

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

**PUDUKKOTTAI - 622 422**

**B.B.A PROGRAMME - C.B.C.S. (Academic Year 2019- 2020 onwards)**

<b>Sem</b>	<b>Part</b>	<b>Subject Code</b>	<b>Course Title</b>	<b>Ins.Hrs / Week</b>	<b>Credit</b>	<b>Exam Hrs</b>	<b>Marks</b>		<b>Total</b>
I	I	U1R1TL1/ HL1/ FL1	Language Course - I	6	3	3	25	75	100
	II	U1R1EL1	English Language Course -I	6	3	3	25	75	100
	III	U1R1BACC1	Core Course –I Management Concepts	6	5	3	25	75	100
		U1R1BACC2	Core Course-II Principles of Accountancy	6	5	3	25	75	100
		U1R1BAAC1	Allied Course – I Business Economics	6	3	3	25	75	100
<b>Total</b>				<b>30</b>	<b>19</b>	-	-	-	<b>500</b>
II	I	U2R1TL2/ HL2 / FL2	Language Course – II	6	3	3	25	75	100
	II	U2R1EL2	English Language Course -II	6	3	3	25	75	100
	III	U2R1BACC3	Core Course -III Marketing Management	5	5	3	25	75	100
		U2R1BAAC2	Allied Course – II Business Environment	5	3	3	25	75	100
		U2R1BAAC3	Allied Course - III Business Mathematics & Statistics	5	3	3	25	75	100
U2R1ES	Environmental Studies	3	2	3	25	75	100		
<b>Total</b>				<b>30</b>	<b>19</b>	-	-	-	<b>600</b>
III	I	U3R1TL3/ HL3/FL3	Language Course - III	5	3	3	25	75	100

	II	U3R1EL3	English Language Course -III	5	3	3	25	75	100
	III	U3R1BACC4	Core Course -IV Organizational Behaviour	5	5	3	25	75	100
		U3R1BACC5	Core Course-V Cost and Management Accounting	6	5	3	25	75	100
		U3R1BAAC5	Allied Course – IV Computer Application in Business	4	3	3	25	75	100
		U3R1BAAC5P	Allied Course – V Computer Application in Business-Practical	3	3	3	40	60	100
		U3R1VE	Value Education	2	2	3	25	75	100
<b>Total</b>				<b>30</b>	<b>24</b>	-	-	-	<b>700</b>
IV	I	U4R1TL4 /HL4/FL4	Language Course – IV	6	3	3	25	75	100
	II	U4R1EL4	English Language Course -IV	6	3	3	25	75	100
	III	U4R1BACC6	Core Course -VI Human Resource Management	6	5	3	25	75	100
		U4R1BACC7	Core Course -VII Production & Operations Management	6	5	3	25	75	100
		U4R1BAAC6	Allied Course - VI Operation Research	4	3	3	25	75	100
		U4R1BASBE1	Skill Based Elective Course –I Total Quality Management	2	2	3	25	75	100
<b>Total</b>				<b>30</b>	<b>21</b>	-	-	-	<b>600</b>
V		U5R1BACC8	Core Course - VIII Legal Aspects of Business	6	5	3	25	75	100

		U5R1BACC9	Core Course – IX Strategic Management	5	5	3	25	75	100
		U5R1BACC10	Core Course -X Financial Management	6	5	3	25	75	100
		U5R1BACC11	Core Course -XI Entrepreneurial Development	5	5	3	25	75	100
		U5R1BAMBE1	Major Based Elective Course -I E-CRM	4	4	3	25	75	100
		U5R1BASBE2	Skill Based Elective Course -II Retail Management	2	2	3	25	75	100
		U5R1BAIDC1	Interdisciplinary course - I Quantitative Aptitude - I	2	2	3	25	75	100
<b>Total</b>				<b>30</b>	<b>28</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>700</b>
VI		U6R1BACC12	Core Course - XII Effective Business Communication	6	5	3	25	75	100
		U6R1BACC13	Core Course – XIII Sales and Distribution Management	6	5	3	25	75	100
		U6R1BACC14	Core Course -XIV Enterprise Resource Planning	5	5	3	25	75	100
		U6R1BAMBE2	Major Based Elective Course –II Supply Chain Management	4	4	3	25	75	100
		U6R1BAMBE3	Major Based Elective Course -III Transportation Management	4	4	3	25	75	100
	IV	U6R1BASBE3	Skill Based Elective Course –III E-Commerce	2	2	3	25	75	100

		U6R1BAIDC2	Interdisciplinary course - II Quantitative Aptitude-II	2	2	3	25	75	100
	V	U6R1GS	Gender Studies	1	1	3	25	75	100
			Extension Activity		1		25	75	100
<b>Total</b>				<b>30</b>	<b>29</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>800</b>
<b>GRAND TOTAL</b>				<b>180</b>	<b>140</b>				<b>3900</b>

**SEMESTER I  
CORE COURSE- I  
MANAGEMENT CONCEPTS**

**Subject code: U1R1BACC1**

**Hours/Week: 6**

**Credit: 5**

**OBJECTIVES:**

**To make students**

1. develop a basic knowledge about Management Principles
2. define the Levels of Management.
3. analyze the various processes of Management.

**Internal Marks:25**

**External Marks: 75**

**Instruction Hours:72**

**UNIT I - INTRODUCTION TO MANAGEMENT**

**Ins.Hrs-18**

Management-Meaning- Definition- Concepts- Importance - Difference between Management and Administration - Evolution of Management - Management - an Art or Science – Henri Fayol's principles of management.

**UNIT II - PLANNING**

**Ins.Hrs-15**

Planning- Meaning- Definition- Concepts- Objectives- Steps- Types- Advantages- Disadvantages- Decision Making Process – MBO- Objectives- Stages of MBO.

**UNIT III – ORGANISATION**

**Ins.Hrs-13**

Organizing- Meaning- Definition- Concepts- Objectives- Process of Organizing – Departmentalization - Centralization- Decentralization – Sources of Authority – Authority and Responsibility- Delegation of Authority

**UNIT IV – STAFFING**

**Ins.Hrs-12**

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

**UNIT V – CONTROLLING**

**Ins.Hrs-10**

Controlling- Meaning- Definition- Objectives- Concepts- Steps in Controlling process – Co-Ordination - MBE - Concepts, Objectives, Steps.

**UNIT VI – LATEST LEARNING (For CIA only)**

**Ins.Hrs-4**

Latest development related to the course during the semester concerned

**TEXT BOOK:**

1.Principles of Management - T. Ramasamy – Himalaya Publishing House, Edition2013( 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)

**REFERENCE BOOKS:**

1. Management – Heinz Weilhrich & Harold Koontz, - Prentice Hall Publishers
2. Business Organization & Management, R.K. Sharma - Kalyani Publishers

**COURSE OUTCOMES:**

At the end of the course, the students will

- have developed a working knowledge of fundamental terminology and frameworks in the four functions of management: Planning, Organizing, Staffing and controlling.
- be competent in the various processes and functions of management.
- be able to identify and apply management techniques when required.



**REFERENCE BOOKS:**

1. Financial Accounting - SP Jain & Narang- Sultan Chand & Sons
2. Financial Accounting- TS Reddy & Y. Hari Prasad Reddy . -Sultan Chand & Sons
3. Financial Accounting - Dr. SN.Maheswari & Dr. SK.Maheswari . Himalaya Publishing House

**COURSE OUTCOMES:**

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

- use basic financial statements to evaluate financial performance
- use Generally Accepted Accounting Principles (GAAP) to record common business transactions
- use debit and credit to record and adjust basic business transactions
- prepare multi-step income statement and classified balance sheet.

