYLLABUS

1. Incorporation of Tally in Financial Accounting
2. Accounts in daily life
3. Practical training in preparation of Final Accounts.

| | | | | |
|------------------|---|-----------|----------|-----------|
| 18U4BAC06 | CORE – VI Organisational Behaviour | IV | 4 | 75 |
|------------------|---|-----------|----------|-----------|

Course Objectives:

1. To understand the behaviour of people in the work environment.
2. To develop a basic understanding of individual behaviour and explore issues of motivation, communication, leadership, decision-making, careers, power and
3. organisational change.

Course Outcome

| CO NUMBER | CO STATEMENT | KNOWLEDGE LEVEL |
|------------------|--|------------------------|
| CO1 | The students learn the organisational psychology and the inter group relationship. | K1 to K5 |
| CO2 | Understand the Personality traits of an individual and its influence in the working place.. | K1 to K5 |
| CO3 | Get an idea on the various theories of motivation and how it motivates the worker to work in the work place | K1 to K5 |
| CO4 | The students learn the designing of work environment and its conducive practices for the worker to achieve the goal. | K1 to K5 |
| CO5 | To Analyse organisational behavioural issues in the context of organisational behaviour theories, models and concepts. | K1 to K5 |

• **MAPPING WITH PROGRAM OUTCOME**

| CO\PSO | PO1 | PO2 | PO3 | PO4 | PO5 |
|--------|-----|-----|-----|-----|-----|
| CO1 | ✓ | | | | |
| CO2 | | ✓ | ✓ | ✓ | |
| CO3 | ✓ | | ✓ | ✓ | ✓ |
| CO4 | | ✓ | ✓ | | ✓ |

UNIT – I

Meaning and scope of organizational psychology-Organizational behavior of Individual-Inter personal-Group and inter group. Theories of organization- Classical- neo classical and modern Theories. (15 Hours)

UNIT – II

Individual Behavior-Personality-Attitude. Group Behavior-meaning-types of Groups-formation-group dynamics-group cohesiveness-Group decision making. (15 Hours)

UNIT-III

Motivation-Meaning-Importance-process-Theories-Maslow-Herzberg and McGregor Morale-meaning-Benefits-Measurement.Job satisfaction-meaning and factors. (15 Hours)

UNIT-IV

Work Environment-Good house keeping practices-Design of work place- Hawthorne experiments and importance. (15 Hours)

UNIT-V

Organizational change-meaning-Nature-Causes of change-Reactions to Change-overcoming the Resistance-counseling-types of counseling. (15 Hours)

TEXT BOOK:

1. Organizational Behaviour -L.M.Prasad, Sultan Chand & Sons Reprint-2009, 3rd Edition

REFERENCE BOOK:

1. Organisational behavior - Fred Luthans,McGrawHill,2008, 2nd Edition
2. Organisational behaviour- J.Jayasankar,Margham Publications-2009, 3rd Edition
3. Management & Organisational behaviour - P.Subba Rao, HPH-2008

CONTENT BEYOND THE SYLLABUS

1. Special Lecture on Student Psychology
2. How Partial treatment affect Psychology in work place
3. Stress and Psychology

| SUBJECT CODE | COURSE TITLE | SEM | CREDIT | HOURS |
|--------------|--|-----|--------|-------|
| 18U3BAC07 | CORE – VII ENTREPRENEURSHIP DEVELOPMENT | III | 4 | 75 |

COURSE OBJECTIVES:

1. To develop and strengthen entrepreneurial quality and motivation in students.
2. To provide knowledge and information about the source of help, incentives and subsidies available from government to set up the project

Course Outcome

| CO NUMBER | CO STATEMENT | KNOWLEDGE LEVEL |
|-----------|---|-----------------|
| CO1 | Understand the importance of entrepreneurship as a tool for development, the basic principles of entrepreneurship, the concept and basic principles of innovation | K1to K5 |
| CO2 | Understand the support provided by the state and central government to promote the industrial growth. | K1to K5 |
| CO3 | To stimulate their Critical thinking by designing and developing to present banking and insurance correspondence | K1to K5 |
| CO4 | To get an overview of company meetings and its proceedings. | K1to K5 |
| CO5 | Get an indepth understanding on modern development in the communication and its challenges. | K1to K5 |

MAPPING WITH PROGRAM OUTCOME

| CO\PSO | PO1 | PO2 | PO3 | PO4 | PO5 |
|--------|-----|-----|-----|-----|-----|
| CO1 | ✓ | | | ✓ | |
| CO2 | | ✓ | ✓ | ✓ | |
| CO3 | | ✓ | ✓ | | ✓ |
| CO4 | ✓ | ✓ | ✓ | | ✓ |

UNIT-I

Evolution of the concept of Entrepreneur –Characteristics, Functions & types of Entrepreneur, Entrepreneurship – Role of Entrepreneurship in Economic Development. Women Entrepreneurs - Problems faced by Women Entrepreneurs – Factors affecting Entrepreneurial Growth – Intrapreneur. **(15 Hours)**

UNIT-II

Entrepreneurial traits - Small scale Industries – Role and its problem in economic development – Entrepreneur Development programmes – objectives and phases. **(15 Hours)**

UNIT-III

Project Identification – Project classification – Project Selection – Project formulation – Project report – Project Appraisal – Methods of project appraisal. **(15 Hours)**

UNIT-IV

Institutional Finance to Entrepreneurs – Sources and Factors Determining capital structure. Financial Institutions : DIC, KVIB, SIDBI, CGTMS-TIIC. **(15 Hours)**

UNIT-V

Marketing and promotion – Impact of social media in product development – Online marketing and online shopping. **(15 Hours)**

TEXT BOOK :

1. Entrepreneurial Development
- S.S.Kanka , S.Chand & Company Ltd., New Delhi. 3rd Edition.

REFERENCE BOOKS:

1. Entrepreneurship and small business management
- M.B.Shukla, Hitab Mahal Publication, Allahabad, 4th Edition
2. Dynamics of Entrepreneurial Development &
- Vasant Desai, Himalaya Management Publishing House, New Delhi, 3rd Edition.
3. Prasanna Chandra, Projects –Planning, Analysis, Selection, Implementation and Reviews,
Tata McGraw-Hill, 1996.
4. P.Saravanavel, Entrepreneurial Development, Ess Pee kay Publishing House,
Chennai – 1997.

CONTENT BEYOND THE SYLLABUS

1. History of great entrepreneur
2. Training in small scale industry
3. Practical Difficulties in obtaining loan from Bank

| SUBJECT CODE | COURSE TITLE | SEM | CREDIT | HOURS |
|--------------|---|-----|--------|-------|
| 18U3BAC08 | CORE COURSE – VIII Economics for executives | III | 3 | 60 |

COURSE OBJECTIVES:

1. To provide students with a basic understanding of the economic theory and analytical tools that can be used in decision making problems.
2. To develop a good understanding of economic concepts and tools that have direct managerial applications
3. To acquire knowledge about price determination in alternative market structures, demand theory, production and cost functions, and decision making under uncertainty

Course Outcome

| CO NUMBER | CO STATEMENT | KNOWLEDGE LEVEL |
|-----------|---|-----------------|
| CO1 | Understand the internal and external decisions to be made by managers. | K1 to K5 |
| CO2 | Analyze the demand and supply conditions and assess the position of a company. | K1 to K5 |
| CO3 | Eplore the understanding on production function and cost relationship . | K1 to K5 |
| CO4 | Design competition strategies, including costing, pricing, product differentiation, and market environment according to the natures of products and the structures of the markets | K1 to K5 |
| CO5 | Get an indepth knowledge on the generation of national income and business cycle that affects the economy.. | K1 to K5 |

MAPPING WITH PROGRAM OUTCOME

| CO\PSO | PO1 | PO2 | PO3 | PO4 | PO5 |
|--------|-----|-----|-----|-----|-----|
| CO1 | ✓ | | ✓ | ✓ | |
| CO2 | | ✓ | ✓ | | ✓ |
| CO3 | | ✓ | ✓ | | ✓ |
| CO4 | | ✓ | | ✓ | ✓ |

UNIT I

Managerial Economics: Meaning- Definitions-Characteristics- Nature and scope of Managerial Economics-Uses of Managerial Economics- Functions -Decision Making and Forward Planning in economics - Roles and responsibilities of Managerial Economist.

