

**B.B.A.**

SEM	COURSE CODE	PART	COURSE	COURSE TITLE	HRS/ WEEK	CREDIT	CIA MARKS	SE MARKS	TOTAL MARKS
I	14U1 LT1/ LA1 / LF1/LH1/ LU1	I	Language - I		6	3	40	60	100
	14 UCN 1E1	II	English - I		6	3	40	60	100
	14 UBA 1A1	III	Allied – I	Managerial Economics	6	4	40	60	100
	14 UBA 1C1	III	Core – I	Financial Accounting	6	4	40	60	100
	14 UBA 1M1	III	Major Based Elective – I	Organisational Behaviour	3	3	40	60	100
	14 UCN 1VE	IV	Value Education	Value Education	3	3	40	60	100
<b>TOTAL</b>					<b>30</b>	<b>20</b>	<b>240</b>	<b>360</b>	<b>600</b>
II	14U2 LT2/ /LA2/ LF2/ LH2/ LU2	I	Language - II		6	3	40	60	100
	14 UCN 2E2	II	English - II		6	3	40	60	100
	14 UBA 2A2	III	Allied – II	Business Mathematics and Statistics	5	4	40	60	100
	14 UBA 2C2	III	Core – II	Management Concepts	6	4	40	60	100
	14 UBA 2M2	III	Major Based Elective – II	Business Laws	3	3	40	60	100
	14 UBA 2N1	IV	Non-Major Elective – I#		2	2	40	60	100
14 UCN 2ES	IV	Environmental Studies	Environmental Studies	2	2	40	60	100	
<b>TOTAL</b>					<b>30</b>	<b>21</b>	<b>280</b>	<b>420</b>	<b>700</b>
III	14U3 LT3/ LA3/ LF3/LH3/ LU3	I	Language - III		6	3	40	60	100
	14 UCN 3E3	II	English - III		6	3	40	60	100
	14 UBA 3A3	III	Allied – III	Operations Research	6	4	40	60	100
	14 UBA 3C3	III	Core – III	Advanced Accountancy	5	4	40	60	100
	14 UBA 3M3	III	Major Based Elective – III	International Business	3	3	40	60	100
	14 UBA 3N2	IV	Non-Major Elective – II#		2	2	40	60	100
14 UCN 3S1	IV	Skill Based Elective – I	Soft Skills	2	2	40	60	100	
<b>TOTAL</b>					<b>30</b>	<b>21</b>	<b>280</b>	<b>420</b>	<b>700</b>
IV	14U4 LT4/ /LA4/ LF4 /LH4/ LU4	I	Language - IV		6	3	40	60	100
	14 UCN 4E4	II	English - IV		6	3	40	60	100
	14 UBA 4A4	III	Allied – IV	Marketing Management	6	4	40	60	100
	14 UBA 4C4	III	Core – IV	Company Accounts	5	4	40	60	100
	14 UBA 4C5	III	Core – V	Cost Accounting	5	4	40	60	100
	14 UBA 4S2	IV	Skill Based Elective – II	Basics of Computer & DTP - Theory	2	2	40	60	100
	14 UCN 4EA	V	Extension Activities	NCC, NSS, Etc.	-	2	-	-	-
14 UBA 4EC1		Extra Credit – I	Consumer Behaviour	-	4*	-	100*	100*	
14 UBA 4EC2		Extra Credit – II	Supply Chain Management	-	4*	-	100*	100*	
<b>TOTAL</b>					<b>30</b>	<b>22</b>	<b>240</b>	<b>360</b>	<b>600</b>
V	14 UBA 5C6	III	Core – VI	Financial Management	5	4	40	60	100
	14 UBA 5C7	III	Core – VII	Business Environment	4	4	40	60	100
	14 UBA 5C8	III	Core – VIII	Managerial Communication	4	4	40	60	100
	14 UBA 5C9	III	Core – IX	Production & Operations Management	4	4	40	60	100
	14 UBA 5C10	III	Core – X	Company Law	4	4	40	60	100
	14 UBA 5C11	III	Core – XI	Services Marketing	4	4	40	60	100
	14 UBA 5M4	III	Major Based Elective – IV	Entrepreneurial Development	3	3	40	60	100
	14 UBA 5S3P	IV	Skill Based Elective – III	Computer DTP - Practical	2	2	40	60	100
14 UBA 5EC3		Extra Credit – III	Knowledge Management	-	4*	-	100*	100*	
<b>TOTAL</b>					<b>30</b>	<b>29</b>	<b>320</b>	<b>480</b>	<b>800</b>
VI	14 UBA 6C12	III	Core – XII	Strategic Management	5	4	40	60	100
	14 UBA 6C13	III	Core – XIII	Management Accounting	5	4	40	60	100
	14 UBA 6C14	III	Core – XIV	Human Resource Management	5	4	40	60	100
	14 UBA 6C15	III	Core – XV	Management Information System	4	4	40	60	100
	14 UBA 6C16	III	Core – XVI	Financial Services	4	4	40	60	100
	14 UBA 6C17	III	Core – XVII	Secretarial Practice	4	4	40	60	100
	14 UBA 6S4P	IV	Skill Based Elective – IV	Tally Package - Practical	2	2	40	60	100
	14 UCN 6GS	V	Gender Studies	Gender Studies	1	1	40	60	100
14 UBA 6EC4		Extra Credit – IV	Intellectual Property Rights	-	4*	-	100*	100*	
<b>TOTAL</b>					<b>30</b>	<b>27</b>	<b>320</b>	<b>480</b>	<b>800</b>
<b>GRAND TOTAL</b>					<b>180</b>	<b>140</b>	<b>1680</b>	<b>2520</b>	<b>4200</b>

# Non Major Elective Courses offered to the other Departments:

SEM	COURSE TITLE
II	Management Principles
III	Banking Practices

\* Not considered for Grand Total and CGPA

**SEMESTER – I: ALLIED – I**  
**MANAGERIAL ECONOMICS**

<b>Course Code</b>	<b>: 14UBA1A1</b>	<b>Max. Marks</b>	<b>: 100</b>
<b>Hours/Week</b>	<b>: 6</b>	<b>Internal Marks</b>	<b>: 40</b>
<b>Credit</b>	<b>: 4</b>	<b>External Marks</b>	<b>: 60</b>

**Objective:**

To enable the students understand the various concepts of economics and their application in business decisions.

**UNIT – I** **18 hours**

Managerial Economics – Nature and scope - Objectives of the firm - Theory of Consumer Behavior # - Marginal utility analysis - Indifference curve analysis.

**UNIT – II** **18 hours**

Law of demand - Types of demand - Elasticity of demand – Demand forecasting - Production and cost analysis - Factors of production # - Production function - Law of variable proportion - Law of return to scale.

**UNIT – III** **18 hours**

Cost concepts # - Cost output relationships - Short run and long run - Supply analysis - Pricing - Objectives - Factors of pricing – Types of pricing - Price discrimination.

**UNIT – IV** **18 hours**

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

**UNIT – V** **18 hours**

Trade cycle # – Phases or stages of a Trade cycle – National Income # – Estimation of National Income – Real and Money income.

**# # Self Study Portion**

**TEXT BOOK RECOMMENDED :**

R.Cauvery, U.K. Sudhanayak, M. Girija, R. Meenakshi – Managerial Economics – S. Chand & Sons.

**BOOKS FOR REFERENCE :**

1. Gupta G.S – Managerial Economics, Tata McGraw Hill.
2. R.L. Varshney & K.L. Maheshwari – Managerial Economics, Sultan Chand & Sons.
3. R. K. Lekhi – Managerial Economics Kalyani Publisher.

**SEMESTER – I: CORE – I**  
**FINANCIAL ACCOUNTING**

<b>Course Code</b>	<b>: 14UBA1C1</b>	<b>Max. Marks</b>	<b>: 100</b>
<b>Hours/Week</b>	<b>: 6</b>	<b>Internal Marks</b>	<b>: 40</b>
<b>Credit</b>	<b>: 4</b>	<b>External Marks</b>	<b>: 60</b>

**Objective:**

To enable the students to understand the accounting principles and gain knowledge in the preparation of Final accounts of sole trader and Non-trading concern.