**SEMESTER I  
CORE COURSE- II  
BUSINESS ECONOMICS**

**Subject code: U1R1BAAC1**  
**Hours/Week: 6**  
**Credit: 3**

**Internal Marks: 25**  
**External Marks: 75**  
**Instruction Hours:72**

**OBJECTIVES:**

1. To make students understand the basic concepts and significance of Business Economics.
2. To enable them to see the relationship between Economics and Management.
3. To introduce the basic concepts of Management.

**UNIT-I - INTRODUCTION AND SCOPE OF BUSINESS ECONOMICS** **Ins.Hrs-18**

Definition- Meaning- Introduction to Managerial Economics-Scope and Nature –Significance and role-Managerial Decision making-Objectives of firm.

**UNIT-II - DEMAND ANALYSIS** **Ins.Hrs-15**

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

**UNIT-III - COST CONCEPTS AND PRODUCTION FUNCTION** **Ins.Hrs-13**

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 PRICING POLICES**

**Ins.Hrs-12**

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

**UNIT V - NATIONAL INCOME AND INDIAN ECONOMIC ANALYSIS** **Ins.Hrs-10**

Definition - Concepts of National Income - Methods and measures of National Income - Indian economic problems-basic features of Indian Economy - Industrial policy in India - Indian Five-year plans - policies and perspectives.

**UNIT VI – LATEST LEARNING (For CIA only)** **Ins.Hrs-4**

Latest development related to the course during the semester concerned

**TEXT BOOKS:**

1. Managerial Economics - D.N. Dwivedi, 7th Edition, Vikas Publishing House Pvt. Ltd. (Unit 1 to 4) 2006 Edition
2. Economics for Business - Appanaiah and Others, 4th Edition, (Unit 1 to 5)-2005 Edition

**REFERENCE BOOKS:**

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

**COURSE OUTCOMES:**



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

- understand the demand analysis
- compare and contrast cost and principal determinants
- acquire extensive knowledge on market structure
- comprehend the evaluation of national income

**CORE COURSE- III  
MARKETING MANAGEMENT**

**Subject code: U2R1BACC3**  
**Hours/Week: 5**  
**Credit:5**

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

**OBJECTIVES:**

1. To enable students to understand the basic concepts of marketing
2. To learn about marketing mix
3. To see the scope of marketing research

**UNIT I-INTRODUCTION TO MARKETING MANAGEMENT**

**Ins.Hrs-15**

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

**UNIT II- PRODUCT**

**Ins.Hrs-13**

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**

**Ins.Hrs-12**

Meaning of Price-Factors influencing Pricing Decisions-Different kinds of pricing-Distinction between Skimming pricing and Penetration pricing-Market Segmentation-Criteria for market segmentation.

**UNIT IV-PHYSICAL DISTRIBUTION**

**Ins.Hrs-10**

Channels of distribution and Physical distribution-Meaning of channels of distribution- Definition-Need for channels of distribution-Factors determining 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**

**Ins.Hrs-7**

Promotion-Promotional mix-The AIDA concept-Merits and Criticism of Promotion-Types of Promotion-Advertising -Personal selling-Sales promotion-Marketing Research-Meaning, advantages, types and stages in marketing research-Marketing Information System.

**UNIT VI – LATEST LEARNING (For CIA only)**

**Ins.Hrs-3**

Latest development related to the course during the Semester concerned

**TEXT BOOKS:**

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).-2014

**REFERENCE BOOK:**

1. Marketing Management-T.Ramasamy, Himalaya publishing House

**COURSE OUTCOMES:**

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

- understand the concept of market
- identify products and their features.
- understand the key factors of pricing and market segmentation.
- carry on market research in various dimensions.

**ALLIED COURSE- II  
BUSINESS ENVIRONMENT**

**Subject code: U2R1BAAC2**  
**Hours/Week: 5**  
**Credit:3**

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

**OBJECTIVES:**

To make students

1. understand the basic features of the Business Environment
2. To identify the determinants of the Business Environment
3. realize the ethical aspects of business

**UNIT I- INTRODUCTION TO BUSINESS ENVIRONMENT**

**Ins.Hrs-15**

Business Environment-Definition- Meaning - Nature- Scope –Objectives - Business goals – Types of Business Environment

**UNIT II-ECONOMIC ENVIRONMENT**

**Ins.Hrs-13**

Economic Environment –Definition- Objectives - Nature – Economic Factors – Economic System –Capitalism-Socialism-Mixed economy-Economic Planning –LPG- Merits and demerits.

**UNIT III-POLITICAL ENVIRONMENT**

**Ins.Hrs-12**

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

**UNIT IV-SOCIAL AND CULTURAL ENVIRONMENT**

**Ins.Hrs-10**

Social environment-nature- Social responsibility- Meaning-Social responsibility of business- Responsibility to Shareholders, Employees, Consumers, Community - Cultural environment-Nature-Impact of culture on business.

**UNIT V-TECHNOLOGICAL ENVIRONMENT**

**Ins.Hrs-7**

Technological environment-features-impact of technology-Management of technology – –Foreign Direct Investment- Meaning-advantages and disadvantages.

**UNIT VI – LATEST LEARNING (For CIA only)**

**Ins.Hrs-3**

Latest development related to the Course during the Semester Concerned

**TEXT BOOKS:**

1. Business environment – Francis Cherunilam, Himalaya Publishing House.(I,II,III,IV) -2008 Edition.
2. Essentials of Business environment-K.Aswathappa (V) Himalaya Publishing House -2014 Edition

**REFERENCE BOOK:**

1. Business Environment - S.Shankaran, Margham Publications

**COURSE OUTCOMES:**

At the end of the course, the students will

- have an understanding of the various aspects of Business.
- Become aware of the various forces operating in the business environment.
- be able to become aware of social responsibility in business

**ALLIED COURSE III  
BUSINESS MATHEMATICS AND STATISTICS**

**Subject code: U2R1BAAC3**  
**Hours/Week: 5**  
**Credit: 3**

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

**OBJECTIVES:**

- To understand the application of derivative in business.
- To use determinants and matrices to models and to solve problems
- To design data collection plans analyze data appropriately and interpret and how conclusion from those analyses
- To calculate correlation for subgroups using split file
- To test the degree of association between variables ,using correlation

**UNIT I :DETERMINANTS**

Determinants; Definitions-Properties- Cramer's Rule for solving simultaneous linear equations

**UNIT II : MATRIX**

Basic concepts- addition, subtraction and multiplication of matrices – elementary operations – Transpose of Matrix, Minor, cofactor and inverse, Solving equations by Matrix Method.

**UNIT III – STATISTICS**

Definition of statistics – Diagrams – Simple Bar Diagram, Multiple Bar Diagram, Pie Diagram – Graphic representation – Histogram, Frequency polygon, Frequency Curve, Histogram and Pie diagram – Classification and Tabulation.

