

GURU NANAK COLLEGE (AUTONOMOUS)

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

Velachery Main Road, Velachery, Chennai – 600042.



B.Com (Marketing Management)

(SEMESTER PATTERN WITH CHOICE BASED CREDIT SYSTEM)

Syllabus

(For the candidates admitted in the Academic year 2017-18 and thereafter)

Vision

- To inculcate Etiquettes of Marketing with Professional Values and to cultivate the spirit of entrepreneurship among students.

Mission

- To train the students to take up marketing as a career path by providing opportunity to interact with Marketing professionals through Guest lectures and Marketing conclaves.
- To develop students as creative thinkers
- To empower the students by building a strong foundation in the field of Business, marketing & Accounting.

Programme Outcomes

PO 1: Preparing the students in sales management

PO 2: Encouragement problem solving skills pertaining to sales and Marketing

PO 3: Introducing the Digital Marketing techniques

PO 4: Encouragement interest in entrepreneurship among students

PO 5: Sensitising the students the students to different business environment

Programme Specific Outcomes

PSO 1: Training students in challenges in the field of Marketing

PSO 2: Exposing students to different and latest formats of Marketing

COURSE STRUCTURE
B.Com (MARKETING MANAGEMENT)
2017-20 Batch onwards

Semester	Part	Course	Subject Code	Title	Hours	Credits	Internal	External	Total
Semester I	I	Language- I	17UTAMF01	LANGUAGE - I	6	3	50	50	100
	II	English -I	16UENGF21	ENGLISH - I	4	3	50	50	100
	III	Core Paper I	17UCMMC01	FINANCIAL ACCOUNTING	6	4	50	50	100
		Core Paper II	17UCMMC02	PRINCIPLES OF MANAGEMENT	5	4	50	50	100
		Allied Paper	17UCMMA01	BUSINESS COMMUNICATION	5	5	50	50	100
	IV	Soft Skill I	17UNME01A	LISTENING AND SPEAKING SKILL	2	3	50	50	100
		NME	17UGSLS01	ANALYTICAL & LOGICAL REASONING	2	2	50	50	100
Total Credits: 24 / Total Hours per week: 30									
Semester II	I	Language- II	17UTAMF02	LANGUAGE - II	6	3	50	50	100
	II	English -II	16UENGF22	ENGLISH - II	4	3	50	50	100
	III	Core Paper III	17UCMMC03	BUSINESS AND CORPORATE LAWS	5	4	50	50	100
		Core Paper IV	16UCMMC04	BANKING	5	4	50	50	100
		Allied Paper	17UMATA14	BUSINESS STATISTICS AND OPERATIONS RESEARCH - I	6	5	50	50	100
	IV	Soft Skill - II	17UGSLS02	READING AND WRITING SKILLS	2	3	50	50	100
		NME -II	17UNME02G	IMPORTANCE OF EMOTIONAL INTELLIGENCE	2	2	50	50	100
Total Credits: 24 / Total Hours per week: 30									
Semester III	III	Core Paper V	16UCMMC05	MARKETING MANAGEMENT	5	4	50	50	100
		Core Paper VI	16UCMMC06	CORPORATE ACCOUNTING	6	4	50	50	100
		Core Paper VII	16UCMMC07	E-BUSINESS	6	4	50	50	100
		Core Paper VIII	16UCMMC08	ENTREPRENEURIAL DEVELOPMENT	5	4	50	50	100
		Allied Paper - IV	16UMATA21	BUSINESS STATISTICS AND OPERATION RESEARCH - II	6	5	50	50	100
	IV	Soft Skill - III	16UGSLS03	PERSONALITY ENRICHMENT	2	3	50	50	100
Total Credits: 24 / Total Hours per week: 30									

Semester IV	III	Core Paper IX	16UCMMC09	BUSINESS AND INTERNATIONAL ECONOMICS	5	4	50	50	100
		Core Paper X	16UCMMC10	RESEARCH METHODS IN BUSINESS	5	4	50	50	100
		Core Paper XI	16UCMMC11	FINANCIAL SERVICES	5	4	50	50	100
		Core Paper XII	16UCMMC12	FINANCIAL MANAGEMENT	5	4	50	50	100
		Allied	16UCMMA04	HUMAN RESOURCE MANAGEMENT	6	5	50	50	100
	IV	Soft Skill - IV	16UGSLS04	COMPUTING SKILLS	2	3	50	50	100
	III	EVS	16UEVS401	EVS	2	2	-	-	100
Total Credits: 26 / Total Hours per week: 30									
Semester V	III	Core Paper XIII	16UCMMC13	MANAGEMENT ACCOUNTING	6	4	50	50	100
		Core Paper XIV	16UCMMC14	RETAIL MARKETING	5	4	50	50	100
		Core Paper XV	16UCMMC15	INTERNATIONAL MARKETING	6	4	50	50	100
		Core Paper XVI	16UCMMC16	ADVERTISING MANAGEMENT AND SALES PROMOTION	6	4	50	50	100
		Elective - I	16UCMME01	TOURISM MANAGEMENT	6	5	50	50	100
	IV	Value Education	19UVED401	VALUE EDUCATION	1	2	50	50	100
Total Credits: 23 / Total Hours per week: 30									
Semester VI	III	Core Paper XVII	17UCMMC17	SALES AND DISTRIBUTION MANAGEMENT	6	4	50	50	100
		Core Paper XVIII	16UCMMC18	COST ACCOUNTING	6	4	50	50	100
		Core Paper XIX	16UCMMC19	SERVICE MARKETING	6	4	50	50	100
		Elective II	6UCMME02	SUPPLY CHAIN MANAGEMENT	6	5	50	50	100
		Elective III	16UCMME03	Project Work	6	5	50	50	100
	IV	Extension Activities		(NSS, NCC, RC, CCC, YRC)	-	1	-	-	-
Total Credits: 23 / Total Hours per week: 30									
Total Credits: 144 / Total Hours per week: 180									

***Internship:**

Students have to work in any business organization for a period of 30 days and to submit a written report of their performance in the organization

** The Project Work will be evaluated jointly by Project Guide and Head of the Department (i.e. one for Internal and the other for External) for a Maximum of 100 Marks (5 Credits).

The Viva-voce will be conducted by Two Examiners (i.e. one for Internal and the other for External) for a Maximum of 50 Marks.

