



MAHENDRA ARTS & SCIENCE COLLEGE (Autonomous)

Affiliated to Periyar University, Salem.

Accredited by NAAC with 'A' Grade & Recognized u/s 2(f) and 12(B) of the UGC Act 1956

Kalippatti - 637 501, Namakkal (Dt), Tamil Nadu.

DEPARTMENT OF BUSINESS ADMINISTRATION

Number of Courses Focusing on Employability/ Entrepreneurship/ Skill Development

Programme : BBA

S.No.	Year	Total No. of Courses	Employability (1)	Entrepreneurship (2)	Skill development (3)	Total No. of Courses (1+2+3)
1	2020-2021	41	16	13	5	34
2	2019-2020	41	16	15	5	36
3	2018-2019	41	15	16	6	37
4	2017-2018	38	14	13	8	35
5	2016-2017	40	14	11	7	32

Head of the Department

Head of the Department

Business Administration,
Mahendra Arts & Science College (Autonomous),
Kalippatti-637 501.

Principal

PRINCIPAL

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DEPARTMENT OF BUSINESS ADMINISTRATION

List of Courses Focusing on Employability/ Entrepreneurship/ Skill Development (Regulations - 2019)

Programme : BBA

S.No.	Course Name	Course Code	Employability	Entrepreneurship	Skill Development
1.	Business Management	M19UBA01	✓		
2.	Business Correspondence	M19UBA02			✓
3.	Financial & Cost Accounting	M19UCMA05	✓		
4.	Value Education- Yoga	M19UVE01			✓
5.	Export & Import Procedure	M19UBA03		✓	
6.	Office Management	M19UBA04	✓		
7.	Indian Economy	M19UECA02			✓
8.	Environment Studies	M19UES01		✓	
9.	Production Management	M19UBA05	✓		
10.	Business Law	M19UBA06		✓	
11.	Financial Management	M19UBA07		✓	
12.	Organizational behaviour	M19UBA08		✓	
13.	Allied-III- Business Statistics	M19USTA03	✓		
14.	SEC Practical-I- Business Practical	M19UBAS01			✓
15.	Management Accounting	M19UBA09		✓	
16.	Company Law	M19UBA10		✓	
17.	Marketing Management	M19UBA11	✓		
18.	Human Resource Management	M19UBA12	✓		

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S.No.	Course Name	Course Code	Employability	Entrepreneurship	Skill Development
19.	Operations Research	M19USTA05	✓		
20.	SEC practical – II- In-Plant Training	M19UBAS02			✓
21.	Business Research Methods	M19UBA13		✓	
22.	Entrepreneurship Development	M19UBA14		✓	
23.	E-Business	M19UBA15			✓
24.	Insurance Management	M19UBA16	✓		
25.	SEC-II Consumer Behaviour	M19UBAS03	✓		
26.	Learning Activities- Campus captual	M19UBAVA01			✓
27.	Business Policy& Strategic Management	M19UBA17		✓	
28.	Supply chain Management	M19UBA18	✓		
29.	Business Environment	M19UBA19	✓		
30.	Service Marketing	M19UBA20	✓		
31.	Project	M19UBAPR1			✓
32.	SEC- IV-Practice of Public Relations	M19UBAS04	✓		
33.	Training & Development	M19UBAE01	✓		
34.	Advertising & sales promotion	M19UBAE02		✓	
35.	Investment Management	M19UBAE03		✓	
36.	Total Quality Management	M19UBAE04		✓	
37.	Industrial Relations	M19UBAE05	✓		
38.	Retail Marketing	M19UBAE06	✓		
39.	Management of funds	M19UBAE07		✓	
40.	International Business	M19UBAE08		✓	
41.	Industrial Law	M19NCC04		✓	


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S.No.	Course Name	Course Code	Employability	Entrepreneurship	Skill Development
42.	Advertising and salesmanship	M19NCC02	✓		


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List of Courses Focusing on Employability/ Entrepreneurship/ Skill Development (Regulations - 2019)

Programme : BBA

S.No.	Name of the Course	Course Code	Employability/ Entrepreneurship/ Skill development	Year of introduction (during the last five years)
1.	Business Management	M19UBA01	Employability	2019 - 2020
2.	Business Correspondence	M19UBA02	Skill development	2019 - 2020
3.	Financial & Cost Accounting	M19UCMA05	Employability	2019 - 2020
4.	Value Education- Yoga	M19UVE01	Skill development	2019 - 2020
5.	Export & Import Procedure	M19UBA03	Entrepreneurship	2019 - 2020
6.	Office Management	M19UBA04	Employability	2019 - 2020
7.	Indian Economy	M19UECA02	Skill development	2019 - 2020
8.	Environment Studies	M19UES01	Entrepreneurship	2019 - 2020
9.	Production Management	M19UBA05	Employability	2019 - 2020
10.	Business Law	M19UBA06	Entrepreneurship	2019 - 2020
11.	Financial Management	M19UBA07	Entrepreneurship	2019 - 2020
12.	Organizational behaviour	M19UBA08	Entrepreneurship	2019 - 2020
13.	Allied-III- Business Statistics	M19USTA03	Employability	2019 - 2020
14.	SEC Practical-I- Business Practical	M19UBAS01	Skill development	2019 - 2020
15.	Management Accounting	M19UBA09	Entrepreneurship	2019 - 2020
16.	Company Law	M19UBA10	Entrepreneurship	2019 - 2020
17.	Marketing Management	M19UBA11	Employability	2019 - 2020

