

JAMAL MOHAMED COLLEGE (AUTONOMOUS), TIRUCHIRAPALLI – 20

DEPARTMENT OF BUSINESS ADMINISTRATION

UG BBA PROGRAMME - COURSE STRUCTURE UNDER CBCS FROM 2017 – 2018 ONWARDS

SEM	COURSE CODE	PART	COURSE	COURSE TITLE	Ins. Hrs /Week	CREDIT	MARKS		TOTAL
							CIA	ESE	
I	17U1LT1/LA1/L F1/LH1/LU1	I	Language – I		6	3	25	75	100
	17UCN1E1	II	English - I		6	3	25	75	100
	17UBA1C1	III	Core – I	Principles of Management	4	4	25	75	100
	17UBA1C2		Core – II	Financial Accounting	4	3	25	75	100
	17UBA1A1		Allied –I	Economics for Managers	4	3	25	75	100
	17UBA1A2		Allied –II	Business Environment	4	3	25	75	100
	17UCN1VE	IV	Value Education	Value Education	2	2	-	100	100
		TOTAL			30	21			700
II	17U2LT2/LA2/L F2/LH2/LU2	I	Language – II		6	3	25	75	100
	17UCN2E2	II	English – II		6	3	25	75	100
	17UBA2C3	III	Core – III	Marketing Management	5	4	25	75	100
	17UBA2C4		Core – IV	Managerial Communication	4	3	25	75	100
	17UBA2A3		Allied – III	Business Mathematics and Statistics	4	3	25	75	100
	17UBA2A4P		Allied –IV	MS – Office Management - Practical	3	2	20	80	100
	17UCN2ES	IV	Environmental Studies	Environmental Studies	2	2	-	100	100
		TOTAL			30	20			700
III	17U3LT3/LA3/L F3/LH3/LU3	I	Language– III		6	3	25	75	100
	17UCN3E3	II	English – III		6	3	25	75	100
	17UBA3C5	III	Core– V	Business Accounting	4	4	25	75	100
	17UBA3C6		Core– VI	Business Laws	3	2	25	75	100
	17UBA3A5		Allied– V	Services Marketing	4	3	25	75	100
	17UBA3A6P		Allied–VI	Tally For Business-Practical	3	2	20	80	100
	17UBA3N1	IV	Non Major Elective I		2	2	-	100	100
17UCN3S1	Skill Based Elective - I		Soft Skills	2	2	-	100	100	
		TOTAL			30	21			800
IV	17U4LT4/LA4/L F4/LH4/LU4	I	Language–IV		6	3	25	75	100
	17UCN4E4	II	English– IV		6	3	25	75	100
	17UBA4C7	III	Core– VII	Production Management	4	4	25	75	100
	17UBA4C8		Core - VIII	Organisational Behaviour	4	3	25	75	100
	17UBA4A7		Allied– VII	Introduction to Operations Research	4	3	25	75	100
	17UBA4A8		Allied–VIII	Cost Accounting	4	2	25	75	100
	17UBA4N2	IV	Non Major Elective - II		2	2	-	100	100
17UCN4EA	V	Extension Activities	NCC, NSS, etc.	-	1	-	-	-	
		TOTAL			30	21			700
V	17UBA5C9	III	Core – IX	Accounting for Managers	6	5	25	75	100
	17UBA5C10		Core – X	International Business	5	5	25	75	100
	17UBA5C11		Core – XI	Entrepreneurial Development	5	5	25	75	100
	17UBA5C12		Core - XII	Management Information System	5	5	25	75	100
	17UBA5M1		Major Based Elective – I	A. Consumer Behaviour B. Company Accounts	5	4	25	75	100
	17UBA5S2	IV	Skill Based Elective II	A. Business Case Analysis B. Banking Practices	2	2	-	100	100
	17UBA5S3		Skill Based Elective – III	A. Aptitude test B. Salesmanship	2	2	-	100	100
	17UBA5EC1		Extra Credit Course - I	Summer Internship	-	4*	--	100*	100*
		TOTAL			30	28			700
VI	17UBA6C13	III	Core– XIII	Financial Management	5	5	25	75	100
	17UBA6C14		Core– XIV	Strategic Management	5	5	25	75	100
	17UBA6C15		Core - XV	Human Resource Management	5	5	25	75	100
	17UBA6C16		Core XVI	Company Law	5	5	25	75	100
	17UBA6M2		Major Based Elective II	A. Advertising & Sales Promotion B. Financial Services	5	4	25	75	100
	17UBA6M3		Major Based Elective III	A. Retail Marketing B. Stock Market Practices	4	4	25	75	100
	17UCN6GS	V	Gender Studies	Gender Studies	1	1	-	100	100
	17UBA6EC2		Extra Credit Course - II	Mini Project	-	4*	--	100*	100*
		TOTAL			30	29			700
		GRAND TOTAL			180	140			4300

* Not Considered for Grant Total and CGPA

Non Major Elective : Students have to choose one of the courses offered by other departments from the list.

**SEMESTER I: CORE I
PRINCIPLES OF MANAGEMENT**

Subject Code : 17UBA1C1	Max. Marks	: 100
Hours/Weeks : 4	Internal Marks	: 25
Credit : 4	External Marks	: 75

Objective:

To enable the students to understand the Principles of management and the basic concepts used in management.

UNIT I: **12 Hours**
Overview of Management: Management – Definition – Management Thought - #Functions# - Fayol's Principles of Management - F. W Taylors Scientific Management - Features.

UNIT II: **12 Hours**
Planning: Meaning – Definition – Characteristics – Importance – Steps In Planning Process – Methods - Limitations of Planning - #Management By Objective (MBO)# - Decision Making - Types of Decision - Decision Making Process.

UNIT III: **12 Hours**
Organizing: Meaning - Principles - Departmentation - Organization Structure - #Centralization and Decentralization# - Delegation of Authority.

UNIT IV: **12 Hours**
Staffing: Meaning – Elements – #Process# - Recruitment - Source of Recruitment – Selection – Stages.

UNIT V: **12Hours**
Co-Ordination: Meaning - Needs – Controlling – Meaning - Process of Controlling - Types of Control - #Control Techniques#.

#.....# Self Study Portion.

Text Books:

T.B.1. T. Ramasamy, Principles of management, 8th Revised Edition, Himalaya Publishing House, 2006.

T.B.2. Dinkar Pegare, Business Management, 5th Revised Edition, Sulthan Chand & sons, 2011.

UNIT I Chapter I Pp 1-23, Pp 2, 25 **TB-2.**

UNIT II Chapter VIII Pp 99-105.Chapter IX, X Pp 125-143 **TB-1.**

UNIT III Chapter XI Pp 144-155.Chapter XIV Pp 189-215 **TB-1.**

UNIT IV Chapter XV Pp 179-194 **TB-2.**

UNIT V Chapter XXIV Pp 269-288 **TB-2.**

Books for Reference:

1. L.M. Prasad , Principles of management 8th Edition 2012, Sulthan Chand & Sons.
2. Varma & Agarwal Theory & Practicse of management, Educational Publisher, Delhi.
3. C.B. Mamoria, Personnel management Reprint 1999, Himalaya Publishing House

**SEMESTER I: CORE II
FINANCIAL ACCOUNTING**

Subject Code : 17UBA1C2	Max. Marks	: 100
Hours / Week : 4	Internal Marks	: 25
Credit : 3	External Marks	: 75

Objective:

To enable the students to understand the accounting concept, principles and gain knowledge in the preparation of Final accounts of a sole trader.

UNIT I **12 Hours**
Definition of Account – Accounting Principles – Concepts and Conventions – #Double Entry System# – Journal – Ledger – Subsidiary Books – Purchase Book, Sales Book, Purchase Returns, Sales Returns Book – Types of Cash Book (Simple Problems).

UNIT II **12 Hours**
#Trial Balance# – Final Accounts of Sole Trader – Trading Account, Profit & Loss Account and Balance Sheet with simple adjustments (Simple Problems).

UNIT III **12 Hours**
Bank Reconciliation Statement – #Rectification of Errors# (Simple Problems).

UNIT IV **12 Hours**
Methods of Depreciation – Straight Line Method, Written Down Value Method, #Annuity Method# (Simple Problems).

UNIT V **12 Hours**
Average Due Date – Account Current – Bills of Exchange: Discounting – #Endorsement# – Accommodation Bills (Simple Problems).

#.....# Self Study Portion.
(80% Problem, 20 % Theory)

Text Book:

T.B T.S Reddy and Dr. A Murthy, Financial Accounting, Margham publications, 6th Edition, Chennai, 2014.

UNIT I Chapter I, II Section 1.1-2.116 **T.B.**

UNIT II Chapter III Section 3.1-3.25, Chapter V 5.1-5.83 **T.B.**

UNIT III Chapter VI Section 6.1-6.33, Chapter IV Section 4.1-4.41 **T.B.**

UNIT IV Chapter XI Section 11.1-111.55 **T.B.**

UNIT V Chapter VII Section 7.1-7.24, Chapter VIII Section 8.1-8.20, Chapter XXVIII Section 28.1-28.62 **T.B.**

Books for Reference:

1. M.C.Shukla, T.S.Grewal, S.C.Gupta, Advanced Accounts, 6th Revised Edition, S.Chand Publications, Reprint, Chennai, 2015.
2. Dalston L.Cecli & Jenitra L Merwin, Principles of Accountancy, 5th Edition, LearnTech Press, Trichy, 2016.

**SEMESTER I: ALLIED I
ECONOMICS FOR MANAGERS**

Subject Code : 17UBA1A1
Hours/Week : 4
Credit : 3

Max. Marks : 100
Internal Marks : 25
External Marks : 75

Objective:

To enable the students to learn the various economic concepts and their application in business decisions.

UNIT I **12 Hours**
Meaning of Managerial Economics – #Nature – Scope – Objectives# - Law of Demand – Supply - Marginal Utility Analysis.

UNIT II **12 Hours**
Elasticity of demand - #Types of Demand# - Production and Cost Analysis - Factors of Production - Production Function - Law of Variable Proportion – Break Even Point (BEP) Analysis.

UNIT III **12 Hours**
#Cost Concepts# - Cost Output Relationships – Pricing – Objectives - Factors of Pricing - Types of Pricing - Price Discrimination - Managerial Decision Making - Risk and Uncertainty.

UNIT IV **12 Hours**
#Market Structure – #Features of Perfect and Imperfect Market# - Perfect Competition – Monopoly - Monopolistic Competition – Duopoly – Oligopoly.

UNIT V **12 Hours**
Trade cycle & Concepts - #National Income Concepts# - Estimate of National Income - Real and National Income - Employment and Income - Inflation and Deflation meaning and concept only.

