

# **GURU NANAK COLLEGE (AUTONOMOUS)**

(Affiliated to University of Madras and Re-Accredited at 'A' Grade by NAAC)

Guru Nanak Salai, Velachery, Chennai – 600042.



## **Bachelor of Business Administration - BBA**

(SEMESTER PATTERN WITH CHOICE BASED CREDIT SYSTEM)

### **Syllabus**

(For the candidates admitted in the Academic year 2019-20 and thereafter)

## **Vision**

- To achieve excellence in management education with a commitment towards economy and society.

## **Mission**

- To keep pace with the dynamic industry requirements and management practices.
- To enhance knowledge through Workshops, Seminars, Guest Lectures.
- To meet corporate expectations.

## **Programme Outcomes**

PO 1: Application of knowledge of management theories and practice to solve business Problems.

PO 2: Fostering analytical and critical thinking abilities for data-based decision making

PO 3: Making students abreast with the E business solutions in the current environment.

PO 4: Improvement in ability to develop ethical and value-based leadership ability

PO 5: Building the ability to understand the business environment.

## **Programme Specific Outcomes**

PSO 1: Providing knowledge in event management

PSO 2: Fostering analytical abilities to E-Business

**COURSE STRUCTURE OF 2019-2022 BATCH**

Semester	Part	Course	Subject Name	Subject Code	Hours	Credits	Marks		Total
							CIA	ESE	
I	I	Language	Language – I (Tamil/Hindi/Sanskrit/French)	19UTAM121 19UHIN121 19USAN121 19UFRE121	6	3	50	50	100
	II	English	English - I	19UENG221	4	3	50	50	100
	III	Core Paper- I	Financial Accounting	19UCAF301	5	4	50	50	100
	III	Core Paper- II	Principles of Management	19UBBA302	5	4	50	50	100
	III	Allied- I	Corporate Communication	19UBBA303	6	5	50	50	100
	IV	Soft Skills-I	Skill based subject (English Dept)	19UGSL401	2	3	-	100	100
	IV	Non-Major Elective	Non-Tamil Students: Basic Tamil/Basic Hindi I/Advance Tamil Tamil Students: Analytical and Logical Reasoning	19UBAT401 19UBAH401 19UADT401 19UNME401K	2	2	-	100	100
<b>TOTAL CREDITS- 24 / TOTAL HOURS PER WEEK – 30</b>									
II	I	Language	Language – II (Tamil/Hindi/Sanskrit/French)	19UTAM122 19UHIN122 19USAN122 19UFRE122	6	3	50	50	100
	II	English	English –II	19UENG222	4	3	50	50	100
	III	Core Paper- III	Business and Corporate Laws	19UBBA304	5	4	50	50	100
	III	Core Paper- IV	Management Accounting	19UBBA305	6	4	50	50	100
	III	Allied- II	Managerial Economics	19UBBA306	5	5	50	50	100
	IV	Soft Skills - II	Skill based subject (English Dept)	19UGSL402	2	3	-	100	100
	IV	Non-Major Elective	Non-Tamil Students: Basic Tamil II/Basic Hindi II/Advance Tamil II Tamil Students: Importance of Emotional Intelligence	19UBAT402 19UBAH402 19UADT402 19UNME402K	2	2	-	100	100
<b>TOTAL CREDITS- 24 / TOTAL HOURS PER WEEK – 30</b>									

Semester	Part	Course	Subject Name	Subject Code	Hours	Credits	CIA	ESE	Total
III	I	Core Paper- V	Marketing Management	19UBBA307	5	4	50	50	100
	II	Core Paper- VI	Financial Management	19UBBA308	6	4	50	50	100
	III	Core Paper- VII	E-Business	19UBBA309	6	4	50	50	100
	III	Core Paper- VIII	Entrepreneurial Development	19UBBA310	5	4	50	50	100
	III	Allied- III	Business Statistics & OR I	19UMAT339	6	5	50	50	100
	IV	Soft Skills - III	Personality Enrichment	19UGSL403	2	3	-	100	100
<b>TOTAL CREDITS- 24 / TOTAL HOURS PER WEEK – 30</b>									
IV	II	Core Paper- IX	International Economics	19UBBA313	5	4	50	50	100
	II	Core Paper- X	Management Information System	19UBBA314	5	4	50	50	100
	III	Core Paper- XI	Financial Services	19UCAF311	5	4	50	50	100
	III	Core Paper- XII	Business Taxation	19UCAF312	5	4	50	50	100
	III	Allied- IV	Business Statistics & OR II	19UMAT343	6	5	50	50	100
	IV	Soft Skills- IV	Computing Skills	19UGSL404	2	3	-	100	100
	IV	Environmental Studies	Environmental Studies	19UEVS401	2	2	-	100	100
<b>TOTAL CREDITS- 26/ TOTAL HOURS PER WEEK – 30</b>									

Semester	Part	Course	Subject Name	Subject Code	Hours	Credits	CIA	ESE	Total
V	I	Core Paper-XIII	Business Environment	19UBBA315	6	4	50	50	100
	II	Core Paper-XIV	Organizational Behaviour	19UBBA316	6	4	50	50	100
	III	Core Paper-XV	Business Research	19UBBA317	6	4	50	50	100
	III	Core Paper-XVI	Advertising Management and sales promotion	19UBBA318	6	4	50	50	100
	III	Elective – I:	Managerial Skill Development	19UIDE310	5	5			
	IV	Value Education		19UVED401	1	2	-	100	100
		Internship	Internship			2			
<b>TOTAL CREDITS- 25 / TOTAL HOURS PER WEEK – 30</b>									
VI	I	Core Paper-XVII	Operations Management	19UBBA319	6	4	50	50	100
	II	Core Paper-XVIII	Human Resources Management	19UBBA320	6	4	50	50	100
	III	Core Paper-XIX	Services Marketing	19UBBA321	6	4	50	50	100
	III	Elective – II	Customer Relationship Mgt.	19UBBA322	6	5	50	50	100
	III	Elective – III	Project Work (Group)	19UBBA323	6	5	20	80	100
	V	Extension Activities	Community Services	19UEXT501	-	1			
<b>TOTAL CREDITS- 23 / TOTAL HOURS PER WEEK – 30</b>									
<b>GRAND TOTAL CREDITS- 146/ TOTAL HOURS PER WEEK – 180</b>									

# **SEMESTER-I**

**CORE-I**  
**PAPER TITLE: FINANCIAL ACCOUNTING**

<b>SUBJECT CODE: 19UCAF301</b>	<b>THEORY &amp; PROBLEMS</b>	<b>MARKS: 100</b>
<b>SEMESTER: I</b>	<b>CREDITS: 4</b>	<b>TOTAL HOURS: 75</b>

**COURSE OBJECTIVES:**

- To build the conceptual understanding developed in simple financial accounting.
- To get the basic skills in financial accounting for the beginners.

**UNIT-I (15 HOURS)**

Meaning and scope of Accounting, Basic Accounting Concepts and Conventions – Objectives of Accounting – Accounting Transactions – Double Entry Book Keeping – Journal, Ledger, Preparation of Trial Balance – Preparation of Cash Book.

**UNIT-II (15 HOURS)**

Preparation of Cash Book, Preparation of Final Accounts of a Sole Trading Concern – Adjustments entries – Closing Stock, Outstanding Expenses, Prepaid Expenses, Depreciation, Accrued Income, Income received in Advance, Bad Debts, Provision for Bad and doubtful debts, Interest on Capital and Interest on Drawings (simple problems)

**UNIT-III (15 HOURS)**

Classification of errors – Rectification of errors – Preparation of Suspense Account, Insurance claims – Average Clause (Loss of stock only)

**UNIT-IV (15 HOURS)**

Depreciation – Meaning, Causes, Types – Straight Line Method – Written Down Value Method (simple problems).

**UNIT-V (15 HOURS)**

Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method (simple problems)

**PRESCRIBED TEXTS:**

1. T.S. Reddy & A. Murthy, Financial Accounting - Margham Publications –Chennai-17.
2. Shukla & Grewal, Advanced Accounting – S Chand - New Delhi.
3. Nirmal Gupta, Financial Accounting-Ane Books India – New Delhi.
4. S. Parthasarathy and A. Jaffarulla, Financial Accounting - Kalyani Publishers – New Delhi.

**REFERENCE BOOKS:**

1. R.L.Gupta&V.K. Gupta, Advanced Accounting – Sultan Chand & Sons - New Delhi.
2. Jain & Narang, Financial Accounting – Kalyani Publishers - New Delhi.
3. Dalston L. Cecil and Jenitra L. Merwin, Financial Accounting, Learn Tech press, Trichy, 1st Edition 2015.

4. Shukla&Grewal, Advanced Accounting – S Chand New Delhi 18th Edition.
5. P.C. Tulsian – Financial Accounting Forth Impression, 2009.
6. S.Parthasarathy and A.Jaffarulla, Financial Accounting - Kalyani Publishers –New Delhi.

**WEBSITES:**

1. <http://www.accountingcoach.com>
2. <http://www.learnaccountingforfree.com>

**Question Paper Pattern:**

Section	Question Component	Numbers	Marks	Total
<b>Section A</b>	<b>Definition/Principle</b> Answer any 10 out of 12 Questions (Each in 50 words)	1-12	2	<b>20</b>
<b>Section B</b>	<b>Short Answer</b> Answer any 5 out of 8 questions (each in 300 words)	13-20	8	<b>40</b>
<b>Section C</b>	<b>Essay</b> Answer any 2 out of 4 questions (each in 1200 words)	21-24	20	<b>40</b>

**Distribution of Questions:**

Sections	Units	No. of Questions	
		Theory	Problems
<b>Section A</b>	Unit – 1	2	1
	Unit – 2	1	2
	Unit – 3	1	1
	Unit – 4	1	1
	Unit – 5	1	1
<b>Section B</b>	Unit – 1	1	1
	Unit – 2		1
	Unit – 3		1
	Unit – 4	1	1
	Unit – 5		1
<b>Section C</b>	Unit – 1		1
	Unit – 2		1
	Unit – 3		
	Unit – 4		1
	Unit -5		1



**CORE-II**  
**PAPER TITLE: PRINCIPLES OF MANAGEMENT**

<b>SUBJECT CODE: 19UBBA302</b>	<b>THEORY</b>	<b>MARKS: 100</b>
<b>SEMESTER: I</b>	<b>CREDITS: 4</b>	<b>TOTAL HOURS: 75</b>

**COURSE OBJECTIVES:**

- To enable the students to acquire knowledge on principles, concepts and functions of management and inherit the importance of decision making.

**UNIT-I (25 HOURS)**

Management: Importance – Definition – Is Management art or science or –Is Management a profession– Functions of Management: POLC framework - Role and Functions of Managers - Managerial skills – Levels of Management – Application of management in various functional areas – Production, Accounting, Finance, Marketing and Personnel Management. Administrative Management by Henri Fayol - Scientific Management by F.W.Taylor - Bureaucratic Management by Max Weber - Human Relations Management by Elton Mayo - Modern Management by Peter Drucker Approaches to Management - Systems Approach & Contingency Approach.

**UNIT-II (10 HOURS)**

Planning-Definition, Objectives of planning - Importance of planning –Types of plans – Decision making: Nature and significance-Process of Decision Making-Types of Decisions.

**UNIT-III (20 HOURS)**

Organizing – Meaning and definition of Organizing, Importance of Organizing, and Principles of Organizing. Delegation and Decentralization-Span of control: Meaning, Factors affecting span of control-Types of organizational structure-Line organizational structure –Staff organizational structure- line and staff – Departmentation -Bases of Departmentation -Departmentation by functions, Departmentation by products, Departmentation by territories, Departmentation by customers, Departmentation by process, Departmentation by numbers and Combined Base Departmentation.

**UNIT-IV (10 HOURS)**

Staffing & Recruitment –Meaning, Directing-Meaning-Importance of Directing-Leadership-Styles of leadership - Authoritative leadership (Autocratic), Participative leadership (Democratic) - Delegation leadership (Laissez-faire)

**UNIT-V (10 HOURS)**

Co-ordination: What is co-ordination, need for co-ordination, Types of co-ordination, Essential requisites for excellent co-ordination-Controlling: Meaning and Importance, Functions of controlling, Process of control and types of Control.

**PRESCRIBED TEXTS:**

1. C.B.Gupta, Management Theory & Practice - Sultan Chand & Sons - New Delhi.
2. L.M.Prasad, Principles & Practice of Management - Sultan Chand & Sons - New Delhi.

**REFERENCE BOOKS:**

1. P.C. Tripathi& P.N Reddy, Principles of Management-Tata Mc.Graw Hill -New Delhi. 5/e.
2. Weihrich and Koontz, Management – A Global Perspective 10th Edition.
3. N.Premavathy, Principles of Management - Sri Vishnu Publication - Chennai. 21.
4. J.Jayasankar, Business Management - Margham Publication – Chennai- Reprint 2009.

