

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 2020-21 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 2020-2023 BATCH

Semester	Course Components	Subject Name	Subject Code	Credit	Hours	Marks		
						CIA	ESE	TOTAL
I	Language	Language – I (Tamil/Hindi/Sanskrit/French)		3	6	50	50	100
	English	English - I	19UENG221	3	4	50	50	100
	Core Paper- I	Financial Accounting	20UCOM301	4	6	50	50	100
	Core Paper- II	Principles of Management	20UCOM302	4	5	50	50	100
	Allied- I	Managerial Economics	20UBBA303	5	5	50	50	100
	NME	Analytical and logical reasoning	19UNME401K	2	2		100	100
	Soft skills	Soft Skills –I	19UGSL401	3	2		100	100
TOTAL CREDITS- 24 / TOTAL HOURS PER WEEK – 30								
II	Language	Language-II (Tamil/Hindi/Sanskrit/French)	19UTAM122	3	6	50	50	100
	English	English-II	19UENG222	3	4	50	50	100
	Core Paper- III	E-Business	20UBBA304	4	6	50	50	100
	Core Paper- IV	Marketing management	20UCOM305	4	5	50	50	100
	Allied- II	International Economics	20UBBA306	5	5	50	50	100
	NME	Importance of Emotional intelligence	19UNME402 K	2	2		100	100
	Soft skills -II	Life Skills		3	2		100	100
TOTAL CREDITS- 24 / TOTAL HOURS PER WEEK - 30								
III	Core Paper- V	Business environment	20UBBA307	4	6	50	50	100
	Core Paper- VI	Management accounting	20UCOM308	4	6	50	50	100
	Core Paper- VII	Business communication	20UCOM309	4	5	50	50	100
	Core Paper- VIII	Business and corporate Law	20UCOM310	4	5	50	50	100
	Allied- III	Business Statistics & OR-I	20UCOM311	5	6	50	50	100
	Soft Skills - III	Job Oriented skills	15UGSL403	3	2		100	100
TOTAL CREDITS- 24 / TOTAL HOURS PER WEEK - 30								

IV	III	Core Paper- IX	Organizational behavior	20UBBA312	4	6	50	50	100
	III	Core Paper- X	Financial management	20UCOM313	4	5	50	50	100
	III	Core Paper- XI	Goods and service tax and customs law	20UCOM314	4	5	50	50	100
	III	Core Paper- XII	Financial services	20UBBA315	4	5	50	50	100
	III	Allied- IV	Business statistics and OR-II	20UCOM316	5	5	50	50	100
	IV	Environmental studies		19UEVS401	2	2		100	100
	IV	Soft Skills - IV	Soft skills- IV		3	2		100	100
TOTAL CREDITS- 26/ TOTAL HOURS PER WEEK - 30									
V	III	Core Paper- XIII	Business research	19UBBA317	4	6	50	50	100
	III	Core Paper- XIV	Entrepreneurial Development	20UCOM318	4	6	50	50	100
	III	Core Paper- XV	Management information system	20UBBA319	4	5	50	50	100
	III	Core Paper- XVI	Operations Management	20UBBA320	4	6	50	50	100
	III	ELECTIVE 1 (IDE)	Managerial Skill Development	19UIDE310	5	5	50	50	100
	IV	Value Education		19UVED401	2	2		100	100
	IV	Internship		20UINT401	2				
TOTAL CREDITS- 25 / TOTAL HOURS PER WEEK - 30									
VI	III	Core Paper- XVII	Customer Relationship Management	19UBBA322	4	6	50	50	100
	III	Core Paper- XVIII	Advertising Management & Sales promotion	20UBBA324	4	6	50	50	100
	III	Core Paper- XIX	Services Marketing	19UBBA321	4	6	50	50	100
	III	Elective – II	Human Resource Management	20UCOM323	5	6	50	50	100
	III	Elective – III	Project Work (Group)	20UBBA325	5	6	20	80	100
	V	Community Service		20UEXT501	1				
TOTAL CREDITS- 23 / TOTAL HOURS PER WEEK - 30									
GRAND TOTAL CREDITS- 146 / TOTAL HOURS PER WEEK – 180									

SEMESTER I

CORE I
PAPER TITLE: FINANCIAL ACCOUNTING

SUBJECT CODE: 20UCOM301	THEORY & PROBLEMS	MARKS: 100
SEMESTER: I	CREDITS: 4	TOTAL HOURS: 90

COURSE OBJECTIVE:

- To study the basic concepts and Accounting Standards.
- To understand the procedures of Accounting under Single entry system.
- To foster knowledge on Depreciation Accounting.
- To get exposure to insurance claims and Bank reconciliation statement.
- To acquire knowledge and applicability of Departmental accounts.

UNIT-I (20 HOURS)

Meaning and scope of Accounting- Branches of Accounting – Objectives of Accounting - Brief outline on Indian Accounting Standards - Preparation of Final Accounts - Trading Account- Profit & Loss Account - Balance Sheet – Adjusting 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

UNIT-II (20 HOURS)

Accounts from incomplete records (Single Entry System) – Meaning, Features, Defects, Differences between Single entry and Double entry system - Net worth method - Conversion method.

UNIT-III (20 HOURS)

Depreciation - Meaning – Causes – Difference among Depreciation, Amortization and Depletion - Concept of Depreciation – Different Methods of Depreciation-providing Depreciation as per Indian Accounting Standard – Straight Line Method and Written Down Value Method (Change in method excluded)

UNIT-IV (15 HOURS)

Bank Reconciliation Statement-Insurance claims, claim for loss of stock destroyed including average clauses

UNIT-V (15 HOURS)

Departmental Accounting need, features, Basis of Apportionment of Expenses, treatment of Inter - Departmental Transfers at cost or Selling Price-Treatment of Expenses that cannot be apportioned – Preparation of Departmental profit and loss account.

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:

<http://www.accountingcoach.com>

<http://www.learnaccountingforfree.com>

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
Section A	Definition/Principle Answer any 10 out of 12 Questions (Each in 50 words)	1-12	3	30
Section B	Short Answer Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
Section C	Essay Answer any 2 out of 4 questions (each in 1200 words)	20-23 /	20	40

Distribution of Questions:

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

CORE II
PAPER TITLE: PRINCIPLES OF MANAGEMENT

SUBJECT CODE: 20UCOM302	THEORY	MARKS: 100
SEMESTER: I	CREDITS: 4	TOTAL HOURS: 75

COURSE OBJECTIVES:

- To enable the students to acquire knowledge on principles of management
- To know the concepts and functions of management
- To learn the importance, types, process and techniques of decision making
- To understand the Organization structure and its importance
- To develop the knowledge in coordination and controlling techniques

UNIT-I **(20 HOURS)**

Management- Definition – Importance – Is Management art or science – Functions of Management: POLC framework – Role and Functions of a Manager – Managerial skills – Levels of Management– Application of management in various functional areas – Production, Accounting and Finance, Marketing and Personnel Management.