(12 Hours)

UNIT II

Demand Analysis: Meaning- Definitions-Law of demand-Characteristics- Exception to the law of demand- Types-Price- Income, Gross-Elasticity of Demand – Demand Forecasting - Methods of Demand Forecasting.

(12 Hours)

UNIT III

Production Function: Law of Variable Proportion –Laws of returns to scale –Cost analysis-cost concepts-classification-cost output relationship in the short run and long run-Break Even Analysis.

(12 Hours)

UNIT IV

Market Structures – Perfect Competition – Imperfect Competition-Characteristics-Features-Price discrimination under Perfect Competition-Monopoly – Monopolistic Competition – Price Discrimination -Duopoly-Oligopoly.

(12 Hours)

UNIT V

National Income: Meaning-Definition - Concepts of National Income - Methods of Calculating on of National Income. Business Cycle- Phases of Business Cycle - Causes of Business Cycle – Inflation – Types – Causes – Effects.

(12 Hours)

TEXT BOOK:

1. Managerial Economics, R.L. Varshney and K.L. Maheshwari, Sultan Chand & Sons 2nd Edition

REFERENCE BOOK:

1. Managerial Economics - R.L. Varshney & K.L. Maheshwari, 2nd Edition, Sultan Chand & Sons.

Content beyond the Syllabus

1. Law of marginal utility
2. Diminishing utility
3. Determination of value of currency.

| SUBJECT CODE | COURSE TITLE | SEM | CREDIT | HOURS |
|--------------|---|-----|--------|-------|
| 18U3BACP02 | CORE PRACTICAL – II Management Tactics | III | 2 | 30 |

Objectives:

1. To create practical knowledge of management among the students.
2. To develop the managerial ability and potentiality.
3. To study the current information about the companies.

UNIT - I

Functions of management: Chart preparation – Traditional Leaders Profile; Organization chart collection for 3 top companies.

UNIT - II

Business proposal: Creative thinking to start a business – company collection of various plant location (factorize in urban, rural & sub-urban areas).

UNIT – III

Leadership quality – styles, role playing – Management development programmes.

UNIT – IV

SWOT analysis – TOWS matrix – RorsCharch Ink Blot test (psychological view).

UNIT – V

Top 20 companies profile – Successful Entrepreneurs in India & Foreign countries.

Note: Record : 40 marks Viva Voce : 60 marks

| SUBJECT CODE | COURSE TITLE | SEM | CREDIT | HOURS |
|--------------|---|-----|--------|-------|
| 18U3MAA09 | ALLIED – III Quantitative Aptitude For Competitive Exam | III | 4 | 60 |

OBJECTIVES:

1. This course presents the idea of quantitative aptitude.
2. To know about the concept of H.C.F. and L.C.M.
3. To understand the concept of Simple Interest - Compound Interest

Learning Outcome

On successful completion of the course the students will know

- *About the application of square roots, percentage and allowing of discounts.*
- *Learn about the Usage of calendar & clocks problems in competitive examinations.*

Unit-I:

HCF and LCM Numbers. **(12 hours)**

Unit-II:

Square Roots and Cube root-Average. **(12 hours)**

Unit III:

Problems on Ages and Problems on numbers. **(12 hours)**

Unit-IV:

Percentage-Profit and Loss – Discounts – True Discount – Banker Discount
(12 hours)

Unit-V:

Calendar – Clocks. **(12 hours)**

TEXT BOOK:

1. Quantitative Aptitude- R.S Aggarwal(chapter 15,17,18,19,21,22,27,28,32,33)

S.Chand & Company LTD, New Delhi reprint 2011.

| SUBJECT CODE | COURSE TITLE | SEM | CREDIT | HOURS |
|--------------|----------------------------------|-----|--------|-------|
| 18U3BAS01 | SBEC – I Practical Psychology | III | 2 | 30 |

Course OBJECTIVES:

1. To understand the psychological behavior of the people in the society.
2. To achieve maximum co-operation in the working place.
3. To broaden the thinking and reasoning ability.

Course Outcome

| CO NUMBER | CO STATEMENT | KNOWLEDGE LEVEL |
|-----------|--|-----------------|
| CO1 | To make the students to understand the importance of smile and how it changes a rude person. | K1 to K5 |
| CO2 | To show love and concern towards others in the working place and in the society by expressing sympathy and emphathises for others. | K1 to K5 |
| CO3 | To create the ability to deal with different types of people possessing different mental state of mind. | K1 to K5 |
| CO4 | To understand the importance of co-operation and voiding unnecessary arguments. | K1 to K5 |
| CO5 | Understand the importance of observation and how it helps in solving various problems. | |

MAPPING WITH PROGRAM OUTCOME

| CO\PSO | PO1 | PO2 | PO3 | PO4 | PO5 |
|--------|-----|-----|-----|-----|-----|
| CO1 | ✓ | ✓ | | ✓ | ✓ |
| CO2 | | ✓ | ✓ | ✓ | |
| CO3 | ✓ | ✓ | ✓ | | ✓ |
| CO4 | | | ✓ | ✓ | ✓ |

UNIT I

Making first impression – Remembering Name – Smile – Listening to others – Observation.

(6 Hours)**UNIT II**

Importance of others: Appeal to self expression – Understanding others being sympathetic-Empathy.

(6 Hours)**UNIT III**

People : Types of people – Handling people – Avoid criticism – Appreciate people – Avoid flattery.

(6 Hours)**UNIT IV**

Getting co-operation meaning of co-operation – Avoid arguments – admit one's mistake -

Be friendly.

(6 Hours)**UNIT V**

Observation: Meaning – Definition – Improving power of observation – Reasoning through observation – Law of attraction.

(6 Hours)**Reference Books**

1. Hand book prepared by Department of Business Administration.

| SUBJECT CODE | COURSE TITLE | SEM | CREDIT | HOURS |
|--------------|----------------------|-----|--------|-------|
| 18U3BON01 | Mushroom cultivation | III | 2 | 30 |

Course OBJECTIVES:

1. To understand the agriculture of mushroom cultivation done by the people in the society.
2. To achieve maximum co-operation in the working place.
3. To broaden the knowledge ability.