**WEBSITES:**

1. <https://www.12manage.com/>
2. <https://www.businessballs.com>

**Question Paper Pattern:**

Section	Question Component	Numbers	Marks	Total
<b>Section A</b>	<b>Definition/Principle</b> Answer any 10 out of 12 Questions (Each in 50 words)	1-12	3	<b>30</b>
<b>Section B</b>	<b>Short Answer</b> Answer any 5 out of 8 questions (each in 300 words)	13-20	6	<b>30</b>
<b>Section C</b>	<b>Essay</b> Answer any 4 out of 6 questions (each in 1200 words)	21-26	10	<b>40</b>

**Distribution of Questions:**

Sections	Units	No. of Questions	
		Theory	Problems
<b>Section A</b>	Unit – 1	3	
	Unit – 2	2	
	Unit – 3	3	
	Unit – 4	2	
	Unit – 5	2	
<b>Section B</b>	Unit – 1	2	
	Unit – 2	1	
	Unit – 3	2	
	Unit – 4	1	
	Unit – 5	1	
<b>Section C</b>	Unit – 1	1	
	Unit – 2	2	
	Unit – 3	1	
	Unit – 4	1	
	Unit – 5	1	

**ALLIED-1  
CORPORATE COMMUNICATION**

<b>SUBJECT CODE: 19UBBA303</b>	<b>THEORY</b>	<b>MARKS: 100</b>
<b>SEMESTER: I</b>	<b>CREDITS: 5</b>	<b>TOTAL HOURS: 90</b>

**COURSE OBJECTIVES:**

- To enable the students to acquire knowledge about the importance of communication in today's competitive business environment

**UNIT-I (20 HOURS)**

Concept of Communication – Meaning, Definition, Process, Need, Feedback, Principles of effective Communication – Barriers to Communication: Physical, Semantic/Language, Socio- Cultural and Psychological Barriers - Ways to overcome these Barriers. Types of Communication: Verbal, Non-verbal – Characteristics of Verbal communication and Non-verbal communication Merits and Demerits of Verbal and Non-verbal communication.

**UNIT-II (20 HOURS)**

Channels of Communication: Formal and Informal—Vertical, Horizontal, Diagonal, Grapevine. Business Letters and Layout: Parts, Structure, Layouts— Full Block, Modified Block, Semi – Block, Principles of Effective Letter Writing.

**UNIT-III (20 HOURS)**

Personal correspondence-Resume writing – Types - Job Application Letter - Letter of Acceptance of job Offer, Inter-Office-Memo, Letter of Resignation, Business Correspondence: Trade Letters Inquiry, Order, Credit and Status Enquiry, Complaints, Claims, Sales Letters, promotional leaflets and fliers.

**UNIT-IV (15 HOURS)**

Report Writing – Agenda, Minutes of Meeting – Memorandum – Office Order – Circular Notes Correspondence with shareholders –Correspondence with directors.

**UNIT-V (15 HOURS)**

Modern Forms of Communication: Fax – E-mail – Video Conferencing – Benefits and Perils of communication through social media: Website and Apps.

**PRESCRIBED TEXTS:**

1. Raghunthan N.S., B. Santhanam, 3<sup>rd</sup> Edition, MarghamPublications, Chennai,
2. Gupta C.B., Business communication, Organisation and Management,2014.

**REFERENCE BOOKS:**

1. Rajendra Pal & J.S. Korlahalli, Essentials of Business Communication - Sultan Chand & Sons - NewDelhi.
2. Shirley Taylor, Communication for Business - Pearson Publications - NewDelhi.
3. Bovee, Thill, Schatzman, Business Communication Today - Peason Education Private Ltd. – New Delhi.
4. Penrose, Rasbery, Myers, Advanced Business Communication -Bangalore.
5. Mary Ellen Guffey, Business Communication – Process and Product - International Thomson Publishing -Ohio.

**WEBSITES:**

1. <http://www.businesscommunication.org>
2. <http://www.iabc.com>
3. <http://www.etiquettetrainer.com>

**Question Paper Pattern:**

<b>Section</b>	<b>Question Component</b>	<b>Numbers</b>	<b>Marks</b>	<b>Total</b>
<b>A</b>	<b>Definition/Principle</b> Answer any 10 out of 12 Questions (Each in 50 words)	1-12	3	<b>30</b>
<b>B</b>	<b>Short Answer</b> Answer any 5 out of 8 questions (each in 300 words)	13-20	6	<b>30</b>
<b>C</b>	<b>Essay</b> Answer any 4 out of 6 questions (each in 1200 words)	21-26	10	<b>40</b>

**Distribution of Questions:**

<b>Sections</b>	<b>Units</b>	<b>No. of Questions</b>	
		<b>Theory</b>	<b>Problems</b>
<b>Section A</b>	Unit – 1	3	
	Unit – 2	2	
	Unit – 3	2	
	Unit – 4	2	
	Unit – 5	3	
<b>Section B</b>	Unit – 1	2	
	Unit – 2	2	
	Unit – 3	1	
	Unit – 4	1	
	Unit – 5	1	
<b>Section C</b>	Unit – 1	1	
	Unit – 2	1	
	Unit – 3	2	
	Unit – 4	1	
	Unit -5	1	

**NON-MAJOR ELECTIVE - 1  
ANALYTICAL AND LOGICAL REASONING**

<b>SUBJECT CODE: 19UNME401K</b>	<b>PROBLEMS</b>	<b>MARKS: 100</b>
<b>SEMESTER: I</b>	<b>CREDITS: 2</b>	<b>TOTAL HOURS: 30</b>

**Course Objective:**

- To enable students to learn to describe the problem-solving process.
- To make the students identify various problem-solving techniques and apply these in solving business problems.
- To Understand thinking models and practice exercises to help in thinking outside-the-box and generate a larger solution space.
- To Understand creativity and blocks to creativity.
- To Arrive at objective, well-reasoned decisions in a reasonable time.

**UNIT-I** (6 HOURS)  
Logical reasoning Introduction- Number Series

**UNIT-II** (6 HOURS)  
Statement and assumptions – Statement and conclusion

**UNIT-III** (6 HOURS)  
Verbal reasoning – Coding and Decoding (with alpha numeric characters) - reasoning  
Blood Relationship.

**UNIT-IV** (6 HOURS)  
Direction Sense Test – Data Interpretation from bar chart, pie chart.

**UNIT-V** (6 HOURS)  
Venn Diagrams – Image Series

**PRESCRIBED TEXTS**

1. Logical and Analytical Reasoning – A.K. Gupta – Ramesh publishing house – 2016 PaperBack edition

**REFERENCE BOOKS**

1. A Modern Approach to verbal and non-verbal reasoning – Revised edition by R.S.Agarwal – Publisher – S.Chand and Company Pvt.Ltd.

**WEBSITES:**

1. <http://www.careerguide.co.in/search/label/Reasoning>
2. <http://www.indiabix.com/logical-reasoning>

**Question Paper Pattern:**

<b>Section</b>	<b>Question Component</b>	<b>Numbers</b>	<b>Marks</b>	<b>Total</b>
<b>A</b>	Multiple choice Questions	1-50	1	<b>50</b>

**Distribution of Questions:**

<b>Sections</b>	<b>Units</b>	<b>No. of</b>
		<b>Problems</b>
<b>Section A</b>	Unit – 1	10
	Unit – 2	10
	Unit – 3	10
	Unit – 4	10
	Unit – 5	10

# **SEMESTER – II**



**CORE III**  
**BUSINESS AND CORPORATE LAWS**

<b>SUBJECT CODE: 19UBBA304</b>	<b>THEORY</b>	<b>100 MARKS</b>
<b>SEMESTER: II</b>	<b>CREDITS: 4</b>	<b>TOTAL HOURS: 75</b>

**COURSE OBJECTIVES:**

- Inherit the knowledge about the legal methodology involved in business by the students

**UNIT-I (15 HOURS)**

Law of Contract –Essential elements of a valid contract- Classification of Contracts - Offer and Acceptance – Capacity of parties to Contract – Free Consent – Consideration – Legality of Object – Agreements Declared Void –Contingent Contracts.

**UNIT-II (20 HOURS)**

Performance of Contract – Discharge of Contract – Remedies for breach of contract – Quasi Contracts (General Contract – Sections 1 to 75) - Contract of Indemnity & Guarantee -Bailment: Meaning, Essential features of Bailment - Duties and Rights of bailor and bailee - Termination of bailment- Pledge - Meaning, Essentials of a valid pledge - Rights and Duties of pawnor and pawnee.

**UNIT-III (15 HOURS)**

Contract of Agency - Definition of Agent and Principal - Essentials and legal rules of a valid agency – Creation of Agency - Termination of Agency-Sale of Goods Act - Definition of Sale and Agreement to Sell – Distinction between Sale and Agreement to Sell ,Condition and Warranties - Distinction between Conditions and Warranties - Rights and Duties of an unpaid seller.

**UNIT-IV (10 HOURS)**

Company – Meaning-Characteristics - Kinds of Companies - Memorandum of Association –Contents - Articles of Association - Contents – Distinction between Memorandum and Articles - Prospectus-Meaning-Contents-Types-Misstatements in prospectus.

**UNIT-V (15 HOURS)**

Shares –Meaning- Kinds- Debentures –Meaning-Kinds- Distinction between Shares and Debentures- Annual General Meeting-Meaning-Extra-ordinary General Meeting- Meaning- Board Meeting- Meaning- Procedure for the conduct of the meetings (Meaning of Notice, Agenda, Quorum, Voting, Proxy, Minutes- Resolution-Meaning and Types

**PRESCRIBED BOOKS:**

1. Business Laws – N.D. Kapoor, Sultan Chand Publications, 15<sup>th</sup> Edition
2. Legal Systems in Business – P. Saravanavel, S. Sumathi, Himalaya Publishing House, 2011.

**REFERENCE BOOKS:**

1. P.C. Tulsian, Business Laws, Tata McGraw Hill, 2<sup>nd</sup> Edition.
2. M.R. Sreenivasan, Business Laws – Margham Publications, Chennai
3. S.S. Gulshan and G.K. Kapoor, Business Law including Company Law, 12<sup>th</sup> Edition, New Age International (P) Ltd. Publishers.

**Question Paper Pattern:**

<b>Section</b>	<b>Question Component</b>	<b>Numbers</b>	<b>Marks</b>	<b>Total</b>
<b>Section A</b>	<b>Definition/Principle</b> Answer any 10 out of 12 Questions (Each in 50 words)	1-12	3	<b>30</b>
<b>Section B</b>	<b>Short Answer</b> Answer any 5 out of 8 questions (each in 300 words)	13-20	6	<b>30</b>
<b>Section C</b>	<b>Essay</b> Answer any 4 out of 6 questions (each in 1200 words)	21-26	10	<b>40</b>

**Distribution of Questions:**

<b>Sections</b>	<b>Units</b>	<b>No. of Questions</b>	
		<b>Theory</b>	<b>Problems</b>
<b>Section A</b>	Unit – 1	2	
	Unit – 2	3	
	Unit – 3	3	
	Unit – 4	2	
	Unit – 5	2	
<b>Section B</b>	Unit – 1	1	
	Unit – 2	1	
	Unit – 3	2	
	Unit – 4	1	
	Unit – 5	2	
<b>Section C</b>	Unit – 1	1	
	Unit – 2	2	
	Unit – 3	1	
	Unit – 4	1	
	Unit -5	1	

**CORE IV  
MANAGEMENT ACCOUNTING**

<b>SUBJECT CODE: 19UBBA305</b>	<b>THEORY &amp; PROBLEMS</b>	<b>MARKS: 100</b>
<b>SEMESTER: II</b>	<b>CREDITS: 4</b>	<b>TOTAL HOURS: 90</b>

**COURSE OBJECTIVES:**

- To understand and analyze financial statement to help in managerial decision-making.
- To prepare statements like Cash Flow, Fund Flow, Budgets etc., so as to assist the managements to take meaningful and correct decisions.

**UNIT-I: (20 HOURS)**

Management accounting – Meaning, nature, scope, functions, need, importance and limitations–Management Accounting vs. Cost Accounting, Management Accounting vs. Financial Accounting

**UNIT-II: (15 HOURS)**

Analysis and Interpretation of financial statements – Nature, objectives, essentials and tools, Methods – Comparative Statements, Common Size statement and Trend analysis.

**UNIT-III: (15 HOURS)**

Ratio Analysis – Interpretation, benefits and limitations. Classification of ratios-Liquidity, Profitability, Turnover Ratios, and Construction of Balance sheet (simple problems only).