UNIT-II **(15 HOURS)**

Evolution of Management; Administrative Management: Henry Fayol, Scientific Management: F.W.Taylor, Bureaucratic management: Max Weber, Human relations management: Elton Mayo, Modern Management: Peter Drucker-Approaches to Management: Systems approach & contingency approach, Kaizen's approach..

UNIT-III **(15 HOURS)**

Planning- Meaning – Objectives of planning – Importance of planning – Types of planning. Decision making: Nature and significance – Process of Decision making – Types of Decision Making-Styles of decision making – analytical decision making, behavioral decision making, conceptual decision making.

UNIT-IV **(15 HOURS)**

Organizing – Meaning and definition of Organizing, Importance of Organizing, and Principles of Organizing: Work specialization, Authority, Chain of Command, Delegation and Span of Control. Types of Organizational Structure – Line Organizational Structure, Staff organizational structure, Divisional Organization structure, Product/Project organizational structure, Matrix Organizational Structure and Hybrid Organizational Structure.

UNIT-V **(10 HOURS)**

Introduction to co-ordination – Need for co-ordination, Types of co-ordination and essential requisites for excellent co-ordination. Controlling: Meaning and Importance – Functions of controlling, process of controlling and types of Control. - Introduction to Management Information System (MIS)

PRESCRIBED TEXT BOOKS:

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. Wehrich and Koontz, Management – A Global Perspective 10th Edition.
3. N.Premavathy, Principles of Management - Sri Vishnu Publication - Chennai. 21.
4. J.Jayankar, Business Management - Margham Publication – Chennai- Reprint 2009.

WEBSITES:

1. <https://www.12manage.com/>
2. <https://www.businessballs.com>
3. http://www.tutotrialspoint.com/management_principles/management_principles_tutorial.pdf

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
Section A	Definition/Principle Answer any 10 out of 12 Questions (Each in 50 words)	1-12	3	30
Section B	Short Answer Answer any 5 out of 8 questions (each in 300 words)	13-20	6	30
Section C	Essay 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	2	
	Unit – 2	2	
	Unit – 3	3	
	Unit – 4	2	
	Unit – 5	3	
Section B	Unit – 1	2	
	Unit – 2	2	
	Unit – 3	1	
	Unit – 4	2	
	Unit – 5	1	
Section C	Unit – 1	1	
	Unit – 2	1	
	Unit – 3	2	
	Unit – 4	1	
	Unit – 5	1	

ALLIED – 1
PAPER TITLE: MANAGERIAL ECONOMICS

SUBJECT CODE :20UBBA303	THEORY	MARKS: 100
SEMESTER: I	CREDITS: 5	TOTAL HOURS: 75

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 (15 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 (15 HOURS)

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

PRESCRIBED TEXTS:

1. Dr. S. Shankaran, Managerial Economics –5 th Edition,2013, Margham Publication – Chennai
2. P.L Metha, Managerial Economics,2014 - Sultan Chand Publications - New Delhi
3. RL Varsheny and K L Maheshwari, Managerial Economics –22ndEdition,2014 Sultan Chand Publications - New Delhi.

REFERENCE BOOKS:

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

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
Section A	Definition/Principle Answer any 10 out of 12 Questions (Each in 50 words)	1-12	3	30
Section B	Short Answer Answer any 5 out of 8 questions (each in 300 words)	13-20	6	30
Section C	Essay 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	2	
	Unit – 2	3	
	Unit – 3	2	
	Unit – 4	3	
	Unit – 5	2	
Section B	Unit – 1	1	
	Unit – 2	2	
	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	

NON-MAJOR ELECTIVE - 1
ANALYTICAL AND LOGICAL REASONING

SUBJECT CODE: 19UNME401K	PROBLEMS	MARKS: 100
SEMESTER: I	CREDITS: 2	TOTAL HOURS: 30

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 Paper Back 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:

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

Question Paper Pattern

Section	Question Component	Numbers	Marks	Total
Section A	Multiple Choice Questions	1-50	1	50

Distribution of Question

Sections	Units	No. of Questions
		Problems
Section A	Unit – 1	10
	Unit – 2	10

SEMESTER – II

CORE – III
PAPER TITLE: E- BUSINESS

SUBJECT CODE: 20UBBA304	THEORY	MARKS: 100
SEMESTER: II	CREDITS: 4	TOTAL HOURS: 90

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 (15 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 (20 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/
2. www.ecommercetutorial.net

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	Definition/Principle Answer any 10 out of 12 Questions (Each in 50 words)	1-12	3	30
B	Short Answer Answer any 5 out of 8 questions (each in 300 words)	13-20	6	30
C	Essay 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	2	
	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 PAPER – IV
MARKETING MANAGEMENT

SUBJECT CODE: 20UCOM305	THEORY	MARKS: 100
SEMESTER: II	CREDITS: 4	TOTAL HOURS: 75

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

(14 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

(14 HOURS)

Consumer – Customer – Buying Process – Introduction to Buyer Behavior – Factors influencing buyer Behaviour, Market segmentation – Need and basis of Segmentation – Targeting – Positioning– CRM and Customer Satisfaction

UNIT-III

(17 HOURS)

The Product – Goods - Services – Ideas - Characteristics – benefits – Classifications – Consumer goods – Industrial goods- Difference between Consumer goods and Industrial goods New Product Development process – Product life Cycle – Introduction, Growth, Maturity, Decline. Branding – Packaging & Labeling – Pricing – Meaning, Objectives and Types of Pricing.

UNIT-IV

(16 HOURS)

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

UNIT-V

(14 HOURS)

Promotion – Meaning, Objective, Types – A brief overview of Advertising – Different types of Advertising - Publicity – Public Relations – personal selling – Direct selling and Sales promotion – Dealer Promotion –Customer Promotion

PRESCRIBED TEXTS:

1. Kotler, P. (2007). Marketing Management–The Millennium Edition Prentice Hall of India Private Limited. *New Delhi*,35-8.
2. Pillai & Bagavathi, R. S. N. (1999). Marketing Management. *S. chand &Co. Ltd.*

REFERENCE BOOKS:

1. Joshi, G. (2009). Information Technology for retail. Oxford University Press, Inc..
2. Mullins, J., Walker, O. C., & Boyd Jr, H. W. (2012). Marketing management: A strategic decision-making approach. McGraw-Hill Higher Education.
3. Pradhan, S. (2011). Retailing management: Text and cases. Tata McGraw-Hill Education.
4. Ramaswamy, V. S., & Namakumari, S. (2009). Marketing management: Global perspective, Indian context. Macmillan.
5. Withey, F. (2006). Marketing Fundamentals. The Official CIM Coursebook 06/07. Taylor & Francis.

