

**MAHENDRA ARTS & SCIENCE COLLEGE  
(Autonomous)**

**Accredited by NAAC & Recognized by u/s 2(f) and 12(B) of the UGC Act 1956  
Affiliated to Periyar University**



**DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION  
CHOICE BASED CREDIT SYSTEM**

**SYLLABUS FOR B.B.A**

**FOR THE STUDENTS ADMITTED FROM THE  
ACADEMIC YEAR 2016 - 2017 ONWARDS**

## **REGULATIONS AND SYLLABUS**

### **1. ELIGIBILITY FOR ADMISSION**

Candidates seeking admission to the first year of the degree of Bachelor of Business Administration shall be required to have passed the Higher Secondary Examination (Academic or vocational stream) conducted by the Government of Tamilnadu or any examination accepted as equivalent there to by the syndicate of Periyar University. Preference will be given to those who have taken commerce as a subject in the qualifying examination.

### **2. ELIGIBILITY FOR AWARD OF DEGREE**

A candidate shall be eligible for the award of the degree only if he / she has undergone the prescribed courses of study in a college affiliated to the university for a period of not less than three academic years comprising six semesters and passed the examinations prescribed and fulfilled such conditions as have been prescribed there for.

### **3. COURSE OF STUDY**

#### **a). Objectives of the Programme :**

- i. To provide the basic and essential knowledge regarding various activities undertaken and necessary to run socially responsible business organization;
- ii. To impart certain basic skills and aptitude which will be useful in taking up any particular activity in a business ;
- iii. To furnish global view of the several industries and other organizations and their functions which support the business system ;
- iv. To develop the personality so as to become responsible citizen with greater awareness about the Indian society and its culture.

b). The programme of study shall consist of Foundation courses, Core courses, Allied courses Skill Based Elective Courses (SBEC) and Non Major Elective Courses (NMEC).

**Note:** Modern or classical languages :

- |                |  |
|----------------|--|
| i. Indian      | - Telugu, Kannada, Malayalam, Urdu and Hindi |
| ii. Foreign    | - French                                     |
| iii. Classical | - Sanskrit, Arabic & Persian                 |

#### **4. OTHER REQUIREMENTS**

- i. As a part of BBA curriculum a minimum of 2 factory visits per year must be arranged for the students.
- ii. Industrial training report : For Industrial training. The students are expected to have a practical training in any business unit or undertaking to enable them to acquaint himself / herself with the procedure, practice and working of companies.
- iii. Each student should undergo industrial training for a minimum period of two weeks during the third semester vacation.

#### **5. REQUIREMENTS FOR PROCEEDING TO NEXT SEMESTER**

Candidates shall be eligible to go to next semester, only if they satisfy the conditions prescribed by the syndicate from time to time.

#### **6. PASSING MINIMUM**

A candidate shall be declared to have passed in each course if he / she secures not less than 30 prescribed for the examination. He / She shall be declared to have passed the whole examination if he / she passed in all the course as per the scheme of examination

#### **7. CLASSIFICATION OF SUCCESSFUL CANDIDATE**

Successful candidate passing all the examinations securing the credits in the aggregate of the marks prescribed for core allied SBEC & NMEC courses together shall be declared to have passed the examination in first and second class respectively. All other successful candidates shall be declared to have passed in the examination to the third class.

Candidates who obtained 75% of marks and above any course shall be deemed to have passed that course with distinction provided they passed the examination at the first appearance.

#### **8. RANKING**

Candidates who pass all the examinations prescribed for the course in the **first appearance** only are eligible for ranking.

#### **9. MAXIMUM DURATION FOR THE COMPLETED OF THE UG PROGRAMME**

The maximum duration for completion of the UG programme shall not exceed twelve Semesters.

## **10. COMMENCEMENT OF THIS REGULATION**

The regulations shall take effect from the academic year 2016-2017 i.e., for students who are admitted to the first year of the programme during the academic year 2016-17 and thereafter.

## **11. TRANSITORY PROVISION**

Candidates who were admitted to the UG programme of study before 2016 -2017 shall be permitted to appear for the examinations under those regulations for a period of three years i.e., up to and inclusive of the examination of April / May 2017. Thereafter, they will be permitted to appear for the examination only under the regulations there in force.

### **UNIFORMITY IN THE NUMBER OF**

#### **UNITS IN EACH PAPER:**

Each theory paper shall consists of five units. The Question paper shall consists of questions uniformly distributed among all the units. For theory paper without practicals,

Maximum Marks: **75**



# MAHENDRA ARTS AND SCIENCE COLLEGE

(Autonomous)

(NAAC ACCREDITED & ISO CERTIFIED)

**SCHEME OF EXAMINATION-BBA BATCH : 2016-2019**

## SEMESTER : I

| Subject Code | Subject                                       | Hours     | Credit    | Maximum Marks |            |            |
|--------------|---|-----------|-----------|---------------|------------|------------|
|              |   |           |           | CA            | CE         | Total      |
| M16UFTA01    | Tamil - I                                     | 5         | 3         | 25            | 75         | 100        |
| M16UFHIO1    | Hindi - I                                     |           |           |               |            |            |
| M16UFTE01    | Telugu -I                                     |           |           |               |            |            |
| M16UFFR01    | French - I                                    |           |           |               |            |            |
| M16UFEN01    | English - I                                   | 5         | 3         | 25            | 75         | 100        |
| M16UBA01     | Core I: Principles of Management              | 6         | 5         | 25            | 75         | 100        |
| M16UBA02     | Core II: Business Communication               | 6         | 4         | 25            | 75         | 100        |
| M16USTA02    | Allied I: Business Mathematics & Statistics-I | 6         | 4         | 25            | 75         | 100        |
| M16UVE01     | Value Education I: Yoga                       | 2         | 2         | 25            | 75         | 100        |
|              | <b>Total</b>                                  | <b>30</b> | <b>21</b> | <b>150</b>    | <b>450</b> | <b>600</b> |

## SEMESTER : II

| Subject Code | Subject  | Hours     | Credit    | Maximum Marks |            |            |
|--------------|--|-----------|-----------|---------------|------------|------------|
|              |  |           |           | CA            | CE         | Total      |
| M16UFTA02    | Tamil - II                                       | 5         | 3         | 25            | 75         | 100        |
| M16UFHIO2    | Hindi - II                                       |           |           |               |            |            |
| M16UFTE02    | Telugu -II                                       |           |           |               |            |            |
| M16UFFR02    | French - II                                      |           |           |               |            |            |
| M16UFEN02    | English - II                                     | 5         | 3         | 25            | 75         | 100        |
| M16UBA03     | Core III: Organizational Psychology              | 6         | 4         | 25            | 75         | 100        |
| M16UBA04     | Core IV: Entrepreneurial Development             | 6         | 5         | 25            | 75         | 100        |
| M16USTA03    | Allied II: Business Mathematics & Statistics -II | 6         | 4         | 25            | 75         | 100        |
| M16UES01     | Value Education II: Environmental Studies        | 2         | 2         | 25            | 75         | 100        |
|              | <b>Total</b>                                     | <b>30</b> | <b>21</b> | <b>150</b>    | <b>450</b> | <b>600</b> |

**SEMESTER : III**

| Subject Code | Subject                              | Hours | Credit | Maximum Marks |     |       |
|--------------|--------------------------------------|-------|--------|---------------|-----|-------|
|              |                                      |       |        | CA            | CE  | Total |
| M16UBA05     | Core V: Operation Research           | 6     | 4      | 25            | 75  | 100   |
| M16UBA06     | Core VI: Financial & Cost Accounting | 6     | 5      | 25            | 75  | 100   |
| M16UBA07     | Core VII: Legal aspects of Business  | 6     | 4      | 25            | 75  | 100   |
| M16UBA08     | Core VIII: Office Management         | 4     | 4      | 25            | 75  | 100   |
| M16UECA05    | Allied III: Principles of Economics  | 4     | 4      | 25            | 75  | 100   |
| M16UENN01    | NMEC- I--Skill for Employment-I      | 2     | 2      | 25            | 75  | 100   |
| M16UBASPO1   | SBEC Practical-I- Commerce Practical | 2     | 2      | 40            | 60  | 100   |
|              |                                      | 30    | 25     | 190           | 510 | 700   |

**SEMESTER : IV**

| Subject Code | Subject                                      | Hours | Credit | Maximum Marks |     |       |
|--------------|--|-------|--------|---------------|-----|-------|
|              |  |       |        | CA            | CE  | Total |
| M16UBA09     | Core IX: Management Accounting               | 6     | 5      | 25            | 75  | 100   |
| M16UBA10     | Core X: Company law                          | 6     | 4      | 25            | 75  | 100   |
| M16UBA11     | Core XI: Principles of Marketing             | 5     | 4      | 25            | 75  | 100   |
| M16UBA12     | Core XII: Export & Import Procedures         | 4     | 4      | 25            | 75  | 100   |
| M16UECA06    | Allied-IV: Money Banking and Global Business | 5     | 4      | 25            | 75  | 100   |
| M16UENN03    | NMEC- II - Skill for Employment -II          | 2     | 2      | 25            | 75  | 100   |
| M16UBASPO2   | SBEC Practical-II- In plant Training         | 2     | 2      | 40            | 60  | 100   |
|              | <b>Total</b>                                 | 30    | 25     | 190           | 510 | 700   |

