

ST. XAVIER'S COLLEGE (AUTONOMOUS)

PALAYAMKOTTAI - 627 002

(Recognized as "College with Potential for Excellence" by UGC)
(Accredited by NAAC at "A++" Grade with a CGPA of 3.66 in IV Cycle)
(Star College Programme by DBT, Govt. of India.)

Affiliated to Manonmaniam Sundaranar University

Tirunelveli

SYLLABUS



Preserve this copy of the syllabus until you complete the course, as it is an important document of your present course of study.

Name _____

B.B.A

Choice Based Credit System (CBCS)

(w.e.f. June 2021)

DEPARTMENT OF BBA
St. Xavier's College (Autonomous)
Palayamkottai -627 002

Profile of the Department

The Department of BBA was established in the year 2006. It is mainly established with a view to cater to the requirements of the prospective learners of the discipline of Business Management. The syllabus of the course is designed in such a way that the learners can take up higher education in various functional areas of management as well as they can turn to be a successful entrepreneurs. In this regard, besides the class room teaching the department regularly facilitates the following:

1. Organizing seminars on emerging fields of management.
2. In order to develop the organizing skills of the students the department conducts management meets inviting the students from all over the state where they can exhibit their managerial talents.
3. Guest lecture is an integral part of the activities of the department.
4. Students are encouraged to take part in various intra departmental competitions which give them platform to sharpen their managerial skills.
5. Students are provided with the opportunity of appearing in model Entrance Tests for CAT, MAT, XAT, TANCET, etc.
6. Students are facilitated to undertake Industrial visits. Five Assistant Professors are serving the department.

Programme Outcomes

- The students will be motivated to take up higher education in various functional areas of Management.
- The students will be equipped with communication ability and business etiquettes.
- The students will be encouraged to undertake entrepreneurial ventures.
- The students will be good at organizing and team playing.
- The students will have knowledge on business ethics.
- On the whole, the students will gain managerial qualities meant for managing business organization.

BBA COURSE PATTERN

Sem	Subject	Sub code	Title	Hrs	Cdts
I	Lang-I	21 UGT 11	Tamil -1	6	3
	Lang	21 UGH 11	Hindi -1	6	3
	Lang	21 UGF 11	French – 1	6	3
	Lang - II	21 UGE 11	English – 1	6	3
	Core - 1	21 UBA 11	Principles of Management	6	5
	Allied - 1	21 UBAA 11	Business Communication	6	5
	SBE 1	21 USB 11	Integrated Personality Development	2	2
	NME 1	21 UNM 11	Business Etiquette	2	2
	VE	21 UVE 11	Religion / Ethics	2	2
			TOTAL	30	22
II	Lang-I	21 UGT 21	Tamil -2	6	3
	Lang	21 UGH 21	Hindi -2	6	3
	Lang	21 UGF 21	French – 2	6	3
	Lang - II	21 UGE 21	English – 2	6	3
	Core - 2	21 UBA 21	Business Environment	6	5
	Allied - 2	21 UBAA21	Financial Accounting	6	5
	SBE 2	21 USB 21	Life Issues and Coping Skill Development	2	2
	SBE 3	21 USB 22	Professional English for Business Administration	2	2
	NME 2	21 UNM 21	Executive Communication Skills	2	2
			TOTAL	30	22
III	Core - 3	21 UBA 31	Marketing Management	6	4
	Core - 4	21 UBA 32	Managerial Economics	6	4
	Core - 5	21 UBA 33	Modern Banking & Insurance Law and Practices	6	4
	Allied - 3	21UBAA31	Computer Applications in Business	6	4
	SBE 4	21 USB 31	Human Rights and Social Analysis	2	2
	SBE 5	21 USB 32	Stepping into Business	2	2
	EVS	21 UES 31	Environmental Studies	2	2
			TOTAL	30	22
IV	Core-6	21 UBA 41	Accounting for Managers	6	4
	Core-7	21 UBA 42	Organisational Behaviour	6	4
	Core-8	21 UBA 43	Business Mathematics and Statistics	6	3
	Allied - 4	21 UBAA41	Retail Management	6	5
	Elective - 1	21 UBAE 41	Total Quality Management	4	4
	SBE 6	21 USB 41	Group Discussion and interview	2	2
				TOTAL	30

V	Core-9	21 UBA 51	Logistics Management	5	4
	Core-10	21 UBA 52	Financial Management	5	4
	Core-11	21 UBA 53	Business Law	5	4
	Core-12	21 UBA 54	Business Research Methods	5	4
	Core-13	21UBA 55	Business Ethics & Corporate social Responsibility	5	4
	Elective - 2	21 UBAE 51	Case Analysis	5	5
			TOTAL	30	25
VI	Core-14	21 UBA 61	Entrepreneurial Development	6	5
	Core-15	21 UBA 62	Human Resources Management	6	5
	Core-16	21 UBA 63	Production and Operations Management	6	5
	Core-17	21 UBA 64	International Business Management	6	5
	Elective -3	21 UBAE 61	Project	6	6
			TOTAL	30	26
			Semester IV - Extension Activity - NSS, STAND		1 1
			Net Total	180	141

LIST OF ECC PAPERS

Sem	Subject	Sub code	Title	Crdts
I	V	21BBEC11	MANAGEMENT PROCESS	3
II	V	21BBEC21	INDIAN FINANCIAL SYSTEM	3
III	V	21BBEC31	E-COMMERCE	3
IV	V	21BBEC41	EMOTIONAL INTELLIGENCE	3
V	V	21BBEC51	ELEMENTS OF INSURANCE	3
VI	V	21BBEC61	LEGAL ASPECTS OF BUSINESS	3
			TOTAL	18

PRINCIPLES OF MANAGEMENT

Sub Code: 21UBA11

Semester: I

Core-1

Hours - 6

Credits - 5

Course Outcome:

On successful completion of the course the students will be able to:

- remember the concepts they learned in the previous courses (K1)
- have due knowledge on Principles of management (K2)-
- gain planning ability (K3)
- to be exposed to selection process (K4)
- get familiarity about controlling and its significance. (K5)
- get the creativity as to managerial control (K6)

Unit-I:- INTRODUCTION TO MANAGEMENT

Introduction-Definition-Characteristics-Importance-Management process and functions-Management as art, science and profession-Evolution of management thoughts (Contribution of Henry Fayol, F.W.Taylor, Elton Mayo & Peter Drucker to the management).

Unit-II: -PLANNING AND DECISION MAKING

Planning-Meaning & importance-Forms of decision making-Techniques of decision making- Process

Unit-III: - ORGANISING

Meaning - Nature -Objectives - importance-Principles-Organisation structure-various types of organization-Authority & responsibility - Delegation of authority-Centralization and Decentralization.

Unit - IV:-DIRECTION &STAFFING

Direction-Meaning Principles-Techniques-Importance.

Staffing-Meaning-Process-Sources of recruitment-Training-Meaning-Importance-Performance appraisal

Unit-V:- CONTROLLING & COORDINATION

Controlling-Meaning-needs-Principles-Process and techniques- Types of managerial control.

Coordinating-Meaning-Types-Principles-Needs and importance-Problems

Text book:

Principles of Management - T.Ramasamy, Himalaya Publishing House

Reference book:

Principles of management- L.M.Prasad, Sultan Chand & sons

Principles of management- Tripathi Reddy, Tata McGraw Hill

BUSINESSCOMMUNICATION

Sub Code: 21UBAA11

Semester: I

ALLIED-1

Hours - 6

Credits - 5

Course Outcome: On the successful completion of the course the students will be able to

- Shine as a better leader and guide the team with effective communication skills.(K1)
- Know the importance of communication in an organization(K2)
- Evaluate the effectiveness of revising and checking the message(K3)
- The structure for analysing corporate presentation will be understood(K4)
- The procedure for conducting corporate meetings and conferences is known(K5)
- The students will be equipped with the skill of drafting business letters and reports.(K6)

Unit I: INTRODUCTION

Role of communication- definition- classifications of communication- purpose of Communication- process of communication-importance of communication in Management-communication structure in organization- barriers & gateway in Communication-7 C's of communication.

Unit II: EMPLOYMENT & CORPORATE COMMUNICATION

Writing CVs- Group discussions- interview- types of interview- preparation for interviews - Interviewer's preparation; Impact of Technological Advancement on Business Communication; Communication networks- Time Management

Unit III: BUSINESS LETTERS AND REPORTS

Introduction to business letters- Types of business letter- Layout of business letter-writing memos Report-purpose- kinds of report-objectives of reports—Report writing.