WEBSITES

1. <https://iedunote.com/marketing-definition-functions-importance-process>
2. <http://www.yourarticlelibrary.com/marketing/top-10-advantages-of-marketing/53152>
3. <http://www.notesdesk.com/notes/marketing/the-marketing-mix-4-ps-of-marketing/>
4. <https://www.enotesmba.com/2013/03/marketing-notes-marketing-mix.html>
5. <https://www.marketingtutor.net/consumer-decision-making-process-stages/>
6. <https://courses.lumenlearning.com/boundless-marketing/chapter/ethics-in-marketing/>
7. <https://www.youtube.com/watch?v=Mco8vBAwOmA>

Question Paper Pattern

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

Distribution of Question

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

ALLIED -II
PAPER TITLE: INTERNATIONAL ECONOMICS

SUBJECT CODE :20UBBA306	THEORY	MARKS: 100
SEMESTER: II	CREDITS :5	TOTAL HOURS: 75

COURSE OBJECTIVES:

- To impart the knowledge about international trade, export management
- 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 (20 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 (15 HOURS)

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

UNIT– IV (10 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. Robert J. Carbaugh, International Economics, Thomson Information Publishing Group, 15th Edition, 2014, Wadsworth Publishing Company, California
2. H.G. Mannur, International Economics, 2009, Vikas Publishing House (P) Ltd, New Delhi

REFERENCE BOOKS:

1. Francis Cherunilam, International Trade and Export Management, 5th 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.

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
Section A	Definition/Principle Answer any 10 out of 12 Questions (Each in 50 words)	1-12	3	30
Section B	Short Answer Answer any 5 out of 8 questions (each in 300 words)	13-20	6	30
Section C	Essay 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	1	-
	Unit – 4	2	-
	Unit – 5	2	-
Section C	Unit – 1	2	-
	Unit – 2	1	-
	Unit – 3	1	-
	Unit – 4	1	-
	Unit -5	1	-

NON-MAJOR ELECTIVE – 2
IMPORTANCE OF EMOTIONAL INTELLIGENCE

SUBJECT CODE: 19UNME402K	THEORY	MARKS: 100
SEMESTER: II	CREDITS: 2	TOTAL HOURS: 30

COURSE OBJECTIVES

- To evoke knowledge amongst students on Emotional Intelligence.
- To make students understand the importance of self-awareness and self-development.
- To outline the Students about Positive and Negative traits.
- To demonstrate about self-Analysis.

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, Colour 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, Pustak Mahal, May 2004.
2. Emotional Intelligence In A Week, Jill Dann, Hodder& Stoughton, 10th Edition,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
2. www.personality_project.org
3. www.donblake.com/module5/resources/emotionalintelligence.doc

Question Paper Pattern

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

Distribution of Question

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

SEMESTER – III

CORE - V
PAPER TITLE: BUSINESS ENVIRONMENT

SUBJECT CODE: 20UBBA307	THEORY	MARKS: 100
SEMESTER: III	CREDITS: 4	TOTAL HOURS: 90

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 - IDBI - Non-Banking Financial Companies NBFC

PRESCRIBED TEXTS:

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:

Section	Question Component	Numbers	Marks	Total
Section A	Definition/Principle Answer any 10 out of 12 Questions (Each in 50 words)	1-12	3	30
Section B	Short Answer Answer any 5 out of 8 questions (each in 300 words)	13-20	6	30
Section C	Essay 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	2	
	Unit – 2	2	
	Unit – 3	2	
	Unit – 4	1	
	Unit – 5	1	
Section C	Unit – 1	2	
	Unit – 2	1	
	Unit – 3	1	
	Unit – 4	1	
	Unit – 5	1	

**CORE VI
MANAGEMENT ACCOUNTING**

SUBJECT CODE:20UCOM308	THEORY & PROBLEMS	MARKS: 100
SEMESTER: III	CREDITS: 4	TOTAL HOURS: 90

COURSE OBJECTIVES

- To enable the students to acquire sound knowledge of concepts, methods and techniques of management accounting.
- To apply the analytical skills associated with the interpretation of accounting reports.
- To evaluate the results of profitability, liquidity, solvency and efficiency levels in the business.
- To communicate the knowledge about fund flow and cash flow statements under (AS-3) and also, the concept of budgetary control.
- To evaluate the classification of budgets.

UNIT-I

(20 HOURS)

Management Accounting: Meaning- nature, scope and functions of management accounting- role of management accounting in decision making; management accounting vs. financial accounting- tools and techniques of management accounting. Financial statements- meaning and types of financial statements - objectives and methods of financial statements analysis comparative, common size statements and Trend analysis.

UNIT-II

(15 HOURS)

Ratio Analysis – Interpretation, benefits and limitations - Classification of ratios – Liquidity, Profitability and turnover ratios

UNIT-III

(20 HOURS)

Funds flow statement - objectives - uses and limitations - preparation of funds flow statement-schedule of changes in working capital – non fund items - adjusted profit and loss account.

UNIT-IV

(15 HOURS)

Cash flow statement – significance- preparation of cash flow statement as per IND AS3- Cash from Operating, Investing and Financing activities.

UNIT-V

(20 HOURS)

Budgets and Budgetary Control- Meaning-objectives-advantages-Limitations-Installations of Budgetary control system-Classifications of Budgets based on Time, Functions and Flexibility. Preparation of Budgets (Sales, Production, Flexible, Cash, Master Budget and Raw Material Purchase Budget)

PRESCRIBED TEXTS:

1. Maheswari, D. S, “Principles of Management Accounting” Sultan Chand & Sons. Delhi-53, 17th Edition
2. Reddy, T. S., & Murthy, A, Financial accounting. Margham Publication, 15th Edition.

REFERENCE BOOKS:

1. Gupta, S. K., & Sharma, R. K., Management Accounting: Principles and Practice.
2. Hingorani, R. (2005). Grewal. Management Accounting.
3. Khan, M. Y., & Jain, P. K. (2017). Management Accounting and Financial Analysis.
4. Murthy, A. & Gurusamy, S. Management Accounting Theory and Practice, VijayNicole
5. Srinivasan, N. P., & Murugan, M. S., Accounting for management. S.Chand.

WEBSITES

1. <https://www.wallstreetmojo.com/ratio-analysis/>
2. <https://books.google.co.in/books?isbn=0070620237>
3. <https://books.google.co.in/books?isbn=1853963836>
4. <https://books.google.co.in/books?isbn=8131731782>

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
Section A	Definition/ Principle Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
Section B	Short Answers Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
Section C	Essay Answer any 2 out of 4 questions (each in 1200 words)	20-23	20	40

Distribution of Question

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

CORE - VII
PAPER TITLE: BUSINESS COMMUNICATION

SUBJECT CODE :20UCOM309	THEORY	MARKS: 100
SEMESTER: III	CREDITS: 4	TOTAL HOURS: 75

COURSE OBJECTIVES:

- To discuss the importance and essentials of communication in business activities.
- To draft the various types of business letter and to practice the same.
- To demonstrate the various types of business enquiries.
- To compile the different types of correspondence relating to the company and secretarial practice.
- To utilize the knowledge about the vital role played by computer in business entities.

