

J.J.COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)

PUDUKKOTTAI - 622 422

MASTER OF BUSINESS ADMINISTRATION - C.B.C.S.(Academic year 2019 – 2020 onwards)

Semester	Part	Subject Code	Course Title	Ins.Hrs /Week	Credit	Exam Hrs	Marks		Total
							Int.	Ext.	
I		P1R1BACC1	Core Course-I Principles of Management	5	5	3	25	75	100
		P1R1BACC2	Core course– II Managerial Economics	5	5	3	25	75	100
		P1R1BACC3	Core Course- III Organizational Behaviour	5	5	3	25	75	100
		P1R1BACC4	Core Course -IV Accounting for Management	5	5	3	25	75	100
		P1R1BACC5	Core Course - V Communication Skills	5	5	3	25	75	100
		P1R1BACC6	Core Course - VI Probability and Statistics	5	5	3	25	75	100
Total				30	30	-	-	-	600
II		P2R1BACC7	Core Course–VII Production and Operations Management	5	5	3	25	75	100
		P2R1BACC8	Core Course -VIII Operations Research	5	5	3	25	75	100
		P2R1BACC9	Core Course- IX Marketing Management	5	5	3	25	75	100
		P2R1BACC10	Core Course -X Financial Management	5	5	3	25	75	100
		P2R1BACC11	Core Course -XI Human Resource Management	5	5	3	25	75	100
		P2R1BACC12	Core Course-XII Research Methods in Business	5	5	3	25	75	100
		P2R1BACC13PW	Project Work*		6				100

Total				30	36	-	-	-	700
*(Dissertation 80 +Vivo voce 20).Actual Project during II Sem. Summer Holidays and Viva Exam at beginning of III Semester.									
III		P3R1BACC14	Core Course -XIV International Strategic Management	5	5	3	25	75	100
		P3R1BACC15	Core Course–XV Entrepreneurial Development	5	5	3	25	75	100
		P3R1BACC16	Core Course -XVI Management Information system	5	5	3	25	75	100
		P3R1BAECM1/ F1/H1	Elective Course - I Course A1/B1/C1	5	4	3	25	75	100
		P3R1BAECM2/ F2/H2	Elective Course - II Course A2/B2/C2	5	4	3	25	75	100
		P3R1BAECM3/ F3/H3	Elective Course - III Course A3/B3/C3	5	4	3	25	75	100
Total				30	27	-	-	-	600
IV		P4R1BACC17	Core Course-XVII International Business Environment	5	5	3	25	75	100
		P4R1BACC18	Core Course-XVIII Business Laws	5	5	3	25	75	100
		P4R1BACC19	Core Course-XIX Total Quality Management	5	5	3	25	75	100
		P4R1BAECM4/ F4/H4	Elective Course - IV Course A4/B4/C4	5	4	3	25	75	100
		P4R1BAECM5/ F5/H5	Elective Course - V Course A5/B5/C5	5	4	3	25	75	100
	P4R1BAECM6/ F6/H6	Elective Course - VI Course A6/B6/C6	5	4	3	25	75	100	
Total				30	27	-	-	-	600

Grand Total					120				2500
			A.MARKETING						
			E-Course-I Advertisement & Sales Promotion Management	5	4	3	25	75	100
			E-Course - II Consumer Behaviour	5	4	3	25	75	100
			E- Course - III Marketing of Services	5	4	3	25	75	100
			E-Course - IV Rural Marketing	5	4	3	25	75	100
			E- Course - V Customer Relationship Management	5	4	3	25	75	100
IV			E-Course -VI Brand Management	5	4	3	25	75	100
III			B.FINANCE						
			E-Course-I Security Analysis and Portfolio Management	5	4	3	25	75	100
			E-Course - II Strategic Cost Management	5	4	3	25	75	100
			E- Course - III Global Financial Management	5	4	3	25	75	100
			E-Course - IV Wealth Management	5	4	3	25	75	100
IV			E-Course -V Stock Exchange Practices	5	4	3	25	75	100

			E- Course -VI Financial Institutions and Services	5	4	3	25	75	100
III			C.HUMAN RESOURCES E-Course -I Group Dynamics	5	4	3	25	75	100
			E- Course - II Compensation Management	5	4	3	25	75	100
			E-Course -III Stress Management	5	4	3	25	75	100
IV			E-Course - IV Training and Development	5	4	3	25	75	100
			E-Course -V Labour laws	5	4	3	25	75	100
			E- Course -VI Managing the global workforce	5	4	3	25	75	100

SEMESTER – I
CORE COURSE–I
PRINCIPLES OF MANAGEMENT

Subject Code :PIR1BACC1
Hours/Week : 5
Credit : 5

Internal Marks : 25
External Marks : 75
Instruction Hours : 60

OBJECTIVES

- To make students understand the basics of management nature and its functions.
- To help them develop professional competence in management processes, along with technical knowledge

UNIT I- INTRODUCTION TO MANAGEMENT

Ins.Hrs-15

Management-Definition, Nature, Science/Art, Management as Profession, Scope and function –Evolution of Management thought-F.W.Taylor, Henry Fayol, Peter Drucker, Hawthorne studies. Management Process - Role of a Manager – Responsibilities of a Manager - Social responsibility of Business - Business Ethics - Benefits.

UNIT II-PLANNING

Ins.Hrs-13

Planning-Meaning, Nature-Importance of Planning-Steps in Planning-Component of Planning as Objectives, Strategies, Procedure, Methods, Rules, Projects and Budgets-Making plan Effective, Forecasting- Planning and Decision-Making.

UNIT III-ORGANISING

Ins.Hrs-12

Organising -Nature, Purpose and Kinds of Organisation –Structure –Principles and theories of Organisation – Departmentalization-Span of Control –Line and Staff function –Authority and responsibility – Centralisation and Decentralisation –Delegation of authority –Committee-Groups in Organisation – Formal and Informal organization.

UNIT IV-STAFFING AND DIRECTING

Ins.Hrs-10

Fundamentals of staffing –Recruitment –Selection –Selection Process-Training and Development – Performance Appraisal–Fundamentals of Directing–Principles of Directing–Motivation–Theory X and Y ,Leadership:- Meaning, Theories, Styles-Communication.

UNIT V –CONTROLLING

Ins.Hrs-7

Purpose of Control, Types of Control-Operational Control - Financial Control - Structural control, Strategic control, Managing control in organization - Steps in Controlling Process – Emerging Techniques in Controlling.

UNIT VI – LATEST LEARNING (For CIA only)

Ins.Hrs-3

Latest development related to the Course during the Semester Concerned

TEXT BOOKS

1.Principles and Practice of Management –L.M.Prasad, Sultan Chand & Sons,(I,II,III,IV,V) (Unit–I Chapter - 1,2,4,5 ,Unit-II chapter - 6,8,9,10,Unit-III Chapter-11,12,13,Unit-IV Chapter - 19,20,21,23,24,Unit- V Chapter - 25,26)

2. Fundamentals of Business Organisation and Management-Y.K.Bhushan, SultanChand &sons ,

REFERENCE BOOKS

1. Essentials of Management –Harold Koontz,HernzWelhrich - McGraw Hill

2. Principles of Management –T.Ramaswamy, Himalaya Publishing House.

COURSE OUTCOMES

At the end of the course the students will

- Be able to develop a working knowledge of the fundamental terminology and frameworks in the four functions of management: Planning, Organizing, Staffing and controlling.
- Be able to analyze the processes and functions of management.
- Be able to identify and apply management techniques to ease contemporary issues in organisation.
- Have an understanding of the skills, abilities and tools needed to obtain a job in an organization.

SEMESTER – I
CORE COURSE– II
MANAGERIAL ECONOMICS

Subject Code : P1R1BACC2
Hours/Week : 5
Credit : 5

Internal Marks :25
External Marks :75
Instruction Hours: 60

OBJECTIVES: To help students

- understand the applications of Managerial Economics in managerial decision making analysis.
- see the need and relevance of studying Economical analysis at the post graduate level.
- identify the market structure and price determination procedures in different market conditions.
- understand the cross currents in the Indian economy.

UNIT I- NATURE AND SCOPE OF MANAGERIAL ECONOMICS

Ins.Hrs-15

Meaning and Definition - Link between Economics and Managerial Economics - Need and application of Economics in managerial decision making – Scope and subject matter of Managerial Economics - Role of Managerial Economics -Objectives of Business Firms - Fundamental Concepts used in Managerial Decisions.

UNIT II- DEMAND ANALYSIS AND FORECASTING TECHNIQUES

Ins.Hrs-13

Meaning of Demand - Basis of the Consumer Demand: Utility - Law of DMU - Cardinal and Ordinal Concepts of Utility - Analysis of Consumer Behaviour – Analysis of Market Demand - Demand Function - Elasticity of Demand - Five Cases of PEd - other Kinds – Measurement - Demand Forecasting, meaning, Steps and Techniques of Demand Forecasting.

UNIT III-THEORY OF PRODUCTION AND MARKET STRUCTURE AND PRICING DECISIONS

Ins.Hrs-12

Basic Concept of Production - Production Function - Laws of Returns to Scale through Production Function –Market-Structure and Degree of Competition - Pricing Decisions - Price Determination under Perfect Competition - Price and Output Decisions under Monopoly, Oligopoly and Monopolistic Competition

UNIT IV- NATIONAL INCOME AND BUSINESS CYCLES

Ins.Hrs-10

Introduction - Meaning and Definition of National Income - Basic Concepts of National Income – Methods of Computing National Income - Measurement of National Income in India- Phases of Business Cycles - Theories of Business Cycles - Economic Stabilization Policies.

UNIT V - INDIAN ECONOMIC PROBLEMS, POLICIES AND DEVELOPMENT

Ins.Hrs-7

Evolution of the Indian Economy - Features - Population Explosion - Causes, consequences and remedies - Development Plans - Five Year Plans of India - Agrarian Reforms and Development - Industrial Policy and Development - Poverty – Inequality and Insecurity - Monetary and Fiscal Policies - Development of Human Resources - India's Development Potentials - The Tasks Ahead.

UNIT VI – LATEST LEARNING (For CIA only)

Ins.Hrs-3

Latest development related to the Course during the Semester Concerned

TEXT BOOKS

1. Managerial Economics - D.N. Dwivedi (Units 1 to 4) Vikas Pub. House Pvt. Ltd. 7th Edition.
2. Evolution of Indian Economy - Gopalji (Unit 5) 4th Revised Reprint .

REFERENCE BOOKS

1. Managerial Economics - Dr. S. Sankaran – Margham Publications
2. Indian Economy - Dutt and Sundaram- Himalaya Publishing House.

COURSE OUTCOMES

At the end of course the students will be able to

- understand the roles of managers in firms.
- analyze the demand and supply conditions and assess the status of a company.
- design competition strategies, according to the nature of products and the structure of the markets.
- analyze real world business problems with a systematic theoretical framework.
- Gain the skill of assessing and forecasting market trends.

**SEMESTER – I
CORE COURSE – III
ORGANISATIONAL BEHAVIOUR**

Subject Code : P1R1BACC3
Hours/Week : 5
Credit : 5

Internal Marks : 25
External Marks : 75
Instruction Hours:60

OBJECTIVES

- To make students understand the basic concepts of OB
- To introduce them to theories of individual/ group behaviour
- To help them define organizational change and development.

UNIT I- CONCEPTUAL FRAMEWORK OF ORGANISATIONAL BEHAVIOUR **Ins.Hrs-15**

Organisational behavior –meaning–definition – evolution of organisational behavior - Concept of organisational Behavior – nature –scope - need - disciplines contributing to organisational Behavior-significance-organisational Behavior Models -Autocratic-Supportive-Custodial- Collegial model .

UNIT II- INDIVIDUAL DIMENSIONS OF ORGANISATIONAL BEHAVIOUR **Ins.Hrs-13**

Individual Behaviour – SOBC Model – Personality – factors influencing Personality –importance- Personality Traits Theory - Big Five Model –Allport’s Trait Theory -MBTI –Psychodynamic theory of Sigmund freud-Erik Erikson’s theory-Perception- components-process –Factors- importance - Stereotyping – Halo Effect - Learning – Classical conditioning theory -Operant conditioning theory -Social learning theory –cognitive learning theory-Attitudes-Effects of employee Attitude- formation process of attitude – Values- Meaning and Definition –Sources –Importance of values.

UNIT III- GROUP DIMENSIONS OF OB **Ins.Hrs-12**

Interpersonal Behaviour – Transactional Analysis – Johari Window - Group – Formation of Group – Reasons – Types – Process-Group Dynamics-Meaning and Definition-nature- importance –Group norms-Group Cohesiveness-Meaning and Definition-Determinants of Group Cohesiveness-Limitation of Group Cohesiveness -Group Decision making-Process-advantages-Power- Meaning and Definition-sources-importance-Politics- Meaning and Definition-Tactics used to gain political power. .

UNIT IV- CULTURAL DIMENSIONS OF OB **Ins.Hrs-10**

Organisational Culture- Meaning and Definition-elements-role-types-factors-Creating of Organisational Culture – organisational Climate-Factors influencing organisational Climate –Importance- Difference between Organisational Culture and organisational Climate

UNIT V- ORGANISATIONAL CHANGE AND DEVELOPMENT **Ins.Hrs-7**

Organisational Change - Meaning and Definition-Factors influencing Organisational Change. Management of change- Organisational development - Concept, Nature and scope of OD - OD Interventions – Team, Group, Comprehensive interventions and structural interventions.

UNIT VI – LATEST LEARNING (For CIA only) **Ins.Hrs-3**

Latest development related to the Course during the Semester Concerned

TEXT BOOKS

1. “Organisationalbehaviour”- L.M.Prasad, Sultan Chand and Sons, Fourth Edition, 2016. (Unit I : Chapter 1 & 2, 19, 20, 21, 23, Unit II: Chapter 3, 4, 5, Unit III: chapter 6, 7, 15 ,Unit IV: Chapter 12, 13, 15, 16, Unit V: Chapter 25, 26)
2. “Organisational Development”-Wendell French and Cecil .H. Bell Jr.,Prentice Hall India, Unit V: Chapter 8, 9, 10, 11, 12,edition 2008.

