

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

PUDUKKOTTAI - 622 422

B.B.A PROGRAMME - C.B.C.S. (Academic Year 2016- 2017)

Semester	Part	Subject Code	Course Title	Ins.Hrs/Week	Credit	Exam Hrs	Marks		Total
I	I	U1RTL1/HL 1 /FL1	Language Course - I	6	3	3	25	75	100
	II	U1REL1	English Language Course -I	6	3	3	25	75	100
	III	U1RBACC1	Core Course -I Management Concepts	6	5	3	25	75	100
		U1RBACC2	Core Course-II Principles of Accountancy	6	5	3	25	75	100
		U1RBAAC1	Allied Course - I Business Economics	6	3	3	25	75	100
Total				30	19	-	-	-	500
II	I	U2RTL2/HL 2 /FL2	Language Course – II	5	3	3	25	75	100
	II	U2REL2	English Language Course -II	5	3	3	25	75	100
	III	U2RBACC3	Core Course -III Marketing Management	5	5	3	25	75	100
		U2RBAAC2	Allied Course - II Business Environment	5	3	3	25	75	100
		U2RBAAC3	Allied Course - III Business Mathematics & Statistics	5	3	3	25	75	100
		U2RES	Environmental Studies	3	2	3	25	75	100

	IV	U2RVE	Value Education	2	2	3	2 5	7 5	100
Total				30	21	-	-	-	700
III	I	U3RTL3/HL 3 /FL3	Language Course - III	6	3	3	2 5	7 5	100
	II	U3REL3	English Language Course -III	6	3	3	2 5	7 5	100
	III	U3RBACC4	Core Course -IV Organisational Behaviour	5	5	3	2 5	7 5	100
		U3RBACC5	Core Course-V Cost and Managemant Accounting	6	5	3	2 5	7 5	100
		U3RBAAC4	Allied Course - IV Comuter Application in Business	4	3	3	2 5	7 5	100
		U3RBAAC5 P	Allied Course - V Computer Application in Business in practical	3	3	3	4 0	6 0	100
Total				30	22	-	-	-	600
IV	I	U4RTL4/HL 4 /FL4	Language Course - IV	6	3	3	2 5	7 5	100
	II	U4REL4	English Language Course -IV	6	3	3	2 5	7 5	100
	III	U4RBACC6	Core Course -VI Human Resource Management	6	5	3	2 5	7 5	100
		U4RBACC7	Core Course -VII Production & Operations Management	6	5	3	2 5	7 5	100
		U4RBAAC6	Allied Course - VI Operation Research	4	3	3	2 5	7 5	100

		U4RBASBE 1	Skill Based Elective Course -I total Quality Management	2	2	3	2 5	7 5	100
Total				30	21	-	-	-	600
V		U5RBACC8	Core Course - VIII Legal Aspects of Business	6	5	3	2 5	7 5	100
		U5RBACC9	Core Course - IX Strategic Managemant	5	5	3	2 5	7 5	100
		U5RBACC1 0	Core Course -X Financial Managemant	6	5	3	2 5	7 5	100
		U5RBACC1 1	Core Course -XI Entrepreneurial Development	5	5	3	2 5	7 5	100
		U5RBAMB E1	Major Based Elective Course -I Customer Relationship Management	4	4	3	2 5	7 5	100
		U5RBASBE 2	Skill Based Elective Course -II Retail Management	2	2	3	2 5	7 5	100
		U5RBAIDC 1	Interdisciplinary course - I Management Information System	2	2	3	2 5	7 5	100
Total				30	28	-	-	-	700
VI		U6RBACC1 2	Core Course - XII Effective Business Communication	6	5	3	2 5	7 5	100
		U6RBACC1 3	Core Course - XIII Sales and Distribution Management	6	5	3	2 5	7 5	100
		U6RBACC1 4	Core Course -XIV Industrial Relations	5	5	3	2 5	7 5	100
		U6RBAMB E2	Major Based Elective Course -II Supply Chain Management	4	4	3	2 5	7 5	100

		U6RBAMB E3	Major Based Elective Course -III Transportation Management	4	4	3	2 5	7 5	100
	IV	U6RBASBE 3	Skill Based Elective Course -III E-Commerce	2	2	3	2 5	7 5	100
		U6RBAIDC 2	Interdisciplinary course - II General Commercial Knowledge	2	2	3	2 5	7 5	100
	V	U6RGS	Gender Studies	1	1	3	2 5	7 5	100
				Extension Activity		1		2 5	7 5
Total				30	29	-	-	-	800
GRAND TOTAL				180	140				3900

SEMESTER - I
MANAGEMENT CONCEPTS – C.C- I

OBJECTIVE

- 1 .To study and gather knowledge about Management Principles and functions of Management.
2. To define the Levels of Management
3. To analyze the various processes of Management

UNIT I - INTRODUCTION TO MANAGEMENT

Management; Meaning, Definition, Concept, Importance – Difference between Management and Administration
- Evolution of Management - Management is an Art or Science – Fayol’s principles of management.

UNIT II - PLANNING

Planning; Meaning, Definition, Concept, Objectives, Steps, Types of Planning – Advantages of Planning,
Disadvantages of Planning, Decision Making; Process – MBO; Objectives, Stages of MBO.

UNIT III - ORGANISATION

Organizing; Meaning, Definition, Concept, Objectives, Process of Organizing – Departmentation –
Centralization, Decentralization – Sources of Authority – Authority and Responsibility- Delegation of Authority

UNIT IV - STAFFING

Staffing; Meaning, Definition, Concepts, Process of staffing ; Recruitment, Selection, Placement, Promotion,
Training and Development – Directing – Leadership, Types – Motivation - Theories

UNIT V - CONTROLLING

Controlling ; Meaning, Definition, Objectives, Concepts, Steps in Controlling process – Co- Ordination and Co-
Operation - MBE ; Concept, Objectives, Steps

BOOK

Principles of Management, T.Ramasamy – Himalaya Publishing House, Edition 2013 **Unit I** – Chap: 1, 2

Unit II – Chap : 5,7,8 **Unit III** – Chap : 9,10,11 **Unit IV** – Chap : 15 , 17 ,19 , 20 ,21 **Unit V** – Chap : 24,25

BOOKS

1. Management – Heinz Weilhrich & Harold Koontz, - Prentice Hall Publishers

SEMESTER - I

PRINCIPLES OF ACCOUNTANCY – C.C- II

OBJECTIVES

- 1.To understand the needs of accounting concepts and conventions
- 2.To develop accounting skills.
- 3.To identify various types of accounts.

UNIT I - INTRODUCTION TO ACCOUNTING AND BASIC ACCOUNTING CYCLES

Financial Accounting – Definition and scope, objectives- Nature of accounting concepts and conventions- Double entry Vs Single entry System – Journal – compound journal entry – Opening entry - Ledger posting – Balancing – Preparation of Trial Balance.

UNIT II - SUBSIDIARY BOOKS, RECTIFICATION OF ERRORS AND BANK RECONCILIATION STATEMENT

Subsidiary Books-Importance – Use – Types - Purchase Book, Sales Book, Purchase Returns Book, Sales Returns Book and Types of cash Book- Simple cash book- Double columnar cash book – Triple columnar cash book – Petty cash book - Rectification of Errors, Suspense a/c, Bank Reconciliation Statement (BRS) - Simple Problems.