UNIT-I **(15 HOURS)**

Meaning and Definition of Business Communication – Process – need – Methods: oral or verbal, non-verbal – written Communication – Audio – Video Communication - channels of communication: formal, in-formal – dimensions of communication: upward, downward, horizontal, diagonal – Principles of Effective Communication – Barriers to Communication.

UNIT-II **(15 HOURS)**

Understanding the purpose of writing a Business Letter – 4 C's of Good Communication: correctness – Clarity – Conciseness – Courtesy – Characteristics of a Good Business Letter - Stages of writing Business Letters – Lay out - Kinds of Business Letters.

UNIT-III **(15 HOURS)**

Persuasive Letters – Enquiries – Replies – Orders – Sales Letters – Circulars – Complaints- Bank Correspondence – Insurance Correspondence – Correspondence with shareholders, Directors

UNIT-IV **(15 HOURS)**

Patterns of Business Presentation – Chronological – Categorical – Cause and Effect – Problem Solution – Elements of presentation- Rules of making effective PowerPoint presentations- Effective Sales Presentation

UNIT-V **(15 HOURS)**

Importance of Report Writing - Kinds of reports- Business Meetings -Agenda – Minutes of the Meeting – Modern forms of Communication. – Social Media – Email Etiquettes – Video Conferencing

PRESCRIBED TEXTS:

1. Rajendra Pal and Korlahalli, Essentials of Business Communication- Sultan Chand & Sons, New Delhi.
2. N.S. Raghunathan, R. Santhanam, Business Communication-Margham Publications

REFERENCE BOOKS:

1. Rajendra Pal and Korlahalli, Essentials of Business Communication- Sultan Chand & Sons, New ZDelhi.
2. Shirley Taylor, Communication of Business- Pearson Publication- New Delhi
3. K.Sundar, A.Kumararaj, Business Communication, Vijay Nichole Imprints Pvt.Ltd.

WEBSITES:

[.https://books.google.co.in/books?isbn=130556023X](https://books.google.co.in/books?isbn=130556023X)
[.https://books.google.co.in/books?isbn=0618990488](https://books.google.co.in/books?isbn=0618990488)
<https://books.google.co.in/books?isbn=0538466251>

Question Paper Pattern

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

Distribution of Question

Sections	Units	No. of Questions	
		Theor y	Letter writing
Section A	Unit – 1	2	
	Unit – 2	2	
	Unit – 3	3	
	Unit – 4	3	
	Unit – 5	2	
Section B	Unit – 1	1	
	Unit – 2	1	1
	Unit – 3	1	1
	Unit – 4	1	1
	Unit – 5	1	
Section C	Unit – 1	2	
	Unit – 2		1
	Unit – 3		1
	Unit – 4		1
	Unit – 5	1	

**CORE VIII
BUSINESS AND CORPORATE LAWS**

SUBJECT CODE: 20UCOM310	THEORY	MARKS: 100
SEMESTER: III	CREDITS: 4	TOTAL HOURS: 75

COURSE OBJECTIVES

- To inherit the knowledge on the legal aspects involved in business.
- To impart the performance of contract as per Indian Contract Act, 1872.
- To create and demonstrate the knowledge about sale of goods Act 1930.
- To demonstrate Memorandum and Articles of Association.
- To make the students to understand Meetings of the company.

UNIT-I

(12 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

(21 HOURS)

Performance of Contract – Discharge of Contract – Remedies for breach of contract – Quasi Contracts (General Contract – Sections 1 to 75) - Contract of Indemnity & Guarantee

UNIT-III

(18 HOURS)

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

(12 HOURS)

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

UNIT-V

(12 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 TEXTS:

1. Business Laws – N.D. Kapoor, Sultan Chand Publications, 15th 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, 2nd Edition.
2. M.R. Sreenivasan, Business Laws – Margham Publications, Chennai
3. S.S. Gulshan and G.K. Kapoor, Business Law including Company Law, 12th Edition, New Age International (P) Ltd. Publishers.

Question Paper Pattern

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

Distribution of Question

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

ALLIED: III
PAPER TITLE: BUSINESS STATISTICS & OPERATIONS RESEARCH-I

SUBJECT CODE: 20UCOM311	THEORY & PROBLEMS	MARKS: 100
SEMESTER: III	CREDITS: 5	TOTAL HOURS: 90

COURSE OBJECTIVE:

- To communicate the origin and basics about the statistics.
- To demonstrate the classifications, tabulation of data including diagrammatic and graphical methods.
- To analyze the knowledge of measures of central tendency – Mean, Median, Mode, Geometric Mean and Harmonic Mean.
- To explain the characteristics of the range, Quartile deviation, mean deviation, variance, and the standard deviation.
- To evaluate the measures of skewness – Karl Pearson’s coefficient of skewness and Bowley’s Coefficient of Skewness.

UNIT-I **(18 HOURS)**

Origin Meaning, Definition and Characteristics of Statistics – Uses and Limitations - Sources of Statistical data – Primary and Secondary – Collection of Primary Data – Direct Personal, Indirect Oral, Mailed Questionnaire and Schedule Methods – Editing of Secondary Data- Scatter diagram.

UNIT-II **(18 HOURS)**

Measures of Central Tendency / Averages – Arithmetic Mean, Median, Quartiles, Deciles, and Percentiles, Mode, Geometric Mean, Harmonic Mean, Combined Mean and Weighted Mean.

UNIT-III **(18 HOURS)**

Measures of Dispersion – Range, Quartile Deviation, Mean Deviation and Standard Deviation – Co-efficient of Variation.

UNIT-IV **(18 HOURS)**

Measures of Skewness – Meaning, Definition and Types – Karl Pearson’s coefficient of Skewness and Bowley’s Coefficient of Skewness.

UNIT-V **(18 HOURS)**

Probability – Addition and Multiplication Theorem – Conditional probability – Bayer’s Theorem (without proof) – Simple problems.

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. E.L.Lehmann , Elements of Statistical Hypothesis , Johu Wiley & Sons.
2. R.S.N.Pillai & B.Bhagavathi, Practical Statistics, S. Chand & Company.

WEBSITES:

<https://books.google.co.in/books?isbn=0764142399> <https://books.google.co.in/books?isbn=8122400116> <https://books.google.co.in/books?isbn=8131726029>

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	Definition/Principle Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Short Answer Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Essay Answer any 2 out of 4 questions (each in 1200 words)	20-23	20	40

Distribution of Question

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

SEMESTER – IV

CORE –IX
ORGANISATIONAL BEHAVIOUR

SUBJECT CODE :20UBBA312	THEORY	MARKS: 100
SEMESTER: IV	CREDITS: 4	TOTAL HOURS: 90

COURSE OBJECTIVES:

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

UNIT-I (15 HOURS)

Meaning, Definition of Organizational Behavior, Evolution of OB as a discipline, Contribution from other disciplines, OB Framework, OB Model (Autocratic, Custodial) Emerging issues in organization behavior.