**UNIT IV – MEASURES OF CENTRAL TENDENCY AND MEASURES OF DISPERSION**

Mean, Median, Mode – Range, Quartile Deviation, Mean deviation, Standard deviation and Coefficient of variation (Simple Problems only)

**UNIT V – SIMPLE CORRELATION AND SIMPLE REGRESSION ANALYSIS**

Karl Pearson's coefficient of correlation and Spearman's rank correlation – Properties of correlation – Properties of Regression – Two Regression lines and estimation – (Simple Problems only)

**Text Book:**

[1] Business Mathematics and statistics – PA Navanitham- - Jai Publishers

Unit I – Chapter 4 – Part I – Pg No. 164-180

Unit II – Chapter 4- Part I – Pg. No. 147-163

Unit III – Chapter 1,5,6 – Part II – Pg No.2,3 98-116, 124-137

Unit IV- Chapter 7&8 – Part II Pg.No.159-337

Unit V – Chapter 12 and 13- Part II Pg no 503-578

**Reference books**

[1] Business Mathematics – Sancheri and Kapoor

[2] Statistics – R.S.N. Pillai and Bagavathi

**COURSE OUTCOMES:**

The learners would have the ability to

- Use basic statistical methods such as Descriptive statistics
- Solve the matrix equations
- Test the degree of association between variables using correlation.

**CORE COURSE- IV**  
**ORGANISATIONAL BEHAVIOUR**

**Subject code: U3R1BACC4**

**Hours/Week: 5**

**Credit : 5**

**Internal Marks:25**

**External Marks: 75**

**Instruction Hours:**

**OBJECTIVES**

1. To impart basic knowledge of organizational Behaviour.
2. To help students see the difference between individual behavior and group behavior.
3. To develop leadership skills in students.
4. To make them skilled in adaptation to organizational changes.

**UNIT I- INTRODUCTION TO ORGANISATIONAL BEHAVIOUR**

**Ins.Hrs-15**

Organizational Behaviour – Meaning – Nature – Objectives-Key elements-Evolution of Organizational Behaviour - Organizational Behaviour Models – Approaches to the study of Organizational Behaviour.

**UNIT II - INDIVIDUAL BEHAVIOUR**

**Ins.Hrs-13**

Individual Behaviour - Factors influencing Individual Behaviour - Behavioural Models of Man -Personality- Definition- Types of personalities -Importance -Determinants-Theories-Perception-Importance-Perceptual Process-Factors affecting Perception –Learning –Types –Significance-Attitude-characteristics – Importance- Formation of Attitude.

**UNIT III - GROUP BEHAVIOUR**

**Ins.Hrs-12**

Group-Formal and Informal Groups- Formation of Group -Group Norms- Group Cohesiveness – Determinants of Group Cohesiveness -Group Dynamics –Definition- Nature and Importance- Group Decision making- Meaning – Process of Group Decision making.-Advantages of Group Decision making.

**UNIT IV- LEADERSHIP, POLITICS AND POWER**

**Ins.Hrs-10**

Leadership – Concept –Qualities of effective Leadership – Leadership Styles.-Autocratic leader – Democratic leader – Laissez faire leader- Power -Meaning and Definition –Sources –Importance-Power Centres- Politics –Meaning –Reasons for Organizational Politics- Consequences of Political Behaviour -.Techniques of Political Behavior-Motivation and theories of motivation.

**UNIT V-ORGANISATIONAL CHANGE AND DEVELOPMENT**

**Ins.Hrs-7**

Organizational Change – Nature- Level of Organizational change -Factors affecting Organizational Change - Organizational Culture – Concept – Elements -Organizational Development – Concept – Characteristics – Objectives- Action Research models of OD

**UNIT VI – LATEST LEARNING (For CIA only)**

**Ins.Hrs-3**

Latest development related to the Course during the Semester Concerned

**TEXT BOOKS:**

1.Organisational Behavior – L.M. Prasad – Sultan Chand & Sons – New Delhi – Fourth edition (Unit 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.)-2016 Edition.

**REFERENCE BOOKS:**

- 1.. Organizational Behaviour - J.S. Chandan, Print Links,Delhi, Third Edition, 2008.
2. Organizational Behaviour - John.W. Newstrom/ Keith Davis, "Tata Mcgraw Hill.
3. Organizational Behaviour - Schermerhorn, Hunt, Osborn, Wilsey, Ninth Edition, 2005.
4. Organizational Behaviour-Dr.M.Latha Natarajan-Thakur Publication Pvt.Ltd.Lucknow2017

**COURSE OUTCOMES:**

At the end of the course, the students will

- be conversant with basic concepts of organizational Behavior.
- be able to distinguish between individual and group Behavior in the organization.
- be able work as group- players and group builders/leaders.



## **COST AND MANAGEMENT ACCOUNTING**

**Subject code: U3R1BACC5**

**Hours/Week: 6**

**Credit:5**

**Internal Marks:25**

**External Marks: 75**

**Instruction Hours:72**

### **OBJECTIVES:**

#### **To make students**

1. understand the principles and procedures of costing.
2. acquire knowledge on Inventory management.
3. understand the basic concepts of Management Accounting
4. acquire knowledge on preparation of fund flow and cash flow statements.
5. gain knowledge on marginal costing.

### **UNIT I- INTRODUCTION TO COST ACCOUNTING**

**Ins.Hrs-18**

Introduction- Cost - Costing- Cost accounting- Meaning- Definition- Objectives- Advantages- Limitations- Classification of cost- Elements and methods of cost- Difference between Cost accounting and financial accounting.

### **UNIT II- COST SHEET AND INVENTORY MANAGEMENT**

**Ins.Hrs-15**

Cost sheet- Meaning- Preparation of cost sheet- Materials- Materials control- Objectives- Purchase control- Inventory control- Meaning- Techniques- Levels of stock and EOQ- ABC analysis- Pricing of material issues- FIFO – LIFO method- Simple average- Weighted average method (simple problems).

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

**Ins.Hrs-13**

Management accounting- Definition- Scope- Functions- Merits and Demerits- Difference between Management accounting , Financial accounting and Cost accounting- Financial statement analysis- Meaning- Uses- Limitations of financial statement analysis.

### **UNIT IV- FUNDS FLOW STATEMENT AND CASH FLOW STATEMENT**

**Ins.Hrs-12**

Funds flow statement- Meaning- Uses- Limitations- Preparation of Funds flow statement- Cash flow statement- Difference between Funds flow statement and Cash flow statement.

### **UNIT V- MARGINAL COSTING**

**Ins.Hrs-10**

Marginal costing- Meaning- Definition- Advantages- Limitations- Marginal costs techniques- Cost Volume Profit (CVP) analysis- Break-Even analysis and Break-Even Point (BEP) Merits and Demerits of breakeven analysis.

### **UNIT VI – LATEST LEARNING (For CIA only)**

**Ins.Hrs-4**

Latest development related to the Course during the Semester Concerned

### **TEXT BOOK:**

1. Cost and Management Accounting – T.S.Reddy and Y.Hari Prasad Reddy, Margham publications, Chennai, 4<sup>th</sup> edition, 2011, Reprint 2018.(Unit I – Chapter- 1 ; Unit II – Chapter- 2,3; Unit III – Chapter- 11,12 ; Unit IV – Chapter - 14,15 ;Unit V – Chapter -10.)-2014 Edition.

**REFERENCE BOOKS:**

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, Sultan Chand and Sons, New Delhi, Fifth Edition, 2008.
4. Management Accounting - Principles and Practices – R.K. Sharma & Shashi K. Gupta, Kalyani publishers.

**COURSE OUTCOMES**

At the end of the course the students will

- be able to understand the elements and methods of cost accounting
- gain fresh knowledge on inventory management
- acquire knowledge on financial statement analysis
- be able to demonstrate the outlay of funds flow and cash flow statements
- understand marginal costing and break even analysis.

## HUMAN RESOURCE MANAGEMENT

**Subject code: U4R1BACC6**

**Hours/Week: 6**

**Credit:5**

**Internal Marks:25**

**External Marks: 75**

**Instruction Hours: 72**

### **OBJECTIVES:**

1. To give the learner a basic knowledge of the principles and practice of Human Resource Management.
2. To provide knowledge about job analysis and procurement procedures.
3. To understand the methods of training and development.
4. To develop grievance handling procedure.