**UNIT – I** **18 hours**

Definition of Account – Accounting principles # – Concepts and conventions # – Double Entry system – Subsidiary books – Purchases book, Sales book, Purchase Returns book, Sales Returns book and Types of Cash book – Journal # – Ledger – Trial Balance. (Simple Problems)

**UNIT – II** **18 hours**

Final Accounts of Sole Trader – Trading Account, Profit & Loss Account and Balance sheet – Rectification of errors. (Simple Problems)

**UNIT – III** **18 hours**

Bank Reconciliation Statement, Bills of Exchange: Discounting - Endorsement - Accommodation Bills. (Simple Problems)

**UNIT – IV** **18 hours**

Methods of Depreciation # – Straight Line Method, Written down Value Method, - Average Due Date – Account Current. (Simple Problems)

**UNIT – V** **18 hours**

Final Accounts of Non - Trading organizations – Receipts and Payments Account – Income and Expenditure Account – Balance Sheet #. (Simple Problems)

# # **Self Study Portion**

**TEXT BOOK RECOMMENDED:**

M.C.Shukla,T.S.Grewal,S.C.Gupta–Advanced Accountancy,Sultan Chand & Sons–  
Vol.I

**BOOKS FOR REFERENCE:**

1. S.P . Jain & K.L Narang – Advanced Accountancy, Kalyani Publications
2. R.L Gupta & Radhasamy – Advanced Accountancy, Sultan Chand & sons

**SEMESTER – I: MAJOR BASED ELECTIVE – I**  
**ORGANISATIONAL BEHAVIOUR**

<b>Course Code</b>	<b>: 14UBA1M1</b>	<b>Max. Marks</b>	<b>: 100</b>
<b>Hours/Week</b>	<b>: 3</b>	<b>Internal Marks</b>	<b>: 40</b>
<b>Credit</b>	<b>: 3</b>	<b>External Marks</b>	<b>: 60</b>

**Objective:**

To familiarize the students, the organisational and individual behaviour, develop dealership quality, effective communication skills and encourage morale and motivation.

**UNIT – I**

**9 hours**

Organisational Behaviour – Definition # – Nature and Scope – Features – Disciplines contributing to Organisational Behaviour - Organisational Behavioural Model.

**UNIT – II**

**9 hours**

Individual Behaviour – Personality #– Determinants of Personality – Personality Traits – Perception – Factors affecting Perception.

**UNIT – III**

**9 hours**

Group Dynamics – Meaning – Features of Group Dynamics – Formal and Informal Groups # – Features – Distinction – Benefits - Group Cohesiveness and Group Decision making.

**UNIT – IV**

**9 hours**

Leadership – Meaning – Importance # - Theories of Leadership – Leadership Styles : Autocratic, Democratic and Free Rein leadership.

**UNIT – V**

**9 hours**

Motivation – Importance - Theories: Maslow Needs Theory – Herzberg’s Two Factor theory – Morale – Meaning # – Factors influencing Morale – Steps to improve Morale in an organization.

**# # Self Study Portion**

**TEXT BOOK RECOMMENDED :**

L.M. PRASAD – Organisational Behaviour, Sultan Chand & Sons

**BOOKS FOR REFERENCE :**

1. Shashi K. Gupta & Rosy Joshi – Organisational Behaviour, Kalyani Publishers.
2. J. Jayasankar – Organisational Behaviour, Margham Publishers
3. Dr. Radha, Organisational Behaviour, Prasanna Publishers.

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

<b>Course Code</b>	<b>: 14UBA2A2</b>	<b>Max. Marks</b>	<b>: 100</b>
<b>Hours/Week</b>	<b>: 5</b>	<b>Internal Marks</b>	<b>: 40</b>
<b>Credit</b>	<b>: 4</b>	<b>External Marks</b>	<b>: 60</b>

**Objective:**

To enable the students understand the mathematical tools and statistical techniques and to apply in business.

**UNIT – I**

**15 hours**

Mathematics for Finance # - Simple and Compound Interest - Sinking Funds - Discount and Present Values - Differentiation – Maxima and Minima Methods. (Simple Problems).

**UNIT – II**

**15 hours**

Matrices and Determinants: Definition – Basic Concepts: Addition #, Subtraction and Multiplication of Matrices – Elementary Operations: Transpose of matrix, Inverse, Solving equations by matrix method – Determinants and Solution of Simultaneous Linear equations.

**UNIT – III**

**15 hours**

Number System # – Simultaneous and Quadratic equations, Statistics – Graphic Representation - Measures of Central Tendency : Mean, Median, Mode, Geometric Mean and Harmonic Mean.

**UNIT – IV**

**15 hours**

Measures of Dispersion: Range #, Quartile Deviation, Mean Deviation, Standard Deviation and Co-efficient of variation - Time Series Analysis # - Moving Averages - Straight Line Trend by Method of Least Square.

**UNIT – V**

**15 hours**

Simple Correlation: Karl Pearson's Coefficient of Correlation and Spearman's Rank Correlation - Simple Regression Analysis.

**# # Self Study Portion**

**TEXT BOOK RECOMMENDED :**

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

**BOOKS FOR REFERENCE :**

1. S.P. Gupta – Statistical Methods, Sultan Chand & Sons.
2. S.L. Aggarwal & L. Bhardwaj – Business Tools and Decision Making, Kalyani Publishers.
3. R.S.N. Pillai & Bagavathi – Statistics, Sultan Chand & Sons.

**SEMESTER – II: CORE - II**  
**MANAGEMENT CONCEPTS**

<b>Course Code</b>	<b>: 14UBA2C2</b>	<b>Max. Marks</b>	<b>: 100</b>
<b>Hours/Week</b>	<b>: 6</b>	<b>Internal Marks</b>	<b>: 40</b>
<b>Credit</b>	<b>: 4</b>	<b>External Marks</b>	<b>: 60</b>

**Objective:**

To understand the Management theory and Concepts and acquire the Knowledge, Skill to become a good manager.

**UNIT – I** **18 hours**

Management # – Various approaches to Management – Management in global environment – Functions – Qualities and Skill of a Manager – Levels of Management.

**UNIT – II** **18 hours**

Planning – Importance – Principles of Planning – Types – MBO # – Span of Control – Forecasting – Decision making.

**UNIT – III** **18 hours**

Organizing # – Recent trends in organization – Organisation Charts – Centralisation & Decentralisation – Job analysis – Job enrichment – Job evaluation.

**UNIT – IV**

Sources of Recruitment – Process – Selection – Training – Direction and principles of Direction – Motivation – Leadership styles – Supervision – Communication #.

**UNIT – V** **18 hours**

Management Controlling system\* – Methods of Control – Idle Control system – Need – Co-ordination – Techniques of coordination – Budgetary Control.

# # **Self Study Portion**

**TEXT BOOK RECOMMENDED:**

L.M. Prasad – Principles of Management, Sultan Chand & Sons.

**BOOKS FOR REFERENCE:**

1. T. Ramasamy – Management Principles, Himalaya Publishers.
2. Peter F. Drucker – Essence of Management, Taylor and Francis Publishers.
3. Tripathy and Reddy – Principles of Management, Tata McGraw Hill.
4. Dinkar Pagare – Business Management, Sultan Chand & Sons.
5. Koontz and O’ Donnel – Essentials of Management, Tata McGraw Hill.

**SEMESTER – II: MAJOR BASED ELECTIVE– II  
BUSINESS LAWS**

<b>Course Code</b>	<b>: 14 UBA2M2</b>	<b>Max. Marks</b>	<b>: 100</b>
<b>Hours/Week</b>	<b>: 3</b>	<b>Internal Marks</b>	<b>: 40</b>
<b>Credit</b>	<b>: 3</b>	<b>External Marks</b>	<b>: 60</b>

**Objective:**

To acquaint the students with principles and legal aspects of various legislations like contract, agency and sale of goods act.

**UNIT – I**

**9 hours**

Introduction – Contract # – Essential – Kinds of Contracts – Void, Voidable and Valid Agreement – Contingent Contract – Offer and Acceptance.

**UNIT – II**

**9 hours**

Consideration – Capacity of Parties – Free Consent – Legality of Object – Void Contracts\*.

**UNIT – III**

**9 hours**

Performance of Contracts – Discharge of contracts # – Remedies for Breach of contract.

**UNIT – IV**

**9 hours**

Law of Agency # – Modes of creation – Rights and Duties of an Agent – Agency by Ratification – Sub-Agent and Substituted Agent – Termination of Agency.

**UNIT – V**

**9 hours**

Bailment # - Features - Rights, duties of Bailor and Bailee- Sale of Goods Act.

# # **Self Study Portion**

**TEXT BOOK RECOMMENDED :**

N.D. Kapoor – Elements of Mercantile Law, Sultan Chand & Sons.

**BOOKS FOR REFERENCE :**

1. Davar – Mercantile Law, Progressive Corporation.
2. R.S.N. Pillai and Bhagavathi – Business Law, Sultan Chand & Sons.
3. M.C. Shukla – Mercantile Law, S. Chand & Co.