Unit IV: PRESENTATION SKILLS

Meaning of presentation: elements of presentation- designing a presentation-advanced Visual support for business presentation- types of visual aid- Appearance & Posture-presentation of PPT

Unit 5: GROUP COMMUNICATION

Meetings- Notice- Planning meetings- objectives- participants- timing- venue of meetings-Leading meetings- Minutes of Meeting- Media management- The press release-press conference- media interviews- Seminars- workshop- conferences- Business etiquettes.

Text Book:

1. M.K. Sehgal & V. Khetrapal- Business Communication- Excel Books- 2010.

Referene Book:

CES Rajendra Pal - Business Communication- Sultan chand & Sons Publication- 2011.

BUSINESS ETIQUETTE

Sub Code: 21UNM11

Semester : I

NME1

Hours – 2

Credits - 2

COURSE OUTCOME:

After completing this course, students will be able to

- Identify the correct method of hand shake. (K1)
- Understand how to make introductions. (K2)
- Use of business ideas effectively. (K3)
- Understand what is business etiquette. (K4)
- Be familiar with conversion and use them appropriately. (K5)
- Implement techniques to minimize nervousness in social situations. (K6)

UNIT-I- INTRODUCTION TO BUSINESS ETIQUETTE

Introduction to business etiquette- meaning definition, importance, objectives. need to good etiquette.

UNIT-II- GREETINGS AND INTRODUCTION

Guideline for reception. making introduction and greeting people. The method of hand shaking.

UNIT-III- BUSINESS ATTIRE AND PROFESSIONALISM

Meaning, definition, concept of professionalism. professional behavior professional guideline and image. guidelines for appropriate business attire

UNIT-IV- TELEPHONE ETIQUETTE

Cellphone etiquette. guidelines for telephone etiquette. guideline for making calls and receiving calls - attending complaints.

UNIT-V- CULTURAL CHANGES

Cultural etiquette -code of cultural sensitivity - business and cultural.

Reference Book

1. The essential of businessetiquette-author BARBARA PACHTER
publisher MC GREW- hill Education (16 August2013)
2. Business etiquette- A guide for indian professional authour- Shilal KAKKAR
MEHRA. publisher HARPER COLLINS (18 Jan2012)
3. My first book of business etiquette - by ALAX AXEBROD- publisher
Quickbooks.

BUSINESS ENVIRONMENT

Sub Code: 21UBA21

Semester : II	Core-2	Hours - 6	Credits - 5
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Course Outcome:

- Identifying the main features of business environment. (K1)
- The students will be made familiarized with the knowledge of Business Environment. (K2)
- Apply and understanding of the different modes of engagement with different markets and business environment. (K3)
- Analyze the political, social, economic, technological and other environment. (K4)
- The students will have knowledge of business in global view. (K5)
- The learners will be provided with effective knowledge on various Internal and External environment of business which have a considerable influence on the course of business. (K6)

Unit I

Introduction - Concept-significance - nature - Types-Internal - external - micro - macro environment - environmental audit

Unit II: Business and society

Objectives importance of business- business ethics- public private, joint and cooperative sectors: public sector-growth and performance of public sector-joint sector

Unit-III Political and Technological Environment

Meaning - Definition - concept - elements of political environment - political environment and business - Political environment in India -Intellectual Property Rights

Unit-IV Socio & Cultural Environment

Meaning-Elements - social institutions and systems - values and attitudes - social groups - social responsibility of business - social audit

Unit-V Global Environment

Meaning-nature - Globalization of Indian business - Multinational corporations - Foreign collaborations - GATT/WTO

Text Book:

“Business Environment” - Francis Cherunilam

Reference Book:

“Business Environment” - Aswathappa

FINANCIAL ACCOUNTING

Sub Code: 21UBAA21

Semester: II	Allied-2	Hours - 6	Credits - 5
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Course Outcome:

- Students will be able to demonstrate knowledge of preparation of financial statements. (K1)
- The students will be exposed to the applied aspect of accounting. (K2)
- Students will recognize commonly used financial statements. (K3)
- The students will be imparted knowledge and understanding of the principles and concepts of Financial accounting. (K4)
- The students will have the skill required for the preparation of Financial statements and accounts of various business areas. (K5)
- Students will have analytical thinking on dealing with books of accounts (K6)

Unit I - Fundamentals of accounting

Meaning and Definition of accounting - objectives - functions - branches of accounting-principles of accounting - accounting rules - classification of accounts - advantages and disadvantages of accounting -journal - ledger - subsidiary books - cash book- trial balance- Rectification of Errors (Theory only)

Unit II - Final Accounts

Trading account - profit and loss account - balance sheet - adjustments - closing stock - prepaid expenses - outstanding expenses - accrued income - income received in advance - interest on capital and drawings - bad debts - provision for bad and doubtful debts - discount on debtors and creditors - interest on investments - interest on loan

Unit III - Depreciation

Meaning - causes - need - methods of depreciation - straight line method - written down value method - annuity method - sinking fund method

Unit IV - Single Entry System

Meaning - Limitation - Difference between Single entry and Double entry - Ascertainment of Profit or loss- -Net worth Method - Conversion Method - Statement of Affairs.

Unit V - Non - Trading Organization

Meaning - Capital - Expenditure - Revenue Expenditure - Deferred Revenue Expenditure - Receipts and Payment Account - Income and Expenditure Account - Balance Sheet

Text book:

Advanced Accountancy- Volume I - S.P. Jain & Narang Sultan chand & sons, New Delhi

Reference Books:

1. Financial Accounting - S. N. Matreswari, Sultan Chand and Sons, New Delhi
2. Advanced accountancy- Arulandnandam
3. Financial Accounting-T.S. Reddy & A. Murtry, Margham Publication
4. Financial Accountancy-RS.N. Pillai & Bhagavathy, Himalaya Publishing House

PROFESSIONAL ENGLISH FOR BUSINESS ADMINISTRATION

Sub Code: 21 USB 22

Semester : II

SBE 3

Hours - 2

Credits - 2

OBJECTIVES:

- To develop the language skills of students by offering adequate practice in professional contexts.
- To enhance the lexical, grammatical and socio-linguistic and communicative competence of first year physical sciences students.
- To focus on student's knowledge of domain specific registers and the required language skills.
- To develop strategic competence that will help in efficient communication.
- To sharpen student's critical thinking skills and make students culturally aware of the target situation.

LEARNING OUTCOMES:

- Recognize their own ability to improve their own competence in using the language.
- Use language for speaking with confidence in an intelligible and acceptable manner.
- Understand the importance of reading for life.
- Read independently unfamiliar texts with comprehension.
- Understand the importance of writing in academic life
- Write simple sentences without committing error of spelling or grammar.

(Outcomes based on guidelines in UGC LOFC - Generic Elective)

NB: All four skills are taught based on text/passages

UNIT 1: COMMUNICATION

Listening: Listening to audio text and answering questions - Listening to instructions.

Speaking: Pair work and small group work.

Reading: Comprehension passages - Differentiate between facts and opinion.

Writing: Developing a story with pictures.

Vocabulary: Register specific - Incorporated into the LSRW tasks

UNIT 2: DESCRIPTION

Listening: Listening to process description - Draw a flow chart.

Speaking: Role play (formal context)

Reading: Skimming/Scanning – Reading passages on products, equipment and gadgets.

Writing: Process Description – Compare and Contrast

Paragraph – sentence definition and extended definition – free writing

Vocabulary: Register specific – Incorporated into the LSRW tasks.

UNIT 3: NEGOTIATION STRATEGIES

Listening: Listening to interviews of specialists/Inventors in fields (Subject specific)

Speaking: Brainstorming (Mind mapping)

Small group discussions (Subject – Specific)

Reading: Longer reading text.

Writing: Essay writing (250 words)

Vocabulary: Register specific – Incorporated into the LSRW tasks

UNIT 4: PRESENTATION SKILLS

Listening: Listening to lectures.

Speaking: Short talks.

Reading: Reading comprehension passages.

Writing: Writing recommendations

Interpreting visuals inputs

Vocabulary: Register specific – Incorporated into the LSRW tasks.

UNIT 5: CRITICAL THINKING SKILLS

Listening: Listening comprehension – Listening for information.

Speaking: Making presentations (with PPT – practice)

Reading: Comprehension passages – Not making.

Comprehension: Motivational article on professional competence, professional ethics and Life skills.

Writing: Problem and solution essay – Creative writing – Summary writing.

Vocabulary: Register specific – Incorporated into the LSRW tasks.