**SEMESTER : V**

| Subject Code | Subject  | Hours | Credit | Maximum Marks |     |       |
|--------------|--|-------|--------|---------------|-----|-------|
|              |  |       |        | CA            | CE  | Total |
| M16UBA13     | Core XIII: Financial Management                  | 6     | 5      | 25            | 75  | 100   |
| M16UBA14     | Core XIV: Marketing Research                     | 6     | 5      | 25            | 75  | 100   |
| M16UBA15     | Core XV: Operations Management                   | 6     | 4      | 25            | 75  | 100   |
| M16UBA16     | Core XVI: Management Information Systems         | 5     | 4      | 25            | 75  | 100   |
| M16UBAE01    | Elective -I Industrial Relations                 | 5     | 4      | 25            | 75  | 100   |
| M16UBAE02    | Elective -I Retail Marketing                     |       |        |               |     |       |
| M16UBAE03    | Elective -I Management of Fund                   |       |        |               |     |       |
| M16UBAE04    | Elective -I Logistic and supply chain management |       |        |               |     |       |
| M16UBAS01    | SBEC-I- Business Environment                     | 2     | 2      | 25            | 75  | 100   |
|              | <b>TOTAL</b>                                     | 30    | 24     | 150           | 450 | 600   |

**SEMESTER : VI**

| Subject Code | Subject                                       | Hours     | Credit    | Maximum Marks |            |            |
|--------------|---|-----------|-----------|---------------|------------|------------|
|              |   |           |           | CA            | CE         | Total      |
| M16UBA17     | Core XVII: Strategic Management               | 5         | 5         | 25            | 75         | 100        |
| M16UBA18     | Core XVIII: Financial Institutions & Services | 5         | 5         | 25            | 75         | 100        |
| M16UBA19     | Core XIX: Service Marketing                   | 5         | 4         | 25            | 75         | 100        |
| M16UBA20     | Core XX: Human Resource Management            | 5         | 4         | 25            | 75         | 100        |
| M16UBAPR1    | Core XXI: Project Work                        | 3         | 3         | 40            | 60         | 100        |
| M16UBAE05    | Elective - II Training & Development          | 5         | 4         | 25            | 75         | 100        |
| M16UBAE06    | Elective - II Advertising and Sales Promotion |           |           |               |            |            |
| M16UBAE07    | Elective - II Investment Management           |           |           |               |            |            |
| M16UBAE08    | Elective - II Total Quality Management        |           |           |               |            |            |
| M16UBAS02    | SBEC - II - Consumer Behaviour                | 2         | 2         | 25            | 75         | 100        |
| M16UEX01     | Extension Activity                            |           | 1         |               |            |            |
|              | <b>Total</b>                                  | <b>30</b> | <b>28</b> | <b>165</b>    | <b>535</b> | <b>600</b> |

**Electives : Group - A**

| Subject Code | Electives -I                          | Sem | Hours | Credit | Maximum Marks |    |       |
|--------------|---------------------------------------|-----|-------|--------|---------------|----|-------|
|              |                                       |     |       |        | CA            | CE | Total |
| M16UBAE01    | Industrial Relations                  | V   | 5     | 5      | 25            | 75 | 100   |
| M16UBAE02    | Retail Marketing                      | V   | 5     | 5      | 25            | 75 | 100   |
| M16UBAE03    | Management of Fund                    | V   | 5     | 5      | 25            | 75 | 100   |
| M16UBAE04    | Logistics and Supply Chain Management | V   | 5     | 5      | 25            | 75 | 100   |

**Electives : Group - B**

| Subject Code | Electives -II                 | Sem | Hours | Credit | Maximum Marks |    |       |
|--------------|-------------------------------|-----|-------|--------|---------------|----|-------|
|              |                               |     |       |        | CA            | CE | Total |
| M16UBAE05    | Training & Development        | VI  | 5     | 5      | 25            | 75 | 100   |
| M16UBAE06    | Advertising & Sales Promotion | VI  | 5     | 5      | 25            | 75 | 100   |
| M16UBAE07    | Investment Management         | VI  | 5     | 5      | 25            | 75 | 100   |
| M16UBAE08    | Total Quality Management      | VI  | 5     | 5      | 25            | 75 | 100   |

**ALLIED SUBJECTS**

| Subject Code | Electives -II                                    | Sem | Hours     | Credit    | Maximum Marks |    |       |
|--------------|--|-----|-----------|-----------|---------------|----|-------|
|              |  |     |           |           | CA            | CE | Total |
| M16USTA02    | Allied I: Business Mathematics & Statistics-I    | I   | 6         | 4         | 25            | 75 | 100   |
| M16USTA03    | Allied II: Business Mathematics & Statistics -II | II  | 6         | 4         | 25            | 75 | 100   |
| M16UECA05    | Allied III: Principles of Economics              | III | 4         | 4         | 25            | 75 | 100   |
| M16UECA06    | Allied-IV: Money Banking and Global Business     | IV  | 5         | 4         | 25            | 75 | 100   |
|              | <b>Total</b>                                     |     | <b>21</b> | <b>16</b> |               |    |       |

**TOTAL CREDIT DISTRIBUTION**

| <b>Component</b> | <b>Subject</b>            | <b>No of Subjects</b> | <b>Maximum Marks</b> | <b>Total Marks</b> | <b>Credits</b> |
|------------------|---------------------------|-----------------------|----------------------|--------------------|----------------|
| <b>Part I</b>    | <b>Language</b>           | <b>2</b>              | <b>100</b>           | <b>200</b>         | <b>6</b>       |
| <b>Part II</b>   | <b>English</b>            | <b>2</b>              | <b>100</b>           | <b>200</b>         | <b>6</b>       |
| <b>Part III</b>  | <b>Core</b>               | <b>21</b>             | <b>100</b>           | <b>2100</b>        | <b>91</b>      |
|                  | <b>Elective</b>           | <b>2</b>              | <b>100</b>           | <b>200</b>         | <b>8</b>       |
|                  | <b>Allied</b>             | <b>4</b>              | <b>100</b>           | <b>400</b>         | <b>16</b>      |
| <b>Part IV</b>   | <b>Value Education</b>    | <b>2</b>              | <b>100</b>           | <b>200</b>         | <b>4</b>       |
|                  | <b>SBEC</b>               | <b>4</b>              | <b>100</b>           | <b>400</b>         | <b>8</b>       |
|                  | <b>NMEC</b>               | <b>2</b>              | <b>100</b>           | <b>200</b>         | <b>4</b>       |
| <b>Part V</b>    | <b>Extension Activity</b> | <b>1</b>              | <b>0</b>             | <b>0</b>           | <b>1</b>       |
|                  | <b>Total</b>              | <b>40</b>             |                      | <b>3900</b>        | <b>144</b>     |

|                  |                                 |                    |
|------------------|---------------------------------|--------------------|
| <b>Core - 1</b>  | <b>Business Administration</b>  | <b>2016 - 2017</b> |
| <b>Sem - I</b>   | <b>M16UBA01</b>                 |                    |
| <b>Credit: 5</b> | <b>PRINCIPLES OF MANAGEMENT</b> |                    |

### **OBJECTIVES**

1. To enable the students to learn principles, concepts and functions of management.
2. To understand the nature and types of business organizations.
3. To provide students expert knowledge in emerging management techniques.

### **Unit - I**

Management - Definition - Importance - Scope - Management Process - Functions - Levels of Management-Principles of Management - Management Thoughts-Contributions of F.W. Taylor, Henry Fayol & Peter F. Drucker.

### **Unit - II**

Planning - Importance - Advantage - Steps in planning - Decision Making - Definition - Types of decision - Process of decision making -Management By Objectives(MBO)-Steps- Process-Merits-Limitations.

### **Unit - III**

Organisation - Definition - Need for Organisation - Process - Organisational Structure - Line Functional, Line & Staff Organisation -Span of Management - Delegation of Authority - Centralisation VsDecentralisation - Staffing - Nature & Purpose of Staffing -Componentsof Staffing.

### **Unit - IV**

Directing - Meaning, Importance, Principles - Leadership - Styles of Leadership - Motivation - Theories of motivation - Maslow's need hierarchy theory-Communication - Barriers of Communication - Effective Communication.

### **Unit - V**

Co-ordinating - need - Principles - Approaches to achieve effective Co-ordination. Controlling - Meaning - Elements and significance - Steps in control process- Budgetary Control.

### **TEXT BOOKS**

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

### **REFERENCE BOOKS**

1. Bhusan Y.K. Business Organization and Management, McGrawHill
2. J. Jayashankar, Principal of Management, Margham Publications.

|                  |                                |                    |
|------------------|--------------------------------|--------------------|
| <b>Core - II</b> | <b>Business Administration</b> | <b>2016 - 2017</b> |
| <b>Sem - I</b>   | <b>M16UBA02</b>                |                    |
| <b>Credit: 4</b> | <b>BUSINESS COMMUNICATION</b>  |                    |

### **OBJECTIVES**

1. To impart the students with the significance of communication in business.
2. To develop written communication skills to groom the students as effective management professionals.

#### **Unit - I**

Communication - meaning - objectives - types - principles of communication - layout of Business -letters and kinds of business letter.

#### **Unit - II**

Business enquires and replies - offers - quotations - orders complaints and adjustments - collection letters - circular letters - status enquires.