SEMESTER I

CORE PAPER - 1
FINANCIAL ACCOUNTING

SUBJECT CODE: 17UCMMC02	THEORY & PROBLEM	MARKS: 100
SEMESTER: I	CREDITS: 4	TOTAL HOURS: 75

COURSE OBJECTIVES

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

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 Final Accounts of a Sole Trading Concern – Adjustments Receipts and Payments Account, Income & Expenditure Account and Balance Sheet of Non Trading Organizations

UNIT III: (15 Hours)

Classification of errors – Rectification of errors – Preparation of Suspense Account - Bank Reconciliation Statement (**Simple Problems Only**)

UNIT IV: (15 Hours)

Depreciation – Meaning, Causes, Types – Straight Line Method – Written Down Value Method. Insurance claims – Average Clause (Loss of stock)

UNIT V: (15 Hours)

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

RECOMMENDED TEXTBOOKS

1. Gupta .R.L & Gupta .V.K, 2005, Financial Accounting, Sultan Chand & Sons, New Delhi, 6th edition.
2. Reddy T.S & Murthy.A, 2007, Financial Accounting, Margham Publications, Chennai, 5th edition.
3. Dr.S.Manikandan, Financial Accounting, Scitech Publications, Chennai.

REFERENCE BOOKS

1. Goel.D.K and Shelly Goel, 2018, Financial Accounting, Arya Publications, 2nd edition.
2. Jain .S.P & Narang .K, 1999, Financial Accounting, Kalyani Publishers, Ludhiana, 4th edition.
3. Rakesh Shankar. R & Manikandan.S, Financial Accounting, SCITECH, 3rd edition.
4. Shukla & Grewal, 2002, Advanced Accounting, Sultan Chand & Sons, New Delhi, 15th edition.
5. Tulsian P.C., 2006, Financial Accounting, Pearson Education.

E-LEARNING RESOURCES

1. <https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles>
2. https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system
3. <https://www.profitbooks.net/what-is-depreciation/>
4. <https://books.google.co.in/books?isbn=8126909935>
5. <https://books.google.co.in/books?isbn=9966254455>
6. <https://books.google.co.in/books?isbn=0470635290>

GUIDELINES TO THE QUESTION PAPER SETTERS

Question Paper Pattern

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	2	20
B	Answer any 5 out of 8 questions (each in 300 words)	13-20	8	40
C	Answer any 2 out of 4 questions (each in 1200 words)	21-24	20	40
TOTAL MARKS				100

Break up of questions for theory and problem

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	2	1	1	1	-	1
II	1	2	-	1	-	1
III	1	1	-	1	-	-
IV	1	1	1	1	-	1
V	1	1	-	1	-	1
TOTAL	6	6	2	5	-	4
SECTION A - 12			SECTION B - 7		SECTION C - 4	

CORE PAPER - 2 PRINCIPLES OF MANAGEMENT

SUBJECT CODE: 17UCMMA01	THEORY	MARKS: 100
SEMESTER: I	CREDITS: 4	TOTAL HOURS: 75

COURSE OBJECTIVES:

1. To enable the students to acquire knowledge on principles of management
2. To know the concepts and functions of management
3. To learn the importance, types, process and techniques of decision making
4. To understand the Organisation structure and its importance
5. To develop the knowledge in coordination and controlling techniques

UNIT I

Management: Importance – Definition – Nature and Scope of Management Process – Role and Functions of a Manager – Levels of Management – Development of Scientific Management and other Schools of thought and approaches. **(15 Hrs)**

UNIT II

Planning: Nature – Importance – Forms – Types – Steps in Planning – Objectives – Policies – Procedures and Methods – Natures and Types of Policies – Decision –making – Process of Decision – making – Types of Decision. **(15 Hrs)**

UNIT III

Organizing: Types of Organisations – Organisation Structure – Span of Control and Committees – Departmentalisation – Informal Organisation- Authority – Delegation –Decentralisation – Difference between Authority and Power – Responsibility. **(15 Hrs)**

UNIT IV

Recruitment – Sources, Selection, Training – Direction – Nature and Purpose. Co-ordination – Need, Type and Techniques and requisites for excellent Co-ordination – Controlling – Meaning and Importance – Control Process. **(15 Hrs)**

UNIT V

Definition of Business ethics - Types of Ethical issues -Role and importance of Business Ethics and Values in Business - Ethics internal - Ethics External - Environment Protection - Responsibilities of Business **(15 Hrs)**

RECOMMENDED TEXTBOOKS

1. C.B.Gupta, Management Theory & Practice - Sultan Chand & Sons – New Delhi, 16th Edition.
2. L.M.Prasad, Principles & Practice of Management – Sulatan Chand & Sons – New Delhi, 8th Edition.

REFERENCE BOOKS

1. P.C.Tripathi & P.N.Reddy, Principles of Managements – Tata Mc.Graw Hill – New Delhi, 5th Edition
2. Weihrich and Koontz, Management – A Global Perspective, 8th Edition.
3. N.Premavathy, Principles of Mangement – Sri Vishnu Publication – Chennai 8th Edition

4. J.Jayashankar, Business Management - Margham Publications -Chennai

E-LEARNING RESOURCES

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

GUIDELINES TO THE QUESTION PAPER SETTERS

Question Paper Pattern

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Answer any 5 out of 8 questions (each in 300 words)	13-20	6	30
C	Answer any 4 out of 6 questions (each in 1200 words)	21-26	10	40
TOTAL MARKS				100

Break up of questions for theory

Distribution of Questions:

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

ALLIED – I BUSINESS COMMUNICATION

SUBJECT CODE : 17UNME01A	THEORY	MARKS : 100
SEMESTER : I	CREDITS : 5	TOTAL HOURS : 75

(Common to B.Com (A&F), B.Com (BM),

B.Com (ISM), B.B.A) COURSE OBJECTIVES:

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

UNIT I

Definition – Methods – Types – Principles of effective Communication – Barriers to Communication – Business Letter – Layout. (15 Hrs)

UNIT II

Kinds of Business Letters-Application Letters- Interview – Appointment – Acknowledgement – Promotion – Enquiries – Replies – Orders – Sales – Circular – Complaints. (15 Hrs)

UNIT III

Bank Correspondence – Insurance Correspondence – Agency Correspondence – Correspondence with Shareholders, Directors. (15 Hrs)

UNIT IV

Reports Writing – Agenda, Minutes of Meeting – Memorandum – Office Order – Circular – Notes. (15 Hrs)

UNIT V

Modern Forms of Communication: Fax – E-mail – Video Conferencing – Internet – Websites and their use in Business – Effective Presentation Skills. (15 Hrs)

Prescribed Texts

1. N.S.Raghunathan B.Santhanam – Margham Publication – Third Edition – Business Communication
2. Business Communication & Organisation Management – C.B.Gupta

Reference Books

1. Bovee, Thill, Schatzman, Business Communication Today - Peason Education Private Ltd. -New Delhi.
2. Penrose, Rasbery, Myers, Advanced Business Communication - Bangalore.
3. Simon Collin, Doing Business on the Internet - Kogan Page Ltd.- London.
4. Mary Ellen Guffey, Business Communication – Process and Product - International Thomson Publishing - Ohio.