EXECUTIVE COMMUNICATION SKILLS

Sub Code: 21UNM21

Semester : II	NME2	Hours - 2	Credits - 2
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Course Outcome:

On the successful completion of the course the students will be able to

CO 1: Identify the importance of communication and to gain the knowledge on types of communication (K1)

CO 2: draft sales letters, collection letters and circular letters (K3)

CO 3: Describe the bank correspondence related to export and import (K2)

CO 4: Analyze the importance and principles of effective listening (K4)

CO 5: Assess the barriers and to overcome the barriers of communication (K5)

CO 6: adopt the structure of report writing while reporting (K6)

UNIT-I: COMMUNICATION AND ITS TYPES

Communication - meaning- definition- Importance of Business Communication- Types of communication -Verbal Non verbal - body language - space language- paralanguage- sign language.

UNIT-II: SALES LETTER WRITING

Sales letter-Layout of the letter- Enquiries and reply quotations- A collection letter- circular letters- application letters.

UNIT-III: EXIM CORRESPONDENCE

Letter relating to Agency- bank Correspondence relating to exports and imports.- recommendation letter

UNIT-IV: LISTENING AND COMMUNICATION

Importance of listening - principles of effective listening- Barriers of communication- how to overcome the barriers- Modern means of communication

UNIT-V: REPORT WRITING

Report writing-steps in report writing -Structure-Types of report-Guidelines for effective report writing.

Text Book

1. Sharma.R.C.,Mohan, Business correspondence and report writing; a practical approach to business and technical communication, Newdelhi, TATA Mc grawhill 5th edition2017.

Reference Book:

1. Pillai, R.S.N, Bagavathi modern commercial correspondence , sulthanchand publications ,2008
2. Gupta.C.B., Business Correspondence & Reporting Taxmann Publications, 2018 edition

MARKETING MANAGEMENT

Sub Code: 21UBA31

Semester : III	Core-3	Hours – 6	Credits -4
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Course Outcome:

- The students will have knowledge on various advertising and sales promotion techniques. (K1)
- Knowledge of the students about various pricing strategies according to the market trend is ensured. (K2)
- Ability to Creatively problem solving and to develop creative solutions to marketing problems. (K3)
- The students will gain knowledge about new product planning and development. (K4)
- The students are exposed to various marketing channels. (K5)
- The students are equipped with the core concepts and recent strategies of marketing. (K6)

Unit-I INTRODUCTION

Meaning-Definition-Nature of scope-Role of marketing n India-Concepts of Marketing- Buying motives, perception, learning, reference groups- consumer decision making-market segmentation.

Unit-II PRODUCT PLANNING

Product-Product classification-Product planning and policies- new product development-product modification- product diversification and product elimination- branding and packaging- product life cycle- product positioning

Unit-III PRICING

Pricing-Methods of price determination-Cost oriented pricing- demand oriented pricing-Competitive pricing- New product pricing-Product line pricing - Geographical pricing-Psychological pricing-Price discounts.

Unit-IV CHANNELS OF DISTRIBUTION

Channels of distribution- Channel function- Factors to be considered in channel selection-Motivations for channel members-Retailing and Wholesaling- Online retailing-Importance and challenges- Merits and demerits.

Unit-V ADVERTISING AND SALES PROMOTION

Advertising- objective-advertising as a process of communication -types of advertising- advertising budgets- message selection- Medias used for online marketing- Sales promotion and types - Introduction to social media marketing

Text book

Modern Marketing- RSN.Pillai and Bagavathi

Reference books:

Fundamentals of marketing- William j. Staton Marketing Management-Philip Kotler

Electronic Commerce-4th edition-Pete Loshin/John Vacca-Fire wall media

Frontiers of electronic commerce- Ravi Kalakota, Andrew B.Whinston- Pearson

MANAGERIAL ECONOMICS

Sub Code: 21UBA32

Semester : III

Core - 4

Hours -6

Credits -4

Course Outcome:

On successful completion of the course the students will be able to:

- Remember the concepts of Economics they learned in the previous courses (K1)
- understand the basic concepts of economics (K2)
- analyse the determinants of demand and supply (K4)
- apply the concepts in real time situation (K3)
- evaluate the elasticity of demand for any product and service (K5)
- get exposed themselves to the recent trends in Economics (K6)

Unit - I INTRODUCTION

Meaning - Definition - Nature of managerial economics - Scope of managerial economics - Basic economic tools in managerial economics (Economic concepts and principles in managerial decision analysis) - Difference between economics and managerial economics.

Unit - II DEMAND DETERMINANTS

Meaning of demand - Law of demand - Chief characteristics of law of demand - Exceptions - Individual demand - Market demand - Price elasticity of demand - Types of price elasticity - Factors determining price elasticity of demand.

Unit - III INCOME, CROSS AND ADVERTISING ELASTICITY OF DEMAND:

Income elasticity of demand - Types of income elasticity - Cross elasticity of demand - Advertising elasticity of demand - Factors determining advertising elasticity of demand.

Unit - IV DEMAND FORECASTING

Meaning - Definition - Factors involved in demand forecasting - Purposes of forecasting - Short term forecasting - Long term forecasting - Methods of demand forecasting

Unit - V PRICE AND DIFFERENT MARKET STRUCTURES

Perfect competition - Monopoly and monopony - Price discrimination - Monopolistic competition - Oligopoly and oligopsony.

Text Book:

Modern Economic Theory - K.K. Devitt

REFERENCE BOOKS:

1. Managerial Economics - Theory and Application - Dr. D.M.Mithani
2. Managerial Economics - R.L.Varshney ,K.L.Maheswari.

MODERN BANKING AND INSURANCE LAW AND PRACTICES

Sub Code: 21UBA33

SEMESTER: III

CORE -5

HOURS: 6

CREDITS: 4

Course outcome:

On successful completion of the course the students will be able to

CO 1: Recall the banking system and types of bank in India (K1)

CO 2: Associate the relationship between the banker and the customer (K2)

CO 3: demonstrate the various electronic banking existing in India (K3)

CO 4: Analyze the importance and principles of insurance (K4)

CO 5: Assess the importance of marine insurance (K5)

CO 6: integrate the fire insurance policies and its types (K6)

UNIT I - OVERVIEW OF INDIAN BANKING SECTOR

History and Development of Banks in India - Meaning of Bank - Reforms in Indian Banking - Structure of Indian Banking Sector - Types of Bank - Banking Systems- Commercial Bank - Functions

UNIT II - BANKER AND CUSTOMER

Relationship between Banker and Customer - Obligations of a Banker - Rights of a Banker

UNIT III - ELECTRONIC BANKING

E-Banking - ATM- Internet Banking - ECS - EFT - Tele banking - E-Cheques - Credit Card - Debit Card - Smart Card - Risks in E-Banking

UNIT IV - FUNDAMENTALS OF INSURANCE

Insurance- Meaning - Purpose and Need - Benefits - Functions - Importance - Types- Principles - Insurance Contract- Nature of Insurance Contract - Types of Insurance Contract

UNIT V - LIFE, MARINE AND FIRE INSURANCE

Life Insurance - Essential Features of Life Insurance - Classification - Advantages - Marine Insurance - Scope - Principles of Marine Insurance - Scope of Marine Insurance - Fire Insurance - Principles of Fire Insurance - Types of Fire Policies

Text book

Jyotshasethi&Nishwan Bhatia, Elements of Banking and Insurance, PHI Learning Private Limited, New Delhi

Reference Books

- Sundharam and Varshney, Banking Theory Law & Practice, Sultan chand& sons, New Delhi
- E. Gordon & K. Natrajan, Banking Theory, Law & Practice, Himalaya Publishing House
- M.N. Mishra & Dr. S.B. Mishra, Insurance principles & practice, Sultan chand& sons, New Delhi
- Dr. P. Periasamy, Principle and Practice of Insurance, Himalaya Publishing House

COMPUTER APPLICATIONS IN BUSINESS

Sub Code: 21UBAA31

SEMESTER: III

ALLIED - 3 HOURS: 6

CREDITS: 4

Course Outcome: On successful completion of the course the students will be able to

- enhance the practical knowledge of MS word(K1)
- Elucidate the need of MS PowerPoint, design & templates(K2)
- learn the application of tally software(K3)
- equip the students in computer networking(K4)
- enhance the importance of computer application in business(K5)
- Demonstrate the working of MS Excel using filters, templates, preparations of charts & presentations.(K6)

Unit - I: INTRODUCTION TO COMPUTER

Introduction to computer- classifications of Computers - Components - Input devices -Output devices - storage devices- classification of Software- Operating System - Functions of Operating System

Unit - II: COMPUTER NETWORKS & MS-Word

Computer Networks: - Types of Networks -Network topology - Internet -E-mail: Checking the spelling - Attaching-signature- Filling the messages - Managing the address book-MS-Word: Creating and Saving a Word document - word formatting tools - working with tables - mail merge -spelling and Grammar-header & footer creation-bullets and numbering

Unit - III: MS-Excel

MS-Excel: Creating and Saving an Excel work book - adding and formatting data in cells - working with tables and chart - Formulas and functions-MS-PowerPoint: Creating and Saving Presentation - Basics of presentation -Enhancing Power Point presentations - Custom animations. Introduction to Access - Creating a Simple Database and Tables - Entering and Editing Data -Finding, Sorting and Displaying Data.