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

**Ins.Hrs-18**

Human Resource - Concepts- Human Resource management – Nature- Significance- Human Resource Management Functions and Objectives-Role of Human Resource Manager- Human Resource Planning – concepts- Needs-Objectives-Steps in Human Resource Planning- Barriers to Effective Human Resource Planning.

### **UNIT II- JOB ANALYSIS AND PROCUREMENT**

**Ins.Hrs-15**

Job Analysis -Meaning – Advantages - Job Description-Specimen of Description-Job Specification - Recruitment- Internal and External Sources- merits and demerits-Factors- Selection Definition -Selection Process- Interview – Types of Interview- Orientation and Placement.

### **UNIT III-TRAINING AND DEVELOPMENT**

**Ins.Hrs-13**

Performance appraisal-Nature-Objectives-Methods-Advantages-Training–Need – Objectives – Benefits-Types of Training -Promotion-Criteria for Promotion-Demotion-Transfer-Need for Transfer-Suspension-Dismissal of services

### **UNIT IV- COMPENSATION MANAGEMENT**

**Ins.Hrs-12**

Wages and salary administration –Objectives- Factors influencing Wages Policies –Different Concepts of Wages-Basic wage -Minimum wage -Living wage -Fair wage –Methods of Payment of wages -Time Wages– Piece Wages - Incentives – Financial and Non Financial Incentives- Merits of Incentives-Problems-Fringe Benefits .

### **UNIT V- HUMAN RELATIONS**

**Ins.Hrs-10**

Grievance –features of Grievance- Causes of Grievances- Grievance Redressal Methods- Discipline-Positive and Negative aspects of discipline- Objectives of Discipline- Causes of Indiscipline- Procedure for Handling Disciplinary action.

### **UNIT VI – LATEST LEARNING (For CIA only)**

**Ins.Hrs-4**

Latest development related to the course during the semester concerned

### **TEXT BOOK:**

1. Human resource management” L.M.Prasad .S.Chand publications, First 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. Human Resource management Shashi.K.Gupta & Rosy Joshi - Kalyani publishers, Fourth Edition, 2009 ( Unit V: Chapter 29,30,26)

### **REFERENCE BOOKS:**

1. Human Resource Management - Gary Dessler PHI Learning private limited, Eleventh Edition, 2009
2. Human Resource Management- .L.M.Prasad ,Sultan Chand and Sons, Second Edition, 2007
3. Human Resource Management - VSP Rao ,Excel Books, Delhi, Second Edition, 2006
4. Essentials of Human Resource Management and Industrial Relations- Subba Rao.P Himalaya Publishing House, Second Enlarged Edition, Jan 1999

**COURSE OUTCOMES:**

At the end of the course, the student will

- enhance his knowledge about principles and practice of Human Resource Management by further reading.
- be able to handle recruitment procedures.
- be able to organize training programmes.
- be able to fit in to HRD roles, with a little practical training.

**CORE COURSE- VII**  
**PRODUCTION AND OPERATIONS MANAGEMENT**

**Subject code: U4R1BACC7**

**Hours/Week: 6**

**Credit: 5**

**Internal Marks:25**

**External Marks: 75**

**Instruction Hours:72**

**OBJECTIVES:**

To help students to

1. define the production system in an organization.
2. analyze the functions and stages of Production Planning and Control
3. understand product development and launching strategies.

**UNIT I- INTRODUCTION TO PRODUCTION SYSTEM**

**Ins.Hrs-18**

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**

**Ins.Hrs-15**

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**

**Ins.Hrs-13**

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**

**Ins.Hrs-12**

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 MANAGEMENT AND ISO 9000 SERIES**

**Ins.Hrs-10**

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.

**UNIT VI – LATEST LEARNING (For CIA only)**

**Ins.Hrs-4**

Latest development related to the Course during the Semester Concerned

**TEXT BOOKS:**

1. Production and Materials Management – P.Saravanel 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)-2008 Edition.

2. Production and Operations Management – S.A. Chunawala and Patel. Himalaya Publishing House, Mumbai, 6<sup>th</sup> edition – 2012. (Unit I – Ch 1,11,12,13 unit-II ch5, 7 unit IV- chr-16)-2013

Edition.

**REFERENCE BOOKS:**

1. Production and Operations Management- Aswathappa.K. and K.Shridharta Bhat – Himalaya Publishing House, Mumbai.
2. Production Management – Pankaj Madan, Kogan Pages Ltd Edition , 2010.

**COURSE OUTCOMES:**

At the end of the course, the students will have

- gained knowledge about managing production processes.
- understood modern production techniques.
- developed the skills needed for effective operations management.
- understood quality management concepts and practice

## **OPERATIONS RESEARCH**

**Subject code: U4R1BAC6**

**Hours/Week: 5**

**Credit: 5**

**Internal Marks:25**

**External Marks: 75**

**Instruction Hours:72**

### **OBJECTIVES:**

- To provide the students mathematical teaching to model and analyse the decision problems
- To do things best under the given circumstances
- To use the available facilities in such a manner that the cost (time) is minimized
- To use the assignment technique to special type of transportation problem to get efficient solutions
- To concern replacement with the equipment and machinery that deteriorates with time.

### **UNIT I- OPERATIONS RESEARCH**

Nature of OR – Modelling in OR- Scope – Limitations – Decision making – Linear Programming Problem – Formulation of LPP – Solution to an L.P.P – Graphical Method

### **UNIT II – TRANSPORTATION PROBLEM**

Introduction – Formulation of a Transportation Problem – Solving T.P by North-West-Corner rule, Least Cost method and Vogel’s approximation method and finding the initial basic feasible solution using these methods – Modi Method

### **UNIT III – NETWORK ANALYSIS**

Introduction - Construction of Network diagram – Critical Path method (CPM) – Project Evaluation Review Technique (PERT)

### **UNIT IV – ASSIGNMENT PROBLEM**

Introduction – General Model of the assignment problems - Conversion into an equivalent L.P.P Solution to Assignment Problem – Travelling salesman problem – Hungarian method.

### **UNIT V – REPLACEMENT MODELS**

Introduction – Concepts of Replacement – System failing gradually – Replacement policy with change in Money value system fails suddenly.

#### **Text Books:**

[1] Operations Research – Kantiswarup, P.K.Gupta and Manmohan, Sultan Chand and Sons, 2014

[2] Operation Research Methods and Applications – P.Mariappan – New Century Book House Ltd

Unit I – Chapter 1-1.3, 1.5, 1.6, 1.9, 1.10 Chapter 2-2.1 to 2.4 and Chapter 3-3.1 to 3.3[1]

Unit II – Chapter 10-10.1, 10.2, 10.8, 10.9, 10.13[1]

Unit III – Chapter 6-6.1 to 6.5[2]

Unit IV - Chapter 5-5.1 to 5.5[2]

Unit V – Chapter 10-10.1 to 10.4[2]

#### **Reference Books:**

1. Operations Research – A.TAHA
2. Operations Research and Quatitative Analysis by Premkumar Gupta and H.S.Hiva

### **COURSE OUTCOMES:**

The learners would have the ability to

- identify and develop OR models from the verbal description of the real system
- develop the solving technique, analyse the results and decision making processes
- identify the resources required for a project and generate a plan and work schedule
- develop linear programming (LP) models for shortest path, critical path and minimum cost flow

- so specialized linear programming problems like the transportation and assignment problems



## TOTAL QUALITY MANAGEMENT

**Subject code: U4R1BASBE1**

**Hours/Week: 2**

**Credit:2**

**Internal Marks:25**

**External Marks: 75**

**Instruction Hours:24**

### **OBJECTIVES:**

#### **To make students**

1. understand the concepts of Total Quality Management
2. define the quality concepts and criteria
3. examine the determinants of quality
4. measure control and capability statistically
5. identify quality standards – ISO 9000 – 14000 Series

### **UNIT- I- INTRODUCTION TO TOTAL QUALITY MANAGEMENT**

**Ins.Hrs-6**

Introduction-Quality:-Meaning, Definition, Dimensions, TQM-Meaning, Definition, Concept of Total Quality Management-The Quality Hierarchy-The Three C's of TQM.