**SEMESTER – II: NON-MAJOR ELECTIVE – I**  
**MANAGEMENT PRINCIPLES**

<b>Course Code</b>	<b>: 14UBA2N1</b>	<b>Max. Marks</b>	<b>: 100</b>
<b>Hours/Week</b>	<b>: 2</b>	<b>Internal Marks</b>	<b>: 40</b>
<b>Credit</b>	<b>: 2</b>	<b>External Marks</b>	<b>: 60</b>

**Objective:**

To enable the students understand the Principles of Management and how to acquire skills to become a good manager.

**UNIT – I** **6 hours**  
Management – Meaning and Definition – Features # – Importance – Functions.

**UNIT – II** **6 hours**  
Planning – Concept # – Process – Types of Plans – Objectives, Policies, and Procedures.

**UNIT – III** **6 hours**  
Organizing – Concept – Organisation as a Process – Types of organization – Centralization\* – Decentralisation.

**UNIT – IV** **6 hours**  
Staffing – Concept – Functions # – Process – Recruitment - Selection – Direction – Concepts.

**UNIT – V** **6 hours**  
Co-ordination – Need & Importance # - Controlling – Concept – Need and Importance – Process.

# # **Self Study Portion**

**TEXT BOOK RECOMMENDED :**

L.M. Prasad – Principles of Management, Sultan Chand & Sons

**BOOKS FOR REFERENCE :**

1. Sherlekar – Principles of Management, Himalaya Publishers
2. Dinkar Pagare – Business Management, Sultan Chand & Sons
3. Tripathy and Reddy – Principles of Management, Tata McGraw Hill

**SEMESTER – II: ALLIED - III  
OPERATIONS RESEARCH**

<b>Course Code</b>	<b>: 14UBA3A3</b>	<b>Max. Marks</b>	<b>: 100</b>
<b>Hours/Week</b>	<b>: 6</b>	<b>Internal Marks</b>	<b>: 40</b>
<b>Credit</b>	<b>: 4</b>	<b>External Marks</b>	<b>: 60</b>

**Objective:**

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

**UNIT – I** **18 hours**

Operations Research – Meaning # – Models – Scope # – Phases – Limitations – Operations Research and Decision making – Application areas.

**UNIT – II** **18 hours**

Linear Programming – Feasible solutions and Optimal solutions – Solution by Graphical Methods – Alternative Methods – Simplex Methods # (Simple Problems).

**UNIT – III** **18 hours**

Transportation Problems – North West Corner Rules – Least Cost Method – Vogel's Approximation Method.

**UNIT – IV** **18 hours**

Assignment Problems – Solving Assignment Problems – Travelling Salesman Model – Maxima and Minima Method.

**UNIT – V** **18 hours**

Inventory Control – Role and Importance of Inventory Models – Different Costs – Economic Order Quantity # (EOQ) – Inventory Control Systems – ABC – VED – HML – XYZ – FNSD – SOS – SDE Classification – Various Stock Levels #.

# # **Self Study Portion**

**TEXT BOOK RECOMMENDED :**

Vijay K. Gupta, Bhushan K. Sharma, K.K. Chawla – Operation Research, Kalyani Publications, New Delhi - 2010.

**BOOKS FOR REFERENCE :**

1. Prem Kumar Gupta, D.S Hira – Operations Research, Sulthan Chand, New Delhi.
2. V.K. Kapoor – Operation Research, Sulthan Chand & Sons.

**SEMESTER – III: CORE – III  
ADVANCED ACCOUNTANCY**

<b>Course Code</b>	<b>: 14UBA3C3</b>	<b>Max. Marks</b>	<b>: 100</b>
<b>Hours/Week</b>	<b>: 5</b>	<b>Internal Marks</b>	<b>: 40</b>
<b>Credit</b>	<b>: 4</b>	<b>External Marks</b>	<b>: 60</b>

**Objective :**

To impart basic knowledge of accounting procedure and practices relating to the chapters mentioned below:

**UNIT – I** **15 hours**

Partnership Accounts – Definition # – Capital and Current Accounts # – Admission, Retirement and Death of a Partner. (Simple Problems)

**UNIT – II** **15 hours**

Dissolution of a Firm # – Insolvency of a Partner – Garner Vs. Murray decision – Insolvency of firms – Piecemeal Distribution. (Simple Problems)

**UNIT – III** **15 hours**

Departmental Accounts – Hire Purchase and Installments Accounts.  
(Simple Problems)

**UNIT – IV** **15 hours**

Insolvency Accounts of Individuals – Statement of Affairs # – Deficiency Accounts. (Simple Problems)

**UNIT – V** **15 hours**

Issue of Shares # – Forfeiture and Reissue – Underwriting of shares - Redemption of Preference Shares. (Simple Problems)

# # **Self Study Portion**

**TEXT BOOK RECOMMENDED :**

M.C. Shukla, T.S. Grewal, S.C. Gupta – Advanced Accounts, Sultan Chand & Sons.Vol. I & II

**BOOKS FOR REFERENCE :**

1. S.P . Jain & K.L Narang – Advanced Accounting, Kalyani Publication
2. R.L. Gupta & Radha Samy – Advanced Accountancy, Sultan Chand & Sons
3. S.N. Maheswari – Advanced Accountancy, Sultan Chand & Sons.

**SEMESTER – III: MAJOR BASED ELECTIVE - III**  
**INTERNATIONAL BUSINESS**

<b>Course Code</b>	<b>: 14UBA3M3</b>	<b>Max. Marks</b>	<b>: 100</b>
<b>Hours/Week</b>	<b>: 3</b>	<b>Internal Marks</b>	<b>: 40</b>
<b>Credit</b>	<b>: 3</b>	<b>External Marks</b>	<b>: 60</b>

**Objective:**

To enable the students understand the basic concepts connected with International business and institutional arrangement for the promotion of International business.

**UNIT – I** **9 hours**

International Business – Classification of international business # – Factors influencing International Business.

**UNIT – II** **9 hours**

Multinational Corporations (MNCs) : Merits and Demerits – Technology and MNCs – Export and Import Procedures #.

**UNIT – III** **9 hours**

Economic Integration and trade Blocks : ASEAN, SAARC\* / SAFTA, NAFTA and their procedure.

**UNIT – IV** **9 hours**

Foreign Direct Investment # – Factors influencing FDI – Reasons for FDI – FDI in India #.

**UNIT – V** **9 hours**

World Trade Organization – Growth of WTO– Structure – Primary and Secondary functions – Area of Operations.

# # **Self Study Portion**

**TEXT BOOK RECOMMENDED:**

Francis Cherunilam – International Business, Prentice Hall of India Pvt. Ltd.

**BOOKS FOR REFERENCES:**

1. S. Sankaran – International Business & Environment, Margham Publication.
2. Balgopal T.S – Export Management, Himalaya Publishing House.
3. P. Subba Rao – International Business, Himalaya Publishing House.

**SEMESTER – III: NON-MAJOR ELECTIVE - II**  
**BANKING PRACTICES**

<b>Course Code</b>	<b>: 14UBA3N2</b>	<b>Max. Marks</b>	<b>: 100</b>
<b>Hours/Week</b>	<b>: 2</b>	<b>Internal Marks</b>	<b>: 40</b>
<b>Credit</b>	<b>: 2</b>	<b>External Marks</b>	<b>: 60</b>

**Objective:**

To acquaint the students with the theoretical and legal concepts of Banking in India.

**UNIT – I**

**6 hours**

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

**UNIT – II**

**6 hours**

Definition of term Banker and Customer - Relationship Between Banker and Customer.

**UNIT – III**

**6 hours**

Cheques : Definition # - Characteristics – Marking - Honour and Dishonor – Crossing of Cheques – Endorsement # - Meaning and Significance.

**UNIT – IV**

**6 hours**

RBI # - Meaning – Nature and its Functions - Credit control measures.

**UNIT – V**

**6 hours**

E-Banking – Meaning – Benefits – Electronic Transfer (NEFT, ECS – Credit and Debit Cards), RTGS – Internet Banking, Mobile Banking # – Plastic Money – Demat Account – ASBA.

**# # Self Study Portion**

**TEXT BOOK RECOMMENDED :**

Sundaram & Varshney – Banking Theory Law and Practice, Sultan Chand & Sons.

**BOOKS FOR REFERENCE :**

1. M.C.Vaish - Money, Banking, Trade and Public Finance, New Age International Limited.
2. Vasudevan – Banking Theory, Sultan Chand & Sons.
3. E.Gordon & Natarajan – Banking Theory Law and Practice Himalaya Publishing House.