Unit-IV: Tally 9.0

Introduction of Tally - Voucher types-Inventory information - Inventory masters - units of measure - stock group - stock item - stock category - godowns -Day book-Trial Balance-Balance sheet.

Unit V : Reports in Tally

Report and its types - Data Collaboration - Security - Tally vault - Tally audit - Export of data - data formats - internet connectivity - E mailing tally report as attachments - import of tally data - migrating tally data - ODBC connectivity - connecting tally data into MS word document and excel worksheet - Backup - Restore.

Text Books

1. Tally NamrataAgarwal (Unit III), 2012.
2. Implementing Tally - AK Nadhani and KK Nadhani. (Unit I and II, Unit IV and V), 2013.
3. Alexis Leon, Mathews Leon, Leena Leon, "Introduction to Information Technology", Vijay Nicole Imprints Private Limited, Chennai, 2013.
4. Sanjay Saxena, "MS-Office 2007 in a Nutshell", Vikas Publishing House Pvt Ltd., 2011.

STEPPING INTO BUSINESS

Sub Code: 21USB32

Semester: III	SBE-5	Hours - 2	Credits - 2
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Course Outcome:

- On successful completion of the course the students will be able to:
- Remember the concepts of Entrepreneurship they came across (K1)
- understand the significance of Entrepreneurship for economic development of a nation (K2)
- apply the skill they have in commencing their own business (K3)
- analyse feasibility of establishing a business (K4)
- evaluate the market demand for any product and service (K5)
- get exposed themselves to the recent development measures provided by the govt. (K6)

UNIT-I

Definition of Entrepreneurship - Concept of Entrepreneurship - Role of Entrepreneurship in economic development.

UNIT-II

Setting up a New SSI - Institutions promoting Entrepreneurship and offering promotional assistance to Entrepreneurship - DIC - SIDCO - NSIC - SISI - TCO - KVIC - Commercial Banks

UNIT-III

Entrepreneurship Development Institutions - EDI, MSIET, CED, TANCTIA, KVIB.

Unit-IV

schemes supporting entrepreneurs-PMYEB NEEDS, UDAYAM MANTRA, Business Incubator.

UNIT-V

Procedure for registration - License - project report, - contents

Text book:

Entrepreneurial Development- Gordon & Natarajan

RETERENCEBOOK:

Entrepreneurial Development - Vasanth Desai

Entrepreneurial Development- S.S. Khanka"

ACCOUNTING FOR MANAGERS

Sub Code: 21UBA41

Hours – 6

Credits - 4

Semester: IV

Core-6

Course Outcome:

On successful completion of the course the students will be able to

CO 1: Identify the importance and fundamental knowledge of management accounting. (K1)

CO 2: demonstrate the various techniques involved in material control. (K3)

CO 3: Describe the methods of wage payments (K2)

CO 4: Analyze the merits and demerits of budgetary control (K4)

CO 5: Assess the functions and types of budgets (K5)

CO 6: Derive the ratio analysis and its types (K6)

Unit I: Introduction to Management Accounting

Management accounting-definition-functions - advantages and limitations- cost accounting -meaning - importance-differences between cost accounting and financial accounting.

UnitII: Materials control

Materials control-stock level and EOQ,ABC analysis- bin card- stores ledger-material uses- FIFO, LIFO, simple average, weighted average methods

Unit III: Labour Cost

Labour, direct and indirect labour- labour turnover- methods of wage payments-premium and bonus plans

UnitIV: Budgetary control

Budgetary control functions -objectives-merits and limitations-steps in budgetary control-types of budgets

UnitV: Ratio Analysis

Ratio Analysis meaning-merits and limitations - types of ratios – Reporting to management

Text book :

Management accounting-S.N. Maheshwari

Books for reference:

1. Cost accounting-Jain & Narang
2. Cost accounting-R.S.N. Pillai & Bagavathi
3. Management Accounting B.S. Raman.

ORGANISATIONAL BEHAVIOUR

Sub Code: 21UBA 42

Semester :IV	CORE -7	Hours - 6	Credits - 4
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Course outcome:

On the successful completion of the course the students will be able:

- To access the knowledge about various personality traits(K1)
- To demonstrate the dynamics of organisational change(K2)
- To analyse the behaviour of individuals and group in organisations(K3)
- To examine and analyse the behaviour of individuals and groups in organizations by understanding the Concepts of learning, attitudes & perceptions.(K4)
- To compare and contrast power and influence of leadership(K5)
- To study the people at work and there by decisions to all concerned are arrived at.(K6)

UNIT-I INTRODUCTION

Organizational behavior-meaning-scope of organizational behavior- Role of OB in organizational effectiveness- Hawthorne experiment- economic, social and Psychological foundation of OB.

UNIT-II PERSONALITY

Personality- theories of personality- trait theory-psychoanalytic theory-social learning theory- Humanistic approach, Maslow's self actualization theory- Freudian stages determinants of personality- Individual differences- Nature- factors leading to Individual difference-Interpersonaleffectiveness

UNIT-III PERCEPTION AND LEARNING

Perception-concept-process-factors affecting perception-Learning-Theories-Principles- Factorsaffectinglearning.

UNIT-IV MOTIVATION

Motivation-nature-significance-theories of motivation- Maslow's theory, Herzberg theory-typesofmotivation.

UNIT-V GROUP DYNAMICS AND LEADERSHIP

Group dynamics-types of group- Leadership- Importance-Theories of leadership-Trait theory- Behavioral theory- Ohio state study- University of Michigan study-LMX theory- Managerial grid- Leadership styles- Types of leadership

Text book

Organisational Behavior- Aswathappa

Reference book:

Organisational Behavior-Uma Sekaran

Organisational Behavior-L.M.Prasad

BUSINESS MATHEMATICS AND STATISTICS

Sub Code: 21 UBA 43

Semester : IV	Core -8	Hours -6	Credits - 3
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Course Outcome:

On successful completion of the course the students will be able to:

- Remember the concepts of Mathematics and Statistics they came across (K1)
- understand the significance of Mathematics and Statistics in business decision making (K2)
- apply the quantitative skills they have in managing a business (K3)
- analyse the feasibility of profit making of a business (K4)
- evaluate the competitiveness of any product and service (K5)
- get exposed themselves to the recent quantitative techniques relating to management of a business (K6)

Unit I:

Matrices and determinants: Matrix - types of matrices - problems on addition subtraction, multiplication of matrix-division of matrix- transpose of matrix- adjoint of matrix- inverse of a matrix determination - solutions of simultaneous equations (Cramer's Rule) - examples of business application of matrices.

Unit II:

Progression: -Arithmetic Progression - Problems on Arithmetic Progression- Business application of Arithmetic Progression - Geometric progression - problems on geometric progression - business applications of Geometric Progression.

Unit III:

Statistics: Meaning - Definition - scope - limitations - pictorial representation - types of diagrams and charts - . Measures of central tendency - introduction- types of averages-arithmetic mean - median - mode.

Unit IV:

Measure of dispersion: Range - Quartile deviation - mean deviation - standard deviation - coefficient of variation.

Unit V:

Index numbers: Classification - construction of index numbers- methods of constructing index numbers - simple aggregative method - simple average of price relative method- weighted index method - Laspeyre's method - Paasche's method - Fisher's method

Text books:

1. Statistics – R.S.N. Pillai & V. Bagavathi (S.Chand & Company Ltd.)
2. Business Mathematics – M. Wilson (Himalaya Publishing House)

Reference Books:

1. Statistical Methods – S. P. Gupta (Sulthan Chand Publishers)
2. Business Mathematics – D.C. Sanchetti & V.K. Kapoor.
3. Business Mathematics – Sundaresan & Jeyaseelan.

RETAIL MANAGEMENT

Sub Code: 21 UBAA 41

Semester : IV

Allied - 4

Hours - 6

Credits -5

Course outcome:

- Knowledge on retail sector in India will be imparted. (K1)
- Understanding the functions of retail business and various retail formats and retail channels is ensured. (K2)
- The students will explore new opportunities in retail sector. (K3)
- The students will be able to analyze the difference between retail and manufacturing supply chain. (K4)
- Evaluation on retail market and consumer behaviour is possible . (K5)
- Integration of various supply chain partners and the method of collaboration with them are facilitated (K6)

UNIT-I Introduction to Retailing

Concept of retailing- Functions of retailing- Terms & Definition- Retail formats and types- Retailing Channels- Retail Industry in India- Importance of retailing- Changing trends in retailing.