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S.No.	Name of the Course	Course Code	Employability/ Entrepreneurship/ Skill development	Year of introduction (during the last five years)
18.	Human Resource Management	M19UBA12	Employability	2019 - 2020
19.	Operations Research	M19USTA05	Employability	2019 - 2020
20.	SEC practical – II- In-Plant Training	M19UBAS02	Skill development	2019 - 2020
21.	Business Research Methods	M19UBA13	Entrepreneurship	2019 - 2020
22.	Entrepreneurship Development	M19UBA14	Entrepreneurship	2019 - 2020
23.	E-Business	M19UBA15	Skill development	2019 - 2020
24.	Insurance Management	M19UBA16	Employability	2019 - 2020
25.	SEC-II Consumer Behaviour	M19UBAS03	Employability	2019 - 2020
26.	Learning Activities-Campus captual	M19UBAVA01	Skill development	2019 - 2020
27.	Business Policy& Strategic Management	M19UBA17	Entrepreneurship	2019 - 2020
28.	Supply chain Management	M19UBA18	Employability	2019 - 2020
29.	Business Environment	M19UBA19	Employability	2019 - 2020
30.	Service Marketing	M19UBA20	Employability	2019 - 2020
31.	Project	M19UBAPR1	Skill development	2019 - 2020
32.	SEC- IV-Practice of Public Relations	M19UBAS04	Employability	2019 - 2020
33.	Training & Development	M19UBAE01	Employability	2019 - 2020
34.	Advertising & sales promotion	M19UBAE02	Entrepreneurship	2019 - 2020
35.	Investment Management	M19UBAE03	Entrepreneurship	2019 - 2020
36.	Total Quality Management	M19UBAE04	Entrepreneurship	2019 - 2020
37.	Industrial Relations	M19UBAE05	Employability	2019 - 2020
38.	Retail Marketing	M19UBAE06	Employability	2019 - 2020

S.No.	Name of the Course	Course Code	Employability/ Entrepreneurship/ Skill development	Year of introduction (during the last five years)
39.	Management of funds	M19UBAE07	Entrepreneurship	2019 - 2020
40.	International Business	M19UBAE08	Entrepreneurship	2019 - 2020
41.	Industrial Law	M19NCC04	Entrepreneurship	2019 - 2020
42.	Advertising and salesmanship	M19NCC02	Employability	2019 - 2020


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BACHELOR OF BUSINESS ADMINISTRATION

SYLLABUS FOR B.B.A.

OUTCOME BASED EDUCATION - CHOICE BASED CREDIT SYSTEM

**For the students
admitted from the
Academic Year 2019-2020 onwards**

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Department of BBA

Preamble

BBA programme imbibes the basic and essential knowledge regarding various activities undertaken and necessary to run socially responsible business organization, which will be useful in taking up any particular activity in a Global perspective of business that grooms the personality so as to become a responsible citizen with greater awareness about the Indian society and its culture.

I - PROGRAMME EDUCATIONAL PREAMBLE:

- Graduates will be imparted with entrepreneurial and employability skills for the sustainable achievements in the field of management studies.
- To advance the understanding of the corporate scenario with challenges and opportunities prevailed in Global economy.
- The curriculum of this course is designed based on the industry requirements providing ample of opportunities for placements.
- The programme of the study shall consist of core, allied courses, Internship, Major project along with Skill based Elective courses (SBEC) and Non Major Elective courses in order to have lively exposure with updated knowledge in Business domain

II - PROGRAMME OUTCOMES:

- To equip the students with relevant business skills to meet out the requirements of Global corporate scenario and enables them to be more competitive for employment and higher education
- Provides diversified knowledge in the domains of business process, effective communicative skills, corporate laws, financial aspects, audits and accounting to manage the practical uncertainties.
- Under graduates in administration are encompassed with general and specific capabilities to become entrepreneurs and to opt a desirable and feasible career options.
- Offers job oriented implications of management science to adapt readily to the challenges of present industrial sectors that can benefit the students with optimistic and development approach.

III - REGULATIONS

These regulations shall take effect from the academic year 2019-2020, i.e, for students who are to be admitted to the first year of the course during the academic year 2019-20 and thereafter.

1. Objectives of the Course:

To provide the basic and essential knowledge regarding various activities undertaken and necessary to run socially responsible business organization

To impart certain basic skills and aptitude that will be useful in taking up any particular activity in a Business

To furnish global view of the several industries and other organizations and their functions which support the business system

To develop the personality so as to become responsible citizen with greater awareness about the Indian society and its culture

2. Eligibility for Admission:

A pass in +2 examinations conducted by the Govt. of Tamil Nadu or any examinations accepted as equivalent thereto by the Periyar University.