**SEMESTER – IV: ALLIED - IV  
MARKETING MANAGEMENT**

<b>Course Code</b>	<b>: 14UBA4A4</b>	<b>Max. Marks</b>	<b>: 100</b>
<b>Hours/Week</b>	<b>: 6</b>	<b>Internal Marks</b>	<b>: 40</b>
<b>Credit</b>	<b>: 4</b>	<b>External Marks</b>	<b>: 60</b>

**Objective:**

To educate the students various concepts of Marketing and also to develop their interest in Marketing Management.

**UNIT – I** **18 hours**

Introduction – Meaning – Marketing # – Evolution of the concept of Marketing.  
Consumer Behaviour # – Factors affecting consumer behaviours – Buying decision behaviour – Buying decision process – Market segmentation.

**UNIT – II** **18 hours**

Product # – Features, classifications, product planning and development, Product Life Cycle, branding, Labelling, Packaging – Trade Mark.

**UNIT – III** **18 hours**

Pricing – Meaning # – Objective – factors affecting pricing - Physical distribution – Channels, Types, Channel functions, Selection of channels.

**UNIT – IV** **18 hours**

Promotion – Promotion mix – Advertising # – Sales promotion techniques – Personal selling – Public relations.

**UNIT – V** **18 hours**

Customer relationship marketing – E-Marketing, On-Line Marketing – Telemarketing.

**# # Self Study Portion**

**TEXT BOOK RECOMMENDED :**

Dr. C.B. Mamoria & Joshi – Principles and Practices of Marketing, Himalaya Publishing House.

**BOOKS FOR REFERENCE :**

1. Dr. N. Rajan Nair – Marketing Management, Sultan Chand & sons
2. Philip Kotler – Marketing Management, Prentice Hall India
3. S.A. Sherlekar – Marketing Management, Himalaya Publishing House.
4. R.S.N. Pillai & Bhagavathi – Modern Marketing, Sultan Chand & Sons.

**SEMESTER – IV: CORE – IV**  
**COMPANY ACCOUNTS**

<b>Course Code</b>	<b>: 14UBA4C4</b>	<b>Max. Marks</b>	<b>: 100</b>
<b>Hours/Week</b>	<b>: 5</b>	<b>Internal Marks</b>	<b>: 40</b>
<b>Credit</b>	<b>: 4</b>	<b>External Marks</b>	<b>: 60</b>

**Objective :**

To provide an understanding and working knowledge of Company Accounts.

**UNIT – I** **15 hours**

Company Final Accounts # – Profit prior to incorporation #. (Simple Problems)

**UNIT – II** **15 hours**

Amalgamation #, Absorption and Reconstruction of companies – Internal # and External #. (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 and Insurance Companies (Simple Problems)

**# # Self Study Portion**

**TEXT BOOK RECOMMENDED:**

M.C. Shukla, T.S. Grewal, S.C. Gupta – Advanced Accountancy Vol. II, Sulthan Chand & Sons.

**BOOKS FOR REFERENCE:**

1. R.L. Gupta and Radaswamy – Advanced Accountancy, 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 – IV: CORE - V**  
**COST ACCOUNTING**

<b>Course Code</b>	<b>: 14UBA4C5</b>	<b>Max. Marks</b>	<b>: 100</b>
<b>Hours/Week</b>	<b>: 5</b>	<b>Internal Marks</b>	<b>: 40</b>
<b>Credit</b>	<b>: 4</b>	<b>External Marks</b>	<b>: 60</b>

**Objective :**

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

**UNIT – I** **15 hours**

Meaning of Cost Accounting – Objectives and Advantages – Costing Methods and Techniques – Costing System # – Cost Units – Cost centre – Elements of Costs – Cost Sheet – Tenders and Quotations.

**UNIT – II** **15 hours**

Materials – Meaning # and Objectives of Material Control methods - Levels of stock – Economic Order Quantity – JIT- ABC Analysis – Perpetual Inventory System - Pricing Issue – FIFO, LIFO, Simple Average and Weighted Average.

**UNIT – III** **15 hours**

Labour – Methods of Wage Payments # - Time Rate, Piece Rate and 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 - Labour Turnover.

**UNIT – IV** **15 hours**

Overhead – Classification #, Allocation, Apportionment and Absorption of overheads – Machine hour Rate.

**UNIT – V** **15 hours**

Costing Methods – Job Costing # – Contract costing – Process costing - Normal loss, Abnormal loss and gains (excluding equivalent production concepts) – Operating Costing.

**# # Self Study Portion**

**TEXT BOOK RECOMMENDED :**

S.P. Jain and K.L. Narang – Cost Accounting Principles and Practice, Kalyani Publishers.

**BOOKS FOR REFERENCE:**

1. S.P.Iyengar – Cost Accounting, Sultan Chand & Sons.
2. R.S.N. Pillai and V. Baghavaghi – Cost Accounting, S. Chand & Company Ltd.
3. S.N. Maheshwari – Cost Accounting, Sultan Chand & Sons.



**SEMESTER – IV: SKILL BASED ELECTIVE - II**  
**BASICS OF COMPUTER AND DTP – THEORY**

<b>Course Code</b>	<b>: 14UBA4S2</b>	<b>Max. Marks</b>	<b>: 100</b>
<b>Hours/Week</b>	<b>: 2</b>	<b>Internal Marks</b>	<b>: 40</b>
<b>Credit</b>	<b>: 2</b>	<b>External Marks</b>	<b>: 60</b>

**Objective :**

To enable the students to understand the Computer Concept and to develop the theoretical knowledge in Windows, MS- Word, Excel, Power Point, MS Access.

**UNIT - I : COMPUTER BASICS** **6 hours**

Computer – Generations # - CPU – Input devices – Output Devices – Hardware and Software – Types of Computers – Area of applications – Introduction to windows – Desktop icons – Taskbar – Start menu – Files and Folders.

**UNIT – II : MS – WORD** **6 hours**

Introducing and working with MS Word # – Features - Menus- File, Edit, View, Insert, Format, Tools and Tables – Creating, Opening and Closing a Document – Thesaurus – Autocorrect-Word count- Bullets and Numbering- Spelling and Grammar – Mail Merge.

**UNIT – III : MS – EXCEL** **6 hours**

MS Excel – Features # - Menus - Creating, Opening and closing of work sheets - Formatting – Functions – Sorting and Filtering - Applications – Chart types and features.

**UNIT – IV : MS-POWER POINT** **6 hours**

MS Power Point - Basics Creating Presentation # – Menus – Power Point show - Sound effect and animation effects - Customizing clipart - Gallery – Design templates.

**UNIT-V : MS ACCESS** **6 hours**

MS Access – Features # - Creating tables – Entering and adding records – Creating forms – Relationships – Query - Reports.

**# # Self Study Portion**

**TEXT BOOK RECOMMENDED :**

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

**BOOKS FOR REFERENCE :**

1. K Mohan Kumar, Dr.S.Rajkumar – Computer Application in Business – 2<sup>nd</sup> Edition, McGraw Hill.
2. Dienes, Sheih.S – Microsoft Office - Windows 95, BPB Publication, New Delhi.

**SEMESTER – IV: EXTRA CREDIT – I**  
**CONSUMER BEHAVIOUR**

<b>Course Code</b>	<b>: 14UBA4EC1</b>	<b>Max. Marks</b>	<b>: 100*</b>
<b>Hours/Week</b>	<b>: --</b>	<b>Internal Marks</b>	<b>: --</b>
<b>Credit</b>	<b>: 4*</b>	<b>External Marks</b>	<b>: 100*</b>

**Objective:**

To enable the students, understand the consumer behaviour and to develop the knowledge in marketing decisions and consumer attitudes.

**UNIT – I**

Introduction – Consumer Behaviour – Concepts – Dimensions of consumer behaviour - Application of consumer behaviour knowledge in marketing decisions – Approaches to the study of consumer behaviour.

**UNIT – II**

Consumer as an Individual – Consumer needs and motives – personality and consumer behaviour – Consumer perception – Learning – Consumer Attitudes – Attitude formations and change – Communication and persuasion – Self Image – Life style analysis.

**UNIT – III**

Consumers in their social and cultural Environment – Group Dynamics and consumer reference groups – Family – Social Class, cultural and sub cultural aspects – Cross cultural behaviour.

**UNIT – IV**

Consumer Decision process and post-purchase behaviour – personal influence and opinion leadership – diffusion of innovations – consumer decision making process.

**UNIT – V**

Additional Dimensions – Consumerism – Consumer protection – Difficulties and challenges in predicting consumer behaviour – On-line consumer behaviour – Organizational and Industrial Buyer behaviour – Consumer behaviour in Indian Context emerging issues.