UNIT III - DEPRECIATION ACCOUNTING

Depreciation - Meaning - Need importance of Depreciation – Causes – Objectives- Methods of charging Depreciation – Straight line method – Diminishing balance method – Annuity method – Depreciation fund method – Insurance Policy Method- Depletion Method. (Simple Problems Only)

UNIT IV - FINAL ACCOUNTS OF SOLE TRADER AND ACCOUNTS OF NON-TRADING ORGANISATION

Final Accounts of sole Trader with simple adjustments - capital and Revenue –Accounts of Non –Trading Organisations - Income and Expenditure accounts – Receipts and payments Account – Distinction between Receipts & Payments and Income and Expenditure Account. (Simple Problems Only)

UNIT V - COMPANY FINAL ACCOUNTS

Company Final Accounts – Books of Accounts, preparation of Final Accounts, profit and loss Account, Balance sheet, Preparation of simple company Final Accounts. (Simple Problems Only) **(T: 40% Prob 60%)**

BOOK OF STUDY:

1. Financial accounting -Margham publication -TS Reddy &Moorthy .
2. Principles of accountancy-UTS,New delhi -SN Maheswari -2014 Edition .

Books for references: 1. Financial accounting - Sultan chand &sons -SPJain & Narang.
2. Financial accounting -Sultan chand &sons TS Reddy & y Hari prasad reddy .

3. Financial accounting -Himalaya publishing -Dr.SN.Maheswari &Dr.SK.Maheswari .

SEMESTER I

BUSINESS ECONOMICS - ALLIED COURSE- I

OBJECTIVE

1. To understand the basic concepts and significance of Managerial Economics.
2. To relate relationship between Economics and Management.
3. To discuss the basic concepts of Management.

UNIT-I - INTRODUCTION AND SCOPE OF MANAGERIAL ECONOMICS

Definition- Meaning, Introduction to Managerial Economics-Scope and Nature –significance and role-Managerial decision-Making-objectives of firm.

UNIT-II - DEMAND ANALYSIS

Definition,- Law of demand-reason for law of demand to operates-Elasticity of demand- Law of Diminishing Marginal Utility- -Cardinal and Ordinal approaches-Demand Forecasting-Steps and Techniques of Demand.

UNIT-III - COST CONCEPTS AND PRODUCTION FUNCTION

Definition-various cost concepts-Break-Even-Analysis-production function-Laws of return to scale through production function- short run and long run cost Curves.

UNIT-IV- MARKET STRUCTURE AND PRICE POLICES

Definition-Market structure analysis-Price Concepts-Decisions-Policies and Determinants-price discriminations-pricing in life cycle of a product.

UNIT V - NATIONAL INCOME AND INDIAN ECONOMIC ANALYSIS

Definition - Concepts of national income - Methods and measures of N.I - Indian Economics and problems-basic features of Indian Economy - Industrial policy in India - Indian Five-year plans - policies and perspectives.

BOOK OF STUDY

1. Managerial Economics by D.N. Dwivedi, 7th Edition, Vikas Publishing House Pvt. Ltd. (Unit 1 to 4)
2. Economics for Business by Appanaiah and Others, 4th Edition, (Unit 1 to 5)

BOOKS FOR REFERENCE

1. Managerial Economics by Dr. S. Sankaran, Margham Publications.
2. Managerial Economics by P.L. Mehta.

SEMESTER II

CORE COURSE-III - MARKETING MANAGEMENT

Subject Code: U2RBACC3

Max. Marks : 75

Hours Allotted: 5

Credit Allotted : 5

OBJECTIVES

1. To understand the basic concepts of marketing
2. To learn about marketing mix
3. To explain marketing research

UNIT I-INTRODUCTION TO MARKETING MANAGEMENT

Market-Definition, Importance, Classification-Marketing and selling-Difference between marketing and selling-Definition of marketing-Evolution of marketing concept-Marketing Mix-Marketing management-Importance of marketing management.

UNIT II- PRODUCT

Definition of product- Product Mix-product modification-need for product modification-New Product Development-Product Life Cycle-Brand-Brand Name, Brand Mark, Trade Name, Trade Mark- Branding-Functions, characteristics of good brand name-Labeling-Importance of labeling-Reasons for failure of products.

UNIT III- PRICING AND MARKET SEGMENTATION

Meaning of Price-Factors influencing Pricing Decision-Different kinds of pricing-Distinction between skimming pricing and penetration pricing-market segmentation-criteria for market segmentation.

UNIT IV-PHYSICAL DISTRIBUTION

Channels of distribution and physical distribution-Meaning of channels of distribution-Definition-Needs for channels of distribution-Factors determining the channels of distribution -Middleman-wholesaler-Retailer-storage and warehousing-Functions of storage-warehousing-advantages of warehousing-Different kinds of warehouse.

UNIT V-PROMOTION AND MARKETING RESEARCH

Promotion-Promotional mix-The AIDA concept-merits and criticism of promotion-Types of promotion- Advertisement-personal selling-sales promotion-marketing research-Meaning, advantages, types and stages in marketing research-Marketing Information System.

BOOKS OF STUDY

1. Marketing-J.Jayashankar, Margham Publications, Second Edition Report, 2012 (Unit-I, II, III, IV & V).
2. Marketing Management-S.A. Sherlaker, Himalaya Publishing House, Thirteenth Revised Edition (Unit-I, II & V).

BOOK FOR REFERENCE

Marketing Management-T.Ramasamy, Himalaya publishing.

SEMESTER II

ALLIED COURSE-II - BUSINESS ENVIRONMENT

Subject Code : U2RBAAC2

Max . Marks : 75

Hours Allotted : 5

Credit Allotted : 3

OBJECTIVE

1. To understand the basic ideas of Business Environment
2. To identify the knowledge on Business Environment
3. To describe the mode of entry in Business.

UNIT I-BUSINESS ENVIRONMENT

Business-Definition-nature- Scope – Characteristics of business goals – criticisms of business. Business Environment: - Business Environment – objectives – Types of environment.

UNIT II-ECONOMIC ENVIRONMENT

Economic Environment – Nature – Economic – Factors – Economic System –Capitalisms-Socialism-Mixed economy-Economic Planning –LPG- Privatization – nature – Objectives – Merits and demerits.

UNIT III-POLITICAL ENVIRONMENT

Political Environment – Political Institution-legislature, executives, judiciary, government in business- rationale and extent of state intervention.

UNIT IV-SOCIAL AND CULTURAL ENVIRONMENT

Social environment-nature- Social responsibility- Meaning-Social responsibility of business-responsibility to shareholders, employee, consumer, community .Cultural environment-nature- impact of culture on business.

UNIT V-TECHNOLOGICAL ENVIRONMENT

Technological environment-features-impact of technology-Management of technology – Challenges of international business-Management in India –Foreign direct investment- Meaning-advantages and disadvantages.

BOOKS OF STUDY

- 1.Business environment – Francis Cherunilam,Himalaya Publishing House.(I,II,III,IV)
- 2.Essentials of Business environment-K.Aswathappa(V) Himalaya Publishing House.

BOOK FOR REFERENCE

Business Environment - S.ShankaranMargham Publications

SEMESTER-III

CORE COURSE-IV ORGANISATIONAL BEHAVIOUR

Subject Code :U3RBACC4

Max. Marks : 75

Hours Allotted : 5

Credit Allotted : 5

OBJECTIVE

- 1.To explain the concept of organizational Behaviour
- 2.Toanalyse psychological, social and managerial dimensions of organizational Behaviour.
- 3.To cultivate leadership skills.