Any one of the subjects must be studied at the +2 level
Accountancy/Commerce/Mathematics/Business Mathematics/ Statistics/ Computer Science

3. Duration of the Course:

The candidates shall complete all the courses of the programme in 3 years from the date of admission. The programme of study shall consist of six semesters and a total period of three years with a minimum of 140 credits. The programme of study will comprise the course according to the syllabus.

4. Course of Study:

The course of study for the UG degree has been divided into the following five categories:

Part I : Tamil / Other Languages.

Part II : English Language.

Part III : Core Courses, Elective Courses and Allied Courses.

Part IV : Skill Enhancement Courses, Non-Major Elective Course,
Enhancement Compulsory Courses.

Part V: Value added Courses and Extension Activity.

5. Examinations:

The course of study shall be based on semester pattern with Internal Assessment under Choice Based Credit System.

The examinations for all the papers consist of both Internal (Continuous Internal Assessment - CIA) and External (End Semester) theory examinations. The theory examinations shall be conducted for three hours duration at the end of each semester. The candidates failing in any subjects(s) will be permitted to appear for the same in the subsequent semester examinations.

SCHEME OF EXAMINATION-BBA

SEMESTER I

Part	Course Category	Title of the Course	Course Code	Hrs / Week		No. of Credits	Max. Mark		
				L	P		Int.	Ext.	Total
I	Language Course - I	Tamil – I / Hindi – I / French- I	M19UFTA01/ M19UFH101/ M19UFR01/ M19UFTE01	5	-	3	25	75	100
II	Language Course - II	English – I	M20UCE01	5	-	3	25	75	100
III	Core Course- I	Business Management	M19UBA01	6	-	4	25	75	100
III	Core Course - II	Business Correspondence	M19UBA02	6	-	4	25	75	100
III	Allied Course -I	Allied-I- Financial & Cost Accounting	M19UCMA05	6	-	4	25	75	100
IV	ECC-I	Value Education:Yoga	M19UVE01	2	-	2	25	75	100
Total				30	-	20	150	450	600

SEMESTER II

Part	Course Category	Title of the Course	Course Code	Hrs / Week		No. of Credits	Max. Mark		
				L	P		Int.	Ext.	Total
I	Language Course -I	Tamil – II / Hindi – II/ French- II	M19UFTA02/ M19UFH102/ M19UFR02/ M19UFTE02	5		3	25	75	100
II	Language Course - II	English – II	M20UCE02	5		3	25	75	100
III	Core Course- III	Export & Import Procedure	M19UBA03	6		4	25	75	100
III	Core Course - IV	Office Management	M19UBA04	6		4	25	75	100
III	Allied Course -II	Allied- II- Indian Economy	M19UECA02	6		4	25	75	100
IV	ECC-II	Environment Studies	M19UES01	2		2	25	75	100
Total				30		20	150	450	600

SEMESTER III

Part	Course Category	Title of the Course	Course Code	Hrs / Week		No. of Credits	Max. Mark		
				L	P		Int .	Ext.	Total
III	Core Course - V	Production Management	M19UBA05	6		5	25	75	100
III	Core Course - VI	Business Law	M19UBA06	5		4	25	75	100
III	Core Course - VII	Financial Management	M19UBA07	6		4	25	75	100
III	Core Course -VIII	Organizational behaviour	M19UBA08	5		4	25	75	100
III	Allied Course -III	Allied-III- Business Statistics	M19USTA03	4		4	25	75	100
IV	NMEC-1	NMEC I		2		2	25	75	100
IV	SEC-I	SEC Practical-I- Business Practical	M19UBAS01		2	2	40	60	100
		TOTAL		28	2	25	190	510	700

SEMESTER IV

Part	Course Category	Title of the Course	Course Code	Hrs / Week		No. of Credits	Max. Mark		
				L	P		In.	Ext.	Total
III	Core Course – IX	Management Accounting	M19UBA09	6		5	25	75	100
III	Core Course – X	Company Law	M19UBA10	6		4	25	75	100
III	Core Course - XI	Marketing Management	M19UBA11	5		4	25	75	100
III	Core Course - XII	Human Resource Management	M19UBA12	5		4	25	75	100
III	Allied Course -IV	Allied -IV Operations Research	M19USTA05	4		4	25	75	100
IV	NMEC-II			2		2	25	75	100
IV	SEC-II	SEC practical – II- In-Plant Training	M19UBAS02		2	2	40	60	100
		Extension Activity	M19UEX01			1			
		TOTAL		28	2	26	190	510	700