UNIT– II (20 HOURS)

Personality: Meaning - Determinants of Personality - Biological factors - Cultural factors - Family and Social Factors - Situational factors -Personality attributes influencing OB, Interactive Behaviour and Interpersonal Conflict.

Perception: Meaning - Need - Perceptual Process – Perceptual Mechanism - Factors influencing perception. - Attitude: Meaning of Attitude - Characteristics of Attitude – Components of Attitude - Attitude and Behaviour – Attitude formation, change in attitude and barriers to attitude-Learning: Meaning & Importance – Barriers- Principles of Learning & Reinforcement - Observational Learning - Cognitive Learning - Theories of Learning.

UNIT– III (15 HOURS)

Definition of Motivation - Importance of Motivation - Relevance of Motivation to OB - Theories of Motivation: Maslow’s needs theory, Alderfer's ERG theory, McGregor X and Y theory, Herzberg's hygiene theory.

UNIT-IV (20 HOURS)

Group Dynamics: Meaning - Types of Groups - Functions of small groups - Group Size Status - Managerial Implications –Group Behaviour - Group Norms – Group Cohesiveness - Types-Threats to Group Cohesiveness- Evolution of Groups into Teams. **Leadership:** Introduction - Managers V/s Leaders. Overview of Leadership- Traits and Types, Theories of Leadership-Trait and Behavioral Theories. Contingency Perspective of Leadership - Situational Leadership and Path & Goal of leadership, Transformational, Transactional, Charismatic leaders, Leaders as mentors and Ethical Leadership.

UNIT– V (20 HOURS)

Organizational culture: Meaning and Nature of Organization Culture - Origin of Organization Culture, Functions of Organization Culture, Types of Culture, Creating and Maintaining Organization Culture, Managing Cultural Diversity-Organizational Climate: Factors influencing organizational climate—Organizational Development: Nature of Organizational Development, Steps involves in Organizational Development Process.

PRESCRIBED TEXTS:

1. K. Aswathappa, Organizational Behaviour, HPH.
2. Sekaran Uma, Organisational Behaviour Text & cases, 2nd edition, Tata McGraw Hill Publishing CO. Ltd.
3. RaoGangadhar, Narayana ,V.S.P Rao, Organisational Behaviour 1987, Reprint 2000, Konark Publishers Pvt.Ltd , 1 st edition

REFERENCE BOOKS:

1. Khanka S.S., Organisational Behaviour ,S.Chand& Co , New Delhi.
2. Jayasankar J., Organisational Behaviour ,Margham Publications , Chennai .3.

Question Paper Pattern

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

Distribution of Question

Sections	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	2	
	Unit – 3	2	
	Unit – 4	2	
	Unit – 5	1	
Section C	Unit – 1	1	
	Unit – 2	1	
	Unit – 3	1	
	Unit – 4	2	
	Unit – 5	1	

CORE- X

FINANCIAL MANAGEMENT

SUBJECT CODE: 20UCOM313	THEORY & PROBLEMS	MARKS: 100
SEMESTER: IV	CREDITS: 4	TOTAL HOURS: 75

COURSE OBJECTIVES

- To understand how crucial financial decisions are taken in a firm and gain insight into wealth maximization and profit maximization.
- To understand the cost of capital, importance of leverage and capitalization.
- To Demonstrate the Theories of capital structure.
- To formulate dividend decisions in a firm.
- To select and apply techniques for short term financial needs of the firm using working capital management concepts.

UNIT-I

(12 HOURS)

Financial Management – Introduction – Scope – Finance and other related disciplines – Function of Finance – Functions of Finance Manager in 21st Century. Financial Goals: Profit Maximization Vs Wealth Maximization – Time value of money-perpetuity –CMI Amortization.

UNIT-II

(17 HOURS)

Cost of Capital – Significance of the cost of Capital – Determining Component costs of Capital – Cost of Equity - Cost of Preference share capital – Cost of Debt - Cost of Retained Earnings – Weighted Average cost of capital.

UNIT-III

(17 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

(12 HOURS)

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

UNIT-V

(17 HOURS)

Working capital – components of working capital – working capital operating cycle – Factors influencing working capital – Determining (or) Forecasting of working capital requirements.

PRESCRIBED TEXTS:

1. M.Y. Khan and P.K. Jain Basic Financial Management, Tata McGraw-Hill Education
2. Dr. A. Murthy, Financial Management, Margham Publications

REFERENCE BOOKS:

1. Pandey I.M.: Financial Management, Vikas Publishing House Pvt Ltd
2. Maheswari . S.M.: Financial Management, Sultan Chand & Sons
3. Prasanna Chandhra: Financial management theory and practice, McGraw-Hill Education
4. Dr. Rustagi P R, Fundamentals of Financial management, Taxman's publication, 14th edition
5. Paramasivan C & Subramanian T, Financial Management, New Age International Publishers

WEBSITES

1. <https://www.managementstudyguide.com/financial-management.htm>
2. <https://corporatefinanceinstitute.com/resources/knowledge/finance/cost-of-capital/>
3. <https://www.investopedia.com/terms/c/capitalbudgeting.asp>
4. <https://efinancemanagement.com/dividend-decisions>
5. <https://cleartax.in/s/working-capital-management-formula-ratio>
6. <https://books.google.co.in/books?isbn=812591658X>
7. <https://books.google.co.in/books?isbn=8174465863>

Question Paper Pattern

Section	Question Component	Numbers	Marks	Total
Section A	Definition/ Principle Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
Section B	Short Answers Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
Section C	Essay Answer any 2 out of 4 questions (each in 1200 words)	20-23	20	40

Distribution of Question

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

CORE XI
GOODS & SERVICE TAX AND CUSTOMS LAWS

SUBJECT CODE:20UCOM314	THEORY & PROBLEMS	MARKS: 100
SEMESTER: IV	CREDITS: 4	TOTAL HOURS: 75

COURSE OBJECTIVES

- To discuss the classification and methods, tax system in India, Objectives of taxation, and Cannons of taxation
- To outline the Concepts, Definitions and Types of Custom duties.
- To explain the Various assessment procedures and valuation of goods, Clearance of goods
- To understand the Prohibition of Importation and exportation of goods under Customs Act, powers of various customs officers.
- To demonstrate the applicability and non-applicability of GST, Exemptions, role of GST Council
- To discuss the provisions and rules relating to Supply, Types of goods, and Input Tax credit under GST.
- To compile the various provisions and Importance for Registration, Cancellation.

UNIT-I:

(10 HOURS)

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

UNIT-II:

(20 HOURS)

Customs Act 1962 – Definition, Concepts and Scope – 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:

(20 HOURS)

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

UNIT-IV:

(10 HOURS)

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

UNIT-V:

(15 HOURS)

Introduction to registration under GST –Time limit – Persons liable for Registration – Persons not liable for Registration – Compulsory Registration – Procedure – Cancellation and Revocation GST Returns – Returns under GST- Assessment and Tax Payment under GST – GST Audit.