UNIT I- INTRODUCTION TO ORGANISATIONAL BEHAVIOUR

OrganisationalBehaviour – Meaning – Nature – Objectives-Key elements-Evolution of Management - Hawthorne experiment-Implications- OrganisationalBehaviour Models – Approaches to the study of OrganisationalBehaviour.

UNIT II- INDIVIDUAL BEHAVIOUR

Individual Behaviour - Factors influencing Individual Behaviour - -Personality -Types of Personality-Definition-Determinants-Traits-Theories-Perception-Process-Factors affecting Perception

UNIT III- GROUP BEHAVIOUR

Foundations of Group Behaviour-Group Dynamics – Formal and Informal Groups, Group Norms, Group Cohesiveness, Group Behaviour and Group Decision making .

UNIT IV-LEADERSHIP AND MOTIVATION

Leadership – Concept –Leader and Manager-Functions- Qualities of effective Leadership – Leadership Styles.- Autocratic leader – Democratic leader – Laissez faire leader- Motivation – Concept – Nature – significance – Financial and Non-Financial Motivations-Theories of Motivation – Maslow’s need hierarchy theory – McGregor’s Theory X and Theory Y – Herzberg’s Two Factor Theory.

UNIT V-ORGANISATIONAL CHANGE

Organisational Change – Nature – Factors influencing change – Change Rules-Causes and Consequences of Change- Approaches- Resistance to change.

BOOK OF STUDY

OrganisationalBehaviour – L.M. PRASAD – Sultan Chand & Sons – New Delhi – Fourth edition (Unit 1-Chapter 1, Unit 2 – Chapter 3, 4, 5, 6 & 7, Unit 3 – Chapter 10 & 13, Unit 4 – Chapter 9, 10, 16 & 15, Unit 5 – Chapter 23, 24, 25.)

BOOKS FOR REFERENCE

1. OrganisationalBehaviour – S.S.Khanka. – S.Chand& Co. Ltd. – New Delhi – Second Edition
2. OrganisationBehaviour, A modern approach – Arun Kumar &N.Meenakshi. – Vikas Publishing House

SEMESTER- III

CORE COURSE-V COST AND MANAGEMENT ACCOUNTING

Subject Code :U3RBACC5

Max. Marks : 75

Hours Allotted : 6

Credit Allotted : 5

OBJECTIVE

- 1.To understand the principles and procedure of costing.
- 2.To acquire the knowledge on Inventory control methods.
3. To gain skills about the methods of costing.
- 4.To understand the basic concepts of Management Accounting
5. To gain knowledge on tools used in management accounting.

UNIT I-INTRODUCTION

Introduction – Cost, Costing, Cost Accounting- Objectives of Cost accounting, advantages and limitations of cost accounting – concept and classification of cost – Elements and Methods of cost – Cost Accounting Vs Financial accounting

UNIT II- COST SHEET, INVENTORY MANAGEMENT-LEVELS-AND METHODS OF REMUNERATION

Preparation of Cost Sheet-Materials – Purchase procedure- Inventory control – Economic Order Quantity – ABC Analysis – VED Analysis – Stores procedure - Levels of stock –Receipt and issue of Materials – Stores Ledger - FIFO, LIFO, Simple average and weighted average (simple problems)- Methods of Remuneration and Incentive Schemes - Time Rate System and piece Rate System –Halsey plan- -Rowan plan-Taylor’s Differential piece Rate system(simple problems)

UNIT III – INTRODUCTION TO MANAGEMENT ACCOUNTING

Management Accounting – Scope – Functions – Distinction between Financial accounting and Management accounting – Distinction between Cost accounting and management accounting – Tools and techniques of management accounting – Financial statement analysis.

UNIT IV – FUND FLOW STATEMENT AND CASH FLOW STATEMENT

Working capital – Importance of working capital – Types of working capital – Factors affecting working capital – management of working capital – Fund flow statement – Funds from operations – preparation of schedule of changes in working capital – Cash flow statement – computation of cash from operations – preparation of cash flow statement.

UNIT V–MARGINAL COSTING

Marginal costing – Application of marginal costing techniques – Direct costing – Indirect costing – Marginal costing and differential costing – Cost-Volume-Profit analysis – Break-even-analysis and Break-even chart – Advantages and limitations of Break-even-analysis.

BOOKS OF STUDY

1. Cost Accounting - T. S. Reddy Y. Hari Prasad Reddy - Margham Publications ((unit I-Chapter 1,2)
(unit II-Chapter 3) (unit III- Chapter 4)(unit IV-Chapter 5) (unit V-Chapter 9,10))

Financial and Management Accounting – T.S.R. Reddy and Y.Hari Prasad Reddy, Margham publications, Chennai, Third edition, 2006.(Unit I – Ch: 1,4 ; Unit II – Ch: 6; Unit III – Ch:11 ; Unit IV – Ch:12 ;Unit V – Ch: 5,6.)

BOOKS FOR REFERENCE

1. Cost Accounting – S.P. Jain and L.Narang, Kalyani publishers, New Delhi, 2011

2. Management Accounting-A.Murthy, Gurusamy.S, &Vijay - Nicole Imprints Pvt.Ltd., Chennai, 2013.

3. Financial and Management Accounting-S.N.Maheswari, Sulthan Chand and Sons, New Delhi, Fifth Edition, 2008.

4. Management Accounting - Principles and Practices – R.K. Sharma & Shashi K. Gupta, Kalyani publishers.

SEMESTER-IV

CORE COURSE-VI HUMAN RESOURCE MANAGEMENT

Subject Code :U4RBACC6

Max.Marks : 75

Hours Allotted : 6

Credit Allotted : 5

OBJECTIVES

- 1.To understand the knowledge on Human Resource Management.
- 2.To identify the steps in HR Planning
- 3.Toanalyse the sources of Recruitment and Selection
4. To note down the process of Training and Development.

UNIT I- INTRODUCTION TO HUMAN RESOURCE MANAGEMENT

Human Resource - Concepts-Nature, Significance, Features- HR Functions and Objectives, Role of Human Resource Manager, Human Resource management – Personnel management and HRM difference-Human Resource Planning – concepts- needs-Steps in HR Planning- barriers to effective HRP.

UNIT II- JOB ANALYSIS AND PROCUREMENT

Job Analysis , meaning -Job Description, Job specification- Recruitment: sources & process - Selection process, interview- types , Orientation and Placement.

UNIT III-TRAINING AND DEVELOPMENT

Performance appraisal –Nature-objectives-methods-limitations– Promotion, Demotion, Transfer and Separation – Job evaluation- Training–Need – Objectives – Benefits-Types of Training

UNIT IV- COMPENSATION MANAGEMENT

Wages structure- minimum, living, fair wages –Objectives, Factors influencing Wages and salaries administration – methods -time wages– differential piece rate wages - Incentives meaning – financial and non financial incentives and Fringe Benefits –types.