SEMESTER V

Part	Course Category	Title of the Course	Course Code	Hrs / Week		No. of Credits	Max. Mark		
				L	P		In.	Ext.	Total
III	Core Course – XIII	Business Research Methods	M19UBA13	6		5	25	75	100
III	Core Course – XIV	Entrepreneurship Development	M19UBA14	6		4	25	75	100
III	Core Course - XV	E-Business	M19UBA15	5		4	25	75	100
III	Core Course - XVI	Insurance Management	M19UBA16	5		4	25	75	100
III	Elective Course - I	Elective Course - I		5		4	25	75	100
IV	SEC-III	Consumer Behavior	M19UBAS03	2		2	25	75	100
IV	VAC	Learning Activities- Campus Captual	M19UBAVA01		2	2	100		100
		TOTAL		28	2	24	250	450	750

SEMESTER VI

Part	Course Category	Title of the Course	Cours e Code	Hrs / Week		No. of Credits	Max. Mark		
				L	P		In.	Ext.	Total
III	Core Course – XVII	Business Policy& Strategic Management	M19UBA17	6		5	25	75	100
III	Core Course –XVIII	Supply chain Management	M19UBA18	6		4	25	75	100
III	Core Course - XIX	Business Environment	M19UBA19	5		4	25	75	100
III	Core Course -XX	Service Marketing	M19UBA20	5		4	25	75	100
III	PROJECT-XXI	Project	M19UBAPR1		3	4	40	60	100
IV	Elective Course - II			5		4	25	75	100
IV	SEC-IV	SEC-IV-Practice of Public Relations	M19UBAS04	2		2	25	75	100
		TOTAL		27	3	27	190	510	700
GRAND TOTAL				171	9	142	1120	2880	4000

Summary of Credits, Hours and Mark Distribution

Part	Course Name	No. of Credits						Total Credits	Total Hours	No. of Courses	Max. Marks
		I	II	III	IV	V	VI				
I	Language – I	3	3	-	-	-	-	6	10	2	200
II	Language – II	3	3	-	-	-	-	6	10	2	200
III	Core	8	8	17	17	16	17	83	109	20	2000
	Core Practical	-	-	-	-	-	-	-	-	-	-
	Elective	-	-	-	-	4	4	8	10	2	200
	Project	-	-	-	-	-	4	4	3	1	100
	Allied	4	4	4	4	-	-	16	20	4	400
	Allied Practical	-	-	-	-	-	-	-	-	-	-
IV	SEC	-	-	2	2	2	2	8	8	4	400
	NMEC	-	-	2	2	-	-	4	4	2	200
	Enhancement Compulsory Courses	2	2	-	-	-	-	4	4	2	200
V	Value Added Courses	-	-	-	-	2	-	2	2	1	100
	Extension Activities	-	-	-	1	-	-	1	-	-	-
Total		20	20	25	26	24	27	142	180	40	4000

ALLIED SUBJECTS FOR B.B.A STUDENTS

Semester	Course Title	Course Code
I	Financial & Cost Accounting	M19UCMA05
II	Indian Economy	M19UECA02
III	Business Statistics	M19USTA03
IV	Operations Research	M19USTA05

ELECTIVE SUBJECTS FOR B.B.A STUDENTS

Semester	ELECTIVE - I	
V	Course Title	Course Code
	Training & Development	M19UBAE01
	Advertising & sales promotion	M19UBAE02
	Investment Management	M19UBAE03
	Total Quality Management	M19UBAE04
ELECTIVE - II		
VI	Course Title	Course Code
	Industrial Relations	M19UBAE05
	Retail Marketing	M19UBAE06
	Management of funds	M19UBAE07
	International Business	M19UBAE08

SKILL ENCHANCEMENT COURSES:

Semester	Course Title	Course Code
III	SEC Practical-I-Business Practical	M19UBAS01
IV	SEC Practical-II-In-Plant Training – practical	M19UBAS02
V	SEC-III-Consumer Behavior	M19UBAS03
VI	SEC-IV-Practice of Public Relations	M19UBAS04

NON - MAJOR ELECTIVE COURSES:[FOR OTHER DEPARTMENTS]

Semester	Course Title	Course Code
III	Principles of management	M19UBANM01
III	Advertising	M19UBANM02
IV	Buyer behavior	M19UBANM03
IV	Principles of marketing	M19UBANM04

VALUE ADDED COURSES:

Semester	Course Title	Course Code
V	Learning activities- Campus Captual	M19UBAVA01

IV. SCHEME OF EXAMINATION:

For UG Programmes:

1. Question Paper Pattern for Theory Papers

Time: Three Hours

Maximum Marks: 75

Part A: (10 x 1 = 10)

Answer ALL Questions

(Objective Type - Two Questions from each unit)

Part B: (5 x 2 = 10)

Answer ALL Questions

(One Question from each unit)

Part C: (5 x 5 = 25)

Answer ALL Questions

(One Question from each unit with internal choice)

Part D: (3 x 10 = 30)

Answer Any Three out of Five Questions

(One Question from each unit)

2. Question Paper Pattern for Practical Papers

EXTERNAL MARK: 60

INTERNAL MARK: 40

3. Distribution of Marks:

The following are the distribution of marks for external and internal for End Semester Examinations and continuous internal assessment and passing minimum marks for Theory / Practical / Mini project / Project papers of UG programmes.