REFERENCES BOOKS

- 1..OrganisationalBehaviour - Jit.S. Chandan, Print Links,Delhi, Third Edition, 2008.
2. OrganisationalBehaviour - John.W. Newstrom/ Keith Davis, "Tata Mcgraw Hill.
3. OrganisationalBehaviour - Schermerhorn, Hunt, Osborn, Wilsey, Ninth Edition, 2005.
4. OrganisationalBehaviour-Dr.M.LathaNatarajan-Thakur Publication Pvt.Ltd.Lucknow,2017-18

COURSE OUTCOMES

At the end of the course the students will be able to

- understand the basic concepts of organizational behavior.
- identify attitudes and understand of patterns of individual behavior
- adapt to different organizational structures.
- fulfill one's role in the fulfillment of organizational goals.

**SEMESTER – I
CORE COURSE – IV
ACCOUNTING FOR MANAGEMENT**

Subject Code : P1R1BACC4
Hours/Week : 5
Credit : 5

Internal Marks :25
External Marks :75
Instruction Hours :60

OBJECTIVES

To expose students to

- the basics of financial accounting and financial statements
- the principles and procedures of cost accounting
- analyze standard costing and variance.

UNIT I: INTRODUCTION TO FINANCIAL ACCOUNTING

Ins.Hrs-15

Accounting- Definition- - Accounting concepts and conventions- - Journal- Subsidiary books-Ledger- Trial balance- Human resource accounting- Meaning- Advantages and Limitations of HR accounting.

UNIT II: FINAL ACCOUNTS AND DEPRECIATION

Ins.Hrs-13

Preparation of final accounts- Trading account- Profit and loss account- Balance sheet- Depreciation- Causes of depreciation- Methods- Straight line method- Diminishing balance method- Annuity method- Sinking fund method.

UNIT III: FUNDAMENTALS OF COST ACCOUNTING

Ins.Hrs-12

Cost accounting- Meaning- Definition- Objectives- Advantages- Limitations- Classification of cost- Difference between Cost accounting and Financial accounting- Elements of cost- Preparation of cost sheet- Tenders and quotations.

UNIT IV: OVERHEAD COST ANALYSIS

Ins.Hrs-10

Overheads- Meaning- Definition- Importance of overhead cost- Allocation- Apportionment of overheads- Primary apportionment- Secondary apportionment- Absorption- Methods- Machine hour rate- Computation of machine hour rate- Merits and demerits of machine hour rate.

UNIT V: BASICS OF MANAGEMENT ACCOUNTING

Ins.Hrs-7

Management accounting- Meaning- Scope- Objectives- Functions- Difference between Management accounting and Cost accounting- Marginal costing- Definition- Advantages and limitations- Applications of marginal costing- Standard costing- Merits and demerits- Variance analysis- Meaning- Computation of variance

UNIT VI – LATEST LEARNING (For CIA only)

Ins.Hrs-3

Latest development related to the Course during the Semester Concerned

TEXT BOOKS

1. Financial And Management Accounting - T.S. Reddy & Y. Hari Prasad Reddy -4rd Edition 2008, Reprint 2018 – Margham Publications, Chennai. (Unit-I – Chapter - 1,2,3: Unit – II - Chapter 3 :Unit – III - Chapter 9 : Unit–IV- Chapter 9: Unit –V - Chapter 1,11)
2. Financial Accounting - T.S. Reddy & Y. Hari Prasad Reddy -6rd Edition 2011, Reprint 2018– Margham Publications, Chennai. (Unit – II -Chapter 11)
3. Corporate Accounting - T.S. Reddy & Y. Hari Prasad Reddy -6rd Edition 2015, Reprint 2018 – Margham Publications, Chennai. (Unit-I –Chapter 17, 18).

REFERENCE BOOKS

1. Financial Accounting -S.N.Maheswari&Maheswari, ,UBS,New Delhi, 2014
2. Financial, cost and Management Accounting-P.Periasamy, Himalaya publishing house, Chennai,2005.
3. Accounting for management by S. N Maheshwari&S.kMaheshwari – 1st Edition 2006, VikasPblishing House.
4. Cost Accounting by S. P. Jain & k. L. Narang – 8th Edition 2007 – Kalyani Publishers

COURSE OUTCOMES

At the end of the course the students will

- be able to understand accounting concepts and conventions and Human Resource accounting.
- be aware of the procedure of cost sheet.
- be able to have knowledge to prepare final accounts.
- understand and apply overhead cost analysis in business.
- Have acquired knowledge of marginal costing and variance analysis.

**SEMESTER – I
CORE COURSE – V
COMMUNICATION SKILLS**

Subject Code : P1R1BACC5

Hours/Week : 5

Credit : 5

Internal Marks : 25

External Marks : 75

Instruction Hours : 60

OBJECTIVES :

To make students

- understand the techniques and skills of communication.
- identify the principles of effective communication.
- discuss the functions and types of business letters and their format
- analyze the essentials of good report writing.

UNIT I - ESSENTIALS OF COMMUNICATION

Ins.Hrs-15

Communication- Meaning and Definition- Objectives-Importance of effective communication in business - Media of communication – Types of communication – Verbal and Non verbal communication - Principles of communication - Barriers to communication.

UNIT II - SELF DEVELOPMENT & COMMUNICATION

Ins.Hrs-13

Self development- Meaning and Definition -Objectives-Self development improves communication- Communication leads to self development- Improve personal communication skill-Better interpersonal skill-Steps to develop own self.

UNIT III - BUSINESS LETTER

Ins.Hrs-12

Business letter- Meaning and Definition – Needs – Essentials of an effective Business letter-Functions-Importance of effective business letter-Kinds of letter-Steps to write an effective business letter-Language of business letter-Physical appearance-Mechanical structure of parts of a letter-Style or form and punctuation

UNIT IV - BUSINESS CORRESPONDENCE

Ins.Hrs-10

Enquiries and reply letter-Collection letter-Circular letter- Sales letter- Bank correspondence - Import and Export correspondence-Agency correspondence-Correspondence of a company secretary.

UNIT V - REPORT WRITING

Ins.Hrs-7

Report Writing-Meaning and Definition-Importance- Types of business reports-Oral and Written reports- - Characteristics of a good report-Selecting a suitable type of report-Preparing a report-Organizing of a report-Report by Individuals-Report by committees-Agenda-Minutes and various kinds of board meeting.

UNIT VI – LATEST LEARNING (For CIA only)

Ins.Hrs-3

Latest development related to the Course during the Semester Concerned

TEXT BOOKS

1. Business communication-R.C.Bhatia-Ane Books India-2nd Edition 2008 (II)Unit II – Chapter-16
2. Essential of business communication-Rajendra pal &J.S.Korlahalli-Sultan Chand & Sons –Edition 2013(I,III,IV,V)

REFERENCEBOOKS

1. Business Communication-K.K.Sinha-Golgotia Publishing-2nd Edition 2003
2. Effective Communication skills for technologists-II-Dr.S.M.Gupta-Sathyaprakashan-TechIndia Publications-1st Edition 2006
3. Business communication-Madhukantjha-Gen next Publication-Edition 2010.

COURSE OUTCOMES

At the end of the course the students will

- Be able to understand the essentials of communication skills.
- Be able to identify the appropriate use of different channels of communication in business.
- Cultivate self- development skills and communication skills.
- Manage various kinds of business correspondence.

SEMESTER- I
ALLIED COURSE
PROBABILITY AND STATISTICS

Subject code : P1R1BACC6

Hours/Week : 5

Credit : 3

Internal Marks : 25

External Marks : 75

Instruction Hours:60

OBJECTIVES:

- To apply probability theory via Baye's rule
- To use methods of moments and moments generating function
- To use statistical test in testing hypothesis on data
- To examine whether the two random variables are inter related
- To regression line to the best fitting straight line

UNIT I: THEORY OF PROBABILITY

Ins.Hrs-15

Probability-Random Experiment-Addition theorem-Conditional Probability- Multiplications Theorem-Baye's theorem-Random Variables and their properties Discrete and continuous Random Variables

UNIT II: DISCRETE PROBABILITY DISTRIBUTIONS

Ins.Hrs-13

Binomial, Poisson and their properties-Definition ,Mean ,Variance ,Moment Generating Functions ,Additive Properties

UNIT III :CONTINUOUS PROBABILITY DISTRIBUTIONS

Ins.Hrs-12

Normal, Uniform distributions –Definition,Mean ,Variance ,Moment Generating Functions ,Additive Properties

UNIT IV :TEST OF SIGNIFICANCE FOR SMALL SAMPLES

Ins.Hrs-10

Introduction –Derivation of Chi-Square Distribution –Applications of Chi – Square Distribution –Student's 't'Distribution –Applications for 't'Distribution –t-Test for single mean ,t-Test for difference of means.

UNIT V: TEST OF SIGNIFICANCE FOR LARGE SAMPLES

Ins.Hrs-7

Introduction Types of Sampling-Parameter and static –Test of significance –Procedure for testing of Hypothesis –Sampling

UNIT VI – LATEST LEARNING (For CIA only)

Ins.Hrs-3

Latest development related to the Course during the Semester Concerned

TEXT BOOKS

- 1) "Probability' Statistics and Random Processes," T.Veerarajan,Tata McGraw Hill (2009)
- 2) "Fundamentals of Mathematical Statistics"-S.C.Gupta ,V.K.Kapoor –Sultan Chand &Sons –New Delhi (1995)

Unit I Chapter 1,Pg. No1-20 [1]

Chapter 2,Pg, No.33-49[1]

Unit II Chapter 5,Pg ,No.208-214,219-233 [1]

Unit IIIChapter 5 ,Pg, No 239-241,246-278 [1]

Unit IVChapter 15,Sec 15.1 ,15.2 ,15.6-15.6.3, Chapter 16,Sec 16.1, 16.2.1 ,16.3-16.3.1 ,16.3.2 [2]

Unit V Chapter 14 ,Sec 14. 1-14.8 (except 14.8.5)[2]

REFERENCE BOOKS

[1] "Mathematical Statistics " –J.N. Kapur H.C. SaxenaS.Chand&Company Ltd-New Delhi (2011)

[2] "Introduction to Biostatistics" –Sokaland Rohif –Tpooan Co ,japan

[3] "Statistical and Numerical Methods ",byP.R.Vittal and V.Malini ,Margham Publications

COURSE OUTCOMES

At the end of the course the students will

- Appreciate the importance of probability and statistics in computing and research.
- Develop skills in presenting quantitative data using appropriate diagrams ,tabulations and summaries
- Use appropriate statistical methods in the analysis of simple data sets..
- Interpret output from statistical analysis in a clear concise and understandable manner.

SEMESTER-II
CORE COURSE-VII
PRODUCTION AND OPERATIONS MANAGEMENT

Subject Code : P2R1BACC7
Hours/Week : 5
Credit : 5

Internal Marks :25
External Marks : 75
Instruction Hours : 60

OBJECTIVES

To make students

- understand the nature and importance of production and operation management .
- identify the major aspects of production and operations management.
- see the key performance measures of operation, quality and plant maintenance.

UNIT I-INTRODUCTION AND TYPES OF PRODUCTION

Ins.Hrs-15

Production- Definition – Functions – Responsibilities of production manager – Types of productions system: Continuous production – Mass production – Process production – Assembly production – Intermittent production – Job production – Batch production – Strategic planning decisions for operations – Demand forecasting for operations.

UNIT II- PRODUCT DESIGN, CAPACITY PLANNING AND PLANT LOCATION

Ins.Hrs-13

Product life cycle and product design-Characteristics of a good product design-Factors affecting the design of a product –Types of design-Stages in product design-Capacity planning-Importance and procedure for capacity planning-Determinants of effective capacity –Types of capacity-Plant location-Objectives of location-Factors influencing plant location.

UNIT III- PLAN LAYOUT, PRODUCTION PLANNING AND CONTROL

Ins.Hrs-12

Process planning – Procedure of Designing a Process – Factors influencing Process design – Plant Layout – Objectives of Plant layout – Advantages of Good layout – Types of layout – Production planning and control –Objectives, Functions and Advantages of Production planning and control- work measurement-Inventory levels.

UNIT IV- QUALITY CONTROL, QUALITY CIRCLES AND ISO 9000

Ins.Hrs-10

Quality – Quality control – Objectives of Quality control – Importance and Advantages of Quality control system- Quality assurance, quality circles- Characteristics of Quality circles – Advantages of quality circle – ISO 9000 and emerging concept of TQM – Process obtaining ISO certification – Advantages of ISO certification.

UNIT V- PLANT MAINTENANCE

Ins.Hrs-7

Plant Maintenance – Area of maintenance – Objectives of maintenance – Functional elements of maintenance programme – Policies – Types of plant maintenance: Planned maintenance – Unplanned maintenance – Organization for maintenance – Plant maintenance organization for large scale industries – Maintenance planning, scheduling and controlling.

UNIT VI – LATEST LEARNING(For CIA only)

Ins.Hrs-3

Latest development related to the Course during the Semester Concerned

TEXT BOOKS

1. Production and Material Management – P.Saravanel and S.Sumathi. Margham publications, Chennai. – 2nd edition – 2002. (Unit I- Chapter 1,2 Unit II- Chapter- 5,6,8,11 unit III- Chapter 13,16 Unit IV – Chapter – 17,18 unit V – Chapter- 16)
2. Production and Operations Management – S.A. Chunawala and Patel. Himalaya Publishing House, Mumbai, 8thedition – 2013. (Unit I – Chapter 1 unit-II chapter 7 unit IV- chapter-16, unit V – Chapter-18)

REFERENCE BOOKS

1. Production and Operations Management – Aswathappa, k.K.SridharaBhat – Himalaya Publication.
2. Modern .Production/ Operations Management – Elwood.S.Buffa, Rakesh.K.Sarin. –John Wiley & Son.

COURSE OUTCOMES

At the end of the course the students will be able to

- understand / Manage production processes.
- understand modern production techniques.
- develop skills needed for effective operations management.
- face issues in quality management.

**SEMESTER II
CORE COURSE VIII
OPERATIONS RESEARCH**

Subject code: P2R1BACC8
Hours/Week: 5
Credit: 5

Internal Marks:25
External Marks: 75

OBJECTIVES:

- To understand the Scope, Models, Limitations and application of OR.
- To introduce the concept of decision theory.
- To solve a problem using Game theory.
- To maintain the balance between inventories.
- To analyze the sensitivity of decision variable.

UNIT –I LINEAR PROGRAMMING PROBLEM.

Introduction-origin and development of OR – Nature and features of OR – Scientific method of OR- Modeling in OR- Advantages and disadvantage of models Operation research and decision making-Application in OR-Linear programming problem-Mathematical formulation of the problem-Graphical solution.

UNIT-II DECISION ANALYSIS.