UNIT V- HUMAN RELATIONS

Grievance – Causes of indiscipline, maintaining discipline, code of discipline, Procedure for Handling Disciplinary action

BOOKS FOR STUDY

1. Human Resource Management” L.M.Prasad .S.Chand publications, Second Edition 2007. (Unit I: Chapter 1&7, Unit II: Chapter 8,9,10,11, Unit III: Chapter 14,16, Unit IV: Chapter 17,18
- 2.Shashi.k.Gupta& Rosy Joshi “Human Resource management” Kalyani publishers, Fourth Edition, 2009 (Unit V: Chapter 29,30,26)

BOOKS FOR REFERENCE

- 1.GaryDessler “Human Resource Management” PHI Learning private limited, Eleventh Edition, 2009
- 3.VSPRao “Human Resource Management” Excel Books, Delhi, Second Edition, 2006
- 4.SubbaRao.P “ Essentials of Human Resource Management and Industrial Relations” Himalaya Publishing House.

SEMESTER-IV CORE COURSE-VII
PRODUCTION AND OPERATIONS MANAGEMENT

Subject Code : U4RBACC7

Max. Marks : 75

Hours Allotted : 5

Credit Allotted : 5

OBJECTIVES

- 1..To define the production system in an organization.
2. To analyse the functions and stages of Production Planning and Control
3. To describe the product development and launching strategies.

UNIT I- INTRODUCTION TO PRODUCTION SYSTEM

An overall view of Production Management – Functions of a production manager – Production procedure - Types of production system – Continuous Production – Intermittent Production – Plant Location – Reasons for relocation – Objectives in Plant location – Relationship of production management with other department.

UNIT II- PLANT LAYOUT AND CAPACITY PLANNING

Plant Layout – Definition – Types of plant layout – Capacity Planning – Types of Capacity – Measurement of Capacity – Importance of Capacity – Determinants of Effective capacity – process planning – procedure of designing a process – Factors influencing process design – Process chart – Work measurement.

UNIT III- PRODUCTION PLANNING AND CONTROL

Production Planning and Control – Importance of planning for Production Process – Objectives of Production Control – Functions of Production Planning and Control – Stages of production Planning and Control – Kinds of Production Plans – Plant Maintenance – Definition– Concepts – Areas of maintenance.

UNIT IV-QUALITY CONTROL AND INSPECTION

Quality Control – Techniques in Quality Control – Importance and advantages of quality control system – Inspection – Definition – Objectives of Inspection – Sampling – Statistical Quality Control (SQC).

UNIT V- MATERIAL MANANGEMENT AND ISO 9000 SERIES

Material Management –Meaning–Definition – Concepts – Importance of Material Management – Objectives of material management – Functional area of material management – Procurement function – Inventory control – ISO 9000 series – Process of obtaining ISO certification – Quality Accreditation and Certifying Agencies.

BOOKS OF STUDY

1. Production and Materials Management – P.Saravanavel and S.Sumathi. Margham publications, Chennai. – (Unit I- Chapter 1,2,8 Unit II- Chapter- 5,6,11 unit III- Chapter 13,16 Unit IV – Chapter – 17,18 unit V – Chapter- 25,39)
2. Production and Operations Management – S.A. Chunawala and Patel. Himalaya Publishing House, Mumbai, 6th edition – 2012. (Unit I – Ch 1,11,12,13 unit-II ch5, 7 unit IV- chr-16)

BOOKS FOR REFERENCE

1. Production and Operations Management- Aswathappa.k. andK.ShridharaBhat – Himalaya Publishing House, Mumbai.
2. Production Management – PankajMadan, Kogan Pages Ltd Edition , 2010.

SEMESTER –V

SKILL BASED ELECTIVE- I TOTAL QUALITY MANAGEMENT

SubjectCode:U4RBASBE1

Max. Marks :75

Hours Allotted : 2

Credit Allotted : 2

OBJECTIVES

1. To understand the concepts of Total Quality Management
2. To define the quality concepts and criteria
3. To examine the contributions of quality
4. To verify the statistical process control and capability
5. To identify quality standards – ISO 9000 – 14000 Series

UNIT- I- INTRODUCTION TO TOTAL QUALITY MANAGEMENT

Introduction- Concept of Total Quality Management-The Quality Hierarchy-The Three C's of TQM.

UNIT- II- QUALITY MOVEMENT IN INDIA

Contributions of Quality of Gurus-Contributions of W. Edwards Deming-Contribution of Joseph M Juran-
Contribution of Philip B Crosby- Elements of JIT Concept of Quality Circle.

UNIT –III – STRATEGIC QUALITY PLANNING

Concepts-Quality Control- Quality Objectives-Strategic Quality Planning-Customer Focus in Quality Management.

UNIT –IV- STATISTICAL CONTROL CHARTS

Introduction-Definition of Control Charts-Objectives and functions of Control Charts

UNIT- V- TOTAL QUALITY STANDARDS

Introduction to ISO 9000 Standards-Benefits of ISO 9000 series ISO 9004:2000, ISO 14000 - Revised ISO 9001-2015.

BOOK OF STUDY

Total Quality Management –R.Ramakrishnan, Eswar Press, The Science and Technology Publisher, 2009,

BOOKS FOR REFERENCES

1. Quality Management –C.S.Summees, Pearson Education, 1st print, 2005
2. Total Quality Management –Basterfield, Person Publications, 2012

SEMESTER-V

CORE COURSE–VIII LEGAL ASPECTS OF BUSINESS

Subject Code : U5RBACC8

Max. Marks : 75

Hours Allotted : 6

Credit Allotted: 5

Objectives :

- 1.To Understand about the fundamental principles of business law & company law.
- 2.To define the latest provisions of law .
- 3.To describe the practical problems faced by corporate and solutions.

UNIT I- INTRODUCTION TO CONTRACT ACT

Contract Act – Definition – Kinds of contracts – Essentials elements of a Contract – Offer and Acceptance – Consideration – Contractual Capacity – Minor – Unsound Mind – Status - Free Consent – Coercion – Undue Influence – Misrepresentation – Mistake - Legality of Object.

UNIT II- PERFORMANCE OF CONTRACT AND SPECIAL CONTRACTS

Performance of Contract – Discharge of Contract – Breach of Contract - Remedies - Bailment – Features - Rights and duties of Bailor & Bailee. – Indemnity - Rights of Indemnified – Indemnifier – Guarantee - Rights of creditor - Surety- Discharge of surety

UNIT III-LAW OF AGENCY

Law of Agency – Test of Agency - Modes of creation - Agency by Ratification – Mercantile and Non Mercantile Agents - Sub Agent and Substituted Agent - Rights and Duties of Principal – Rights & Duties of Agent - Termination of Agency.

UNIT IV- PARTNERSHIP ACT

Partnership – Definition – Test of Partnership - Essentials elements of partnership - Types of partnership – Partnership by Holding out - Rights, duties and Liabilities of partners - Dissolution of partnership – Rights and Liabilities after dissolution of firm.

UNIT V- SALE OF GOODS ACT AND CONSUMER PROTECTION ACT

Sale of Goods Act – Definition, Price, Conditions and Warranties – Transfer of Property – Performance of Contract of Sale – Unpaid Vendor – Rights .Consumer Protection Act 1986-Object and Scope-Definitions - Rights of Consumers-Remedies available to Consumers

BOOK OF STUDY

- 1.Business Law - ND Kapoor - Sultan chand & sons Ltd Edition 2007.

Books of Reference :

- 2.Business Law - Satish.BMathur Tata McGraw Hill - -2013 Edition .
- 3.Business Law - MC Khuchal - Sultan chand & sons Ltd.