ESE	EA Total	Passing Minimum for EA	CIA Total	Passing Minimum for CIA	Total Marks Allotted	Passing Minimum (ESE)
Theory	75	30	25	10	100	40
Practical	60	24	40	16	100	40
Project	60	24	40	16	100	40

The following are the Distribution of marks for the Continuous Internal Assessment in Theory / Practical papers of UG programmes.

THEORY

EVALUATION OF INTERNAL ASSESSMENT

Test : 15 Marks

Assignment: 05 Marks

Attendance: 05 Marks

Total : 25 Marks

The Passing minimum shall be 40% out of 25 marks (10 marks)

PRACTICAL

EVALUATION OF INTERNAL ASSESSMENT

Test 1 : 15 Marks

Test 2 : 15 Marks

Record : 10 Marks

Total : 40 Marks

The Passing minimum shall be 40% out of 40 marks (16 marks)

PROJECT

EVALUATION OF INTERNAL ASSESSMENT

Review 1 : 10 Marks

Review 2 : 10 Marks

Review 3 : 10 Marks

Pre-Viva : 10 Marks

Total : 40 Marks

The Passing minimum shall be 40% out of 40 marks (16 marks)

4. Passing Minimum:

The Candidates shall be declared to have passed the examination if he/she secures not less than 40 marks in total (CIA mark + Theory Exam mark) with minimum of 30 marks in the End Semester Theory Examinations.

The Candidates shall be declared to have passed the examination if he/she secures not less than 40 marks in total (CIA mark + Practical Exam mark) with minimum of 24 marks in the End Semester Practical Examinations.

5. Submission of Record Note Books for Practical Examinations

Candidates appearing for practical examinations should submit a bonafide record note books prescribed for practical examinations. The candidates failed to submit the record book shall not be permitted to appear for the practical examinations.

6. Project

The following guidelines to be followed for the Project with Viva-voce:

The project should be valued for 60 marks by an external examiner; however the Viva-Voce examination should be conducted by both the external examiner appointed by the College and the internal examiner / guide/teacher concerned.

The Project Report may consist a minimum of 60 pages.

The candidate has to submit the Project Report 20 days before the commencement of the VI Semester Examinations.

A candidate who fails in the Project/Dissertation or is absent may resubmit the report, on the same topic, with necessary modification / correction / improvements in the subsequent Even Semester Examinations for evaluation and shall undergo viva-voce Examination.

7. Note

a) SWAYAM / MOOC – Free Online Education

SWAYAM / MOOC is an instrument for self-actualization providing opportunities for a life-long learning. Here the student can choose from hundreds of courses, virtually every course taught at the college level, offered by the best teachers in India and elsewhere.

The students can choose an online SWAYAM / MOOC course during their period of study which will earn an extra credit and it will be transferred to the academic records of the students.

b) Add-on courses

Students are provided with additional courses during their course of study right from the First year. Students are free to choose the courses. On successful completion of each course, the students will gain one extra credit.

SEMESTER I

Core – I	Business Administration	2019 - 2020
Code: M19UBA01	BUSINESS MANAGEMENT	
Credits: 4		

OBJECTIVES

To enable the students to learn principles, concepts and functions of management and to understand the nature and types of business organizations.

COURSE OUTCOMES

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

CO	Statement	Knowledge Level
CO1	Understand the concepts of business, management aspects and various levels of management	K1
CO2	Analyze the thoughts and contributions of management Philosophers along with the emerging concepts.	K4
CO3	Understand the various organization structures and employees in decision making process.	K2
CO4	Study and observe the process of staffing, directing and to know the various styles of leadership	K3
CO5	Realize the importance of motivation, contribution of Maslow to motivational theories along with the various perspectives of coordinating and controlling.	K3

Unit - I

Introduction- Business- Definition -Objectives of business – Types of Business- Management - Meaning- Scope of Management - Functions of Management - Levels of Management.

Unit-II

Management Thoughts - Contributions of F.W. Taylor, Henry Fayol- Planning - Meaning- Definition -Importance of planning-planning process-types of planning.

Unit - III

Organization – Meaning- Definition -Importance of Organization - Structures of Organization – Meaning- Line and Staff Organization - Decision Making - Definition- process of decision making - types of decision making.

Unit - IV

Staffing - Meaning- Definition -Nature of Staffing - Components of Staffing -Directing - Meaning- Definition -Nature of Directing - Leadership – Definition- Styles of leadership.

Unit - V

Motivation- Meaning-Definition- Importance of motivation- Maslow's need Hierarchy motivation theory. -Coordinating - Need - Techniques of Coordination - Controlling - Meaning - control process.