Introduction-Decision making problems - Decision making process-Decision making environment-Decision under uncertainty-Decision making under risk-Tree analysis-decision making with utilities.

UNIT-III GAMES AND STRATEGIES

Introduction two person zero-sum Games-some basic terms-the Maximin -Minimax- Principle-games without Saddle Point-Mixed strategies-Graphical solution two x n and m x 2 games-dominance property – Arithmetic mean for nx n Games- General solution of m x m Rectangular Games.

UNIT-IV INVENTORY CONTROL

Introduction- types of Inventory-reason for carrying inventory- the inventory decisions-objectives of scientific inventory control-cost associated with inventory – factors affecting inventory control-an inventory control problem-the concept of EOQ-deterministic inventory problem with no shortages-deterministic inventory problems with shortages- problems of EOQ with Price Breaks.

UNIT-V SIMULATION

Introduction-Why Simulation-Process of Simulation-Simulation models – Event- Types of Simulation –Generation random numbers-Monte Carlo method-Simulation of Inventory problems-Simulation of queuing system-Simulation of Maintenance Problems-Simulation investment and Budgeting-Simulation of Job sequencing –Simulation of Networks-Advantages and Disadvantages of Simulation.

Text Books

[1] Operations Research – Kantiswarup, PK.Gupta, Manmohan – Sultan Chand and Sons

Unit I : Chapter 1 Sec.1.1-1.6, 1.9,1.10, Chapter 2 (sec 2.1-2.3) Chapter 3 (sec:3.1-3.2)

Unit II: Chapter 16 Sec 16.1-16.8

Unit III: Chapter 17 Sec.17.1-17.9

Unit IV: Chapter 19 Sec19.1-19.12

Unit V: Chapter 22 Sec.22.1 to 22.14

Reference Books:

- 1) Operations Research – An Introduction – Hamdy A.Taha – McMillan
- 2) Fundamentals of Operation Research for Management- Gupta and Cozzolino – Hodeday, IUC

COURSE OUTCOMES

The students will be able to

- Apply solution methods for linear programming models
- Possess an effective decision
- Describe the functions as costs of an inventory system
- Use the optimization techniques for engineering and business problems.

**SEMESTER-II
CORE COURSE-IX
MARKETING MANAGEMENT**

Subject Code : P2R1BACC9
Hours/Week : 5
Credit : 5

Internal Marks :25
External Marks : 75
Instruction Hours : 60

OBJECTIVES

To help students

- understand the marketing functions and practices
- To describe Marketing Mix of various types
- define and assess the marketing strategies.
- analyse the marketing research process.

UNIT I-INTRODUCTION TO MARKETING MANAGEMENT AND MARKETING ENVIRONMENT **Ins.Hrs-15**

Market – Meaning - Classification of market - Marketing management – Meaning – Definition – Concept – Functions – Marketing process - Marketing environment - importance - Need for environment analysis - Recent trends in marketing environment - Marketing mix.

UNIT II- PRODUCT PRICING AND STRATEGIES **Ins.Hrs-13**

Product – Meaning - Product planning – Policies – Positioning - New product development - Product life cycle – Branding - Brand strategy and policy - Types of brands - Packaging and labeling - Functions of packaging – Pricing - Factors, Methods and Procedures.

UNIT III- MARKET PROMOTION STRATEGIES **Ins.Hrs-12**

Promotion - Promotion process - Promotion strategy - Sales promotion - AIDAS Formula - Kinds of sales promotion - Personal selling and publicity -Advertisement - Advertisement Budgeting.

UNIT IV- PHYSICAL DISTRIBUTION AND MARKETING RESEARCH PROCESS **Ins.Hrs-10**

Physical distribution - Distribution mix - Managing channels intermediaries - Distribution strategies – Marketing research - Areas of marketing research - Role and scope of marketing research - Types of marketing research - Marketing research process.

UNIT V- INTERNATIONAL GLOBAL MARKETING **Ins.Hrs-7**

Emergence of global marketing - Global marketing environment - Market segmentation on a global scale - Methods of international operations - E-marketing – Telemarketing – Automatic Vending.

UNIT VI – LATEST LEARNING (For CIA only) **Ins.Hrs-3**

Latest development related to the Course during the Semester Concerned

TEXT BOOKS

1. Marketing Management -S.A. Sherlekar -, Himalaya Publishing House, 14th Revised Edition.(Unit I-Chapter 1,2,3,9 Unit II-Chapter 12,13,14, Unit III-Chapter 15,18, unit IV-Chapter 5,7,21,Unit v-Chapter 23)
2. Modern Marketing, -R.S.N PillaiandBagavathi, Revised Edition 2017. S.Chand publication.(Unit V-Chapter 39)

REFERENCE BOOKS

1. Marketing Management,-Philip Kotler and Keller, PHI Edition
2. Marketing Management -V.S Ramasamy&Namakumari, ,Macmilan Third Edition
3. Marketing Management -Text and Cases -H.Kaznil, - Excel Book Latest Edition
4. Marketing Management -Boyd Walker,McGraw hill .

COURSE OUTCOMES

At the end of the course the students will have an

- understanding of marketing concepts and tools.
- awareness on key factors influencing pricing and market segmentations.
- Ability to acquire skills needed for building and maintain marketing networks
- interest in marketing research.

**SEMESTER-II
CORE COURSE – X
FINANCIAL MANAGEMENT**

Subject Code :P2R1BACC10

Hours/Week : 5

Credit : 5

Internal Marks:25

External Marks : 75

Instruction Hours : 60

OBJECTIVES:

To help learners

- To understand the basic concepts of financial management.
- To analyse financial planning and cost of capital.
- To understand theories of capital structure and management

UNIT I: INTRODUCTION TO FINANCIAL MANAGEMENT

Ins.Hrs-15

Financial management- Meaning- Definition- Scope- Objectives- Profit maximization- Wealth maximization- Functions of financial management- Organization of the financial function- Role of financial manager- Time value of money- Meaning- Techniques of time value of money- Compounding techniques- Present value technique.

UNIT II: FINANCIAL PLANNING AND CAPITAL BUDGETING

Ins.Hrs-13

Financial planning- Meaning- Scope- Objectives- Significance- Limitations- Factors affecting financial planning- Capital budgeting- Meaning- Definition- Objectives- Advantages- Methods- Payback period- Accounting Rate of Return (ARR)- Discounted Cash Flow (DCF)- Net Present Value (NPV)- Internal Rate of Return (IRR) method- Profitability Index method - Factors affecting the capital budgeting.

UNIT III: COST OF CAPITAL AND CAPITAL STRUCTURE

Ins.Hrs-12

Cost of capital- Meaning- Importance- Types- Factors affecting the cost of capital- Capital structure- Meaning- Importance- Theories of capital structure- Net Income(NI) approach- Net Operating Income (NOI) approach- Traditional approach- Modigliani and Miller (MM) approach- Factors determining capital structure.

UNIT IV: LEVERAGES AND DIVIDEND POLICY

Ins.Hrs-10

Leverage- Meaning- Definition- Significance of leverage- Types of leverages- Computation of leverages- Dividend policy- Meaning- Definition- Objectives- Dividend theories- Factors determining dividend policy.

UNIT V: WORKING CAPITAL MANAGEMENT

Ins.Hrs-7

Working capital- Meaning- Definition- Significance- Types- Factors determining the working capital- Cash management- Meaning- Objectives of cash management- Receivables management- Inventory management- Meaning- Objectives- Techniques- Economic Order Quantity (EOQ)- ABC analysis.

UNIT VI – LATEST LEARNING(For CIA only)

Ins.Hrs-3

Latest development related to the Course during the Semester Concerned

NOTE : Problem 40% And Theory 60%

TEXT BOOK

1.Financial Management - Dr. A.Murthy, Margham publications, Chennai, 1st edition, 2010, Reprint 2019.(Unit I – Chapter- 1,2 ; Unit II – Chapter- 3,5; Unit III – Chapter- 4,6 ; Unit IV – Chapter- 7,8 ;Unit V – Chapter- 9-12.)

REFERENCE BOOKS

1. Financial Management – V.R.Palanivelu, Sulthanchand & Sons, New Delhi, 2014
- 2.Financial Management – Prasanna Chandra, Tata McGraw Hill Publishing Company Limited, New Delhi, VII edition, 2008.
- 3.Fundamentals of Financial Management – S.N. Maheswari, Sulthan Chand & Sons, New Delhi, Fourth edition, 2006.
4. Financial Management I.M.Pandey, Vikas publishing house Pvt. Ltd. 9th Edition, 2007.

COURSE OUTCOMES

At the end of course the students will

- be able to apply financial decisions in business
- be able to compete in the field of financial planning and management
- get the knowledge about cost of capital, capital structure and Leverage.
- understand and apply the theories of dividend policy.
- acquire knowledge on working capital management.

**SEMESTER- II
CORE COURSE- XI
HUMAN RESOURCE MANAGEMENT**

Subject Code :P2R1BACC11
Hours/Week : 5
Credit : 5

Internal Marks :25
External Marks : 75
Instruction Hours : 60

OBJECTIVES:

To make learners

- understand the concepts of Human Resource Management Concepts and Techniques.
- identify the stages in career planning.
- analyse the theories of motivation.

UNIT I- PERSPECTIVES IN HUMAN RESOURCE MANAGEMENT

Ins.Hrs-15

Human Resources management -Meaning and Definition-Objectives – scope –importance- functions of human resource management – evolution and development of HRM - Environment of HRM - Strategic Human resource management

UNIT II- ACQUISITION AND ABSORPTION

Ins.Hrs-13

Human resource planning – Meaning and Definition –Features-Objectives and Significance – Steps in HR Planning-Factors influencing HRP- Job Analysis -Meaning and Definition-Purpose-Process-Problems- Recruitment - Features-Importance- Sources – Selection - Meaning and Definition-Selection Process-Tests-Types of Tests- Interviews – Types of Interview-Steps- Placement and Induction.

UNIT III- TRAINING AND DEVELOPMENT

Ins.Hrs-12

Training- Meaning and Definition-need-Objectives-Importance-Methods of Training-Executive Development Programmes- Meaning and Definition-need- Objectives - Process- Internal Mobility and Separation-Career Planning and Development – Stages in Career Planning - Succession Planning .

UNIT IV – SUSTAINING EMPLOYEE INTEREST

Ins.Hrs-10

Concept of Compensation – Compensation management –Concept of Incentives-Financial Incentives-Types of Incentives –Individual Output-linked-Group output linked- Team-based compensation –Bonus –Scanlon plan- Profit sharing – problems in Profit sharing scheme-Stock option-ESOS and ESPS -meaning- Performance appraisal-need-methods.

UNIT V – CONTROL

Ins.Hrs-7

Human resource Accounting (HRA)- Meaning and Definition-Objectives-Characteristics-Valuation of Human Assets – Human Resource Auditing –Scope and Objectives- Human Resource information systems (HRIS) – Need- Advantage-Aid to HRIS – Designing of HRIS - Discipline – Disciplinary Action - Grievance – Grievance Handling Procedure .

UNIT VI – LATEST LEARNING (For CIA only)

Ins.Hrs-3

Latest development related to the Course during the Semester Concerned

BOOKS OF STUDY

1. “Human resource management”- S.S.Khanka, S.Chandpublications, First Edition 2013. (Unit I: Chapter 1, 2, 3, Unit V: Chapter 29, 30, 31)
- 2.“ Human Resource Management”-L.M.Prasad , Sultan Chand and Sons, Second Edition, 2007 (Unit II : Chapter 7, 8, 9, 10, 11, Unit III: Chapter 13, 14, 15, 22,Unit IV: Chapter 16, 17, 18, Unit V : Chapter 6)

BOOKS FOR REFERENCE

1. Human Resource Management-Gary Dessler PHI Learning private limited, Eleventh Edition, 2009.
2. Essentials of Human Resource Management and Industrial Relations -SubbaRao.P Himalaya Publishing House, Second Enlarged Edition, Jan 1999
3. Human Resource Management- H. John Behardin&Joycee R.A. Russel.

COURSE OUTCOMES

At the end of the course the students will

- enhance the knowledge about principles and practice of Human Resource Management by further reading .
- make job analysis and procurement by self study.
- organize training and development programme.
- handling grievance procedure .
- fit into HRD roles (with practical training)

**SEMESTER-II
CORE COURSE – XII
RESEARCH METHODS IN BUSINESS**

Subject Code : P2R1BACC12
Hours/Week : 5
Credit : 5

Internal Marks :25
External Marks : 75
Instruction Hours : 60

OBJECTIVES

To make students

- understand the significance of research in managerial decision
- identify techniques and measurement - scales and samples.
- comprehend hypothesis testing.
- describe the contents of research report.
Make use of statistical techniques.

UNIT I- INTRODUCTION TO RESEARCH METHODOLOGY

Ins.Hrs-15

Research - Importance and its types - research approaches - Research process - problem formulation - Development of hypothesis - Research design - Determining the sample design - Collecting Data - Analysis of Data - Identifying research problem

UNIT II- MEASUREMENT AND ITS TECHNIQUES

Ins.Hrs-13

Measurement in research and its problems - meaning of scaling - Tests of sound measurement - Types of scaling - Techniques of measurement tools - Attitude scales - summated rating scale - Equal appearing Interview scale - Cumulative scale - Rating scale - Scale construction techniques

UNIT III- DATA COLLECTION AND HYPOTHESIS

Ins.Hrs-12

Classification of data - sources of data - collection of primary and secondary data - Questionnaire method – Guidelines for Questionnaire design - Interview technique - Observation techniques - Processing of data - Editing-Coding - Tabulation - Interpretation of Data - Formulation of hypothesis - Test of hypothesis.

UNIT IV- STATISTICAL TECHNIQUES

Ins.Hrs-10

Statistical technique - Measures of central tendency - Arithmetic mean, Median and Mode - Karl Pearson's coefficient of correlation-Regression - Chi-square test - conditions for applying chi - square test - Analysis of variance(ANOVA) – Mann Whitney U Test - Spearman's Rank correlation.

UNIT V- INTERPRETATION AND REPORT WRITING

Ins.Hrs-7

Interpretation - Techniques of Interpretation - Significance of Report writing - Different steps in writing report - layout of Research report - Types of Reports - Oral presentation - Mechanics of writing a Research report - Precautions for writing Research reports - Role of computer in Research.