SEMESTER-V

CORE COURSE –IX STRATEGIC MANAGEMENT

Subject Code :U5RBACC9

Max. Marks : 75

Hours Allotted :5

Credit Allotted : 5

OBJECTIVE

- 1.To understand the basic aspects of strategic management.
- 2.To identify the five processes of strategy.
- 3.Toanalyse the three levels of strategy.
- 4.To define the approaches in strategic implementation

UNIT I-STRATEGIC MANAGEMENT OVERVIEW

An Overview of Strategic Management - The Nature of Strategic Management- The elements of strategy - Levels of Strategy - Advantages , Disadvantages of Strategic Management.

UNIT II-COMPONENTS OF STRATEGIC MODEL

Strategic vision, CorporateMission, Objectives and Goals - Environmental analysis; Political, Legal, Cultural, Technological and Social Environment- Environmental Threats and Opportunities (ETOP) ,

UNIT III-CORPORATE & COMPETITIVE STRATEGIES

Corporate level Strategy; - Competitive level Strategy; Michel E Porter five competitive Strategy -Product development strategy; - BCG Market growth Strategy,GE Market share matrix.

UNIT IV- STRATEGY FORMULATION

Strategy Formulation; Defining Company Mission,Assessing the external environment,Industryanalysis,Environmentalforecasting,Formulating long-term objectives and grand Strategy. - SWOT Analysis.

UNIT V- STRATEGY IMPLEMENTATION AND CONTROL

Strategy implementation;Funtionalstrategies,Strategies -Culture connections - Strategy implementation - Strategic Control and Evaluation- Social Responsibility of business.

BOOK OF STUDY

Business Policy& Strategic Management- Azarkasmi,Tata McGraw Hills,Second edition(Part II- Unit I,II,IIIS,Part III- V Unit,Part IV-V Units)

BOOKS FOR REFERENCE

- 1.Strategic Management - Dr. C. Rajendra Kumar.(Unit-III)
- 2.Business Policy & Strategic management - Francis cherunilam, Himalaya publishing. house;IV Unit IV)

SEMESTER-V

CORE COURSE-X FINANCIAL MANAGEMENT

Subject Code :U5RBACC10

Max. Marks: 75

Hours Allotted : 6

Credit Allotted: 5

OBJECTIVE

1. To understand the basic concepts of financial management
2. To define the skills of financial Management
3. To identify the factors determining capital structure
4. To list out the classification of cost of Capital

UNIT I-INTRODUCTION TO FINANCIAL MANAGEMENT

Financial management – Meaning of Financial Management – Importance of Financial management – Objectives of Financial Management – Profit maximization and its important – wealth maximization and its importance – Scope of Finance functions – Financial management process – Functional Areas of Financial management.

UNIT II-CAPITAL STRUCTURE AND ITS THEORIES

Capital Structure and Financial structure – Theories of capital structure – Net Income approach – Net operating income approach – Traditional approach – MM approach – Arbitrage process – capital structure management – Factors determining the capital structure.

UNIT III-CAPITAL BUDGETING AND ITS APPRAISAL METHODS

Capital Budgeting – Features of capital Budgeting – Importance of capital Budgeting – Capital Budgeting appraisal methods – Pay Back method – Discounted cash flow method – NPV method – Excess present value index method and IRR method – Return on investment method.

UNIT IV-COST OF CAPITAL

Cost of capital – Importance of cost of capital – classification of cost of capital – Cost of debt – cost of Redeemable debt – Cost of Irredeemable debt – Cost of equity – Cost of preference share capital – cost of retained earnings – weighted average cost of capital.

UNIT V-LEVERAGES, LEASING AND HIRE PURCHASE

Leverages – Types of leverages – Operating, Financial and Combined leverages – Advantages and disadvantages of Financial leverage – Leasing – Features of leasing – Advantages and limitations of leasing to the lessee and lessor – Evaluation of leasing – Hire purchase and its features – Difference between leasing and Hire purchase.(Theory only in Hire purchase and Leasing)

Note: Problem – 40% and Theory- 60%

BOOK OF STUDY

Fundamentals of Financial Management – S.N. Maheswari, Sulthan Chand and Sons, New Delhi, Fourth Edition, 2006.(Unit I- Ch: 1;Unit II – Ch:15 ; Unit III – Ch: 11 ; Unit IV – Ch: 14 ; Unit V –Ch:16.)

BOOKS FOR REFERENCE

1. Financial Management – V.R.Palanivelu, Sulthanchand& Sons, New Delhi, 2014
- 2.Financial Management – R.K. Sharma &ShashiK.Gupta, Kalyani publishers, New Delhi.
- 3.Financial Management – Prasanna Chandra, Tata McGraw Hill Publishing Company Limited, New Delhi, VII edition, 2008.

CORE COURSE-XI ENTREPRENEURIAL DEVELOPMENT

Subject Code : U5RBACC11

Max. Marks : 75

Hours Allotted : 5

Credit Allotted : 5

OBJECTIVES

- 1.To analyze the basic frame work to start a small/medium scale business units.
- 2.To define theories on motivation
- 3.To describe the EDP.
4. To point out the components of project report.

UNIT I-INTRODUCTION

Evolution of the concept of entrepreneur-Characteristics of an entrepreneur-Distinction b/w an entrepreneur &a manager-Functions of an entrepreneur-Types of entrepreneur-Growth of entrepreneurship in India-Role of entrepreneurship in economic development-Factors affecting entrepreneurial growth.

UNIT II-ENTREPRENEURIAL MOTIVATION AND COMPETENCIES

Motivation-Definition of motivation-Motivation theories-Motivating factors-Meaning of entrepreneurial competency or entrepreneurial trait-Major entrepreneurial competencies-Developing competencies.

UNIT III-ENTREPRENEURSHIP DEVELOPMENT PROGRAMMES(EDP'S)

Need for EDP'S-Objective of EDP'S-Course contents & curriculum of EDP's-Phases of EDP's-Evaluation of EDP's-Definition of small enterprises-Characteristics-Objectives-Scope-Opportunities for an entrepreneurial career-Problems of small-scale industries.

UNIT IV-INSTITUTIONAL SUPPORT TO ENTREPRENEURS

Need for institutional support-National small industries corporation ltd(NSIC)-Small Industries Development Organisation(SIDO)-Small scale Industries Board (SSIB)- State small Industries Development corporations (SSICS)-Small Industries Service Institutions(SISI)-District industries Center(DIC)-Industrial Estates-Technical Consultancy Organisations(TCO's)-Concept of industrial sickness-Signals and symptoms of sickness-Causes and consequences the industrial sickness.

UNIT V-PROJECT REPORT,IDENTIFICATION AND APPRAISAL

Meaning of project report-Definition of project report-Components of project report-Importance-Reasons for failure of project report-Project classification-Project life cycle-Project identification-Sources, services, systems of business information-Project appraisal.

BOOKS OF STUDY 1.Entrepreneurial development-S.S.Khanka-S.Chand& Company-Edition 8th 2013(I,II,III,V)Unit- I (Chapter 1,3,5),Unit-II(Chapter 8,9),Unit- III(Chapter 5,6),Unit-V(Chapter 16,28)
2 .Entrepreneurial development-E.Gordon& ,K.Natarajan-Himalaya Publishing House .- Unit-IV(Ch-7,8 ,9)

BOOKS FOR REFERENCE

1. Entrepreneurship Development-C.B.Gupta and Srinivasan-Sultan Chand & Sons.
2. Entrepreneurial Development-Renu Arora,S.- Kalyani Publishers-Edition 2007.