**TEXT BOOK RECOMMENDED:**

Leon G.Schiffman, Leslie Lazar Kanuk – Consumer Behaviour, Pearson Education, New Delhi.

**BOOKS FOR REFERENCE:**

1. Sheth Mittal – Consumer Behaviour - A Managerial Perspective, Thomson Asia (P) Ltd., Singapore 2003.
2. David L. Loudon, Albert J.Della Bitta – Consumer Behaviour, McGraw Hill, New Delhi.

**SEMESTER – IV: EXTRA CREDIT – II**  
**SUPPLY CHAIN MANAGEMENT**

<b>Course Code</b>	<b>: 14UBA4EC2</b>	<b>Max. Marks</b>	<b>: 100*</b>
<b>Hours/Week</b>	<b>: --</b>	<b>Internal Marks</b>	<b>: --</b>
<b>Credit</b>	<b>: 4*</b>	<b>External Marks</b>	<b>: 100*</b>

**Objective :**

To enable the students, understand the supply chain management and to develop the knowledge in Decision Making and Recent scenario of E - Business.

**UNIT – I**

Supply Chain Management – Introduction – Meaning – Fundamentals, Importance, Decision Phases and process view. Supplier – Manufacturer – Customer chain, Drivers of Supply Chain and Performance.

**UNIT – II**

Strategic sourcing – Types of purchasing strategies - In-sourcing and Out-sourcing.

**UNIT – III**

Supply chain Network – Distribution network design – Role, Factors influencing options and value addition.

**UNIT – IV**

Planning demand, inventory and supply – over view of demand forecasting in the supply chain. Aggregate planning in the supply chain.

**UNIT – V**

E-Business – frame work and role of supply chain in E- Business and B2B practices. Internal supply chain management - Fundamentals of transaction management.

**TEXT BOOK RECOMMENDED:**

Altekar Rahul V – Supply Chain Management - Concept and cases, Prentice Hall India, 2005.

**BOOKS FOR REFERENCE:**

1. Sunill Chopra and Peter Meindi – Supply Chain Management - Strategy and Operation, Pearson Education, Third Indian Reprint, 2004
- 2 Monczkaetal – Purchasing and Supply Chain Management, Thomson Learning, Second edition, Second reprint, 2002.

**SEMESTER – V: CORE VI  
FINANCIAL MANAGEMENT**

<b>Course Code</b>	<b>: 14UBA5C6</b>	<b>Max. Marks</b>	<b>: 100</b>
<b>Hours/Week</b>	<b>: 5</b>	<b>Internal Marks</b>	<b>: 40</b>
<b>Credit</b>	<b>: 4</b>	<b>External Marks</b>	<b>: 60</b>

**Objective:**

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 decisions on various financial matters.

**UNIT – I** **15 hours**

Financial Management – Meaning # – Definition – Objectives and Importance – Scope – Functions – Goals of Financial Management.

**UNIT – II** **15 hours**

Capital Structure – Theories of Capital Structure # – Optimum Capital Structure – Long Term Financing sources – Raising Long-term Finance.

**UNIT – III** **15 hours**

Cost of Capital – Cost of Debt capital, Preference Share, Equity share #, Retained Earnings, Weighted average cost of capital, – Leverage – Meaning and Significance – Types: Operating Leverage, Financial Leverage and Combined Leverage.

**UNIT – IV** **15 hours**

Capital Budgeting – Basics of Capital budgeting – Importance # – Factors – Evaluation Techniques – PBP, RR, DCF, IRR.

**UNIT – V** **15 hours**

Working Capital Management – Factors # – Estimation of working capital requirements – Cash Management – Dividend Theories.

# # **Self Study Portion**

**TEXT BOOK RECOMMENDED :**

S.N. Maheswari – Fundamentals of Financial Management, Sultan Chand & Sons.

**BOOK FOR REFERENCE :**

M.Y. Khan and P.K. Jain – Fundamentals of Financial Management, TMH

**SEMESTER – V: CORE – VII**  
**BUSINESS ENVIRONMENT**

<b>Course Code</b>	<b>: 14 UBA 5C7</b>	<b>Max. Marks</b>	<b>: 100</b>
<b>Hours/Week</b>	<b>: 4</b>	<b>Internal Marks</b>	<b>: 40</b>
<b>Credit</b>	<b>: 4</b>	<b>External Marks</b>	<b>: 60</b>

**Objective :**

To promote basic understanding on the concepts of Business Environment and to enable them to realize the impact of environment on Business.

**UNIT – I** **12 hours**

Business # – Scope – Characteristics – Business Goals – Business Environment – Objectives – Types of environment.

**UNIT – II** **12 hours**

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

**UNIT – III** **12 hours**

Political and Legal environment – Legislation for consumer protection – Consumer protection Act 1986.

**UNIT – IV** **12 hours**

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

**UNIT – V** **12 hours**

Technological Environment – Features # – Impact of Technology - Technology and Society – Economic effects - Management of Technology.

# # **Self Study Portion**

**TEXT BOOK RECOMMENDED :**

K.Aswthappa - Essentials of Business Environment, Himalaya Publishing House.

**BOOK FOR REFERENCE :**

1. Adikari - Economic Environment in Business, Himalaya Publication House.
2. Francis Cherunilam – Business Environment, Himalaya Publishing House.
3. Ishwar C.Dhingara - Indian Economy, Sultan Chand & company
4. Ruddan datt and K.P.M. Sundharam – Indian Economy, S. Chand.

**SEMESTER – V: CORE - VIII**  
**MANAGERIAL COMMUNICATION**

<b>Course Code</b>	<b>: 14 UBA 5C8</b>	<b>Max. Marks</b>	<b>: 100</b>
<b>Hours/Week</b>	<b>: 4</b>	<b>Internal Marks</b>	<b>: 40</b>
<b>Credit</b>	<b>: 4</b>	<b>External Marks</b>	<b>: 60</b>

**Objective :**

To enable the students, understand the significance of communication particularly in the fields of sales and its execution, claims and adjustments, agency business, 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**

Claims and Adjustments – Collection Letters # – Sales Promotion Letters – Circular Letters.

**UNIT – IV** **12 hours**

Application for jobs – Resume Writing # – Report Writing – Kinds of Reports – Press reports – Market reports.

**UNIT – V** **12 hours**

Modern means of E-Communication – Internet – E-Mail – Video conferencing – Structure of Reports – FAX #.

**# # Self Study Portion**

**TEXT BOOK RECOMMENDED :**

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

**BOOKS FOR REFERENCE :**

1. R.C.Sharma, Krishna Mohan – Business Communication, Tata McGraw Hills.
2. Urmila Rai – Business Communication, Himalaya Publishing House.
3. M.S.Ramesh & Pattenshetty – Effective Business English and Correspondence, S.Chand & Co.

**SEMESTER – V: CORE – IX**  
**PRODUCTION AND OPERATIONS MANAGEMENT**

<b>Course Code</b>	<b>: 14 UBA 5C9</b>	<b>Max. Marks</b>	<b>: 100</b>
<b>Hours/Week</b>	<b>: 4</b>	<b>Internal Marks</b>	<b>: 40</b>
<b>Credit</b>	<b>: 4</b>	<b>External Marks</b>	<b>: 60</b>

**Objective :**

To understand nature and importance of Production Management and to acquaint them with the major aspects of Production Management.

**UNIT – I** **12 hours**

Production Management – Scope # and Significance – Production System – Functions and 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 and Importance – Elements of Production Planning # – Routing and Scheduling – Importance, Objectives and Methods.

**UNIT – III** **12 hours**

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

**UNIT – IV**

Quality Control and Inspection – Meaning – Objectives and Significance – Statistical Quality Control (SQC) – Techniques of SQC – AgMark, ISI and ISO Series – Certification Marks #.

**UNIT – V** **12 hours**

Material Management – Objectives and Significance # – Purchasing – Procedure – Store Keeping – Objectives – Functions – Duties and Responsibilities of a Store Keeper – Inventory Control – Functions. **(100% Theory)**

**# # Self Study Portion**

**TEXT BOOK RECOMMENDED :**

K. Aswathappa, K. Shridhara Bhat – Production and Operations Management, Himalaya Publishing House.

**BOOKS FOR REFERENCE :**

1. Dr. B.S. Goel – Production and Operations Management, Pragati prakashan publishers.
2. R. Pannerselvam – Production and Operations Management, Prentice Hall of India learning Pvt. Ltd.
3. M.M. Varma – Material Management, Sultan Chand & Sons.