#.....# Self Study Portion.

Text Books:

T.B-1: R. Cavery, Dr. U. K. Sudha Nayak, Dr.M.Girija, Dr.M.Meenakshi, Managerial Economics, Revised edition, S. Chand & Company Ltd, 2010.

T.B-2: Dr. S. Sankaran, Managerial Economics, Edition Reprint, Margham Publications, 2015

UNIT I Chapter 1 **T.B-1** (Pp 1-12, 39-40) & Chapter 3, **T.B-1** (Pp 44–50).

UNIT II Chapter 2**T.B-1** (Pp 51-62), Chapter 5**T.B-1** (Pp 94–101), Chapter 12 **T.B-1** (Pp 348– 360).

UNIT III Chapter 6**T.B-1** (Pp143–173), Chapter 9 **T.B-1** (Pp 261–270).

UNIT IV Chapter**T.B-1** (Pp174–216).

UNIT V Chapter 26**T.B-2** (Pp425–482).

Books for Reference:

1. S.Sankaran, Managerial Economics, Margham Publication, Reprint 2012.

**SEMESTER I: ALLIED II
BUSINESS ENVIRONMENT**

Subject Code : 17UBA1A2
Hours / Week: 4
Credit : 3

Max. Marks : 100
Internal Marks : 25
External Marks : 75

Objective:

To promote basic understanding of the concepts of business environment and to enable them to realize their implication in business decision.

UNIT -1

12 Hours

Business Environment – Meaning – Definition – Objectives – #Characteristics# – Features – Types of Environment – Business Goals – Social Responsibility of Business – Business and Society.

UNIT-II

12 Hours

Social and Cultural Environment – #Nature# – Impact of Culture on Business – People's Attitude to Business and Work.

UNIT – III

12 Hours

Political and Legal Environment – Meaning – Legislation for Consumer Protection – #Consumer Protection Act 2002#.

UNIT –IV

12Hours

Economic Environment – Meaning – Nature – Economic Factors – Economic Planning - #Privatization# – Nature – Objectives – Privatization Routes.

UNIT- V

12 Hours

Technological Environment – Meaning – #Features # – Impact of Technology – Technology and Society – Economic Effects – Management of Technology.

#.....# Self Study Portion

Text Books:

- T.B-1** S.Sankaran Business Environment, 3rd Edition, Margham Publications, Bangalore, 2004.
T.B-2 K.Aswthappa, Essentials of Business Environment, 10th Edition, Himalaya publication, Mumbai, 2008.

UNIT I Chapter I Section 1-10, **TB-1.**

UNIT II Chapter VI Section 98-149, **TB-1.**

UNIT III Chapter XVI Section 301-325; Chapter VIII Section 150-180, **TB-1.**

UNIT IV Chapter X Section 1-10.70, **TB-1;** Chapter XVIII Section 267-278, **TB-2.**

UNIT V Chapter VI Section 103-126, **TB-2.**

Books for Reference:

1. Francis Cherunilam, Business Environment, Himalaya publication.4th Edition, New Delhi, 2008.
2. Saroj Kumar & Naina Agarwal, Business Environment, Thakur Publications, 1st Edition, Chennai, 2012.

**SEMESTER II: CORE III
MARKETING MANAGEMENT**

Subject Code : 17UBA2C3
Hours/Week : 5
Credit : 4

Max. Marks : 100
Internal Marks : 25
External Marks : 75

Objective:

To enable the students to learn the basic functions, principles and concepts used for decision making in marketing.

Unit I: 15 Hours
Marketing – Meaning – Definition – Marketing and Selling – #Modern concept of Marketing# – Marketing Functions – Marketing Mix – Buyer’s behaviour – Buying Motive.

Unit II: 15 Hours
Product – Meaning – Definition – #Importance# – Product Life Cycle - Product Mix – Product Development – Introduction of new product.

Unit III: 15 Hours
Pricing – Meaning – Definition – #Methods of pricing strategies# – Factor influencing pricing – Types of Pricing.

Unit IV: 15 Hours
Physical Distribution – Meaning – Definition – Channels of Distribution - Wholesaler – Functions – Services – Retailer – #Functions# – Services – Marketing intermediaries and their function.

Unit V: 15 Hours
Promotion – Meaning – Definition – Methods – Advertisement – #Significance# – Kinds – Objectives – Personal selling – Importance – Sales Promotion – Functions – Importance – Online marketing.

#.....# Self study portion.

Text Book:

T.B Dr. C.B. Gupta and Dr. N. Rajan Nair – Marketing Management by Sultan Chand Company,1996.

UNIT I Chapter – I Section 1 – 2 **T.B.**

UNIT II Chapter – II Section 7 – 8 **T.B.**

UNIT III Chapter – III Section 9 **T.B.**

UNIT IV Chapter – IV Section 10 – 11 **T.B.**

UNIT V Chapter – V Section 12 – 15 **T.B.**

Book for Reference:

1. S.A.Sherlekar - Marketing Management by Himalaya Publishing House,1981.
2. Philip Kotler -Marketing Management - Pearson Education/PHI 12th Edition, 2006.
3. Rajan Saxena - Marketing Management - Tata McGraw Hill, 2002.

**SEMESTER II: CORE IV
MANAGERIAL COMMUNICATION**

Subject Code : 17 UBA 2C4	Max Marks	: 100
Hours/Week : 4	Internal Marks	: 25
Credit : 3	External Marks	: 75

Objective:

To enable the students, understand the significance of communication particularly in the fields of sales and its execution, claims and adjustments and report writing.

UNIT – I **12 Hours**
Communication – Meaning, Process and Significance – Objectives – Principles –Types – Media – #Barriers of Communication# – Commercial Terms and Abbreviations.

UNIT – II **12 Hours**
Correspondence – Need, Functions and Kinds of Business Letters – Layout of Business Letters – Enquiry and Reply – Offers and Quotations – #Orders# – Execution and Cancellation.

UNIT – III **12 Hours**
Complaints, Claims and Adjustments – #Collection Letters# – Sales Promotion Letters – Circular Letters.

UNIT – IV **12 Hours**
Application for jobs – #Resume Writing# – Report Writing – Structure of Reports - Kinds of Reports– Press reports – Market reports.

UNIT – V **12 Hours**
Modern means of E-Communication – Internet – E-Mail – Video conferencing – Social Networks: WhatsApp – Facebook - Twitter.

#.....# Self Study portion

Text Book:

T.B Rajendra Pal & J.S. Korlahalli – Essentials of Business Communication, Sultan Chand & Sons, 2015

UNIT I: Chapter EC1 to Chapter EC6 **T.B.**

UNIT II: Chapter CC1 to Chapter CC7 **T.B.**

UNIT III: Chapter CC8 to Chapter CC11 **T.B.**

UNIT IV: Chapter CC21 to Chapter WC 2 **T.B.**

UNIT V: Chapter WC6, Chapter OC6 to Chapter OC 8 **T.B.**

Books for Reference:

1. R.C.Sharma, Krishna Mohan – Business Communication, Tata McGraw Hills, 2012
2. Urmila Rai – Business Communication, Himalaya Publishing House, 2015.

**SEMESTER II: ALLIED III
BUSINESS MATHEMATICS AND STATISTICS**

Subject Code : 17UBA2A3	Max. Marks	: 100
Hours/Week : 4	Internal Marks	: 25
Credit : 3	External Marks	: 75

Objective :

To enable the students to gain knowledge about the basic mathematical tools and statistical techniques used in business.

UNIT – I **12 Hours**
Mathematics for Finance - #Simple and Compound Interest# Differential Calculus – Standard Forms – Rules of Differentiation – Criteria for Maxima and Minima (Simple Problems).

UNIT – II **12 Hours**
Matrices – #Types# – Addition, Subtraction and Multiplication of matrices – Transpose of Matrix – Determinants – Adjoint of a square matrix – Matrix inverse method by solving equation – Cramer’s rule of matrix.

UNIT – III **12 Hours**
Statistics – Definition – #Scope – Frequency distribution# – Diagrams: One and Two Dimensional diagrams - Graphical Representation: Histogram, Frequency Polygon and curve.

UNIT – IV **12 Hours**
Measures of Central Tendency: Mean Median, Mode, #Geometric Mean and Harmonic Mean# – Measures of Dispersion: Range, Quartile Deviation, and Mean Deviation – Standard Deviation and Co-efficient of variation.

UNIT – V **12 Hours**
Correlation: Karl Pearson’s Coefficient of Correlation and #Spearman’s Rank Correlation# – Regression and Co-efficient.

#.....# Self Study portion.
(60% Problem, 40 % Theory)

Text Books:

TB 1. PA. Navnitham – Business Mathematics and Statistics, Jai Publisher, Trichy.

TB 2. S.P. Rajagopalan – 2nd edition – Business statistical and operations research, Tata McGraw Hill Publishing Co. Limited, New Delhi.

UNIT I Part 1 pp 43-88, Part I Pp 247 – 270, Part I Pp 288 – 296 **TB 1**

UNIT II Part I Pp 147 – 200 **TB 1**

UNIT III Chapter 1, 2 & 3 **TB 2**

UNIT IV Part II Pp 162 – 268 **TB 1**, Part II Pp 301 – 340 **TB 1**

UNIT V Chapter 7 & 8 **TB 2**

Book for Reference:

1. San Cheti & Kapoor - Business Mathematics, S. Chand & Co. Ltd.

SEMESTER II: ALLIED IV
MS - OFFICE MANAGEMENT – PRACTICAL

Subject Code : 17UBA2A4P	Max. Marks	: 100
Hours/Week : 3	Internal Marks	: 20
Credit : 2	External Marks	: 80

Objective:

To enable the students to learn the computer concepts and also to develop the practical knowledge in MS-Word, Excel, Power Point, Access.

UNIT I : MS WORD I

6 Hours

Introduction to MS- Word –Menus- File, Edit, View, Insert, Format, Tools and Tables – Creating, Opening and Closing a Document.

UNIT II : MS WORD II

6 Hours

Personal Letter – Business Letter – Circular Letter with Mail Merge – Table Creation – #Application for Job with Resume#.

UNIT III : MS EXCEL I

6 Hours

Introduction to MS Excel – Formatting Worksheets – Basic Formula – Sorting and Filtering- #working with worksheets#.

UNIT IV : MS EXCEL II

6 Hours

Student Mark sheet- Electricity Bill – Pay Bill – Invoice Preparation with various templates – Bar chart- Pie chart – Line Chart.

UNIT V : MS POWER POINT

6 Hours

Introduction to PowerPoint- Slide Preparation- Working with Shapes – #Topic Presentation# – Animation – Slideshow.