SEMESTER-V

MAJOR BASED ELECTIVE COURSE-I CUSTOMER RELATIONSHIP MANAGEMENT

Subject Code :U5RBAMBE1

Max. Marks : 75

Hours Allotted : 4

Credit Allotted : 4

OBJECTIVES

1. To understand the concepts and tools of Customer Relationship Management.
2. To develop CRM skills.
3. To acquire the ability in CRM in service industry.

UNIT I-CRM BASICS

Customer Relationship Management Meaning and definition - Dimensions of CRM – Goals and Nature of CRM - CRM vs Sales Management - Future Prospects of CRM.

UNIT II- CUSTOMER SUPPORT

Product & Customer - Overview - Importance of Customer, Consumer Behaviour, Need of Customer Support - Methodologies of customer support.

UNIT III-CRM TOOLS

CRM Tools - Modules - Lead Management - Sales Life Cycle - Communication Methodologies - Relationship Management - Complaints Handling.

UNIT IV-CRM IMPLEMENTATION

CRM implementation - A comprehensive model developing CRM Vision and Strategy - Management Support - CRM Road Map - Prototype - Data Collection & Model - Basics of E-CRM.

UNIT V-CRM IN SERVICE ORGANISATION

CRM in Service Industry - Hospitals, Educational Institutions, Hotels, Insurance, Tourism, Transports and Banking.

BOOKS OF STUDY

- 1.Customer Relationship Management, H.Peer Mohamed & A. Sagadevan, 2009, Vikas Publishing House Ch. 1to 7.
- 2.Customer Relationship Management – Seth & Jagadish.N. Vikas Publishing House.

BOOKS FOR REFERENCE

1. Customer Relationship Management - Standley A. Brown, & John - Willey & Sons Ltd Canada.
2. CRM - An Indian Perspective by Mukesh Chaturvedi, & Abinav Chaturvedi,, Excel Books.
3. Customer Relationship Management – Roberts Phelps, Grahm Publications.

SEMESTER-V

SKILL BASED ELECTIVE COURSE-II RETAIL MANAGEMENT

Subject Code : U5RBASBE2

Max. Marks : 75

Hours Allotted : 2

Credit Allotted : 2

OBJECTIVES

- 1.To understand the retailing concepts and formats
2. To identify the retailing skills.
3. To develop retail related issues and future retailing.

UNIT I-INTRODUCTION TO RETAILING

Introduction-Meaning and definition-Evolution of retailing in India-Functions of a retailer- Reasons for retail growth-Emerging trends in retailing.

UNIT II-RETAILING FORMATS

Store based retail format-Retail sales by ownership-On the basis of merchandise offered-General merchandise retailers.

UNIT III-LOCATION & SELECTION

Factors affecting the location of Retail Outlet-Essential duties and responsibilities of floor staff.

UNIT IV- RELATED ISSUES IN RETAILING

Meaning of Retail marketing-Stages in the buying process-Factors influencing customer's buying decisions-Factors affecting retail pricing.

UNIT V-FUTURE OF RETAILING

Meaning of internet,retailing-Cyber retailing as a modern retailing format- Factors affecting internet buying decisions -Career opportunities in retail

BOOKS OF STUDY

- 1.Retail management-Dr.Harjitsingh- S.Chand& Company Ltd-Edition 2009(I,II,V) Unit I-Chapter1; Unit II-Chapter 2 ; Unit V-Chapter 24
- 2.Retail management –SujaR.Nair-Himalaya Publications-4th Edition 2009,Unit III-Ch 6; Unit IV-Ch 7

BOOKS FOR REFERENCE

- 1.Retail Management-S.K.Baral, &S.C.Bihari- AITBS Publishers-1st Edition 2010
- 2.Retail Management- Gibson V.Vedamani - Jaico Publishing House-3rd Edition 2009

SEMESTER-VI

CORE COURSE – XII EFFECTIVE BUSINESS COMMUNICATION

Subject Code :U6RBACC12

Max. Marks : 75

Hours Allotted : 6

Credit Allotted:5

OBJECTIVE

1. To understand the elements of effective communication
2. To identify the means of communication skills
3. To describe the barriers of communication.

UNIT I- INTRODUCTION

Communication-Objectives of communication-Media of communication-Types-Non-verbal communication-Defining non-verbal communication-Artifactual communication-Proxemics-Chronemics -Silence-Characteristics of non-verbal communication-Functions of non verbal communication-Importance of learning non-verbal communication skills-Barriers of communication.

UNIT II- READING AND WRITING SKILLS

Readability-Meaning and nature-Characteristics of writing styles-Types of reading-Studying systematically-Guidelines to readability-Measuring readability –Readability formula-Impact of readability.

UNIT III-LETTER WRITING

Need, Functions and Kinds of business letter -The importance of an effective business letter-The language of a business letter-The lay out-Planning the letter-Enquiries and replies-Collection letters-Circular letter-Sales letter-Bank correspondence

UNIT IV-REPORT WRITING

Meaning and definition-Importance of report-Types of reports-Patterns of reports-Contents of report-Parts of a report-Business report and academic report- special Contents of an academic report-Procedures followed-Essential requirements of good report writing.

UNIT V-INFORMATION TECHNOLOGY OF THE FUTURE

Introduction-Word processor-The use of word processor-Telex-Advantages of the telex service-Fascimile(FAX)-Fax on Demand(FOD)-E-mail-Advantages of E-mail-Voice mail-Internet-Uses of internet-Multimedia-Teleconferencing.

BOOK OF STUDY

Essentials of Business Communication-Rajendra Pal &J.S.Korlahalli - Sultan Chand & sons-Edition-2008(I,III,V)Unit –I(Chapter EC1-6),Unit-III(Chapter CC1-5,CC9-12),Unit-V(Chapter CC-9)

BOOKS FOR REFERENCE

- 1.BusinesssComunication-K.K.Sinha - Golgotia Publishing
2. Businesss Communication-UrmilaRai&,S.M.Rai - Himalaya Publishing House.

SEMESTER-VI

CORE COURSE-XIII SALES AND DISTRIBUTION MANAGEMENT

Subject Code : U6RBACC13

Max. Marks: 75

Hours Allotted: 6 Hrs

Credit Allotted : 5

OBJECTIVES

1. To understand the sales practices in an organisation.
2. To analyse the processes of sales management.
3. To identify the different channels of distribution and physical of distribution.

UNIT- I MEANING AND FUNCTIONS

Meaning and Objectives - Responsibilities of sales manager - Sales management Vs. Marketing management- Organization and structure of the Sales Department- Objectives - Functions - sales department's integration with other departments - Social and Ethical Issues faced by sales manager

UNIT- II SALES FORCE MANAGEMENT

Salesmanship – Meaning – Importance - Process of selling - Focus on customer satisfaction and building seller customer relationship - sales Force Management Quantitative and qualitative planning of sales force- recruitment and selection- training- motivation- compensation- appraisal of performance and promotion- direction and control of sales force - Field Sales Planning

UNIT -III SALES VOLUME AND SALES PROMOTION

Sales forecasting - Objectives - Methods and procedures of sales forecasting- sales budgets, Sales Promotion Techniques - Customer oriented techniques- salesman oriented techniques- dealer oriented techniques- Government department oriented techniques. Direct marketing – Definition - scope and importance of direct marketing - direct marketing mode – Telemarketing- catalogue marketing- network marketing- and data base marketing- challenges in direct marketing.