Course Outcome

| CO NUMBER | CO STATEMENT | KNOWLEDGE LEVEL |
|-----------|--|-----------------|
| CO1 | To make the students to understand the importance of agriculture | K1 to K5 |

| | | |
|-----|--|----------|
| CO2 | To show practically how the cultivation is done | K1 to K5 |
| CO3 | To create the ability to deal with different types of techniques for processing | K1 to K5 |
| CO4 | To understand the importance of co-operation of work during cultivation | K1 to K5 |
| CO5 | Understand the importance of observation and how it helps in solving various problems. | |

unit — I

Mushroom morphology: Different parts of a typical mushroom and variations in mushroom morphology. Medicinal mushrooms. Common Indian mushrooms. Based on occurrence - Epigenous and Hypogenous with examples. Natural Habitats - Humicolous. Lignicolous and Coprophilous. Structure and development of fruit bodies - gilled fungal and pore fungal and spores. **(12 Hours)**

Unit — II

commercial Fundamentals of cultivation system- small village unit and larger unit. Principles of mushroom farm layout - location of building plot. design of farm, bulk chamber. composting platform, equipments and facilities, sterilization room and growing rooms. Methods of Composting — Long Term and Short Term method. **(12 Hours)**

Unit — III

Media preparation — PDA medium. Facilities required for spawn preparation. preparation of spawn substrate. preparation of pure culture. media used in raising mixture, quality parameters of casing soil, different types of casing mixtures, commonly used materials. **(12 Hours)**

Unit— IV

Cultivation of button, oyster and straw mushroom - collection of raw materials. compost and composting. spawn and spawning. casing and case run. cropping and crop management. pickling and packing. Production technology and post-harvest handling of fresh and processed products and their marketing. Nutrient profile and health benefits of mushroom.

(12 hours)

Unit - V

Research Centres — National level and Regional level Cost benefit ratio — Marketing in India and abroad, Export Value. Applications of Mushroom: food, fodder, soil conditioner and fertilizer, nutraceuticals, pharmaceuticals and medicinal properties.

(12 Hours)

OTHER MAJOR COURSE

| SUBJECT CODE | COURSE TITLE | SEM | CREDIT | HOURS |
|---------------------|--|------------|---------------|--------------|
| 18U4BAC09 | CORE - IX MANAGEMENT ACCOUNTING | IV | 4 | 75 |

Course objectives:

1. To enhance a manager's ability to make effective economic decisions.
2. To give students a good understanding about the concepts and techniques of management accounting. These issues will be explained against the background of a fast-changing global market.
3. To give a clear view on business ethics, especially ethics related to accounting;

Course Outcome

| CO NUMBER | CO STATEMENT | KNOWLEDGE LEVEL |
|------------------|--|------------------------|
| CO1 | To Prepare an income statement required for external reporting and to help the managers for decision-making. | K1 to K5 |
| CO2 | Students learn to depict the financial position of the concern in the form of ratios. | K1 to K5 |
| CO3 | Develop an understanding on the requirement of working capital and the uses of fund. | K1 to K5 |
| CO4 | To Prepare and evaluate operating as well as capital budgets. | K1 to K5 |
| CO5 | Learn elaborately the Break Even Point, profit volume ratio and to aid in managerial decision making. | K1 to K5 |

MAPPING WITH PROGRAM OUTCOME

| CO\PSO | PO1 | PO2 | PO3 | PO4 | PO5 |
|--------|-----|-----|-----|-----|-----|
| CO1 | ✓ | ✓ | | | |
| CO2 | | | ✓ | ✓ | ✓ |
| CO3 | | ✓ | ✓ | ✓ | |
| CO4 | ✓ | ✓ | | ✓ | ✓ |

UNIT – I

Management Accounting – Meaning – Definition – Objectives and Scope of Management Accounting – Difference between Management Accounting, Cost Accounting and Financial Accounting. **(10Hours)**

UNIT – II

Analysis and Interpretation of Financial Statements – Common Size and Comparative Statements - Ratio Analysis – Introduction – Advantages of Ratio Analysis – Classification of Ratios – Limitations of ratio analysis – Problems on Ratio Analysis (simple problems only).

(15 Hours)

UNIT – III

Fund flow statement - Meaning – Flow of Funds – Purpose of Preparing Fund Flow Statement – Preparation of Schedule of Changes in Working Capital, Cash flow Statement - Flow of Cash – Cash from Operation (Simple problems only)

(20 Hours)

UNIT – IV

Budget and Budgetary Control- Meaning and Significance of Preparation of Budget – Types of Budgets - Flexible Cash and Production Budgets (Simple Problems only).

(15 Hours)

UNIT – V

Marginal Costing – Meaning – Definition – Salient Features of Marginal Costing – P/V ratio - Break Even Point – Margin of safety – Managerial Decision making Process – Make or Buy Decision – Accepting Foreign Orders. (Simple Problems only).

(15 hours)

[Theory – 20% Problems – 80%]

TEXT BOOK:

- 1.Management Accounting _ S.N. Maheswari - Sultan Chand Publications, 2008, 2nd Edition

REFERENCE BOOK:

- 1.Management Accounting – R. Ramachandran & Srinivasan, Advent Books Division,2006, 2nd Edition.
- 2.Management Accounting – R.S.N. Pillai & Bagavathi, S.Chand, 8th Edition.

CONTENT BEYOND THE SYLLABUS

- 1.Application of management Accounting in the concern
- 2.Responsibilities of an Management Accountancy

| | | | | |
|------------------|--------------------------------------|-----------|----------|-----------|
| 18U4BAC10 | CORE – X RETAIL MARKETING | IV | 4 | 75 |
|------------------|--------------------------------------|-----------|----------|-----------|

Course objectives:

1. To study the importance of retail marketing in economical progress.
2. To analysis the impact of retail marketing in domestic market.
3. To evaluate the unique features of retail marketing.
4. To study the role of retail marketing in entrepreneurship development.

Course Outcome

| CO NUMBER | CO STATEMENT | KNOWLE DGE |
|----------------------|-------------------------|-----------------------|
|----------------------|-------------------------|-----------------------|

| | | LEVEL |
|-----|--|--------------|
| CO1 | Studying then various functions & features of retail marketing | K1to K5 |
| CO2 | Students learn types of retailers & classification of retail institutions. | K1to K5 |
| CO3 | Understanding the consumer behaviour & buyer behaviour in retail marketing. | K1to K5 |
| CO4 | Analyzing the retail market segmentation, strategies, targeting & product life cycle (PLC) | K1to K5 |
| CO5 | Learn elaborately about stores layout its types & the factors influencing the pricing decisions. | K1to K5 |

MAPPING WITH PROGRAM OUTCOME

| CO\PSO | PO1 | PO2 | PO3 | PO4 | PO5 |
|--------|-----|-----|-----|-----|-----|
| CO1 | ✓ | | | ✓ | |
| CO2 | | ✓ | ✓ | ✓ | ✓ |
| CO3 | | ✓ | ✓ | | ✓ |
| CO4 | ✓ | ✓ | | ✓ | ✓ |

UNIT – I

Retail Marketing – Meaning – Definition – Elements of retailing – Functions of retail marketing -Future retail in India

UNIT – II

Retailers- Types of retailers-Functions of retailers – Classification of retail institution.

UNIT – III

Consumer behavior – Consumer goods & Industrial goods – Buyer behavior model – Factors influencing Buyer behavior - Types in Buying Behavior.

UNIT – IV

Grading and standardization - Retail market Segmentation – Positioning- Strategies – Targeting –PLC – New product Development process.

UNIT – V

Store layout – Types of layout – Basic rules for space and layout management.
Pricing – objectives – Factors influencing pricing decision.