PRESCRIBED TEXTS:

1. T.S.Reddy & Y.Hariprasad Reddy, Business Taxation ,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. Girish Ahiya, 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

Section	Question Component	Numbers	Marks	Total
Section A	Definition/ Principle Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
Section B	Short Answers Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
Section C	Essay Answer any 2 out of 4 questions (each in 1200 words)	20-23	20	40

Distribution of Question

Sections	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	2	
	Unit – 2	1	
	Unit – 3	2	
	Unit – 4	1	
	Unit – 5	2	
Section C	Unit – 1	1	
	Unit – 2	2	
	Unit – 3	1	
	Unit – 4	1	
	Unit – 5	1	

CORE XII
FINANCIAL SERVICES

SUBJECT CODE:20UBBA315	THEORY	100 MARKS
SEMESTER: IV	CREDITS: 4	TOTAL HOURS: 75

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 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, 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. Khan M.Y., Financial Services, 8th Edition, 2016, Tata McGraw Hill Publications.
2. Santhanam B., Financial Services, Margham Publications.
3. Kumar Dinesh K.S., Financial services, 2014, Shri Sai Publishers' Distributors.

REFERENCE BOOKS:

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

Question Paper Pattern

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

Distribution of Question

Sections	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	2	
	Unit – 2	1	
	Unit – 3	2	
	Unit – 4	1	
	Unit – 5	2	
Section C	Unit – 1	1	
	Unit – 2	2	
	Unit – 3	1	
	Unit – 4	1	
	Unit – 5	1	

ALLIED PAPER – IV
BUSINESS STATISTICS & OPERATIONS RESEARCH– II

SUBJECT CODE:20UCOM316	THEORY & PROBLEMS	MARKS: 100
SEMESTER: IV	CREDITS: 5	TOTAL HOURS: 75

COURSE OBJECTIVES

- To discuss the scope of correlation and use of regression analysis to estimate the relationship between two variables and its applications
- To analyses the use of time series models for forecasting and the limitations of the methods
- To utilize the necessary set of skills in using statistical tool and technique of index number for price level changes.
- To communicate the methods of interpolation &extrapolation.
- To compile the various methods of statistical tools of quality monitoring including control charts

UNIT-I

(15 HOURS)

Correlation Analysis – Meaning, Definition, Significance and Types of Correlation, Karl Pearson’s Coefficient of Correlation – spearman’s Rank Correlation.

UNIT-II

(15 HOURS)

Regression Analysis- Meaning and Importance – Regression Lines and Regression equations- X on Y, Y on X, and Properties of Regression Coefficients – Uses of Regression – Difference between Correlation & Regression.

UNIT-III

(15 HOURS)

Time Series Analysis – Meaning, Need and Components of Time Series – Different Methods-Simple Average Method- Free Hand, Semi Average, Moving Average and Least Square Method- Seasonal Indices

UNIT-IV

(15 HOURS)

Index Numbers – Definition Usage, Methods of Construction of Index Numbers – Types – Unweighted and weighted Index Numbers Simple, Aggregate, Price Relative Methods- Laspeyres, Paasche’s , Bowley’s and Fisher’s Index Numbers – Time and Factor Reversal Tests – Cost of Living Index.

UNIT-V

(15 HOURS)

Meaning of Sampling - Probability sampling Methods: Simple Random Sampling - Stratified sampling-Systematic sampling-Cluster Sampling-Multi stage Sampling, Non-probability sampling methods: Convenience Sampling -Judgmental Sampling-Quota Sampling - Snowball Sampling- Sampling error and standard error- relationship between sample size and standard error.

PRESCRIBED TEXTS:

1. Statistical Methods- S.Gupta – Sultan Chand & Sons
2. Statistics –P.R.Vital- Margham Publications.

REFERENCE BOOKS:

1. Elements of Statistical Hypothesis – E.L.Lehmann – Johu Wiley & Sons.
2. Practical Statistics – R.S.N.Pillai & B.Bhagavathi – S.Chand & Company.

WEBSITES

<https://books.google.co.in/books?isbn=8122415229>

<https://books.google.co.in/books?isbn=8131301362>

<https://books.google.co.in/books?isbn=8122415229>

Question Paper Pattern

Section	Question Component	Numbers	Marks	Total
Section A	Definition/ Principle Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
Section B	Short Answers Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
Section C	Essay Answer any 2 out of 4 questions (each in 1200 words)	20-23	20	40

Distribution of Questions:

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

SEMESTER - V

CORE – XIII
BUSINESS RESEARCH

SUBJECT CODE :19UBBA317	THEORY	MARKS: 100
SEMESTER: V	CREDITS: 4	TOTAL HOURS: 90

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 ,New Delhi
2. Beri G. C. -1993-Marketing Research-Second Edition- Tata Mc-Graw Hill Publication- New Delhi.
3. Ravilochan P., Marketing Research, Margham Publications, Chennai,2012.

REFERENCE BOOKS:

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

Question Paper Pattern

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

Distribution of Question

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

CORE XIV
ENTREPRENEURIAL DEVELOPMENT

SUBJECT CODE: 20UCOM318	THEORY	MARKS: 100
SEMESTER: V	CREDITS: 4	TOTAL HOURS: 90

COURSE OBJECTIVES:

- To discuss the concept of Entrepreneurship and its importance.
- To analyze the scope of various financial institutions for the enhancement of small entrepreneurs.
- To utilize the various technical tools for the business premises and encounter business ventures.
- To communicate the important values of EDP and the government role in ED.
- To design the valuable approaches in the changing economic scenario and to apply the same for the improvement of small-scale entrepreneurs.

UNIT-I **(15 HOURS)**

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 Organisation – Ministry of Micro, Small & Medium Enterprises (MSME)- Prime Minister Employment Generation Programme – Pradhan Mantri Yuva Yojana - All India Financial Institutions – IDBI – IFCI – ICICI – IRDBI.

UNIT-III **(20 HOURS)**

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

UNIT-IV **(15 HOURS)**

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

UNIT-V **(20 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 - problems – government- Women and Self Help Groups.(SHGs)

PRESCRIBED TEXTS:

1. Gupta, D. C., & Srinivasan, D. N. Entrepreneurship Development in India Sultan Chand & Sons, (2001).
3. Khanka, S. S. Entrepreneurial development. S. Chand Publishing, (2006).

REFERENCE BOOKS:

1. Desingu Setty, E., & Krishna Moorthy, P. Strategies for developing women entrepreneurship. Akansha Pub. House, (2010).
2. Drucker, P. F. Innovation and Entrepreneurship: Practice and Principles. Harper & Row, (1986).
3. Gupta, M. Entrepreneurial Development Raj Publishing House, (2006).
4. Shankar, R. Entrepreneurship Theory & Practice Vijay Nicole Imprints Private Ltd
5. Suresh, J. Entrepreneurial Development Margham Publications, (2002).