UNIT –IV Distribution Management

Fundamental of distribution management- Functions and importance- process of distribution management- sources .

UNIT –V Channels of Distribution and Physical distribution

Meaning-Importance-Selection of channels-Types- Policies and strategies-Physical distribution- concept-objectives-Transportation –Warehousing and inventory control.

BOOK OF STUDY

1. Richard T.Gill, Edward W.Candiff, Norman A.P.Goven, Sales Management Decisions, Strategies & Cases, Prentice Hall, 5th Edition.
2. Dr.C.B.Guptha and Dr.N.Rajan Nair, Marketing management ,Sultan chand & sons,Nineth revised Edition.

BOOKS FOR REFERENCE

- 1.. RamneekKapoor, Fundamentals of Sales Management, Mac Millan India Pvt Ltd.
2. Sahu P.K.,Raut K.C., Salesmanship & Sales Management, Vikas Publications, Third Revised Edition.
3. Gordon Bolt, Market & Sales Forecasting, Crest Publishing House.

CORE COURSE –XIV INDUSTRIAL RELATIONS

Subject Code :U6RBACC14

Max. Marks : 75

Hours Allotted: 5

Credit Allotted: 5

OBJECTIVE

1. To understand the fundamental concepts of Industrial Relations
2. To describe the knowledge of trade union
3. To analyse the industrial disputes.

UNIT I-INDUSTRIAL RELATIONS OVERVIEW

Industrial relations; Concept,- Importance of industrial relations-scope and aspects of industrial relations- Approaches to industrial relations- Organisation for industrial relations-Dimensions of industrial relations work.

UNIT II-TRADE UNIONS

Trade unionism-concept-functions-Approaches-structure and security-Problems of trade unions-Trade union act 1926-Trade union movement in India.

UNIT III- INDUSTRIAL DISPUTE

Industrial dispute-concept and essential of dispute-classification of industrial dispute-impact of industrial dispute-causes of Industrial conflicts; Industrial unrest in India-industrial dispute by states-machinery for the settlement of industrial dispute in India-Conciliation-Arbitration-Adjudication.

UNIT IV- COLLECTIVE BARGAINING

Concept-Features of collective bargaining-importance of collective bargaining-principles of collective bargaining- Forms of collective bargaining-developing a bargaining relationship-Process of negotiation during bargaining-Collective bargaining in India-Recent trends in collective bargaining.

UNIT V- LABOUR PRACTICES & INDUSTRIAL RELATIONS LEGISLATIONS

Works education and concept-Objectives of works education-Venue and techniques of workers education –Three levels of workers education-workers; Training-Training schemes-Workers participation in management; objectives, forms, levels of workers participation-Industrial employment (Standing Orders) Act 1946- Industrial Dispute Act 1947.

BOOK OF STUDY

Dynamic of Industrial Relation - C.B.Mamoria, Satish Mamoria, S. V. Gangar. (Himalaya Publishing house, Edition-2005; Part III-Unit I, Unit II; Part IV-Unit III)

BOOKS FOR REFERENCE

1. Personnel Management-C.B. Memoria & S. V. Jankar. Himalaya Publishing house, Edition-2008 (Section V – Unit II)
2. Human Resource Management-L.M. Prasad. (Sultan Chand & Sons-2007; Part VI-24TH Topic-Unit IV)

SEMESTER-VI

MAJOR BASED ELECTIVE COURSE-II SUPPLY CHAIN MANAGEMENT

Subject Code : U6RBAMBE2

Max. Marks : 75

Hours Allotted: 2

Credit Allotted : 2

OBJECTIVES

1. To define supply chain management.
2. To understand the essential features of SCM
3. To determine the issues in SCM

Unit I Introduction to Supply Chain Management

Meaning and Definition of SCM, Philosophy of Supply Chain Management, Distribution and warehousing management

Unit II Fundamentals of SCM

Basic Concept - Essential features, various flows (cash, value and information), Key Issues in SCM, benefits and case examples

Unit III Vendor Management

Purchasing & Vendor management: Centralized and Decentralized purchasing, functions of purchase department and purchase policies. Use of mathematical model for vendor rating/evaluation, single vendor concept, management of stores, accounting for materials

Unit IV Inventory models

Concept, various costs associated with inventory, various EOQ models, buffer stock(trade between stock out/working capital cost), lead time reduction, re-order point/ reorder level fixation, exercises-numerical problem solving, ABC, SDE/ VED Analysis, Just-In-Time&Kanban system of Inventory management.

Unit V - Value added SCM

Role of Computer/ IT in Supply Chain Management, CRM Vs SCM, Benchmarking – Concept, Features and Implementation, Outsourcing-basic concept, Value Addition in SCM – Concept of demand chain management.

Book of Study

Logistics and supply chain management, Raghuram G (I.I.M.A.),Macmillan, 1Ed.

Books for reference

Material Management, Dr.Gopal Krishnan, Pearson, New Delhi, 5th Edition

A Text Book of Logistics and Supply Chain Management, Agarwal A.K., MacMillan, 1 Ed.

MAJOR BASED ELECTIVE COURSE-III TRANSPORTATION MANAGEMENT

Subject Code :U6RBAMBE3

Max.Marks : 75

Hours Allotted : 4

Credit Allotted : 4

OBJECTIVE

1. To understand the basics of transportation management
2. To identify the alternatives in transportation
3. To discuss the role of freight and insurance in transportation
4. To highlight the transportation activity.

Unit I Introduction of logistics transportation

Concept and significance – Distribution strategies – Customer Service Policies – Integrated Logistics Management

Unit II Transportation Alternatives

Railway, Road, Air, Waterways, Pipelines, Animal - Driven Vehicles – Economics of transportation – Applications of Quantitative Techniques – Transportation Models

Unit III Freight and Insurance & Supply Chain Management

An Overview of Freight and Insurance in Logistics – Role of freight and Insurance in Logistics – Supply chain – Introduction – Intra and Inter Organisation Supply Chain.

Unit IV Transportation Activity & Structure of Shipping

International Transportation – Inter State Goods Movement & Concept of Customer Service – Characteristics, Liner and Tram operation – UN Convention on Shipping

Unit V Air Transport and Ocean Transport

Air Transportation & Total Cost Concept – Advantages, Freight Structure and operations & carrier Consignee Liabilities – Containerization: CFS and Inland Container Depots – Dry Ports: Multi-Model Transportation and Concor.

Book of Study

Ailwadi C Sathish&Rakesh Singh, Logistics Management, Prentice Hall India,2005

Books for Reference

Agrawal D.K., Text Book of Logistics and Supply Chain Management, Macmillan India Limited,2003

Bowersox Donald J - Logistics Management- The Integrated Supply Chain Process, Tata McGraw Hill, 2000

SKILL BASED ELECTIVE COURSE–III E-COMMERCE

Subject Code : U6RBASBE3

Max. Marks : 75

Hours Allotted : 2

Credit Allotted: 2

OBJECTIVES

1. To understand the basics of e-commerce.
2. To know the relevance e-commerce in IT world.
3. To identify and update knowledge on the Electronic media and its growth

UNIT I- FOUNDATIONS OF E-COMMERCE

Meaning and Definition – Benefits of E-Commerce-Impact of E-Commerce-Classifications of E-Commerce-Application of E-Commerce technologies.