TEXT BOOK :

1. Retail Management, Dr. R.K. Jain, Vayu Education of India 2009.

REFERENCE BOOKS :

1. Retail Management, Swapna Pradhan, Tata Mcgraw Hill Education Private Ltd – 2009
2. Marketing Management – Kathiresan Radha - 2009

| SUBJECT CODE | COURSE TITLE | SEM | CREDIT | HOURS |
|---------------------|---|------------|---------------|--------------|
| 18U4BAC11 | CORE – XI ADVERTISEMENT AND SALESMANSHIP | IV | 4 | 75 |

COURSE OBJECTIVE:

1. To Study the characteristics & geographical coverage of Advertisement.
2. To give students good understanding about the importance & techniques of Advertisement & salesmanship.
3. To study about the clear view of Ads in marketing functions.

Course Outcome

| CO NUMBER | CO STATEMENT | KNOWLEDGE LEVEL |
|-----------|---|-----------------|
| CO1 | Studying the characteristics, types & impact of non products ADs. | K1 to K5 |
| CO2 | Learning the types of media, advantages & disadvantages of ads medias. | K1 to K5 |
| CO3 | Analysing media selection, planning & factors influencing media planning. | K1 to K5 |
| CO4 | Understanding the techniques of sales promotion and know about the online sales promotions to create awareness among the students regarding the sale. | K1 to K5 |
| CO5 | Developing the understanding about promotional mix & its strategies. | K1 to K5 |

• MAPPING WITH PROGRAM OUTCOME

| CO\PSO | PO1 | PO2 | PO3 | PO4 | PO5 |
|--------|-----|-----|-----|-----|-----|
| CO1 | ✓ | | | ✓ | |
| CO2 | | ✓ | ✓ | | ✓ |
| CO3 | | ✓ | ✓ | | ✓ |
| CO4 | | ✓ | ✓ | | ✓ |

UNIT - I

Advertising – Introduction- Characteristics- Types of Advertising – By Geographical Coverage- By target group- By type of Impact- Non product Advertising. **(15 Hours)**

UNIT – II

Advertising Agency- Importance – Types of Media – Television- Radio- News Paper- Web Advertisements-Advantages and disadvantages- Layout – Design appeal – Copy structure. **(15 Hours)**

UNIT – III

Media Selection- Media Planning- Factors influencing Media Planning- Media Scheduling- Creativity – Stages of Creativity- Importance of Creativity **(15 Hours)**

UNIT – IV

Scope and role of sale promotion – Definition – Objectives of sales promotion - sales promotion techniques – Types of sales Promotion- Online sales promotions

(15 Hours)

UNIT – V

Personal Selling- Important aspects of Personal Selling- Sales Display- Objectives of sales Display- Types of sales Display - Designing of sales promotion campaign – Involvement of salesmen and dealers.

(15 Hours)

TEXT BOOK:

1. Advertising & Sales Promotions - S.L.Gupta , VV Ratna -2007 Third Edition New Delhi – 2.

REFERENCE BOOKS:

1. Advertising & Sales Promotions Management - S.A.Chunawalla , Himalaya II Edition
2. Advertising & Sales Promotions Management - S.H.H. Kazmi Satish & Batra. 2013

Content beyond the syllabus

1. Effect of Advertisement on Teenagers and Children
2. Advertisement in Social Networking
3. Creating of advertisement copy for Assignment
4. Advertisement in the past era

| | | | | |
|------------------|--|-----------|----------|-----------|
| 18U4BAC12 | CORE – XII Production and Material Management | IV | 4 | 75 |
|------------------|--|-----------|----------|-----------|

COURSE OBJECTIVE:

4. The main objective of this course is to give the knowledge about the production management and how to handle the materials.

5. To provide functional knowledge of Materials Management, Materials Procurement, Inventory Control as well as Warehousing for both service as well as manufacturing sector;
6. . To provide theoretical and practical exposure for application of such concepts.

Course Outcome

| CO NUMBER | CO STATEMENT | KNOWLEDGE LEVEL |
|------------------|--|------------------------|
| CO1 | The students learn the various functions of production and to take decision of choosing the feasible plant location. | K1to K5 |
| CO2 | Understand the need of maintenance of plant to have uninterupted flow of production. | K1to K5 |
| CO3 | Get an idea on the need of material ,locating the sources and the process in procurement of materials. | K1to K5 |
| CO4 | Develop an understanding on the control of inventory to avoid over and understocking of goods. | K1to K5 |
| CO5 | Learn the various role of a store keeper and also in effective management of waste. | K1to K5 |

• **MAPPING WITH PROGRAM OUTCOME**

| CO\PSO | PO1 | PO2 | PO3 | PO4 | PO5 |
|--------|-----|-----|-----|-----|-----|
| CO1 | ✓ | | | ✓ | |
| CO2 | | ✓ | ✓ | | ✓ |
| CO3 | | ✓ | ✓ | | ✓ |
| CO4 | | ✓ | ✓ | | ✓ |

UNIT – I

Production Management-Definition-Functions & scope – Plant Location-Factors-Plant Layout principles-Types-Importance. **(15 Hours)**

UNIT – II

Production Planning & Control – Principles-Process; Plant maintenance – Types-
Maintenance Scheduling. **(15 Hours)**

UNIT – III

Materials management-meaning, Definition-Importance-Process-Integrated material
Management-concepts-Advantages – Process. **(15 Hours)**

UNIT – IV

Management of materials – Techniques of materials planning – Inventory control-
meaning & importance-Tools of inventory control – ABC, VED & FSN analysis- EOQ.

(15 Hours)

UNIT - V

Purchasing-procedure-principles-Vendor rating-Vendor Development-Store keeping &
materials handling-objectives-Functions-Equipments-TQM-Six sigma methodology-
KANBAN-KAIZEN-Waste Management. **(15 Hours)**

TEXT BOOK :

1. Production & Materials Management - Saravanavel .P & Sumathi .S, Margham
Publications, 2006.
2. Materials Management - Gopalakrishnan & Sudaresan, PHI, 2008.

REFERENCE BOOKS :

1. Varma, M.M. Materials Management , Sultan chand & sons, 2008, 2nd Edition
2. Dutta, Integrated Material Engineering & Management, 2nd Edition, Dhanpatrai
Publications, 2007.

CONTENT BEYOND THE SYLLABUS

1. Training in verification of stock
2. Description of Production Process
3. Input of materials in the concerned Product

| SUBJECT CODE | COURSE TITLE | SEM | CREDIT | HOURS |
|-------------------------|---|------------|---------------|--------------|
| 18U4BACP02 | ALLIED PRACTICAL – III MS-OFFICE PRACTICAL | IV | 2 | 45 |

COURSE OBJECTIVE

1. To make the student to understand about creation of documents.
2. To understand the real applications of worksheet and presentation.
3. Apply MS-Office techniques to create promotional hand-outs.