#.....#

Self Study Portion

Text Book:

T.B S. V. Srinivasa Vallabhan – Computer Application in Business, Sultan Chand & Sons, 2007.

UNIT I Chapter III Section 3.1- 3.11 T.B

UNIT III Chapter IV Section 4.1-4.15 T.B

UNIT V Chapter VI Section 6.1-6.15 T.B

Books for Reference :

1. K.Mohan Kumar, Dr. S. Rajkumar – Computer Application in Business, 2nd Edition, McGrawHill.
2. Ananthi Sheshasaayee & G.Sheshasaayee – Computer Application in Business and Management, Margham Publications.

**SEMESTER III: CORE V
BUSINESS ACCOUNTING**

Subject Code : 17UBA3C5
Hours/ Week : 4
Credits : 4

Max. Marks : 100
Internal Marks : 25
External Marks : 75

Objective:

To gain knowledge regarding preparation of Partnership Accounts in the Event of Admission, Retirement, Death and Dissolution of firm.

UNIT I:

12 Hours

Partnership Accounts – Definition – #Interest on Capital# – Interest on Drawings – Profit and Loss Appropriation Account – Capital Accounts of Partners – Fixed Capital Method – Fluctuating Capital method – Past Adjustments.

UNIT II:

12 Hours

Admission of a Partner – Adjustment in the Profit sharing Ratio - Calculation of Sacrificing Ratio – Adjustment for Goodwill – Treatment of Goodwill on Admission of a Partner – Revaluation of Assets and Liabilities – Adjustment of reserves and other accumulated profit and losses – #Adjustment of Capitals#.

UNIT III:

12 Hours

Retirement of a partner – New profit sharing ratio – Gaining ratio – Treatment of Goodwill on retirement/ death of a partner – Retirement cum Admission – Accounting Treatment.

UNIT IV:

12 Hours

Meaning of Dissolution – #Modes of Dissolution# – Settlement of Accounts – Accounting Treatment – Insolvency of a Partner or partners – Garner vs Murray – Insolvency of all the partners – Piecemeal distribution.

UNIT V:

12 Hours

Insolvency of Individuals – #Statement of Affairs# – Deficiency Accounts - Departmental Accounts.

#.....# Self Study Portion **(80% Problems & 20% Theory)**

NOTE: All Units Simple Problems only.

Text Books:

T.B-1 T. S. Reddy & Dr. A. Murthy, Financial Accounting, Sixth Revised Edition, Margham Publications, 2016.

T.B-2 S. John Gabriel & A. Marcus, Financial Accounting, Tata McGraw-Hill Education, 2010.

UNIT I Chapter 21 Section (A) & (B) **T.B-1** (Pp 21.1 – 21.63).

UNIT II Chapter 22 Section 1-12 **T.B-1** (Pp 22.1 – 22.13).

UNIT III Chapter 23 Section 1-4, 30, 46, 48 **T.B-1** (Pp 22.1 – 22.101).

UNIT IV Chapter 24 (A) Section 1, 2, 6, 23, 32 **T.B-1** (Pp 22.1 – 22.77).

UNIT V Chapter 19 Full 19.1-19.34 **T.B-1**, Chapter 18 Full **T.B-1** (Pp 18.1 – 18.56), Chapter 16 Full **T.B-2** (Pp 627 – 664).

Books for Reference:

1. R.L. Gupta & V.K. Gupta, Financial Accounting, Sultan Chand Publications, New Delhi, 2010.
2. Jain & Narang, Financial Accounting, Kalyani Publishers, Patiala, 2011.

Prepared by **Christine Maria Drewitt**

**SEMESTER III: CORE VI
BUSINESS LAWS**

Subject Code : 17UBA3C6	Max. Marks	: 100
Hours/Week : 3	Internal Marks	: 25
Credit : 2	External Marks	: 75

Objective:

To acquaint the students with principles and legal aspects of general Contract and special contract like Agency, Sale of Goods Act.

Unit – I

9 Hours

Introduction – Contract - Definition – Elements of Valid Contract – Kinds of Contracts – #Void, Voidable and Valid Agreements# - #Contingent Contract# - Offer and Acceptance.

Unit – II

9 Hours

Consideration – Essential for valid Consideration – #No Consideration No Contract # – Capacity of Parties – Minor – Law Relating to Minor – Persons Disqualified by Law- Free Consent – # Void Contract#.

Unit – III

9 Hours

Performance of Contract – #Quasi Contract# – Discharge of Contract – Remedies for Breach of Contract.

Unit – IV

9 Hours

Law of Agency – Meaning - Essential of Agency -Creation of Agency - Kinds of Agents – #Duties, Rights of Agent #– Termination of Agency.

Unit – V

9 Hours

Sale of Goods Act – Meaning – Goods - Classification – Essential of Contract of Sale – Sales and Agreement to Sell – #Conditions and Warranties# - Caveat Emptor – Exceptions of the Doctrine of Caveat Emptor – Unpaid seller – #Rights#.

#.....# **Self Study Portion**

Text Book:

T.B- 1. R.S.N Pillai and Bhagavathi, Business Law, Sultan Chand sons, 2009

UNIT I Chapter I, Pp1-4, Chapter II, Pp 5-11, Chapter III Pp 12-20, **TB - 1**

UNIT II Chapter IV Pp21-27, Chapter V, Pp 28-34, **TB - 1**

UNIT III Chapter X, Pp69-79, Chapter XI, p 80-83, Chapter XII Pp 84-95,
Chapter XIII Pp96-106, **TB - 1**

UNIT IV Chapter XVI, Pp133-157, **TB - 1**

UNIT V Chapter XVII, Pp158-167, Chapter XVIII, Pp 168-176, Chapter XXI, Pp 193-199, **TB – 1**

BOOKS FOR REFERENCE:

1. **N.D. Kapoor** – Elements of Mercantile Law – Sultan Chand & Sons
2. **Davar** - Mercantile Law, Progressive Corporation
3. **M. C. Shukla** – Mercantile Law, Sultan Chand & sons

Prepared By: **Dr. K. Devaraju**

**SEMESTER III: ALLIED V
SERVICES MARKETING**

Subject Code : 17UBA3A5
Hours/Week : 4
Credit : 3

Max. Marks : 100
Internal Marks : 25
External Marks : 75

Objective:

To enable the students to learn the growing importance of Services, and how service in decision making decisions are made.

UNIT -I:

12 Hours

Services-Services and its Growth-#The services sector in the Indian economy#-Nature, Characteristics and Classifications of Services- Difference between goods and Services

UNIT-II :

12 Hours

Services Marketing Management- Process for services – #Marketing planning for Services# - Service Marketing Mix - Development of new services- Stages in New service development- Service life cycle.

UNIT-III

12 Hours

Pricing in services – Factors affecting Pricing Decisions – Methods of pricing in Services– Service Communication– #Growth of sales promotion in services#–Location of Services premises – Major channel alternatives- Functions of intermediaries.

UNIT-IV

12 Hours

People in services – Types of service personnel – #Human Resource planning for Service Employees# –Service process- Designing the service process – Process Flow charts- Process layout- Physical Evidence-Physical facilities and Environment.

UNIT-V

12Hours

Marketing of Services –Bank-Insurance - Health – #Hospitality# – Telecommunications – Tourism-Recent trends in services Marketing.

#.....#

Self Study portion

Text Book:

T.B Vasanthi Venugopal, Raghu V.N- Services Marketing, Himalaya Publishing house 2008.

UNIT I Chapter 1, 2 Pp. 1-28 **T.B**

UNIT II Chapter 3,4,7,8 Pp. 29-31, 44-47,77-84,94-97 **T.B**

UNIT III Chapter 9,10,11 Pp. 102-111,131-136,155-166 **T.B**

UNIT IV Chapter12,13,14 Pp. 172-179,188-194,218-227 **T.B**

UNIT V Chapter 20 Pp. 293-318 **T.B**

Book for Reference :

1. Dr. L.Natarajan – Services Marketing, Margham Publications,2016.

Prepared by **S. Sanathkumar**

**SEMESTER III: ALLIED VI
TALLY FOR BUSINESS – PRACTICAL**

Subject Code : 17UBA3A4P	Max. Marks	: 100
Hours/Week : 3	Internal Marks	: 20
Credit : 2	External Marks	: 80

Objective:

To help the students to understand the growing significance of computer in business and office and also to enable them to gain practical knowledge in Tally.

UNIT I: 9 Hours
Fundamentals of Computerized Accounting: Principles of Accounting - Features of Tally - # Computerized Accounting Versus Manual Accounting # – Shortcut Keys.

UNIT II: 9 Hours
Introduction to Accounting: Starting Tally - Create a Company - Groups – Ledgers: Create, Edit and Delete – Types of Vouchers: Contra, Payment, Receipt, Journal, Purchase and sales Voucher.

UNIT III: 9 Hours
Introduction to Inventory: Creation of Stock Groups – Stock Categories – Units of Measure - Stock Items: Displaying and Altering Groups, Categories and Items.

UNIT IV: 9 Hours
Pay Roll Preparation: - Employee Master - Payroll Master – Pay Heads – Salary Details

Unit V: 9 Hours
Introduction to Statutory Features: Value Added Tax –Tax Deducted at Sources.

.....# **Self Study Portion**

Text Books:

T.B – 1 K Mohan Kumar and Dr S Rajkumar, Computer Applications in Business, The McGraw – Hill Companies, Second Edition, 2009.

T.B – 2 S. V. Srinivasa Vallabhan, Computer Applications in Business, Sultan Chand & Sons, Third Edition, Reprint, 2007.

UNIT I Chapter 5 Section 2-5 **T.B-1**

UNIT II Chapter 5 Section 6-7 **T.B-1**

UNIT III Chapter 6 Section 2-6, Section 9-10 **T.B-1**

UNIT IV Lesson 9 Section 9.19 **T.B-2**, Lesson 5 Section 5.17, Lesson 8 Section 8.1-8.4 **B.R-1**

UNIT V Lesson 7 Section **7.1, 7.3, 7.6 B.R-1**

Books for Reference:

1. Tally Power of Simplicity, Tally.ERP 9 at a Glance/1.0/March 2009
2. Palanivel, Tally Accounting Software, Margham Publications, 2014

Prepared by **Dr. L. Asid Ahamed**

**SEMESTER III: NON MAJOR ELECTIVE I
MANAGEMENT PRINCIPLES**

Subject Code : 17UBA3N1	Max. Marks	: 100
Hours/Weeks : 2	Internal Marks	: Nil
Credit : 2	External Marks	: 75

Objective:

To enable the students to learn the basic principles and concepts used in management.

UNIT I **6 Hours**
Management – Meaning - Definition – #Features # – Importance – Functions.