**SEMESTER – V: CORE – X**  
**COMPANY LAW**

<b>Course Code</b>	<b>: 14 UBA 5C10</b>	<b>Max. Marks</b>	<b>: 100</b>
<b>Hours/Week</b>	<b>: 4</b>	<b>Internal Marks</b>	<b>: 40</b>
<b>Credit</b>	<b>: 4</b>	<b>External Marks</b>	<b>: 60</b>

**Objective :**

To familiarize the concept of Company Law, fundamentals, tools, techniques and its significance in the liberalized business environment.

**UNIT – I** **12 hours**

Company definition – Characteristics # – Lifting the Corporate veil – Kinds of companies – Promoters – Preliminary contracts – provisional contracts.

**UNIT – II** **12 hours**

Incorporation of company # – Memorandum of Association – Contents – Alteration of Memorandum – Articles of Association – Alteration of articles – Limitation – Doctrine of constructive Notice and Indoor management – Prospectus – contents.

**UNIT – III** **12 hours**

Membership # – Rights and liabilities of member – Share Capital : Kinds, Alteration, Reduction, Types of shares – Allotment of shares – Effect of irregular allotment – Transfer and Transmission of shares – Issue of shares – Issue at discount and premium.

**UNIT – IV** **12 hours**

Directors – Appointment # – Qualification – Disqualification – Women Director - Powers – Duties and Liabilities of Directors – Managing Director # - Meeting of shareholders and directors – Requisites of Valid meeting – Proxies – Voting and Resolution.

**UNIT – V** **12 hours**

Prevention of oppression and mismanagement – Winding-Up – Modes and consequences.

**Note : As per Companies Act 2013**

**# # Self Study Portion**

**TEXT BOOK RECOMMENDED :**

N. D. Kapoor – Company Law, Sultan Chand and Sons 2013 edition.

**BOOKS FOR REFERENCE :**

1. K.C. Garg, Vijay Gupta & R.C. Chawla – Company Law & Secretarial Practices, Kalyani Publisher.
2. P.P.S. Gogna – A Text Book of Company Law, S. Chand & Company Ltd.



**SEMESTER – V: CORE XI**  
**SERVICES MARETING**

<b>Course Code</b>	<b>: 14UBA5C11</b>	<b>Max. Marks</b>	<b>: 100</b>
<b>Hours/Week</b>	<b>: 4</b>	<b>Internal Marks</b>	<b>: 40</b>
<b>Credit</b>	<b>: 4</b>	<b>External Marks</b>	<b>: 60</b>

**Objective :**

To enable the students to trace the growing importance of Services, and a vital role in decision making, development process & approaches.

**UNIT – I** **12 hours**

Service Economy – Evolution and growth of Service sector – Nature and Scope of services – Characteristics # - Classification – Service market potentials - Expanded marketing mix for services.

**UNIT – II** **12 hours**

Assessing service marketing opportunities # – Customer expectations and perceptions of services – Customer behaviour specific to usage of services – Service markets segmentation.

**UNIT – III** **12 hours**

Levels of service product – Service life cycle – New service development # – Service blue printing - Physical evidence and service scope – Pricing of services.

**UNIT – IV** **12 hours**

People in services # – Services process – distributing service direct distribution, Channel functions, channels selection – Introduction to Social Media of Marketing.

**UNIT – V** **12 hours**

Formulating service Marketing Strategies for Health, Hospitality #, Tourism, Logistics Financial, Information Technology, Educational, Entertainment and Public Utility Services.

**# # Self Study Portion**

**TEXT BOOK RECOMMENDED :**

Kenneth E clow, et.al – Services Marketing Operation Management and Strategy” Biztantra, New Delhi, 2004.

**BOOKS FOR REFERENCE :**

1. Christropher H.lovelock, Jochen wirtz – Services Marketing, Pearson Education, New Delhi, 2004.
2. Halen Woodroffe – Services Marketing, McMillan Publishing Co, New Delhi, 2003.
3. Dr. B. Balaji – Service Marketing and Management, S Chand & Sons, New Delhi.

**SEMESTER – V: MAJOR BASED ELECTIVE - IV**  
**ENTREPRENEURIAL DEVELOPMENT**

<b>Course Code</b>	<b>: 14UBA5M4</b>	<b>Max. Marks</b>	<b>: 100</b>
<b>Hours/Week</b>	<b>: 3</b>	<b>Internal Marks</b>	<b>: 40</b>
<b>Credit</b>	<b>: 3</b>	<b>External Marks</b>	<b>: 60</b>

**Objective :**

To enable the students understand the entrepreneurial knowledge, skill, ability and experience through dogmatic and pragmatic approach towards entrepreneurial development.

**UNIT - I**

**9 hours**

Entrepreneur – Definition # - Traits of an Entrepreneur – Functions – Types of Entrepreneur – Role of Entrepreneur in Economic Development – Entrepreneur Vs Intrapreneur.

**UNIT – II**

**9 hours**

Entrepreneurial Motivation - Motivating Factors – Entrepreneurial Growth - Role of Government and non Government Agencies – Promotion #, Supportive, Regulatory Role.

**UNIT – III**

**9 hours**

Project - Project Identification # – Project Selection and Report – Content of Project Report.

**UNIT – IV**

Sources of Finance – Small Scale Industries (SSI) # – Government Policy for SSI – Benefits to SSI.

**UNIT – V**

**9 hours**

Women Entrepreneur – Problems # – Incentives and Subsidies for Women Entrepreneur.

**# # Self Study Portion**

**TEXT BOOK RECOMMENDED :**

C.B.Gupta & Srinivasan – Entrepreneurial Development, Sultan Chand Sons.

**BOOKS FOR REFERENCE :**

1. Gordan & Natarajan – Entrepreneurship Development –Himalayas Publishers.
2. Supriya Singh,& Akshara Singh – Entrepreneurial Development, Thakur Publishers, Chennai.
3. Dr. Jayshree suresh – Entrepreneurial Development, Margham Publishers, Chennai.

**SEMESTER – V: SKILL BASED ELECTIVE - III**  
**COMPUTER DTP - PRACTICAL**

<b>Course Code</b>	<b>: 14UBA5S3P</b>	<b>Max. Marks</b>	<b>: 100</b>
<b>Hours/Week</b>	<b>: 2</b>	<b>Internal Marks</b>	<b>: 40</b>
<b>Credit</b>	<b>: 2</b>	<b>External Marks</b>	<b>: 60</b>

**Objective:**

To enable the students understand the Computer concept and to develop the theoretical and practical knowledge in MS- Word, Excel, Power Point, MS – Access.

**UNIT – I: MS WORD 6 hours**

Personal Letter - Business Letter – Circular Letter (Mail Merge) – Table Preparation – Bio - Data – Application for Job #.

**UNIT – II: MS EXCEL – I 6 hours**

MS Excel - Features – Menus # - Creating, Opening and Closing # of work sheets -Formatting – Functions – Sorting and Filtering - Applications.

**UNIT – III: MS-EXCEL – II 6 hours**

Student Mark Sheet – EB Bill – Pay Bill- Inventory maintenance - Bar Chart – Pie Chart – Line Chart.

**UNIT – IV: MS POWER POINT 6 hours**

Slide Preparation - Topic Presentation – Animation #.

**UNIT-V: MS ACCESS: 6 hours**

Creating tables – Entering and Adding records – Creating forms # – Relationships, query and reports.

**# # Self Study Portion**

**TEXT BOOK RECOMMENDED :**

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

**BOOKS FOR REFERENCE :**

1. K.Mohan Kumar, Dr. S. Rajkumar – Computer Application in Business, 2<sup>nd</sup> Edition, McGrawHill.
2. Dienes, Sheih.S – Micro soft Office-Windows 95, BPB Publication, New Delhi.
3. Ron – The Compact Guide to Micros-Soft Office Mansfield, BPB Publicaton, New Delhi.

**SEMESTER – V: EXTRA CREDIT – III**  
**KNOWLEDGE MANAGEMENT**

<b>Course Code</b>	<b>: 14UBA5EC3</b>	<b>Max. Marks</b>	<b>: 100*</b>
<b>Hours/Week</b>	<b>: --</b>	<b>Internal Marks</b>	<b>: --</b>
<b>Credit</b>	<b>: 4*</b>	<b>External Marks</b>	<b>: 100*</b>

**Objective :**

To enable the students understand the Knowledge Management and how to acquire skills to develop effective management with current scenario.

**UNIT – I**

Knowledge Economy – Technology and Knowledge Management – Knowledge Management Matrix – Knowledge Management Strategy – Prioritizing knowledge strategies – knowledge as a strategic asset.

**UNIT – II**

Knowledge Attributes – Fundamentals of knowledge formation – Tacit and Explicit knowledge – Knowledge sourcing, abstraction, conversion and diffusion.