UNIT VI – LATEST LEARNING(For CIA only)

Ins.Hrs-3

Latest development related to the Course during the Semester Concerned

Note: Problem - 20% and Theory - 80%

TEXT BOOKS

1.Research Methodology - P.Ravilochanan, Margham Publications, Chennai, Second Revised edition, 2003
Unit I-Ch: 1,2,3 ; unit II-ch: 20 ; Unit III- Ch: 13,8 ; unit IV -ch: 22,23,24 Unit V: 27

REFERENCE BOOKS

1.Research Methodology-Methods and Techniques - C.R.Kothari, VishwaPrakashan, New Delhi, Third edition,1998
2.Research Methodology in Management - Dr.V.P.Michael, Himalaya Publishing House, New Delhi, Fifth edition,2000

COURSE OUTCOMES

At the end of the course the students will

- demonstrate the ability to choose methods appropriate to research aims and objectives.
- understand the limitations of particular research methods.
- develop skills in qualitative and quantitative data analysis and presentation.
- develop advanced critical thinking skills.

SEMESTER-III
CORE COURSE-XIV
INTERNATIONAL STRATEGIC MANAGEMENT

Subject Code : P3R1BACC14
Hours/Week : 5
Credit : 5

Internal Marks :25
External Marks : 75
Instruction Hours : 60

OBJECTIVES

To enable students

- understand the basic steps of international strategic management
- define SWOT Audit and Analysis
- discuss the approaches of strategy - implementation.
- identify the strategic controlling measures
- describe the international developments and issues.

UNIT I- INTERNATIONAL STRATEGIC MANAGEMENT AND PLANNING **Ins.Hrs-15**

International strategic management-Definition-Meaning-A conceptual exposition-Distinguishing characteristics of International Strategic Management-Difference between International strategic management and Domestic Management-Phases of ISM- Importance of strategic management and planning-Different levels of strategy-Steps in strategic planning-Strategic Vision,Mission and Objectives -Strategic selection-Types of strategy-Strategic decision making-Evolution of strategic management-Strategic model-Market oriented strategy

UNIT II-STRATEGIC FORMULATION AND ALTERNATIVES **Ins.Hrs-13**

Process of strategic Formulation-The external environment-The Global Environment-Strategic consideration for Multinational firms-Rationalizing Diversification and Building Shareholder Value--SWOT analysis – Mergers and Acquisition-Take overs-Reasons for strategic Alliances -Business level, Functional level and Corporate level strategy-Global strategic formulation.

UNIT III- STRATEGIC IMPLEMENTATION **Ins.Hrs-12**

Implementation strategy through short- term Objectives Functional Tactics-Reward system, Employee Empowerment-Leadership and culture –Approaches to strategic Implementation-Strategic Implementation variables.

UNIT IV- EVALUATION AND CONTROL **Ins.Hrs-10**

Strategic Control premise control implementation-Strategic surveillance-Special Alert control Operational control-Steps in operational Control-Types of operation control-Essential features of an Effective Evaluation and control system-Preventive control-Contingency planning-Business Portfolio analysis-BCG Matrix and GE Multifactor portfolio matrix.

UNIT V-EMERGING ISSUES IN INTERNATIONAL STRATEGIC MANAGEMENT **Ins.Hrs-7**

Strategic reformulation process-Social Audit,Approaches ,Scope,Objectives,types and difficulties-Social Audit in India-Global Expansion strategies-International strategy and competitive advantages.

UNIT VI – LATEST LEARNING (For CIA only) **Ins.Hrs-3**

Latest development related to the Course during the Semester Concerned

TEXT BOOKS

1. Business policy and Strategic Management-Francis Cherumilam Himalaya Publishing House.
2. Strategic Management -V.S.P.Rao,.Excel Books
- 3.International Strategic Management-R.H.Srivastava,Himalaya publishing house,3rd Edition,2004

REFERENCE BOOKS

- 1 Business Policy and Strategic Management - .P.SubbaRao Himalaya publishing house.
- 2.Paul Joyce &Adrian Woods Strategic Management Kogan Page Ltd.
- 3.UpendraKachru Strategic Management Excel Books.
4. Strategic Management – Philip Sadler – McMillan

COURSE OUTCOMES

At the end of the course the students will be able to

- identify the forces impacting corporate and business strategies.
- assess the resources and constraints for strategy making in a business context.
- investigate the impact of internationalization on strategy making.
- understand the basic concepts and principles of strategic management, analyze the internal and external environment of business.

SEMESTER-III
CORE COURSE – XV
ENTREPRENEURIAL DEVELOPMENT

Subject Code : P3R1BACC15
Hours/Week : 5
Credit : 5

Internal Marks :25
External Marks :75
Instruction Hours : 60

OBJECTIVES

To enable students to

- understand entrepreneurial functions.
- know of the developmental institutions aiding entrepreneur
- analyse the business plan of successful entrepreneur
- identify the need and scope for starting small business enterprises.
- assess the problems faced by entrepreneurs.

UNIT I-INTRODUCTION

Ins.Hrs-15

Entrepreneur-Characteristics of an entrepreneur-Functions of an entrepreneur-Distinction b/w an entrepreneur and a manager-Types of entrepreneur Intrapreneur-Concept of entrepreneurship-Growth of entrepreneurship in India-Role of entrepreneurship in economic development-Factors affecting entrepreneurial growth.

UNIT II -PROMOTIONAL AND DEVELOPMENTAL INSTITUTIONS

Ins.Hrs-13

EDPs(Entrepreneurship Development Programmes)-Entrepreneurial training-phases of EDPs-performance of EDPs-Training to existing entrepreneurs-Industrial estates-Reasons for poor performance of Industrial estates- Khadi and village industries commission(EVIC)--The National Institute for Entrepreneurship and Small Business Development(NIESBUD)-Small Industries Development Corporations(SIDCs)-Technical Consultancy Organisations(TCOs)-Small Industries service Institutions(SISI)-State Industries promotion corporation of Tamilnadu Limited(SIPCOT)-(ITCOT)-District Industrial Centre(DIC)-The National Institute of Small Industries Extension Training(NISIET)-National Small Industries Corporation Limited(NSIC)-Schemes relating to self-employed.

UNIT III-BUSINESS PLAN

Ins.Hrs-12

Business idea-sources of business idea-identifying business opportunities-Starting a small scale industry - Form of ownership-preparation of detailed project report-location-procurement of land-Applying for registration-Applying for term loans and working capital loans-statutory requirements and clearance.

UNIT IV -SMALL ENTERPRISES

Ins.Hrs-10

Definition-Characteristics-Relationship between small and large units-Objectives-Scope-opportunities for an entrepreneurial career-Role of small enterprise in economic development problem of small scale industries-Strategies in small business-Objectives of growth –Stages of growth-Types of growth strategies-Signals and symptoms of sickness-Causes and consequences of industrial sickness.

UNIT V-PROJECT MANAGEMENT

Ins.Hrs-7

Meaning of project-project identification-Project selection-Meaning and significance of a project report-Contents of a project report-Formulation of a project report-Planning commissions guidelines for formulating a project report-Specimen of a project report-Concept of project appraisal-Methods of project appraisal.

UNIT VI – LATEST LEARNING (For CIA only)

Ins.Hrs-3

Latest development related to the Course during the Semester Concerned

TEXT BOOKS

1. Entrepreneurial development-S.S.Khanka-S.Chand& company-New Delhi-Edition-2016(Unit –I (Chapter 1),Unit – II (Chapter 13),Unit – III (Chapter 21),Unit – IV (Chapter 9,27,28),Unit – V(Chapter 10,11,12).

REFERENCE BOOKS

1. Entrepreneurship and Management of Small Business-Dr.V.Balu-Sri Venkateshwara Publication-2nd Edition -2001
2. Entrepreneurial development-C.B.Gupta and Srinivasan-Sultan Chand & Sons Publications-4th Edition-1995
3. Entrepreneurial development-Renuarora-S.K.Sood-Kalyani Publishers-Edition 2007
4. Entrepreneurial development-E.Gordon, K.Natarajan, Himalaya publishers,2003 edition

COURSE OUTCOMES

At the end of the course the students will be able to

- discern distinct entrepreneurial traits.
- know the parameters to assess opportunities and constraints in new business ideas.
- select and screen a business ideas.
design strategies for successful implementation of ideas.
- apply critical thinking and technological skills to select appropriate software to solve a business problem
- identify funding sources.

SEMESTER - III
CORE COURSE-XVI
MANAGEMENT INFORMATION SYSTEM

Subject Code : P3R1BACC16
Hours/Week : 5
Credit : 5

Internal Marks :25
External Marks : 75
Instruction Hours: 60

OBJECTIVES

To help students

- understand the fundamentals of MIS
- identify business processes and DSS
- define business quality and E-Business

UNIT I- INTRODUCTION TO BUSINESS INFORMATION SYSTEM

Ins.Hrs-15

InformationSystem:-information-Meaning,Need for IS in business-Fundamentals of IS-System Concepts – Components of an IS-IS resources activities –Overview of IS –Operation support system, Management support system ,Other classifications –System approach to problem solving –Global business scenario.

UNIT II-FUNDAMENTAL INTERACTIVE SYSTEMS IN MANAGEMENT

Ins.Hrs-13

Business information system –Marketing system:-Interactive marketing,Targeted marketing –Manufacturing system-Human resource system :-HRM and corporate intranets –Accounting system :-Online Accounting system –Financial Management system :-Financial forecasting and planning-Transaction Processing system.

UNIT III-INFORMATION SYSTEM AND DECISION SUPPORT SYSTEM.

Ins.Hrs-12

Management information and decision support system –DSS models –Difference between Management information system and Decision Information system -Expert system -Executive information system–Artificial intelligence technologies .

UNIT IV- INFORMATION SYSTEM FOR STRATEGIC ADVANTAGE

Ins.Hrs-10

Strategic roles of IS-Reengineering business processes –Improving business quality –Creating a virtual company-Building a knowledge creating company-E-Business:-E-Business Meaning and its applications, Scope of E-business

UNIT V- ORGANISING INFORMATION SYSTEM WITH RECENT DEVELOPMENTS

Ins.Hrs-7

Organising Planning-Planning competitive advantage –Computer aided systems –computer aided engineering –E-Business securities ,other security measures –computer crime –Privacy Issues.

UNIT VI – LATEST LEARNING (For CIA only)

Ins.Hrs-3

Latest development related to the Course during the Semester Concerned

TEXT BOOKS

1.Management Information System – James O'Brien,TataMcgrawHill,5th Edition ,2002(I,II,III,IV,V)(Unit-I-Chapter -1,Unit II –Chapter 4,5,Unit –III-Chapter -6,Unit – IV _Chapter -7,2,Unit V –Chapter -9,7)

REFERENCE BOOKS

1.Management Information System –S.Sadagopan ,Eastern Economy .
2.Management Information System t – A Managerial View - Robert Shultz, McMillan 2012.

COURSE OUTCOMES

At the end of course the students will have

- gainedadequate knowledge on information system .
- acquiredexpertise to manage MIS applications and system oriented management functions.
- get a better understanding of Electronic commerce and business.

SEMESTER -III
MARKETING ELECTIVE-I
ADVERTISING AND SALES PROMOTIONMANAGEMENT

Subject Code :P3R1BAECM1

Hours/Week : 5

Credit : 4

Internal Marks:25

External Marks : 75

Instruction Hours : 60

OBJECTIVES:

To help students

- understand the basic concepts in Advertising and Sales Promotion
- analyse the effectiveness of advertisement measurement.
- To assess sales promotion initiated and its strategies.
- know about personal selling and PR

UNIT I INTRODUCTION TO ADVERTISEMENT AND SALES PROMOTION

Ins.Hrs-15

Advertising-definition-nature and scope of advertising –functions-types –approaches to advertising-advertising as a tool of communication-advertising as a marketing tool-Evolution of Indian advertisement-challenges and opportunities in advertising-client- agency relationship-functions of advertising agency-advertising budget-ethics in advertising.

UNIT II ADVERTISING COPY AND MEDIA

Ins.Hrs-13

Advertising copy and media copy-how to write an advertising copy- different types of advertising copy-visualisation of development of ads-creative process in visualization-visual thinking-layout-definition – concepts –types of media- media planning and selection-concept of reach, frequency and continuity and selectivity.

UNIT III MEASURING ADVERTISING EFFECTIVENESS

Ins.Hrs-12

Measuring Advertising Effectiveness- Advertising Research-pract principle of advertising-DAGMAR approach- advertising solution-pretesting-print media-post testing techniques-advertising in the international market place-media research –film research- advertising research – advertising research and campaign development-limitation of research.

UNIT IV SALES PROMOTION AND ITS STRATEGIES

Ins.Hrs-10

Sales promotion-concept-objectives-significance-need –promotion- mix-methods of sales promotion-industrial and consumer promotion- sales promotion strategies-tools of sales promotion schemes-sales force decision-recruitment and selection-training methods-compensation and incentives—evaluation.

UNIT V PERSONAL SELLING AND PUBLIC RELATIONS

Ins.Hrs-7

Personal selling-components of personal selling-sales- Salesmanship-aggressive selling-Defensive selling-theories of selling-publicity-features-public relation-components of public-event marketing-online marketing-internet marketing-ambush marketing

UNIT VI – LATEST LEARNING(For CIA only)

Ins.Hrs-3

Latest development related to the Course during the Semester Concerned

TEXT BOOKS

1.Foundation of Advertising -Theory and Practice- S.A .ChunawallaandK.C.Sethia,Himalaya publishing house.UNIT I(1,6,8) UNIT II(17,15,19),UNIT III(27,28),Edition -2010

2.Advertising and salesmanship - Sales Promotion and publicity-P.Saravanel and S.Sumathi-Margham Publication(UNIT IV(27,28) UNIT V(18,20,21,22),Edition-2006

REFERENCEBOOKS

1Advertising Theory and Practice - A.Chunawalla, Himalaya publishing House

2.Advertising management-UC Mathur,New Age International Publishers

3.Advertising Theory and Practice-Sandars,Fryburger,Rotzoll - AITBS publishers and distributors,11th edition

4Advertising management-Rajeev Batra,John G Myers, David A.Aaker-Prentice Hall India, fifth edition

COURSE OUTCOMES

At the end of the course the students will

- be able to categorize advertisements and their type and effectiveness
- understand how advertisements are used as a strategic tool to achieve marketing objectives.
- Critically evaluate a sales promotion packages.
- create ads for specific products targeted to specific markets.

SEMESTER -III
MARKETING ELECTIVE-II
CONSUMER BEHAVIOUR

Subject Code :P3R1BAECM2

Hours/Week : 5

Credit : 4

Internal Marks :25

External Marks :75

Instruction Hours : 60

OBJECTIVES

To make students

- understand the factors involved in consumer behavior
- identify the factors motivating consumers
- analyse consumers satisfaction and issues in consumerism.