COURSE OUTCOME

| CO NUMBER | CO STATEMENT | KNOWLEDGE LEVEL |
|------------------|--|------------------------|
| CO1 | Demonstrate the fundamental knowledge of MS-Office. | K1to K5 |
| CO2 | Develop an informal business letters. | K1to K5 |
| CO3 | To perform accounting operations | K1to K5 |
| CO4 | To perform presentation skills | K1to K5 |
| CO5 | How to create and insert multimedia components in various documents. | K1to K5 |

| MS-WORD | |
|----------------|---|
| 1. | Starting MS-WORD, Creating, Saving, Printing (with options), Closing and Exiting. b. Format the document: <ol style="list-style-type: none"> a. Using Bold, Underline and Italic. b. Change Character size sing the font dialog box. c. Formatting paragraph: Center, Left aligns & Right align d. Changing paragraph and line spacing, Using Bullets and Numbering in Paragraphs. e. Creating Hanging Paragraphs. |
| 2. | A. Create a document, save it and edit the document as follows: <ol style="list-style-type: none"> a. Find and Replace options. b. Cut, Copy, Paste options. c. Undo and Redo options. B. Format the document: <ol style="list-style-type: none"> a. Using Bold, Underline and Italic. b. Change Character size sing the font dialog box. c. Formatting paragraph: Center, Left aligns & Right align d. Changing paragraph and line spacing, Using Bullets and Numbering in Paragraphs. e. Creating Hanging Paragraphs. |
| 3. | Using tap settings enhancing the documents (Header, Footer, Page Setup, Border, Opening & Closing Toolbars, Print Preview). |
| 4. | Creating Tables in a document, Selecting Rows & Column sort the record by using tables format painter and Auto Format. |

| MS-EXCEL | |
|-----------------|---|
| 1. | a. Create a worksheet, moving/ copying/ inserting/ deleting rows and columns (usage of cut, paste, commands, copying a single cell, copying a range of data, filling up a cell. Undo command, inserting a row, column, deleting rows and columns). b. Formatting work sheets. Bold style. <ul style="list-style-type: none"> • Italic style. • Font size changing. • Formatting numbers (Auto fill, Selection Command, Currency format, Currency Syllabus),. |

| | |
|----|--|
| | <ul style="list-style-type: none"> • Specifying percentage (%) Scientific notations. • Drawing border around cells. • Printing a work sheet (Print preview, Margin Setting, Header, Footer). |
| 2. | <p>a. Database Concept: database, record field and filed name – creating and sorting a data base and maintaining a database (data form).</p> <p>b. Using auto filter, advanced filter</p> <p>c. Creating subtotals and grad totals - using database functions.</p> |
| 3. | <p>Creating charts</p> <p>i) Using chart wizard (five steps)</p> <p>ii) Changing the chart type (Pie, Bar, Line)</p> <p>iii) Inserting titles for the axes X. Y</p> <p>iv) Changing colours. v) Printing charts.</p> |
| 4. | <p>a. Using date, time, maths functions:</p> <ul style="list-style-type: none"> • entering current data. • Using date arithmetic (adding and subtracting dates) • Date functions (day, month, second) <p>b. Math Functions</p> <ul style="list-style-type: none"> • SUM, COUNT, AVERAGE • MAX, MIN • STDDEV, VAR • ABS, EXP, INT • LOG 10 AND LOG • MOD, ROUND, SORT vii) Using auto sum <p>c. Logical and Financial Functions</p> <ul style="list-style-type: none"> • Logical (IP / AND / OR / NOT) • Financial (PMD, FV, NPER, RATE) |

MS-POWERPOINT

| | |
|----|---|
| 1. | Creating a presentation using auto content wizard. |
| 2. | Different views in power point presentation. |
| 3. | Setting animation effects / grouping / ungrouping / cropping power / point objects. |
| 4. | Printing a presentation / Importing – Exporting files |
| 5. | Creating an organization chart in Power Point. |

MAPPING WITH PROGRAM OUTCOME

| CO\PSO | PO1 | PO2 | PO3 | PO4 | PO5 |
|--------|-----|-----|-----|-----|-----|
| CO1 | ✓ | | | ✓ | |
| CO2 | ✓ | ✓ | | ✓ | |
| CO3 | | ✓ | ✓ | | ✓ |
| CO4 | | ✓ | ✓ | | ✓ |
| CO5 | | ✓ | ✓ | | ✓ |

Subject code: 18U4BACP03

Semester: IV

Credit: 2

Hours: 20

BBA

SBEC - V

SKILLS FOR MANAGEMENT

OBJECTIVE: The main objective of this course is to develop the various skills to become a good manager.

UNIT-I

Resume Basics: Purpose, Focus, Resume formats, Strengths and weaknesses of different formats. Different Parts of a Resume, Right Words for Resumes, Fonts and Styles.

(04 Hours)

UNIT-II

Interview: Meaning – Objectives - Types – Analysis of an Interview situation. Interview Preparation - Before the Interview - During the Interview. **(04**

Hours)

UNIT-III

Reading and communication skills - Listening skills-meaning, importance, pitfalls in listening, improving listening- listening skill/technique.

(04 Hours)

UNIT-IV

Group Discussions: Group – Meaning, Definitions – Characteristics – Discussions : Meaning - Importance – Values of Discussions – Role playing – Effectiveness in participation. **(04**

Hours)

UNIT-V

Time Management : Meaning – Definition – Importance – Merits – Elements of Effective Time management – Evaluation of time. **(04**

Hours)

REFERENCE BOOK:

1. Hand book prepared by Business Administration Department.
2. Dr.S.K.Mandal, How to succeed in Group discussions and Personal interviews, Jaico publishing house, 2011.

| SUBJECT CODE | COURSE TITLE | SEM | CREDIT | HOURS |
|---------------------|---------------------------------------|------------|---------------|--------------|
| 18U4BAS02 | SBEC – II INPLANT TRAINING | IV | 2 | 30 |

OBJECTIVE:

The main objective of this internship is to provide practical knowledge of know how in industry.

- i) The students are expected to have a practical training in any business unit or undertaking to enable them to acquaint himself/herself with the procedure, practice and working of companies.
- ii) Each student should undergo industrial training for a minimum period of two weeks during the third semester vacation.
- iii) He/she shall undergo the above training in the institutions like banks, insurance companies, mutual funds, transport undertakings, private limited and public limited companies, public sector undertakings, hotels and hospitals, travel and tourism industries and financial institutions.
- iv) Students may make their own arrangement in fixing the companies for training. Candidates should submit a report in not less than 25 type written pages.
- v) Candidates should submit the attendance certificate from the institution for having attended the training for 2 weeks.
- vi) Industrial training reports shall be prepared by the students under the prepared by the students under the supervision of the faculty of the department.
- vii) Industrial training report must contain the following:
 - Cover page.
 - Copy of training certificate.
 - Profile of the business unit.
 - Report about the work undertaken by them during the tenure of training.
 - Observation about the concern.
 - Findings.
- viii) Industrial training certificate shall be forwarded to the university. One month before the commencement of the fourth semester university examinations.
- ix) Practical viva-voce examination will be conducted with internal and external examiners at the end of the 4th semester and the credits will be awarded.

| SUBJECT CODE | COURSE TITLE | SEM | CREDIT | HOURS |
|---------------------|---------------------|------------|---------------|--------------|
|---------------------|---------------------|------------|---------------|--------------|

| | | | | |
|------------------|---------------------------|-----------|----------|-----------|
| 18U4CHN04 | FOOD AND NUTRITION | IV | 2 | 30 |
|------------------|---------------------------|-----------|----------|-----------|

OTHER MAJOR COURSE

| SUBJECT CODE | COURSE TITLE | SEM | CREDIT | HOURS |
|---------------------|--|------------|---------------|--------------|
| 18U5BAC13 | CORE COURSE XIII CONSUMER BEHAVIOUR | V | 2 | 30 |

Objective:

The Basic Objective Of this course is to develop and understanding about the many aspects of consumer behaviour and its applications in marketing.

UNIT 1:

Introduction to consumer behaviour; consumer behaviour and marketing strategy, methods of consumer research , applications of consumer behaviour, knowledge in marketing.