UNIT II **6 Hours**
Planning – Meaning – #Concept# – Process – Types of Plans – Objectives, Policies and Procedures – Management by objectives.

UNIT III **6 Hours**
Organizing – Meaning – Concept - Organization as a Process – Types of Organization – Nature and Purpose - #Centralization # – Decentralization.

UNIT IV **6 Hours**
Staffing – Meaning - Concept – #Function # – Process - Recruitment – Selection – Directing – meaning - Concepts.

UNIT V **6 Hours**
Co-Ordination – Meaning - Need & Importance - Controlling - Meaning - Concept – Need & Importance – #Process#.

#.....# Self Study Portion.

Text Books:

- T.B 1.** T. Ramasamy, Principles of management, 8th Revised Edition, Himalaya Publishing House, 2006.
T.B.2. Dinkar Pegare, Business Management, 5th Revised Edition, Sulthan Chand & sons, 2011.

UNIT I Chapter I Pp 1-23. **TB-1.**

UNIT II Chapter V Pp 70-83, Chapter-VII Pp 93-99 **TB-1.**

UNIT III Chapter IX Pp 111-126, Chapter-XI Pp 14-146 **TB-1.**

UNIT IV Chapter XV Pp 179 **TB-1.**

UNIT V Chapter XIV Pp 269-288 **TB-2.**

Books for Reference:

1. M. Prasad , Principles of management 8th Edition 2012, Sulthan Chand & Sons.
2. Varma & Agarwal Theory & Practicse of management, Educational Publisher, Delhi.
3. C.B. Mamoria, Personnel management Reprint 1999, Himalaya Publishing House.

**SEMESTER IV: CORE VII
PRODUCTION MANAGEMENT**

Subject Code : 17 UBA 4C7	Max. Marks	: 100
Hours/Week : 4	Internal Marks	: 25
Credit : 4	External Marks	: 75

Objective :

To understand nature and importance of Production Management and the areas of decision- making in Production Management.

UNIT – I

12 Hours

Production Management – #Scope#– Production System – Types – Duties and Responsibilities of a Production Manager – Plant Location – Factors & Site Selection – Plant Layout and its Kinds.

UNIT – II

12 Hours

Production Planning and Control (PPC) – Objectives – #Elements of Production Planning# – Routing and Scheduling – Objectives.

UNIT – III

12 Hours

Work Study, Time Study and Motion Study – Work Measurement – Maintenance of Plant – #Types#.

UNIT – IV

12 Hours

Quality Control and Inspection – #Objectives# – Statistical Quality Control (SQC) – AgMark, ISI and ISO.

UNIT – V

12 Hours

Material Management – Objectives – Purchasing – Store Keeping – #Functions# – Duties and Responsibilities of a Store Keeper – Inventory Control.

(100% Theory)

Text Books:

T.B. Dr. I. Abbas Khan, Dr. M. Sheik Mohamed – Production Management, Raja Publications, Trichy – 20, 2011.

UNIT I: Chapter I, Page No.2-26. **T.B**

UNIT II: Chapter III, Page No.60-78. **T.B**

UNIT III: Chapter II, Page No.33-52. **T.B**

UNIT IV: Chapter IV, Page No.83-113. **T.B**

UNIT V: Chapter V, Page No.123-156. **T.B**

Books for Reference :

1. K. Aswathappa and K. Shridhara Bhat – Production and Operations Management, Himalaya Publishing House.
2. Dr. B.S. Goel – Production and Operations Management, Pragati prakashan publishers.
3. Pannerselvam – Production and Operations Management, Prentice Hall of India learning Pvt. Ltd
4. M.M. Varma – Material Management, Sultan Chand & Sons.

**SEMESTER IV: CORE VIII
ORGANISATIONAL BEHAVIOUR**

Subject Code : 17UBA4C8	Max. Marks	: 100
Hours/Week : 4	Internal Marks	: 25
Credit : 3	External marks	: 75

Objective:

To familiarize the students with the individual behavior and group behavior in an organization for organizational decision.

UNIT-I **12 hours**
Organisational Behaviour- Definition – Nature and Concept –Features – Disciplines contributing to Organisational Behaviour - #Organisational Behaviour Model and other fields of study#.

UNIT-II **12 hours**
Individual Behaviour- Learning - Personality-Determination of Personality-Personality Traits-Perception-Factors affecting Perception-#Attitude-Values#.

UNIT-III **12 hours**
Group Dynamics-Meaning--Features of Group Dynamics-Formal and Informal Groups-Group Cohesiveness- #Group Behavior and Group Decision Making# -Group Norms.

UNIT-IV **12 hours**
Leadership – Concept - Qualities of Effective Leadership- Leadership Styles# Power and Authority#.

UNIT-V **12 hours**
Motivation –Concepts-Nature-Theories- Maslow needs theory-Herzberg’s Two Factor Theory-Morale-Meaning-Measurement of Morale- #Steps to improve Morale in an Organization#.

#.....# **Self Study Portion.**

Text Book:

T.B. Organizational Behaviour - L.M.Prasad, Sulthan Chand & Sons.2008

- UNIT I** Part I, Page no 14-21, **T.B**
- UNIT II** Part II, Page no 58-60,81-97,134-154, **T.B**
- UNIT III** Part III, Page no282-326, **T.B**
- UNIT IV** Part III, Page no 369-398, **T.B**
- UNIT V** Part II, Page no 176-190, **T.B**

Books for Reference:

1. Organizational Behaviour - Dr.Radha,Prasanna Publishers.
2. Organizational Behaviour - FRED LUTHENS,Tata McGraw Hill.

**SEMESTER IV: ALLIED VII
INTRODUCTION TO OPERATIONS RESEARCH**

Subject Code : 17UBA4A7	Max. Marks	:100
Hours/Week : 4	Internal Marks	: 25
Credit : 3	External marks	: 75

Objective:

To facilitate the students to understand the scientific methods available to take the proper decisions in the allocation of scarce resources.

UNIT –I **12 hours**
Operations Research – Meaning –Scope – Phases –Limitations-Characteristics-#Operation Research and Decision Making#-Application Areas.

UNIT –II **12 hours**
Linear Programming -Formulation of LPP-Solution by Graphical Methods- Simplex Methods (Simple Problems).

UNIT –III **12 hours**
Transportation Problem-North West Corner Rules-Lease Cost Method- Vogel's Approximation Method.

UNIT –IV **12 hours**
Assignment Problems: Hungarian Maxima and Minima Methods - Travelling Salesman Model –#Inventory Control# (Theory) – Role and Importance of Inventory.

UNIT –V **12 hours**
Network Analysis – Basic Components – Construction - Numbering the Events – Critical Path Analysis, Slack (float) – #Replacement of Equipment that Deteriorates Gradually#

#.....# Self Study Portion.

Text Book:

T.B. Anand Sharma – Operations Research, Himalaya Publishing House, Reprint 2012.

UNIT I Chapter I,Pp. 3-8, Chapter II,Pp.9-15 **T.B**

UNIT II Chapter III,Pp.16-34,Chapter IV,Pp 35-52, Chapter V,Pp.53-86, **T.B**

UNIT III Chapter VIII,Pp 116-147, **T.B**

UNIT IV Chapter IX,Pp 148-175, Chapter XIV, Pp 276-279 **T.B**

UNIT V Chapter XX,386-424, **T.B**

Books for Reference:

1. Prem Kumar Gupta, D.S. Hira- Operations Research, Sultan Chand , New Delhi.
2. V.K.Kapoor –Operations Research ,Sultan chand & Sons.
3. Quantitative Techniques – C.R.Kothari,VIKAS Publishing House.

**SEMESTER IV: ALLIED VIII
COST ACCOUNTING**

Subject Code : 17UBA4A8	Max. Marks	: 100
Hours/Week : 4	Internal Marks	: 25
Credit : 2	External Marks	: 75

Objective :

To enable the students to understand the principles and procedure of cost accounting and also to apply them to different practical situations.

UNIT – I

12 hours

Cost Accounting – Meaning- Objectives, Advantages and Limitations–#Costing System# – Cost Unit – Cost centre – Elements of Costs – Cost Sheet – Tenders and Quotations.

UNIT – II

12 hours

Materials – #Meaning and Objectives of Material Control methods# - Levels of stock – Economic Order Quantity – JIT- ABC Analysis– Methods of valuing material issues-FIFO, LIFO, Simple Average and Weighted Average.

UNIT – III

12 hours

Labour – #Methods of Wage Payments# - Time Rate, Piece Rate - Incentive Plans: Rowan’s Plan, Halsey plan, Halsey Weir plan - Taylor’s Differential Piece Rate System - Merricks Multiple Piece Rate System – Over Time and Idle Time.

UNIT – IV

12 hours

Overheads – #Classification#, Allocation, Apportionment and Absorption of Overheads.

UNIT – V

12 hours

#Methods of costing# : Job Costing – Contract costing – Process costing – Excluding Equivalent Production Concepts.

Marks (Theory 40% and Problems 60%)

#.....# Self Study Portion

Text Books :

T.B S.P. Jain and K.L. Narang, Cost Accounting, Kalyani Publishers, Eighth edition, 2014.

UNIT I Part I Pp. 1-39, Part IV Pp.63-69 T.B

UNIT II Part II Pp. 4-69 T.B

UNIT III Part II Pp. 106-162 T.B

UNIT IV Part II Pp.193-244 T.B

UNIT V Part IV Pp. 3-168 T.B

Books for Reference:

1. S.P.Iyengar, Cost Accounting, Sultan Chand & Sons, Tenth Edition 2010.
2. R.S.N. Pillai and V. Bahavathi, Cost Accounting, S. Chand & Company Ltd, Fourteenth Revised Edition 2008
3. Dr.R.Ramachandran & Dr.R.Srinivasan, Cost Accounting, Sriram Publications, Fifth Edition 2012.

**SEMESTER IV: NON MAJOR ELECTIVE II
BANKING PRACTICES**

Subject Code : 17UBA4N2	Max. Marks	: 100
Hours/Week : 2	Internal Marks	: Nil
Credit : 2	External Marks	:100

Objective:

To acquaint the students with the theoretical and practices used banking sector in India.

UNIT – I

6 Hours

Banking – # Meaning # – Definition – Classification of banks – Commercial Banks – Meaning – Functions.

UNIT – II

6 Hours

Definition of term Banker and Customer – # Types of bank accounts# – Types of deposits - Documents required to open a bank account.

UNIT – III

6 Hours

Cheques : Definition - Characteristics– Multicity Cheques- Honour and Dishonour- Crossing of Cheques – Endorsement - Meaning and Significance-# Differences between DD and cheque#

UNIT – IV

6 Hours

RBI - Meaning – Nature and its Functions-Role of RBI.