UNIT I INTRODUCTION TO CONSUMER BEHAVIOR

Ins.Hrs-15

Consumer behavior – Diversity of Consumer behavior – concept and need for studying consumer behavior- Development of consumer behavior as a field of study- History of Consumer research-Consumer Behavior and Marketing Management.

UNIT II CONSUMER NEEDS AND MOTIVATION

Ins.Hrs-13

Meaning, Definition of Motivation- Motivation Process-Nature of motivation-Consumer needs and diversity of need system – Classification of needs-Sixteen major motivational influences identified- The dynamic nature of motivation- Types and systems of needs-Motive Hierarchy-Evaluation of need hierarchy – Measurement of motives- Research Techniques in motivation- Strength and weakness.

UNIT III SOCIAL STRATIFICATION AND REFERENCE GROUPS

Ins.Hrs-12

Definition and meaning of social stratification-Factors responsible for social stratification- Characteristic feature of social classes- Social influence on consumer behavior-group- Advantages of groups – Types of groups relevant to consumer behavior- Reference groups – Benefits of Reference Group Appeal.

UNIT IV CONSUMER'S DECISION MAKING

Ins.Hrs-10

Different views of consumer decision making – Buying motives and roles- Types of decision making – influence of product adoption process – Multiplicative innovation adoption model (MA)- Option leadership and firm's Promotional strategy.

UNIT V CONSUMER SATISFACTION AND CONSUMERISM

Ins.Hrs-7

Consumerisation – Enhancing Customers Satisfaction – Customer Satisfaction in Service Mix-- dealing with Customer Complaints – Consumerism in India – Indian Consumer.

UNIT VI – LATEST LEARNING(For CIA only)

Ins.Hrs-3

Latest development related to the Course during the Semester Concerned

TEXT BOOKS

1.Consumer Behavior in Indian Perspectives- Suja R. Nair – Himalaya Publishing House
Unit 1 (Part1-1) Unit III (Part III-8,9) Unit IV (Part IV-10) Unit V (Part IV – 12, Part V-15).

REFERENCEBOOKS

1. Consumer Behavior-C.R.Sontakki-Himalaya Publishing House-edition 2010
2. Consumer Behavior-Hawkins Best Coney-Tata McGraw-Hill-edition 2002.
3. Consumer Behavior-Kumar Dinesh-Oxford University.2015

COURSE OUTCOMES

At the end of the course the students will

- identify and explain factors which influence consumer behavior.
- demonstrate how knowledge of consumer behavior can be applied to marketing.
- display critical thinking and problem solving skills.
- use most appropriate techniques to findfor market solutions.

SEMESTER-III
MARKETING – ELECTIVE –III
MARKETING OF SERVICES

Subject Code :P3R1BAECM3
Hours/Week : 5
Credit : 4

Internal Marks :25
External Marks :75
Instruction Hours :60

OBJECTIVES:

To make students

- identify the evolution and growth of the service Sector
- understand Service Marketing Mix and the special features of services marketing
- analyse the features of the marketing of financial services

UNIT-I-EVOLUTION AND GROWTH OF THE SERVICE SECTOR

Ins.Hrs-15

Evolution and growth of the service sector – reasons for the growth of the service sectors- impact of social environment on the growth of services marketing – Significance of service marketing- Components of services : Physical product , Service product , Service environment , Service delivery. –characteristics of services

UNIT-II NATURE AND CLASSIFICATION OF SERVICE

Ins.Hrs-13

Nature of service – classification of services – Difference between goods and services – Type of Relationship a service organization should have with customer – nature of delivery system – nature of demand and supply for the services – methods of services delivery.

UNIT- III SERVICE MARKETING MIX AND PROMOTION MIX

Ins.Hrs-12

Service marketing mix – definitions – characteristics of services marketing mix – total product concept Pricing – promotion –Promotion Mix – Advantages of personal selling – Cross Selling – Strategies for creating customer oriented service delivery.

UNIT- IV MANAGING DEMAND AND SUPPLY

Ins.Hrs-10

Forecasting demand – Understanding demand pattern – managing capacity constraints – Strategies for managing capacity to match demand –Strategies for demand and capacity mismatch – Waiting lines –Reservations, Triage, Delaying , Service delivery.

UNIT- VSERVICE MARKETING FOR DIFFERENT SECTORS

Ins.Hrs-7

Characteristics of marketing of financial of services – Role of personal Selling in financial service – Marketing mix in financial service – market segmentation in insurance organization – marketing Mix for hospital, market segmentation for consultancy organization – Telecommunication service.

UNIT VI – LATEST LEARNING (For CIA only)

Ins.Hrs-3

Latest development related to the Course during the Semester Concerned

TEXT BOOKS

1. Services Marketing – Dr.L. Natarajan – MarghamPublications , Chennai – 1st Edition-2007 (Unit I – Chapter 1,Unit II – Chapter 2, Unit III – Chapter 4, Unit V –Chapter -14)
2. Services Marketing – VasantiVenugopal& V N Raghu Himalaya Publishing House, Mumbai – 1st Edition -2013.. (Unit III – Chapter 3, Unit IV – Chapter 5)

REFERENCEBOOKS

1. Services Marketing – Dr. P N Reddy , H R Appannaiah, Dr.SAnilkumar,andDr.Nirmala. Himalaya Publishing House , Mumbai.-1st Edition – 2000
2. Services Marketing - for People, Technology and Strategy – Christopher Lovelock and Johannanwich. Himalaya Publishing House, Mumbai. – 1st Edition – 2001

COURSE OUTCOMES

At the end of course the students will be able to

- demonstrate a knowledge of the extended marketing mix for services
- develop and justify marketing planning and control systems appropriate to service based activities.
- exhibit the capability to work effectively within a team environment.
- communicate and justify marketing mixes and information systems for service-based organisation.

SEMESTER – III
FINANCE-ELECTIVE COURSE– I
SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Subject Code :P3R1BAECF1
Hours/Week : 5
Credit : 4

Internal Marks :25
External Marks :75
Instruction Hours : 60

OBJECTIVES

To help students

- identify various investment avenues
- understand bond value theories.
- evaluate industry and economic analysis
- define portfolio approaches and their evaluation.
- understand e-banking and threats.

UNIT I: INTRODUCTION TO INVESTMENT AND RISK

Ins.Hrs-15

Investment - Meaning – Objectives – Investment process – Investment policy – Speculation – Gambling – Investment avenues–Negotiable securities–Non Negotiable securities–Equity shares– Types–Bonds– Warrants–Insurance–Mutual funds–Derivatives-Real assets-Art and Antique–Real estate – Risk – Definition – Systematic risk – Unsystematic Risk – Risk measurement – Risk Management.

UNIT II: BOND AND STOCK VALUATION

Ins.Hrs-13

Bonds – Types – Bond Risk – Time value – Bond Return – Yield to Maturity – Bond Value Theories – Convexity – Duration – Immunisation.

Stock return and Valuation – Anticipated return – Present value of return – Multiple year holding period – single stage – two stage – three stage growth model – P/E valuation – Preference share valuation

UNIT III: BASICS OF PORTFOLIO ANALYSIS

Ins.Hrs-12

Fundamental Analysis – Economic analysis – Industry analysis – Company analysis – Earnings of the company – Financial analysis – Technical analysis – assumptions – Tools – Dow theory – Indicators – Moving average – Rate of Change – Charts – Types – Efficient market theory – Market Inefficiencies.

UNIT IV: PORTFOLIO CONSTRUCTION AND MODEL

Ins.Hrs-10

Portfolio constructions – approaches – objectives – selection of portfolio – portfolio Markowitz model – Markowitz efficient frontier – Utility analysis – Indifference Map and efficient Frontier - Risk Free asset - Sharpe index model – construction of optimal portfolio – Capital asset pricing theory

UNIT V: PORTFOLIO EVALUATION AND REVISION

Ins.Hrs-7

Portfolio evaluation – Sharpe's Performance Index – Treynor's Performance Index – Jensen's Performance Index – Portfolio revision – Passive management – Active management – Formula Plan – Assumptions – Variable Ratio Plan – Portfolio revision and Cost of revision.

UNIT VI – LATEST LEARNING (For CIA only)

Ins.Hrs-3

Latest development related to the Course during the Semester Concerned

TEXT BOOK

1. Security Analysis and Portfolio Management –PunnithavathyPandian -Vikas Publishing House – Edition 2013.

Unit 1- Chapter 1,2 & 9, Unit 2-Chapter 10 & 11, Unit 3 – Chapter 12, 13 & 14, Unit 4 – Chapter 16, 17, 18 & 19, Unit 5 – Chapter 20 & 21.

REFERENCE BOOKS

1. Security Analysis and Portfolio Management - S. Kevin – PHI Learning Pvt. Ltd. – New Delhi - 20092.
2. Investment Management – V.A..Avadhani – Himalaya Publishing House – 7th Edition, 2008

COURSE OUTCOMES

At the end of the course the students will be able to

- assess various investment avenues.
- acquire knowledge on stocks and bonds.
- evaluate industries and stock issues
- plan and advise on investment portfolio.

SEMESTER -III
FINANCE ELECTIVE – II
STRATEGIC COST MANAGEMENT

Subject Code : P3R1BAECF2
Hours/Week : 5
Credit : 4

Internal Marks :25
External Marks :75
Instruction Hours : 60

OBJECTIVES:

To make students

- understand the existing costing patterns
- make profit variance analyses.
- compare and contrast ABC Analysis and TQM
- comprehend the classification of cost of quality.

UNIT I - ANALYSIS OF COSTING SYSTEM

Ins.Hrs-15

Designing costing system for Job and process oriented manufacturing environment cost estimation and regression Analysis – Linear programming and cost volume Profit analysis – meaning –objective – marginal cost Equations – contribution – Break Even Analysis –Profit volume ratio – Margin of Safety -Learning Curves.

UNIT II- PROFIT VARIANCE ANALYSIS

Ins.Hrs-13

Cost as a Source of competitive Advantages - value chain concept – cost driver concept – strategic positioning concept – Profit Variance Analysis – Meaning – Application of marginal costing - Target costing – Life Cycle Costing.

UNIT III -ABC ANALYSIS

Ins.Hrs-12

Meaning – Different stages in activity Based costing – ABC and cost Drivers – Examples of cost drivers – classification of Activity - unit level activities - batch level activities - product level activities – Difference level activities - Difference between Activity -Based Costing and conventional costing – advantages of Activity Based Costing

UNIT IV- COST OF QUALITY

Ins.Hrs-10

Quality and cost, classification Quality cost – Characteristics – Hidden Quality cost – micro analysis of Quality cost – prevention cost – Appraisal cost – Failure cost – cost of poor quality – profit curve through quality improvements – optimal cost relationship with quality

UNIT V–RECENT TRENDS IN BPR AND TQM

Ins.Hrs-7

Business process Reengineering TQM- Need- Methods-Fundamental tools- just in Time and Flexible manufacturing cost strategy their implementation for costing system- Six Sigma process- New seven tools- FMEA concept

UNIT VI – LATEST LEARNING(For CIA only)

Ins.Hrs-3

Latest development related to the Course during the Semester Concerned

TEXT BOOKS

1. Strategy Cost Management - Vijay Govindarajan (Unit-I,II,V)
2. Total Quality Management BY L.SuganthiAnandA.samulel prentice – Hall all of India Private Limited New Delhi - 2004 – Unit-III
3. Financial Cost and Management accounting by Dr.P.Perisamy- 3rd edition 2006,Himalaya Publishing House – Unit- IV

REFERENCE BOOKS

1. Advanced Management by Robert, S.Kaplan and Antony Atkinson
2. Strategic Cost Management,JawaharLal,Himalya publishing

COURSE OUTCOMES

At the end of course the students will be able to

- analyze the existing costing system.
- understand profit variance analysis.
- take up ABC analysis.
- Plan TQM and BPR initiatives.

SEMESTER-III
FINANCE ELECTIVE COURSE-III
GLOBAL FINANCIAL MANAGEMENT

Subject Code : P3R1BAECF3

Hours/Week : 5

Credit : 4

Internal Marks :25

External Marks :75

Instruction Hours : 60

OBJECTIVES

To help learners

- understand the international financial Environment and monetary system
- comprehend foreign exchange market.
- analyze the working of international trade related policies.
- define International Trade Finance and Taxation

UNIT I : INTERNATIONAL FINANCIAL ENVIRONMENT

Ins.Hrs-15

International financial management – Nature – Functions and scope – International financial management Vs. Domestic financial management – Balance of payment – Structure of BOP – Components of current account – capital account – Overall Bop – Equilibrium – Disequilibrium and adjustment – Capital account convertibility – trends in India's BOP.

UNIT II : INTERNATIONAL MONETARY SYSTEM

Ins.Hrs-13

International Monetary System – Gold Standard – Bretton-Wood System – Fixed Rate Vs. Floating Rate – Exchange Rate system since 1973 – IMF – Solutions of IMF for Financial Crisis – Exchange Rate Quotations – Nominal Real and Effective Exchange Rate – Determinants of Exchange rate – Theories of Exchange rate behavior

UNIT III : FOREIGN EXCHANGE MARKET AND EXPOSURE

Ins.Hrs-12

Foreign Exchange Market – Nature and characteristics – Major Participants – Exchange Rate points – Bid – ask Spread – Forward exchange rate – Efficiency of FOREX Market – Cross Rate – Spot exchange settlement procedure – Currency arbitrage – Two point arbitrage Triangular arbitrage - International Parity relationship – Purchasing Power parity – Basis of PPP – Inflation and exchange rate – Absolute PPP – Relative PPP – International Fisher-wallace Effect – Interest rate Parity - Foreign Exchange Exposure – Transaction exposures – Real operating exposure – Management of Foreign Exchange Exposure

UNIT IV : INTERNATIONAL WORKING CAPITAL MANAGEMENT AND INTERNATIONAL CAPITAL BUDGETING

Ins.Hrs-10

International Working Capital management – Working Capital policy – Managing Cash and Near Cash assets – Management of Receivables – Inventory Management – Financing of Current assets - International Capital Budgeting – Evaluation criteria – Computation of Cash Flow – Cost of Capital – Adjusted Present value approach – Sensitivity analysis – Real options and Project appraisal – Evaluating Mergers and Acquisition – Non financial factors in International capital Budgeting

UNIT V : INTERNATIONAL TRADE FINANCE AND INTERNATIONAL TAXATION

Ins.Hrs-7

Financing international trade – Payment methods – Prepayment Letter of Credit – Bill of Exchange – Consignment – Open account – Trade Finance – Accounts Receivables – Factoring – Bankers Acceptance – Forfeiting – Counter trade - International taxation – Organisational structure – Tax Credit – Taxes and capital Structure – Double Taxation avoidance – Transfer Pricing – Transfer payments

UNIT VI – LATEST LEARNING(For CIA only)

Ins.Hrs-3

Latest development related to the Course during the Semester Concerned

BOOK OF STUDY International Financia

l Management – VyuptakeshSharan – Prentice Hall of India – New Delhi – Edition-2012. (Unit 1- Chapter 1&2, Unit 2-Chapter 3&4, Unit 3 – Chapter 5,9&10, Unit 4 – Chapter 21 & 12, Unit 5 – Chapter 22 & 25.)