#### **Unit - III**

Bank correspondence - insurance correspondence - agency correspondence - letters to the editors - applications for appointment. Resume writing.

#### **Unit - IV**

Company correspondence -Secretary and his duties -correspondence with directors, Shareholders, government departments and others.

#### **Unit - V**

Report writing - meaning - importance - characteristics of a good report - report by individuals - report by committees - precise writing passages relating to business and management.

#### **TEXT BOOK**

1. Rajendrapal & Koralahalli J.S. Essentials of Business Correspondence Sulthan Chand & Sons.

#### **REFERENCE BOOKS**

1. RSN Pillai, and B. Santhanam, Business Communication, Margham Publications
2. Balasubramanian, Business Communication, Vikas Publishing House Pvt., Ltd.,

|                   |                                  |                    |
|-------------------|----------------------------------|--------------------|
| <b>Core - III</b> | <b>Business Administration</b>   | <b>2016 - 2017</b> |
| <b>Sem - II</b>   | <b>M16UBA03</b>                  |                    |
| <b>Credit: 4</b>  | <b>ORGANIZATIONAL PSYCHOLOGY</b> |                    |

**OBJECTIVES:**

1. To enable the students to understand the behavior of individuals and groups.
2. To know the various theories in motivation and leadership qualities.

**Unit I**

Meaning & Scope of organizational physiology - organizational behavior of individual - inter personal-group and inter group-Theories of organization - classical - neo classical and modern theories - Hawthorne experiments and their importance.

**Unit - II**

Individual behavior - personality - attitude - Group behavior - meaning- type of groups - formation - group dynamics - group cohesiveness - group decision making.

**Unit - III**

Motivation - Importance - Theories - Maslow, Herzberg, Mclelland, McGregor - Morale - meaning - benefits - measurements, job satisfaction-meaning and factors - managing stress – causes & types.

**Unit - IV**

Leadership-Styles-Theories-Power-types-distribution - concentration - Authority - sources - limits.

**Unit - V**

Organizational change - meaning - nature - causes of change - resistance to change – overcoming the resistance - Organizational Development - Process - Techniques - counseling - types of counseling.

**TEXT BOOKS**

1. L.M. Prasad, Organizational Behavior, Sultan Chand & Sons

**REFERNCE BOOKS**

1. Fred Luthans, Organizational Behavior, McGraw Hill.
2. J. Jayasankar, Organizational Behavior, Margham Publications
3. Khanka, Organizational Behavior, S. Chand.

|                  |                                    |                    |
|------------------|------------------------------------|--------------------|
| <b>Core - IV</b> | <b>Business Administration</b>     | <b>2016 - 2017</b> |
| <b>Sem - II</b>  | <b>M16UBA04</b>                    |                    |
| <b>Credit: 5</b> | <b>ENTREPRENEURIAL DEVELOPMENT</b> |                    |

**OBJECTIVES:**

1. To enable the students to understand the role of entrepreneurs in economic development.
2. To know the various financial institutions supporting the entrepreneurs.

**Unit - I**

Entrepreneurship : Concepts, types and functions of entrepreneurs- Entrepreneurial Development in India - Role of entrepreneurs in Economic development- Entrepreneurial Development Programme- Phases of entrepreneurial Development Programme - influence of Environmental factors - Training and development of entrepreneurs

**Unit - II**

Business ideas: Project identification and formulation-classification of project feasibility studies - project appraisal methods -project design, network analysis - Financial analysis.

**Unit - III**

Financing Entrepreneurs - Institutional finance to entrepreneurs - Role of IFC, IDBI, ICICI, IRCI, SIDBI, LIC, SFC, TIIC and commercial banks in financing entrepreneurs.

**Unit - IV**

Promoting enterprises - SSI - Role and growth of SSI - Regulations governing SSI - incentives and concessions for SSI units sickness in SSI -causes and remedies – MSME - Role & Functions.

**Unit - V**

Institutions and development of entrepreneurs - Role of DIC, SISI, SIDCO, NSIC, TCO'S, ITCOT and Entrepreneurial Guidance Bureau - incentives and subsidies to entrepreneurs - problems and prospects of entrepreneurs - Developing women and rural entrepreneurs - entrepreneurial motivation.

**TEXT BOOK**

1. Gupta, C.B. and Srinivasan N.P., Entrepreneurial Development

**REFERENCE BOOKS**

- 1.S.S.KhanKa, Entrepreneurial Development
- 2.Saravanavel, P., Entrepreneurship Development

|                  |                                |                    |
|------------------|--------------------------------|--------------------|
| <b>Core - V</b>  | <b>Business Administration</b> | <b>2016 - 2017</b> |
| <b>Sem - III</b> | <b>M16UBA05</b>                |                    |
| <b>Credit: 5</b> | <b>OPERATIONS RESEARCH</b>     |                    |

#### **UNIT - I**

Operations research –meaning –scope –uses –operations research in India – models in operations research –limitations of model –general methods for solving operations research models.

#### **UNIT -II**

Linear programming problems –requirements –formulation of L.P.P. by graphical method – simplex method (simple problem only).

#### **UNIT -III**

Transportation problems – obtaining initial basic feasible solution – various methods of Solving transportation problems.

#### **UNIT-IV**

Assignment problems – formulation and solution assignment problems.

#### **UNIT-V**

Decision theory – Types of decision making criteria statement of Baye’s theorem – application of Baye’s theorem – uses of probability – decision tree.

#### **Note :**

Questions in theory and problems carry 30% and 70% of marks respectively.

#### **TEXTBOOK**

Kapoor V.K. Operations Research, Sultan Chand.

#### **REFERENCE BOOKS**

1. Prem Kumar Gupta, Operations Research – Sultan Chand & Co.
2. P.K. Man Mohan, Operations Research – Sultan Chand & Sons.
3. Vohra N.D., Quantitative techniques in Management, Tata McGraw Hill
4. Agarawal B.M. Quantitative Methods, New Academic Publication.
5. Vital P.R. Introduction to Operations Research, Margham Publications.

|                  |                                      |                    |
|------------------|--------------------------------------|--------------------|
| <b>Core - VI</b> | <b>Business Administration</b>       | <b>2016 - 2017</b> |
| <b>Sem - III</b> | <b>M16UBA06</b>                      |                    |
| <b>Credit: 5</b> | <b>FINANCIAL AND COST ACCOUNTING</b> |                    |

**OBJECTIVES:**

1. To enable the students to understand the need for making adjustments while preparing final accounts of a sole trader.
2. To facilitate students to convert incomplete records into systematic accounting.
3. To familiarize the accounting procedure for different kinds of businesses Viz., Branch, Hire Purchase, Departments etc.

**Unit 1**

Accounting – Meaning –Definition – steps in accounting-objectives-concepts of accounting-advantages-limitations.

**Unit II**

Journals-posting of journal to ledger-balancing of ledger accounts-difference between journal and ledger- subsidiary books-purchase book-purchase return book-sales book- sales return book- petty cash book.

**Unit III**

Trial Balance - Final Accounts (Simple problems)

**Unit IV**

Cost accounting-meaning-objectives-difference between finance and cost accounting- cost sheet.

**Unit V**

Pricing of material issues- FIFO,LIFO-methods of stock levels-reorder level-minimum level-maximum level-Average level-EOQ.

**Note: (70% Problem & 30% Theory)**

**TEXT BOOKS**

1. Reddy & Murthy, Financial Accounting, Margham Publications, Chennai, 2013.
2. Shukla M.C., Grewal T.S., & Gupta M.P. 2000, Cost Accounting, (Ninth Edition), Sultan Chand Publications, New Delhi.

**REFERENCE BOOK**

1. Jain & Narang, 1999, Financial Accounting, (Fourth Edition), Kalyani Publishers, Patiala.
2. Maheshwari S.N., 1997, Financial Accounting, (First Edition), Vikas Publishing House Pvt. Ltd., Bangalore.
3. Saxena V.K. & Vashist C.D., 2003, Cost Accounting, (Sixth Edition), Sultan Chand Publications, New Delhi.

|                   |                                  |                    |
|-------------------|----------------------------------|--------------------|
| <b>Core - VII</b> | <b>Business Administration</b>   | <b>2016 - 2017</b> |
| <b>Sem - III</b>  | <b>M16UBA07</b>                  |                    |
| <b>Credit: 5</b>  | <b>LEGAL ASPECTS OF BUSINESS</b> |                    |

**OBJECTIVES:**

1. To enlighten students with the elements of general contract and special contracts.
2. To enable the students to understand and deal with various contracts in his day-to-day life, be it for his business or profession.
3. To expose the students to legislation relating to sales.

**Unit I**

Contract-Nature of contract - kinds of contracts - Offer - acceptance - Consideration - Capacity to contract.

**Unit II**

Free consent - Legality of object - Performance of contract - Discharge of contract – Remedies for breach of contract.

**Unit III**

Bailment – pledge – indemnity – guarantee – mortgage.

**Unit IV**

Law of Sale of goods - Difference between sale and agreement to sell – CAVEAT EMPTOR - Transfer of property - Performance of contract of sale - Rights of unpaid seller.

**Unit V**

Agency - Kinds of agent - Duties of an agent -Liabilities of an agent.