UNIT – V

6 Hours

E-Banking – Meaning – Benefits – Electronic Transfer (ATM-NEFT, ECS – Credit and Debit Cards), RTGS,IMPS – Internet Banking, Mobile Banking – # E-Wallet #- UPI - Plastic Money.

.....# Self Study Portion

Text Books:

T.B-1 P.N. Varshney, Banking Law and Practice, twenty second edition, Sultan Chand & Sons, 2007

T.B-2 B. Santhanam, Banking theory law and practice, sixth edition(reprint), Margham publications, 2015

UNIT I Part 2 Pp 2.3 **T.B.1** , Pp.1.4-1.8 **T.B.2**, Pp 4.2 **T.B-2**

UNIT II Pp15.1 **T.B.2** Pp 4.3-4.4, 22.1 **T.B-2**

UNIT III Pp 12.15-12.29 **T.B-2**

UNIT IV Pp10.1-10.8 **T.B-2**

UNIT V Pp 21.1,26.1-26.9 **T.B-2**

Books for Reference :

1. Sundaram and Varshney, Banking Theory Law and Practice, Sultan Chand & Sons, 2007.
2. E. Gordon & Natarajan, Banking Theory Law and Practice Himalaya Publishing House, 2007.

**SEMESTER V: CORE IX
ACCOUNTING FOR MANAGERS**

Subject Code : 17UBA5C9	Max. Marks	: 100
Hours/Week : 6	Internal Marks	: 25
Credit : 5	External Marks	:75

Objective:

To enable the students to know the nature and scope of management accounting and gain knowledge in the preparation of fund flow, cash flow statement, accounting ratios, Break-even analysis, and budgetary techniques.

Unit-I

18 Hours

Management Accounting – Meaning – Objectives – Advantages – Limitations – #Management Accounting Vs Financial Accounting#– Management Accounting Vs Cost Accounting.

Unit- II

18 Hours

Fund Flow Analysis – Preparation of Schedule Of Changes In Working Capital and Fund Flow Statement. Cash Flow Analysis – Preparation of Cash Flow Statement – #Distinctions Between Cash Flow and Flow Statement#.

Unit – III

18 Hours

Accounting ratios – Meaning –#Types# – Calculation of Ratios- Construction of Balance Sheet.

Unit – IV

18 Hours

Marginal Costing – Cost Volume Profit Analysis – #Break Even Analysis#- Margin of Safety.

Unit – V

18 Hours

Budget and Budgetary Control – Meaning – #Types# – Functional, Master and Flexible Budget – Cash Budget- Standard Costing – Material and Labour Variances only.
#.....# Self Study Portion

60% Problem 40% Theory

Text book:

T.B. A.Murthy,S.Gurusamy, Management Accounting , Tata McGraw-Hill Publishing Company , Chennai,4 th Edition 2012

UNIT-I Chapter I NSM 1-NSM.201.1**T.B**

UNIT-II Chapter IV FFS 1-FFS 87, Chapter-V Section.1-65. **T.B**

UNIT-III Chapter III RA1-RA 114 **T.B**

UNIT-IV Chapter VII.MCB1-MCB119 **T.B**

UNIT-V Chapter VI BBC1-BBC75. **T.B**

Books for references;

1. Maheswari S.N Principles of Management Accounting –Sultan Chand & Sons
2. R.S.N.Pillai & Bhagavathi, Management Accounting –Sultan Chand & Sons
3. Man Mohan & Goyal, Principles of Management Accounting –S.M.sathiya Publications
4. Reddy .T.S & Hariprasad Reddy.Y Management Accounting –Margham Publications.

Prepared by **Dr. S. Mohamed Mohideen**

**SEMESTER V: CORE X
INTERNATIONAL BUSINESS**

Subject Code :17UBA5C10
Hours/ week : 5
Credit : 5

Max. Mark :100
Internal Marks : 25
External Marks : 75

Objective:

To enable the student understand the basic concepts connected with international business and Institutional arrangements for the promotion of International Business.

UNIT – I (15 Hours)

International Business – Globalization – Definition – International Business Environment – Classification of International Business – Barriers of IB – #LPG#.

UNIT – II (15 Hours)

Multinational Corporations (MNCs) – Merits and Demerits – Technology and MNCs – #MNCs in India# – Technology and MNCs –EXIM Policies – Export Import procedures.

UNIT – III (15 Hours)

Economic Integration – ASEAN, SAARC, SAFTA, NAFTA and their Procedures – #Economic reforms# – Foreign Exchange Market – FEMA.

UNIT – IV (15 Hours)

Foreign Direct Investment (FDI) – Factors influencing FDI – FDI in India – Benefits of FDI – International Monetary Fund (IMF) – #Objectives of IMF# – Foreign Collaboration and Joint Venture.

UNIT – V (15 Hours)

World Trade Organisation (WTO) –Structure and Functions of WTO – Growth of WTO – TRIMs – TRIPs – Anti Dumping – #Areas of operations#.

TEXT BOOK RECOMMENDED:

T.B : Francis Cherunilam – International Business, Prentice Hall of India Ltd.

UNIT I: Chapter 12, Page No.7, 447-458. **T.B**

UNIT II: Chapter10, Page No.376-402. **T.B**

UNIT III: Chapter 4, 5, Page No.127-228. **T.B**

UNIT IV: Chapter 9, Page No. 320-375. **T.B**

UNIT V: Chapter 5, Page No.7, 178-228. **T.B**

BOOKS FOR REFERENCES:

1. N.S.Muthukumar - International Business & Environment, Kalyani Publishers
2. RL Varshney & Battacharya – International Marketing Management- Sulthan & Chand
3. Balgopal T.S – Export Management, Himalaya Publishing House.

**SEMESTER V: CORE XI
ENTREPRENEURIAL DEVELOPMENT**

Subject Code : 17UBA5C11	Max. Marks	: 100
Hours/ Week : 5	Internal Marks	: 25
Credit : 5	External Marks	: 75

Objective: To enable the students to learn the entrepreneurial knowledge, skills, ability and experience through dogmatic and pragmatic approach towards entrepreneurial development.

Unit – I **15 Hours**

Entrepreneur- Meaning – Origin – Definition – Need, Role and Importance of Entrepreneurship – Functions – Types of Entrepreneur - Scope – #Characteristics of an Entrepreneur#- Difference between an entrepreneur and a Manager – #Entrepreneur Vs Intrepreneur#.

Unit – II **15 Hours**

Sources of Business Idea – Idea Processing, Selection of Idea- Concept of Project – Classification – #Project Identification# – Project Formulation – Elements – Project Report – #Project Appraisal#.

Unit – III **15 Hours**

Entrepreneurial Motivation – Motivating factors – Entrepreneurial Growth – Role of Government and non Government Agencies - SIPCOT – DIC –TIIC- SIDCO – #IDBI – ICICI# – SIDBI – Entrepreneurship Development Programs (EDPs) – Entrepreneurial Training – Course Content and Curriculum – Phases of EDPs – #Performance of EDPs#.

Unit – IV **15 Hours**

Sources of Finance – Long Term & Short Term – MSME - Steps for starting MSME – #Government Policy for MSME# – Benefits to Industrial Units Located in Backward Area – #Industrial Estate#.

Unit – V **15 Hours**

Women Entrepreneur – Definition – Problems – Steps to encourage Women Entrepreneurs – #Incentives and Subsidies for Entrepreneur# – Rural Entrepreneur –Meaning- Need for Rural Entrepreneurship –#Problems of Rural Entrepreneurship#.

#.....# **Self Study Portion**

Text Books:

T.B. 1 – Dr. C.B Gupta & Srinivasan – Entrepreneurial Development, Sultan Chand sons 2008

T.B. 2 – Dr. Suresh Jayashree - Entrepreneurial Developments, Margham Publications, 2015

T.B. 3 – Dr. C.B Gupta & Dr. S.S. Khanka–

Entrepreneurship and Small Business Management, 2009

UNIT I - Chapter 1, Pp1.1-1.9, Chapter 2, Pp 2.1-2.17, Chapter 3 Pp 3.1-3.9, **TB - 2**

UNIT II - Part-I Chapter 5 Pp1.76-1.83, **Part II**-Chapter 1, Pp 2.3-2.13,

Chapter 2 Pp2.14 – 2.34 **T.B - 1**

UNIT III-Chapter 5, Pp5.1-5.11, Chapter 6, Pp 6.1-6.10, Chapter 6 Pp 6.29-6.52, **TB - 2**

UNIT IV- Chapter 11, Pp11.1-11.12, **Chapter 7 Pp 7.18 – 7.30, T.B. 2**

UNIT V-Chapter 7, Pp7.1-7.17, **T.B. 2**, Chapter 24, Pp 2.289-2.290, **T.B - 3**

Books for Reference:

1. Gorden & Natarajan - Entrepreneurial Development, Himalayas Publishers

2. Khanka S.S - Entrepreneurial Development, Sultan Chand & sons

**SEMESTER V: ALLIED XII
MANAGEMENT INFORMATION SYSTEM**

Subject Code : 17UBA5C12	Max. Marks	: 100
Hours/Week : 5	Internal Marks	: 25
Credit : 5	External Marks	: 75

Objective:

To enable the students to learn the growing importance of information system and its vital role in decision making in management.

UNIT-I **15Hours**
Introduction – Fundamentals– #Needs# – Components– Characteristics– Importance– Classification – MIS Functions.

UNIT- II **15Hours**
#Introduction to Software#- Software Classification - #Role of software in problem solving# - Transaction Processing System - Steps - Office Automation System- Manufacturing Information System.

UNIT-III **15Hours**
#System Classifications# – Systems testing – Feedback Control- Expert System – Functions of System Analyst – Evaluation and Maintenance of MIS.

UNIT- IV **15Hours**
Strategic role of MIS – Information system for Managers – Decision Support System- Data Collection and Preparations – Data Base – Components – #E-Business Applications#.

UNIT- V **15Hours**
Functional areas: Production, Marketing, Finance and Accounting, Personnel – #Impact and their role in Managerial Decision Making#.

#.....# Self Study portion

Text Book:

T.B Dr.A.K.Gupta- Management Information System, S.Chand Publication, 2010.

UNIT I Chapter 1 Section 1.1-1.7.8 **TB**

UNIT II Chapter 2 section 2.1- 2.5, chapter 11 section 11.3 **TB**

UNIT III chapter 12 Section 12.1-12.6 **TB**

UNIT IV Chapter 13 Section 13.1-13.5,Chapter 6 Section 6.1-6.6 **TB**

UNIT V Chapter 11 Section 11.1-11.8.2 **TB**

Books for Reference:

1. Management Information Systems, Dr. S.P. Rajagopalan, Margham Publications.
2. Gordon B.Davis, Management Information System: Conceptual Foundations, Structure and Development, McGraw Hill, 1974.