**UNIT – III**

Knowledge Management and organizational learning, architecture – important considerations – collection and codification of knowledge – Repositories, structure and life cycle.

**UNIT – IV**

Developing and sustaining knowledge culture – Knowledge culture enablers – implementing knowledge culture enhancement programs – Communities of practice.

**UNIT – V**

Knowledge Management tools, techniques – Knowledge Management and measurements – Knowledge audit.

**TEXT BOOK RECOMMENDED :**

Joseph M. Firestone and Mark W. McElroy – Key issues in the New Knowledge Management, Butterworth Hienemann.

**BOOKS FOR REFERENCE :**

1. Shelda Debowski – Knowledge Management, John Wiley & Sons.
2. Sudhir Warier – Knowledge Management, Vikas Publishing House Private Limited.
3. Classic and contemporary works Edited by Daryl – Knowledge Management, Morey & others Universities Press India Private Limited.

**SEMESTER – VI: CORE – XII  
STRATEGIC MANAGEMENT**

<b>Course Code</b>	<b>: 14UBA6C12</b>	<b>Max. Marks</b>	<b>: 100</b>
<b>Hours/Week</b>	<b>: 5</b>	<b>Internal Marks</b>	<b>: 40</b>
<b>Credit</b>	<b>: 4</b>	<b>External Marks</b>	<b>: 60</b>

**Objective :**

To enable the students understand the theories and different aspects of strategic management, to make them familiar with environmental analysis, to help the students acquire decision making skills and develop good strategic skills.

**UNIT – I** **15 hours**

Strategy – Meaning #, Nature and levels – Strategic Management – Meaning, Definition and Scope – Benefits and Limitations of Strategic Management – Strategic Management Process – Approaches to Strategic decision making.

**UNIT – II** **15 hours**

Vision – Mission and Objectives # – Environmental Scanning and Industry Analysis – SWOT analysis.

**UNIT – III** **15 hours**

Strategy Formulation – Steps # – Types of Strategies – Growth, Expansion, Diversification and Retrenchment Strategies – BCG Matrix – Uses and limitation.

**UNIT – IV** **15 hours**

Strategy Implementation – Structure # – MBO - Functional Strategies: Production, Marketing, Finance and Research and Development.

**UNIT – V** **15 hours**

Strategic Evaluation and Control – Establishing Control – Types # – Techniques of Strategic Evaluation and Control.

**# # Self Study Portion**

**TEXT BOOK RECOMMENDED :**

L.M. Prasad – Strategic Management, Sultan Chand & Sons.

**BOOKS FOR REFERENCES :**

1. Azhar Kazmi – Business Policy & Strategic Management, Tata McGraw - Hill.
2. P.K. Ghosh – Strategic Planning & Management, Sultan Chand & Sons.

**SEMESTER – VI: CORE XIII  
MANAGEMENT ACCOUNTING**

<b>Course Code</b>	<b>: 14UBA6C13</b>	<b>Max. Marks</b>	<b>: 100</b>
<b>Hours/Week</b>	<b>: 5</b>	<b>Internal Marks</b>	<b>: 40</b>
<b>Credit</b>	<b>: 4</b>	<b>External Marks</b>	<b>: 60</b>

**Objective :**

To enable the students to know the nature and scope of management accounting and gain knowledge in the preparation of financial statement analysis, marginal costing budget, working capital requirements and standard costing.

**UNIT – I** **15 hours**

Management Accounting – Meaning #– Objectives – advantages – limitations – management accounting Vs Financial accounting – Management accounting Vs cost accounting.

**UNIT – II** **15 hours**

Fund flow analysis – Preparation of schedule of changes in working capital and fund flow statement. Cash flow analysis – Preparation of cash flow statement – Distinction between cash flow and fund flow statement #.

**UNIT – III** **15 hours**

Accounting Ratios – Meaning – Types # - Calculation of ratios – Construction of balance sheet.

**UNIT – IV** **15 hours**

Marginal Costing – Cost volume profit analysis – Break Even Analysis # – Margin of Safety.

**UNIT – V** **15 hours**

Budget and budgetary control – Meaning # – Types – Functional, Master and flexible budget – Cash Budget – Standard Costing – Material and labour variances only.

**# # Self Study Portion**

**TEXT BOOK RECOMMENDED :**

Maheswari S.N – Principles of Management Accounting, Sultan Chand & Sons.

**BOOKS FOR REFERENCES :**

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

**SEMESTER – VI: CORE - XIV**  
**HUMAN RESOURCE MANAGEMENT**

<b>Course Code</b>	<b>: 14UBA6C14</b>	<b>Max. Marks</b>	<b>: 100</b>
<b>Hours/Week</b>	<b>: 5</b>	<b>Internal Marks</b>	<b>: 40</b>
<b>Credit</b>	<b>: 4</b>	<b>External Marks</b>	<b>: 60</b>

**Objective :**

To develop an understanding the management of Human Resources with reference to various aspects of personnel management.

**UNIT – I** **15 hours**

Human Resource Management (HRM) – Meaning # and Definition –Objective and scope of HRM – Difference between Personnel Management and HRM – Functions of HRM – Challenges of HRM.

**UNIT – II** **15 hours**

Human Resource Planning (HRP) – Meaning and Definition – Objectives – Importance – Job Analysis – Meaning # – Uses – Process of Job analysis – Job Design – Methods of Job Design- Job Description, Job Specification, Job Evaluation - Recruitment – Sources of recruitment - Recruitment process.

**UNIT – III** **15 hours**

Induction – Employee Training – Concept # - Methods – Techniques – Identification of training needs – Performance Appraisal – Purpose – Process of Performance Appraisal – Methods – Problems of Performance appraisal.

**UNIT – IV** **15 hours**

Motivation- Meaning –Importance – Theories of Motivation – Motivation Tools – Morale – Employee Health and Safety – Meaning – Importance # – Protection – Statutory Provision.

**UNIT – V** **15 hours**

Employee Discipline - Meaning – objectives – Types of Discipline – Procedure of Disciplinary action- Employee Grievances – Meaning – Causes – Procedure # – Essential of Sound Grievance Procedure – Counseling.

**# # Self Study Portion**

**TEXT BOOK RECOMMENDED :**

L.M. Prasad – Human Resource Management, Sultan Chand & Sons, New Delhi.

**BOOKS FOR REFERENCE :**

1. Human Resource Management – S.S. Khanka, Himalaya Publishing House
2. Personnel Management – C.B. Mamoria, Himalaya Publishing House.
3. Human Resource & Personnel Management – Aswathappa, Tata McGraw Hill, New Delhi, 2002.
4. Personnel Management – K.K. Ahuja, Kalyani Publishers.

**SEMESTER – VI: CORE XV**  
**MANAGEMENT INFORMATION SYSTEM**

<b>Course Code</b>	<b>: 14UBA6C15</b>	<b>Max. Marks</b>	<b>: 100</b>
<b>Hours/Week</b>	<b>: 4</b>	<b>Internal Marks</b>	<b>: 40</b>
<b>Credit</b>	<b>: 4</b>	<b>External Marks</b>	<b>: 60</b>

**Objective :**

To enable the students to trace the growing importance of information system, vital role in decision making, role of computers in this task and it emphasis on the system, development process & approaches.

**UNIT – I** **12 hours**

Information System – Establishing the framework # – Business model – information system architecture – Evolution of information systems.

**UNIT – II** **12 hours**

Modern information system – System development Life Cycle – Structured methodologies – Designing computer based method #, procedures control and designing structured programs.

**UNIT – III** **12 hours**

Functional areas # - Finance, Marketing, Production, Personnel – Levels, Concepts of DSS, EIS, ES – Comparison, concepts and knowledge representation – managing international information system.

**UNIT – IV** **12 hours**

Testing security # – Coding Techniques – Detection of Error – Validation – Cost benefit analysis – Assessing the value and risk of information systems.

**UNIT – V** **12 hours**

Software engineering qualities – Design, production, service, software specification, software metrics, software quality assurance – Systems methodology #– objectives – Time and Logic, Knowledge and Human dimension – Software life cycle models – Verification and validation.

**# # Self Study Portion**

**TEXT BOOK RECOMMENDED :**

Management Information Systems, Management Perspectives, D P Goyal, Second Edition, Macmillan.

**BOOKS FOR REFERENCES :**

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 – VI: CORE XVI

### FINANCIAL SERVICES

<b>Course Code</b>	<b>: 14UBA6C16</b>	<b>Max. Marks</b>	<b>: 100</b>
<b>Hours/Week</b>	<b>: 4</b>	<b>Internal Marks</b>	<b>: 40</b>
<b>Credit</b>	<b>: 4</b>	<b>External Marks</b>	<b>: 60</b>

#### **Objectives:**

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

#### **UNIT – I**

**12 hours**

Indian Financial System : Functions of the Financial System – Financial Concepts #– Financial Assets – Financial Intermediaries – Financial Instruments – Development of Financial System in India – Legislative Support – Weakness of Indian Financial System.