**TEXT BOOKS**

1. N.D.Kapoor, 2003, Element of Mercantile Law, Sultan Chand & Sons,(24th Edition) New Delhi, 2003.

**REFERENCE BOOK**

1. Saravanavel P & Sumathi S., 2005, Business Law, (Second Edition), Himalaya Publishing House, Mumbai.
2. Pillai R.S.N.& Baghavathi, 2013, Business law, (Third Edition), S.Chand & Co.
3. Jain D.P., 2003, Mercantile Law, First Edition, S.Chand & Co., New Delhi.

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| <b>Core - VIII</b> | <b>Business Administration</b> | <b>2016 - 2017</b> |
| <b>Sem - III</b>   | <b>M16UBA08</b>                |                    |
| <b>Credit: 4</b>   | <b>OFFICE MANAGEMENT</b>       |                    |

**OBJECTIVES:**

1. To understand the various intricacies relating to managing an office.
2. To facilitate for better record management and application of office appliances and equipments.

**UNIT I**

Modern Office - Importance - Functions - Office Management - Office Manager - Qualities - Functions - Office Organisation - Office Manuals - Advantages and Disadvantages.

**UNIT II**

Location of Office - Factors Influencing Location - Office environment- Office Layout - Importance - Principles - Recent Trends in Office Layout.

**UNIT III**

Office Forms of Management - Types - Forms Design - Methods of Form Designing - Forms Control - Office Stationery - Control of Office Stationery.

**UNIT IV**

Records Management - Objectives - Benefits - Filing - Filing System - Methods of Filing - Classification of Files.

**UNIT V**

Office Appliances and Equipments - Office Mail Services using Internet - Centralised and Decentralised Correspondence - Handling of Inward and Outward Mails .

**TEXT BOOK**

1. Ghosh, P.K. 2007. **Office Management** [Twelfth Edition]. Sultan Chand & Sons, New Delhi.

**REFERENCE BOOKS**

1. Chopra, R.K. and Ankita Bhatia. 2008. **Office Management** [First Edition]. Himalaya Publishing House, Mumbai.
2. Gupta, C.B. 2006. **Office Organisation and Management** [Second Edition]. Sultan Chand & Sons, New Delhi.

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| <b>Allied - III</b> | <b>Business Administration</b> | <b>2016 - 2017</b> |
| <b>Sem - III</b>    | <b>M16UECA05</b>               |                    |
| <b>Credit: 4</b>    | <b>PRINCIPLES OF ECONOMICS</b> |                    |

**OBJECTIVES:**

1. To expose students to meaning, scope, objectives of profit maximization.
2. To apply economic analysis in the formulation of business policies.
3. To use economic reasoning to problems of business.

**UNIT I**

Meaning and Scope of Economics - Objectives of profit maximization - Social responsibilities of business.

**UNIT II**

Demand analysis - elasticity of demand - Demand forecasting - Business cycles - Types of business cycles - Phases of business cycles

**UNIT III**

Cost curve - Revenue curves - Break Even Analysis

**UNIT IV**

Market structure and Pricing - Pricing under perfect competitions, Monopoly and Monopolistic competitions - Price discrimination - Oligopoly - Duopoly - Monophony.

**UNIT V**

Profit - Theories, Concepts - Pricing in public utilities.

**TEXT BOOK**

1. Dr.S.Sankaran 2011, Business Economics,( F o u r t h E d i t i o n ) , Margham Publication, Madras.

**REFERENCE BOOK**

1. Ravi Lochanan P., Principles of Economics, (First Edition), Ess Pee Kay Publishing House, Chennai.
2. Agarwal H.S., 1998, Principles of Economics, ( Seventh Edition), Konark Publishers Pvt. Ltd., New Delhi.

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| <b>SBEC - I</b>  | <b>Business Administration</b> | <b>2016 - 2017</b> |
| <b>Sem - III</b> | <b>M16UBASP01</b>              |                    |
| <b>Credit: 2</b> | <b>COMMERCE PRACTICAL</b>      |                    |

**OBJECTIVES:**

1. To help the students to gain knowledge on invoice, voucher, Entry pass, Debit note and Credit note.
2. To enable the students to be proficient with filling LIC application, PAN form and IT form.

**UNIT I**

Preparation of invoice, receipts, voucher, delivery challan. Preparation of Entry pass, Gate pass - debit and credit notes.

**UNIT II**

Cheques: Drawing, endorsing and crossing of cheques - filling up of pay in slips - demand draft application and preparation of demand drafts.

**UNIT III**

Making entries in the pass book and filling up of account opening forms for SB account, current account and FDR's.

**UNIT IV**

Filling up of application forms for admission to cooperative societies.  
Filling up loan application forms and deposit challan.

**UNIT V**

Preparation of agenda and minutes of meetings-both general body and board of directors. Preparation of an advertisement copy, collection of advertisement in dailies and journal.

**Distribution of marks: Practical 60% and Record Note Book 40%.**

**NOTE:** Students may be requested to collect original or Xerox copies of the documents and affix them on the record note book after having filled up. Drawing of the documents should not be insisted.

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| <b>Core -IX</b>  | <b>Business Administration</b> | <b>2016 - 2017</b> |
| <b>Sem - IV</b>  | <b>M16UBA09</b>                |                    |
| <b>Credit: 5</b> | <b>MANAGEMENT ACCOUNTING</b>   |                    |

**OBJECTIVES:**

1. To enable the students to understand the need for making and preparing the management accounting.
2. To enable the students to know the procedures in management accounting.

**UNIT I**

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

**UNIT II**

Fund flow analysis - preparation of schedule of changes in working capital and fund flow statement - Fund Flow analysis- cash flow analysis. (Simple problem only)

**UNIT III**

Accounting Ratios- Meaning- types – Short Term and Long Term Solvency Ratios only. (simple problems ).

**UNIT IV**

Budget and budgetary control - meaning - types - Production budget - Flexible budget - Sales budget - Cash budget .(Simple problems)

**UNIT V**

Marginal Costing - Meaning-Profit Volume Ratio-Contribution-Fixed Cost- Variable cost-BEP (Simple Problem only).

**NOTE :** Questions in Theory and Problems carry 40% and 60% of marks respectively.

**TEXT BOOK**

1 Reddy T.S., & Hariprasad Reddy. Y, Management Accounting, Margham Publication.

**REFERENCE BOOKS**

1. Pillai R.S.N.& Bagavathi, 2001, Management Accounting, (Second Edition), Sultan Chand & Sons, New Delhi.
2. . Khan M.Y. & Jain P.K., 1998, Management Accounting, (Sixth Edition), Tata McGraw Hill, New Delhi.

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| <b>Core -IX</b>  | <b>Business Administration</b> | <b>2016 - 2017</b> |
| <b>Sem - IV</b>  | <b>M16UBA10</b>                |                    |
| <b>Credit: 4</b> | <b>COMPANY LAW</b>             |                    |

**OBJECTIVES:**

1. To enable the students to understand the formation of a company, memorandum of association, articles of association etc.
2. To enable the students to know the company management, appointment, rights and duties of managerial personnel etc.

**UNIT I**

Meaning and definition of joint stock companies - characteristics - lifting on corporate veil - kinds of companies - difference between private and public companies.

**UNIT II**

Formation of company - role of promoters - incorporation - memorandum of association - its contents - alteration - doctrine of ultra vires - articles of association - contents - certificate of incorporation- certificate commencement of business.

**UNIT III**

Prospectus - contents - statement - in - lieu's - of prospectus - misstatement in prospectus - shares - kinds - debentures - kinds of debentures .

**UNIT IV**

Company management - appointment - rights and duties of managerial personnel - agenda - quorum - voting - types of resolutions - membership - rights and liabilities of members.

**UNIT V**

Winding up of a company - types of winding up - compulsory winding up - oluntary winding up - consequences of winding up.

**TEXT BOOKS :**

1. Kapoor N.D,1999, Elements of Company Law, (24th Edition), Sultan Chand & Sons, New Delhi.

**REFERENCE BOOKS:**

1. Chawla R.C. & Garg K.C., 1993, Textbook of Industrial Law, (Fifth Edition), Kalyani Publishers, New Delhi.
2. Malik P.L., 1999, Industrial Law, (18th Edition), Eastern Book Company, Lucknow.
- 3.Gogna P.P.S, 2002, A Textbook of Company Law, (Fourth Edition), S. Chand & Company Pvt.,

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| <b>Core -XI</b>  | <b>Business Administration</b> | <b>2016 - 2017</b> |
| <b>Sem - IV</b>  | <b>M16UBA11</b>                |                    |
| <b>Credit: 4</b> | <b>PRINCIPLES OF MARKETING</b> |                    |

**OBJECTIVES:**

1. To enable the students to understand the elements of the complex world of marketing.
2. To impart to the students the need for marketing science in the modern business world.

**UNIT I**

Definition of markets, Marketing and Marketing Management - Role of Marketing – marketing functions- marketing mix – Environmental factors.

**UNIT II**

Marketing Segmentation- Bases - Product - New product development - Product mix and product life cycle stages - product lines - Branding, Packaging and Labeling.

**UNIT III**

Pricing - factors to consider for pricing - objectives - methods of pricing .

**UNIT IV**

Promotion mix – sales promotion-channel of distribution- factors- kinds of middleman-types of channel.

**UNIT V**

Advertising – Publicity – Public Relations – Personal Selling –Recent trend in marketing-e-business-Telemarketing.