Web References

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

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
TOTAL MARKS				100

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	1	
	Unit – 2	1	
	Unit – 3	2	
	Unit – 4	1	
	Unit - 5	1	

NON MAJOR ELECTIVE - I
ANALYTICAL AND LOGICAL REASONING

SUBJECT CODE : 17UCMMC01	PROBLEM	MARKS : 100
SEMESTER : I	CREDITS : 2	TOTAL HOURS : 30

Common to B.Com (Hons), B.Com (BM), B.Com (A&F) and B.Com (MM), BBA

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 Hrs)

Logical reasoning Introduction- Number Series

UNIT-II - (6 Hrs)

Statement and assumptions – Statement and conclusion

UNIT-III- (6 Hrs)

Verbal reasoning – Coding and Decoding (with alpha numeric characters)- Reasoning Blood Relationship

UNIT-IV - (6 Hrs)

Direction Sense Test – Data Interpretation from bar chart, pie chart.

UNIT-V - (6 Hrs)

Venn Diagrams – Image Series (6 Hrs)

Reference Books

1. Logical and Analytical Reasoning – A.K. Gupta – Ramesh publishing house – 2016 Paperback edition
2. A Modern Approach to verbal and non-verbal reasoning – Revised edition by R.S. Agarwal – Publisher – S.Chand and Company Pvt. Ltd.

Web References:

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

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	Multiple choice Questions	1-50	1	50
TOTAL MARKS				50

Distribution of Questions:

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

SEMESTER II

CORE III- BUSINESS AND CORPORATE LAWS

SUBJECT CODE : 17UCMMC03	THEORY	MARKS : 100
SEMESTER : II	CREDITS : 4	TOTAL HOURS : 75

(COMMON TO BBA, B.COM (A&F), B.Com (BM)& B.Com(MM))

COURSE OBJECTIVES:

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

UNIT I (18 Hours)

Law of contract – Nature of contract- Classification - Offer and acceptance – capacity of parties to contract – Free consent – Consideration – Legality of object – Agreement 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

UNIT III (12 Hours)

Sale of goods Act – Definition – Sale - 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 (15 Hours)

Company – Types of companies - Memorandum of Association – Articles of Association – Prospectus – Shares – Debentures – Classification of Shares – Distinction between Shares and Debentures – Company Meetings.

UNIT V (10 Hours)

Contract of Agency - Foreign Exchange Management Act 1999 (FEMA)

Prescribed Texts:

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

Reference Books:

1. P.C.Tulsian, Business Laws, Tata Mc Graw 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.

E-LEARNING RESOURCES

- <https://www.toppr.com/guides/principles-and-practices-of-accounting/intro-to-company-accounts>
- <https://accountlearning.com/classification-contracts-formation-performance-execution-contracts/>

- <https://www.toppr.com/guides/business-law/the-sale-of-goods-act-1930/>

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
TOTAL MARKS				100

Distribution of Questions :

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

CORE IV–BANKING

SUBJECT CODE : 16UCMMC04	THEORY	MARKS : 100
SEMESTER : II	CREDITS : 4	TOTAL HOURS : 75

(Common to B.Com (A&F))

COURSE OBJECTIVES:

- To expose the students to various concepts in the Banking system.
- To make the students understand the working of the banks and the banking instruments used in the system.

UNIT -I

Banking Regulation Act, 1949 (Definition of Banking, Licensing, opening of branches, Functions of Banks, Inspection) – Role of RBI and their functions. **(15 hours)**

UNIT –II

Relationship between Banker and Customer – KYC norms - Opening of an Account – Types of Deposit Account – Types of Customers (individuals, firms, Trusts, and Companies) – Closure of an account.

(15 hours)

UNIT -III

Commercial Banks – Functions – Accepting Deposits – Lending of Funds, E-Banking, ATM Cards , Debit Cards, Personal Identification Number – Online Enquiry and update facility- Electronic Fund Transfer- Electronic Clearing System. **(15 hours)**

UNIT-IV

CRM – Meaning - Importance of customer relations – Customer grievances and redressal – Ombudsman – Functions, Powers & Duties. **(15 hours)**

UNIT-V

Negotiable Instruments: Promissory Notes – Bills of Exchange, Cheque, Draft – Definitions, Features – Crossing – Endorsement – Material Alteration – Paying Banker – Rights and Duties – Statutory Protection – Dishonour of Cheques - Role of Collecting Banker. **(15 hours)**

Prescribed Texts:

1. **Varshney and Sundaram**, Banking and financial system of India, Sultan Chand Publishers, 2000
2. **Sekar**, Banking theory & practice, Vikas Publishing House, 1999

REFERENCE BOOKS:

1. **Vasant Desai**, Indian banking, Bookwell Publishers, New Delhi, 1997
2. **Mathur**, Indian Banking, Performance, Problems and Challenges, Bookwell Publishers, New Delhi, 2000
3. Banking and Financial Systems – B. Santhanam (Margham Publishers)
4. Banking Law, Theory and Practice- S.N. Maheswari, Kalyani Publications.

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
TOTAL MARKS				100

Distribution of Questions :

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

ALLIED: II BUSINESS STATISTICS AND OPERATIONS RESEARCH - I

SUBJECT CODE: 17UMATA14	THEORY & PROBLEMS	100 MARKS
SEMESTER: II	CREDITS: 5	TOTAL HOURS: 90

(COMMON TO B.B.A, B.COM (BM) AND B.COM (ISM))

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

Introduction – Classification and tabulation of statistical data - Diagrammatic and graphical representation of data. (10 Hrs)

UNIT – II

Measures of Central tendency – Mean, median and mode – Dispersion , Range, Quartile Deviation, Mean Deviation , Standard Deviation – Measures of Skewness. (25 Hrs)

UNIT – III

Correlation – Karl Pearson’s Coefficient of Correlation – Spearman’s Rank Correlation – Regression Lines and Coefficients. (20 Hrs)

UNIT – IV

Introduction to OR – Linear Programming – Graphical and Algebraic Solution (Simple Problems only) (17 Hrs)

UNIT - V

Network Analysis - PERT and CPM (no crashing) (18 Hrs)

Prescribed Text:

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

Reference Books:

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

Web Reference

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

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	2	20
B	Short Answer Answer any 5 out of 8 questions (each in 300 words)	13-20	8	40
C	Essay Answer any 2 out of 4 questions (each in 1200 words)	21-24	20	40
TOTAL MARKS				100