BOOKS OF REFERENCE:

1. International Financial Management – H.R.Machiraju – Himalaya Publishing House – First Edition , 2006
2. International Financial Management - MauriceD.Levi - McGraw Hill International Edition – 3rd.

COURSE OUTCOMES**At the end of course the students will be able to**

- understand the international business environment and monetary systems.
- comprehend the foreign exchange market.
- analyze the impact of international trade policies.
- comprehend international- trade finance and taxation issues.

SEMESTER-III
HUMAN RESOURCE - ELECTIVE COURSE-I
GROUP DYNAMICS

Subject Code :P3R1BAECH1
Hours/Week : 5
Credit : 5

Internal Marks :25
External Marks : 75
Instruction Hours : 60

OBJECTIVES:

To help students

- understand the basic concepts of Group Dynamics
- identify the factors that influence individual alignmental groups
- analyse the factors that lead to group decision.
- develop the skills in Team Building.

UNIT-I INTRODUCTION TO GROUPS

Ins.Hrs-15

Groups and its formation- Formal and informal groups-Functions fulfilled by groups-variable affecting the integration in groups of organization in groups of organizational groups and personal needs.

UNIT-II GROUPS, BEHAVIOUR& TRAINING

Ins.Hrs-13

Training for effective group membership - T- Group training / sensitivity training-Lab exercises and feedback to individuals for improving interpersonal competence goals.Approaches and utilization of sensitivity- training in Organizations.

UNIT-III-GROUP DECISION-MAKING

Ins.Hrs-12

Process of decisions making in groups-Problems and approaches for ' consensus' formation- effective meetings. Theory and model of interpersonal behavior of C William Shultz – FIRO-B Test- its application – Achieving group compatibility- Problems in reaching compatibility.

UNIT-VI-INTERGROUP CONFLICTS AND ISSUES

Ins.Hrs-10

Use of groups in Organizations Vs Individuals performance-Inter group Problems in Organization –Inter group competition-Reducing competition through training-Conflict-Management of conflict-Preventing interpersonal conflict and inter group conflict Achieving integration in groups.

UNIT-V ORGANIZATIONAL DEVELOPMENT

Ins.Hrs-7

Organization Development through better management of groups dynamic-The operational goals of OD- Conditions for the success of OD-Phases of Organization Development –Some guidelines for Organization Development –Team work development.

UNIT VI – LATEST LEARNING(For CIA only)

Ins.Hrs-3

Latest development related to the Course during the Semester Concerned

TEXT BOOKS

- 1.Group Process –Donald Son .R.Forisyth –Cengage Learning www.cengage.co.in
2. Organisational Development – Wendell L French&Cecil H. Bell, JR, Prentice Hall of India private Limited.

REFERENCE BOOKS

1. .OrganizationalBehaviour By S.FaiyazAhamed and Others, Atlantic publishers &Distributers(P) Ltd., Chennai.

COURSE OUTCOMES

At the end of the course the students will be able to

- understand the basic concepts of Group Dynamics.
- be able to identify the factors that influence individual alignments in groups.
- analyze the factors that lead to group decisions.
- be able todevelop skills in team building.
- understand and solve inter group conflicts and Issues.

- have an understanding of the skills, abilities and tools needed to develop Emotional Intelligence.

SEMESTER-III
HUMAN RESOURCE - ELECTIVE COURSE-II
COMPENSATION MANAGEMENT

Subject Code :P3R1BAECH2

Hours/Week : 5

Credit : 4

Internal Marks:25

External Marks : 75

Instruction Hours : 60

OBJECTIVES:

To make students

- understand the various concepts of compensation
- analyse the significance of wage differentials
- define executive remuneration system
- know the essentials of collective bargaining.
- understand the components of executive compensation system.

UNIT I - INTRODUCTION OF COMPENSATION MANAGEMENT

Ins.Hrs-15

Introduction – Compensation :-Meaning, Compensation Management –Definition, Objectives, Wage-, Concepts of wages ,factors influencing wage and salary administration – process - Theories of wages - Methods of wage payments .

UNIT II - PAY VARIABLES AND WAGE DIFFERENTIALS

Ins.Hrs-13

wage differentials :-Meaning- significance of wage differentials – Industrial and Occupational Differentials – Regional Differentials – Organisational Differentials – Personal Differentials - wage boards in India

UNIT III- INCENTIVE PLANS AND FRINGE BENEFITS

Ins.Hrs-12

Introduction – meaning – benefits and limitations of incentive plans - types of wage incentive plans:- Individual and Group Incentive plans – fringe benefits - Objectives and kinds of fringe benefits in India – Dearness allowance.

UNIT IV - EXECUTIVE COMPENSATION SYSTEM

Ins.Hrs-10

Executive Compensation – Introduction – Special features - components - Executive compensation system in Indian Industries and Multinational companies including ESOP – Factors Affecting executive compensation.

UNIT V-COLLECTIVE BARGAINING

Ins.Hrs-7

Introduction - essentials of successful collective bargaining – Role – Process of collective bargaining – Payment of wages Act – Minimum wages Act – Workmen compensation Act.

UNIT VI – LATEST LEARNING (For CIA only)

Ins.Hrs-3

Latest development related to the Course during the Semester Concerned

TEXT BOOKS

1. Human Resource management- Shashi.K.Gupta& Rosy Joshi Kalyani publishers, Fourth Edition, 2009 (Unit I : Chapter 14, 15, 18, Unit II: Chapter 15, Unit III: Chapter 16, Unit IV: Chapter 17, Unit V : Chapter 34)

2. Human Resource Management-L.M.Prasad Sultan Chand and Sons, Second Edition, 2007 (Unit II: Chapter 17, Unit IV: Chapter 17)

3. Dynamics of Industrial Relations- Dr. C.B. Matoria, Dr. Satish Matoria & S.V. Gankar, Himalaya Publishing Fourteenth Edition, 2000. Unit V: Chapter 2.

REFERENCE BOOKS

1. Reward Management .Michael Armstrong, Helen Murlis, Kogan Page, Fifth Edition, 2009.

2. A.M.Sharma, “Personnel & Human Resource Management”, Himalaya publishing house, sixth edition, 2009.

3. “ Human Resource Management” Dr.S.S.Khanka, Sultan Chand Publication.

COURSE OUTCOMES

At the end of course the students will be able to

- see the importance of collective Bargaining
- serve as labour relations officers /negotiators
- know the essentials of collective bargaining.
- attain skills in incentive methods.
- understand the compensation management .

SEMESTER – III
HUMANRESOURCE ELECTIVE COURSE – III
STRESS MANAGEMENT

Subject Code :P3R1BAECH3
Hours/Week : 5
Credit : 4

Internal Marks :25
External Marks :75
Instruction Hours : 60

OBJECTIVES

To make learners

- understand meaning and principles of stress.
- analyze sources of and coping strategies for stress.
- identify the factors determining emotional intelligence.
- Understand the employee counseling and its types.

UNIT- I INTRODUCTION TO STRESS

Ins.Hrs-15

Stress – meaning, definition, concept – distress Vs eustress – Fight Vs flight situation-Principles of Stress- Causes of Stress-Free living-Stress Management intervention.

UNIT- II SOURCES OF STRESS AND COPING STRATEGIES

Ins.Hrs-13

Sources of stress; individual stressors – meaning, definition, concept, causes of individual stressors, coping strategies - group stressors, meaning, definition, concept, causes of group stressors, coping strategies – organizational stressors and extra organizational stressors; meaning, definition, concept, causes, coping strategies.

UNIT-III MANAGINGJOB RELATED STRESS

Ins.Hrs-12

Job stress-Meaning-Work stress-Meaning-Preventing Job Stress-Job stress and health-Effects of Stress-Stress level Vs Performance- Reducing Stress to ensure healthy industrial relations-Making organization healthy.

UNIT-IV EMPLOYEE COUNSELLING

Ins.Hrs-10

Organizational Strategies in removal of stress – employee counseling; definition, needs for counseling, the manager counseling role, type of counseling; non – directive, participative, directive counseling – Effects of Counseling.

UNIT-V EMOTIONAL INTELLIGENCE AND COMPETENCE

Ins.Hrs-7

Emotional Intelligence; Origin, meaning, definition, concept, value of emotional intelligence – emotional intelligence and competence – measurement of intelligence; IQ test and others.

UNIT VI – LATEST LEARNING(For CIA only)

Ins.Hrs-3

Latest development related to the Course during the Semester Concerned

TEXT BOOKS

1. OrganisationalBehaviour – L.M. Prasad - Sultan Chand – 2016; Part IV – 22ND Topic – UnitII)
2. Human Resource Management- Uday Kumar Halder&JothikaSarkar S Chand & Sons.Pg.no:796-805-Unit I.
3. Human Resource Development-Dr.Deepak Sharma – S Chand & Sons.Pg.No:126-139 - Unit III.

REFERENCESBOOKS

- 1.OrganizationalBehaviour – Dr.P. Subbarao,(Himalaya Publishing House – 2004; chapter 26 – unit i
- 2.OrganizationalBehaviour – John New Strom, Keith David, Tata McGraw Hill edition 3 – part v -20th topic – unit – iii

COURSE OUTCOMES

At the end of the course the students will

- have developed a working knowledge of the fundamental terminology and frameworks in Stress Management.
- be able to analyze the various coping strategies for stress.
- be able to identify and alleviate job related stress

SEMESTER-IV
CORE COURSE – XVII
INTERNATIONAL BUSINESS ENVIRONMENT

Subject Code : P4R1BACC17
Hours/Week : 5
Credit : 5

Internal Marks :25
External Marks : 75
Instruction Hours : 60

OBJECTIVES

To make students

- understand the International environmental factors.
- know about the determinants of International Trade trends
- assess the issues relating to WTO
- comprehend the mechanism involved in foreign exchange market
- identify the factors influencing global trade

UNIT- I INTERNATIONAL BUSINESS: AN OVERVIEW

Ins.Hrs-15

International Business: An overview – Types of International Business; The External Environment Economic and Political Environment. The Human Cultural Environment; Influence on Trade Investment Patterns; Recent World Trade and Foreign Investment Trends.

UNIT-II INTERNATIONAL TRADE ASPECTS

Ins.Hrs-13

Balance of Payments Accounts; Theories and Institutions: Trade Investment – Government Influence on Trade Investment; Determination of trading pattern - Independence, Interdependence and Dependence.

UNIT- III WTO ISSUES

Ins.Hrs-12

WTO and Environment; Cross-national Cooperation and Agreements; Tarrif and Non Tarrif Barrier - Regional Blocks; International production; Internationalisation of service Firms; Operation Management in International Firms

UNIT-IV FOREIGN EXCHANGE MARKET MECHANISM

Ins.Hrs-10

Foreign Exchange Market Mechanism; Determinants of Exchange Rates; Euro-current Market; Offshore Financial Centers; International Banks; Non Banking Financial Service Firms; Stock Markets.

UNIT -V GLOBALISATION

Ins.Hrs-7

Global Competitiveness; Export Management; Licensing; Joint Ventures Technology and Global Competition; Globalisation and Human Resource Development; Globalisation with social Responsibility; Negotiating and International Business, Issues in Asset Protection; Multilateral Settlements.

UNIT VI – LATEST LEARNING(For CIA only)

Ins.Hrs-3

Latest development related to the Course during the Semester Concerned

TEXT BOOKS

1. International Business - Dr.P.SubbaRao Himalaya Publishing House Edition 2013
2. International Business Environment – Francis Cherunillam Himalaya Publishing House.

REFERENCE BOOKS

1. International Business Environment – K.Aswathappa – Himalaya Publishing House.
2. International Business Environment - Philip Kogan – McMillan India. ND

COURSE OUTCOMES

At the end of the course the students will

- be able to understand and apply appropriate frameworks to analyse the international business environment.
- be able to recognize and use relevant analytical tools to address issues of importance to international business practice
- be able to critically evaluate the prevalent international business culture
- determine how the international business environment influences business practices.

**SEMESTER-IV
CORE COURSE-XVIII
BUSINESS LAWS**

Subject Code : P4R1BACC18

Hours Allotted :5

Credit Allotted : 5

OBJECTIVES:

To enable students

- understand the fundamental principles of business laws and company laws
- identify problems in the interpretation and implementation of Business Laws
- understand information technology Act and GST.
-

Internal Marks :25

External Marks : 75

Instruction Hours : 60

UNIT I -INTRODUCTION TO LAW OF CONTRACT

Ins.Hrs-15

Definition of contract- Nature- Indian contract Act 1872, Elements of essential valid contract – Offer and acceptance, Consideration, Free consent, Quasi contract, Special contract – Indemnify & Guarantee – Kinds, Bailment and pledge.

UNIT II- PARTNERSHIP ACT AND COMPANIES ACT 2013

Ins.Hrs-13

Definition of Partnership– Registration of firms – Test of Partnership – Partnership deed – Types of partners – Relation of partners – Duties and Responsibilities of partners -Dissolution of firm-companies Act 2013.Types of companies-Memorandum of Association-Contents-Articles of Association -Contents - Prospectus-Contents-Winding up of company.

UNIT III - SALE OF GOODS ACT

Ins.Hrs-12

Contract of Sale of goods – Conditions and Warranties – Transfer of property – Performance of contract – Rights of an unpaid seller.