**TEXT BOOKS:**

1. Rajan Nair N., Marketing Management, Sultan Chand & Sons.

**REFERENCE BOOK**

1. Memoria C.B., Suri R.K.,2003, Marketing Management, (Sixth Edition), Kitab Mahal Agencies, New Delhi.
2. Philip Kotler, 2003, Principles of Marketing, A South Asian Perspective, 11th Edition, Prentice Hall of India Pvt. Ltd., New Delhi.
3. Pillai R.S.N., & Bagavathi, 2002, Modern Marketing,(First Edition), S. Chand & Company Ltd., New Delhi.

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| <b>Core -XII</b> | <b>Business Administration</b>      | <b>2016 - 2017</b> |
| <b>Sem - IV</b>  | <b>M16UBA12</b>                     |                    |
| <b>Credit: 4</b> | <b>EXPORT AND IMPORT PROCEDURES</b> |                    |

**OBJECTIVES:**

1. To enable the students to understand various instruments and methods of financing exports.
2. To enable the students to know the procedures in clearance of export and import cargoes.

**UNIT I**

Documentation Framework - EXIM Documentation - Instruments and methods of Financing Exports.

**UNIT II**

Foreign Exchange Regulations and Formalities - Pre - Shipment ;Inspection and Procedures.

**UNIT III**

Custom Clearance of Export and Import Cargo - Regulatory Documents - Bill of Lading - Export License.

**UNIT IV**

Export Order-World Shipping-Structure-Liners and Tramps - Containerization.

**UNIT V**

Import Documentation - Import Procedure - guidelines- key documents used in Importing - Import Licensing and other incentives.

**TEXT BOOK :**

1. Kumar N. & Mittal R., 2002, Export Management (First Edition), Anmol Publication Pvt. Ltd., New Delhi.

**REFERENCE BOOKS:**

1. Export And Import Documentation And Procedures -Dr.Senthilvelmurugan, MJP Publishers,Chennai.
2. Balagopal T.A.S., 1998, Export Marketing,(Second Edition),Himalaya Publishing House, Mumbai.

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| Allied-IV        | <b>Business Administration</b>            | <b>2016 - 2017</b> |
| <b>Sem - IV</b>  | <b>M16UECA06</b>                          |                    |
| <b>Credit: 4</b> | <b>MONEY, BANKING AND GLOBAL BUSINESS</b> |                    |

## **OBJECTIVES**

1. To enable the students to understand the importance, evolution and role of banks in India.
2. To enable the students to know about the recent trends in banking sector.

### **UNIT I**

Banking – Evolution – meaning and definition of banking - classification of banks - banking functions of commercial banks - role of commercial banks in economic development- functions of central bank in economic development - functions of central bank (with reference to RBI) .

### **UNIT II**

Recent Trends in Indian Banking - Types of financing - repayment methods - bank NET - Automatic Teller Machines - (ATM) - phone banking - credit cards - E-banking .

### **UNIT III**

Inflation & Deflation - Inflation - types of inflation - cost push and demand pull inflation - control of inflation – control of deflation - phases of trade cycle.

### **UNIT IV**

Money market – London – New York & Indian money market capital market - functions of capital market - difference between money and capital market - monetary policy.

### **UNIT V**

Exchange – Determination of exchange rate - devaluation of money - exchange control - GATT& WTO.

### **TEXT BOOK**

1. Jhingan M.L., 2010, Money, Banking, International Trade & Public Finance (Seventh Edition), Vrinda Publications (P) Ltd.

### **REFERENCE BOOKS**

- 1.Sankaran S, 2012, Money, Banking and International Trade, Margham Publications, Chennai.
2. Gordon E. & Natarajan K.,2011, Banking Theory, Law and Practice, (22nd Edition), Himalaya Publishing House, Mumbai.

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| SBEC-II          | <b>Business Administration</b> | <b>2016 - 2017</b> |
| <b>Sem - IV</b>  | <b>M16UBASPO2</b>              |                    |
| <b>Credit: 2</b> | <b>IN PLANT TRAINING</b>       |                    |

### **PRACTICAL VIVA VOCE**

**Unit -I.** The students are expected to have a practical training in any business unit or undertaking to enable them to acquaint himself/ herself with the procedure, practice and working of companies.

**Unit -II.** Each student should undergo industrial training for a minimum period of two weeks during the third semester vacation.

**Unit-III.** He / She shall undergo the above training in the institutions like banks, insurance companies, mutual funds, transport undertakings, private limited and public limited companies, hotels and hospitals, travel and tourist industries and financial institutions.

**Unit-IV.** Students may make their own arrangements in fixing the companies for candidates should submit a report in not less than 25 type written pages.

**Unit-V.** Candidates should submit the attendance certificate from the institution having attended the training for 2 weeks.

**Unit-VI.** Industrial training reports shall be prepared by the students under the supervision of the faculty of the department.

**Unit-VII.** Industrial training report must contain the following: Cover page -Copy of Profile of the business unit - Report about the work undertaken by them during the tenure of training -Observation about the concern -Findings .

**Unit- VIII** Industrial training certificate shall be forwarded to the university, one month before the commencement of the fourth semester university examinations.

**Unit-IX.** Practical viva - voce examination will be conducted with internal & External examiners at the end of the 4th semester and the credits will be awarded.

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| <b>Core -XIII</b> | <b>Business Administration</b> | <b>2016 - 2017</b> |
| <b>Sem - V</b>    | <b>M16UBA13</b>                |                    |
| <b>Credit: 5</b>  | <b>FINANCIAL MANAGEMENT</b>    |                    |

**OBJECTIVES:**

- 1.To enable the students to understand the meaning, objective and scope of financial management.
- 2.To make the students aware of financial planning and control, capital structure, f financial information system etc.

**UNIT - I**

Financial management – meaning – definition – objectives –importance – functions – organization – structure of financial management – role of a financial manager.

**UNIT - II**

Capital budgeting – ranking of projects – methods of evaluating a project investment proposal – importance o capital budgeting (simple problems only).Leverages – meaning types – importance and significance of leverages (simple problems only).

**UNIT – III**

Capital structure theories – Net income Approach – Net operating income approach – Modigliani Miller Approach – factors determining capital structure (theory only).

**UNIT- IV**

Cost of capital – concept cost of capital – determinants of cost of capital – simple and weighted average cost of capital (simple problems only).

**UNIT-V**

Working capital management – meaning – importance – types – factors determining working capital, estimation of working capital (simple problems only). Management of cash, inventory, accounts receivables and accounts payable (theory only).

**NOTE : Theory : 60% : Problem : 40%**

**TEXT BOOK:**

Dr. S.N. Maheswari, Principles of Financial Management, Himalaya Publishing House.

**REFERENCE BOOKS:**

1. I.M. Pandey, Financial Management – Vikas.
2. M.C. Kuchal, Financial Management – Vikas.
- 3.Kulkarni & Sathya Prasad, Financial Management – Himalaya

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| <b>Core -XIV</b> | <b>Business Administration</b> | <b>2016 - 2017</b> |
| <b>Sem - V</b>   | <b>M16UBA14</b>                |                    |
| <b>Credit: 5</b> | <b>MARKETING RESEARCH</b>      |                    |

**OBJECTIVES:**

1. To enable the students to understand the definition, nature, scope of Marketing Research.
2. To make the students aware of conducting research, sampling methods, and various types of research.

**UNIT I**

Definition of Marketing Research - Nature and Scope - Marketing Research as an aid to rational decision making - Marketing Research process.

**UNIT II**

Data collection - primary data - Secondary data - Methods - Survey method - Questionnaire and interview Schedule - Interview - technique - Scaling techniques - observation method.

**UNIT III**

Sampling Methods - probability Sampling - Non - probability sampling - Sampling problems.

**UNIT IV**

Product Research - Advertising Research

**UNIT V**

Motivation Research- Sale Control Research - Preparation of a Research Report.

**TEXT BOOKS:**

1. Sharma D.D. Marketing Research, Himalaya Publishing

**REFERENCE BOOK:**

1. Boyd and west fall - Marketing Research.
2. Mc. Gown-Marketing Research.
3. Green Paul and Full -Marketing Research.

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| <b>Core -XV</b>  | <b>Business Administration</b> | <b>2016 - 2017</b> |
| <b>Sem - V</b>   | <b>M16UBA15</b>                |                    |
| <b>Credit: 4</b> | <b>OPERATIONS MANAGEMENT</b>   |                    |

**OBJECTIVES:**

1. To enable the students to understand the various process of production.
2. To enable the students to be aware of techniques of Operations Management.
3. To familiarize students with quality control techniques used to effectively carry out production.

**Unit I**

Production management - Scope and functions – Historical development of production management - Functions and responsibilities of a production manager - Decisions involved in production management .

**Unit II**

Production systems and methods - Product and service design - Process selection and capacity planning - product planning and development - Make or buy decision.

**Unit III**

Plant location - Site selection process - Equipment selection - Plant layout - Production planning and control - production records and documentation.

**Unit IV**

Maintenance management - Quality control – Acceptance sampling - TQM - Human factors in job design - Work environment and safety measures - Work study - Method study .

**Unit V**

Materials management - Materials demand forecasting –Material planning - Inventory management - Purchase management –Store keeping and Warehousing - Materials handling – Value analysis - Production information systems.