Distribution of Questions:

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

NON MAJOR ELECTIVE 2
IMPORTANCE OF EMOTIONAL INTELLIGENCE

SUBJECT CODE : 17UNME02G	THEORY	MARKS : 100
SEMESTER : II	CREDITS : 2	TOTAL HOURS : 30

Common to B.Com (A&F) and B.Com (ISM)

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 Hrs)

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

UNIT II - (6 Hrs)

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

UNIT III- (6 Hrs)

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

UNIT IV- (6 Hrs)

Positive Traits-Humor and Happiness- Empathetic ability-Sensitivity profile-Empowered personality, Self Empowerment

UNIT V- (6 Hrs)

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

Prescribed Text

1. What's Your Emotional IQ, Dr.Aparna Chattopadhyay,PustakMahal,May 2004.
2. Emotional Intelligence In A Week,JillDann,Hodder& Stoughton,10 Edition,2007.

Reference Books

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

Web Reference:

1. www.psychology.ccsu.edu/engwall/Emotional%20Intelligence.ppt
2. www.personality_project.org
3. www.donblake.com/module5/resources/emotionalintelligence.doc
4. 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
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 III

CORE V–MARKETING MANAGEMENT

SUBJECT CODE : 16UCMMC05	THEORY	MARKS : 100
SEMESTER : III	CREDITS : 4	TOTAL HOURS : 75

(Common to B.Com (BM), B.Com (ISM), B.B.A, B.COM(A&F))

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 Hrs)

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 Hrs)

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 Hrs)

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

UNIT IV – (20 Hrs)

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

UNIT V – (15 Hrs)

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 level 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, New Delhi.
3. Jayasankar, Marketing, Margham publications, Chennai.

Reference Books:

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

Web Reference:

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

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
TOTAL MARKS				100

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	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	

CORE VI – CORPORATE ACCOUNTING

SUBJECT CODE: 16UCMMC06	THEORY & PROBLEMS	100 MARKS
SEMESTER: III	CREDITS: 4	TOTAL HOURS: 90

(Common to B.COM (BM) and B.COM (A&F))

COURSE OBJECTIVES:

- To familiarize students with the accounting treatment adopted for raising funds and redeeming them.
To enable students to prepare final accounts of Joint Stock Companies.
- To understand the procedure for valuing goodwill and shares of a company

UNIT I

Issue of Shares – Various Kinds: Issued at par and a premium – Forfeiture – Re issue – Underwriting of Shares: Determining the liability of underwriters: complete, partial, firm underwriting. **(18 hours)**

UNIT II

Redemption of Preference Shares: Redemption at par and at premium out of profits, Redemption at par out of fresh issue, Redemption at a premium, partly out of profit and partly out of fresh issue – Profits Prior to Incorporation. **(17 hours)**

UNIT III

Preparation of Company final accounts – Company balance sheet. (As per revised schedule)
(Simple problems only) (20 hours)

UNIT IV

Valuation of Shares: Net assets method, Yield method. Valuation of Goodwill: Average profit method, super profit method and Capitalisation method. **(Simple Problems only) (15 hours)**

UNIT V

Alteration of Share Capital, Internal Reconstruction and Reduction of Capital. **(20 hours)**

Prescribed Texts:

1. T.S. Reddy A. Murthy Corporate Accounting, Margham Publication, Chennai.
2. Shukla, Grewal and Gupta Advanced Accounts, S.Chand New Delhi.

Reference Books:

1. R.L. Gupta and M. Radhaswamy Advanced Accounts New Delhi, Sultan Chand.
2. S.P. Jain and N.L. Narang Advanced Accounting Kalyani Publication.

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	2	20
Section B	Short Answer Answer any 5 out of 8 questions (each in 300 words)	13-20	8	40
Section C	Essay Answer any 2 out of 4 questions (each in 1200 words)	21-24	20	40

Distribution of Questions:

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

CORE VII–E- BUSINESS

SUBJECT CODE : 16UCMMC07	THEORY	MARKS : 100
SEMESTER : III	CREDITS : 4	TOTAL HOURS : 90

(Common to B.COM (ISM)

and BBA)

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 (15hours)

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 (20hours)

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(19hours)

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(18hours)

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(18hours)

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 Text:Man

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

Reference Books:

1. Kosiv, David - Understanding E-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

Web Reference:

1. www.tutorialspoint.com/e_commerce/
2. www.ecommerce

tutorial.netQuestion

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
TOTAL MARKS				100

Distribution of Questions:

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	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

SUBJECT CODE: 16UCMMC08	THEORY	100 MARKS
SEMESTER: III	CREDITS: 4	TOTAL HOURS: 75

(COMMON TO B.B.A, B.COM (ISM), B.COM (BM), B.COM (A & F))

COURSE OBJECTIVE:

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

UNIT I

Concept of Entrepreneurship - Entrepreneurship – Meaning – Types – Qualities of an Entrepreneur – Classification of Entrepreneurs – Factors influencing Entrepreneurship – Functions of Entrepreneurs. **(13 Hrs)**

UNIT II

Entrepreneurial Development Agencies. - Commercial Banks – District Industries Centre – National Small Industries Corporation – Small Industries Development Organisation – Small Industries Service Institute. All India Financial Institutions – IDBI – IFCI – ICICI – IRDBI **(20 Hrs)**

UNIT III

Project Management - Business idea generation techniques – Identification of Business opportunities – Feasibility study – Marketing, Finance, Technology & Legal Formalities - Preparation of Project Report – Tools of Appraisal. **(15 Hrs)**

UNIT IV

Entrepreneurial Development Programmes (EDP) – Role, relevance and achievements – Role of Government in organizing EDPs – Critical evaluation. **(12 Hrs)**

UNIT V

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. **(15 Hrs)**

Prescribed Text:

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

Web Reference:

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

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
TOTAL MARKS				100

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	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 BUSINESS STATISTICS AND OPERATION RESEARCH-II

SUBJECT CODE: 16UMATA21	THEORY & PROBLEMS	100 MARKS
SEMESTER: III	CREDITS: 5	TOTAL HOURS: 90

(COMMON TO B.B.A, B.COM BM AND B.COM ISM)

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

Time Series Analysis – Secular trend: Graphic or free hand method, Method of semiaverage, Moving average and Method of least squares-Seasonal variation: Method of simple average only.
(15 Hrs)

UNIT – II

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. **(15 Hrs)**

UNIT -III

Probability – Addition and Multiplication Theorem – Sampling Techniques – Types of Sample and Sampling procedures – Tests of Significance – t, Chi –square test only. **(Simple problems).**
(20 Hrs)