#### **UNIT – II**

**12 hours**

New Issue Market – Meaning # and Advantages– New Issue Market and Stock Exchange – Functions – General Guidelines for New Issue –Players – Recent Trends. Secondary Market : Stock Exchanges – Listing of Securities – Registration of Stock Brokers – Method of Trading in Stock Exchange – Recent Developments.

#### **UNIT – III**

**12 hours**

Mutual Fund – Meaning – Types # – Functions – Advantages - Private and Public sector mutual funds – Performance - Growth of mutual funds in India. SEBI guidelines.

#### **UNIT – IV**

**12 hours**

Leasing financing : Definition – Steps # – Types - Development of Lease Finance –Structure, Problem and Prospects of Leasing Industry – The Indian Leasing scenario. Hire Purchase : Features - Hire Purchase and Installment System – Hire Purchase and Leasing – Origin and Development – Banks and Hire Purchase Business – Bank Credit.

#### **UNIT – V**

**12 hours**

Factoring : Meaning # – Functions – Types - Cost and Benefit of Factoring – Factoring in India and Abroad – Forfeiting - Credit Rating - Mechanism, Role of CRISIL.

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

#### **TEXT BOOK RECOMMENDED:**

Gordon and Natarajan – Financial Markets and Services, Himalaya Publishing House.

#### **BOOKS FOR REFERENCES :**

1. Vasant Desai – The Indian Financial System, Himalaya Publishing House.
2. Varshney P.N., and D.K. Mittal – Indian Financial System, Sultan Chand & Sons., 2000.
3. M.Y.Khan – Financial Services, Tata McGraw Hill, 1998.

## SEMESTER – VI: CORE - XVII

### SECRETARIAL PRACTICE

<b>Course Code</b>	<b>: 14UBA6C17</b>	<b>Max. Marks</b>	<b>: 100</b>
<b>Hours/Week</b>	<b>: 4</b>	<b>Internal Marks</b>	<b>: 40</b>
<b>Credit</b>	<b>: 4</b>	<b>External Marks</b>	<b>: 60</b>

#### **Objective :**

To enable the students understand the various duties of secretaries in the company.

#### **UNIT – I**

**12 hours**

Secretary – Definition # – Qualification – Appointment - Legal position - Types of company secretaries – Powers – Duties – Rights - Liabilities – Practicing Company Secretary.

#### **UNIT – II**

**12 hours**

Promotion and Incorporation : Pro-Term secretary - Documents for registration certificate of Incorporation – Duties - Capital issue - Prospectus – Preparation – Duties.

#### **UNIT – III**

**12 hours**

Commencement of Business: Shares issue procedure # – Shares allotment – Legal Procedure Secretarial duties - Share certificate - Share warrant - SEBI's guidelines for issue of shares - Transfer and transmission of shares #.

#### **UNIT – IV**

**12 hours**

Meetings # : Board Meetings – Statutory Meeting – Annual General body Meetings – Extra ordinary General body Meeting – Quorum – voting - passing of resolutions - Resolution by circulation - Duties of the company secretary related to Meetings.

#### **UNIT – V**

**12 hours**

Winding up # : Winding up and dissolution - Methods of winding up - Circumstances for winding up - winding up procedures - Secretarial duties winding up - Liquidators – Rights, Duties and powers - Position of Company Secretary in liquidation.

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

#### **TEXT BOOK RECOMMENDED:**

P.K. Ghosh, Dr. V. Balachandran – Company Secretarial Practice, Margham Publishers.

#### **BOOKS FOR REFERENCES:**

1. M.C. Kuchhal – Secretarial practice, Vikas Publishing House.
2. N.D. Kapoor – Company Law and Secretarial Practice, Sultan Chand & Sons.

**SEMESTER – VI: SKILL BASED ELECTIVE - IV**  
**TALLY PACKAGE – PRACTICAL**

<b>Course Code</b>	<b>: 14UBA6S4P</b>	<b>Max. Marks</b>	<b>: 100</b>
<b>Hours/Week</b>	<b>: 2</b>	<b>Internal Marks</b>	<b>: 40</b>
<b>Credit</b>	<b>: 2</b>	<b>External Marks</b>	<b>: 60</b>

**Objective :**

To help the students to understand the growing significance of computer applications in business and in office work in recent years and to enable them to gain practical knowledge in learning the tally accounting package.

**UNIT – I**

**6 hours**

Fundamentals of Computerized accounting – Computer accounting Vs Manual accounting. Architecture and customization of Tally – Features of Tally – Configuration of Tally – Tally screen and menu #.

**UNIT – II**

**6 hours**

Creation of company – Group # – Editing and Deleting Groups. Creation of Ledgers – Editing and Deleting Ledgers. Introduction to Voucher Entries – Payment Voucher - Receipt Voucher – Purchase voucher - Sales voucher - Contra Voucher – Journal Voucher – Editing and Deleting Vouchers.

**UNIT – III**

**6 hours**

Introduction to inventories – Creation # – Configuration and features of stock item – Editing and Deleting – Usage of Stock in voucher entry – Purchase orders – Stock Vouchers.

**UNIT – IV**

**6 hours**

Introduction to cost – Creation of cost categories – Creation of cost centers – Editing and Deleing – Usage of cost categories and cost centers in Voucher entry.

**UNIT – V**

**6 hours**

Generating and printing reports in details and condensed format – Day book # – Balance sheet # – Trail Balance – Profit and Loss account – Ratio analysis – Cash flow statement – Fund flow statement – Cost centers report – Inventory report – Bank Reconciliation statement – VAT.

**# # Self Study Portion**

**TEXT BOOK RECOMMENDED :**

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

**BOOKS FOR REFERENCES :**

1. K Mohan Kumar, Dr.S.Rajkumar – Computer Application in Business, 2<sup>nd</sup> Edition, McGraw Hill.
2. Dr. P.Parameswari – Computer Application in Business, Sultan Chand & Sons.
3. [www.tallysoftsolutions.in.net](http://www.tallysoftsolutions.in.net)

**SEMESTER – VI: EXTRA CREDIT – IV**  
**INTELLECTUAL PROPERTY RIGHTS**

<b>Course Code</b>	<b>: 14UBA6EC4</b>	<b>Max. Marks</b>	<b>: 100*</b>
<b>Hours/Week</b>	<b>: --</b>	<b>Internal Marks</b>	<b>:</b>
<b>Credit</b>	<b>: 4*</b>	<b>External Marks</b>	<b>: 100*</b>

**Objective :**

To make the students understand the concept of Intellectual Property Rights and to know the procedure of registration of trade and patent rights.

**UNIT – I**

Introduction - Invention and Creativity - An Overview of Intellectual Property Rights (IPR) - Importance - Protection of IPR - Basic types of property. Forms of Industrial Properties: Patents, Industrial Designs, Plant Varieties, copyrights, Trademarks, Geographical Indications.

**UNIT – II**

Establishment of WIPO, General Agreement on Trade and Tariff (GATT). Patent Co-Operation Treaty, TRIPS agreement, Berlin Convention, Rome convention, WTO and Intellectual Property Rights.

**UNIT – III**

Introduction to Patents – Overview, Historical development, concepts on Novelty, Utility, Non-Obviousness. Patentable and Non Patentable Inventions. Procedure for Filing of patents. Acquisition of patent rights. Compulsory Licenses, patent offices in India and jurisdiction.

**UNIT – IV**

Copyrights and related rights - Trade Marks and rights arising from Trademark registration - Definitions - Industrial Designs and Integrated circuits - Protection of Geographical Indications at national and International levels, Plant Varieties - Application Procedures, Trade Secret.

**UNIT – V**

Infringement of Patents and Remedies. Modification of granted patents, Case Studies on - Patents - Copyright and related rights - Trade Marks - Industrial design and Integrated circuits - Geographic indications - Protection against unfair competition. Enforcement of Intellectual Property Rights.

**TEXT BOOK RECOMMENDED :**

P. Narayanan – Intellectual property Rights, Eastern law House, Third Edition, 2002.

**BOOKS FOR REFERENCES :**

1. P. Narayanan – Patent Law, Eastern Law House, Fourth Edition, 2002.
2. V.K. Unni – Trademarks & the emerging concepts of cyber property Rights, Eastern Law House, 2002.
3. G.P.Reddy – Intellectual Property Rights & other Law, Gogia law agency, 2004.