**UNIT-IV: (20 HOURS)**

Funds flow Analysis – Meaning of Funds, Importance and uses of Funds Flow Statement – Preparation of Working capital Statement – Funds from operations – Fund Flow Statement (simple problems only)

**UNIT-V: (20 HOURS)**

Cash Flow Analysis – Meaning of Cash and Cash Equivalentents – Preparation of Cash flow Statement as per AS-3, Fund Flow Analysis vs. Cash Flow Analysis. Budgets and Budgetary Control – Meaning, Importance, Merits and Demerits, Types of Budget – Production, Cash and Flexible Budget (simple problems only)

**PRESCRIBED TEXTS**

1. Reddy T.S and Hari Prasad Reddy, Management Accounting, 2014-MarghamPulication.
2. SN Maheswari, Management Accounting - Sultan Chand & Sons.

**REFERENCE BOOKS**

1. RSN Pillai & Bagavati, Management Accounting - S Chand & Co Ltd – New Delhi.
2. HorngrenSunderu Stratton, Introduction to Management Accounting – Pearson Education
3. DalstonL. Cecil and Jenitra L. Merwin, Management Accounting, Learn Tech press, Trichy, 3rd Edition2015

**WEBSITES:**

1. <http://pakaccountants.com/courses/managementaccounting/>
2. <http://www.elearnuk.co.uk/course/management-accounting>

**Question Paper Pattern:**

Section	Question Component	Numbers	Marks	Total
A	<b>Definition/Principle</b> Answer any 10 out of 12 questions	1-12	2	<b>20</b>
B	<b>Short Answer</b> Answer any 5 out of 8 questions	13-20	8	<b>40</b>
C	<b>Essay</b> Answer any 2 out of 4 questions	21-24	20	<b>40</b>

**Distribution of Questions:**

Sections	Units	No. of Questions	
		Theory	Problems
<b>Section A</b>	Unit – 1	2	
	Unit – 2	1	1
	Unit – 3	1	2
	Unit – 4	1	1
	Unit – 5	1	2
<b>Section B</b>	Unit – 1	1	
	Unit – 2	1	1
	Unit – 3		1
	Unit – 4		1
	Unit – 5		2
<b>Section C</b>	Unit – 1		
	Unit – 2		1
	Unit – 3		1
	Unit – 4		1
	Unit – 5		1

**ALLIED-I  
MANAGERIAL ECONOMICS**

<b>SUBJECT CODE: 19UBBA306</b>	<b>THEORY</b>	<b>MARKS: 100</b>
<b>SEMESTER: II</b>	<b>CREDITS: 5</b>	<b>TOTAL HOURS: 75</b>

**COURSE OBJECTIVES:**

- To enable the students with the knowledge of micro and macroeconomics.
- To acquaint the students with the basic knowledge of demand, production and cost analysis.

**UNIT-I (20 HOURS)**

Nature and scope of managerial economics – definition of economics – important concepts of economics – relationship between micro, macro and managerial economics – nature and scope – objectives of firm.

**UNIT-II (15 HOURS)**

Demand analysis – Theory of consumer behavior – Marginal utility analysis – indifference curve analysis Meaning of demand – Law of demand – Types of demand – Determinants of demand – Elasticity of demand – Demand forecasting.

**UNIT-III (15 HOURS)**

Production and cost analysis – Production – Factors of production – production function – Concept – Law of variable proportion – Law of return to scale and economics of scale– cost analysis – Different cost concepts – Cost output relationship – Short run and long run – Revenue curves of firms – Supply analysis

**UNIT-IV (15 HOURS)**

Pricing methods and strategies – Objectives – Factors – General consideration of pricing – methods of pricing – Dual pricing – Price discrimination

**UNIT-V (10 HOURS)**

Market classification – Perfect competition – Monopoly–Monopolistic competition- Duopoly – Oligopoly.

**PRESCRIBED TEXTS:**

1. Dr. S. Sankaran, Managerial Economics –5<sup>th</sup> Edition,2013, Margram Publication - Chennai
  2. P.L Metha, Managerial Economics,2014 - Sultan Chand Publications – New Delhi
- RL Varsheny and K L Maheshwari, Managerial Economics 22<sup>nd</sup> Edition, 2014Sultan Chand Publications - NewDelhi.

**REFERENCE BOOKS:**

1. Joel Dean, Managerial Economics –December 1951, Prentice Hall of India Pvt.Ltd., New Delhi.
2. Spencer M H, Contemporary Economics,8<sup>th</sup> Edition, 1993, Worth publishers, New York.
3. VI Mote Samuel Paul G.S Gupta, Managerial Economics, concepts and cases,1<sup>st</sup> Edition, 2004, Tata McGraw Hill - NewDelhi.

**Question Paper Pattern:**

Section	Question Component	Numbers	Marks	Total
<b>A</b>	<b>Definition/Principle</b> Answer any 10 out of 12 Questions (Each in 50 words)	1-12	3	<b>30</b>
<b>B</b>	<b>Short Answer</b> Answer any 5 out of 8 questions (each in 300 words)	13-20	6	<b>30</b>
<b>C</b>	<b>Essay</b> Answer any 4 out of 6 questions (each in 1200 words)	21-26	10	<b>40</b>

**Distribution of Questions:**

Sections	Units	No. of Questions	
		Theory	Problems
<b>Section A</b>	Unit – 1	2	
	Unit – 2	3	
	Unit – 3	2	
	Unit – 4	3	
	Unit – 5	2	
<b>Section B</b>	Unit – 1	1	
	Unit – 2	2	
	Unit – 3	2	
	Unit – 4	1	
	Unit – 5	1	
<b>Section C</b>	Unit – 1	1	
	Unit – 2	2	
	Unit – 3	1	
	Unit – 4	1	
	Unit -5	1	

**NON-MAJOR ELECTIVE – II**  
**IMPORTANCE OF EMOTIONAL INTELLIGENCE**

<b>SUBJECT CODE: 19UNME402K</b>	<b>THEORY</b>	<b>MARKS: 100</b>
<b>SEMESTER: II</b>	<b>CREDITS: 2</b>	<b>TOTAL HOURS: 30</b>

**COURSE OBJECTIVES:**

- To evoke knowledge amongst students on Emotional Intelligence
- To make students understand the importance of self-awareness and self-development

**UNIT – I**

**(6 HOURS)**

Introduction -Emotional Intelligence –Meaning, Benefits, Importance of emotions - Self-awareness and Competencies Psychological Needs. EQ vs IQ.

**UNIT – II**

**(6 HOURS)**

Personality Analysis -Distinct Personality Type-Hand writing Analysis, Color preference, listening, Profile, Self Esteem, Will power, Confidence.

**UNIT – III**

**(6 HOURS)**

Negative Traits - Anger Management -Negative Syndrome and Attitude-Negative Thinking-Guilt Quotient Stress and Emotion, Adapting to Loneliness.

**UNIT – IV**

**(6 HOURS)**

Positive Traits-Humor and Happiness- Empathetic Ability-Sensitivity Profile-Empowered personality, Self- Empowerment.

**UNIT – V**

**(6 HOURS)**

Self-analysis: Psychological growth and adjustment- Personal Development Plan-Successful negotiator Personal SWOT Analysis, Celebrating Life.

**PRESCRIBED TEXTS:**

1. What's Your Emotional IQ, Dr. Aparna Chattopadhyay, PustakMahal, May2004.
2. Emotional Intelligence in a Week, Jill Dann, Hodder& Stoughton, 10Editions, 2007.

**REFERENCE BOOKS**

1. Emotional Intelligence: Why It Can Matter More Than IQ Paperback – September 27, 2005 by Daniel Goleman



**WEBSITES:**

1. [www.psychology.ccsu.edu/engwall/Emotional%20Intelligence.ppt](http://www.psychology.ccsu.edu/engwall/Emotional%20Intelligence.ppt)
2. [www.personality\\_project.org](http://www.personality_project.org)
3. [www.donblake.com/module5/resources/emotionalintelligence.doc](http://www.donblake.com/module5/resources/emotionalintelligence.doc)
4. [www.visionrealization.com/Resources/.../Emotional\\_intelligence\\_handout.pdf](http://www.visionrealization.com/Resources/.../Emotional_intelligence_handout.pdf)

**Question Paper Pattern:**

Section	Question Component	Numbers	Marks	Total
A	Descriptive Questions Answer any 5 out of 8	1-8	10	50
<b>TOTALMARKS</b>				<b>50</b>

**Distribution of Questions:**

Sections	Units	No. of
		Theory
Section A	Unit – 1	1
	Unit – 2	2
	Unit – 3	2
	Unit – 4	2
	Unit – 5	1

# **SEMESTER III**

**CORE V**  
**MARKETING MANAGEMENT**

<b>SUBJECT CODE: 19UBBA307</b>	<b>THEORY</b>	<b>MARKS: 100</b>
<b>SEMESTER: III</b>	<b>CREDITS: 4</b>	<b>TOTAL HOURS: 75</b>

**COURSE OBJECTIVES:**

- To understand the role and importance of marketing.
- Identify the factors influencing consumer behavior and purchase decision
- To understand the facets of 4 P's in marketing
- To understand the modalities of sales distribution and control

**UNIT-I**

**(10 HOURS)**

Fundamentals of Marketing - Role of Marketing - Relationship of Marketing with other functional areas - concept of marketing mix-Marketing approaches - Various Environmental factors affecting the marketing functions.

**UNIT-II**

**(10 HOURS)**

Buyer Behavior - Consumer goods and Industrial goods - Buying motives - Factors influencing buyer Behavior, Market segmentation - Need and basis of Segmentation -Targeting - positioning.

**UNIT-III**

**(20 HOURS)**

The Product - Characteristics - benefits - classifications - consumer goods - industrial goods - New Product Development process - Product Life Cycle - Branding –Packaging& Labeling – Pricing- Meaning, Objectives and Types of Pricing.

**UNIT-IV**

**(20 HOURS)**

Promotion –Meaning, Objectives – Types - A brief overview of: Advertising - Publicity - Public Relations - personal Selling - Direct selling and Sales promotion.

**UNIT-V**

**(15 HOURS)**

Physical Distribution: Importance – Channels of Distribution: Distribution of consumer goods, Distribution of industrial goods and Distribution of Agriculture goods– Levels of channels: Zero level, one level, two levels and three level channel - Distribution issues.

**PRESCRIBED TEXTS:**

1. Marketing Management by Sontakki C.N; Kalyani Publishers;2009
2. R.S.N. Pillai and Bagavathi, Modern Marketing, S.Chand & Co, NewDelhi.
3. Jayasankar, Marketing, Margham publications, Chennai.

**REFERENCE BOOKS:**

1. Philip Kotler, 2003, Marketing Management, 11th edition, Pearson Education (Singapore) Pvt. Ltd, New Delhi.
2. Crain field, Marketing Management, Palgrave Macmillan

**WEBSITES:**

1. <http://www.marketing91.com/marketing-management/>
2. <https://www.managementstudyguide.com/marketing-management-articles.htm>

**Question Paper Pattern:**

<b>Section</b>	<b>Question Component</b>	<b>Numbers</b>	<b>Marks</b>	<b>Total</b>
<b>A</b>	<b>Definition/Principle</b> Answer any 10 out of 12 Questions (Each in 50 words)	1-12	3	<b>30</b>
<b>B</b>	<b>Short Answer</b> Answer any 5 out of 8 questions (each in 300 words)	13-20	6	<b>30</b>
<b>C</b>	<b>Essay</b> Answer any 4 out of 6 questions (each in 1200 words)	21-26	10	<b>40</b>

**Distribution of Questions:**

<b>Sections</b>	<b>Units</b>	<b>No. of Questions</b>	
		<b>Theory</b>	<b>Problems</b>
<b>Section A</b>	Unit – 1	3	
	Unit – 2	2	
	Unit – 3	2	
	Unit – 4	2	
	Unit – 5	3	
<b>Section B</b>	Unit – 1	2	
	Unit – 2	1	
	Unit – 3	1	
	Unit – 4	2	
	Unit – 5	1	
<b>Section C</b>	Unit – 1	1	
	Unit – 2	1	
	Unit – 3	2	
	Unit – 4	1	
	Unit -5	1	

**CORE – VI  
FINANCIAL MANAGEMENT**

<b>SUBJECT CODE: 19UBBA308</b>	<b>THEORY &amp; PROBLEMS</b>	<b>MARKS: 100</b>
<b>SEMESTER: III</b>	<b>CREDITS: 4</b>	<b>TOTAL HOURS: 90</b>

**COURSE OBJECTIVES:**

- To appreciate the role of the finance in an organization.
- To identify sources from where funds can be raised keeping in mind the cost and risk involved.
- To familiarize the students the techniques to be employed for investing the funds, taking into consideration the risk and there turn

**UNIT- I** **(20 Hours)**

Meaning, objectives and Importance of Finance – Sources of finance – Functions of financial management – Role of financial manager in Financial Management.

**UNIT- II** **(20 Hours)**

Capital structures planning - Factors affecting capital structures – Determining Debt and equity proportion – Theories of capital structures –Leverage concept.

**UNIT- III** **(20 Hours)**

Cost of capital – Cost of equity – cost of preference capital – Cost of debt – Cost of retained earnings – weighted Average (or) composite cost of capital (WACC)

**UNIT- IV** **(15 Hours)**

Dividend policies – Factors affecting dividend payment - Company Law provision on dividend payment –Various Dividend Models (Walter’s Gordon’s).