### **UNIT- II- QUALITY CONCEPTS**

**Ins.Hrs-5**

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

### **UNIT –III – STRATEGIC QUALITY PLANNING**

**Ins.Hrs-4**

Concepts-Quality Control- Quality Objectives-Strategic Quality Planning:-Meaning,Steps involved in strategic quality planning-Customer Focus in Quality Management.

### **UNIT –IV- STATISTICAL CONTROL CHARTS**

**Ins.Hrs-3**

Introduction-Definition of Control Charts-Objectives - Control Charts for variables ,control chart for attributes.

### **UNIT- V- TOTAL QUALITY STANDARDS**

**Ins.Hrs-3**

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

### **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,
2. Total Quality Management – PoornimaM.charantimath,2<sup>nd</sup> Edition, Pearson Publications.

### **REFERENCE BOOKS:**

1. Total Quality Management, Key concepts and case studies-D.R.Kiran,BS Publications,2017 Edition
- 2.Total Quality Managemnt – Basterfield ,Person Publications,2012

### **COURSE OUTCOMES:**

At the end of the course, the students

- will be able to discuss quality features in products and services
- will have developed skills in Statistical Process Control
- will have become quality ambassadors

**SEMESTER V  
CORE COURSE- VIII**

## LEGAL ASPECTS OF BUSINESS

**Subject code: U5R1BACC8**  
**Hours/Week: 6**  
**Credit:5**

**Internal Marks:25**  
**External Marks: 75**  
**Instruction Hours:72**

### OBJECTIVES:

#### To enable students

1. to read and understand business laws
2. understand the fundamental principles of business law & company law.
3. perceive the practical problems faced by corporates and solutions for them.

### UNIT I- INTRODUCTION TO CONTRACT ACT

**Ins.Hrs-18**

Contract Act – Definition of contract – 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

**Ins.Hrs-15**

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

**Ins.Hrs-13**

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

**Ins.Hrs-12**

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 1930 AND CONSUMER PROTECTION ACT 1986

**Ins.Hrs-10**

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

### UNIT VI – LATEST LEARNING (For CIA only)

**Ins.Hrs-4**

Latest development related to the Course during the Semester Concerned

### TEXT BOOK:

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

### REFERENCE BOOKS:

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

### COURSE OUTCOMES:

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

- be able to understand the latest provisions of business laws.
- understand and solve legal issues in business
- act as legal advisors to business firms (with a little training)

## STRATEGIC MANAGEMENT

**Subject code: U5R1BACC9**

**Hours/Week: 5**

**Credit:5**

**Internal Marks:25**

**External Marks: 75**

**Instruction Hours:60**

### **OBJECTIVES:**

#### **To make students**

1. understand the basic aspects of strategic management.
2. identify the components of strategic models.
3. analyze corporate and competitive strategies.
4. develop strategic plans for implementation.

### **UNIT I-STRATEGIC MANAGEMENT OVERVIEW**

**Ins.Hrs-15**

Strategy -Meaning and definitions - Elements of strategy importance - Levels of Strategy - Strategic Management – Meaning and Definition - Nature- Scope- Advantages and Disadvantages of Strategic Management.

### **UNIT II-COMPONENTS OF STRATEGIC MODEL**

**Ins.Hrs-13**

Vision - Features of Strategic vision- Process of strategic vision - Mission – Characteristics of mission statement – Need and Components of mission statement - Objectives -Characteristics – Significance - Goals - Features and Types - Environmental scanning – Need - features and Role – Factors affecting Environmental scanning - Environmental Threats and Opportunities (ETOP)- Benefits and Limitations.

### **UNIT III-CORPORATE & COMPETITIVE STRATEGIES**

**Ins.Hrs-12**

Michel.E.Porter's five competitive Strategy – Benefits and Limitations - BCG Market growth Strategy - Benefits and Limitations-GE Market share matrix - Benefits and Limitations -SWOT Analysis - Portfolio analysis – components – Techniques.

### **UNIT IV- STRATEGY FORMULATION**

**Ins.Hrs-10**

Strategy Formulation – Process of Strategic Formulation – Approaches - Issues in strategies formulation – Strategic formulation at different levels – Functional strategies – Business strategies - Types – Generic competitive strategies – Competitive tactics – Corporate strategies – Types of corporate level strategies.

### **UNIT V- STRATEGY IMPLEMENTATION AND CONTROL**

**Ins.Hrs-7**

Strategy implementation – Meaning and Definition – Nature and Element – Process - Issues in strategic implementation - - Strategic Control and Evaluation - Nature - Importance – Characteristics – Barriers - Criteria for strategic control - Social Responsibility of business.

### **UNIT VI – LATEST LEARNING (For CIA only)**

**Ins.Hrs-3**

Latest development related to the Course during the Semester Concerned

### **TEXT BOOK:**

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

**REFERENCE BOOKS:**

1. Strategic Management - Dr. C. Rajendra Kumar.(Unit-III).
2. Business Policy & Strategic management - Francis Cherunilam, Himalaya publishing. House :IV Unit.

**COURSE OUTCOMES:**

At the end of the course, the students will

- be able to understand the basic concepts of Strategic management
- be able to formulate strategic vision and mission statements.
- be able to enrich their knowledge on business strategies by independent reading and discussion.
- become alive to the social responsibilities of business.

**SEMESTER V  
CORE COURSE- X  
FINANCIAL MANAGEMENT**

**Subject code: U5R1BACC10**  
**Hours/Week: 6**  
**Credit:5**

**Internal Marks:25**  
**External Marks: 75**  
**Instruction Hours:72**

**OBJECTIVES:**

**To enable students**

1. to understand the basic concepts of financial management
2. to acquire knowledge of capital structure theories.
3. to analyse the various methods of capital budgeting and cost of capital.

**UNIT I-INTRODUCTION TO FINANCIAL MANAGEMENT** **Ins.Hrs-18**

Financial management- Meaning- Definition- Objectives- Profit maximization- Wealth maximization- Scope- Organization of the finance function- Role of finance manager.

**UNIT II- CAPITAL STRUCTURE AND ITS THEORIES** **Ins.Hrs-15**

Capital structure- Meaning- Definition- Features of an appropriate capital structure- Theories of capital structure- Net Income (NI) approach- Net Operating Income (NOI) approach- Traditional approach- Modigliani Miller(MM) approach- Factors determining the capital structure.

**UNIT III- CAPITAL BUDGETING AND ITS APPRAISAL METHODS** **Ins.Hrs-13**

Capital budgeting- Meaning- Definition- Features- Importance- Methods- Payback period method- Accounting Rate of Return (ARR) method- Net Present Value (NPV) method- Excess Present Value index method- Internal Rate of Return (IRR) method- Factors influencing capital budgeting decisions.