SEMESTER V: MAJAOR BASED ELECTIVE I
A. CONSUMER BEHAVIOUR

Subject Code : 17UBA5M1A	Max. Marks	: 100
Hours/Week : 4	Internal Marks	: 25
Credit :4	External Marks	: 75

Objectives:

To make the students understand the consumer behavior concepts of motivation, learning, personality, group behavior and decision making

Unit I: **12 Hours**
Introduction - Consumer Behaviour# - definition - scope of consumer behaviour - Discipline of consumer behaviour - Customer Value Satisfaction -Retention - Marketing ethics.

Unit II: **12 Hours**
Consumer Motivation – Dynamics - types - measurement of motives -Consumer Personality: Introduction#, Self-concept, personality Theories, Brand Personality, emotions - Consumer Perception.

Unit III: **12 Hours**
Consumer Learning - Behavioural learning theories - Measures of consumer learning - Consumer attitude# - formation - Strategies for attitude change.

Unit IV: **12 Hours**
Social class Consumer Behaviour - Life style Profiles of consumer classes# - Cross Cultural Consumer Behaviour Strategies.

Unit V: **12 Hours**
Consumer Decision Making# - Opinion Leadership - Dynamics - Types of consumer decision making - A Model of Consumer Decision Making.

#.....# Self Study Portion

Text Books:

T.B Leon G. Schiffman and Leslie Lazar Kanuk, Consumer Behaviour, Prentice — Hall of India, Sixth Edition, 1998.

Unit I - Chapter - I (Page No's 22-30; 34.) **T.B**

Unit II - Chapter - IV; V; VI (Page No's 100-102; 109-110; 117-119;125-126;136-164;170-172.) **T.B**

Unit III - Chapter - VII; VIII (Page No's 216-235; 245-246;256-259;269-284.) **T.B**

Unit IV - Chapter - XI; XIV (Page No's 376 – 380; 390; 474 - 476) **T.B**

Unit V - Chapter - XVI (Page No's 544 -567.) **T.B**

Books for Reference:

1. Paul Green Berg-Customer Relationship Management -Tata Mc Graw Hill , 2002.
2. Michael R. Solomon - Consumer Behaviour, Indian Edition –PHI learning PVT Ltd.,
3. Ramanuj Majumdar - Consumer Behaviour –PHI learning PVT Ltd.

SEMESTER V: MAJOR BASED ELECTIVE I
B. COMPANY ACCOUNTS

Subject Code : 17UBA5M1B	Max. Marks	: 100
Hours/week : 5	Internal Marks	: 25
Credit :4	External Marks	:75

Objective:

To provide an understanding and working knowledge of Company Accounts

Unit I **15 Hours**
Profit Prior to Incorporation - Company Final Accounts # (Simple Problems)

Unit II **15 Hours**
Amalgamation, Absorption and Reconstruction of Companies # (Simple Problems)

Unit III **15 Hours**
Liquidation of Companies (Simple Problems)

Unit IV **15 Hours**
Holding Companies (Simple Problems)

Unit V **15 Hours**
Final Accounts of Banks (Simple Problems)

.....# **Self Study Portion**
(20% Theory & 80% Problem)

Text Book:

T.B TS.Reddy and Dr.A.Murthy – Corporate Accounting, Margam Publication, 6th Edition 2007.

UNIT I Chapter 7 – P.No: 7.1 – 7.126, 6.1 – 6.47 **T.B**

UNIT II Chapter 10 – P.No: 10.1 – 10.158 **T.B**

UNIT III Chapter 11 - P.No: 11.1 – 11.103 **T.B**

UNIT IV Chapter 14 - P.No: 14.1 – 14.106 **T.B**

UNIT V Chapter 12- P.No: 12.1 – 12.134 **T.B**

Books for Reference:

1. M.C. Shukla, T.S. Grewal, S.C. Gupta – Advanced Accountancy Vol.II, Sulthan Chand & Sons
2. S.N. Maheswari – Advanced Accountancy, Sulthan Chand & Sons
3. S.P. Jain and K.L. Narang – Advanced Accountancy, Kalyani Publishers

SEMESTER V: SKILL BASED ELECTIVE II
A. BUSINESS CASE ANALYSIS

Subject Code : 17UBA5S2 A	Max. Marks	: 100
Hours/Week : 2	Internal Marks	: Nil
Credit : 2	External Marks	: 100

Objectives:

- (i) To develop the analytical ability of the students by understanding the real business situations.
- (ii) To acquaint with the decision making skills required for a manager.

UNIT I **6 Hours**

Marketing Management: Decision making situation analysis in Market Segmentation - Introduction of a new product - Branding the product - Packaging

UNIT II **6 Hours**

Decision making situation analysis in Price determination - Advertising - Personal selling - Choosing the channel of distribution.

UNIT III **6 Hours**

Decision making situation analysis in Consumer satisfaction - Identifying the New Customers - Retention of Existing Customer - Contact with the Customer.

UNIT IV **6 Hours**

Human Resource Management: Decision making situation analysis in Recruitment - Training - Promotion – Developing the Employees - Employee Empowerment.

UNIT V **6 Hours**

Decision making situation analysis in Leadership - Motivation - Disciplinary action - Performance appraisal.

#.....# **Self Study Portion**

Text Book:

Work Book prepared by faculty members of the Department of Business Administration

Books for Reference :

1. Dr. S.L. Gupta, Dr. R.K. Suri - Case Studies In Marketing Management , Pentagon Press
2. Philip Kotler, Kevin Lane Keller – Marketing Management 15/e, Pearson Education India

SEMESTER V: SKILL BASED ELECTIVE II
B. BANKING PRACTICES

Subject Code : 17UBA5S2 B	Max. Marks	: 100
Hours/Week : 2	Internal Marks	: Nil
Credit : 2	External Marks	:100

Objective:

To acquaint the students with the theoretical and practices used banking sector in India.

- UNIT – I** **6 Hours**
Banking – # Meaning # – Definition – Classification of Banks – Commercial Banks – Meaning – Functions.
- UNIT – II** **6 Hours**
Definition of term Banker and Customer – # Types of Bank Accounts# – Types of Deposits - Documents required to open a Bank Account.
- UNIT – III** **6 Hours**
Cheques - Definition - Characteristics– Multicity Cheques - Honour and Dishonour - Crossing of Cheques – Endorsement - Meaning and Significance- # Differences between DD and Cheque#
- UNIT – IV** **6 Hours**
RBI - Meaning – Nature and its Functions-Role of RBI
- UNIT – V** **6 Hours**
E-Banking – Meaning – Benefits – Electronic Transfer (ATM-NEFT, ECS – Credit and Debit Cards), RTGS,IMPS – Internet Banking, Mobile Banking – # e-wallet#-UPI - Plastic Money.

.....# Self Study Portion

Text Books:

T.B-1 P.N. Varshney, Banking Law and Practice, twenty Second Edition, Sultan Chand & Sons,2007

T.B-2 B. Santhanam, Banking theory law and practice, sixth edition(reprint), Margham publications,2015

UNIT I Part 2 Pp 2.3**T.B.1** , Pp.1.4-1.8 **T.B.2**, Pp 4.2 **T.B-2**

UNIT II Pp15.1 **T.B.2**Pp 4.3-4.4, 22.1**T.B-2**

UNIT III Pp 12.15-12.29 **T.B-2**

UNIT IV Pp10.1-10.8 **T.B-2**

UNIT V Pp 21.1,26.1-26.9 **T.B-2**

Books for Reference :

1. Sundaram and Varshney, Banking Theory Law and Practice, Sultan Chand & Sons,2007.
2. E.Gordon & Natarajan, Banking Theory Law and Practice Himalaya Publishing. House,2007.

SEMESTER V: SKILL BASED ELECTIVE III
A. APTITUDE TEST

Subject Code : 17UBA5S3 A	Max. Marks	: 100
Hours/Week : 2	Internal Marks	: Nil
Credit : 2	External Marks	: 100

Objectives:

To enable the students to develop reasoning ability, numerical ability, verbal ability and general knowledge in specific areas including current affairs for facing competitive examination.

UNIT I: 8 Hours

Reasoning Ability Verbal: Number Series - Alphabet Series - Test of Direction Sense – Coding, Decoding - Number Ranking - Arithmetical Reasoning - Problem on Age Calculation - Blood Relations - Analogy - Decision Making etc.

UNIT II: 8 Hours

Reasoning Ability Non-Verbal: Mirror Images - Cubes and Dice - Grouping Identical Figures - Embedded Figures etc.

UNIT III: 8 Hours

Numerical Ability: Number System - HCF, LCM – Simplification Decimal Fractions, Ratio and Proportions, Unitary Method – Percentage - Time and Distance, Time and Work - Profit and Loss – Average.

#Simple and Compound Interest# - Mensuration (2D and 3D) – Algebra - Data Interpretation.

UNIT IV:

#Verbal Ability: Verb – Adverb, Subject Verb Agreement, Error Correction – Tenses, Sentence Rearrangement - Prepositions, Articles etc – Comprehension questions based on Passages, Vocabulary – Synonyms – Antonyms#.

UNIT V: 6 Hours

General Knowledge: Current Affairs (National and International) - Major Financial/Economic News - Budget and Five Year Plans - Who's Who - Sports, Books and Authors.

Awards and Honors - Science – Inventions and Discoveries - Abbreviations - Important Days - International and National Organizations.

#.....#

Self Study Portion.

(100% Objective Type – Multiple choice questions)

Books for Reference:

1. Disha Experts, Banking Awareness for SBI/IBPS Bank Clerk/PO/SO/RRB & RBI exams , Disha Publication, 2016.
2. RPH Editorial Board, Guide to Banking General Awareness & Banking Aptitude Test: For All Banking Related Recruitment Exams, Publisher: RPH, 2016.
3. Arihant Experts, Banking Awareness, Publisher:Arihant, 2016.
4. R.S. Aggarwal, Quantitative Aptitude for Competitive Examinations, S Chand Publications, 2016.
5. Manorama year book (Current year edition).
6. Competitive Success Review (CSR) – Monthly Edition.

SEMESTER V: SKILL BASED ELECTIVE III
B. SALESMANSHIP

Subject Code : 17UBA5S3 B	Max. Marks	: 100
Hours/Week : 2	Internal Marks	: Nil
Credit : 2	External Marks	: 100

Objectives:

To make the students understand the concept of salesmanship and enable them to take up salesmanship assignments successfully.