UNIT II Retail Location Selection

Importance of Retail locations- Types of retail locations- Factors determining the location decision- Steps involved in choosing a retail locations- Measurement of success of location

Unit-III

Consumer behavior-Types of Customers - Stages in buying process - factors influencing customer's buying decision -Bargaining - Process - Types - Advantages

UNIT-IV

Meaning of CRM - Importance - Steps involved in CRM - Business to business concept - Business to consumer concept - Benefits of database marketing.

UNIT-V

Meaning of franchising - Franchising in India- Managing Brand equity and brand loyalty - Mall Management-Types of Malls - Malls in India

TEXT BOOK:

Retail Management- SujaNair.

BOOKS FOR REFERENCE:

Retail Management- Gibson vedamani Retail Management- U.C.Mathur

TOTAL QUALITY MANAGEMENT

Sub Code: 21 UBAE 41

Semester : IV

Elective - 1

Hours - 4

Credits - 4

COURSE OUTCOME

On completion of this course, the students will be able to

- Realize the importance of quality and quality management. (K1)
- Understand the basic concepts of TQM. (K2)
- Apply the different types of modern techniques. (K3)
- Outline the characteristics of TQM. (K4)
- Exercise and manage quality improvement teams (K5)
- Identify and undertake quality improvement programs in the needed areas. (K6)
- Apply the new techniques of quality management in the Organization.

UNIT-I-INTRODUCTION

Quality- Meaning, Definition - Concepts of Quality -Significance of Quality - Total Quality Management Frame Work

UNIT-II-QUALITY MANAGEMENT

Consumer perception of quality, dimension of quality, importance of quality management, benefits of quality management, aspects of quality guidelines for quality management

UNIT-III-PHILOSOPHIES OF QUALITY

Japans 5S principles, 8D methodology- ISHIKAWA TAGUCHI techniques - deming principles - Concept of quality circle.

UNIT-IV TECHNIQUES OF STATISFICAL CONTROL PROCESS

Meaning - definition, importance of (SCP), sixsigma - Total Protective Maintenance - Re- engineering – process, concepts, benefits and importance.

UNIT-V-QUALITY MANAGEMENT TECHNIQUES

Bench marking- meaning - definition – importance. POKA YOKE- Quality function Deployment (QFD) - FMEA- importance - FMEA stages

Text Book:

1. SHRIDHARA BHATLE K.TEM- test and cases Himalaya Publishing House

Reference Books:

2. Organizational quality management-Nov 5.2020 independently published
3. Quality management for organization excellence
4. Introduction to total quality introduction to total quality (8 th Edison) By DAVID L.GEOTSEC (2015-05-31)

GROUP DISCUSSION AND INTERVIEW TECHNIQUES

Sub Code: 21 USB 41

Semester : IV

SBE - 6

Hours - 2

Credits - 2

Course Outcome:

On successful completion of the course the students will be able to:

- Remember the concepts of communication they came across (K1)
- understand the relevance of communicative techniques in performance appraisal (K2)
- apply their communicative ability in Group discussion and personal interviews (K3)
- analyse ways for making their interpersonal relationship better (K4)
- evaluate the different dimensions of a problem (K5)
- get exposed themselves to the current requirements for being selected in a recruitment process (K6)

UNIT - I GROUP DISCUSSION AN INTRODUCTION

Meaning - Principles - Essentials (Do's and Don'ts) - Practical sessions

UNIT - II

Group Manners and Individual participation

UNIT - III INTERVIEW

Preparation for interview - Preparing resumes

UNIT - IV

Model Interview

UNIT - V

Expected subject matter for GD & Interview - Personal Profile - Discussion of Hot Business Issues

(Note: The mode of assessment for the subject is only Practical Session. There is no written examination for Continuous Internal Assessment and Semester External examination)

Reference:

Competition Success Refresher

Competition Success Review

SUMMER INTERNSHIP

Sub Code: 21UBA

Semester :IV

Credits - 2

Course Outcome:

To give the students a hands on training and exposure with real time business situations.

Evaluation Criterion: The students have to undergo an internship for not lesser than one month in a business organization during the summer vacation (after the completion of the Semester examination of Semester IV) .

The internship report has to be submitted on or before the last working day of Semester V as directed by the department. Those who have submitted the internship report have to undergo a viva-voce exam.

LOGISTICS MANAGEMENT

Sub Code: 21UBA51

Semester :V	CORE – 9	Hours - 5	Credits - 4
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Course Outcome: On the successful completion of the course the students will be able to

- enlighten the students on the concept of logistics in the world of business.(K1)
- understand the sourcing activities, vendor management and drivers of the supply chain.(K2)
- understand the inventory models in supply chain.(K3)
- understand the role of logistics in a market-oriented society.(K4)
- learn the process of management in logistics.(K5)
- receive an opportunity for comprehensive analysis in logistics.(K6)

UNIT- I INTRODUCTION TO LOGISTICS MANAGEMENT

Logistics - Meaning - Definition - Logistics Management - Meaning - Definition - Scope and Importance - Need - Role of Logistics

UNIT- II MATERIAL MANAGEMENT

Material management - Scope - Objectives - Relationship - Forecasting - Administration and Control of Material Flow - Recent Trends in Management Material Flow

UNIT- III TRANSPORTATION MANAGEMENT

Transportation Management - Role of Transportation In Logistics - Characteristics of Transportation Modes And Selection - Intermodal Transportation - Introduction to E-way bill - rules & generation process

UNIT -IV INVENTORY MANAGEMENT

Inventory Management - Concepts - Inventory Costs - Inventory Models - Importance - Inventory Control Techniques - Approaches

UNIT- V WAREHOUSE MANAGEMENT

Warehousing - Nature and Importance- Types- Functions- Basic Warehousing Decisions- Warehouse Operation- Warehouse Management System (WMS)

Text Book

K. Shridhara Bhat, logistics management, Himalaya publishing house, Mumbai, ed: 2011

Reference Books

1. Logistics and Supply Chain Management, D. K. Agrawal, Macmillan India Ltd
2. Logistics Management, S. K. Bhattacharyya, Sultan Chand & Company
3. Logistics Management, V. V. Sople, Pearson India
4. Logistics, Lemay Stephen , Bloomberg David J. , Hanna Joe B., Prentice-Hall

FINANCIAL MANAGEMENT

Sub Code: 21 UBA 52

Semester :V	CORE – 10	Hours - 5	Credits - 4
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Course Outcome:

On successful completion of the course the students will be able to:

- Remember the concepts of financial management they came across (K1)
- understand the relevance of theories of Financial Management (K2)
- apply their knowledge in real time investment situations (K3)
- analyse ways for running a business with profit maximization (K4)
- evaluate the profitability of a business opportunity (K5)
- get exposed themselves to the dividend policy a firm has to adopt (K6)

Unit - I

Meaning - Scope of Finance - Financial Decisions in Firm - Objectives - Wealth maximization Vs Profit Maximization - Functions of Finance - Introduction to Primary market, Capital market and Money market.

Unit - II

Sources of Capital - Types of Securities - Cost of Capital - Cost of Debt; Cost of Preferred Stock; Cost of Equity; Cost of Retained earnings and Weighted Average Cost of Capital. Capital Structure Theories - Net Income; Net Operating Income; Modigliani - Miller approach; Traditional Approach.

Unit - III

Working Capital Management - Types of Working Capital - Factors influencing working capital requirement - Determinations of working capital. Receivables Management - Objectives - Credit Policy - Credit terms - Credit Standards and Collection Policy.

Unit - IV

Capital Budgeting - Importance - Process - Evaluation Methods - Pay Back Method; Average Rate of Return; Net Present Value; Profitability index and Internal Rate of Return. Inventory Management - Costs and Benefits of Holding Inventory - Classification - ABC Analysis; VED Analysis - Economic Ordering Quantity.