UNIT – IV

Assignment Problems: Minimisation, Maximisation case in assignment problem. Travelling sales man problem, unbalanced assignment problem. **(20 Hrs)**

UNIT -V

Transportation Problems: North West Corner Method (NWCM) – Lowest Cost Entry Method (LCM), Vogel’s Approximation Method (VAM) and MODI Method. **(20 Hrs)**

Prescribed Texts:

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

Reference Books:

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

Web Reference:

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

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	2	20
B	Short Answer Answer any 5 out of 8 questions (each in 300 words)	13-20	8	40
C	Essay Answer any 2 out of 4 questions (each in 1200 words)	21-24	20	40
TOTAL MARKS				100

Distribution of Questions:

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

SEMESTER IV

CORE IX– BUSINESS AND INTERNATIONAL ECONOMICS

SUBJECT CODE: 16UCMMC09	THEORY	100 MARKS
SEMESTER: IV	CREDITS: 4	TOTAL HOURS: 75

(Common to B.Com (A&F))

COURSE OBJECTIVES:

- To develop basic understanding about the economic concepts, tools and techniques for their applications in business decisions.
- To impart the knowledge about international trade and Fixed and floating exchange rates.

UNIT I

Introduction to Economics – Wealth, Welfare and Scarcity Views on Economics - Scope and Importance of Business Economics -Concepts: Production Possibility Frontiers – Opportunity Cost – Accounting Profit and Economic Profit – Incremental and Marginal Concepts – Time and Discounting Principles. **(15 Hrs)**

UNIT II

Demand and Supply Functions - Meaning of Demand – Determinants and Distinctions of demand – Law of Demand – Elasticity of Demand – Demand Forecasting – Supply concept and Equilibrium. **(15 Hrs)**

UNIT III

Consumer Behavior: Law of Diminishing Marginal utility – Equi-marginal Utility – Indifference Curve – Definition, Properties and equilibrium- Production: Law of Variable Proportion – Laws of Returns to Scale – Producer’s equilibrium. **(15 Hrs)**

UNIT IV

International Trade – Importance of International Trade, Theories of Foreign Trade: - Theories of Adam Smith, Ricardo, Haberler’s Hechsher-Ohlin. **(15 Hrs)**

UNIT V

Balance of Trade, Balance of Payment – Concepts – Causes of Disequilibrium, Methods to Correct Disequilibrium – Fixed and Floating Exchange Rates. **(15 Hrs)**

Prescribed Texts:

1. S.Shankaran, Business Economics - Margham Publications - Ch -17
2. P.L. Mehta, Managerial Economics – Analysis, Problems & Cases - Sultan Chand & Sons – NewDelhi – 02.

Reference Books:

1. Francis Cherunilam, Business Environment, Himalaya Publishing House -Mumbai – 04.
2. Peter Mitchelson and Andrew Mann, Economics for Business ,Thomas Nelson Australia - Can -004603454.

3. Chaudhary,C.M Business Economics , RBSA Publishers , Jaipur - 03.
4. H.L. Ahuja, Business Economics – Micro & Macro, Sultan Chand & Sons, New Delhi
5. Francis Cherunilam, International Trade and Export Management - Himalaya Publishing House - Mumbai – 04.
6. Paul.R.Krugman and Maurice Obstfeld, International Economics (Theory and Policy) - Pearson Education Asia - Addison Wesley Longman (P) Ltd -Delhi – 92.
7. Robert J.Carbaugh, International Economics - Thomson Information Publishing Group - Wadsworth Publishing Company - California.
8. H.G. Mannur, International Economics – Vikas Publishing House (P) Ltd - 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	3	
	Unit – 2	3	
	Unit – 3	2	
	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 X – RESEARCH METHODS IN BUSINESS

SUBJECT CODE: 16UCMMC10	THEORY	100 MARKS
SEMESTER: IV	CREDITS: 4	TOTAL HOURS: 75

(Common to B.Com ISM)

COURSE OBJECTIVE:

- To make students aware about the importance of research in business
- To make students acquire skills to locate problem areas in organisation settings, and plan, organize, design, and conduct research to help solve the identified problems.

Unit I (15 Hrs)

Fundamentals of Research : Meaning, Objectives and Significance. Types of Research :- Descriptive vs. Analytical, Applied vs. Fundamental, Quantitative vs. Qualitative, Conceptual vs. Empirical. **Approaches to Research**- Quantitative approach, Qualitative approach.

Unit II (15 Hrs)

Defining the research problem, selecting the problem; technique involved in selecting a problem. Research design – Meaning, need, features of good research design. **Sample design** – Meaning- Steps in sampling design – Characteristics of Good Sample Design –Classification of Sampling design: Brief about Probability sampling, Non- probability sampling, restricted, un-restricted sampling. Types: Quota sampling, Cluster sampling, Area sampling, Multi stage sampling, convenience sampling and purposive sampling.

Unit III (15 Hrs)

Sources and Methods of data collection - Primary and Secondary data. Meaning and Definition of Primary sources - Observation , Interview and Questionnaire. Meaning and definition of Secondary sources - Data processing – Tabulation – Data analysis and Interpretation.

Unit IV (15 Hrs)

Meaning, definition and importance of Hypothesis –Types: Simple hypothesis, Null hypothesis, alternate hypothesis and complex hypothesis. Formulation of hypothesis and various methods of testing of hypothesis - (**Theoretical explanation only**) Chi-square test, Correlation Co-efficient and Regression analysis.

Unit V (15 Hrs)

Report writing – layout of research report – Steps in report writing- Importance of research in management decisions- Application of research in various areas - Marketing Research, Government policies and economic systems, Social relationship.

Prescribed Texts:

1. Research Methodology by Dr.P.Ravilochanan – Margham Publications (2012)
2. Research Methodology: Methods and Techniques Paperback by C R Kothari – New Age International Publishers

3. Research Methodology in social sciences by P.C. TRIPATHI – Sultan Chand & Sons.

Reference Books:

1. Research Methodology: A Step by Step Guide for Beginners, 2e – 2005 –by Ranjit Kumar – Pearson.

Web Reference:

1. <http://study.com/academy/lesson/research-methodology-approaches-techniques-quiz.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 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
TOTAL MARKS				100

Distribution of Questions:

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

CORE XI - FINANCIAL SERVICES

SUBJECT CODE: 16UCMMC11	THEORY	100 MARKS
SEMESTER: IV	CREDITS: 4	TOTAL HOURS: 75

(Common to B.Com (BM), BBA, B.COM(A&F))

COURSE OBJECTIVES:

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

UNIT – I: Meaning and importance of **financial services** – Types of financial services – Financial services and economic environment – Players in Financial Services Sector. **(15 Hours)**

UNIT- II: 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, Preferenceshares 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. **(20 Hours)**

UNIT-III: 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. **(10 Hours)**

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

UNIT – V: Mutual Funds: Meaning – Types: Based on Ownership, Operation, Objectives and Location – Advantages and Disadvantages of mutual fund – Institutions Involved – UTI. **(15 Hours)**

Prescribed Texts:

1. Financial Services – M.Y.Khan, 3rdEdition , 2004,Tata McGraw Hill Publications.
2. Financial Services – B.Santhanam, Margham Publications.
3. Financial services – K.S. Dinesh Kumar, Shri Sai Publishers' Distributors, 2014.