**UNIT IV- COST OF CAPITAL** **Ins.Hrs-12**

Cost of capital- Meaning- Importance- Classification- Cost of debt- Cost of equity share capital- Cost of preference share capital- Cost of retained earnings- Weighted average cost of capital- Factors determining cost of capital.

**UNIT V- LEVERAGES** **Ins.Hrs-10**

Leverages- Meaning- Definition- Features of leverages- Types of leverages- Operating leverages- Financial leverages- Combined leverages- Computation of leverages.

**UNIT VI – LATEST LEARNING (For CIA only)** **Ins.Hrs-4**

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, 1<sup>st</sup> edition, 2010, Reprint 2019.(Unit I – Chapter - 1 ; Unit II – Chapter - 6; Unit III – Chapter -3 ; Unit IV – Chapter - 4 ;Unit V – Chapter -7.)

**REFERENCE BOOKS:**

1. Financial Management – V.R.Palanivelu, Sultan Chand & Sons, New Delhi, 2014
2. Financial Management – R.K. Sharma & Shashi K. Gupta, Kalyani publishers, New Delhi.

3. Financial Management – Prasanna Chandra, Tata McGraw Hill Publishing Company Limited, New Delhi, VII edition, 2008.

**COURSE OUTCOMES:**

At the end of the course, the students will

- be able to understand the basics of financial management.
- gain knowledge on theories of capital structure.
- be able to understand the methods of capital budgeting.
- be able to demonstrate the techniques of cost of capital.
- acquire the knowledge on computation of leverages.

**SEMESTER V**  
**CORE COURSE- XI**  
**ENTREPRENEURIAL DEVELOPMENT**

**Subject code: U5R1BACC11**

**Hours/Week: 5**

**Credit:5**

**Internal Marks:25**

**External Marks: 75**

**Instruction Hours:60**

**OBJECTIVES:**

**To enable students**

1. to prepare the basic frame work to start a small/medium scale business unit.
2. to comprehend theories on motivation
3. to plan and execute EDPs.
4. to understand the components of a project report.

**UNIT I-INTRODUCTION**

**Ins.Hrs-18**

Evolution of the concept of entrepreneur-Characteristics of an entrepreneur-Distinction between an entrepreneur and a manager- Functions of 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**

**Ins.Hrs-15**

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

**UNIT III-ENTREPRENEURSHIP DEVELOPMENT PROGRAMME (EDP)**

**Ins.Hrs-13**

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

**UNIT IV- INSTITUTIONAL SUPPORT TO ENTREPRENEURS**

**Ins.Hrs-12**

Need for institutional support-National small industries corporation ltd(NSIC)-Small Industries Development Organization(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 Organizations (TCO's)-Concept of industrial sickness-Signals and symptoms of sickness-Causes and consequences of industrial sickness.

**UNIT V-PROJECT REPORT, IDENTIFICATION AND APPRAISAL**

**Ins.Hrs-10**

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

**UNIT VI – LATEST LEARNING (For CIA only)**

**Ins.Hrs-4**

Latest development related to the course during the semester concerned

**TEXT BOOKS:**

1.Entrepreneurial Development-S.S.Khanka-S.Chand and Company-Edition 8<sup>th</sup> 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)



**REFERENCE BOOKS:**

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

**COURSE OUTCOMES:**

At the end of the course, the students will

- understand and evaluate entrepreneurial skills
- understand the various motivational theories
- become aware of EDPs and their structure
- develop an understanding on various funding agencies
- find the reasons for project failures, and the solutions thereof

**SEMESTER V**  
**MAJOR BASED ELECTIVE COURSE- I**  
**E-CRM**

**Subject code: U5R1BAMBE1**  
**Hours/Week: 4**  
**Credit:4**

**Internal Marks:25**  
**External Marks: 75**  
**Instruction Hours:48**

**OBJECTIVES:**

**To make students**

1. understand the concepts and tools of E-CRM.
2. develop CRM skills.
3. acquire abilities in CRM in the service industry.

**UNIT I-E-CRM BASICS**

**Ins.Hrs-12**

Customer relationship management :-Meaning, Definition-E-CRM:-Meaning -Definition-Features of E-CRM- CRM Vs Sales Management - Future Prospects of E-CRM.

**UNIT II- CUSTOMER SUPPORT**

**Ins.Hrs-10**

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

**UNIT III-CRM TOOLS**

**Ins.Hrs-9**

CRM Tools - Modules - Complaints Handling.

**UNIT IV-CRM IMPLEMENTATION**

**Ins.Hrs-8**

CRM implementation - A comprehensive model developing CRM Vision and Strategy - Management Support

**UNIT V-CRM IN SERVICE ORGANISATIONS**

**Ins.Hrs-6**

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

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

**REFERENCE BOOKS:**

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, Gragham Publications.

**COURSE OUTCOMES:**

At the end of the course, the students will

- have learned about customer's behavior and their changing needs
- have realized the importance of CRM in service organizations and the techniques thereof.
- Have understood the art of managing customers through electronic media.

**SEMESTER V**  
**SKILL BASED ELECTIVE COURSE- II**  
**RETAIL MANAGEMENT**

**Subject code: U5R1BASBE2**  
**Hours/Week: 2**  
**Credit:2**

**Internal Marks:25**  
**External Marks: 75**  
**Instruction Hours:24**

**OBJECTIVES:**

1. To make learners understand the retailing concepts and formats.
2. To make them aware of retailing skills.
3. To enable them develop retail- related policies to face changes in business.

**UNIT I-INTRODUCTION TO RETAILING**

**Ins.Hrs-12**

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**

**Ins.Hrs-10**

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

**UNIT III-LOCATION & SELECTION**

**Ins.Hrs-9**

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

**UNIT IV- RELATED ISSUES IN RETAILING**

**Ins.Hrs-8**

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

**UNIT V-FUTURE OF RETAILING**

**Ins.Hrs-6**

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

**UNIT VI – LATEST LEARNING (For CIA only)**

**Ins.Hrs-3**

Latest development related to the Course during the Semester Concerned

**TEXT BOOKS:**

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 –Suja R. Nair-Himalaya Publications-4<sup>th</sup> Edition 2009,Unit III-Ch 6; Unit IV-Ch 7

**REFERENCE BOOKS:**

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

**COURSE OUTCOMES:**

At the end of the course, the students will

- have an understanding of the retailing concepts and frameworks.

- be able to discuss retailing skills.
- have an understanding of the skills, abilities and tools needed to perform on retail.
- have developed a working knowledge of retail in the emerging business related issues.

**SEMESTER V**  
**INTER DISCIPLINARY COURSE -I**  
**QUANTITATIVE APTITUDE- I**

**Subject code: U5R1BAIDC1**

**Hours/Week: 2**

**Credit: 2**

**Internal Marks:25**

**External Marks: 75**

**OBJECTIVES:**

To develop analytical ability of students

To educate the students in computational skills

To make the students prepare for competitive examinations

**UNIT I: PERCENTAGE**

Basic concepts of percentage – Important formulae and simple problems only

**UNIT II: PROFIT AND LOSS**

Profit (Gain) and Loss – Short Cut methods – Simple Problems only

**UNIT III SIMPLE AND COMPOUND INTEREST**

Formula for simple interest – Relation between amount and price – Simple problems on simple interest – Compound interest – Some important rules – Only simple problems based on Compound interest.

**UNIT IV: AVERAGE**

Basic concepts of Average – Related Problems

**UNIT V : RATIO AND PROPORTION**

Definition of ratio – Comparison of ratio – Components and dividend rule – variations – related problems – definition of proportion – fourth proportional – third proportional – Mean Proportional – Related problems only.