TEXT BOOKS:

S.no	Title of the book	Author	Publishers	Year of Publication
1.	Business Management	Dr. C.B.Gupta	Sultan Chand & Sons	2 nd edition 2011
2.	Principles of Management	A.Kumudha	Kalyani Publishers	2 nd edition 2012

REFERENCE BOOKS:-

S.no	Title of the book	Author	Publishers	Year of Publication
1.	Essentials of Management	Harold Kootz and Heinz Weihrich	Tata McGraw hill	2014
2.	Principles of management	P C Tripathi, P N Reddy	Mc Graw hill	2016

MAPPING WITH PROGRAMME OUTCOMES

COs	PO1	PO2	PO3	PO4	PO5
CO1	M	M	S	S	M
CO2	S	M	M	S	S
CO3	M	S	M	S	M
CO4	S	S	S	M	S
CO5	S	M	S	S	S

S- STRONG; M-MEDIUM.

Core- II	Business Administration	2019 – 2020
Code: M19UBA02	BUSINESS CORRESPONDENCE	
Credits: 4		

OBJECTIVES

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

COURSE OUTCOMES

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

CO	Statement	Knowledge level
CO1	Understand the importance and barriers of communication with their types	K1
CO2	Recognize the significance of non-verbal communication and to know the write up of various types of business letters with its layout	K2
CO3	Describe the purpose of interpersonal communications and correspondence in business organizations.	K2
CO4	Study the company correspondence with various stakeholders and to know the mode of writing resume	K3
CO5	Realize the importance of good report writing with its types a mandatory part of business practices	K3

Unit - I

Introduction- Communication - Meaning- Definition - objectives of Communication - types of Communication – Importance of Communication –Principles of Communication - Barriers of Communication.

Unit - II

Business letters-. Meaning- Definition -kinds of Business letters –Essentials of effective Business letters- layout of Business letters-Enquires of Business letters -Replies of Business letters- offers of Business letters .

Unit - III

Quotations of Business letters -Collection letters - Meaning- Stages of Collection letters – circular letter -Meaning - Stages of circular letter.

Unit - IV

Bank correspondence – meaning- types of Bank correspondence- Agency correspondence - applications for appointment-Resume writing.

Unit - V

Report writing - meaning - importance -characteristics of a good report -types of report.

TEXT BOOKS:

S.no	Title of the book	Author	Publishers	Year of Publication
1.	Business Correspondence	Rajendrapal & koralahalli	Sultan Chand & Sons	3 rd edition 2014
2.	Basic principles of Communication	C.B. Gupta	Sultan Chand & Sons	2 nd edition 2014

REFERENCE BOOKS:

S.no	Title of the book	Author	Publishers	Year of Publication
1.	Business communication	RSN Pillai	Margham Publications	3 rd edition 2013
2.	Business communication	Balasubramanian	Vikas Publishing House Pvt.,Ltd.,	3 rd edition 2011

MAPPING WITH PROGRAMME OUTCOMES

COS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	S
CO2	S	M	S	M	S
CO3	S	M	M	M	M
CO4	S	S	S	M	M
CO5	S	M	S	S	S

S- STRONG; M-MEDIUM.

ALLIED -I	Business Administration	2019 - 2020
Code: M19UCMA05	FINANCIAL & COST ACCOUNTING	
Credits: 4		

OBJECTIVES:

To enable the students to understand the need for making adjustments while preparing final accounts of a sole trader and to facilitate the students to convert incomplete records into systematic accounting.

COURSE OUTCOMES

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

CO	Statement	Knowledge level
CO1	Understand about accounting. To know the objectives, concepts of accounting.	K1
CO2	Familiarize the accounting procedure for journal and balancing the ledger accounts.	K2
CO3	Prepare trial balance. To find out Trading a/c, profit and loss a/c and balance sheet.	K2
CO4	Study cost accounting. To prepare cost sheet and to know the objectives of cost accounting.	K3
CO5	Realize the importance of material issues in FIFO, LIFO and methods of stock level.	K3

Unit 1

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

Unit II

Journals- Meaning- 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.(Simple problems)

Unit III

Trial Balance – Meaning- Final Accounts –trading accounts-profit &loss account-balance sheet (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.

Note: (40% Problem & 60% Theory)

TEXT BOOKS:

S.no	Title of the book	Author	Publishers	Year of Publication
1.	Financial Accounting,	Reddy & Murthy	Margham Publications,	2013.
2.	Cost Accounting,	T.S.Reddy & Hariprasad Reddy	Margham Publication,	2014

REFERENCE BOOKS:

S.no	Title of the book	Author	Publishers	Year of Publication
1.	Cost Accounting,	Jain and Narang	Sultan Chand Publications,	2015
2.	Financial Accounting	Mohan Juneja C	Kalyani Publishers	2013
3.	Financial Accounting	S P Jain and Narang	Kalyani Publishers	2016

MAPPING WITH PROGRAMME OUTCOMES

COS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	S	S
CO2	S	M	S	S	S
CO3	S	S	M	S	S
CO4	S	S	S	M	S
CO5	S	M	S	M	S

S- STRONG M-MEDIUM

மதிப்புக் கல்விப்பாடம்
(ஏயடரந நுனரஉயவழை)
மனவளக்கலை யோகா (ஆ19ருஏநு01:.)