Reference books:

1. Law of Insurance – Dr.M.N. Mishra,2014, Sultan Chand Publications.
2. Indian Financial System – H.r.Machiraju, 4thEdition ,2010, Vikas Publications.
3. A Review of current Banking Theory and Practice – S.K. Basu., 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 Questions :

Sections	Units	No. of Questions	
		Theory	Problems
Section A	Unit – 1	3	
	Unit – 2	2	
	Unit – 3	3	
	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 MANAGEMENT

SUBJECT CODE: 16UCMMC12	THEORY&PROBLEM	100 MARKS
SEMESTER: IV	CREDITS: 4	TOTAL HOURS: 75

(Common to B.B.A, B.Com (ISM), B.COM(BM))

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 the return.

UNIT I – (10 Hrs)

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

UNIT II – (20 Hrs)

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

UNIT III – (20 Hrs)

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 Hrs)

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

UNIT V – (10 Hrs)

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

Prescribed Texts

1. Financial Management – Dr. A. Murthy – Margaham Publications
2. Financial Management – S.N. Maheswari

Reference Books:

1. Financial Management - I.M. Pandey
2. Dalston L. Cecil, Financial Management, Learn Tech press, Trichy, 2nd Edition 2015
3. Financial Management – Prasanna Chandra
4. Financial Management – Y. Khan and Jain

Web Reference

1. <http://fpacert.afponline.org/Ref/>
2. <http://www1.worldbank.org/publicsector/pe/oecdpehandbook.pdf>

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	2	20
B	Short Answer Answer any 5 out of 8 questions (each in 300 words)	13-20	8	40
C	Essay Answer any 2 out of 4 questions (each in 1200 words)	21-24	20	40
TOTAL MARKS				100

Distribution of Questions:

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

ALLIED IV–HUMAN RESOURCE MANAGEMENT

SUBJECT CODE : 16UCMMA04	THEORY	MARKS : 100
SEMESTER : IV	CREDITS : 5	TOTAL HOURS : 90

(Common to B.B.A, B.Com (ISM), B.Com (BM), B.Com (A&F))

COURSE OBJECTIVES:

- To understand the nature of human resources and its significance to the organization.
- To familiarise students with the various techniques in HRM that contribute 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

Nature and scope of Human Resources Management – Differences between personnel management and HRM – Environment of HRM – Human resource planning – Recruitment – Selection – Methods of Selection – Uses of various tests – interview techniques in selection and placement. **(20 Hrs)**

UNIT II

Induction – Training – Methods – Techniques – Identification of the training needs – Training and Development – Performance appraisal – Transfer – Promotion and termination of services – Career development. **(20 Hrs)**

UNIT III

Remuneration – Components of remuneration – Incentives – Benefits – Motivation: A.Maslow's theory, Mc Gregor's 'X' and 'Y' theory, Herzberg's two factor theory and V room's valence expectancy theory – Welfare and social security measures. **(20 Hrs)**

UNIT IV

Labour Relation – Functions of Trade Unions – Forms of collective bargaining- Workers' participation in management – Types and effectiveness. **(15 Hrs)**

UNIT V

Industrial Disputes and Settlements (Laws Excluded) – Settling Industrial Disputes in India. **(15Hrs)**

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 -5th Edition – McGraw Hill

Reference Books

1. Human Resource Management – Garry Deseler -11th Edition – Pearson International
2. Human Resource Management- By Dr Charmine E.J. Härtel , Dr Yuka Fujimoto – 2nd Edition

Web Reference:

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
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
TOTAL MARKS				100

Distribution of Questions:

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	2	
	Unit – 2	1	
	Unit – 3	1	
	Unit – 4	1	
	Unit - 5	1	

SEMESTER V

CORE 13 -COST ACCOUNTING

SUBJECT CODE: 16UCMMC18	THEORY & PROBLEM	MARKS: 100
SEMESTER: V	CREDITS: 4	TOTAL HOURS: 90

(Common to B.Com (GEN), B.Com (CS), B.Com (AF), B.Com (BM), B.Com (MM))

COURSE OBJECTIVES

1. To compile the basic concepts used in Cost accounting.
2. To compute the selling price through cost sheets.
3. To outline the basic principles of materials control and the latest techniques in inventory control.
4. Explain the classification of the overheads, and Distribution of Overheads Under Primary and Secondary distribution.
5. To Evaluate the various surfaces of labor cost control, various methods of remuneration and calculation of wages

UNIT I - (10 Hrs)

Introduction of Cost accounting-Meaning, definition, scope and objectives of cost accounting, Cost accounting Vs. Financial accounting- Difference between Cost accounting and Management accounting – Requisites of good costing system.

UNIT II – (20 Hrs)

Elements of cost – Classification of overheads- cost sheet- Cost Sheet Vs. production statement- Stock of Raw materials – Specimen cost sheet with inventories- Tenders and quotations.

UNIT III – (20 Hrs)

Meaning of material control – Essentials, objectives, advantages- Store keeping and inventory control- Economic Ordering Quantity (EOQ)- pricing of material issues (LIFO,FIFO, Simple Average and Weighted Average method) material losses.

UNIT IV - (20 Hrs)

Computation and control of labour – Labour turnover –Time keeping department – Payroll department- Remuneration and incentives – Time rate system, Piece rate system – Premium and bonus plan.

UNIT V - (20 Hrs)

Meaning and definition - Importance-Classification – Primary Distribution of overheads, Secondary distribution of overheads – Absorption of overheads - calculation of Machine hour rate.

Prescribed Text

1. T.S. Reddy and Y. Hariprasad Reddy – Cost Accounting ; Margham Publications
2. N.K. Prasad and V.K. Prasad – Cost Accounting

Reference Books:

1. Jain S.P. and Narang K.L. – Cost Accounting.
2. Khanna B.S., Pandey I.M. Ahuja G.K. and Arora M.N. – Practical costing.