**TEXT BOOKS :**

1. P.Saravanavel & Sumathi, Production & Material Management, Margham publications,Chennai.

**REFERENCE :**

1. Chunawalla S.A. & Patel D. R., 2002, Production & Operations Management, Himalaya Publishing House,Mumbai.
- 2.Ghost K. & Prem Kumar, 2003, Production Management, Anmol Publications Pvt.Ltd., New Delhi.

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| <b>Core -XVI</b> | <b>Business Administration</b>       | <b>2016 - 2017</b> |
| <b>Sem - V</b>   | <b>M16UBA16</b>                      |                    |
| <b>Credit: 4</b> | <b>MANAGEMENT INFORMATION SYSTEM</b> |                    |

**OBJECTIVES:**

1. To familiarize students with need, source, information flows in an organization.
2. To help students to identify feasible projects, the methods of financing such projects and controlling its cost.

**Unit I**

Introduction - Environment of organizations - Management information system - Information flow -Need and Sources - Management decisions - Importance and role.

**Unit II**

Characteristics of computer information system - importance of computer - role of computer - Types of computer - software - hardware - CPU – Memory unit - input and output devices - applications and operations.

**Unit III**

System classification - concepts characteristics - elements - feedback control - boundary - functions and operations - system designing - functions of system analyst - assignment and investigation - implementation - evaluation and maintenance of MIS.

**Unit IV**

Transaction Processing Information Systems - Information system for managers - Intelligence Systems - Decision Support System - Integration - Data Collection and Preparation - Database - components - Utility of the operations of the Data Base Technology

**Unit V**

Functional Management Information System - Production, Marketing, Accounting, Personnel, Functional and their relationship - Impact and their role in the Managerial Decision making.

**TEXT BOOKS :**

1. Murthy CVS., Management Information System, HPH.

**REFERENCE BOOK :**

1. Senapthi R., MIS, Lakshmi Publications.
2. Lucas, The analysis, design and implementation of Information System, MGH.

## ELECTIVE-GROUP -A

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| <b>Elective-1-1</b> | <b>Business Administration</b> | <b>2016 - 2017</b> |
| <b>Sem - V</b>      | <b>M16UBAE01</b>               |                    |
| <b>Credit: 4</b>    | <b>INDUSTRIAL RELATIONS</b>    |                    |

### OBJECTIVES:

1. To make the students aware of the meaning, objectives, scope of industrial relations in India.
2. To expose the students to dynamics of industrial disputes, collective bargaining, trade unionism etc.

### UNIT I

Industrial Relation system - meaning - objectives - scope - Dunlop Model of Industrial Relations - Industrial Relations in India - State and Industrial Relations. Labour Policy - Tripartite consultations - Indian Labour Conference.

### UNIT II

Industrial Disputes - concepts - causes of industrial disputes - Dynamics of Industrial disputes - Forms of industrial disputes - prevention of industrial disputes - settlement of industrial disputes - preventive and settlement of industrial disputes in India.

### UNIT III

Collective bargaining - objectives - methods - Managements for negotiations - Union organisation for bargaining Negotiation process - Recommendation of National Commission on Labour.

### UNIT IV

Trade Unionism - Theories of Trade Unionism - Principles, Philosophy and Policies of Indian labour - Growth of trade unionism in India - Rights and duties of Trade Unions - Management of Trade unions - Problems of trade unions.

### UNIT V

Grievances - meaning - causes - procedure - disciplinary action - procedures for punishment - types of punishment.

### TEXT BOOKS:

1. Memoria, C.B., "Dynamics of Industrial Relations in India", Himalaya Publishing House, Bombay, 1992.
2. Flanders Allen: "Trade Unions", The English Languages Book Society, London, 1963.
3. Loyd G. Reynolds: "Labour Economics and Labour Relations", Prentice Hall of India PVT. Ltd., New York, 1978.

### REFERENCE:

1. John T. Dunlop: "Industrial Relations System", Henry Holt and Company, New York, 1958.

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| <b>Elective-1-2</b> | <b>Business Administration</b> | <b>2016 - 2017</b> |
| <b>Sem - V</b>      | <b>M16UBAE02</b>               |                    |
| <b>Credit: 4</b>    | <b>RETAIL MARKETING</b>        |                    |

**OBJECTIVES:**

- 1.To enable the students to understand the definition, nature, scope of retail marketing.
2. To make the students aware of buyer behavior, buying, assembling, selling, transporting and retail sale forecasting.

**UNIT – I**

Definition of Retail Marketing – Evolution of Retail Marketing – Features of Modern Retail marketing-Importance of Retail marketing-Retail Marketing Mix.

**UNIT – II**

Function of Retail Marketing – Buying – Assembling – Selling-Transporting.

**UNIT – III**

Storage and Warehousing – Risk Bearing – Retail Market Information – Grading and Standardization – Retail Market Function.

**UNIT – IV**

Buyer Behavior – Consumer Goods and Industrial Goods – Buyer Behavior Model – Factors influencing buyer behavior-Market segmentation-Need and Basis- Targeting – positioning.

**UNIT – V**

Retail Sale Forecasting – Methods – Analysis and Application – Products – Classification -New product development process-product life cycle-product portfolio analysis- Product line and product mix-Decision.

**TEXT BOOK:**

Retail marketing management – David gilbert, Perason Education

**REFERENCE BOOKS :**

Global Marketing Management – Warren J. Keejan , PH

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| <b>Elective-1-3</b> | <b>Business Administration</b> | <b>2016 - 2017</b> |
| <b>Sem - V</b>      | <b>M16UBAE03</b>               |                    |
| <b>Credit: 4</b>    | <b>MANAGEMENT OF FUNDS</b>     |                    |

**OBJECTIVES:**

1. To enable the students to understand the meaning, objective and scope of management funds.
2. To make the students aware of financial risk and analysis and ROI etc.

**UNIT – I**

Meaning and importance of funds – Benefits of effective allocation of funds – Dangers of misallocation – organisation of Funds Management and its relationship with other functional areas of the enterprise. Capitalisation – Under capitalisation and over capitalisation – assessment of funds required for investment in fixed assets, current assets for new enterprises and existing enterprises – optimum capital structure changes in pattern of capital structures.

**UNIT – II**

Financial Analysis, Planning and Control – Allocation of funds of most profitable opportunity – methods of incorporating risk – risk adjusted rate of return (ROI) and certainly equivalent approach – sensitivity analysis – profitability analysis and decision making – capital rationing.

**UNIT – III**

Lease Financing – forms of lease financing – sale of lease back – direct leasing – service leasing – financial leasing – leveraged leasing – potentiality of leasing as a means of financing – leasing decision – lease financing in India.

**UNIT – IV**

Divisional Budgets : Implementing procedures – Human Resources Accounting for effective use of manpower – Rewarding the managerial staff on the basis of rate of return in the division – due point system to evaluate various divisions.

**UNIT – V**

Term Financing and Evaluation : Source of long – term financing – equity, preference shares, debentures and bonds, mutual funds, funds through adoption of non – banking private finance concepts in the large scale organisations – term loan and financial institutions – market for long term securities in India with specific reference to stock exchange.

**TEXT BOOK:**

I.M. Pondy - Financial Management 2. S.N. Maheswari – Financial Management

**REFERENCE BOOKS:**

1. Vinoth Kothari - Lease financing and hire purchase
2. M.Y. Khan , K.P.Jain - Financial management
3. N.P.Srinivasan, C.B.Guptha – Entrepreneurial development
4. M.Y. Khan , K.P.Jain - Management Accounting and financial analysis.

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| <b>Elective-1-4</b> | <b>Business Administration</b>              | <b>2016 - 2017</b> |
| <b>Sem - V</b>      | <b>M16UBAE04</b>                            |                    |
| <b>Credit: 4</b>    | <b>LOGISTIC AND SUPPLY CHAIN MANAGEMENT</b> |                    |

**OBJECTIVES:**

- 1.To enable the students to understand definition, meaning, types of logistics management, logistics network, demand, resources, principles etc.
- 2.To make the students aware of quality management system, techniques of TQM, Benchmarking etc.

**UNIT I**

Logistics Design - Logistics Management - Definition - Meaning - Types - Transportation - Inventory - Warehousing - Material Handling and Packaging - Organizational Structures.

**UNIT II**

Logistics Network - Logistics Resources - Principles of Logistics Information - Application of Information Technologies - Barcode - Scanning.

**UNIT III**

Logistics Demand - Forecasting - The Nature of Demand - Forecast Components - Forecast Technique - Forecast Error - Logistics Location Structure.

**UNIT IV**

Supply Chain Management Models - Definition - Objectives - Applications - Types - Conceptual Models - Key issues in supply chain management.

**UNIT V**

Supply Chain Management Strategy - Inventory Management - Push and Pull Systems - Demand and cash flow in supply chain management - Enterprise Resource Planning (ERP) - Supply chain management matrix.

Note : Theories and concepts only will be taught to the pupils.

**TEXT BOOKS :**

1. Donald J.Boltersox and Daavis J.Closs, Logistics Management. The integrated supply chain process Tata McGraw Hill, 2006.
2. David Simchi - Levi, Philip Kaminsky and Edith Simchi - levi, Designing and managing the supply chain concepts, strategies and case, 2<sup>nd</sup> Edition, Tata McGraw Hill, 2006.
3. David A. Taylor, Supply chain - A Manager's Guide, Pearson Education, 2006.