**Text Book:**

[1] Quantitative Aptitude for Competitive Examinations – Dr.R.S.Aggarwal, S.Chand and Sons, New Delhi, Reprint 2011

Unit I : Chapter 10 fully

Unit II : Chapter 11 fully

Unit III : Chapter 21 and 22 fully

Unit IV : Chapter 6 fully

Unit V :Chapter 12 fully

**Reference Books:**

[1] Quantitative Aptitude – Naresh Sharma, Anjali Kaushik – Variety Books Publishers Distribution

[2] Quantitative Methods by D.C.Sanchati, S Chand and Sons, New Delhi

**COURSE OUTCOMES**

Students would be able to

Learn the techniques for solving Aptitude problems

Appear for all Competitive examinations conducted by Central and State Government

**SEMESTER VI**  
**CORE COURSE- XII**  
**EFFECTIVE BUSINESS COMMUNICATION**

**Subject Code: U6R1BACC12**

**Max. Marks : 75**

**Hours Allotted: 6**

**Credit Allotted:5**

**OBJECTIVES: To make students**

1. understand the techniques and skills of communication.  
develop the skills of letter writing.
2. analyze the essentials of good report writing.
3. identify the uses of information technology in communication.

**UNIT I- INTRODUCTION TO COMMUNICATION**

Communication – Meaning and Definition -Objectives-Media of communication - Process– Types– Verbal and Non-verbal communication - Importance and Characteristics of Verbal Communication - Characteristics non-verbal communication- Artifactual communication –Proxemics - Chronemics- Silence- Functions- Importance of learning non-verbal communication skills-Barriers of communication.

**UNIT II- LETTER WRITING**

Business Letter – Meaning- Need -Functions - Kinds -Importance of an effective business letter- Language of business letter-Layout - Enquiries and replies-Collection letters-Circular letter-Sales letter-Bank correspondence.

**UNIT III- REPORT WRITING**

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

**UNIT IV- ORAL AND OTHER FORMS OF COMMUNICATION**

Speeches -Introduction– Characteristics of a good speech – Planning to speak – Meaning of Negotiation – Approaches of negotiation – Technique to make successful negotiation – Process of negotiation – Presentation objectives – Planning for the presentation – Listening – Advantages of listening.

**UNIT V-INFORMATION TECHNOLOGY IN COMMUNICATION**

IT in communication - Introduction-Word processor-Use of word processor-Telex-Advantages of the telex service- Facsimile (FAX)-Fax on Demand (FOD)-E-mail-Advantages of E-mail-Voice mail-Internet-Uses of internet- Multimedia-Teleconferencing–Social Media in communication.

**BOOK OF STUDY**

1.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.BusinesssCommunication-K.K.Sinha - Golgotia Publishing House
2. Businesss Communication-Urmila Rai and,S.M.Rai - Himalaya Publishing House.

**COURSE OUTCOMES**

**At the end of the course students will**

1. understand the essentials of communication skills.
2. have knowledge about various kinds of business letters and reports, their structure and format
3. understand the Oral and other forms of communication.
4. be able to use social media to present a business message.

**SEMESTER VI**  
**CORE COURSE- XIII**  
**SALES AND DISTRIBUTION MANAGEMENT**

**Subject code: U6R1BACC13**

**Hours/Week: 6**

**Credit:5**

**Internal Marks:25**

**External Marks: 75**

**Instruction Hours:72**

**OBJECTIVES: To make students**

- 1 .understand the sales practices in an organization.
2. analyze the processes of sales management.
3. identify the different channels of distribution.

**UNIT- I MEANING AND FUNCTIONS**

**Ins.Hrs-18**

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**

**Ins.Hrs-15**

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**

**Ins.Hrs-13**

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**

**Ins.Hrs-12**

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

**UNIT –V CHANNELS OF DISTRIBUTION AND PHYSICAL DISTRIBUTION**

**Ins.Hrs-10**

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

**UNIT VI – LATEST LEARNING (For CIA only)**

**Ins.Hrs-4**

Latest development related to the course during the semester concerned

**TEXT BOOKS:**

- 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,Ninth revised Edition.

**REFERENCE BOOKS:**

- 1.. Fundamentals of Sales Management- Ramneek Kapoor, Mac Millan India Pvt Ltd.
2. Salesmanship & Sales Management- Sahu P.K.,Raut K.C- Vikas Publications, Third



Revised Edition.

3., Market & Sales Forecasting - Gordon Bolt- Crest Publishing House.

**COURSE OUTCOME:**

At the end of the course, the students will

- describe and formulate effective strategies of sales promotion.
- perceive the role of the sales manager in recruiting, motivating, managing and leading sales team.
- have understood the pros and cons of different distribution channels and logistics

**SEMESTER VI  
CORE COURSE- XIV  
ENTRPRISE RESOURCE PLANNING**

**Subject code: U6R1BACC14**

**Hours/Week: 5**

**Credit:5**

**Internal Marks:25**

**External Marks: 75**

**Instruction Hours:60**

**OBJECTIVES: To enable students**

1. to understand the growth of ERP in the market.
2. to make them realize the need for ERP in Business functions.
3. to apply ERP in E-Business.

**UNIT – I INTRODUCTION**

**Ins.Hrs-15**

ERP-An Overview –Business Processes –Meaning, A brief history ERP-Materials requirement planning(MRP),Manufacturing Resource Planning(MRP II)-Reasons for the growth of the market-advantages of ERP

**UNIT- II BASIC ERP CONCEPTS**

**Ins.Hrs-13**

ERP Concepts:-Importance of ERP-ERP Architecture-Main frame architecture, Two-tier client-server architecture, Three –tier architecture

**UNIT-III ERP AND TECHNOLOGY**

**Ins.Hrs-12**

ERP systems:-Business Process Reengineering (BPR)-Business Intelligence, Business Analytics (BA)-Data warehousing-Data mining, Online Analytics Processing.

**UNIT-IV THE BUSINESS MODULES**

**Ins.Hrs-10**

Business Modules of an ERP Package:-Functional modules of ERP Software-Financial module , Manufacturing module, HR module, Marketing module.

**UNIT-V ERP –PRESENT AND FUTURE**

**Ins.Hrs-7**

Enterprise Application Integration (EAI)-ERP and EAI-uses of EAI- Advantages and disadvantages of EAI- ERP and A-business- Best practices of ERP`

**UNIT VI – LATEST LEARNING (For CIA only)**

**Ins.Hrs-3**

Latest development related to the course during the Semester Concerned

**TEXT BOOK:**

1. Enterprise Resource Planning-Alexis Leon,6<sup>th</sup> Edition, Himalaya Publishing House.(Unit-1,2,3,4,5 covered)

**REFERENCE BOOKS:**

1. ERP-Modern ERP-Marianne Bradford,lulu.com

**COURSE OUTCOMES:**

At the end of the course, the students will have

- understood the growth of ERP in the market.
- realized the need for ERP in Business functions.
- gained knowledge on the application of ERP in E-Business.

**SEMESTER VI  
MAJOR BASED ELECTIVE COURSE- II  
SUPPLY CHAIN MANAGEMENT**

**Subject code: U6R1BAMBE2**

**Hours/Week: 4**

**Credit:4**

**Internal Marks:25**

**External Marks: 75**

**Instruction Hours:48**

**OBJECTIVES:**

1. To make students understand supply chain management concepts.
2. To train them in the fundamentals of SCM
3. To enable them to know industrial vendor management and inventory models related to SCM.
4. To make them explore value added concepts in SCM.