Web Reference:

1. <http://www.accountingcoach.com/>
2. <https://www.wiziq.com/tutorials/cost-accounting>

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	2	20
B	Short Answer Answer any 5 out of 8 questions (each in 300 words)	13-20	8	40
C	Essay Answer any 2 out of 4 questions (each in 1200 words)	21-24	20	40
TOTAL MARKS				100

Distribution of Questions:

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

CORE XIV - RETAIL MARKETING

SUBJECT CODE : 16UCMMC14	THEORY	MARKS : 100
SEMESTER : V	CREDITS : 4	TOTAL HOURS : 75

COURSE OBJECTIVES:

- To enable the students to acquire knowledge on various trend in retail business.
- To provide the basic understanding to broad set of specialized activities and techniques in managerial retail business.
- To motivate the students to take up retailing business as a career.

UNIT – I: Introduction to Retail Marketing – retail environment – the growing importance of retail industry. **(15 Hrs)**

UNIT – II: **Consumer** behavior in the retail context – buying decision process – its implication for retail management. **(15 Hrs)**

UNIT – III: Store lay out – design – Merchandising – private brands – national brands – merchandising buying and handling. **(15 Hrs)**

UNIT - IV: Retail Marketing Mix – 4 Ps – Merchandise Management – Negotiating Purchase – Rural Marketing. **(15 Hrs)**

UNIT – V: Consumerism and ethics in retailing – international retail structures – future of retailing. **(15 Hrs)**

Prescribed Texts:

1. Andrew J. Navman and Peter Cullon – Retailing Environment – Thomson & Organisation
2. Berman : Retail management , 8th Edn. – Prentice Hall of India

Reference Books:

1. Patrick M. Nunne, Robert F. Lusch and David A. Griffith – Retailing
2. Retail Marketing Management – David Gilbrath
3. Marketing Strategy – A. Nag
4. Principles of Marketing – Sherlekar, Dr. K. Nirmala Prasad and S.A. Salvardine Victor.

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	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- INTERNATIONAL MARKETING

SUBJECT CODE : 16UCMMC15	THEORY	MARKS : 100
SEMESTER : V	CREDITS : 4	TOTAL HOURS : 90

COURSE OBJECTIVES:

- To impart knowledge about the various types of marketing in Business.
- To have a in depth knowledge of International marketing.

UNIT – I: Need and importance of international marketing – entry strategy – international trade theories – BOT, BOP. **(20 hrs)**

UNIT – II : International markets – consumer behaviour – market research – product market strategies. **(20 hrs)**

UNIT – III: Pricing – terms – FOB – CIF – foreign exchange fluctuations – channels of distributors. **(20 hrs)**

UNIT – IV: Advertising and sales promotion – insurance and Risk coverages – institutions for promotion of international marketing – marketing assistance – documentation procedures in export & import trading. **(15 hrs)**

UNIT – V: WTO – Trade Blocks – EU – Globalisation – Global Markets. **(15 hrs)**

Prescribed Texts:

1. Varshney and Bhattacharya, International Marketing, Bookwell Publishers, New Delhi, 1999.
2. Philys Cateora and John Graham, International Marketing, Tata Mc Graw Hill, 1999.

Reference Books:

1. Srinivasan : International Marketing – Prentice Hall of India
2. Fayerweather – International Marketing – Prentice Hall of India
3. Keith Lewis and Mathew Housden – Introduction to International Marketing
4. Alan Branch – International Purchasing and Management – Thomson

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

CORE – XVI
ADVERTISING MANAGEMENT AND SALES PROMOTION

SUBJECT CODE : 16UCMMC16	THEORY	MARKS : 100
SEMESTER : V	CREDITS : 4	TOTAL HOURS : 90

(Common to BBA)

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: Advertising: Definition, objectives, need & importance, growth of modern advertising – types & classification of advertisement, advertising spiral – market segmentation, promotional mix and target audience. **(20 Hrs)**

UNIT – II: 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. **(20 Hrs)**

UNIT – III: 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. **(20 Hrs)**

UNIT – IV: Management of sales promotion: Importance & need for sales promotion, planning for consumer schemes & contests, different types of consumer schemes. **(15 Hrs)**

UNIT – V: Control: Measurement of effectiveness – ethics, economics and social relevance. **(15 Hrs)**

Reference Books:

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.
4. Wells, Moriarty & Burnett: Advertising Principles & Practices, Prentice Hall.
5. Jefkins, F., Advertising, 4th Edition, Pearson, 2002.
6. 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 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	2	
	Unit – 2	2	
	Unit – 3	1	
	Unit – 4	2	
	Unit – 5	1	
Section C	Unit – 1	2	
	Unit – 2	1	
	Unit – 3	1	
	Unit – 4	1	
	Unit - 5	1	

ELECTIVE 1

TOURISM MANAGEMENT

SUBJECT CODE : 16UCMME01	THEORY	MARKS : 100
SEMESTER : V	CREDITS : 5	TOTAL HOURS : 90

COURSE OBJECTIVES:

- To make the learners acquainted with the concept of tourism
- To make the learners know with the various aspects of tourism in India and abroad
- To make the learners know about different facets of tourism industry

UNIT I

(20 Hours)

Definition of Tourism Management – Need for tourism management – Factors influencing the growth of tourism – Effects of tourism – Tourism marketing - Tourism industry in India and abroad.

UNIT II

(15 Hours)

Tourism product planning and development – User’s profile – Tourism life study styles – Market segmentation.

UNIT III

(20 Hours)

Tourism product strategy – Tourism Pricing strategy – Tourism promotion strategy – Tourism distribution strategy.

UNIT IV

(15 Hours)

Typology of tourism – Different kinds of tourism – educational, religious, medical, entertainment, cultural, heritage, sports and adventurous tourism – Travel

UNIT V

(20 Hours)

ITDC – World Tourism Organisation (WTO) - Role of travel agents and Employment opportunities.

RECOMMENDED TEXTBOOKS

1. “Tourism marketing”, S.M.Jha, Himalaya Publishing House, Mumbai, 1Stedition, 2010.

E-LEARNING RESOURCES

- <http://www.unto.org/index.php>
- <http://www.indiatourism.com/>
- <http://www.tamilnadutourism.org>
- <http://www.incredibleindia.org>

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

SEMESTER VI

CORE 17 - SALES AND DISTRIBUTION MANAGEMENT

SUBJECT CODE : 17UCMMC17	THEORY	MARKS : 100
SEMESTER : VI	CREDITS : 4	TOTAL HOURS : 90

COURSE OBJECTIVES

- To impart knowledge about the various types of Sales and Distribution Management in Business.