UNIT I: 6 hours

Salesmanship – Meaning – Definition- Features- Objectives - Nature – Types- Classification- Functions – #Duties and Responsibilities of a Salesman#.

UNIT II: 8 hours

Qualities of a Successful Salesman – Aggressive Selling – Defensive Selling – Usefulness of AIDA Concept for a Salesman – Personal Selling Process – Steps – Presale Preparation – Prospecting – Sales Promotion-# Demonstration# – Handling Objection – Closing the Sale – Follow Up.

UNIT III: 8 hours

Sales Organisation – Importance – Functions – Structure- #Departments#- Sales Manager – Qualities – Functions – Duties and Responsibilities – Recruitment of Salesmen - Process of Recruitment – Sources.

UNIT IV: 8 hours

Training of Salesmen – Methods of Training Programme -# Motivation of Salesmen# – Important Tools of Non-Financial Motivation – Remuneration of Salesmen – Methods of Remuneration.

UNIT V: 6 hours

Control of Salesmen – #Need for Control# – Methods of Control – Allocation of Sales Territories and Sales Quotas – Routing and Scheduling of Salesmen– Evaluation of performance.

#.....# **Self Study Portion.**

Books for Reference:

T.B P.Saravanel and S.Sumathi, Advertising and Salesmanship, Margham Publication, Chennai-2016.

UNIT I Chapter 18 Pp. 18.1 – 18.5 , Chapter 19 Pp. 19.2 - 19.8 **T.B**

UNIT II Chapter 20 Pp. 20.1 - 20.10, Chapter 21 Pp. 21.1 – 21.7**T.B**

UNIT III Chapter 23 Pp. 23.1-23.17, Chapter 24.1 – 24.19 **T.B**

UNIT IV Chapter 25 Pp. 25.1-25.16 **T.B**

UNIT V Chapter 26 Pp. 26.1-26.13 **T.B**

Books for Reference :

M.N Mishra – Sales Promotion and Advertising Management, Himalaya Publishing house, New Delhi- 2014.

Prepared by S.Sanathkumar

**SEMESTER V: EXTRA CREDIT COURSE I
SUMMER INTERNSHIP**

Subject Code : 17UBA5EC1	Max. Marks	: 100*
Hours/Week : Nil	Internal Marks	: Nil
Credit : 4*	External Marks	: 100*

Objectives:

- (i) To gain firsthand knowledge in the working of the business unit during the period of study.
- (ii) To acquire the managerial skills relating to the day-to-day administration of the business unit.
- (iii) To become aware of and get exposure to the managerial functions carried out in the business unit.

Advanced Learners up to first 3 semesters in the second year (Students who secured 70% marks and above in the first 3 semesters) are eligible to do summer internship course after the end of the IV Semester during summer vacation. Evaluation will be done during the V semester.

The period of internship shall be one month (30 contact days) in a business unit during the summer vacation in the second year of study before the re-opening of the college.

Evaluation:

The learner has to prepare and submit a report. The report shall be evaluated by the staff advisor and the examiner (Internal) jointly on the parameters identified for evaluation.

	Marks
Summer Internship and	
Report Evaluation	50
Oral Presentation	30
Appraisal by Business Unit	20

Total	100

**SEMESTER VI: CORE XIII
FINANCIAL MANAGEMENT**

Subject Code : 17UBA6C13	Max. Marks	: 100
Hours/Week : 5	Internal Marks	: 25
Credit : 5	External Marks	:75

Objectives:

To familiarize the students with various concepts and principle of financial management and also to develop in them the necessary skills and techniques to take financial decisions.

Unit I **15 Hours**

Financial Management – Meaning – Definition – Objectives and Importance # – Scope – Functions of Financial Management. (**100% Theory**)

Unit II **15 Hours**

Capital Structure – Theories of Capital Structure – Optimum Capital Structure – Long term and Short term Financing Sources #.(**100% Theory**)

Unit III **15 Hours**

Cost of Capital – Cost of Debt Capital, Preference Share, Equity Share, Retained Earnings, Weighted Average Cost of Capital – Leverage – Types of Leverages. (**100% Problems**)

Unit IV **15 Hours**

Capital Budgeting – Importance # – Evaluation Techniques – PBP, NPV, ARR, IRR. (**20% Theory 80% Problems**)

Unit V **15 Hours**

Working Capital Management – Factors – Estimation of Working Capital requirements #. (**20% Theory 80% Problems**)

.....# **Self Study Portion**

Text Book:

T.B S.N. Maheswari – Fundamentals of Financial Management, Sulthan Chand & Sons

UNIT I Section (A) – Chapter 7 – A.3 – A.8 **T.B**

UNIT II Section (B) - Chapter 2 – B.21 – B.67 **T.B**

UNIT III Section (C) - Chapter 4 – C.113 – C.148 **T.B**

UNIT IV Section (C) - Chapter 1 – C.3 – C.69 **T.B**

UNIT V Section (D) - Chapter 1- D.3 – D.30, Chapter 2 - D.31 – D.51 **T.B**

Book for Reference:

1. Dr. R. Ramachandran & Dr. R. Srinivasan – Financial Management, Sriram Publications

**SEMESTER VI: CORE XIV
STRATEGIC MANAGEMENT**

Subject Code : 17UBA6C14	Max Marks	: 100
Hours/Week : 5	Internal Marks	: 25
Credit : 5	External Marks	: 75

Objective:

To enable the students to learn basics of Strategic decision making in Management.

Unit I **15 Hours**
The concept of Strategy -Strategic decisions – Strategic Management – Meaning, Definition -
#Scope# – Benefits and Limitations – Process - #Approaches of Strategic Management#.

Unit II **15 Hours**
Vision and Mission - #Objectives# – Need for Environmental Scanning - Industry Analysis –
SWOT Analysis.

Unit III **15 Hours**
Strategy Formulation – Types of Strategies – Stability, Growth, Expansion, Diversification
and Retrenchment – BCG Matrix – Uses and Limitations.

Unit IV **15 Hours**
Strategy Implementation – Functional Implementation: Production – Marketing - Finance –
#Personnel# – Research and Development.

Unit V **15 Hours**
Strategic Evolution and Control – Techniques – Measuring Performance.

#.....# Self Study Portion

Text Book:

T.B. L.M. Prasad - Strategic Management, Sultan Chand & Sons, 5th Edition 2008.

UNIT I Part I, Section 1,2 - Pp. 15 – 45**T.B.**

UNIT II Part II, Section 3,4 – Pp. 64-69, 79-86, 93-106**T.B.**

UNIT III Part III, Section 6,8 – Pp. 161-186,216-218**T.B.**

UNIT IV Part IV, Section 9,12 – Pp. 243-248,307-336**T.B.**

UNIT V Part V, Section 13 – Pp. 337-360**T.B.**

Books for Reference:

1. R.Srinivasan, Strategic Management, PHI Learning (P) Ltd, 3rd Edition 2009.
2. M. Jeyarathnam, Strategic Management, Himalaya Publishing House, 4th Edition 2012.
3. P.K. Ghosh, Strategic Planning and Management, Sultan Chand and Sons, 11th Edition 2008.

**SEMESTER VI: CORE XV
HUMAN RESOURCE MANAGEMENT**

Subject Code : 17UBA6C15	Max Marks	: 100
Hours/Week : 5	Internal Marks	: 25
Credit : 5	External Marks	: 75

Objective :

To develop an understanding of managing Human Resources and the areas of decision making HRM.

UNIT – I **15 hours**
Human Resource Management - Meaning and Definition - Objectives - Scope - Functions - Strategic Human Resource Management - Benefits - #Components of Agile Human Resource Trend#.

UNIT – II **15 hours**
Human Resource Planning - Meaning and Definition - Objectives - Importance - HR Planning Process - Job Analysis, Job Description, Job Specification, #Job Evaluation#.

UNIT – III **15 hours**
Employee Training - Concept - Methods - Techniques - Employee Development – Concepts and Objectives - Importance of Executive Development - Wage and salary Administration - #Methods of Wage Payment#.

UNIT – IV **15 hours**
Promotion: Types - purposes - Transfer: Need - Types - Demotion: Causes - Motivation - Theories of Motivation: McGregor’s Participation Theories - McClelland’s Need Theory.

UNIT – V **15 hours**
Performance Appraisal - Objectives - Importance - #Modern Methods of Performance Appraisal# - Human Resource Information System - Benefits of Advanced Human Resource Information System.

#.....# Self Study portion.

Text Book:

T.B. Human Resource Management, S.S. Khanka, Sultan Chand & Sons, New Delhi.

- UNIT I** Section I: Chapter 1, Chapter 2 **T.B**
UNIT II Section II: Chapter 4, Chapter 5 **T.B**
UNIT III Section III: Chapter 10, Chapter 11, Chapter 15 **T.B**
UNIT IV Section III: Chapter 13, Chapter 17 **T.B**
UNIT V Section IV: Chapter 28 **T.B**

Books for Reference:

1. Personnel Management – C.B. Mamoria, Himalaya Publishing House.
2. Human Resource & Personnel Management – Aswathappa, Tata McGraw Hill, New Delhi, 2002.
3. Human Resource Management C.B. Gupta, Sultan Chand & Sons, New Delhi.

**SEMESTER VI: CORE XVI
COMPANY LAW**

Subject Code : 17UBA6C16	Max. Marks	: 100
Hours/Week : 5	Internal Marks	: 25
Credit : 5	External Marks	: 75

Objective:

To make the students understand the formation and mode of functioning of the company and also its winding up.

UNIT I **15 Hours**
Company – Definition – Characteristics - #Kinds of Companies# - Difference Between Private And Public Company - Formation of company – Promoters.

UNIT II **15 Hours**
Memorandum of Association – Contents – Alteration of Memorandum - Articles of Association - Alteration - #Limitation# - Prospectus – Contents.

UNIT III **15 Hours**
Shares – Kinds - Issue of shares through Dematt Account - Transmission of Shares - Issue at Discount and Premium - #Forfeiture of shares# - Debentures – Types.

UNIT IV **15 Hours**
Directors – Appointment – Qualification – Disqualification – Powers - Duties and Liabilities of Directors .

UNIT V **15 Hours**
Requisites of Valid Meeting - #Minutes – Quorum – Proxy# - Resolution-Meaning &Types - Winding Up -Modes and Consequences.

#.....# **Self Study Portion**

Text Book:

T.B-1 P.P.S.Gogna, A Text Book of Company Law, Re-Print Edition S.Chand & Company, 2009

UNIT I Chapter 1 **T.B** (Pp 18-16), Chapter 2, **T.B** (Pp 27–50), Chapter 3, **T.B** (Pp 58–68).