UNIT IV- CONSUMER PROTECTION ACT AND GST

Ins.Hrs-10

Consumer Protection Act 1986- Consumer right- Procedure for consumer redressal- redressal mechanism – GST- VAT and GST Comparison –Benefits of GST to consumer.(CGST –IGST-UTGST-SGST- meaning)

UNIT V- INFORMATION TECHNOLOGY ACT 2000

Ins.Hrs-7

Information Technology Act 2000-Digital Signature- Benefits- Electronic Records- Certifying Authority – Digital certificate

UNIT VI – LATEST LEARNING (For CIA only)

Ins.Hrs-3

Latest development related to the Course during the Semester Concerned

TEXT BOOKS:

- 1.Business Law – N.D. Kapoor - Sultan Chand & Sons-2007 Edition
- 2.GST-V.S. Dately-Ready Reckoner-Taxmann Publishing

REFERENCE BOOKS:

- 1.Business law – B. SatishMathur -Tata Mcgraw Hill - Edition 2013.
- 2.Business law -M.C.Khuchal- Sultan Chand & Sons.

COURSE OUTCOMES:

At the end of the course,the students will be able

- to understand the basic concepts behind business laws
- to understand the intellectual property rights and consumer protection laws
- to acquire problem solving techniques and be able to present coherent, concise legal arguments
- to identify the fundamental legal principles behind contractual agreements

SEMESTER - IV
CORE COURSE-XIX
TOTAL QUALITY MANAGEMENT

Subject Code : P4R1BACC19
Hours/Week : 5
Credit : 5

Internal Marks :25
External Marks :75
Instruction Hours : 60

OBJECTIVES

To enable students

- To analyze the basic quality concepts
- To understand the strategies for quality implementation
- To identify the statistical process and tools for quality assessment
- To identify quality standards.

UNIT I- FUNDAMENTALS OF TOTAL QUALITY MANAGEMENT

Ins.Hrs-15

Quality –Meaning ,Definition,Dimensions, Characteristics- Basics of Total Quality- Management-Meaning ,Definition-Principles of TQM-Advantage and Disadvantages – Evolution of Quality Management – Deming – Fourteen Points, PDSA-Juran –Trilogy,Ishikawa-Fishbone Diagram,Taguchi ‘s Principle.

UNIT II- QUALITY TERMINOLOGY

Ins.Hrs-13

Total Quality Model-Quality Control-Quality Objectives - Quality Policies –Quality Education, Quality Process-Quality Council, TeamBuilding, Quality Information Feedback.

UNIT III-IMPLEMENTATION OF TQM

Ins.Hrs-12

Employee Involvement-Motivation, Empowerment Teams, Benefits of Employee Involvement-Concept of Six Sigma, FMEA(Failure Mode And Effective Analysis)-Continuous Process improvement -PDSA cycle, Kaizen, 5-‘S’,Re-engineering ,Quality Circles-Cost of Quality-Service Quality

UNIT IV-STATISTICAL CONTROL AND SEVEN TOOLS

Ins.Hrs-10

Statistical Process Variation-Inspection, Acceptance -Control Chart for variables, Control Chart for attributes, Seven tools of Quality, New Seven Tools-Affinity, Tree Diagram, Matrix Diagram-Benchmarking

UNIT V-ENVIRONMENT MANAGEMENT SYSTEM – 9000 SERIES

Ins.Hrs-7

Role of ISO 9000 Series of Quality System, -Need for Quality System,Revised ISO 9001-2015 system-Standards –ISO 14000-ISO Concepts, Requirements, Benefits-Pitfalls in Operationalising Total Quality

UNIT VI – LATEST LEARNING(For CIA only)

Ins.Hrs-3

Latest development related to the Course during the Semester Concerned

TEXT BOOKS

1.Total Quality Management –R.Ramakrishnan,Eswar Press, The Science and Technology Publisher,2009,(Reprint)(I,II,III,IV,V)(Unit I-Chapter -1,2,Unit II-Chapter 4,Unit-III-Chapter 7,20,21,Unit IV-Chapter 13,14,Unit V-Chapter 22,23

2.Total Quality Management – PoornimaM.charantimath,2ndEdition,Pearson Publications.

REFERENCE BOOKS

1.Quality Management –C.S.Summers,Pearson Education,1st print ,2005

2.Total Quality Management –Masterfield ,Person Publications,2012

COURSE OUTCOMES

At the end of course the students will

- be able to assess the quality system standards in products and services .
- be able to manage Statistical Process Control (SPC) and the tools there of.
- be able to promote team work in quality enhancement leading to Total Quality Management.

SEMESTER IV
MARKETING - ELECTIVE – IV
RURAL MARKETING

Subject Code : P4R1BAECM4
Hours/Week : 5
Credit : 4

Internal Marks :25
External Marks :75
Instruction Hours : 60

OBJECTIVES:

- To create awareness about the applicability of the concepts, techniques and processes of marketing in rural context.
- To familiarize with the special problems related to sales in rural markets.
- To help understand the working of rural marketing institutions.

UNIT I- INTRODUCTION

Ins.Hrs-15

Rural Marketing-Introduction-Definition-Rural Market Environment-Land Distribution-Rural Electrification-Rural Communication-Rural Credit Institution-Rural Requirements-Rural Market is indeed important-Consumer Behaviour changes and rising –Disposable Incomes-Attractiveness of Rural Marketing-Rural Vs Urban Marketing.

UNIT II- RURAL ENVIRONMENT

Ins.Hrs-13

Rural Environment-Definition of Marketing-Components and Classification of Market -Marketing System-Marketing activity and Environment for P,s-Marketing goals-Selling and Marketing goods-Market Structure and Dynamics marketing practices-Challenges in Indian Marketing.

UNIT III- AGRICULTURAL MARKETING

Ins.Hrs-12

Agricultural Marketing-Definition and Scope structure of Agriculture Marketing-Environment for Agricultural Marketing –Challenges in Agricultural Marketing-Horticulture-Benefits of organic food trends in sugar cane production-Sugar cane supply-Sugar cane price –Rate of commission-Difference in marketing of agricultural and manufactured goods

UNIT IV- PRODUCT MIX

Ins.Hrs-10

Production strategy-Introduction-Product concepts and classification-Product mix decisions-Product strategy scope-Pricing strategy-Promotion strategy-Distribution strategy.

UNIT V- MARKETING INFORMATION SYSTEM

Ins.Hrs-7

Marketing information system-Introduction-Concepts-Internal reporting system-Marketing intelligence system-Marketing resource system-Decision support system-Urban Vs Rural market resources-Rural resource business-New resource tools.

UNIT VI – LATEST LEARNING (For CIA only)

Ins.Hrs-3

Latest development related to the Course during the Semester Concerned

TEXT BOOK

1.Rural marketing-environment,problems and strategies- T.P Gopaldaswamy,vikas publication

REFERENCE BOOKS

Rural marketing-Pradeepkashyap,Pearson education india.

Rural marketing-Ravindranathv.Badi,NarayansaV.Badi,Himalaya Publications.

COURSE OUTCOMES

At the end of the course students will be aware of

- concepts and techniques in rural marketing.
- apply adaptations to the rural marketing mix to meet the needs of rural consumers.
- will understand the concept and methodology for conducting research in rural markets.

SEMESTER-IV
MARKETING-ELECTIVE-V
CUSTOMER RELATIONSHIP MANAGEMENT

Subject Code : P4R1BAECM5

Hours/Week : 5

Credit : 4

Internal Marks :25

External Marks :75

Instruction Hours : 60

OBJECTIVES:

To make students

- understand the importance and dynamics of CRM
- know about customer satisfaction, customer retention and new customer identification.
- adapt at using technological tools in CRM

UNIT I- CRM OVERVIEW

Ins.Hrs-15

CRM Meaning-Definition-Objectives and Concepts –Emergence of CRM practices-CRM process. Framework-Knowledge management-Meaning,,a conceptual framework,

UNITII - CUSTOMER LOYALTY

Ins.Hrs-13

Building customer relationship; Customer acquisition, Customer interaction management, customer retention-, retention process, customer loyalty.

UNITIII- CRM IMPLEMENTATION

Ins.Hrs-12

Definition-meaning-concept-CRM implementation steps,5 phase of CRM projects-development of customisation-CRM for client server model.

UNIT IV - TECHNOLOGICAL TOOLS IN CRM

Ins.Hrs-10

Customer relationship management & data mining operation, Data mining tools & techniques-CRM in service sector; Banking , Financial services, Retail & Hospital.

UNIT V - CALL CENTER MANAGEMENT

Ins.Hrs-7

Call center management-Meaning,Definition,Objectives,Features,Technological components, call center planning.AOD (Automatic out bound dialing),Customer contact center reporting.

UNIT VI – LATEST LEARNING(For CIA only)

Ins.Hrs-3

Latest development related to the Course during the Semester Concerned

TEXT BOOKS

1 Customer Relationship Management Peer Mohamed &Shadevan(Vikas publishing ltd 2013;Chapter 2-Unit II,Chapter 5-Unit III,V)

2, Customer Relationship Management KaushikMukerjee(Prentice Hall Of India LTD -2007:UNIT I,IV)

REFERENCE BOOKS

1. Customer Relationship Management –VenkataramanaSomayajulu - Excel Books

2. Customer Relationship Management- MukeshChaturvedi&AbhinavChaturvedi .(Excel Books -2005;Unit-V)

COURSE OUTCOMES

At the end of the course the students will

- be ready to take up CRM jobs
- have become staunch advocates of sound CRM
- will be able to plan and implement strategies to improve CRM in corporates.

**SEMESTER-IV
MARKETING ELECTIVE-VI
BRAND MANAGEMENT**

Subject Code : P4R1BAECM6
Hours/Week : 5
Credit : 4

Internal Marks :25
External Marks :75
Instruction Hours : 60

OBJECTIVES

To equip learners

- To understand the basic concepts of branding
- To analyse concepts like brand image, brand surviving competition and brand performance
- To understand the fundamentals of brand management and measures of brand equity.

UNIT I – INTRODUCTION

Ins.Hrs-15

Brands-definitions-branding versus products-branding concepts-function of brand-basis-need-importance-significance of brands-different types of brands-co branding-store brands-production strategy-pricing strategy-channel strategy.

UNIT II - BRAND STRATEGIES

Ins.Hrs-13

Strategic brand management process-building a strong brand-four steps in brand building-brand building block-brand salience-brand performance-brand judgement-brand feelings-brand resonance-brand positioning-Establishing brand values-brand vision-brand elements-Branding for global brands-competing with foreign brands-Benefits.

UNIT III - BRAND COMMUNICATION

Ins.Hrs-12

Brand image building-Brand loyalty programmes-brand promotion methods-Role of brand ambassadors-celebrities-online brand promotion-designing and implementing brand strategies-brand product mix-brand hierarchy-branding of trade marks-registration of trademarks.

UNIT IV - BRAND EXTENSION

Ins.Hrs-10

Brand adoption practices-different types of brand extension-factors influencing decision for extension-rebranding and re- launching-brand positioning and values-identifying and establishing brand positioning-basic concepts-target market-nature of competition-point of parity and point of difference

UNIT V - BRAND PERFORMANCE

Ins.Hrs-7

Measuring brand performance-Brand equity management-brand audit-brand equity measurement-Evaluation of brand performance-brand leverage-role of brand managers-branding challenges and opportunities-brand proliferation-media fragmentation-increased completion-increased cost-recent trends in brand performance analysis.

UNIT VI – LATEST LEARNING(For CIA only)

Ins.Hrs-3

Latest development related to the Course during the Semester Concerned

TEXT BOOKS

1.Strategic Brand Management-Kevin Lane Keller, Prentice Hall,Third Edition,2013
UNIT I(1,5),UNIT II(1,2,3,4)UNIT III(7,11,9)UNIT IV(3,12),UNIT V(1,2,3,14)

REFERENCE BOOKS

1.Managing Indian brand-S.RameshKumarvikas publications, second edition
2.Brand Immortality-Hamish Pringle and PeterField ,Kogan page publications

COURSE OUTCOMES

At the end of the course the students will

- be able to explain branding concepts and ideas to marketing personnel
- understand and measure brand equity and brand performance.
- be able to practically develop a brand, and plan positioning and communication strategies.

**SEMESTER - IV
FINANCE ELECTIVE – IV
WEALTH MANAGEMENT**

Subject Cod : P4R1BAECF4
Hours/Week : 5
Credit : 4

Internal Marks :25
External Marks : 75
Instruction Hours : 60

OBJECTIVES:

To make students understand

- the various aspects related to wealth management`
- the relevance of insurance in wealth management
- investment planning
- the components of retirement planning
- income streams and Tax benefits.

UNIT I - INTRODUCTION TO WEALTH MANAGEMENT

Ins.Hrs-15

Wealth Management –Meaning-Scope- Components- Process of Wealth Management- Need-Qualities of Wealth –Personal Financial Statement analysis- Financial Literacy-financial goals and Planning.

UNITII - ECONOMIC ENVIRONMENT ANALYSIS AND INVESTMENT PLANNING

Ins.Hrs-13

Interest Rat- Yield Curves- real returns- Key Indicators-Leading –Lagging-Concurrent. Investment Planning-Types of Investment risk, Risk Profiling of Investor and Asset Allocation –Life Cycle Model.

UNIT III - ESTATE PLANNING AND INSURANCE

Ins.Hrs-12

Estate Planning- Concepts-types of Will-requirement of valid Will-trust- deduction-exemptions. Insurances Planning- Meaning –Basic Principles of Insurances- functions and characteristics of Insurances-Rights and Responsibilities of Insured and Insurer.

UNIT IV-RETIREMENT PLANNING

Ins.Hrs-10

Retirement Planning- Understanding of different salary components –Introduction to retirement Planning – purpose and need, Life cycle Planning –financial Objectives in Retirement Planning – wealth creations – Factors and Principles.

UNIT V- INCOME STREAMS AND TAX SAVING SCHEMES

Ins.Hrs-7

Pension schemes-Annuities- Types of annuities- various Income Tax Saving schemes.

UNIT VI – LATEST LEARNING(For CIA only)

Ins.Hrs-3

Latest development related to the Course during the Semester Concerned

TEXT BOOK

1.Financial services – Shashi K. Gupta &NishaAgarwal, Kalyani publishing house, New Delhi, Second revised edition, 2008.

Unit I – Ch: 1, Unit II – Ch: 3; Unit III – Ch: 5; Unit IV – Ch: 6 ; Unit V- Ch: 7

REFERENCE BOOKS

1. Financial services and markets – Punithavathypandiyan, Vikas publishing house, pvt.Ltd.
- 2.Financial Markets and Services – Gordon &Natarajan, Himalaya Publishing House.

COURSE OUTCOMES

At the end of the course the students will be able to

- analyzevarious aspects of wealth.
- identify the relevance of Insurance.
- set the relationship between Investment and the Economic Environment.
- make retirement plans.
- identify income streams and Tax benefits.