பாடநோக்கம்

இளம் வயது முதல், உடல், மனம் இரண்டையும் பக்குவமாக வைத்துக் கொள்ள வேண்டியதன் அவசியத்தை மாணவர்களுக்கு உணரச் செய்தல்.

அலகு 1

யோகமும் உடல்நலமும்

உடலமைப்பு - எளியமுறை உடற்பயிற்சி - மகராசனம் - யோகாசனங்கள்

அலகு 2

இளமைகாத்தல் - பாலுணர்வும் ஆன்மீகமும் - மனதின் 10 படிநிலைகள் - மன அலைச்சுழல்.

அலகு 3

குணநலப்பேறு

வாழ்வின் நோக்கம் - எண்மை ஆராய்தல் - ஆசை சீரமைத்தல் - சினம் தவிர்த்தல்.

அலகு 4

கவலை ஒழித்தல் - வாழ்த்தும் பயனும் - நட்பு நலம் - தனிமனித அமைதி.

அலகு 5

செயல்விளைவுத் தத்துவம் - மனத்தூய்மை, வினைத்தூய்மை - அன்பும் கருணையும் - பண்பாட்டுக் கல்வி.

பாடநூல்: 'மனவளக்கலை

யோகா' உலக
சமுதாய சேவா சங்கம்
வேதாத்திரி பதிப்பகம்
156, காந்திஜி ரோடு
ஈரோடு - 638 001.
போன்: 0424 - 2263845.

பார்வை நூல்கள்:

மனவளக்கலை யோகா -ஐ - உலக சமுதாய
சேவா சங்கம் மனவளக்கலை யோகா -ஐஐ-
வேதாத்திரி பதிப்பகம் மனவளக்கலை யோகா -
ஐஐஐ-156, காந்திஜி ரோடு எளிமுறை
உடற்பயிற்சி - ஈரோடு - 638 001.
யோகப்பயிற்சிகள் - போன்: 0422-2263845

SEMESTER II

Core –III	Business Administration	2019-2020
Code: M19UBA03	EXPORT AND IMPORT PROCEDURES	
Credits:4		

OBJECTIVES:

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

COURSE OUTCOMES

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

CO	Statement	Knowledge level
CO1	Know the basic procedure for EXIM documentation framework.	K1
CO2	Understand the rules and regulations of foreign exchange and pre- shipment.	K2
CO3	Know the need for custom clearance, regulatory documents and the importance of export license.	K2
CO4	Study about the importance of export order and world shipping structure.	K3
CO5	Maintain the record of import documentation procedure, incentives, import license and guidelines.	K3

UNIT I

Export –meaning-types of Exporters - Export Documentation Framework – commercial Document – regulatory Document- auxiliary commercial Document- commercial invoice - Bill of Lading –bill of exchange.

UNIT II

Foreign Exchange Regulations and Formalities – functions-kinds- spot-forward- Pre – Shipment –stages of Pre – Shipment-factors influencing export pricing decisions-social factors-political factors-trade agreements.

UNIT III

Custom Clearance of Export and Import Cargo – stages of Custom Clearance – Document requirements-methods of payment for export – advance payment-open account –letter of credit. Regulatory Documents – Bill of Lading – Export License.

UNIT IV

Export Order- meaning-contents of Export Order –Essentials of Export Order -World Shipping- meaning –Terms of Shipping –FOB-CFR-CIF-Liners – Tramps.

UNIT V

Import Documentation– meaning -Import Procedure –Registration-Applications-guidelines for Import- Import Licensing- meaning.

TEXT BOOKS:

S.no	Title of the book	Author	Publishers	Year of Publication
1.	Export Management,	Kumar N. & Mittal	Anmol Publication Pvt. Ltd	2002
2.	Export And Import Documentation And Procedures	Dr.Senthilvelmurugan Dr. S.Mahalakshmi	MJP Publishers	2013

REFERENCE BOOKS:

S.no	Title of the book	Author	Publishers	Year of Publication
1.	Export Management,	T A S Balagopal	Himalaya Publishers	2000

MAPPING WITH PROGRAMME OUTCOMES

COS	PO1	PO2	PO3	PO4	PO5
CO1	M	S	M	M	S
CO2	M	S	M	S	S
CO3	M	S	S	M	S
CO4	M	S	M	S	S
CO5	S	M	S	S	S

S- STRONG M-MEDIUM

Core – IV	Business Administration	2019 - 2020
Code: M19UBA04	OFFICE MANAGEMENT	
Credits: 4		

OBJECTIVES:

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

COURSE OUTCOMES

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

CO	Statement	Knowledge level
CO1	Determine the clarity picture about modern office. To know the qualities of office manager and their functions.	K1
CO2	Find out the layout of office according to recent trends in office environment.	K2
CO3	Identify the various office forms in form designing, office stationery and to control of office stationery.	K2
CO4	Maintain the records of office, their filing system and the various methods of filing.	K3
CO5	Realize the importance of office appliances, equipments and internet. To know about the centralized and decentralized correspondence.	K3

Unit I

Office - Meaning -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 - Centralized and Decentralized Correspondence - Handling of Inward and Outward Mails .