**UNIT – V** **(15 Hours)**

Capital budgeting- Definition– Importance and objectives– Payback Period – ARR and NPV method (Theory and simple problems) - Working capital – components of working capital – working capital operating cycle - Factors influencing working capital – Determining (or) Forecasting of working capital requirements.

**PRESCRIBED TEXTS:**

1. Murthy Dr. A., Financial Management, Margaham Publications, Chennai
2. Maheswari S.N., Financial Management, Sultan Chand & Sons, New Delhi.

**REFERENCE BOOKS:**

1. Pandey I. M., Financial Management, Vikas Publishing. House Pvt.Ltd.
2. Dalston L. Cecil, Financial Management, Learn Tech press, Trichy, 2nd Edition 2015

**Question Paper Pattern:**

<b>Section</b>	<b>Question Component</b>	<b>Numbers</b>	<b>Marks</b>	<b>Total</b>
<b>A</b>	<b>Definition/Principle</b> Answer any 10 out of 12 questions (each in 50 words)	1-12	2	<b>20</b>
<b>B</b>	<b>Short Answer</b> Answer any 5 out of 8 questions (each in 300 words)	13-20	8	<b>40</b>
<b>C</b>	<b>Essay</b> Answer any 2 out of 4 questions (each in 600 words)	21-24	20	<b>40</b>

**Distribution of Questions:**

<b>Sections</b>	<b>Units</b>	<b>No. of Questions</b>	
		<b>Theory</b>	<b>Problems</b>
<b>Section A</b>	Unit – 1	2	
	Unit – 2	1	1
	Unit – 3	1	2
	Unit – 4	1	1
	Unit – 5	1	2
<b>Section B</b>	Unit – 1	1	
	Unit – 2		2
	Unit – 3		2
	Unit – 4		1
	Unit – 5		1
<b>Section C</b>	Unit – 1	1	
	Unit – 2		1
	Unit – 3		
	Unit – 4		1
	Unit -5		1

**CORE-VII**  
**E- BUSINESS**

<b>SUBJECT CODE: 19UBBA309</b>	<b>THEORY</b>	<b>MARKS: 100</b>
<b>SEMESTER: III</b>	<b>CREDITS: 4</b>	<b>TOTAL HOURS: 90</b>

**COURSE OBJECTIVES:**

- This course provides a foundation to prepare students, to play leading roles in the application and management of e-business system construction.

**UNIT-I (20 Hours)**

Definition of E-Business, Origin of E- Business, History of the Internet, E- Business Opportunities for Businesses, Working of E- Business, E- Business Vs the Traditional Business Mechanism, Advantages of E- Business, Disadvantages of E- Business, Main Goals of E- Business. Network Infrastructure for E- Business -Local Area Network (LAN), Metropolitan Area Network (MAN) Protocols, Wide Area Network (WAN)

**UNIT-II (20 Hours)**

The Internet – Intranet and Extranet – Common Gateway Interface – Need for intelligent website – Types of Security Threats: Hacking, e-mail impersonation, denial of service attack, phishing, virus and worms. Types of protection mechanisms: data and message security and firewalls, cryptography -encryption, decryption, digital signature and virtual private network.

**UNIT-III (20 Hours)**

Internet payment systems: Features of payment methods, electronic money, payment gateway, SET protocol for credit card payment, electronic payment media: e-cash, e-wallet, e- check, credit card, debit card, smart card, EFT and ACH

**UNIT-IV (15 Hours)**

Business to Business e-commerce: Meaning, benefits and opportunities in B2B, B2B building blocks and their relationship to supply chain management, key B2B models and their main functions. Consumer oriented e-commerce: traditional retailing and e-retailing, benefits and key success factors for e-retailing, models for e-retailing like specialized and generalized e- stores, e- mall, direct selling by manufacturer, matchmaking services, information selling on the web, entertainment services and e-auction services.

**UNIT-V (15 Hours)**

Overview of M-Commerce – Definition and working of Wireless Application Protocol (WAP), Generations of Mobile Wireless Technology, Components of Mobile Commerce, Networking Standards for Mobiles.

**PRESCRIBED TEXTS:**

1. Joseph PT, E-Commerce– A Managerial Perspective, Prentice Hall.
2. Rob Smith, Thompson Mark, The Complete Idiot’s Guide to E-Commerce,2000



## REFERENCE BOOKS

1. Kosiv, David, Understanding-Commerce
2. Garry P Schneider and James T Perry, Electronic Commerce, Course technology, Thomson Learning,2000
3. Diwan, Prag and Sunil Sharma, E-Commerce - Managers guide to E-Business

## WEBSITES:

1. [www.tutorialspoint.com/e\\_commerce/](http://www.tutorialspoint.com/e_commerce/)
2. [www.ecommercetutorial.net](http://www.ecommercetutorial.net)

## Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	<b>Definition/Principle</b> Answer any 10 out of 12 Questions (Each in 50 words)	1-12	3	30
B	<b>Short Answer</b> Answer any 5 out of 8 questions (each in 300 words)	13-20	6	30
C	<b>Essay</b> Answer any 4 out of 6 questions (each in 1200 words)	21-26	10	40

## Distribution of Questions:

Section	Units	No. of Questions	
		Theory	Problems
Section A	Unit – 1	3	
	Unit – 2	3	
	Unit – 3	2	
	Unit – 4	2	
	Unit – 5	2	
Section B	Unit – 1	1	
	Unit – 2	1	
	Unit – 3	2	
	Unit – 4	2	
	Unit – 5	1	
Section C	Unit – 1	1	
	Unit – 2	2	
	Unit – 3	1	
	Unit – 4	1	
	Unit – 5	1	

**CORE – VIII**  
**ENTREPRENEURIAL DEVELOPMENT**

<b>SUBJECT CODE: 19UBBA310</b>	<b>THEORY</b>	<b>MARKS: 100</b>
<b>SEMESTER: III</b>	<b>CREDITS: 4</b>	<b>TOTAL HOURS: 75</b>

**COURSE OBJECTIVE:**

- To create awareness among students about entrepreneurship and its importance.
- To keep the students informed about various financial institutions that promoted.
- To encourage students to become entrepreneurs.

**UNIT-I** **(13 Hours)**

Concept of Entrepreneurship - Entrepreneurship – Meaning – Types – Qualities of an Entrepreneur – Classification of Entrepreneurs – Factors influencing Entrepreneurship – Functions of Entrepreneurs.

**UNIT-II** **(20 Hours)**

Entrepreneurial Development Agencies. - Commercial Banks – District Industries Centre – National Small Industries Corporation – Small Industries Development Organization – Small Industries Service Institute. All India Financial Institutions – IDBI – IFCI – ICICI – IRDBI

**UNIT-III** **(15 Hours)**

Project Management - Business idea generation techniques – Identification of Business opportunities – Feasibility study – Marketing, Finance, and Technology & Legal Formalities -Preparation of Project Report – Tools of Appraisal.

**UNIT-IV** **(12 Hours)**

Entrepreneurial Development Programmes (EDP) – Role, relevance and achievements – Role of Government in organizing EDPs – Critical evaluation.

**UNIT-V** **(15 Hours)**

Economic development and entrepreneurial growth - Role of entrepreneur in economic growth – Strategic approaches in the changing Economic scenario for small scale Entrepreneurs – Networking, Niche play, Geographic Concentration, Franchising / Dealership – Development of Women Entrepreneurship.

**PRESCRIBED TEXTS:**

1. Jayashree Suresh – Entrepreneurial development, Margam Publication.
2. Dr. C.B. Gupta & Dr. S.S. Khanka – Entrepreneurship and Small Business.

**REFERENCE BOOKS:**

1. Srinivasan N.P. – Entrepreneurial Development
2. Saravanavel – Entrepreneurial Development
3. Vasant Desai – Project management
4. Holt – Entrepreneurship – New Venture Creation
5. J.S. Saini & S.I. Dhameja – Entrepreneurship and small business.
6. P.C. Jain – Handbook for New Entrepreneurs

**WEBSITES:**

1. [www.inderscience.com/jibed](http://www.inderscience.com/jibed)
2. <http://www.slideshare.net/balajisetty/entrepreneurship-development-8886110>

**Question Paper Pattern:**

<b>Section</b>	<b>Question Component</b>	<b>Numbers</b>	<b>Marks</b>	<b>Total</b>
<b>A</b>	<b>Definition/Principle</b> Answer any 10 out of 12 Questions (Each in 50 words)	1-12	3	<b>30</b>
<b>B</b>	<b>Short Answer</b> Answer any 5 out of 8 questions (each in 300 words)	13-20	6	<b>30</b>
<b>C</b>	<b>Essay</b> Answer any 4 out of 6 questions (each in 1200 words)	21-26	10	<b>40</b>

**Distribution of Questions:**

<b>Section</b>	<b>Units</b>	<b>No. of Questions</b>	
		<b>Theory</b>	<b>Problems</b>
<b>Section A</b>	Unit – 1	3	
	Unit – 2	2	
	Unit – 3	2	
	Unit – 4	2	
	Unit – 5	3	
<b>Section B</b>	Unit – 1	2	
	Unit – 2	2	
	Unit – 3	1	
	Unit – 4	1	
	Unit – 5	1	
<b>Section C</b>	Unit – 1	1	
	Unit – 2	1	
	Unit – 3	2	
	Unit – 4	1	
	Unit – 5	1	

**ALLIED-III**  
**BUSINESS STATISTICS AND OPERATION RESEARCH-I**

<b>SUBJECT CODE: 19UMAT339</b>	<b>THEORY &amp; PROBLEMS</b>	<b>100 MARKS</b>
<b>SEMESTER: III</b>	<b>CREDITS: 5</b>	<b>TOTAL HOURS:90</b>

**COURSE OBJECTIVE:**

- To introduce basic concepts of statistics and understand the statistical techniques used for business data analysis.
- To give an insight into operation research techniques used in business for critical decision making.

**UNIT-I**

**(15 Hours)**

Introduction to statistics: Definition, Scope and limitation of statistics – Collection of Data: Meaning, types of data – Classification of data: Types of classification-Frequency Distribution- Tabulation of data: Components of table – Formation of frequency table-Diagrammatic and graphical representation of data: Simple bar diagram, Multiple bar diagram, subdivided bar diagram, Deviation bar diagram, Histogram, Pie diagram - Measures of Central tendency: Mean, median and mode.

**UNIT- II**

**(20 Hours)**

Measures of Dispersion: Range, Quartile Deviation, Mean Deviation, Standard Deviation – Measures of Skewness.

**UNIT -III**

**(20 Hours)**

Correlation – Karl Pearson’s Coefficient of Correlation – Spearman’s Rank Correlation – Regression Lines and Coefficients.

**UNIT -IV**

**(17 Hours)**

Introduction to OR: Definition, Applications of OR, Techniques or tools of OR –LPP model formulation– Graphical and Algebraic Solution. **(Simple Problems only)**

**UNIT-V**

**(18 Hours)**

Network Analysis - PERT and CPM (no crashing) **(Simple Problems only)**

**PRESCRIBED TEXTS:**

1. Gupta S.P, Statistical Methods, 2000 Sultan Chands.
2. Vittal Dr. P.R, Introduction to Operations Research, Margham Publications

**REFERENCE BOOKS:**

1. Elhance, Statistics, Himalaya publications.
2. Gupta and Hira, Operations Research, S. Chand.
3. Handy and A. Taha, Operations Research, Macmillan Publishers

**WEBSITES:**

1. <https://www.easycalculation.com/tutorial.php>

**Question Paper Pattern:**

<b>Section</b>	<b>Question Component</b>	<b>Numbers</b>	<b>Marks</b>	<b>Total</b>
<b>A</b>	<b>Definition/Principle</b> Answer ANY 10 out of 12 questions (each in 50words)	1-12	2	<b>20</b>
<b>B</b>	<b>Short Answer</b> Answer any 5 out of 8 questions (each in 300 words)	13-20	8	<b>40</b>
<b>C</b>	<b>Essay</b> Answer any 2 out of 4 questions (each in 1200 words)	21-24	20	<b>40</b>

**Distribution of Questions:**

<b>Sections</b>	<b>Units</b>	<b>No. of Questions</b>	
		<b>Theory</b>	<b>Problems</b>
<b>Section A</b>	Unit – 1	1	2
	Unit – 2	1	2
	Unit – 3	1	1
	Unit – 4	1	1
	Unit – 5	1	1
<b>Section B</b>	Unit – 1	1	1
	Unit – 2		1
	Unit – 3		2
	Unit – 4	1	
	Unit – 5		1
<b>Section C</b>	Unit – 1		1
	Unit – 2		1
	Unit – 3		1
	Unit – 4		
	Unit -5		1

# **SEMESTER – IV**



**CORE – IX  
INTERNATIONAL ECONOMICS**

<b>SUBJECT CODE: 19UBBA313</b>	<b>THEORY</b>	<b>MARKS: 100</b>
<b>SEMESTER: IV</b>	<b>CREDITS: 4</b>	<b>TOTAL HOURS: 75</b>

**COURSE OBJECTIVES:**

- To impart the knowledge about international trade, export management and to create awareness about the different international economic organizations and its functions

**UNIT-I (20 HOURS)**

International Trade – Importance of International Trade, Theories of Foreign Trade: - Theories of Adam Smith, Ricardo, Haberler’s, Hechsher-Ohlin

**UNIT –II (18 HOURS)**

Balance of Trade, Balance of Payment – Concepts – Causes of Disequilibrium, Methods to Correct Disequilibrium – Fixed and Floating Exchange Rates – Euro – Dollar Marketing (An Over View)

**UNIT –III (12 HOURS)**

Export Management – Export Procedure and Documents – Export Finance – Export Promotion – Export Pricing

**UNIT –IV (15 HOURS)**

International Economic Organizations and its Functions IMF, IDA, IFA, IBRD, ADB, UNCTAD, UNIDO

**UNIT–V (10 HOURS)**

WTO and Trade Liberalization – Liberalization of Trade in Manufacturing and in Agricultural Trade – TRIPS, TRIMS – Indian Patent Law.