SEMESTER- IV
FINANCIAL ELECTIVE COURSE - V
STOCK EXCHANGE PRACTICES

Subject Code : P4R1BAECF5
Hours/Week : 5
Credit : 4

Internal Marks :25
External Marks :75
Instruction Hours : 60

OBJECTIVES:

- To understand about stock exchanges.
- To develop knowledge of SEBI and its Regulation.
- To enhance knowledge of Trading Centre and their functions.

UNIT I - CAPITAL MARKET

Ins.Hrs-15

Capital market-Meaning and Definition-Features-Functions-Different types of Securities dealt in Capital Market-Derivatives Market-Meaning and Definition-Functions of Derivative Market- Management of Risk in Derivative market-Benefits in Derivative Market.

UNIT II – NEW ISSUE MARKET

Ins.Hrs-13

New Issue market- Meaning and Definition-Features- Role of Primary market .

-Method of Floating New Issues –Steps in IPO- Advantages and Disadvantages of Public Issue-Rights Issue –Merits and Demerits-Private Placement - Merits and Demerits –Preferential Allotment - Advantages and Disadvantages- Book-Building –Features.

UNIT III -STOCK EXCHANGES

Ins.Hrs-12

Stock exchanges- Meaning and Definition-,Functions-Major player of Stock exchanges-Advantages – Disadvantages of Stock Exchanges-- Inside Trading- Worlds Stock Exchanges-NYSE-NASDAQ-LSE-TSE -Inter Connected Stock Exchanges of India (ISE)

UNIT IV - SEBI AND ITS ROLE

Ins.Hrs-10

SEBI-objectives –Management of the Board-,Functions of SEBI-power- Role of SEBI in Regulating the Capital Market- Role of SEBI to protect the Investor in Secondary Market- Primary market -Limitation of SEBI- Major Indices of Indian Stock Exchanges –SENSEX- NIFTY .

UNIT V - TRADING CENTER

Ins.Hrs-7

BSE-Trading system, securities traded, surveillance system, check on the bolt terminals, protection against default –NSE-;promoters of NSE ,capital market segment, types of order, advantage of NSE capital market segment, types of order, advantages of NSE- -OTCEI-Promoters, trading system, settlement system-NSDL-Functions, individual investor & NSDL-Transaction of the NSDL and CSDL- Functions and -. Transaction of the CSDL

UNIT VI – LATEST LEARNING(For CIA only)

Ins.Hrs-3

Latest development related to the Course during the Semester Concerned

TEXT BOOK

- 1.Capital Market- S.Gurusamy-Mcgraw Hill-Second Edition- UNIT I-CHAPTER I,II)
- 2.Security Analysis And Fortfolio Management-PunithavadhyPandian.secondVikas Publishing Pvt Ltd Edition 2013- Chapter IV-UNIT III and IV)
- 3.Security Analysis And Fortfolio Management –Sindhu A.R .And Prof .S, Nagarajan-Edition2014- CHAPTER II- UNIT-II and V.

REFERENCE BOOKS

Secretarial Practices-M.C.Kuchhal. VikashPublishing .

COURSE OUTCOMES

At the end of the course the students will be able to

- understand the functions of stock exchange and the role of SEBI
- monitor stock exchange movements.
- serve as investment guides (with little in-house training)

SEMESTER-IV
FINANCE ELECTIVE COURSE – VI
FINANCIAL INSTITUTIONS AND SERVICES

Subject Code : P4R1BAECF6
Hours/Week : 5
Credit : 4

Internal Marks :25
External Marks : 75
Instruction Hours : 60

OBJECTIVES

To help students to

- understand the Financial Institutions in India, their role and functions
- realize the need for financial institutions in India
- know the emerging trends in Venture Capital.
- assess the operations of Mutual Funds.

UNIT I -INTRODUCTION

Ins.Hrs-15

Financial Institutions in India – Structure, Regulation Role and Function of Financial Systems – Financial Instruments – Financial Markets – Capital Markets and Money Markets – Interlink between Money Market and Capital Market – Characteristics of Financial Markets- Functions of Stock market.

UNIT II-FINANCIAL INSTITUTIONS

Ins.Hrs-13

Regulatory and Promotional Institutions: Functions and Role of RBI- Monetary policy -Techniques of monetary control of RBI- Role and Functions of SEBI. Banking and Non-Banking Financial Institutions: Public and private sectors – Structure – Bank capital- Banking innovations – Commercial and Co-operative Banks – Non-Banking Financial Institutions (BE SPECIFIC)– Insurance companies – Role of IRDA.

UNIT III -FINANCIAL SERVICES

Ins.Hrs-12

Financial Services- Meaning- Objectives – Types- Capital Market services- Money market services- Intermediaries: Banking and Financial Corporations- Non- Banking Financial Corporations – Insurance Corporations – Financial Services Sector Problems and Reforms.

UNIT IV-VENTURE CAPITAL

Ins.Hrs-10

Venture Capital- Meaning – Growth of Venture Capital in India – Financing Pattern – Legal aspects and guidelines for venture capital – Leasing – Leasing Vs. Borrowing – Credit rating : CRISIL – ICRA and Care – Factoring – Forfeiting : Bill discounting – Types of factoring arrangements – Factoring in Indian context.

UNIT V- MUTUAL FUNDS

Ins.Hrs-7

Mutual Funds : Concepts and Objectives – Functions and Portfolio classification – Guidelines for Mutual Funds – Working of Public and Private Mutual Funds in India – Debt Securitization –De-Mat services – Need and Operations – Role of NSDL and CSDL.

UNIT VI -LATEST LEARNING(For CIA only)

Ins.Hrs-3

Latest development related to the Course during the Semester Concerned

TEXT BOOKS

1.Financial Institutions and Markets,Meir Khan, Oxford Press

REFERENCE BOOKS:

1. Financial Institutions and Market ,I.M.Bhole , Tata MCGrawhill.
2. Marketing of Financial Services,V.A.Avadhani,HimalayaPublishers,Mumbai.
3. Indian Financial System, VasantDesai,Himalaya Publishers.

COURSE OUTCOMES

At the end of the course the students will

- Have acquired adequate knowledge about the roles of intermediaries and regulatory bodies.
- Have a basic knowledge about the financial market and various services available therein
- be alive to the prevailing financial and capital scenario.

SEMESTER-IV
HUMAN RESOURCE ELECTIVE-IV
TRAINING AND DEVELOPMENT

Subject Code :P4R1BAECH4
Hours/Week : 5
Credit : 4

Internal Marks :25
External Marks :75
Instruction Hours : 60

OBJECTIVES:

To help students

- understand the concepts of Training and skill development
- acquire knowledge of training design and types of training programmes.
- analyse career plans and their development.

UNIT I - ROLE OF TRAINING IN ORGANIZATION

Ins.Hrs-15

Overview of Training in organization – Meaning and Definition of training – Need for training – Importance of training – Essential of a good training programme – the role of training in organization – Structure of training in organization – Training as a part of the HR function – Training in large and small businesses- Process of training.

UNIT II - METHODS OF TRAINING

Ins.Hrs-13

Methods of training – On the job training – Apprenticeship training – Refresher training – Job rotation – Off the job training – lectures and conferences – Role Playing – Case Study – Evaluation of the on the job training and off the job training – Computer based training – Programmed Instruction – Intelligent Tutoring system.

UNIT III - TRAINING DESIGN AND TYPES OF TRAINING PROGRAMME

Ins.Hrs-12

Training design – Trainee – Training designer – trainer – training evaluator – Facilitation of learning: Focus on the trainee – KSA (Individual Differences) – Design theory – Elaboration theory – Briggs theory – Motivation of trainee- Administration of training programs – Types of training programmes.

UNIT IV - CAREER PLANNING AND DEVELOPMENT

Ins.Hrs-10

Career planning and development – Concepts of career, career stages – career development – career management – Difference between career planning and man power planning – Executive development – Concepts and objectives – Importance of executive development – Process and methods of executive development.

UNIT V- DEVELOPMENT AND IMPLEMENTATION OF TRAINING

Ins.Hrs-7

Development and Implementation of training – Audiovisual enhancements – Facilities: training room, off-site training facilities – Implementation – Dry run – Pilot program – Tips for trainers –rational for evaluation – Types of evaluation data collected – Process data – Evaluation design Issue.

UNIT VI -LATEST LEARNING(For CIA only)

Ins.Hrs-3

Latest development related to the Course during the Semester Concerned

TEXT BOOKS

1. Effective Training (system, strategies & practices) – P.Nickblanchand& James W Thacker – Prentice Hall of India Pvt Ltd, Delhi – 2nd Edition – 2014.(unit I- chapter1, unit II – Chapter 6 unit III- Chapter 5, unit V –Chapter 7,8)
2. Personnel Management – J.Jayashankar, Margham Publications, Chennai – 1st Edition 2005 (unit I – Chapter 6, unit II – Chapter 6, unit IV – Chapter 11)

REFERENCE BOOKS:

1. Human Resource Management – L M Prasad –Sultan Chand & Sons, Delhi – 2nd Edition – 2006.
2. Human Resource Management Principles & Practice – P.Subbarao – Himalaya Publishing House, Mumbai - Millennium Edition – 2000.

COURSE OUTCOMES

At the end of the course the students will

- Be aware of the need for creative thinking and constant skill upgradation
- be able to match their skills with organisational needs.
- be able to manage their roles and responsibilities in the organisations with confidence

SEMESTER- IV
HUMAN RESOURCE - ELECTIVE –V
LABOUR LAWS

Subject Code : P4R1BAECH5
Hours/Week : 5
Credit : 4

Internal Marks :25
External Marks : 75
Instruction Hours : 60

OBJECTIVES:

To enable students

- To understand the Provisions of the Factories Act.
- To understand Employee Compensation Schemes.
- acquire knowledge on ESI, fixation of wages, etc.

UNIT I - FACTORIES ACT

Ins.Hrs-15

The Factories Act,1948- Definition- Factory, Worker -Provision relating to Health, Safety and Welfare of Workers

UNIT II- EMPLOYEE COMPENSATION ACT

Ins.Hrs-13

Employee Compensation Act,1923- Scope and Coverage of the Act- Rule regarding Employees Compensation-Cases of accident arising out of and in the course of Employment –Compensation Section 4.- death- Permanent Total Disablement, Permanent Partial Disablement, Temporary Total/Partial Disablement

UNIT III- THE EMPLOYEES STATE INSURANCE ACT

Ins.Hrs-12

The Employees State Insurance Act, 1948-Applicability of Act – Exemption-Contribution –Role of Contribution –Rules- Benefits-Sickness, Maternity- Disablement – Dependents – Medical and Funeral expenses.

UNIT IV- THE PAYMENT OF WAGES ACT

Ins.Hrs-10

The Payment of Wages Act 1936-Rules for Payment of Wages- Responsibility, Fixation of wage period-time of Payments-Deduction from wages- Fines, Absences, damage or loss, recovery of advances, recovery of loans and other deductions.

.UNIT V -THE TRADE UNION ACT

Ins.Hrs-7

The Trade Union Act 1926,- Definition – Registration of Trade union – Rights and Privileges of registered Trade union – duties and liability of Registered Trade union

UNIT VI -LATEST LEARNING(For CIA only)

Ins.Hrs-3

Latest development related to the Course during the Semester Concerned

TEXT BOOK:

1. Elements of Industrial Law – N.D Kapoor – Sultan chand and son-2016.

REFERENCE BOOKS:

1. Industrial Relations and Labour Laws –S .Srivastava – Vikas Publishing House.
2. Industrial Law –King Book-2003

COURSE OUTCOMES:

At the end of the course, the students will be able to

- understand the provisions of Labour Laws.
- compute the amount of employee compensation in case of accidents.
- analyze the contribution of employees and employers in ESI.
- identify the procedures for fixation of wages
- recognize the rights and privileges of trade unions.

SEMESTER – IV
HUMANRESOURCE ELECTIVE COURSE – VI
MANAGING THE GLOBAL WORK FORCE

Subject Code : P4R1BAECH6

Hours/Week : 5

Credit : 4

Internal Marks :25

External Marks : 75

Instruction Hours : 60

OBJECTIVES:

To make students

- understand the rationale for managing the global work force
- identify the significance of global workforce.
- To realize the strategic issues related to global workforce.

UNIT I - INTRODUCTION TO GLOBAL WORKFORCE

Ins.Hrs-15

Introduction-Global Market context-External factors influencing global workforce,Internal company factors influencing global work force-Key perspectives in Global workforce:-Global Perspective-HR and Global Business ethics,Globalization and social imperatives

UNIT II – CHANGES AND CHALLENGES IN THE GLOBAL MARKET

Ins.Hrs-13

Globalization-Technological advancements-Changes in Labor force Demographics and Migration:-General changes in world demographics,International Migration,Domestic Migration,Emergence of the contingent workforce-,Offshore sourcing-GWM Challenges

UNIT III - GLOBAL HR PLANNING

Ins.Hrs-12

Introduction-Work demand and labor supply-Job design for Meeting Global strategy work demand-sources of global labor supply for meeting global demand:-Parental country National,Host country Nationals-Third country nationals-HR planning for the long term

UNIT IV – GLOBAL STAFFING

Ins.Hrs-10

Introduction-General factors affecting Global staffing:-MNC Business Strategy, Ethnocentric Approach, Polycentric Approach, Regiocentric Approach, Geocentric Approach, International Joint ventures-Global recruitment methods:-Internal and external-Selecting employees for foreign assignment

UNIT V –COMPENSATION FOR AFOREIGN ASSIGNMENT

Ins.Hrs-7

Compensation convergence, managing compensation as a global scale:-Managing global compensation strategically, paying for performance, anticipating the influence of culture using a total Reward system Perspective, Addressing the duality challenge.

UNIT VI – LATEST LEARNING (For CIA only)

Ins.Hrs-3

Latest development related to the Course during the Semester Concerned

TEXT BOOK

1. Managing a Global workforce-Challenges and opportunities in International Human Resource Management,Charles M.Vance and Yongsun Paik,2nd Edition,PHI Pearson Ltd.

REFERENCE BOOK

1.Human Resource Management Principles & Practice – P.Subbarao – Himalaya Publishing House, Mumbai - Millennium Edition – 2000

COURSE OUTCOMES

At the end of the course the students will be able to

- understand the causes for the emergence of the global work force.
- identify and analyze cultural and political issues as they affect the job market.
- understand the role of HR in managing the globalized work force