WEBSITES

1. <http://www.yourarticlelibrary.com/entrepreneur/entrepreneurshipcharacteristicsimportancetypes-and-functions-of-entrepreneurship/5228>
2. <https://landor.com/thinking/eight-principles-of-innovation>
3. <http://www.simply-strategic-planning.com/innovation-and-entrepreneurship.html>
4. <https://www.slideshare.net/sahilkamdar1/institutional-support-in-entrepreneurship>
5. <https://www.businessmanagementideas.com/entrepreneurship-2/institutional-supportsystem-for-entrepreneurs/18184>
6. <https://www.entrepreneur.com/article/323660>
7. <https://www.entrepreneur.com/article/314723>

Question Paper Pattern

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

Distribution of Question

Sections	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	2	
	Unit – 2	2	
	Unit – 3	1	
	Unit – 4	2	
	Unit – 5	1	
Section C	Unit – 1	1	
	Unit – 2	2	
	Unit – 3	1	
	Unit – 4	1	
	Unit – 5	1	

CORE XV
MANAGEMENT INFORMATION SYSTEM

SUBJECT CODE :20UBBA319	THEORY	MARKS: 100
SEMESTER: V	CREDITS: 4	TOTAL HOURS: 75

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 **(10 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 **(20 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, 3rd Edition, Prentice - Hall of India
2. Sadagopan , Management Information Systems, Prentice- Hall of India
3. Murthy CSV, Management Information Systems, 2nd Edition, Himalaya publishing House

REFERENCE BOOKS:

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

Question Paper Pattern

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

Distribution of Question

Sections	Units	No. of Questions	
		Theory	Problems
Section A	Unit – 1	2	
	Unit – 2	2	
	Unit – 3	3	
	Unit – 4	2	
	Unit – 5	3	
Section B	Unit – 1	1	
	Unit – 2	2	
	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 XVI
OPERATIONS MANAGEMENT

SUBJECT CODE :20UBBA320	THEORY	MARKS: 100
SEMESTER: V	CREDITS: 4	TOTAL HOURS: 90

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, 8thEdition, Wiley,2007.
2. Chary, S.N., Production and Operations Management, 5thEdition,TataMcGraw-Hill
3. B. Mahadevan, Operations Management,2ndEdition,Pearson,2010.
4. Lee Krajewski,Larry P Ritzman.,Manoj K Malhotra& Samir K Srivastava,Operations Management,9thEdition,Pearson,2011.

Reference Books

1. Heizer, J., Render, B. and Rajashekhar, J., Operations Management, 9th Edition, Pearson, 2009.
2. Panneerselvam, R., Production and Operations Management, 3rd Edition, PHI Learning,
3. Srinivasan, G., Quantitative Models in Operations and Supply Chain Management, PHI Learning Pvt. Ltd.

Question Paper Pattern

Section	Question Component	Numbers	Marks	Total
Section A	Definition/Principle Answer any 10 out of 12 Questions (Each in 50 words)	1-12	3	30
Section B	Short Answer Answer any 5 out of 8 questions (each in 300 words)	13-20	6	30
Section C	Essay 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	2	
	Unit – 2	2	
	Unit – 3	3	
	Unit – 4	3	
	Unit – 5	2	
Section B	Unit – 1	2	
	Unit – 2	1	
	Unit – 3	2	
	Unit – 4	2	
	Unit – 5	1	
Section C	Unit – 1	1	
	Unit – 2	1	
	Unit – 3	2	
	Unit – 4	1	
	Unit – 5	1	

**INTER DISCIPLINARY ELECTIVE 1
MANAGERIAL SKILL DEVELOPMENT**

SUBJECT CODE :19UIDE310	THEORY	MARKS: 100
SEMESTER: V	CREDITS: 5	TOTAL HOURS: 75

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 (15 HOURS)

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

UNIT-IV (10 HOURS)

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

UNIT-V (10 HOURS)

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: Mc Graw Hill.
2. Poe, Roy W. Fruehling, Rosemary T, 2000. Business Communication, New Delhi :AITBS

REFERENCE BOOKS:

1. Krishnamohan&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
Section A	Definition/Principle Answer any 10 out of 12 Questions (Each in 50 words)	1-12	3	30
Section B	Short Answer Answer any 5 out of 8 questions (each in 300 words)	13-20	6	30
Section C	Essay Answer any 4 out of 6 questions (each in 1200 words)	21-26	10	40

Distribution of Question:

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

VALUE EDUCATION

SUBJECT CODE :19UVED401	THEORY	MARKS: 100
SEMESTER: V	CREDITS: 2	TOTAL HOURS: 30

Unit-I Education and Values

(6 HOURS)

Definition, Concept, Classification, Theory, Criteria and Sources of values Aims and objectives of value education Role and Need for value education in the contemporary society, Role of education in transformation of values in society -role of parents, teachers, society, peer group and mass media in fostering values

Unit-II Value Education and Personal Development

(6 HOURS)

Human Values: Truthfulness, Sacrifice, Sincerity, Self-Control, Altruism, Scientific Vision, relevancy of human values to good life. Character Formation towards Positive Personality Modern challenges of adolescents: emotions and behavior-Self-analysis and introspection: sensitization towards gender equality, differently abled, Respect for - age, experience, maturity, family members, neighbors, strangers, etc

Unit-III Human Rights and Marginalized People

(6 HOURS)

Concept of Human Rights – Principles of human rights – human rights and Indian constitution – Rights of Women and children – violence against women – Rights of marginalized People – like women, children, minorities, transgender, differently abled etc, Social Issues and Communal Harmony Social issues – causes and magnitude - alcoholism, drug addiction, poverty, unemployment – communal harmony –concept – religion and its place in public domain –secular civil society

Unit-IV Value Education towards National and Global Development

(6 HOURS)

Constitutional Values:(Sovereign, Democracy, Socialism, Secularism, Equality, Justice, Liberty, Freedom, Fraternity) Social Values: (Pity and Probity, Self-Control, Universal Brotherhood). Professional Values :(Knowledge Thirst, Sincerity in Profession, Regularity, Punctuality, Faith).

Religious and Moral Values: (Tolerance, Wisdom, character). Aesthetic Values: (Love and Appreciation of literature, fine arts) Environmental Ethical Values National Integration and international understanding of Humanistic value for espousing peace in society. Conflict of cross-cultural influences, cross-border education

Unit-V Guru Nanak Devji's Teachings

(6 HOURS)

Relevance of Guru Nanak Devji's teachings' relevance to Modern Society The Guru Granth sahib The five KS Values and beliefs Rights and freedom (Right of equality, Right to Education, Right to Justice, Rights of women, Freedom of religion, Freedom of culture, Freedom of assembly, Freedom of speech) Empowerment of women Concept of Langar Eminent Sikh personalities

PRESCRIBED TEXTS:

1. Dr. Abdul Kalam. My Journey-Transforming Dreams into Actions. Rupa Publications,2013.
2. Steven R Covey, 8 th Habit of Effective People (From Effectiveness to Greatness), Free Press, NewYork,2005.
3. Dr. Abdul Kalam. My Journey-Transforming Dreams into Actions. Rupa Publications,2013.
4. Steven R Covey, 8 th Habit of Effective People (From Effectiveness to Greatness), Free Press, NewYork,2005.