UNIT II- STRUCTURE OF E-COMMERCE

Architectural Framework;-Network infrastructure-Information and distribution technology- Network multimedia content publishing technology-security and encryption-Payment services-Business services infrastructure-Public policy and legal infrastructure

UNIT III- MARKETING & E-COMMERCE

Product-Physical distribution-Price-Promotion-Marketing communication-common e-marketing tools.

UNIT IV-INTERNET ADVERTISING

Internet Advertising-Models of internet advertising –Banner advertising-sponsoring content –screensaver &Push broadcasting-Corporate web site-Interstitials-Superstitials-OPT-INS

UNIT V- RECENT TRENDS IN E - COMMERCE

Mobile commerce-Benefits-Framework-agents in e-Commerce:-Need,Type of Agents-internet Agents-Desktop Agent-Internet Agents- E-commerce in India

BOOK OF STUDY

Electronic Commerce – Efraim Turban, David King & others, (unit 1 to 5) Prentice Hall 5th Edition.

BOOK FOR REFERENCE

Electronic Commerce, David Whiteley, McMillan

INTER DISCIPLINARY COURSE

MARKETING MANAGEMENT

Subject Code:

Max. Marks : 75

Hours Allotted: 2

Credit Allotted :2

OBJECTIVES

1. To understand the basic concepts of marketing
2. To learn about marketing mix
3. To know about marketing information system

UNIT I-INTRODUCTION

Market – Definition, Implementation, Classification-Marketing and Selling-Definition of marketing –Evolution of marketing concept-marketing mix- Marketing management- Importance of marketing management.

UNIT II-PRODUCT

Definition of product –product item and product line-product mix- New Product Development- Product Life Cycle-Brand-Brand name, Brand mark, Trade Name, Trade mark-Branding – Characteristics of good brand name.

UNIT III- PRICING AND MARKETING SEGMENTATION

Meaning of price-Factors influencing pricing decision- different kinds of pricing –Distinction between Skimming pricing and penetration pricing –Marketing Segmentation.

UNIT IV- PHYSICAL DISTRIBUTION

Channels of Distribution & physical distribution – Meaning of channels & distribution-Definition-Factors determining the channels of distribution-Middleman- wholesaler-Retailer–Ware housing – Functions of Warehousing- Advantages of warehousing- Different kinds of warehousing.

UNIT V- PROMOTION AND MARKETING INFORMATION SYSTEM

Promotion – Promotional mix - The AIDA concept- Merits and Criticism of promotion –Marketing Information system

BOOKS OF STUDY

1. Marketing – J.Jayashankar, Margham publication, Second Edition Reprint 2012 (Unit I, II, III.IV.V covered).
2. Marketing Management –S.A.Sherlekar, Himalaya Publishing House, Thirteenth revised Edition (Unit I, II & V covered).

BOOKS FOR REFERENCE

1. Marketing Management –RajanSaxena, Tata McGraw –Hill publishing company limited,
2. Marketing –Dr.N.Rajan Nair and Sujith .R.Nair, Sultan Chand & Sons

INTER DISCIPLINARY COURSE MANAGEMENT CONCEPTS

Subject Code :

Max. Marks : 75

Hours Allotted :2

Credit Allotted :2

OBJECTIVES

- 1.To study and gather knowledge about Management Principles and functions of Management.
- 2.. To define the Levels of Management
3. To analyze the various processes of Management

UNIT I-MANAGEMENT OVERVIEW

Management ; Meaning, Definition, Concept, Importance – Difference between Management and Administration
- Evolution of Management.

UNIT II-PLANNING

Planning ; Meaning, Definition, Concept, Objectives, Steps, Types of Planning – Advantages of Planning, Disadvantages of Planning, Decision Making; Process – MBO; Objectives, Stages of MBO.

UNIT III –ORGANIZING

Organizing ; Meaning, Definition, Concept, Objectives, Process of Organizing – Departmentation – Centralization, Decentralization – Sources of Authority – Delegation of Authority.

UNIT IV-STAFFING

Staffing ; Meaning, Definition, Concepts, Process of staffing ; Recruitment, Selection, Placement, Promotion, Training and Development, – Directing.

UNIT V-CONTROLLING

Controlling ; Meaning, Definition, Objectives, Concepts, Steps in Controlling process – Co- Ordination and Co - Operation - Communication ; Process of communication.

BOOK OF STUDY

Business organization & Management – Y.K. Bhusan(Sultan chand& sons; Part IV-I, II, III, IV, V Units)

BOOKS FOR REFERENCE

- 1.Management – Heinz Weihrich, Harold Koontz.(Prentice hall publishers ; Unit v – Chapter – 1, 2, 3, 4, 5)
- 2.Business organization & Management – R.K. Sharma (Kalyani Publishers – Chapter 13 to 39 – Unit I, II, III, IV, V).

INTER DISCIPLINARY COURSE
ENTREPRENEURIAL DEVELOPMENT

Subject Code :

Max. Marks : 75

Hours Allotted : 2

Credit Allotted : 2

OBJECTIVES

- 1.To analyze the basic frame work to start a small/medium scale business units.
- 2.To describe the EDP.
3. To point out the components of project report.

UNIT I-INTRODUCTION

Evolution of the concept of entrepreneur-Characteristics of an entrepreneur-Functions of an entrepreneur-Types of entrepreneur-Role of entrepreneurship in economic development

UNIT II-ENTREPRENEURIAL MOTIVATION AND COMPETENCIES

Definition of motivation-Motivation theories-Meaning of entrepreneurial competency -Developing competencies.

UNIT III-ENTREPRENEURSHIP DEVELOPMENT PROGRAMMES

Need for EDP'S-Objective of EDP'S-Phases of EDP's-Definition of small enterprises-Characteristics-Problems of small-scale industries.

UNIT IV- INSTITUTIONAL SUPPORT TO ENTREPRENEURS

Need for institutional support-National small industries corporation ltd(NSIC)-Small Industries Development Organisation(SIDO)-Small scale Industries Board (SSIB)- State small Industries Development corporations (SSICS)-Small Industries Service Institutions(SISI)-District industries Center(DIC)-Industrial Estates-Technical Consultancy Organisations(TCO's)-Concept of industrial sickness.

UNIT V-PROJECT REPORT

Meaning of project report-Components of project report-Importance.

BOOKS OF STUDY

- 1.Entrepreneurial development-S.S.Khanka-S.Chand& Company-Edition 8th 2013(I,II,III,V)Unit- I (Chapter 1,3,5),Unit-II(Chapter 8,9),Unit- III(Chapter 5,6),Unit-V(Chapter 16,28)
- 2.Entrepreneurial development-E.Gordon& ,K.Natarajan-Himalaya Publishing House .- Unit-IV(Ch-7,8 ,9)

BOOKS FOR REFERENCE

- 1.Entrepreneurship Development-C.B.Gupta and Srinivasan-Sultan Chand & Sons.
- 2.Entrepreneurial Development-RenuArora,S.- Kalyani Publishers-Edition2007.