**PRESCRIBED TEXTS:**

1. Francis Cherunilam, International Trade and Export Management, 5<sup>th</sup> Edition, 2006, Himalaya Publishing House - Mumbai –04.
2. Paul. R. Krugman and Maurice Obstfeld, International Economics (Theory and Policy), 1997, Pearson Education Asia - Addison Wesley Longman (P) Ltd, Delhi-92.

**REFERENCE BOOKS:**

1. Robert J. Carbaugh, International Economics, Thomson Information Publishing Group, 15<sup>th</sup> Edition, 2014, Wadsworth Publishing Company, California.
2. H.G. Mannur, International Economics, 2009, Vikas Publishing House (P) Ltd, New Delhi

**Question Paper Pattern:**

Section	Question Component	Numbers	Marks	Total
<b>A</b>	<b>Definition/Principle</b> Answer any 10 out of 12 Questions (Each in 50 words)	1-12	3	<b>30</b>
<b>B</b>	<b>Short Answer</b> Answer any 5 out of 8 questions (each in 300 words)	13-20	6	<b>30</b>
<b>C</b>	<b>Essay</b> Answer any 4 out of 6 questions (each in 1200 words)	21-26	10	<b>40</b>

**Distribution of Questions:**

Sections	Units	No. of Questions	
		Theory	Problems
<b>A</b>	Unit – 1	2	
	Unit – 2	2	
	Unit – 3	2	
	Unit – 4	3	
	Unit – 5	3	
<b>B</b>	Unit – 1	1	
	Unit – 2	2	
	Unit – 3	2	
	Unit – 4	1	
	Unit – 5	1	
<b>C</b>	Unit – 1	1	
	Unit – 2	2	
	Unit – 3	1	
	Unit – 4	1	
	Unit – 5	1	

**CORE – X**

**MANAGEMENT INFORMATION SYSTEM**

<b>SUBJECT CODE: 19UBBA314</b>	<b>THEORY</b>	<b>MARKS: 100</b>
<b>SEMESTER: IV</b>	<b>CREDITS: 4</b>	<b>TOTAL HOURS: 75</b>

**COURSE OBJECTIVES**

- To facilitate the importance of information systems in business.
- To familiarize the concepts of system and databases.

**UNIT-I** **(15 HOURS)**

Definition of Management Information System - MIS support for planning, organizing and controlling - Structure of MIS - Information for decision - making.

**UNIT-II** **(15 HOURS)**

Concept of System - Characteristics of System - Systems classification - Categories of Information Systems - Strategic information system and competitive advantage

**UNIT-III** **(15 HOURS)**

Computers and Information Processing - Classification of computer - Input Devices - Output devices - Storage devices - Batch and online processing, Hardware – Software Database management Systems

**UNIT-IV** **(15 HOURS)**

System Analysis and design - SDLC - Role of System Analyst – Functional Information system - Personnel, production, material, marketing.

**UNIT-V** **(15 HOURS)**

Decision Support Systems - Definition. Group Decision Support Systems – Business Process Outsourcing - Definition and function

**PRESCRIBED TEXTS:**

1. Mudrick & Ross, Management Information Systems, 3<sup>rd</sup> Edition, Prentice - Hall of India
2. Sadagopan, Management Information Systems, Prentice- Hall of India
3. Murthy CSV, Management Information Systems, 2<sup>nd</sup> Edition, Himalaya publishing House

**REFERENCE BOOKS:**

1. Rajagopalan Dr.S. P, Management Information Systems and EDP", 3<sup>rd</sup> Edition, Margham Publications, Chennai.

**Question Paper Pattern:**

<b>Section</b>	<b>Question Component</b>	<b>Numbers</b>	<b>Marks</b>	<b>Total</b>
<b>A</b>	<b>Definition/Principle</b> Answer any 10 out of 12 Questions (Each in 50 words)	1-12	3	<b>30</b>
<b>B</b>	<b>Short Answer</b> Answer any 5 out of 8 questions (each in 300 words)	13-20	6	<b>30</b>
<b>C</b>	<b>Essay</b> Answer any 4 out of 6 questions (each in 1200 words)	21-26	10	<b>40</b>

**Distribution of Questions:**

<b>Sections</b>	<b>Units</b>	<b>No. of Questions</b>	
		<b>Theory</b>	<b>Problems</b>
<b>Section A</b>	Unit – 1	2	
	Unit – 2	2	
	Unit – 3	3	
	Unit – 4	2	
	Unit – 5	3	
<b>Section B</b>	Unit – 1	1	
	Unit – 2	2	
	Unit – 3	2	
	Unit – 4	1	
	Unit – 5	1	
<b>Section C</b>	Unit – 1	1	
	Unit – 2	2	
	Unit – 3	1	
	Unit – 4	1	
	Unit – 5	1	

## CORE XI - FINANCIAL SERVICES

<b>SUBJECT CODE: 19UCA311</b>	<b>THEORY</b>	<b>100 MARKS</b>
<b>SEMESTER: IV</b>	<b>CREDITS: 4</b>	<b>TOTAL HOURS: 75</b>

### COURSE OBJECTIVES

- To impart knowledge about the various financial services.
- To have a knowledge of venture capital and mutual funds.

#### UNIT – I

**(15 HOURS)**

Meaning and importance of **Financial Services** – Types of financial services – Financial services and economic environment – Players in Financial Services Sector.

#### UNIT-II

**(20 HOURS)**

**Merchant Banking:** Meaning, Functions – **Issue management:** Pre-Issue management and Post issue activities – Managing of new issues – **Underwriting:** meaning, types of underwriting – **Capital market:** Meaning, Definition, Capital market instruments: equity shares, Preference shares and Debentures. Types of capital market: Primary market and Secondary market – **Stock Exchange:** Meaning and definition, Characteristics of stock exchange, Operators at stock exchange, BSE, NSE and OTCEI – Listing: Meaning, objectives and advantages – Types of speculators - Role of SEBI.

#### UNIT-III:

**(10 HOURS)**

**Leasing:** Meaning, types of lease, features of lease agreement - **Hire purchase** - Concepts and features – Distinguishing features between hire purchase and leasing. **Factoring** - Definition and meaning, Functions of Factor, types of factoring.

#### UNIT-IV

**(15 HOURS)**

**Venture Capital:** Meaning, Features, Functions, Modes or Forms of venture capital – **Credit Rating:** Meaning, Advantages and disadvantages, CRISIL, ICRA, and CARE Consumer Finance: Meaning and types of consumer finance.

#### UNIT –V

**(15 HOURS)**

**Mutual Funds:** Meaning – Types: Based on Ownership, Operation, Objectives and Location – Advantages and Disadvantages of mutual fund – Institutions Involved –UTI.

### PRESCRIBED TEXTS:

1. Financial Services – M.Y. Khan, 3<sup>rd</sup>Edition, 2004, Tata McGraw Hill Publications.
2. Financial Services – B. Santhanam, MarghamPublications.
3. Financial services – K.S. Dinesh Kumar, ShriSai Publishers' Distributors,2014.

**REFERENCE BOOKS:**

1. Law of Insurance – Dr.M.N. Mishra, 2014, Sultan Chand Publications.
2. Indian Financial System – H.r. Machiraju, 4<sup>th</sup>Edition, 2010, Vikas Publications.
3. A Review of current Banking Theory and Practice – S.K. Basu., 2<sup>nd</sup> Edition, MacMillan Publications, London.

**Question Paper Pattern:**

<b>Section</b>	<b>Question Component</b>	<b>Numbers</b>	<b>Marks</b>	<b>Total</b>
Section A	<b>Definition/Principle</b> Answer any 10 out of 12 Questions (Each in 50 words)	1-12	3	<b>30</b>
Section B	<b>Short Answer</b> Answer any 5 out of 8 questions (each in 300 words)	13-20	6	<b>30</b>
Section C	<b>Essay</b> Answer any 4 out of 6 questions (each in 1200 words)	21-26	10	<b>40</b>

**Distribution of Questions:**

<b>Sections</b>	<b>Units</b>	<b>No. of Questions</b>	
		<b>Theory</b>	<b>Problems</b>
<b>Section A</b>	Unit – 1	3	
	Unit – 2	2	
	Unit – 3	3	
	Unit – 4	2	
	Unit – 5	2	
<b>Section B</b>	Unit – 1	2	
	Unit – 2	1	
	Unit – 3	1	
	Unit – 4	1	
	Unit – 5	2	
<b>Section C</b>	Unit – 1	1	
	Unit – 2	2	
	Unit – 3	1	
	Unit – 4	1	
	Unit -5	1	

## CORE – XII

### BUSINESS TAXATION

<b>SUBJECT CODE: 19UCAF312</b>	<b>THEORY</b>	<b>MARKS: 100</b>
<b>SEMESTER: IV</b>	<b>CREDITS: 4</b>	<b>TOTAL HOURS: 75</b>

#### COURSE OBJECTIVES:

- To familiarize students with the basic concepts of Indirect taxes & Customs Act
- To enable the students to understand the concept and procedure for computation of GST

#### **UNIT- I: TAXATION AND TAX SYSTEM IN INDIA (10 HOURS)**

History of Taxation – Elements of Tax – Objectives of Taxation – Canons of Taxation – Tax System in India – Classification of Taxes

#### **UNIT- II: CUSTOMS ACT 1962 (15 HOURS)**

Customs Act – Definition, Concepts and Scopes – Levy and Collection of Customs Duty – Classification of Goods – Assessment of Duty – Valuation of Goods under Customs Act – Prohibition on Importation & Exportation of Goods – Demand and Recovery of Customs Duty – Clearance of Goods – Baggage.

#### **UNIT- III: INTRODUCTION TO GST (15 HOURS)**

Introduction - Meaning – Need – Benefit – Types – GST Council – Applicability – Exclusions. Exemptions Good exempted from GST – Services exempted from GST – Powers to grant Exemption from tax

#### **UNIT- IV: TAXABLE EVENTS UNDER GST (15 HOURS)**

Introduction – Concepts of Supply – Types of Supply – Composite Supply – Mixed Supply – Composite Levy-value and time of supply-Introduction – Time of Supply of Goods – Time of Supply of Service – Value of Supply and its Provisions

#### **UNIT- V: REGISTRATION AND REFUND PROCEDURES UNDER GST (20 HOURS)**

Introduction –Time limit – Persons liable for Registration – Persons not liable for Registration – Compulsory Registration – Procedure – Cancellation and Revocation GST Returns – Refunds under GST- Assessment and Tax Payment under GST - An overview of tax audit (GST Assessment)

#### **PRESCRIBED TEXTS:**

1. Business Taxation – T.S. Reddy & Y. Hari prasad Reddy, Margham Publications,2018.
2. ICAI – Indirect Tax Study Material, 2018.



**REFERENCE BOOKS:**

1. Dr. Vinod K Singhania, Monica Singhania, Students Guide to Income Tax, Taxmann Publications Pvt Ltd., New Delhi.
2. GirishAhiya, Dr. Ravi Gupta, Systematic Approach to Income Tax and CST, Bharat Law House Pvt. Ltd. New Delhi.
3. Dr.Sanjeev Kumar, Systematic Approach to Indirect Taxes with Practical problems and solutions, Bharat Law House Pvt. Ltd., New Delhi.