UNIT II Chapter4 **T.B** (Pp 73-88), Chapter 5 **T.B** (Pp 102–109), Chapter 6 **T.B** (Pp 123–131).

UNIT III Chapter 7 **T.B**(Pp 145–182), Chapter11 **T.B** (Pp 235–238).

UNIT IV Chapter 13 **T.B** (Pp 243–270).

UNIT V Chapter 14 **T.B** (Pp 303–320), Chapter 20 **T.B** (Pp 282–406).

Books for Reference:

1. N,D.Kapoor, Company Law , 30th Edition, Sulthan Chand and Sons, 2015.

SEMESTER VI: MAJOR BASED ELECTIVE II
A. ADVERTISING AND SALES PROMOTION

Subject Code : 17UBA6M2A
Hours/Week : 5
Credit : 4

Max. Marks : 100
Internal Marks : 25
External Marks : 75

Objective:

To develop an understanding of advertisement management and sales promotion concepts.

UNIT – I

15 hours

Advertising - Features - Scope - Types – Advantages of Advertising - Criticisms - Steps Involved in Launching an Advertising Campaign.

UNIT – II

15 hours

Advertising Objectives - Development of Advertising Objectives - Classification - #DAGMAR Approach to Objective Setting# - Advertising Budget - Methods - Preparation and Execution of Advertising Budget.

UNIT – III

15 hours

Advertising Message - Preparing an Effective Advertisement Copy - Elements of Print Copy - Advertising Agency - Functions - #Selecting the Advertising Agency# - Relationship between Agency and Client.

UNIT – IV

15 hours

Advertising Media - Types - #Selection# - Evaluation of Media - Evaluation of Advertising Effectiveness - Pre-testing and Post-Testing Techniques.

UNIT – V

15 hours

Sales Promotion - Definition, Nature and Significance - Dealer Oriented Sales Promotion - Consumer Oriented Sales Promotion - #Sales Promotion Strategy#.

#.....# Self Study Portion

Text Book:

TB -1 Advertising and Sales Promotion – P. Saravanavel & S.Sumathi, Margham Publication, Chennai, 2016.

TB -2 Advertising and Personal Selling – Neeru Kapoor, Pinnacle Publishers, New Delhi.

UNIT I Chapter 2 , Chapter 3, Chapter 10 **TB - 1**

UNIT II Chapter 4, Chapter 9, **TB – 1**

UNIT III Chapter 8 , Chapter 11 , **TB – 1**, Chapter VII , **TB - 2**

UNIT IV Chapter 14 pp 14.1-14.10, Chapter 15 pp 15.1-15.11, Chapter 16 pp 16.1-16.18, Chapter 17 pp 17.1-17.15, **TB – 2**

UNIT V Chapter 27-29, **TB - 2**

Books for Reference:

1. Advertising and Sales Promotion–Debrar Datta and Mahau Datta, Vrinda Publication, Delhi.
2. Advertisement – Rajeev Batra, John G. Myers & David A. Aaker, Prentice Hall of India, New Delhi.

Prepared by **G. Saifudeen**

SEMESTER VI: MAJOR BASED ELECTIVE II
B. FINANCIAL SERVICES

Subject Code	: 17UBA6M2B	Max. Marks	: 100
Hours/Week	: 5	Internal Marks	: 25
Credit	: 4	External Marks	: 75

Objective:

To enable the students, to learn the financial services and also to develop the knowledge in Indian Financial System.

UNIT – I

15 Hours

Indian Financial System: Meaning – Functions – Financial Markets – Financial Institutions – Financial Instruments – Development of Financial System in India – #Weakness of Indian Financial System #.

UNIT – II

15 Hours

Merchant Banking: Meaning – #Difference between Merchant Bank and Commercial Bank # – Functions – Role – Merchant Banking in India. Mutual Fund: Meaning – Features – Types – Advantages and Risk – Mutual Fund in India.

UNIT – III

15 Hours

Lease Financing: Meaning – Importance – Advantages – Limitations – Types – Difference between Financial Lease and Operating Lease. Hire Purchase: Meaning – Features – Rights of the Hirer – #Difference between Lease and Hire Purchase #.

UNIT – IV

15 Hours

Factoring: Meaning – Objectives – Types – Features – Functions – Advantages. Forfeiting: Meaning – Characteristics – Advantages – #Difference between Factoring and Forfeiting #.

UNIT – V

15 Hours

Venture Capital – Meaning – Characteristics – Types – Methods – Stages – Advantages – #Venture Capital in India#.

#.....# - Self Study Portion

Text book:

T.B. D. Joseph Anbarasu, Financial Services, Sultan Chand & Sons, New Delhi – 2007.

UNIT-I Chapter-I Pp. 1-26 **TB**

UNIT-II Chapter-II Pp. 27-90. Chapter-III Pp. 91-136 **TB**

UNIT-III Chapter-IV Pp. 137-161. Chapter-V Pp. 162-178 **TB**

UNIT-IV Chapter-VI Pp.179-199 **TB**

UNIT-V Chapter-VIII Pp. 249-297 **TB**

Books for Reference:

1. M.Y.Khan – Financial Services, Tata McGraw Hill, 2014
2. B. Santhanam – Financial Services, Margham Publications, 2016

Prepared by: **S. Abdul Lathif**

SEMESTER VI: MAJAOR BASED ELECTIVE III
A. RETAIL MARKETING

Subject Code : 17UBA5M3A	Max. Marks	: 100
Hours/Week : 5	Internal Marks	: 25
Credit : 4	External Marks	: 75

Objectives:

To enable the students to learn of the retail business and also to develop the retail marketing skills.

Unit I: (15 Hours)

Introduction to Retail: Meaning# – Characteristics of Retailer - Functions of Retailer – Classification of Retailer - The Reason for Retail growth – The Global Retail Trends.

Unit II: (15 Hours)

Retail Marketing Strategy - Store Location# – Importance - Site Analysis – Demand, Availability and supply – Retail Market Segmentation - Retail Marketing Strategy Planning- Retail Financial Strategy.

Unit III: (15 Hours)

Introduction to Retail Merchandising: Meaning# – Category Management – Merchandising Buying Systems – Branding Strategies – Presenting Merchandise – Merchandise Pricing.

Unit IV: (15 Hours)

Retail Store Management: Operations- Loss prevention – SCM – Distribution# – Managing Store Employees.

Unit V: (15 Hours)

Retail communication: Managing the Customer – Challenges – Essential of Good Customer Service–Importance of Customer Service - Retailing Future: Retail through Internet# – Career opportunities in Retailing – Retail in India.

#.....# **Self Study Portion**

Text Book:

T.B. Dr.Harjit Sing – Retail Management by S.Chand & Company Ltd.

UNIT I - Section I - Chapter I & II. T.B

UNIT II - Section II - Chapter IV, V, VI & VII. T.B

UNIT III - Section III - Chapter IX, X, XI, XII & XIII. T.B

UNIT IV - Section IV - Chapter XIV, XV, XVI, & XVII. T.B

UNIT V- Section V & VI - Chapter XX, XXV & XXVI. T.B

Books for Reference:

1. Michael Barton and others – Retailing management byTata Mcgraw Hill co.
2. KVS madaan – Fundamentals of Retailing by Tata Mcgraw Hill Co.

SEMESTER VI: MAJOR BASED ELECTIVE III
B. STOCK MARKET PRACTICES

Subject Code : 17UBA6M3B	Max. Marks	: 100
Hours/Week : 4	Internal Marks	: 25
Credit : 4	External Marks	: 75

Objective:

To introduce the students to the practical aspects of the functioning of stock exchange in India: To familiarize the students with the trading mechanism- DEMAT, trading in the stock market.

UNIT – I **12 Hours**
Indian Stock Market: An overview of Indian Security Market – #Functions of Stock Market
#– Stock Brokers and Advisors – SEBI as Regulatory Authority.

UNIT – II **12 Hours**
Primary Market: IPO - Secondary Market: Equity – F&O – Commodity – Currency – #Stock
Exchange Trading pattern in BSE, NSE and NSDL #.

UNIT – III **12 Hours**
Fundamental Analysis: Economic Analysis – Industry Analysis – Company Analysis –
#Limitations of Fundamental Analysis #.

UNIT – IV **12 Hours**
Technical Analysis: Tools and Techniques – Dow Theory – Primary Trend – Secondary
Trend – Moving Average – Charts – #Role of Fundamental and Technical analyst #.

UNIT – V **12 Hours**
Demat Trading: Meaning and Significance–Role of Depositories and Custodian of Securities
in Demat Trading–SEBI Guidelines and other Regulations relating to Demat Trading –
Procedure of Demat Trading– Introduction to Online Trading – #International Stock Market
Overview #.

#.....# - Self Study Portion

Text Books:

T.B-1: PunithavathyPandian, Security Analysis and Portfolio Management, Vikas Publishing House Pvt. Ltd., New Delhi, 2008.

T.B-2: Dr. S.Gurusamy, Financial Services and Systems, Vijay Nicholes Imprint Pvt. Ltd., 2004

UNIT-I Chapter-IV Pp .57-63. Chapter-VIII Pp. 121-124 **TB-1**

UNIT-II Chapter-III Pp. 37-40, Chapter-IV Pp. 57-66, Chapter-VI Pp. 85-104 **TB-1**

UNIT-III Chapter-XII Pp. 215-226 **TB-1**

UNIT-IV Chapter-XIII Pp. 257-259, 264, 269-276 **TB-1**

UNIT-V Chapter-X Section Pp. 10.1 to 10.8 **TB-2**

Books for Reference:

1. Avadhani, Investment and Securities Market in India, Himalaya Publishing House, 2011
2. Websites of NSE, BSE, SEBI & NASDAQ.

SEMESTER VI: EXTRA CREDIT COURSE II MINI PROJECT

Subject Code : 17UBA6EC2	Max. Marks	: 100*
Hours/Week : Nil	Internal Marks	: Nil
Credit : 4*	External Marks	: 100*

Objectives:

Objectives:

- (i) To gain firsthand knowledge in the working of the business unit during the period of study.
- (ii) To acquire the skills relating to the managerial activities in the organisation.
- (iii) To become aware of and get exposure to the management research offering suggestions for the growth of the organisation.

Advanced Learners up to first 4 semesters in the final year (Students who secured 70% marks and more in the first four semester) are eligible to undertake mini project work during the holidays after the V semester and also in the VI semester. The students will carry out the project work under the guidance of the faculty.

The learners have to submit the mini project report in the ending of February month in the VI semester.

The report shall be evaluated by the staff advisor and the examiner (Internal) jointly on the parameters identified for evaluation.

	Marks
Mini Project	
Report Evaluation	75
Oral Presentation	25

Total	100