UNIT 2:

Consumer needs, Theories of motivation and their applications. Process theories and content theories. Personality and self concept. Theories of personality. motivational research. Consumer image.

UNIT 3:

Learning theories and their applications, brand loyalty, brand extensions. conditioning theories , cognitive learning theories. attitudes and attitude changes; concept and measurement of attitude.

UNIT 4:

Self concept. concept of multiple selves. development of the self. Major congruence assumptions .social comparison theory. body image and body esteem. fashion cosmetics and conspicuous consumptions.

UNIT 5:

Family, family life cycle and decision-making. Social class. The concept and measurement marketing consumer behaviour and society. consumption and persuasion- Issues of manipulation and long term impacts on society and children.

REFERENCE:

1. Assael, H. Consumer behaviour and marketing action, Ohio, south western, 1995.

2. Engle, JF etc. Consumer behaviour Chicago, Dryden Press, 1993.

| SUBJECT CODE | COURSE TITLE | SEM | CREDIT | HOURS |
|--------------|---|-----|--------|-------|
| 18U5BAC14 | CORE COURSE XIV RESEARCH METHODOLOGY | V | 2 | 30 |

OBJECTIVE:

1. To enable the students to identify the overall process of designing a research from its inception to the report.
2. To be familiar with current uses of the terms reliability and validity in educational research.
3. To get clear understanding on the criteria that can be used to select an appropriate statistical test to answer a research question or hypothesis.

UNIT-I

Research- Introduction-Meaning and Definition-Objectives-Importance of research-types of research-criteria of goods research-Different Research Design.

UNIT-II

Research process- Need for research design- Features of a good design- Importance concept relating to research design- Different Research Design.

UNIT-III

Sampling maning- Steps in Sampling design- Criteria of selecting a sampling procedure- characteristics- Types of sampling.

UNIT-IV

Data collection- Primary Data- Observation method- Interview method- Questionnaire- schedule- Difference between questionnaire and schedule- Other methods of data collection- Secondary Data- Case study Method.

UNIT-V

Analysis of data-process-meaning of interpretation-significance of report writing- Types- Layout of the research report.

TEXT BOOK:

1. Research methodology, C.R. Kothari new age international (P) Limited publishers, 2009.

REFERENCE BOOKS:

1. Marketing Research and consume behaviour, S. Sumathi, P. Saravana vel. Vikas publishing, House Private Limited 2003.
2. Marketing Management, S.R.S.N. Pilai, bagavathi, sultan chand & Co, Ltd, New delhi, 2010.

Subject code: 18U5BAC15
Hours: 60

Semester: V Credit: 4

BBA
Core Course XIV
COST ACCOUNTING

OBJECTIVE:

The main outcome of this subject is that it imparts the importance of preparation of cost sheet to find out the cost.

UNIT – I

Cost accounting – Meaning, Scope, Objectives – Advantages & Limitations – Difference between Cost accounting and Financial Accounting - Elements of Cost – Preparation of Cost Sheet.

(10 Hours)

UNIT – II

Material Management – Purchase Procedure – Various Stock levels – Maximum stock level – Minimum stock level – Reorder level – Merits & Demerits - Economic Order Quantity – Bin card and stores ledger.

(10 Hours)

UNIT – III

Pricing Methods – FIFO, LIFO – Merits & Demerits – Simple Average and weighted average methods – Merits & Demerits – Stock Control.

(12 Hours)

UNIT – IV

Labour cost – Importance – Various methods of labour cost control – methods of wage payment – various incentive schemes – labour turnover.

(12 Hours)

UNIT – V

Marginal Costing – Break Even Analysis for profit planning and control – P/V ratio - BEP and Margin of safety.

(12 Hours)

Note : Distribution of Marks - Problems 80% and Theory 20%

TEXT BOOK :

1. Dr. R. Ramachandran & Dr. R. Srinivasan, Cost Accounting, Sriram Publication, Trichy-1
2. Reddy & Hari Prasad Reddy, Cost Accounting , Margham Publishers, Chennai.

REFERENCE BOOKS :

1. Jain & Narang, Costing Accounting, Kalyani Publishers, New Delhi – 2006,
2. Pillai & Bagavathi, Cost Accounting, Sultan Chand & Sons, New Delhi, 2008

CONTENT BEYOND THE SYLLABUS

1. Installation of costing system
2. Standard Costing
3. Job Costing

Subject code : 18U5BAC16

Semester : V Credit : 4

Hours :60

**BBA
Core Course – VII**

BUSINESS LAW

OBJECTIVE:

To enable the students to understand the law which was used in business and about the contract and Auction Sales.

UNIT – I

Business law –Introduction-Definition –Sources of law-Law of Contract - Meaning – Formation of Contract –Offer –Conditions of making an Offer-Acceptance – Conditions of Acceptance- Essential elements of a valid Contract- Classification of Contract.

Hours)

(12

UNIT – II

Discharge of Contract- Introduction- Modes of Discharge of Contract- Remedies for Breach of Contract –Suit for Rescission-Suit for Damages –Rules for Damages -Quasi Contract-Basis for Quasi Contract – Types of Quasi Contract

(12Hours
)

UNIT – III

Contract of Indemnity – Rights of Indemnity holder and Indemnifier-
Contract of Guarantee – Essential- Differences between Contract of Indemnity and
Contract of Guarantee - Contract of Bailment –Kinds of Bailment – Rights and
Duties of Bailor & Bailee- Pledge – Rights and Duties of Pawnee & Pawnor.

Hours)

(12

UNIT – IV

Agency –Definition of Agent and Principal – Essentials as to Agency -
Creation of Agency – Classification of Agents- Rights and Duties of Principal and
Agent – Delegation of Agents Authority –Extent of Agent’s Authority –Personal
liability of Agent-Termination of Agency.

(12 Hours)

UNIT – V

Sale of goods- Sale and agreement to sell- their Distinctions –Conditions and
Warranties – Differences between Condition and Warranty -Caveat emptor-
Transfer of Property – Rights of Unpaid Seller- Auction sale.

(12Hours)

TEXT BOOK:

1. N.D. Kapoor - Business Law Sultan Chand & Sons,2008.

REFERENCE BOOKS:

1. Business Law -R.S.N.Pillai,Bagavathi, S.Chand, 2008.
2. Mercantile Law – M.C.Shukla, S.Chand, 2008.

1. Business Law – P.C.Tulsian , TMH, 2009.

| SUBJECT CODE | COURSE TITLE | SEM | CREDIT | HOURS |
|--------------|--------------------|-----|--------|-------|
| 18U5BACP05 | E-BANKING PRACTICE | V | 2 | 45 |

Objectives:

1. To know the basic patterns of various forms in financial and banking sectors.
2. To study about the documentation modes of commercial activities in business.

Learning Outcome

At the completion of this course, a student:

- Develop self confidence to fulfill the documentation.
- Able to understand the formalities of bank & day to day transaction.
- Become an expert to design the advertisement copy.

UNIT-I

Documents: E-Preparation of Invoice – Receipts – Voucher - Delivery Challan - Entry cum Gate Pass - Debit and Credit Note

UNIT-II

Share application form – Specimen of E-Share Certificate- Letter of allotment- Letter of regret-Share transfer form.**Banking:** Drawings, Endorsing and Crossing of Cheques - Filling up of pay in slips - Application and preparation of Demand Drafts – Pass Book .