**REFERENCE :**

1. Rahul, V. Altekar, Supply chain Management, Concepts & Cases, PHI Learning, 2006.

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| <b>SBEC-I</b>    | <b>Business Administration</b>       | <b>2016 - 2017</b> |
| <b>Sem - V</b>   | <b>M16UBAS01</b>                     |                    |
| <b>Credit: 2</b> | <b>SBEC -I- BUSINESS ENVIRONMENT</b> |                    |

**OBJECTIVES:**

1. To enable the students to study the business environment.
2. To study the various components of environment factors.

**Unit - I**

Business environment Meaning - various environments affecting Business - social economic political and legal, culture, competitive, demographic, technological and international environment.

**Unit - II**

Business Culture - elements of culture - traditional values - castes and communities - linguistics religious groups - joint family system.

**Unit - III**

Social responsibilities of Business -responsibilities to share holders, customer, community, the government -Business Ethics - population - demographic pattern.

**Unit - IV**

State regulations on business -industrial licensing policy - technology - import of technology - impact of technological changes in business.

**Unit - V**

Socialism-capitalism-mixed economy - impact of business - public sector, private sector, joint sector -objectives, growth, and achievements of public sector in India.

**TEXT BOOKS :**

1. Francis Cherrunilam, Business Environment
2. Aswathappa, K. Essentials of Business Environment.

**REFERENCE BOOKS:**

1. Sankaran, S., Business and Society
2. Lakshmirattan, Business and Society
3. Adhikary, M. Economic Environment of Business

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| <b>Core-XVII</b> | <b>Business Administration</b> | <b>2016 - 2017</b> |
| <b>Sem - VI</b>  | <b>M16UBA17</b>                |                    |
| <b>Credit: 5</b> | <b>STRATEGIC MANAGEMENT</b>    |                    |

**OBJECTIVES:**

1. To expose the students to the international business scenario and trading environment.
2. To offer the students the strategies and strategic management in an international business scenario.
3. To help the students to formulate and implement such a strategies in a global corporate environment.

**Unit I**

Definition of strategic management – meaning, elements in strategic management – model of strategic management process – the concept of strategy – levels at which strategy operates – strategic decision making, issues in strategic decision making.

**Unit II**

Business strategy – meaning – features – importance – strategic management process – SWOT analysis – ETOP analysis – TOWS matrix – BCG matrix. 7'S' approach to quality .

**Unit III**

Strategic business unit – Major business strategies – stability – growth retrenchment – disinvestment – mixed strategies.

**Unit IV**

Nature of strategy implementation – barriers to strategy implementation – model of strategy implementation – major themes in strategy implementation – project implementation- procedural implementation – resource allocation – structural implementation .

**Unit V**

Nature and importance of strategic evaluation – participants in strategic evaluation- strategic control – Premise control- Implementation control - operational control – evaluation techniques for strategic control.

**TEXT BOOKS :**

1. Kazmi Azar, 2010, Strategic Management and Business Policy,(Ninth Edition), Tata McGraw Hill Publications.

**REFERENCE BOOK :**

1. Prasad L.M., 2005, Strategic Planning and Management, (Tenth Edition), Sultan Chand & Sons, New Delhi.
2. Subba Rao P., 2005, Business Policy and Strategic Management, (First Edition), Himalaya Publishing House, Mumbai.
3. Mamoria and Mamoria C.B. & Subba Rao P., 2005, Business Planning and Policy, (Second Edition), Himalaya Publishing House, Mumbai.

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| <b>Core-XVIII</b> | <b>Business Administration</b>            | <b>2016 - 2017</b> |
| <b>Sem - VI</b>   | <b>M16UBA18</b>                           |                    |
| <b>Credit: 5</b>  | <b>FINANCIAL INSTITUTION AND SERVICES</b> |                    |

**OBJECTIVES:**

1. To enable the students to understand the Indian financial system and non-banking financial Intermediaries.
2. To teach the students the Special financial institutions, National Stock Exchange and Merchant bankers.

**UNIT I**

Indian Financial system - financial system and economic development - Banks as financial intermediaries - Reserve bank of India, Commercial Banks, and Co-operative Banks - functions.

**UNIT II**

Non - Banking financial intermediaries - Unit Trust of India - Mutual Funds - Hire Purchase Finance Companies - Lease Finance Companies - National Housing Bank - Housing Development Finance Corporation - Housing Urban Development Corporation - Functions and Services.

**UNIT III**

Special financial institutions - IDBI, ICICI, IFCI - EXIM Bank - SFCS - SIDCS - functions and services.

**UNIT IV**

National Stock Exchange (NSE) - OTCEI - SEBI - Powers and function - Discount and Finance House of India (DFHI).

**UNIT V**

Merchant banking - functions and services underwriting - credit rating agencies in India.

**TEXT BOOKS :**

1. Bhole L.M., 2000, Financial Institutions and Markets, (Third Edition), TMH., New Delhi.

**REFERENCE BOOKS :**

1. Khan M.Y., 2001, Financial Services, (Second Edition), TMH., New Delhi.
2. Varshney P.N. & Mittal D.K., 2003, Indian Financial System, (Fifth Edition), Sultan Chand & Sons, New Delhi.
2. Srivastava R.M.& Divya Nigam, 2001, Management of Indian Financial Institutions, (Eighth Edition), Himalaya Publishing House, Mumbai.

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| <b>Core-XIX</b>  | <b>Business Administration</b> | <b>2016 - 2017</b> |
| <b>Sem - VI</b>  | <b>M16UBA19</b>                |                    |
| <b>Credit: 4</b> | <b>SERVICE MARKETING</b>       |                    |

**OBJECTIVES:**

1. To enable the students to understand the importance of services sector, nature and types of services etc.
2. To teach the students the environment for services marketing, market segmentation and selection etc.

**Unit I**

Importance of services sector – Nature and types of services – Difference between services and goods marketing – services marketing triangle.

**Unit II**

Environment for services marketing – micro and macro environments – understanding service customers – models of service consumer behavior – customer expectations and perception – service quality and GAP model.

**Unit III**

Market segmentation and selection – Service market segmentation – Targeting and Positioning.

**Unit IV**

Services marketing Mix – Need for expanded marketing mix – planning for services offer – pricing – promotion and distribution of services – management of people – process and physical evidence – matching demand for and supply of services.

**Unit V**

Service marketing applications – Marketing of financial, hospitality, hospital, tourism and educational services – international marketing of services and GATS.

**TEXT BOOK :**

1. Vasanti Venugopal – Service Marketing
2. Srinivasan – Service Marketing
3. Helen Woodruffe – Service Marketing

**REFERENCE BOOKS**

1. Christopher, H. Lovelock, Services Marketing, Pearson Education India
2. Adrian Payne, Services Marketing, PHI
3. Zeithaml, V.A. & M.J. Bitner, Services Marketing
4. Rao, Services Marketing, Pearson Education India
5. Sinha, P.K. and Sahoo S.C. Services Marketing, HPH.
6. Ravishankar, Services Marketing, Lalvani.

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| <b>Core-XX</b>   | <b>Business Administration</b>   | <b>2016 - 2017</b> |
| <b>Sem - VI</b>  | <b>M16UBA20</b>                  |                    |
| <b>Credit: 4</b> | <b>HUMAN RESOURCE MANAGEMENT</b> |                    |

**OBJECTIVES:**

1. To enable the students to understand the meaning, scope, objectives and importance of HRM.
2. To make the students aware of human resource planning, and various process involved in HRM.

**UNIT I**

Introduction - Meaning and Definition, Nature, Scope objectives and Importance of HRM - Functions of HRM.

**UNIT II**

Human Resource Planning - Manpower planning Nature, Importance and Objectives of Human Resource Planning - Process of Human Resource Planning - Uses and Benefit of Manpower Planning.

**UNIT III**

Recruitment and Selection - Source of Recruitment - Procedures for selection -interviews - Types of Interview .

**UNIT IV**

Performance Appraisal - need - techniques of performance Appraisal - modern methods - developing of administrating appraisal programmes.

**UNIT V**

Transfer - Objectives of transfer-Promotions -Benefit of effective promotion policy - employee Termination - Dismissal.

**TEXT BOOK**

1. Mamoria C.B.& Gankar S.V., 2005, Personnel Management, (Twenty fifth Edition), Himalaya Publications House, Mumbai.

**REFERENCE BOOKS :**

1. Tripathi P.C., 2001, Personnel Management & Industrial Relations, (Fifteenth Edition), Sultan Chand & Sons, New Delhi.
2. Davar R. S., 1999, Personnel Management & Industrial Relations, (Tenth Edition), Vikas Publishing House Pvt. Ltd., New Delhi.
3. Venkata Ratnam C.S. & Srivastava B.K., 2005, Personnel Management & Industrial Relations, (Thirteenth Edition), Tata McGraw Hill Publishing Company Ltd., New Delhi.

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| <b>Core-XXI</b>  | <b>Business Administration</b> | <b>2016 - 2017</b> |
| <b>Sem - VI</b>  | <b>M16UBAPRI</b>               |                    |
| <b>Credit: 3</b> | <b>PROJECT WORK</b>            |                    |

**Specimen - I**

**TITLE**

A project report submitted to the periyar university in partial fulfillment

of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION

Name of the student

Reg. No.....