**WEBSITES:**

1. <http://www.idtc.icai.org/gst.html>
2. <http://idtc.icai.org/gst-topic-wise-study-material-list.html>

**Question Paper Pattern:**

<b>Section</b>	<b>Question Component</b>	<b>Numbers</b>	<b>Marks</b>	<b>Total</b>
Section A	<b>Definition/Principle</b> Answer any 10 out of 12 Questions (Each in 50 words)	1-12	3	<b>30</b>
Section B	<b>Short Answer</b> Answer any 5 out of 8 questions (each in 300 words)	13-20	6	<b>30</b>
Section C	<b>Essay</b> Answer any 4 out of 6 questions (each in 1200 words)	21-26	10	<b>40</b>

**Distribution of Questions:**

<b>Sections</b>	<b>Units</b>	<b>No. of Questions</b>	
		<b>Theory</b>	<b>Problems</b>
<b>Section A</b>	Unit – 1	3	
	Unit – 2	3	
	Unit – 3	2	
	Unit – 4	2	
	Unit – 5	2	
<b>Section B</b>	Unit – 1	2	
	Unit – 2	1	
	Unit – 3	1	
	Unit – 4	1	
	Unit – 5	2	
<b>Section C</b>	Unit – 1	1	
	Unit – 2	1	
	Unit – 3	2	
	Unit – 4	1	
	Unit -5	1	

**ALLIED-IV**  
**BUSINESS STATISTICS AND OPERATIONS RESEARCH -II**

<b>SUBJECT CODE: 19UMAT343</b>	<b>THEORY &amp; PROBLEMS</b>	<b>MARKS : 100</b>
<b>SEMESTER: IV</b>	<b>CREDITS: 5</b>	<b>TOTAL HOURS: 90</b>

**COURSE OBJECTIVE:**

- To introduce basic concepts of statistics and understand the statistical techniques used for business and data analysis.
- To give an insight into operation research techniques used in business for critical decision making.

**UNIT-I: (18 HOURS)**

Time Series Analysis – Secular trend: Graphic or free hand method, Method of semi average, moving average and Method of least squares to fit a straight line-Seasonal variation: Method of simple average only.

**UNIT-II: (18 HOURS)**

Index Numbers: Simple aggregative, simple average of price relative method, weighted average of price relative method and weighted aggregative method – Fixed and Chain base Index – Cost of Living Index.

Chapter 9

**UNIT-III: (18 HOURS)**

Sampling Techniques – Types of Sample and Sampling procedures – Tests of Significance – t, Chi – square test only.

Chapter 16 and 17

**UNIT- IV (18 HOURS)**

Assignment Problems: Minimization, Maximization case in assignment problem. unbalanced assignment problem.

Chapter 8 -Section-8.1 to 8.7

**UNIT-V: (18 HOURS)**

Transportation Problems: North West Corner Method (NWCM) – Lowest Cost Entry Method (LCM), Vogel's Approximation Method (VAM) and MODI Method. Chapter 7 Section -7.1,7.2,7.4,7.5.

**PRESCRIBED TEXTS**

1. Business Statistics – S.P. Gupta and M.P. Gupta, Sultan Chand & Sons, Sixteenth Edition [Units I, II and III]
2. Resource Management Techniques-Prof V. Sundaresan, K.S. Ganapathy Subramanian, K. Ganesan, A.R Publications, Ninth Edition. [Units IV and V]

**REFERENCE BOOKS:**

1. Elementary Statistical Methods-Dr.S.P. Gupta, Sultan Chand & Sons, Eighteenth Edition
2. Operations Research – Hira and Gupta, S. Chand.
3. Operations Research – Handy and A. Taha, MacMillan Publishers

**WEBSITES:**

1. <https://www.easycalculation.com/tutorial.php>
2. <http://people.brunel.ac.uk/~mastjib/jeb/or/contents.html>

**Question Paper Pattern:**

<b>Section</b>	<b>Question Component</b>	<b>Numbers</b>	<b>Marks</b>	<b>Total</b>
<b>Section A</b>	<b>Definition / Principles</b> Answer any <b>10</b> out of 12 questions	1 – 12	2	<b>20</b>
<b>Section B</b>	<b>Short Answer</b> Answer any <b>5</b> out of 8 questions	13–20	8	<b>40</b>
<b>Section C</b>	<b>Essay</b> Answer any 2 out of 4 questions	21– 24	20	<b>40</b>

**Distribution of Questions:**

<b>Sections</b>	<b>Units</b>	<b>No. of Questions</b>	
		<b>Theory</b>	<b>Problems</b>
<b>Section A</b>	Unit – 1	2	1
	Unit – 2	1	2
	Unit – 3	2	
	Unit – 4	1	1
	Unit – 5	1	1
<b>Section B</b>	Unit – 1		1
	Unit – 2		2
	Unit – 3		1
	Unit – 4		2
	Unit – 5		1
<b>Section C</b>	Unit – 1		1
	Unit – 2		1
	Unit – 3		1
	Unit – 4		1
	Unit – 5		1

# **SEMESTER V**

**CORE – XIII**  
**BUSINESS ENVIRONMENT**

<b>SUBJECT CODE: 19UBBA315</b>	<b>THEORY</b>	<b>MARKS: 100</b>
<b>SEMESTER: V</b>	<b>CREDITS: 4</b>	<b>TOTAL HOURS: 90</b>

**COURSE OBJECTIVES:**

- To enable the students with the knowledge of internal and external environment sustaining in today's business scenario.

**UNIT-I** **(20 HOURS)**

The concept of Business Environment - Its nature and significance - Brief overview of political - Cultural - Legal - Economic and social environments and their impact on business and strategic decisions.

**UNIT-II** **(20 HOURS)**

Political Environment - Government and Business relationship in India – Corporate Governance.

**UNIT –III** **(20 HOURS)**

Social environment - Cultural heritage - Social attitudes - Castes and communities - Joint family systems -linguistic and religious groups - Types of social organization

**UNIT-IV** **(15 HOURS)**

Economic Environment - Economic systems and their impact of business - Fiscal deficit - Plan investment -Five Year Planning.

**UNIT –V** **(15 HOURS)**

Financial Environment - Financial system - Commercial bank Financial Institutions - RBI Stock Exchange - Non-Banking Financial Companies NBFCs

**PRESCRIBED BOOKS:**

1. Cherunilam Francis, 2000, Business environment, Himalaya Publishing House, 11th Revised Edition, India.
2. Sankaran Dr.S., Business Environment, Margham Publications.

**REFERENCE BOOKS:**

1. Aswathappa K, 1997, Essentials of Business Environment, Himalaya Publishing House, 6th Edition, India.
2. Sangam Joshi Rosy Kapoor, Business Environment, Kalyani Publishers, Ludhiana

**Question Paper Pattern:**

<b>Section</b>	<b>Question Component</b>	<b>Numbers</b>	<b>Marks</b>	<b>Total</b>
<b>A</b>	<b>Definition/Principle</b> Answer any 10 out of 12 Questions (Each in 50 words)	1-12	3	<b>30</b>
<b>B</b>	<b>Short Answer</b> Answer any 5 out of 8 questions (each in 300 words)	13-20	6	<b>30</b>
<b>C</b>	<b>Essay</b> Answer any 4 out of 6 questions (each in 1200 words)	21-26	10	<b>40</b>

**Distribution of Questions:**

<b>Sections</b>	<b>Units</b>	<b>No. of Questions</b>	
		<b>Theory</b>	<b>Problems</b>
<b>Section A</b>	Unit – 1	3	
	Unit – 2	2	
	Unit – 3	2	
	Unit – 4	2	
	Unit – 5	3	
<b>Section B</b>	Unit – 1	1	
	Unit – 2	2	
	Unit – 3	2	
	Unit – 4	1	
	Unit – 5	1	
<b>Section C</b>	Unit – 1	2	
	Unit – 2	1	
	Unit – 3	1	
	Unit – 4	1	
	Unit -5	1	



**CORE-XIV**  
**ORGANISATIONAL BEHAVIOUR**

<b>SUBJECT CODE: 19UBBA316</b>	<b>THEORY</b>	<b>MARKS: 100</b>
<b>SEMESTER: V</b>	<b>CREDITS: 4</b>	<b>TOTAL HOURS: 90</b>

**COURSE OBJECTIVES:**

- To understand the significance of behavior in an organization
- To familiarize the students with group dynamics and organizational culture.

**UNIT-I** **(20 HOURS)**

Need and scope of organization- Approaches to organizational behavior-Individual difference Vs Group intelligence tests –Measurement of intelligence - Personality Tests – Nature, types and uses of perception.

**UNIT –II** **(20 HOURS)**

**Motivation:** techniques -- **Theories of Motivation:** Maslow’s needs theory, Alderfer's ERG theory, McGregor X and Y theory, Herzberg's hygiene theory - **Job satisfaction:** Factors related to job satisfaction, job enlargement and enrichment-**Morale:** Importance, factors affecting Morale, causes of low Morale, Factors Improving Morale-**Employee attitude and Behavior:** Significance to employee productivity.

**UNIT -III** **(20 HOURS)**

**Leadership:** Types, Theories (Great Man Theory, Trait Theory, Behavioral Theory, Contingency Theory, Transactional Theory and Transformational Theory) --**Work environment:** Good housekeeping practices - Design of work place - **Fatigue** – types, Causes and prevention and importance

**UNIT-IV** **(15 HOURS)**

**Group Dynamics:** Types-Formal and Informal, Group Norms, Performance—**Cohesiveness:** Factors influencing and Consequences – **Conflict:** Types of Conflict, resolution of conflict— **Role position status:** Importance

**UNIT–V** **(15 HOURS)**

Organizational culture: **Characteristic Feature and dimensions-** Organizational Climate: **Factors influencing organizational climate**—Organizational Development: **Nature of Organizational Development,** Steps involves in Organizational Development Process-**Organizational Effectiveness:** Importance

## PRESCRIBED TEXTS:

1. Sekaran Uma, Organizational Behaviour Text & cases, 2nd edition, Tata McGraw Hill Publishing CO.Ltd.
2. Rao Gangadhar, Narayana, V.S.P Rao, organizational Behaviour 1987, Reprint 2000, Konark Publishers Pvt. Ltd, 1 st edition

## REFERENCE BOOKS

3. Khanka S.S., organizational Behaviour, S. Chand & Co, New Delhi.
4. Jayasankar J., organizational Behaviour, Margham Publications, Chennai .3.

## Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
<b>A</b>	<b>Definition/Principle</b> Answer any 10 out of 12 Questions (Each in 50 words)	1-12	3	<b>30</b>
<b>B</b>	<b>Short Answer</b> Answer any 5 out of 8 questions (each in 300 words)	13-20	6	<b>30</b>
<b>C</b>	<b>Essay</b> Answer any 4 out of 6 questions (each in 1200 words)	21-26	10	<b>40</b>

**Distribution of Questions:**

<b>Sections</b>	<b>Units</b>	<b>No. of Questions</b>	
		<b>Theory</b>	<b>Problems</b>
<b>Section A</b>	Unit – 1	2	
	Unit – 2	2	
	Unit – 3	2	
	Unit – 4	2	
	Unit – 5	2	
<b>Section B</b>	Unit – 1	1	
	Unit – 2	2	
	Unit – 3	2	
	Unit – 4	1	
	Unit – 5	1	
<b>Section C</b>	Unit – 1	1	
	Unit – 2	1	
	Unit – 3	1	
	Unit – 4	2	
	Unit -5	1	

**CORE – XV**  
**BUSINESS RESEARCH**

<b>SUBJECT CODE: 19UBBA317</b>	<b>THEORY</b>	<b>MARKS: 100</b>
<b>SEMESTER: V</b>	<b>CREDITS: 4</b>	<b>TOTAL HOURS: 90</b>

**COURSE OBJECTIVES:**

- To provide an exposure to the students pertaining to the nature and extent of research orientation, which they are expected to possess when they enter the industry as practitioners.
- To give them an understanding of the basic techniques and tools of business marketing research.

**UNIT –I** **(20 HOURS)**

Introduction to Business Research- Need for Research in Business; The Research Process- Steps in the research process; the research proposal. Planning and operational problems of research in business.

**UNIT-II** **(20 HOURS)**

Research Design: Exploratory, Descriptive, Causal. Secondary Data Research: Advantages & Disadvantages of Secondary data, Criteria for evaluating Secondary sources, Secondary sources of data in Indian Context.

**UNIT-III** **(20 HOURS)**

Primary Data Collection; Survey Vs. Observation. Comparison of self-Administered, telephone, mail, email techniques. Qualitative Research tools: Depth Interviews focus groups and Projective techniques: Questionnaire-form & design.

**UNIT-IV** **(15 HOURS)**

Sampling: Sampling techniques- probability and Non-Probability methods- Determination of Sample Size: Data Analysis: Hypothesis Testing-Statistical Significance. - Simple Correlation-Regression (Theoretical Explanation only)

**UNIT-V** **(15 HOURS)**

Presenting results and writing the report – The Written Research Report.

**PRESCRIBED TEXTS:**

1. Sharma D D, Marketing Research -Principles, Application and Cases, Sultan Chand Publications, NewDelhi
2. Beri G. C. -1993-Marketing Research-Second Edition- Tata Mc-Graw Hill Publication- NewDelhi.
3. Ravi lochan P., Marketing Research, Margham Publications, Chennai,2012.