UNIT-III

Account opening form for connecting SB account with mobile network,

UNIT-IV

AN Overview of RTGS Applications and NEFT – Fund Transfer

UNIT-V

Online Transactions- Google Pay Accounts -BHIM

Note: Distribution of marks – Practical 60 Marks & Record note book 40 Marks

Content beyond the Syllabus

1. Application for investment in mutual funds
2. Online application for Passport
3. Online application for Voters ID

Subject code: 18U5BAE01
Hours: 60

Semester: V

Credit: 4

BBA
Elective I
SERVICE MARKETING

OBJECTIVE:

On Studying this subject students will get awareness in various service sectors and the role they plays in marketing

UNIT – I

Introduction – Meaning and definition, Concept of Service marketing – Characteristics - Importance – Classifications of services – Difference between marketing of goods and services.

(12 Hours)

UNIT – II

Environment of service marketing – Macro & Micro – understanding service customer. Models of services – consumer behaviour – service quality & GAP model.

(12 Hours)

UNIT – III

Market Segmentation – Definition – Bases for segmenting consumer market – Industrial market – Requirement for effective segmentation - Targeting & Positioning.

(12 Hours)

UNIT – IV

Marketing mix in services – Traditional 4P's – Extended marketing mix for services - Bank marketing – Marketing mix in banking services – 7 P's – Product-Price-Place-Promotion – Process – Physical evidence – people.

(12 Hours)

UNIT – V

Marketing of Tourism services - Factors – Motivation for travel – Consumer – Marketing mix (7 P's) in tourism services – Education marketing – Levels of Education - Characteristics – Marketing mix in Educational services.

(12 Hours)

TEXT BOOK :

1. Services Marketing, Ravishankar, Excel Books New Delhi , 2008

REFERENCE BOOKS :

1. Marketing Management , R.S.N. Pillai, Bagavathi, Sultan Chand & Co. Ltd, New Delhi,2010

2. Marketing of services, Dr. Jyotsna Diwan Mehta, Dr. Shobha, Khinvasara Professional Publication, New Delhi , 2009-2010.

3 Service Marketing, Valarie A. Zeithaml V.A. & M.J. Bitner

CONTENT BEYOND THE SYLLABUS

- 1.Branding of Services
- 2.Services in Hotels , Airlines

BBA

Subject code: 18U5BAP02 Semester: V Credit: 5 Hours: 60

SBEC III

CAMPUS TO CORPORATE

Objectives

1. To boost the confidence of the students and provides them tools like goal setting, team work and stress management .
2. To enhance the technical skills development including enhancing soft skills abilities of the students.
- 3.To train the learners for smoother transition from their campus to corporate for employment

Learning Outcome:

On completion of this course, the student will be able to:

- Meet the competition of the world and develop self confidence to meet the challenges in the society.
- Acquire employability skill by gaining competency - knowledge, skills and attitude .
- Learn Etiquette in the corporate and societal life.

UNIT I

Overview of campus and corporate – distinction overview of BPO Industry in India and world Enhancing the reading ability of students (at a speed of minimum 150 words per minute with appropriate stress, voice modulation and correct pronunciation). Newspaper Reading TheHindu, Indian Express, Business Line, Economic Times etc., and magazines like business world, etc., Enhancing the spontaneous writing skill of the students–writing articles on simple to pics given–preparing speeches–preparing reports on various events / functions held in the college-Events and PPT.

UNIT-II

Enhancing the spontaneous speaking skill of the students–self introduction at various forums and during interviews – Effective Public Speaking (EPS) – Roleplaying. Mock interviews for recruitment – mockpressmeets.

UNIT-III

Corporate etiquette – Dressing and grooming skills – Work place etiquette – Business etiquette – Email etiquette – Telephone and meeting etiquette – Presentation skills.

UNIT IV

Resume Basics: Purpose, Focus, Resume formats, Strengths and weaknesses of different formats. Different Parts of a Resume, Right Words for Resumes, Fonts and Styles.

UNIT V

Enhancing the interpersonal communication skill of the students – Group Commission (Students may be organized in to 4 and 5 groups). All the groups may be give management problem relating to real life experiences of trade and industry in the country or the world. They will be asked to find group solution through discussion and the group leader will present the same to the audience in the class.

TEXT BOOKS

1. Rajendra Pal & Korlahall, Essentials of Business Communication, Sultan Chand & Sons, 2008.

REFERENCE BOOKS

1. Namrata Palta, The art of Effective Communication, Lotus Press, New Delhi, 2007.
2. S.K.Mandal, Effective Communication and Public Speaking, Jaico Publishing
3. V.Sasikumar, P .KiranmaiDutt, Geetha Rajeevan, A. Course in Listening and Speaking II, Cambridge University Press, 2007.

Subject code: 18U6BAC17
Hours: 60

Semester: VI Credit: 5

BBA
Core Course XVII
HUMAN RESOURCE MANAGEMENT

OBJECTIVE:

On completion of this subject the student will learn about the human values ,importance of human resource in organization and their contribution to development of the organization.

UNIT – I

Introduction to Human Resource Management-Definition-Objectives-Functions-Role and qualities of a good HR manager-Differences between Personnel Management and HRM.
(12 Hours)

UNIT – II

Human Resource Planning – Definitions – Objectives-steps in HR planning-
importance-Job analysis-Job description-job specification-significance of HR planning.
(12 Hours) UNIT – III

Recruitment & Selection:-objectives-sources of Recruitment-methods of selection-
types of tests-Interviews.
(12 Hours)

UNIT – IV

Training and Development-principles-methods of training programmes-on the job
training methods-off the job training methods-importance of training programmes-Recent
trend in Training and Development programmes.
(12 Hours)

UNIT – V

Performance Appraisal-objectives-Techniques of performance appraisal-Motivation-
Theories of Motivation-managing grievances and discipline-QWL.
(12 Hours)

TEXT BOOK :

1. P.C.Tripathi, Human Resource Development , Sultan Chand & Sons , New Delhi – 2002.

REFERENCE BOOKS :

1. S.S.Khanka, Human Resource Management, S.chand & Company ltd., New Delhi, 2010.
2. P.Suppa Rao-HRM
3. C.B.Memoria, Personnel Management – Himalaya publications house.
4. J.Jayasankar , Human Resource Management , Margham publications.

CONTENT BEYOND THE SYLLABUS

- 1.Absenteeism and its causes
- 2.Motivation in the Organisation
- 3.Effective Leadership to build the team
4. Role of HR in campus Interview

**Subject code: 18U6BAC18 Semester: VI Credit: 5 Hours:
60**

**BBA
Core Course XIII
FINANCIAL MANAGEMENT**

OBJECTIVE:

The main objective of this subject is one can thoroughly understand the importance of Finance to the business and the mode of investment in business.

UNIT - I

Financial management – meaning – definition – nature and scope of financial management. Factors influencing financial decisions–objectives of financial management- Functions of financial manager-Organisation of Financial Management. (Theory only)
(10 Hours)

UNIT - II

Capital budgeting – ranking of projects – methods of evaluating a project investment proposal – importance of capital budgeting- Problem on payback method- NPV (Net Present Value)- IRR (Internal Rate of Return). Leverages – meaning - types – importance and significance of leverages(Theory Only)-Risk Analysis-Risk and Return.
(15 Hours)

UNIT – III

Dividend Policy- Introduction-Dividend Decision and Valuation of firms- Theory of Irrelevance-Modigliani and Miller Approach-Walter and Gordon's Approach- Determinants of Dividend Policy. (Theory Only).
(12 Hours)

UNIT- IV

Cost of capital – concept of cost of capital – determinants of cost of capital – Significance of Cost of Capital-Super normal growth-simple and weighted average cost of capital). (Theory Only).
(13 Hours)

UNIT-V

Working capital management – meaning – importance – types of working capital – factorsdetermining working capital requirements - estimation of working capital (simple problems only). Management of cash – inventory - accounts receivables and accounts payable. (Theory only).
(10 Hours)

NOTE :

Theory - 80% of Marks, Problem - 20% of Marks

TEXT BOOK:

1. Dr. S.N. Maheswari, Principles of Financial Management, Himalaya Publishing House.
2. Sharma & Sasi K. Gupta , Financial Management, Kalyani Publishers.