Under the guidance of

Name of the guide

Department, College Name and place

Month and year of submission

**Specimen – II**

**CERTIFICATE**

This is to certify that the project entitled, “ TITLE”, is a bonafide work carried out by ..... Reg. No. ....under my supervision and guidance during the academic year ..... in partial fulfillment of the requirements for the award of the degree of BACHELOR OF BUSINESS ADMINISTRATION and the work is an original one and has not formed basis for the award of any degree, diploma, associateship , fellowship of any other similar title.

GUIDE SIGNATURE

HOD

SIGNATURE

Project work evaluation viva – voce examination conducted on .....

INTERNAL EXAMINER

EXTERNAL

EXAMINER

**Specimen - III**

DECLARATION

I hereby declare that this project work entitled “ TITLE” submitted to the PERIYAR UNIVERSITY, SALEM in partial fulfillment of the requirements for the award of BACHELOR OF BUSINESS ADMINISTRATION is an original one and has not been submitted earlier either to this university or to any other institution for the award of any degree / diploma.

Date :

Place:

Candidate signature.

## ELECTIVE- GROUP –B

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| <b>Elective-II-1</b> | <b>Business Administration</b>  | <b>2016 - 2017</b> |
| <b>Sem - VI</b>      | <b>M16UBAE05</b>                |                    |
| <b>Credit: 4</b>     | <b>TRAINING AND DEVELOPMENT</b> |                    |

### **OBJECTIVES:**

1. To make the students aware of the concepts of training and development, identifying training needs, types of training etc.
2. To expose the students to leader central techniques of management development.

### **UNIT I**

Concepts of training and development - Identifying training needs - Types of training - Organization for training - Objectives, structures and functions of Training Department - Training Programmes – Evaluation of Training Programmes.

### **UNIT II**

Techniques of on-the-job training - coaching - Apprenticeship Job rotation - Job instruction - Training by Supervisors - Techniques of off-the-job Training, Case studies, Role playing Programmed Instructions, T-Group training - simulations.

### **UNIT III**

Leader central Techniques of Management Development - Lecturers, coaching, Student centered Techniques ; Discussions - Case studies - Conferences - Workshops - Syndicate - Brain storming - Role playing - Psycho drama - Simulation - in basket Games.

### **UNIT IV**

Sensitivity Training, Self - learning techniques, Planned reading - Correspondence Courses - Programmed instructions - Audio Visual lessons - Manuals and Hand-outs.

### **UNIT V**

Counseling - Assistant to position - Under-study – Junior Board, Committee Assignments - Relative merits and limitations of M.D. Techniques.

### **TEXT BOOKS**

1. Memoria, C.B., Personnel Management, Himalaya Publishing House, Bombay.

### **REFERENCE**

1. M.C. Gehee, William and Tahayer, Paul W. Training in Busines and Industry, JohnWiley & Sons,New York.
2. Sikula, A.F. Personnel Administration and Human Resources Development, John Wiley, New York.
3. Hacocon, R.J. Management Training : Aims and Methods, English Universities Press, London.

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| <b>Elective-II-2</b> | <b>Business Administration</b>         | <b>2016 - 2017</b> |
| <b>Sem - VI</b>      | <b>M16UBAE06</b>                       |                    |
| <b>Credit: 4</b>     | <b>ADVERTISING AND SALES PROMOTION</b> |                    |

**OBJECTIVES:**

1. To equip the students with the nature, purpose and complex constructions in the planning and execution of a successful advertising program.
2. To expose the students to various issues in sales promotion, brand management, faced by firms operating in competitive markets.

**UNIT I**

Definition & growth of modern advertising, advertising & the marketing mix, types & classification of advertisement, Social & economic aspects advertising; Marketing communication models: AIDA, hierarchy of effect, Planning framework of promotional strategy

**UNIT II**

Positioning strategies ; Associating feelings with a brand; Developing brand personality ; Creating copy strategies:, different types of copy; Art & layout of an advertisement: Principles of design, layout stages, difference in designing of television, audio & print advertisement

**UNIT III**

Introduction to broadcast & non -broadcast media; Budgeting decision rule: percentage of sales method, objective to task method, competitive parity, & all you can afford; Key factors influencing media planning; Media decisions: media class, media vehicle & media option; Scheduling: flighting, pulsing, & continuous.

**UNIT IV**

Importance & need for sales promotion, planning for consumer schemes & contests, different types of consumer schemes.

**UNIT V**

Concept of a brand, brand evolution, branding challenges and opportunities, Strategic brand management process.

**TEXT BOOKS**

1. Saravanavel P. & Sumathi S., 2004, Advertising and Salesmanship, Margham Publications, Chennai.

**Reference Books:**

1. Sontakki C.N., 2002, Advertising and Sales Management, (First Edition), Kalyani Publishers, New Delhi.
2. Wells, Moriarity & Burnett : Advertising Principles & practices , Prentice Hall, 2005
3. Kleppner's Advertising Procedure: W. Ronald Lane, Kane Whitehill king and J. Thomas Russell, Pearson Education, 2

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| <b>Elective-II-3</b> | <b>Business Administration</b> | <b>2016 - 2017</b> |
| <b>Sem - VI</b>      | <b>M16UBAE07</b>               |                    |
| <b>Credit: 4</b>     | <b>INVESTMENT MANAGEMENT</b>   |                    |

**OBJECTIVES:**

- 1.To enable the students to understand the meaning, nature, scope and factors affecting investment decision.
- 2.To make the students aware of various investment avenues, risk return concepts, stock exchange, various credit rating institutions etc.

**UNIT I**

Meaning of investment - Nature and scope of investment management - factors favourable for investments - features of an investment programme.

**UNIT II**

Investment avenues - Real assets - Financial assets - Fixed income and variable income securities- mutual fund - derivatives etc.

**UNIT III**

Risk- Return concept - Return measurement - Basic valuation models - equity valuation, Preference share and bond evaluation . Risk - risk classification - systematic and unsystematic risk -measurement or risk.

**UNIT IV**

New issue market and stock exchange - kinds of trading - Securities and Exchange Board of India.

**UNIT V**

Sources of Investment informations - Credit rating agencies -CARE - CRISIL - ICRA - credit rating methodology - Indices.

**TEXT BOOKS:**

1. Investment mgt - Preeti singh, Himalays publishing house.
2. Investment mgt - Punithavathy pondian, PHI .
3. Investment mgt - V.K.Bhalla.

**REFERENCE :**

1. Investment mgt - V. Avadhani - Himalays publishing house.

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| <b>Elective-II-4</b> | <b>Business Administration</b>  | <b>2016 - 2017</b> |
| <b>Sem - VI</b>      | <b>M16UBAE08</b>                |                    |
| <b>Credit: 4</b>     | <b>TOTAL QUALITY MANAGEMENT</b> |                    |

**OBJECTIVES:**

- 1.To enable the students to understand quality, quality management, statistical process control, quality assurance etc.
- 2.To make the students aware of quality management system, techniques of TQM, Benchmarking etc.

**UNIT I**

Concept of Quality - Quality as customer delight - Quality as meeting. Standards - Introduction to total. Quality - Concept of total Quality - Design, inputs, process and output - Quality as business performance - Attitude and involvement of top management.

**UNIT II**

Quality Management - Fundamentals - Evolution and objectives -Planning for Quantity - Quality Process - Statistical Process Control (SPC) - Quality Assurance - Total Quality management.

**UNIT III**

Quality Management System - ISO 9000 series - Techniques of TQM - 5 S Concepts - 7Q tools - Cause - Effect Analysis stratification, Pareto diagram Histogram, Control charts (SQC) check sheet & Pie Chart - Scatter diagram (Theory Only).

**UNIT IV**

Bench marking - Essence of Bench Marketing - Benefits and Strategic Bench marking - Global bench marking - Business Process Re-engineering.

**TEXT BOOKS:**

- 1.Armond V. Feigerbaum, Total Quality Control McGraw Hill.
- 2.John Bark, Essence of TQM, PHI, Delhi.
- 3 Willborn & T.C. Edwin Cheng, Global Management of Quality Assurance systems, McGraw Hill.

**REFERENCE BOOKS:**

- 1 Joel, E. Ross, Total Quality Management
- 2 Ron Collard, Total Quality, Jaico, Delhi

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| <b>SBEC-II</b>   | <b>Business Administration</b> | <b>2016 - 2017</b> |
| <b>Sem - VI</b>  | <b>M16UBAS02</b>               |                    |
| <b>Credit: 2</b> | <b>CONSUMER BEHAVIOUR</b>      |                    |

**OBJECTIVES:**

1. To enable the students to understand definition, types, importance of consumer behavior.
2. To enable the students to know about consumer research, decision making process, perception, and group dynamics.

**Unit I**

Definition of consumer - types of consumers - importance of consumer behaviour - factors influencing consumer behaviour - types of buying behavior.

**Unit II**

Consumer research - nature - importance - limitations - methods for studying Consumer behavior .

**Unit III**

Consumer decision making- Types of decision making process - types of buying behaviour - buying motives - importance of studying buying motives - consumer motivation.

**Unit IV**

Perception and consumer behaviour - features and characteristics of consumer behaviour - factors influencing . Attitudes - characteristics - theories of attitude formation

**Unit V**

Group dynamics - consumer reference group - culture - family - psychographics. Consumer Information .

**Text book:**

1. Consumer Behaviour -Leon G. Sciffman.

**Reference book**

1. Consumer behavior- Guruswamy
2. Marketing management - Philip Kotler