**REFERENCE BOOKS:**

1. David J. Loudon and Albert J Della Bitta – Consumer Behavior, Tata McGrawHill,2002
2. Zikmund, Babin & Carr, Business Research Methods, South-Western.
3. Cooper & Schindler, Business Research Methods, Mc Graw Hill Education
4. Aaker, Kumar, Day, Marketing Research, Wiley
5. Naresh Malhotra, Marketing Research, Pearson.

**Question Paper Pattern:**

Section	Question Component	Numbers	Marks	Total
<b>A</b>	<b>Definition/Principle</b> Answer any 10 out of 12 Questions (Each in 50 words)	1-12	3	<b>30</b>
<b>B</b>	<b>Short Answer</b> Answer any 5 out of 8 questions (each in 300 words)	13-20	6	<b>30</b>
<b>C</b>	<b>Essay</b> Answer any 4 out of 6 questions (each in 1200 words)	21-26	10	<b>40</b>

**Distribution of Questions:**

Sections	Units	No. of Questions	
		Theory	Problems
<b>Section A</b>	Unit – 1	2	
	Unit – 2	3	
	Unit – 3	3	
	Unit – 4	2	
	Unit – 5	2	
<b>Section B</b>	Unit – 1	2	
	Unit – 2	1	
	Unit – 3	2	
	Unit – 4	1	
	Unit – 5	1	
<b>Section C</b>	Unit – 1	1	
	Unit – 2	1	
	Unit – 3	2	
	Unit – 4	1	
	Unit –5	1	

## CORE – XVI

### ADVERTISING MANAGEMENT AND SALES PROMOTION

<b>SUBJECT CODE: 19UBBA318</b>	<b>THEORY:</b>	<b>MARKS: 100</b>
<b>SEMESTER: V</b>	<b>CREDITS: 4</b>	<b>TOTAL HOURS: 90</b>

#### COURSE OBJECTIVES:

- To equip the students with the nature, purpose & complex construction in the planning and execution of a successful advertising program and the ways to improve the sales through various promotions

#### UNIT –I (20 HOURS)

Advertising: Definition, objectives, need & importance, growth of modern advertising – types & classification of advertisement, advertising spiral – market segmentation, promotional mix and target audience.

#### UNIT –II (20 HOURS)

Media: Mass Media-Selection, planning and scheduling – web advertising – integrated programme and budget planning –percentage of sales method, objective to task method, competitive parity, market share method, unit sales method, affordable method.

#### UNIT –III (20 HOURS)

Message and copy development – different types of copy; Art & layout of an advertisement: Principles of design, layout stages, difference in designing of television, audio & print advertisement – Advertising agencies – Organization and operation.

#### UNIT –IV (15 HOURS)

Management of sales promotion: Importance & need for sales promotion, planning for consumer schemes & contests, different types of consumer schemes.

#### UNIT –V (15 HOURS)

Control: Measurement of effectiveness – ethics, economics and social relevance.

#### PRESCRIBED TEXTS

1. Bhatia, T.K., Advertising and Marketing in Rural India, 2<sup>nd</sup> Edition, Macmillan India Ltd.,2007.
2. Hackley, C., Advertising and Promotion: An integrated communication approach, 2<sup>nd</sup> Edition, sage Publications, 2010.
3. Aaker, Myers & Batra: Advertising Management, Prentice Hall.

**REFERENCE BOOKS:**

1. Wells, Moriarity & Burnett: Advertising Principles & Practices, Prentice Hall.
2. Jefkins, F., Advertising, 4<sup>th</sup> Edition, Pearson,2002.
3. Wells, W.D., Burnett, J. and Moriarty, S., Advertising: Principles and Practices, 7<sup>th</sup> Edition, Pearson,2007

**Question Paper Pattern:**

<b>Section</b>	<b>Question Component</b>	<b>Numbers</b>	<b>Marks</b>	<b>Total</b>
<b>A</b>	<b>Definition/Principle</b> Answer any 10 out of 12 Questions (Each in 50 words)	1-12	3	<b>30</b>
<b>B</b>	<b>Short Answer</b> Answer any 5 out of 8 questions (each in 300 words)	13-20	6	<b>30</b>
<b>C</b>	<b>Essay</b> Answer any 4 out of 6 questions (each in 1200 words)	21-26	10	<b>40</b>

**Distribution of Questions:**

<b>Sections</b>	<b>Units</b>	<b>No. of Questions</b>	
		<b>Theory</b>	<b>Problems</b>
<b>Section A</b>	Unit – 1	2	
	Unit – 2	3	
	Unit – 3	2	
	Unit – 4	3	
	Unit – 5	2	
<b>Section B</b>	Unit – 1	1	
	Unit – 2	2	
	Unit – 3	1	
	Unit – 4	2	
	Unit – 5	1	
<b>Section C</b>	Unit – 1	2	
	Unit – 2	1	
	Unit – 3	1	
	Unit – 4	1	
	Unit -5	1	



**ELECTIVE – I**  
**MANAGERIAL SKILL DEVELOPMENT**

<b>SUBJECT CODE: 19UIDE310</b>	<b>THEORY</b>	<b>MARKS: 100</b>
<b>SEMESTER: V</b>	<b>CREDITS: 5</b>	<b>TOTAL HOURS: 90</b>

**COURSE OBJECTIVES:**

- This course is offered to the students of the other departments of the college as an IDE paper
- It enables the students to develop their public speaking skills and get themselves prepared for the competitive examinations.

**UNIT-I** **(20 HOURS)**

Verbal & Non-Verbal Communication – Body Language – Purpose of Interviews and Group Discussions – Types of Interviews – Facing the Interview.

**UNIT-II** **(20 HOURS)**

Effective Public Speaking – Organizing Effective Meeting – Seminars – Conferences – Audience Analysis – Types of Speeches – Organizing & Delivering the Speeches – Informing & Persuading – Problem Solving – Decision Making.

**UNIT-III** **(20 HOURS)**

Skill Development – Aptitude Tests – Communication Skill Exercises – Body Language Exercises – Personality Development Exercises (Self Awareness) – Attitude Tests.

**UNIT-IV** **(15 HOURS)**

Practical Sessions on: Event Management-Trade Fairs – Group Consultancy – Product and Concept Awareness Campaigns - Situation Analysis.

**UNIT-V** **(15HOURS)**

Communication related to course: How to make oral presentations, conducting meetings, reporting of projects, reporting of case analysis, answering in Viva Voce, Assignment writing.

**PRESCRIBED TEXTS**

1. Adler, Ronald B and Jeanne M. Elm Horst. 1995. Communicating at Work: Principles and Practices for Business and the Professions, New York: McGraw Hill.
2. Poe, Roy W. Fruehling, Rosemary T, 2000. Business Communication, New Delhi: AITBS Publishers.

## REFERENCE BOOKS

1. Krishna Mohan & Meera Banerjee, 1998. Developing Communication Skills, New Delhi: McMillan India Ltd.
2. Ragendra Pal & Korlahali J.S. 1996. Essentials of Business Communication, New Delhi: 1996: Sultan Chand & Sons.

### Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
<b>A</b>	<b>Definition/Principle</b> Answer any 10 out of 12 Questions (Each in 50 words)	1-12	3	<b>30</b>
<b>B</b>	<b>Short Answer</b> Answer any 5 out of 8 questions (each in 300 words)	13-20	6	<b>30</b>
<b>C</b>	<b>Essay</b> Answer any 4 out of 6 questions (each in 1200 words)	21-26	10	<b>40</b>

### Distribution of Questions:

Sections	Units	No. of Questions	
		Theory	Problems
<b>Section A</b>	Unit – 1	2	
	Unit – 2	2	
	Unit – 3	3	
	Unit – 4	3	
	Unit – 5	2	
<b>Section B</b>	Unit – 1	1	
	Unit – 2	2	
	Unit – 3	1	
	Unit – 4	2	
	Unit – 5	1	
<b>Section C</b>	Unit – 1	1	
	Unit – 2	1	
	Unit – 3	2	
	Unit – 4	1	
	Unit -5	1	

**PART- IV**  
**VALUE EDUCATION**

<b>SUBJECT CODE:19UVED401</b>	<b>THEORY</b>	<b>MARKS: 100</b>
<b>SEMESTER: V</b>	<b>CREDITS:</b> <b>2</b>	<b>TOTAL HOURS: 15</b>

**COURSE OBJECTIVES:**

- Values are socially accepted norms to evaluate objects, persons, and situations that form part and parcel of sociality.
- A value system is a set of consistent values and measures.
- Knowledge of the values are inculcated through education.
- It contributes in forming true human being, who is able to face life and make it meaningful.

**UNIT-I** **(3 HOURS)**

Value education-its purpose and significance in the present world – Value system – The role of culture and civilization-Holistic living – Balancing the outer and inner –Body, Mind and Intellectual level- Duties and responsibilities.

**UNIT-II** **(4 HOURS)**

Salient values for life- Truth, commitment, honesty and integrity, forgiveness and love, empathy and ability to sacrifice, care, unity, and inclusiveness, Self-esteem and self-confidence, punctuality – Time, task and resource management– Problem solving and decision-making skills- Interpersonal and Intra personal relationship – Team work – Positive and creative thinking

**UNIT-III:** **(4 HOURS)**

Human Rights – Universal Declaration of Human Rights – Human Rights violations – National Integration – Peace and non-violence – Dr. A P J Kalam’s ten points for enlightened citizenship – Social Values and Welfare of the citizen – The role of media in value building

**UNIT-IV** **(2 HOURS)**

Environment and Ecological balance –interdependence of all beings – living and non-living. The binding of man and nature – Environment conservation and enrichment

**UNIT-V** **(2 HOURS)**

Social Evils – Corruption, Cyber-crime, Terrorism –Alcoholism, Drug addiction – Dowry – Domestic violence –untouchability – female infanticide – atrocities against women-How to tackle the

## PRESCRIBED TEXTS

1. M.G. Chitakra: Education and Human Values, A.P.H. Publishing Corporation, New Delhi,2003.
2. Chakravarthy, S.K.: Values and ethics for Organizations: Theory and Practice, Oxford University Press, New Delhi,1999.
3. Satchidananda, M.K.: Ethics, Education, Indian Unity and Culture, Ajantha Publications, Delhi, 1991
4. Das, M.S. & Gupta, V.K. : Social Values among Young adults: A changing Scenario, M.D. Publications, New Delhi,1995

## REFERENCE BOOKS

1. Bandiste, D.D.: Humanist Values: A Source Book, B.R. Publishing Corporation, Delhi,1999
2. Ruhela, S.P.: Human Values and education, Sterling Publications, New Delhi,1986
3. Kaul, G.N.: Values and Education in Independent Indian, Associated Publishers, Mumbai,1975
4. NCERT, Education in Values, New Delhi, 1992
5. Swami Budhananda (1983) How to Build Character Primer: Ramakrishna Mission, NewDelhi
6. A Cultural Heritage of India (4 Vols.), Bharatiya Vidya Bhawan, Bombay. (Selected Chapters only)
7. For Life, For the future: Reserves and Remains –UNESCO Publication
8. Values, A Vedanta Kesari Presentation, Sri Ramakrishna Math, Chennai,1996
9. Swami Vivekananda, Youth and Modern India, Ramakrishna Mission, Chennai
10. Swami Vivekananda, Call to the Youth for Nation Building, AdvaitaAshrama,Calcutta

Awakening Indians to India, Chinmayananda Mission, 2003

## Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	Descriptive Questions Answer any 5 out of 8	1-8	10	50

**Distribution of Questions:**

<b>Sections</b>	<b>Units</b>	<b>No. of</b>
		<b>Theory</b>
<b>Section A</b>	Unit – 1	1
	Unit – 2	2
	Unit – 3	2
	Unit – 4	2
	Unit – 5	1

# **SEMESTER - VI**

## CORE-XVII

### OPERATIONS MANAGEMENT

<b>SUBJECT CODE: 19UBBA319</b>	<b>THEORY</b>	<b>MARKS: 100</b>
<b>SEMESTER: VI</b>	<b>CREDITS: 4</b>	<b>TOTAL HOURS: 90</b>

#### COURSE OBJECTIVE:

- To enable the students with basic knowledge about operations, layout and location.
- To impart the importance of work study, work sampling and services operation management.

#### **UNIT-I (20 HOURS)**

Introduction: Nature and Scope of Operations Management. Production design & Process planning: Plant location: Factors to be considered in Plant Location – Plant Location Trends.

#### **UNIT-II (15 HOURS)**

Layout of manufacturing facilities: Principles of a Good Layout – Layout Factors –Basic Types of Layout – Service Facilities.

#### **UNIT-III (20 HOURS)**

Production and Inventory Control: Basic types of production – Basic Inventory Models – Economic Order Quantity, Economic Batch Quantity – Reorder point – Safety stock – Classification and Codification of stock – ABC classification – Procedure for Stock Control, Materials Requirement Planning (MRP). JIT.