REFERENCE BOOKS:

1. Prem Singh, G.J. (2004). 'Towards Value Based Education', University News. Vol. 42 (45) :P.11-12.
2. V.R. Krishna Iyer. Dialectics & Dynamics of Human Rights in India (Tagore Law Lectures) The Yesterday, Today and Tomorrow, Eastern Law House (1999, Reprint 2018)

WEBSITE:

1.<http://www.ncert.nic.in/rightside/links/pdf/framework/english/nf2005.pdf>

Question Paper Pattern:

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

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 - VI

**CORE XVII
CUSTOMER RELATIONSHIP MANAGEMENT**

SUBJECT CODE :19UBBA322	THEORY	MARKS: 100
SEMESTER: VI	CREDITS: 4	TOTAL HOURS: 90

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 (20 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 (15 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 , 8th Edition (2007), Vikas Publishing House Private Limited , Noida.

REFERENCE BOOKS:

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

Question Paper Pattern:

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

Distribution of Question

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	2	
	Unit – 5	1	
Section C	Unit – 1	1	
	Unit – 2	1	
	Unit – 3	1	
	Unit – 4	2	
	Unit – 5	1	

CORE – XVIII
ADVERTISING MANAGEMENT AND SALES PROMOTION

SUBJECT CODE :20UBBA324	THEORY	MARKS: 100
SEMESTER: VI	CREDITS: 4	TOTAL HOURS: 90

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, 2nd Edition, Macmillan India Ltd.,2007.
2. Hackley, C., Advertising and Promotion: An integrated communication approach, 2nd 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, 4th Edition, Pearson,2002.
3. Wells, W.D., Burnett, J. and Moriarty, S., Advertising: Principles and Practices, 7th Edition, Pearson,2007.

Question Paper Pattern:

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

Distribution of Question:

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

CORE – XIX
SERVICES MARKETING

SUBJECT CODE :19UBBA321	THEORY	MARKS: 100
SEMESTER: VI	CREDITS: 4	TOTAL HOURS: 90

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 and designing of the service, blueprinting using technology, developing human resources, building service aspirations.

UNIT-II (20 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 (15 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 .G.S. Sandhusupreet&DograBabzan , Services marketing , kalyani Publishers, Ludhianna.
3. Balaji Dr. B., Services Marketing and Management, S. Chand & Co , New Delhi.

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		Theory	Problems
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	Unit – 2	2	
	Unit – 3	3	
	Unit – 4	2	
	Unit – 5	3	
Section B	Unit – 1	2	
	Unit – 2	2	
	Unit – 3	1	
	Unit – 4	2	
	Unit – 5	1	
Section C	Unit – 1	1	
	Unit – 2	1	
	Unit – 3	2	
	Unit – 4	1	
	Unit – 5	1	

**ELECTIVE 2
HUMAN RESOURCE MANAGEMENT**

SUBJECT CODE :20UCOM323	THEORY	MARKS: 100
SEMESTER: VI	CREDITS: 5	TOTAL HOURS: 90

COURSE OBJECTIVES

1. To explain the importance of Human Resource Management and its Processes concerned with various management activities and to run an effective organization.
2. To outline different methods and techniques of Training and Performance Appraisal that are used in an organization
3. To assess the different methods and techniques relating to administration and to retain the human resources.
4. To discuss the various mechanisms in HR environment that are capable of applying the principles and techniques as professionals for developing human resources in an organization.
5. To predict the different faces of executives and preparing policies and practices based on it and Human Resource audit

UNIT- I (16 HOURS)

Emerging Challenges of Human Resource Management -Workforce diversity; Empowerment
– Differences between personnel management and HRM

UNIT-II (20 HOURS)

Human Resource Planning – Job Analysis – Job Description, Job Specification and Job Evaluation
– Recruitment and Selection – meaning - Process of Recruitment – Sources of Recruitment –Internal Sources – External Sources - Meaning and Process of Selection – Selection Tests And Interviews - Placement

UNIT-III (18 HOURS)

Induction – Mentoring – Concepts and Importance of Training and Development Needs- Training and Development Methods - on the Job Training – off the Job Training – Evaluating Training Effectiveness – Career Development.

UNIT-IV (20 HOURS)

Objectives and importance of Performance Appraisal - Methods and techniques of Performance Appraisal – Potential Appraisal, Type of transfers and promotions – Problems in Performance Appraisal – Essentials of Effective Appraisal System – Termination of Services.

UNIT-V (16 HOURS)

Compensation – Concept and Policies - Wage and Salary Administration – Methods of Wage Payments and Incentive Plans - Fringe Benefits – Performance linked compensation – Monetary and Non-Monetary benefits.

PRESCRIBED TEXTS:

1. Aswathappa, K. (2013). *Human resource management: Text and cases*. Tata McGraw-Hill Education.
2. Gupta, C. B. (2011). *Human Resource Management: New Delhi. Sultan Chand & sons Educationa lpublishers*.

REFERENCE BOOKS

1. DeCenzo, D. A., Robbins, S. P., & Verhulst, S. L. (2016). *Fundamentals of Human Resource Management*, John Wiley & Sons.
2. Dessler, G., & Varrkey, B. (2005). *Human Resource Management, 15e*. Pearson Education India.
3. Durai, P. (2009). *Human Resource Management* (Publisher: Dorling Kindersley (India) Pvt. Limited).
4. Prasad, L. M. (2006). *Human Resource Management* (Sultan Chand & Sons).
5. Rao, P. S. (2009). *Personnel and human resource management* (pp. 236-345). Himalaya Publishing House.

WEBSITE:

1. <https://bohatala.com/impact-of-internal-and-external-environment-on-human-resource-management>
2. <https://studiousguy.com/human-resource-planning/>
3. <https://corehr.wordpress.com/2013/12/04/transfer-and-promotion/>
4. <https://hrmpractice.com/employee-welfare/>
5. <https://www.mbaskool.com/business-concepts/human-resources-hr-terms/2390-quality-of-work-life-qwl.html>

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Distribution of Question

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	Unit – 2	3	
	Unit – 3	2	
	Unit – 4	2	
	Unit – 5	2	
Section B	Unit – 1	1	
	Unit – 2	2	
	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	

ELECTIVE –III
PROJECT WORK

SUBJECT CODE :20UBBA325	THEORY & PRACTICALS	MARKS: 100
SEMESTER: VI	CREDITS: 5	TOTAL HOURS: 90

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.