Unit - V

Dividend Decisions - Relevance & Irrelevance of Dividend - Walter's Model - Gordon's Model - M.M. Model - Determinants of dividend policy - Alternative forms of dividends - Stock dividend and stock split - legal procedures & tax aspects of dividend policy

Text Book:

Financial Management - M.Y.Khan&P.K.Jain

Reference Books:

1. Financial Management - I.M.Pandey
2. Financial Management - Prasanna Chandra
3. Investment Management Security Analysis and Portfolio Management - Preethi Singh
4. Financial Management - Dr.S.N.Maheswari&Dr.C.B.Gupta

BUSINESS LAW
Sub Code: 21UBA53

Semester: V	CORE - 11	Hours - 5	Credits - 4
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Course Outcome

On the successful completion of the course the students will be able to

CO 1: Identify the essentials of a valid contract and its classification. (K1)

CO 2: differentiate cross offer Vs counter offer and void Vs. voidable contract(K2)

CO 3: Examine the valid rules for consideration and capacity of contract (K3)

CO 4: Analyze the requisites of a valid tender time and place of performance (K4)

CO 5: Assess the rules in discharge of contract and modes of discharge (K5)

CO 6: Design the rules for sale of goods and document of title of goods (K6)

UNIT - I CONTRACT

Contract - Essentials of a valid contract - Classification - Void vs. Voidable Contract
- Quasi Contract

UNIT - II OFFER AND ACCEPTANCE

Offer - Meaning - Definition - Kinds - Legal rules as to a valid offer - Revocation of
an offer - Cross offer - Cross vs. Counter Offer- Acceptance - Meaning - Definition-
Legal rules as to acceptance

UNIT - III CONSIDERATION AND CAPACITY TO CONTRACT

Consideration- Meaning - Definition- Need - Legal rules as to consideration is Void
- Exceptions- Capacity of Contract - Minors - persons of Unsound Mind - Other
Persons

UNIT - IV PERFORMANCE & DISCHARGE OF CONTRACT

Performance of Contract - Requisites of a valid tender - Contracts be performed -
Time and Place of Performance - Reciprocal Promises- Rules - Discharge of Contract
- Meaning - Definition - Modes of Discharge

UNIT - V SALE OF GOODS

Sale of Goods - Formation of Contract of Sale - Essentials - Sale Vs. Agreement to
sell - Sale Vs. Hire Purchase Agreement - Classification of Goods- Destruction of
Goods - Document of Title of goods

Text Book

N.D. Kapoor, Elements of Mercantile Law, Sultan Chand & Sons, New Delhi Ed:
2008

Reference Book

1. Personnel Management - C.B.Mamoria.

BUSINESS RESEARCH METHODS

Sub Code: 21 UBA 54

Semester: V	Core -12	Hours - 5	Credits - 4
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Course Outcomes

- The course will develop research perspective on the learners and thereby exploring opportunities in business and Management.(K1)
- The students will understand the outline of research ie. sampling, collection of data and analysis of data.(K2)
- The students will know how to write the research report.(K3)
- Awareness about the importance of research in all fields is facilitated .(K4)
- Develop independent thinking for critically analysing research reports(K5)
- To have a knowledge about research and how research is conducted.(K6)

UNIT - I INTRODUCTION TO RESEARCH

Meaning - Definition -Objectives of Research - Types / Methods of Research - Process- Criteria of Good Research- Problems Encountered by Researchers in India

UNIT- II RESEARCH PROBLEM & DESIGN

Research Problem - Components- Review of Literature- Selecting the Problem- Techniques- Research Design - Meaning- Definition- Features- Concepts- Different Research Design

UNIT - III SAMPLING DESIGN

Sample- Sampling - Meaning - Characteristics - Sampling Procedure - Types- Sampling Error

UNIT - IV COLLECTION AND PROCESSING OF DATA

Meaning- Sources Of Data - Methods Of Data Collection - Observation Method - Interview Method - Questionnaire - Schedules- Difference Between Questionnaire And Schedules- Secondary Data - Characteristics- Selection- Case Study- Processing &Analysis of Data - Operations - Editing, coding and classification - Tabulation - Principles of Tabulation

UNIT - V REPORT WRITING

Report Writing - Significance- Steps- Layout- Types Of Report - Mechanics- Precautions Of A Research Report.

Text Book

C.R. Kothari, Research Methodology Methods and technique, New Age Publishers, New Delhi, ed: 2010

Reference book

Research methodology a step by step guide for beginners- Ranjithumar Introducing Research methodology - Uwe Flick

BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY

Sub Code: 21UBA 55

Semester :V

CORE-13

Hours - 5

Credits - 4

Course Outcome

On the successful completion of the course the students will be able to

CO 1: Identify the importance and need for business ethics. (K1)

CO 2: interpret the codes and standards of ethical behavior. (K2)

CO 3: Determine the factors influencing business ethics (K3)

CO 4: Analyze the need for CSR and its social responsiveness (K4)

CO 5: summarize sustainability, redefining and distributable sustainability (K5)

CO 6: Design the role of CSR and globalization in nonprofit organization (K6)

Unit I: CORPORATE ETHICS

Meaning, sources and the need for business ethics,-ethical theories- techniques of business ethics Management-components OF BE-standards of ethical Behavior-codes of ethics- social accounting,-sustainability a key goal for Business ethics - Triple-bottom line, Ethical issues in Firm-employee Relation.

Unit II: VALUES AND ETHICAL CONDUCT

Values concepts - types and formation - principles and concepts of managerial ethics -Relevance of ethics and values in Society- factors influencing business ethics -- Individual differences and ethical judgments - Cognitive barriers to ethical judgments.

UNIT III: CSR - INTRODUCTION

Meaning, General principles, Evolution and history- CSR debate- Need for CSR and the Forces pressuring social responsiveness,-Limitations of CSR-Contemporary view of CSR,-MNC's and Indian Companies with CSR activities

UNIT IV: SUSTAINABILITY

Defining Sustainability - Sustainability and the Cost of Capital - Redefining Sustainability-Distributable Sustainability-Summarizing Sustainability.

Unit V: GLOBALISATION AND CSR

Defining Globalization - How Globalization affects CSR - Globalization, Corporate Failures and CSR- Globalization an Opportunity or Threat for CSR - CSR issues in nonprofit organization.

Text Book:

1. Baxi C.V. & Prasad Ajit, Corporate social responsibility, Excel Books, 2005.

Reference Book:

1. KaurTripat, Values and ethics in management, Galgotia publications, 2007.
2. Chakraborty S.K. , Human values for managers, Excel Books, 2005.
3. Badi R.V. & Badi N.V., Business ethics, Vrinda Publications, 2010.

CASE ANALYSIS
Sub Code: 21UBAE51

Semester :V	ELECTIVE -2	Hours - 5	Credits - 5
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Course Outcome:

On successful completion of the course the students will be able to:

- develop critical thinking(K1)
- make decisions on their own(K2)
- identify and analyse the issues using relevant theoretical concepts(K3)
- demonstrate the skills needed to read a case with an analytical framework in mind(K4)
- get themselves exposed to organizational issues(K5)
- Emerging issues of an organization can be predicted by the learners.(K6)

UNIT-I -CASES IN MARKETING

Product Life Cycle-product launch-Diversification- pricing-distribution channels- consumer behavior-marketing research

UNIT II- CASES IN SALES PROMOTION

Advertising- branding-rebranding- packaging challenges

UNIT -III- CASES IN HUMAN RESOURCE MANAGEMENT

Ratings-Attrition- Behavioural Competency- Change Management

UNIT-IV- CASES IN MAN POWER PLANNING

Talent management- performance appraisal- HR Metrics

UNIT-V- CASES IN GENERAL MANAGEMENT

Entrepreneurship- Business ethics- CSR

ENTREPRENEURIAL DEVELOPMENT

Sub Code: 21UBA 61

Semester :VI

CORE-14

Hours - 6

Credits -5

Course outcome:

On successful completion of the course the students will be able to:

- Understand the functions of entrepreneur in the context of entrepreneurship. (K1)
- Understand the nature of entrepreneurship. (K2)
- Identify personal attributes for the success of business. (K3)
- accelerate their entrepreneurial spirit and knowledge about various financial institutions/other institutions assisting entrepreneurs (K4)
- Explore entrepreneurial leadership style. (K5)
- Confirm an entrepreneurial business idea. (K6)

UNIT - I

Entrepreneurship - Meaning - Importance - Types - Roles of Entrepreneurs in economic development - Qualities of an entrepreneur - Entrepreneurship as a career.

UNIT - II

How to start business - Product selection - Form of ownership - Plant location - Land, Building water and power - Raw materials - Machinery - Man power - Other infrastructural facilities - Licensing registration and local byelaws.

UNIT - III

Institutional arrangement for entrepreneurship development - D.I.C., I.T.C.O.T., S.I.D.C.O., N.S.I.C., S.I.S.I., - Institutional finance to entrepreneurs T.I.I.C., S.I.D.B.I., Commercial Bank - Incentives to small scale industries.

UNIT - IV

Project report - Meaning and importance - Project Identification - Contents of project report - Formulation of a project report - Project appraisal - Market feasibility - Technical feasibility - Financial feasibility and economic feasibility.

UNIT - V

Entrepreneurship development in India - Women entrepreneurship in India -
Sickness in small scale Industries and their remedial measures.