UNIT – I (15 Hours)

Sales objectives – Functions of Sales Management – Duties and responsibilities of Sales Manager – Types of Salesmanship – Advantages and Limitations of Salesmanship.

UNIT – II (15 Hours)

Sales Planning, Sales policy – Sales organization, Structuring and managing sales force, designing sales territories – fixing sales, quota, controlling and motivating sales force.

UNIT – III (20 Hours)

Recruitment and selection of sales force – training of salesman Supervising Salesman – Appraising Salesman’s performance – methods of appraisal – Compensation of sales force – methods of compensation

UNIT – IV (20 Hours)

The Channel of distribution – Its importance – types of channels. Wholesalers & Retailers – Brokers, Commission agents - dealers sole selling agents.

UNIT – V (20 Hours)

Potential in distribution in India – Logistics – Physical Distribution – Supply Chain Management. Field Trip to understand the various Practical concepts of SCM

RECOMMENDED TEXTBOOKS

1. Bestrand Canfield & Englan Cliff, Sales Administration, Prentice Hall.
2. Richard R Still and Edward W. Cundiff, Sales Management, Prentice Hall.

REFERENCE BOOKS

1. Albert New Guard – The Field Sales Manager – Taraporewala
2. V.S. Ramasamy, Marketing Management, MacMillan.

E-LEARNING RESOURCES

- www.tutorialspoint.com/sales_planning/sales_planning_introduction.html.
- <https://www.businessmanagementideas.com/products/channels-of-distribution-of-products-meaning-functions-factors-and-types/2276>

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	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	1	
	Unit – 3	2	
	Unit – 4	1	
	Unit - 5	1	

CORE XVIII– MANAGEMENT ACCOUNTING

SUBJECT CODE : 16UCMMC13	THEORY	MARKS : 100
SEMESTER : VI	CREDITS : 4	TOTAL HOURS : 90

(Common to B.B.A, B.Com(A & F))

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: Management accounting – Meaning, nature, scope, functions, need, importance and limitations Management Accounting vs. Cost Accounting, Management Accounting vs. Financial Accounting. (12 Hours)

UNIT II: Analysis and Interpretation of financial statements – Nature, objectives, essentials and tools, Methods – Comparative Statements, Common Size statement and Trend analysis. (18 Hours)

UNIT III: Ratio Analysis – Interpretation, benefits and limitations. Classification of ratios- Liquidity, Profitability, Turnover Ratios, and Construction of Balance sheet (**simple problems only**). (20 Hours)

UNIT IV: 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**). (20 Hours)

UNIT V: Cash Flow Analysis – Meaning of Cash and Cash Equivalents – 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**) (20 Hours)

Recommended Texts

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

Reference Books

1. RSN Pillai & Bagavati, Management Accounting - S Chand & Co Ltd - New Delhi.
2. Horngren, Sunderu Stratton, Introduction to Management Accounting - Pearson Education
3. Dalston L. Cecil and Jenitra L. Merwin, Management Accounting, Learn Tech press, Trichy, 3rd Edition 2015

Web References:

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

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)	21-23	20	40
TOTAL MARKS				100

Distribution of Questions:

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

CORE 19 - SERVICES MARKETING

SUBJECT CODE : 16UCMMC19	THEORY	MARKS : 100
SEMESTER : VI	CREDITS : 4	TOTAL HOURS : 90

(Common to B.Com (MM) and B.B.A)

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

(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

(18 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

(12 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.

RECOMMENDED TEXTBOOKS

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. Dr. L. Natarajan Services Marketing, Margham Publications, Chennai.
2. Thakur .G.S. Sandhu Supreet & Dogra Babzan , Services marketing , kalyanni

- Publishers, Ludhianna .
3. Dr. B. Balaji , Services Marketing and Management ,S. Chand & Co , New Delhi .

E-LEARNING RESOURCES

1. <https://altitudemarketing.com/services/>
2. <https://courses.lumenlearning.com/boundless-marketing/chapter/service-quality/>

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
				100

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	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	

ELECTIVE II - SUPPLY CHAIN MANAGEMENT

SUBJECT CODE : 16UCMME02	THEORY	MARKS : 100
SEMESTER : VI	CREDITS : 5	TOTAL HOURS : 90

COURSE OBJECTIVES:

- To impart knowledge about the various types of Supply Chain Management in Business.

UNIT – I: Supply chain Management – Meaning, Definition, Functions, need – Marketing forces affecting supply chain activities – supply chain activities in India. **(20 Hrs)**

UNIT – II: Supply Chain Intermediaries – Meaning, importance, objectives, functions – Types of intermediaries – Selection of channel members – Motivation, training and evaluation of channel members. **(20 Hrs)**

UNIT – III: Transportation – Meaning, importance, Functions – Types of transportation – Methods of Selection of transportation – factors considering fixation of freight charges – Role of containers in modern Transportation. **(15 Hrs)**

UNIT – IV: Warehousing – meaning, characteristics, importance, functions – Types of warehousing – Selection of transportation – warehouse locations – Packaging and material handling – Documents relating to warehousing – Warehousing in India. **(20 Hrs)**

UNIT-V : Inventory Management – Meaning, Importance, Functions – Inventory Control – Inventory control under uncertainties – ABC Analysis – JIT – Cost of inventories – order processing – Customer Services. **(15 Hrs)**

Prescribed Texts:

1. Satish K. Kapoor and Purva Kamal, Basis of Distribution Management, Printice Hall of India, New Delhi , 2003.
2. Sunil Chopra, Supply Chain Management – Strategic planning and operations, 2004.

Reference Books:

1. Taylor, supply chain – A managers guide – Pearson Education – New Delhi – 2004.
2. David J. Bloomberg, Stephen Lemay, Joe E. Hanna, Logistics, Printice Hall of India, NewDelhi – 2002.
3. Dr. C.B. Gupta and Dr. N. Rajan Nair, Marketing management, Sultan Chand, New Delhi, 2007.
4. Bowersox closs, Logistical Managemevil – The Intergrated supply chain Management, PrinticeHall of India, New Delhi – 2004.

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	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	1	
	Unit – 3	2	
	Unit – 4	1	
	Unit - 5	1	

ELECTIVE III-PROJECT WORK

SUBJECT CODE : 16UCMME03	PROJECT	MARKS : 100
SEMESTER : VI	CREDITS : 5	TOTAL HOURS : 90

COURSE OBJECTIVES:

To give a hands on practicum to the students in the fields of marketing or finance or human resources, thus enabling them to learn the nuances of working both as an individual and as a team.

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 to the 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