**UNIT I- INTRODUCTION TO SUPPLY CHAIN MANAGEMENT**

**Ins.Hrs-12**

Meaning and Definition of Supply Chain Management- Philosophy of Supply Chain Management- Distribution and warehousing management.

**UNIT II- FUNDAMENTALS OF SUPPLY CHAIN MANAGEMENT**

**Ins.Hrs-10**

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

**UNIT III- VENDOR MANAGEMENT**

**Ins.Hrs-9**

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**

**Ins.Hrs-8**

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 SUPPLY CHAIN MANAGEMENT**

**Ins.Hrs-6**

Role of Computers/ IT in Supply Chain Management- CRM Vs SCM- Benchmarking – Concepts, Features and Implementation, Outsourcing-basic concepts- Value Addition in SCM – Concept of Demand Chain Management.

**UNIT VI – LATEST LEARNING (For CIA only)**

**Ins.Hrs-3**

Latest development related to the Course during the Semester Concerned

**TEXT BOOK:**

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

**REFERENCE BOOKS:**

1. Material Management, Dr.Gopal Krishnan, Pearson, New Delhi, 5<sup>th</sup> Edition
- 2.A Text Book of Logistics and Supply Chain Management, Agarwal A.K., MacMillan, 1 Ed.

**COURSE OUTCOMES:**

At the end of the course, the students will

- have understood the supply chain management concepts.
- be able to implement the fundamentals of supply chain management.
- be able to identify and apply appropriate supply chain management techniques for managing organizations.
- have developed a working knowledge of supply chain related issues.

**SEMESTER VI**  
**MAJOR BASED ELECTIVE COURSE- III**  
**TRANSPORTATION MANAGEMENT**

**Subject code: U6R1BAMBE3**

**Hours/Week: 4**

**Credit:4**

**Internal Marks:25**

**External Marks: 75**

**Instruction Hours : 48**

**OBJECTIVES: To make students**

1. understand the basics of transportation management
2. identify the alternatives in transportation
3. discuss the role of freight and insurance in transportation
4. realise the importance of transportation procedures and documents.

**UNIT I -INTRODUCTION OF LOGISTICS AND TRANSPORTATION**

**Ins.Hrs-12**

Logistics –Meaning-Definition-Concept and significance –Transportation:-Meaning-Definition–importance- Integrated Logistics Management

**UNIT II- TRANSPORTATION ALTERNATIVES**

**Ins.Hrs-10**

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

**UNIT III- FREIGHT AND INSURANCE**

**Ins.Hrs-9**

Freight:-Meaning -Role of freight-Insurance-Meaning-Definition-Role of Insurance -Insurance in Logistics

**UNIT IV -TRANSPORTATION ACTIVITY**

**Ins.Hrs-8**

International Transportation – Inter State Goods Movement –Intra State goods Movement  
Concept of Customer Service – Characteristics, Liner operation- Tramp operation –Difference between Linear and Tramp

**UNIT V -AIR TRANSPORT AND OCEAN TRANSPORT**

**Ins.Hrs-6**

Air Transportation– Advantages -disadvantages– Containerization: CFS and Inland Container Depots – Dry Ports: Multi-Model Transportation and Concur.

**UNIT VI – LATEST LEARNING (For CIA only)**

**Ins.Hrs-3**

Latest development related to the course during the semester concerned

**TEXT BOOKS:**

1. Logistics Management -Ailwadi C Sathish & Rakesh Singh, Prentice Hall India,2005(Unit-1 to 5 covered)
2. Logistics and Supply Chain Management , Agrawal D.K,Macmillan India Limited,2003

**REFERENCE BOOK:**

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

**COURSE OUTCOMES:**

At the end of the course, the students will

- have realized the significance of logistics and transportation
- gained skills in handling transportation procedures
- have obtained technology -oriented transportation management knowledge.

**SEMESTER VI**  
**SKILL BASED ELECTIVE COURSE–III**  
**E-COMMERCE**

**Subject code: U6R1BASBE3**  
**Hours/Week: 2**  
**Credit:2**

**Internal Marks:25**  
**External Marks: 75**  
**Instruction Hours:24**

**OBJECTIVES: To make students**

1. understand the basics of e-commerce.
2. realize the relevance of e-commerce in the present scenario
3. identify and update knowledge on the Electronic media and their growth

**UNIT I- FOUNDATIONS OF E-COMMERCE**

**Ins.Hrs-6**

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**

**Ins.Hrs-5**

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**

**Ins.Hrs-4**

Product:-Meaning, Definition, Product Mix- Physical distribution:-Meaning, Intermediaries in channel-Price:-Meaning, Definition-Factors influencing Pricing Decisions- Promotion-Marketing communication-common e-marketing tools.

**UNIT IV-INTERNET ADVERTISING**

**Ins.Hrs-3**

Internet Advertising-Models of internet advertising –Banner advertising-Sponsoring content – Screensaver & Push broadcasting-Corporate web site

**UNIT V- RECENT TRENDS IN E – COMMERCE**

**Ins.Hrs-3**

Mobile commerce-Benefits-Framework-Agents in E-Commerce:-Need- Types of Agents-- Desktop Agents-Internet Agents- E-commerce in India

**UNIT VI – LATEST LEARNING (For CIA only)**

**Ins.Hrs-3**

Latest development related to the Course during the Semester Concerned

**TEXT BOOK:**

1. Electronic Commerce – Efraim Turban, David King & others, (Units I to V) Prentice Hall 5<sup>th</sup> Edition.

**REFERENCE BOOK:**

1. Electronic Commerce, David Whiteley, McMillan

**COURSE OUTCOMES:**

At the end of the course, the students will have

- understood the recent trends in e- commerce.
- enriched their skills in advertisement and electronic marketing
- acquired knowledge on e- commerce for service industries

**SEMESTER V**  
**INTER DISCIPLINARY COURSE-II**  
**QUANTITATIVE APTITUDE- II**

**Subject code: U6R1BAIDC2**  
**Hours/Week: 2**  
**Credit: 2**

**Internal Marks:25**  
**External Marks: 75**

**Objectives:**

- To develop the aptitude of reasoning
- To understand the problem quickly
- To prepare for competitive and entrance examination in various fields

**UNIT I - MATHEMATICAL OPERATION**

Addition – Addition and subtraction in single row- Digit sum method – Multiplication – General rule for Multiplication – Digit – Sum check for multiplication

**UNIT II DIVISIBILITY**

Divisibility by x, where  $x= 2,3,4,5,6,8,9,11,12,4,15,16,18$  – Special cases : Divisibility by 7,13, 17, 19

**UNIT III NUMBER SYSTEM**

Different types of Numbers – Binary system – Conversion of Decimal number to its Binary equivalent – Conversion of Binary number to its decimal equivalent

**UNIT IV SERIES COMPLETION**

Number series – Completing the given series – Finding the wrong term in the given series – Alphabet series – Letter Series

**UNIT V CODING AND DECODING**

Letter coding – Coding – Decoding – Number Coding

**Text Book**

[1] Quantitative Aptitude and Reasoning – R.V. Praveen, PHI Fourth Edition, Oct, 2012

Unit I : Chapter 35[1]

Unit II – Chapter 36[1]

Unit III – Chapter 37[1]

Unit IV – Chapter 3[1]

Unit V – Chapter 4[1]

**Reference Book:**

Quantitative Aptitude- for competitive Examinations by Dr.R.S.Aggarwal – S.Chand and Sons, New Delhi, Reprint 2011

**COURSE OUTCOMES**

The learners would have the ability to

- Learn the techniques for solving aptitude problems
- Gain confidence and skill to appear for all competitive examinations conducted by central and state government
- Solve logical reasoning questions.