Text Book:

Dynamics of Entrepreneurial Development in India - Vasant Desai (Himalaya
Publications House)

Reference Books:

1. Entrepreneurship Development in India - Dr.C.B.Gupta, Dr.N.P.Srinivasan
(Sultan Chand)
2. Entrepreneurial Development Principles, Policies and Programmes -
P.Saravanel, Key, Ess, Pee, Key
3. Fundamentals of Entrepreneurship - Mohanty (PHI)

HUMAN RESOURCES MANAGEMENT

Sub Code: 21UBA 62

Semester :VI	CORE - 15	Hours - 6	Credits -5
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Course Outcome:

On the successful completion of the course, the students will be able to

CO 1: Identify the importance of Human resource management in an organization and required qualification of a HR manager (K1)

CO 2: Apply the sources of recruitment in HRM (K3)

CO 3: Differentiate promotion from demotion (K2)

CO 4: Analyze the importance and process and importance of performance appraisal methods (K4)

CO 5: Assess the industrial disputes and conflicts in industrial relation and the role of trade union in an industry (K5)

CO 6: Develop the emotional intelligence and talent management (K6)

UNIT-I INTRODUCTION

HRM-Meaning- importance-objectives-functions, role &Qualification of HR manager-Strategic HRM-Process-Meaning & objectives of HRP.

UNIT-II RECRUITMENT, SELECTION &PLACEMENT

Recruitment-meaning-process-placement &introduction concept- process Promotion-Meaning- types-transfer- meaning- Demotion-meaning- principles-reason

UNIT- III EMPLOYEE TRAINING &CAREER DEVELOPMENT.

Training-meaning-methods-procedures-benefits- career planning-definition-career development system- Performance appraisal- meaning - objectives-process-methods-uses-problems.

UNIT-IV INDUSTRIAL RELATIONS

Industrial disputes- grievance redressal- collective bargaining- trade unions- employee safety and welfare- Industrial conflicts and its types

UNIT-V RECENT TRENDS IN HRM

HR Accounting- HR audit-HR matrix-Competency mapping- BPO- HR balance score card. E-HRM. Knowledge management-Talent management- Emotional intelligence

Text book

Personnel and human resource management- P.SubhaRoa, Himalaya Publishing House.

Reference book

Human resource management- Aswathappa

PRODUCTION AND OPERATIONS MANAGEMENT

Sub Code: 21UBA 63

Semester :VI

CORE - 16

Hours - 6

Credits -5

Course outcomes:

On successful completion of the course the students will be able to:

- Remember the concepts of Production and Operations Management they came across (K1)
- understand the significance of Work study (K2)
- apply their knowledge in real time manufacturing activity (K3)
- analyse ways for running a business with profit and quality (K4)
- evaluate the profitability of a business opportunity (K5)
- get exposed themselves to the recent technological advancements (K6)

UNIT-I INTRODUCTION

Meaning- definition- scope- functions of production manager- factors governing the choice of material- production system- types- job order- Intermittent and continuous production system, Assembly line production. Automation

UNIT-II PLANT LOCATION AND LAYOUT

Plant location- factors affecting plant location-Plant layout-principles- objectives of laying out- types of layout- product, process- fixed- combination layout- advantages and disadvantages.

UNIT-III PRODUCTION PLANNING AND CONTROL, INVENTORY MANAGEMENT

Production planning and control- objectives and functions- planning, routing, scheduling, dispatching, expediting, follow up- charts- Inventory management- EOQ- Reorder quantity-maximum and minimum level- safety stock.

UNIT-IV PLANT MANTENENCE

Plant maintenance- organization of maintenance- merits and demerits- safety engineering- good housekeeping- TQM- Zero defect program- Quality circles- CAD-CAM.

UNIT-V WORK STUDY AND METHOD STUDY

Work study-method study- work measurement- flow process chart- two handed process chart- micro motion study- time study -procedure and techniques.

Text book

Production and operations management- K.Aswathappa

Reference books

Production and operations management- S.N.Chary

Production and Operations management-K.K.Ahuja.

INTERNATIONAL BUSINESS MANAGEMENT

Sub Code: 21UBA64

Semester :VI

CORE - 17

Hours - 6

Credits - 5

Course outcome: On successful completion of the course the students will be able to

- understand the business environment in the international arena.(K1)
- Gain managerial skills to meet the challenges they will face in the global workplace.(K2)
- Analyse the principle of international business and strategies adopted by firms to expand globally(K3)
- Identify the risk involved in the International trade (K4)
- Gain Systematic knowledge of International Business and enhance managerial competence (K5)
- apply concepts, principles and theories to business situations.(K6)

UNIT-I International Business:

Nature- Evolution of international business, stages of internationalization, approaches and theories of international business, comparative cost advantages, political economic, cultural, tariff and non tariff and technological barriers of international business

UNIT-II Modes of entry

Modes of entering international business International business analysis- exporting- franchising--contract manufacturing, management contracts, turnkey projects, Foreign direct investment, Mergers and Acquisitions, Joint ventures

UNIT-III Globalization

Meaning- Definition and Features- Stages of markets- Production Investment Technology Globalization,- Advantages and Disadvantages, Globalization and India.

UNIT-IV MNC'S and International Business

Definition -Distinction among Indian Companies, MNC, Global Company and TNC, Organisational transformation, Merits and Demerits, MNCs and India.

UNIT-V Export&Import

Importance- Documentation Export and import procedure, document required their relevance- , EXIM bank and their role - Export promotion Assistance and Incentives to Indian Exporters

Text book:

International business- Aswathappa

BOOKS FOR REFERENCE:

1. International Business by Charles Hill -TataMcGrawhill Publication
2. International Business by P.SubbaRao -Himalaya Publishing House
3. International Business by Francis Cherunilam -Wheller Publishing -Millenium Edition

PROJECT
Sub Code: 21UBAE 61

Semester :VI	Elective - 3	Hours - 6	Credits - 6
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Course Outcome:

To give the students a hands on training and research aptitude on real time business situations.

Evaluation Criterion: The students have to undergo a detailed project study for one semester in any functional area of management at any industrial or service organization of their choice in consultation with their guide.

The project report has to be submitted on or before the last working day of the semester as directed by the department. Those who have submitted the project work have to undergo a viva-voce exam

SYLLABUS FOR EXTRA CREDIT COURSES (ECC)

MANAGEMENT PROCESS

Semester: I	SUB. CODE: 21BBEC11	ECC	Credits -3
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Course outcome:

On successful completion of the course the students will be able to:

- Remember the concepts they learned in the previous courses (K1)
- have due knowledge on the process of management (K2)-
- gain planning ability (K3)
- to be exposed to selection process (K4)
- get familiarity about controlling and its significance..(K5)
- get the creativity as to managerial control (K6)

UNIT -I

Business - meaning -business and profession, requirements of a successful business-
Organization - meaning - importance of business organization. Forms of business
Organization-Sole traders, partnership, Joint Hindu family firm - Joint Stock
Companies -
Cooperative Organizations - Public Utilities and Public Enterprises.

UNIT -II

Nature and Scope of Management process - Definitions of Management -
Management: a science or an art? - Scientific Management - Managerial functions
and roles -
The evolution of Management Theory.

UNIT -III

Planning: meaning and purpose of planning - steps in planning - types of planning.
Objectives and Policies - Decision making: Process of Decision making - types of
Decisions.

UNIT -IV

Organising: Types of organisation - Organisational structure - span of control - use of
staff units and committees. Delegation: Delegation and centralisation - Line and Staff
relationship. Staffing: Sources of recruitment - Selection process - training.

UNIT - V

Directing: Nature and purpose of Directing. Controlling: Need for co-ordination - meaning and importance of controls - control process - Budgetary and non-Budgetary controls

- Modern trends in Management Process - case studies.

REFERENCE BOOKS

1. Business Organisation - Bhushan Y.K.
2. Principles of Management - L.M. Prasad

INDIAN FINANCIAL SYSTEM

Semester: II	SUB. CODE: 21BBEC21	ECC	Credits -3
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Course outcome:

On successful completion of the course the students will be able to:

- Remember the concepts they learned in the previous courses (K1)
- have due knowledge on Indian Financial system (K2)
- gain investment planning ability (K3)
- to be exposed to Investors' Regulatory authorities (K4)
- get familiarity about credit rating (K5)
- get the creativity as a wise investor in stock market (K6)

UNIT I

Indian financial system – an overview. Money market – call money market – commercial paper market – commercial bill market – certificates of deposits – treasury bill market – gilt edged securities market. Capital market – an overview – capital market instruments – capital market reforms – primary markets – methods of raising funds from primary market- public issue – emerging trends.