REFERENCE BOOKS

1. I.M. Pandey, Financial Management – Vikas.
2. Kulkarni & Sathya Prasad, Financial Management – Himalaya

CONTENT BEYOND THE SYLLABUS

1. Securities and Exchange Commission regulations (SEC)
2. Techniques to evaluate merger leverage , buyout and divestitures
3. Initial Public Offering.

Subject code: 18U6BAC19
Hours: 20

Semester: V

Credit: 2

BBA
NMEC-I
BRAND MANAGEMENT

OBJECTIVES:

- 1.To develop the necessary knowledge and skills needed to attain and maintain strong based equity in a competitive marketplace.
- 2.To understand product and branding concepts from the consumer's point –of-view.
- 3.To position the organization and its brands in the marketplace to obtain the best match between distinctive capabilities and value opportunities.

UNIT-I

INTRODUCTION-Basics understanding of brands –Definition –branding concepts- functions of brand –significance of brands – different types of brands-co branding –store brands.

UNIT-II

BRAND STRATEGIES-Strategic brand management process-building a strong brand – brand positioning – establishing brand values- brand vision- brand elements-branding for global markets-competing with foreign brands.

UNIT-III

BRAND COMMUNICATION-brand image building –brand loyalty programmes-brand promotion methods-role of brand ambassadors,celebrities-on line brand promotions.

UNIT-IV

BRAND EXTENSION-Different type of brand extension –factors influencing decision for extension-re-branding and re-launching.

UNIT-V

BRAND PERFORMANCE-Measuring brand performance – brand equity management –global branding strategies –brand audit – brand equity measurement –brand leverage –role of brand managers –branding challenge &opportunities.

TEXT BOOKS:

- 1.Mathew,Brand Management-Text &cases,MacMillan,2008.
- 2.Kevin Lane Keller, Strategic brand management : Building,Measuring and Managing, Prentice Hall,3rd Edition,2007.

REFERENCES:

- 1.Tyboust and Kotter, Kollogg on branding,Wiley,2008.
- 2.Lan Batey,Asain Branding-A Great way to fly,PHI,Singapore,2002.
- 3.Paul Tmepoal,Branding in Asia,John Willy,2000.
- 4.Ramesh Kumar,Managing Indians brands,Vikas publication,India,2002.
- 5.Jagdeep Kapoor,Brandex,Biztranza,India,2005 BA9252 RETAIL MANAGEMENT.

Subject code: 18U6BACP06 Semester: VI Credit: 2

Hours: 20

BBA**MARKETING TACTICS****OBJECTIVES:**

Marketing tactics are the strategic actions that direct the promotion of a product or service to influence specific marketing goals.

UNIT-I

PROS and CONS of TV commercials- five excellent advertising techniques.

UNIT-II

Social media strategies for online shopping – analytical comparison of traditional marketing to digital marketing.

UNIT-III

How to launch an advertising campaign – familiar brand logos.

UNIT-IV

Brand promotion and successfull marketing strategies – advertising slogans their creation and impact on consumers.

UNIT-V

Marketing in FMCG sector – comparison of original and duplicate brands.

Subject code: 18U6BAE02 Semester: VI Credit: 2 Hours: 20
BBA

INTERNATIONAL BUSINESS MANAGEMENT

OBJECTIVE: The objective of the course is to expose students to the concept, importance and dynamics of International Business and India's involvement with global business operation

UNIT-I

Introduction to International Business- Meaning-Distinction between Domestic and International Business- Reason for International Business Problems of International Business-Concept of Globalisation-Stages of Globalisation-Importance of Globalisation.

(12 Hours)

UNIT-II

International Business Environment-Characteristics- Environment of International Business- Economic Environment- Social Environment-Cultural Environment-Political Environment- Legal Environment-Technological Environment.

(12 Hours)

UNIT-III

Product Planning and Development-Product Planning- Product Mix- Steps in Product Planning and Development- International Pricing- Pricing Objectives- factors influencing Pricing- Pricing methods

(12

Hours)

UNIT-IV

- Distribution Channels- characteristics- Role and function-Major Distribution Policies- Personal selling-Characteristics-Process of Personal selling.

(12 Hours)

UNIT-V

International Organisation and Agreement-WTO- Difference between Gatt and WTO- UNCTAD- Principles-Functions- IBRD- Principles- Organisation Structure-IMF- Objectives-Functions- Organisation Structure.

(12

Hours)

Subject code: 18U6BAPR01

Semester: VI

Credit: 4

Hours: 60

**BBA
Core Practical I
PROJECT WORK**

A Study on Effectiveness of Training Among E Level Employees of watch Division in Titan Industries limited, Hosur.

A Project Report submitted to the Periyar University in Partial fulfilment of the requirements for the award of the Degree of

BACHELOR OF BUSINESS ADMINISTRATION

By

Name of the Student

Reg. No. _____

Under the guidance of

Name of the Guide

Designation, Department

College.

College emblem

Department, College Name and Place

Month and Year of the Submission

Note:

- 1. Report pages should be minimum 50 pages and maximum not to be exceed 60 pages.**

Subject code: 18U6BAS04

Semester: VI

Credit: 2

Hours: 20

BBA

SBEC - V

SOFT SKILLS FOR MANAGEMENT

OBJECTIVE: The main objective of this course is to develop the various skills to become a good manager.

UNIT-I

Resume Basics: Purpose, Focus, Resume formats, Strengths and weaknesses of different formats. Different Parts of a Resume, Right Words for Resumes, Fonts and Styles.

(04 Hours)

UNIT-II

Interview: Meaning – Objectives - Types – Analysis of an Interview situation. Interview Preparation - Before the Interview - During the Interview.

(04 Hours)

UNIT-III

Reading and communication skills - Listening skills-meaning, importance, pitfalls in listening, improving listening- listening skill/technique.

(04 Hours)

UNIT-IV

Group Discussions: Group – Meaning, Definitions – Characteristics – Discussions : Meaning - Importance – Values of Discussions – Role playing – Effectiveness in participation.

(04 Hours)

UNIT-V

Time Management : Meaning – Definition – Importance – Merits – Elements of Effective Time management – Evaluation of time.

(04 Hours)

REFERENCE BOOK:

1. Hand book prepared by Business Administration Department.
2. Dr.S.K.Mandal, How to succeed in Group discussions and Personal interviews,
Jaico publishing house, 2011.

QUESTION PAPER PATTERN

(For Theory & Problem oriented subjects)

Time: 3 Hours

Max. Marks: 75

PART – A (20 x 1 = 20 Marks)

Multiple choice question

Answer All the Questions

(From each unit Four questions)

PART – B (5 x 5 = 25 Marks)

Answer All Questions (Either or Type)

(From each unit one question)

PART – C (3 x 10 = 30 Marks)

Answer Any Three out of Five Questions

(From each unit one question)