#### **UNIT-IV (20 HOURS)**

Methods Analysis and Work Measurement: Methods Study Procedures – The Purpose of Time Study – Stop Watch Time Study – Performance Rating – Allowance Factors – Standard Time – Work Sampling Technique. Quality Control: Purposes of Inspection and Quality Control – Acceptance Sampling by Variables and Attributes – Control Charts.

#### **UNIT-V (15 HOURS)**

Service Operations Management: Introduction – Types of Service – Service Encounter – Service Facility Location – Service Processes and Service Delivery.

#### **PRESCRIBED TEXTS**

1. Buffa, E.S. and Sarin, R., Modern Productions / Operations Management, 8<sup>th</sup> Edition, Wiley,
2. Chary, S.N., Production and Operations Management, 5<sup>th</sup> Edition, Tata McGraw-Hill, 2012.

3. Mahadevan, Operations Management, 2<sup>nd</sup> Edition, Pearson, 2010.
4. Lee Krajewski, Larry P Ritzman. Manoj K Malhotra & Samir Srivastava, Operations Management, 9<sup>th</sup> Edition, Pearson, 2011.

### REFERENCE BOOKS

1. Heizer, J., Render, B. and Rajasekar, J., Operations Management, 9<sup>th</sup> Edition, Pearson, 2009.
2. Panneerselvam, R., Production and Operations Management, 3<sup>rd</sup> Edition, PHI Learning, 2012.
3. Srinivasan., Quantitative Models in Operations and Supply Chain Management, PHI Learning Pvt.Ltd

### Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
<b>A</b>	<b>Definition/Principle</b> Answer any 10 out of 12 Questions (Each in 50 words)	1-12	3	<b>30</b>
<b>B</b>	<b>Short Answer</b> Answer any 5 out of 8 questions (each in 300 words)	13-20	6	<b>30</b>
<b>C</b>	<b>Essay</b> Answer any 4 out of 6 questions (each in 1200 words)	21-26	10	<b>40</b>



**Distribution of Questions:**

<b>Sections</b>	<b>Units</b>	<b>No. of Questions</b>	
		<b>Theory</b>	<b>Problems</b>
<b>Section A</b>	Unit – 1	2	
	Unit – 2	2	
	Unit – 3	3	
	Unit – 4	3	
	Unit – 5	2	
<b>Section B</b>	Unit – 1	1	
	Unit – 2	2	
	Unit – 3	2	
	Unit – 4	1	
	Unit – 5	1	
<b>Section C</b>	Unit – 1	1	
	Unit – 2	1	
	Unit – 3	2	
	Unit – 4	1	
	Unit -5	1	

**CORE - XVIII**  
**HUMAN RESOURCE MANAGEMENT**

<b>SUBJECT CODE: 19UBBA320</b>	<b>THEORY</b>	<b>MARKS: 100</b>
<b>SEMESTER: VI</b>	<b>CREDITS: 4</b>	<b>TOTAL HOURS: 90</b>

**COURSE OBJECTIVES:**

- To understand the nature of human resources and its significance to the organization.
- To familiarize students with the various techniques in HRM that contributes to the overall effectiveness of an Organization.
- To bring to the attention of the students the latest trends in managing human resources in an organization.

**UNIT-I (20 HOURS)**

Nature and scope of Human Resources Management – Differences between personnel management and HRM – Environment of HRM – Human resource planning – Recruitment – Sources of Recruitment – Selection – Methods of Selection – Process of Selection - Uses of various tests – Interview techniques in selection and placement.

**UNIT-II (20 HOURS)**

Induction – Training – Methods – Techniques – Identification of the training needs – Training and Development – Performance appraisal – Transfer – Promotion and termination of services – Career Development.

**UNIT-III (20 HOURS)**

Remuneration – Components of remuneration – Incentives – Benefits – Motivation – Abraham Maslow's theory, Mc Gregor's "X", "Y", William Ouchi's "Z" Theory - Herzberg's two factor theory and Vroom's valence expectancy theory – McClelland's Need Achievement theory

**UNIT-IV (15 HOURS)**

Labour Relation – Functions of Trade Unions – Forms of collective bargaining-Workers' participation in management – Types and effectiveness.

**UNIT-V (15 HOURS)**

Industrial Disputes and Settlements (Laws Excluded) – Settling Industrial Disputes in India – Arbitration – Adjudication – Settlement.

**PRESCRIBED TEXTS:**

1. Essentials of Human Resource Management and Industrial Relations- P. Subba Rao – Himalaya Publishing House-2010
2. Human Resource Management – L M Prasad- Third Edition Reprint 2014 – Sultan Chand & Sons.
3. Human Resource Management – Ashwathappa -5<sup>th</sup> Edition – McGraw Hill

**REFERENCE BOOKS:**

1. Human Resource Management – Garry Deseler -11<sup>th</sup> Edition – Pearson International
2. Human Resource Management- By [Dr Charmine E.J. Härtel,Dr Yuka Fujimoto](#)– 2<sup>nd</sup> Edition

**WEBSITES:**

1. <https://www.wiziq.com/tutorials/human-resource-management>
2. <https://www.sophia.org/tutorials/introductory-human-resource-concepts>

**Question Paper Pattern:**

Section	Question Component	Numbers	Marks	Total
<b>A</b>	<b>Definition/Principle</b> Answer any 10 out of 12 Questions (Each in 50 words)	1-12	3	<b>30</b>
<b>B</b>	<b>Short Answer</b> Answer any 5 out of 8 questions (each in 300 words)	13-20	6	<b>30</b>
<b>C</b>	<b>Essay</b> Answer any 4 out of 6 questions (each in 1200 words)	21-26	10	<b>40</b>

**Distribution of Questions:**

Sections	Units	No. of Questions	
		Theory	Problems
<b>Section A</b>	Unit – 1	2	
	Unit – 2	3	
	Unit – 3	3	
	Unit – 4	2	
	Unit – 5	2	
<b>Section B</b>	Unit – 1	1	
	Unit – 2	2	
	Unit – 3	1	
	Unit – 4	2	
	Unit – 5	1	
<b>Section C</b>	Unit – 1	2	
	Unit – 2	1	
	Unit – 3	1	
	Unit – 4	1	
	Unit – 5	1	

**CORE – XIX**  
**SERVICES MARKETING**

<b>SUBJECT CODE: 19UBBA321</b>	<b>THEORY</b>	<b>MARKS: 100</b>
<b>SEMESTER: VI</b>	<b>CREDITS: 4</b>	<b>TOTAL HOURS: 90</b>

**COURSE OBJECTIVES:**

- To impart the knowledge of the elements in services marketing and their effectiveness in the business scenario.
- To understand the basic concepts in service quality.

**UNIT-I**

**(20 HOURS)**

Marketing Services: Introduction growth of the service sector. The concept of service. Characteristics of service - classification of service designing of the service, blueprinting using technology, developing human resources, building service aspirations.

**UNIT-II**

**(15 HOURS)**

Marketing Mix in Service Marketing: The seven Ps: product decision, pricing strategies and tactics, promotion of service and distribution methods for services. Additional dimension in services marketing- people, physical evidence and process.

**UNIT-III**

**(20 HOURS)**

Effective Management of Service Marketing: Marketing demand and supply through capacity planning and segmentation - internal marketing of services - external versus internal Orientation of service strategy.

**UNIT-IV**

**(20 HOURS)**

Delivering Quality Service: Causes of service - quality gaps. The customer expectations versus perceived service gap. Factors and techniques to resolve this gap. Customer relationship management. Gaps in services - quality standards, factors and solutions - the service performance gap - key factors and strategies for closing the gap. External communication to the customers- the promise versus delivery gap - developing appropriate and effective communication about service quality.

**UNIT-V**

**(15 HOURS)**

Marketing of Service with Special Reference To: 1. Financial services, 2. Health services, 3. Hospitality services including travel, hotels and tourism, 4. Professional service, 5. Public utility service, 6. Educational services.

**PRESCRIBED TEXTS:**

1. S.M. Jha, Services marketing, Himalaya Publishers, India
2. Sinha.P. K and Sahoo.S.C., 1994, Services Marketing Text and Reading, Himalaya Publishers House, India.

**REFERENCE BOOKS:**

1. Natarajan Dr. L, Services Marketing, Margham Publications, Chennai.
2. Thakur's. Sandhusupreet & Dogra Babzan, Services marketing, Kalyani Publishers, Ludhiana.
3. Balaji Dr. B., Services Marketing and Management, S. Chand & Co, New Delhi.

**Question Paper Pattern:**

Section	Question Component	Numbers	Marks	Total
<b>A</b>	<b>Definition/Principle</b> Answer any 10 out of 12 Questions (Each in 50 words)	1-12	3	<b>30</b>
<b>B</b>	<b>Short Answer</b> Answer any 5 out of 8 questions (each in 300 words)	13-20	6	<b>30</b>
<b>C</b>	<b>Essay</b> Answer any 4 out of 6 questions (each in 1200 words)	21-26	10	<b>40</b>

**Distribution of Questions:**

Sections	Units	No. of Questions	
		Theory	Problems
<b>Section A</b>	Unit – 1	2	
	Unit – 2	3	
	Unit – 3	2	
	Unit – 4	3	
	Unit – 5	2	
<b>Section B</b>	Unit – 1	1	
	Unit – 2	2	
	Unit – 3	2	
	Unit – 4	1	
	Unit – 5	1	
<b>Section C</b>	Unit – 1	2	
	Unit – 2	1	
	Unit – 3	1	
	Unit – 4	1	
	Unit -5	1	

## ELECTIVE – I

### CUSTOMER RELATIONSHIP MANAGEMENT

<b>SUBJECT CODE: 19UBBA322</b>	<b>THEORY</b>	<b>MARKS: 100</b>
<b>SEMESTER: VI</b>	<b>CREDITS : 5</b>	<b>TOTAL HOURS: 90</b>

#### **COURSE OBJECTIVES:**

- To understand the concept of Customer Relationships and its effectiveness in developing the business.
- To have an insight into the banking sector CRM.

#### **UNIT-I (15 HOURS)**

Communication - need/ Mode of communication – barriers, channels of communication - oral - written -listening skill – Verbal skill- interpersonal communication and intra personal communication, Essentials of business letter.

#### **UNIT-II (15 HOURS)**

CRM - concept and approach - CR in competitive environment public relation and image building.

#### **UNIT-III (20 HOURS)**

Banker - customer relationship -retaining and enlarging customer base - customer services - quality circle.

#### **UNIT-IV (20 HOURS)**

Nature and types of customer - complaint redressal methods Talwar and Goiporia committee report, customer service committee, customer day - Copra Forum - ombudsman.

#### **UNIT-V (20 HOURS)**

Market Segment - Customer Data Base - Market Research. Review and Evaluation of Customer Satisfaction.

#### **PRESCRIBED TEXTS:**

1. Peeru H. Mohamed & A. Sangadevan, Customers Relationship Management - A Step by – step approach, 8<sup>th</sup> Edition (2007), Vikas Publishing House Private Limited, Noida

#### **REFERENCE BOOKS:**

1. Chaturvedi Mukesh, Abhinav Chaturvedi, Customers Relationship Management – An Indian Perspective ,1<sup>st</sup> Edition (2005) Excel Books, New Delhi.

**Question Paper Pattern:**

Section	Question Component	Numbers	Marks	Total
A	<b>Definition/Principle</b> Answer any 10 out of 12 Questions (Each in 50 words)	1-12	3	30
B	<b>Short Answer</b> Answer any 5 out of 8 questions (each in 300 words)	13-20	6	30
C	<b>Essay</b> Answer any 4 out of 6 questions (each in 1200 words)	21-26	10	40

**Distribution of Questions:**

Sections	Units	No. of Questions	
		Theory	Problems
Section A	Unit – 1	3	
	Unit – 2	2	
	Unit – 3	2	
	Unit – 4	2	
	Unit – 5	3	
Section B	Unit – 1	1	
	Unit – 2	2	
	Unit – 3	2	
	Unit – 4	1	
	Unit – 5	1	
Section C	Unit – 1	1	
	Unit – 2	1	
	Unit – 3	1	
	Unit – 4	2	
	Unit -5	1	

**ELECTIVE –III  
PROJECT WORK**

<b>SUBJECT CODE: 19UBBA323</b>	<b>THEORY &amp; PRACTICALS</b>	<b>MARKS: 100</b>
<b>SEMESTER: VI</b>	<b>CREDITS: 5</b>	<b>TOTAL HOURS: 90</b>

**COURSE OBJECTIVES:**

- To give a practical experience to the students in the fields of marketing or finance or human resources and thus give an insight into the business world.

A group of 3 students will be assigned a project in the beginning of the final year. The project work shall be submitted to the college 20 days before the end of the final year and the college has to certify the same and submit during the viva-voce examination.

The project shall be evaluated externally. The external examiner shall be from the panel of examiners suggested by the board of studies from time to time.

Those who fail in the project work will have to redo the project work and submit to the college for external examination.