UNIT II

Financial services- nature – characteristics – role of financial services in economic development – relevance of the study of financial services – factors influencing the growth and development of financial services industry – types of financial services

UNIT III

Merchant banking – historical perspective – nature of services provided by Merchant bankers – structure of merchant banking firm – setting up and managing a merchant bank – SEBI regulations on merchant banks – under writing – stock broking – depositories – tax planning services – portfolio management services – factoring services and practices – card business – credit cards and debit cards.

UNIT IV

Credit rating: approaches and process of rating – credit rating agencies – CRISIL and ICRA, CARE ratings for financial instruments – methodology of rating. Leasing: concepts and classification of leasing – present legislative frame work of leasing .

UNIT V

Stock exchange business and practices – insurance – role of insurance in financial frame work – general insurance – life insurance – marine insurance and others.

References

- 1 L.M. Bhole: Financial Institutions and Market
- 2 I. Friend M Blume, J Crocket: Mutual Funds and other Institutional Investors
- 3 N.J.Yasaswy: Personal Investment and Tax Planning

E- COMMERCE

Semester: III	SUB. CODE: 21BBEC31	ECC	Credits -3
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Course outcome:

On successful completion of the course the students will be able to:

- Remember the concepts on E-Commerce they learned in the previous courses (K1)
- have due knowledge on the process of doing business via electronic means (K2)
- gain international business exposure (K3)
- to be exposed to different marketing strategies (K4)
- get familiarity about electronic payment system.(K5)
- get the creativity as to internet advertising (K6)

UNIT I - Introduction to E- commerce: Meaning and concept - E- commerce v/s Traditional Commerce- E- Business & E- Commerce - History of E- Commerce - EDI - Importance, features & benefits of E- Commerce - Impacts, Challenges & Limitations of E- Commerce - Supply chain management & E - Commerce - E - Commerce infrastructure.

UNIT II - Business models of E - Commerce: Business to Business - Business to Customers - customers to customers - Business to Government - Business to Employee - E - Commerce strategy - Influencing factors of successful E- Commerce.

UNIT III - Marketing strategies & E - Commerce: Website - components of Website - Concept & Designing website for E- Commerce - Corporate Website - Portal - Search Engine - Internet Advertising - Emergence of the internet as a Competitive advertising media- Models of internet advertising - Weakness in Internet Advertising - Mobile Commerce.

UNIT IV - Electronic Payment system:Introduction - Online payment systems - Prepaid and postpaid payment systems - e- cash, e- cheque, Smart Card, Credit Card, Debit Card, Electronic purse - Security issues on electronic payment system - Solutions to security issues - Biometrics - Types of biometrics.

UNIT V - Legal and ethical issues in E- Commerce: Security issues in Ecommerce- Regulatory frame work of E- commerce, Cyber Laws - Information Technology Act 2000 - Digital signature - digital certificate - encryption - Decryption - Public key & private key.

Books:

1. Turban, Efraim, David King et. el.: Electronic Commerce: A Managerial Perspective, Pearson Education Asia, Delhi 2002.
2. Kalakota, Ravi: Frontiers of Electronic Commerce, Addison - Wesley, Delhi 1999.
3. Rayport, Jeffrey F and Jaworksi, Bernard J: Introduction to E-Commerce, Tata McGraw Hill, New Delhi 2003.
4. SmanthaShurety,: E-Business with Net Commerce, Addison - Wesley, Singapore 2001.
5. Rich, Jason R: Starting an E-Commerce Business, IDG Books, Delhi 2000. 29
6. Laudon, Kenneth C and Carol GuercioTraver : E-Commerce business. Technology.Society, Pearson Education, Delhi 2005.
7. Stamper David A, and Thomas L.Case: Business Data Communications, Pearson Education, New Delhi 2005.
8. Willam Stallings: Business Data Communications, Pearson Education, New Delhi 2004.

EMOTIONAL INTELLIGENCE

SEMESTER: IV	SUB. CODE: 21BBEC41	ECC	Credits -3
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Course outcome:

On successful completion of the course the students will be able to:

- Remember the concepts they learned in the Emotional Intelligence (K1)
- have due knowledge on personality and Emotional Intelligence (K2)
- gain EI for effective leadership (K3)
- to be exposed to selection process (K4)
- get familiarity with individual strategies to improve EI.(K5)
- get the creativity to be emotionally stable (K6)

Unit 1 :-

Emotions - meaning- Emotional brain and emotional hijacking - Emotional intelligence - Theories - Ability model - Mixed model - Goleman model

Unit II:-

Culture and Emotional Intelligence - personality and Emotional intelligence - personality theory - Five factor model - Motivation and Emotional Intelligence - Theory of Herzberg - Facial emotion and intelligence

Unit III:-

Self and Emotional Intelligence - Development of self in infancy, middle and childhood - influence of social factors in developing self - self esteem and identity in adolescence - culture and self - self in EI

Unit IV:-

EI at work place - EI for effective leadership

Unit V:-

EI in group - Developing group EI - individual strategies to improve EI.

Text Book:

Emotional Intelligence - Myth or Reality - Dr. Mousumi S. Bhattacharya
Dr. Nilanjan Senguptha
(Excel Book House)

ELEMENTS OF INSURANCE

SEMESTER: V

SUB. CODE: 21BBEC51

ECC

Credits -3

Course outcome:

On successful completion of the course the students will be able to:

- Remember the concepts they learned in the previous courses (K1)
- have due knowledge on Insurance (K2)
- gain planning on disposal for insurance (K3)
- to be exposed to different insurance policies (K4)
- get familiarity with Rural Insurance.(K5)
- get the creativity as to a wise investor (K6)

UNIT I

Introduction to Insurance – Origin, History, Nature of Insurance, Insurance in India, Market potential – Emerging Scenario. - Principles of Insurance, Utmost good faith, Insurable interest, Material faith, Indemnity, proximate cause.

UNIT II

Insurance Laws and Regulations – Agreement - Insurance Act, LIC Act, GIC Act, IRDA Act, Consumer Protection Act. - Ombudsman. Life Insurance – Selection of Risk and Policy conditions. Risk Management and Reinsurance. Selection of Risks – Computation of Premium.

UNIT III

Life Insurance Products - Term Insurance - Whole Life – Endowment - Annuities. Insurance Documents – Proposal Forms, Agents Confidential Report, Declaration of Good Health, Medical Report, Policy Form , Policy conditions and privileges – Age Admission, Revival, Loans, Claims.

UNIT IV

Introduction to General Insurance. - Fire, Motor, Marine, Health, Miscellaneous. Group Insurance Schemes – Group Insurance, Group Gratuity, Superannuation and Pension Plan.- Rural Insurance and Insurance for weaker sections of society.

UNIT V

Marketing of Insurance Products – Selling Processes.

TEXT BOOKS

1. Element of Insurance - A. Murthy
2. Principles and Practice of Insurance - A. Murthy.

REFERENCE BOOKS:

1. Life Insurance - Institute of Insurance, Mumbai
2. General Insurance - Institute of Insurance, Mumbai Sharma.
3. R.S. Insurance : Principles and Practice, 1960 Vora Bombay Arifkhan.M.
4. Theory and Practice of Insurance (1976) Educational Book House, Aligar
Srinivasan Principles of Insurance Law (1977) Ramanuj Publisher, Banglore
5. Dr. B. Varadharajan - Insurance : Volume 1and2 (1979) Tamil Nadu Text Book
Society

LEGAL ASPECTS OF BUSINES

SEMESTER:VI

SUB. CODE: 21BBEC61

ECC

Credits -3

Course outcome:

On successful completion of the course the students will be able to:

- Remember the concepts they learned in the previous courses (K1)
- have due knowledge on the legal frame work (K2)
- gain legal planning ability (K3)
- to be exposed to GATS (K4)
- get familiarity with WTO.(K5)
- get the creativity as to Trade mark (K6)

UNIT I

Introduction and Meaning – Law of contract – Discharge of Contract

UNIT II

Quasi contract – Special Contracts – Bailment & Pledge

UNIT III

Sale of Goods Act – Companies Act – Definition – Formation – Memorandum of Association – Articles of Association – Prospectus – Share capital – Shares.

UNIT IV

The Laws of Trade Marks – Copyright – Patents – Designs – Trade related Intellectual Property Rights – Trips – FEMA – Consumer Protection Act – Negotiable Instrument Act.

UNIT V

Cyber laws – Changes made in Indian Penal Code – Indian Evidence Act – bankers book Evidence act – Reserve Bank of India – WTO – Information Technology Agreement ITA – General Agreement on Trade on Services.

REFERENCE BOOKS:

1. Sreenivasan MR – Business Law
2. Kapoor ND - Business Law
3. Kapoor ND - Elements of Mercantile Law
4. Saravanavel P. Alarm, S.B. Business Law
5. Aswathappa - Principles of Business law
6. Corne - Case Book on Business Law
7. Saravanavel&Alam - Company Law