TEXT BOOK:

S.no	Title of the book	Author	Publishers	Year of Publication
1.	Office Management	Ghosh, P.K.	Sultan Chand & Sons	3 rd edition 2008
2.	Office Management	Pillai R.S.N	S Chand	2010

REFERENCE BOOKS:

S.no	Title of the book	Author	Publishers	Year of Publication
1.	Office Management	Chopra, R.K. and Ankita Bhatia	Himalaya Publishers	2 nd edition 2015
2.	Office Organisation and Management	Gupta, C.B.	Sultan Chand & Sons	2011

MAPPING WITH PROGRAMME OUTCOMES

COS	PO1	PO2	PO3	PO4	PO5
CO1	M	S	M	M	S
CO2	S	M	M	S	S
CO3	M	S	M	S	S
CO4	M	S	M	M	S
CO5	S	M	S	S	S

S- STRONG M-MEDIUM

SEMESTER II

Allied course - II		2019 - 2020
Code:M19UECA02	INDIAN ECONOMY	
Credit: 4		

Objectives

To facilitates the students for understanding of underdeveloped economy characteristics and determinants and to help the students to gain knowledge on economic planning and five years planning.

Course Outcomes

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

CO	Statement	Knowledge Level
CO1	Indicate the characteristics and causes of underdeveloped economy	K1
CO2	Bring out the reasons for population growth	K2
CO3	Describe the position of agriculture	K4
CO4	Indicate the role of various industries in economic development.	K1
CO5	Develop the significances of five year planning	K3

Unit – I

Introduction– Meaning, characteristics and causes of under development – Determinants of economic development – economic and non economic factors – concepts of growth and development.

Unit- II

Human resources – Population growth as a retarding factor– Theory of demographic transition- consequences of population growth in underdeveloped countries – Population in India – Remedial Measures – Population policy- Poverty - Poverty in India.

Unit – III

Agriculture – Features – Role of Agriculture – Agricultural Productivity and reforms – Food Problem – Green revolution.

Unit – IV

Industrialization – Role of Industries in economic development – major industries – Iron & steel, cotton, textiles, sugar – Cottage and Small scale industries – Industrial sickness – Industrial relation –Industrial Policy – 1948 and 1991.

Unit – V

India's foreign trade and balance of payments - Objectives of GATT & WTO – Inflation- Meaning, Causes, types and control measures of inflation.

TEXT BOOKS:

S.No	Title of the Book	Author	Publisher	Year of Publication
1	Indian Economy	Sankaran,S	Margham Publications, Chennai -17	2019

REFERENCE BOOKS:-

S.No	Title of the Book	Author	Publisher	Year of Publication
1	Indian Economics	Sundharam, K.P.M. and Sundharam.,E.N.,	Sultan chand and Sons, New Delhi-2	2018
2.	Economic development and planning	Jheingam. M.L	Vrinda publications	2014

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
C01	M	S	M	M	M
C02	M	M	M	M	M
C03	M	S	M	S	S
C04	M	S	M	S	S
C05	S	S	M	S	S

S- Strong; **M**-Medium.

Common Paper for all Under Graduate

Paper Code : M19UES01

Environment Studies

Unit – I – Fundamentals

Environment – Definition, Scope, Structure and Function of Ecosystems – Producers, Consumer and Decomposers – Energy Flow in the Ecosystem – Ecological Succession – Food Chain, Food Webs and Ecological Pyramids – Concept of Sustainable Development.

Unit – II – Natural Resources

Renewable Resources – Air, Water, Soil, Land and Wildlife resources, Non-Renewable Resources, Coal, Oil and Natural Gas, Environment problems related to the extraction and use of Natural Resources.

Unit – III – Biodiversity

Biodiversity – Definition – Values – Consumption use, Production Social, Ethical, Aesthetic and Option Values Threats to Biodiversity – Hotspots of Biodiversity – Conservation of Biodiversity: In-situ, Ex-situ, Bio-Wealth National and Global Level.

Unit – IV – Environmental Pollution

Definition – Causes, Effects and Mitigation Measures – Air, Water, and Soil Pollution, Noise Pollution, Thermal pollution, Nuclear Hazards, Solid Wastes, Acid Rain, Climate change and Global Warming, Environmental Laws and Regulations in India – Earth summit.

Unit – V – Pollution and Environment

Population Explosion – Environment and Human Health – HIV/AIDS – Women and Child Welfare – Resettlement and rehabilitation of people, Role of Information Technology in Environmental Health – Environment Awareness,

Environmental Awareness, Environment Disaster Management – Fire Safety and Prevention.

SEMESTER - III

Core-V	Business Administration	2019-2020
Code: M19UBA05	PRODUCTION MANAGEMENT	
Credits:5		

OBJECTIVES:

To enable the students to understand the various process of productions and to be aware of techniques of Operations Management.

COURSE OUTCOMES

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

CO	Statement	Knowledge level
CO1	Know about production and the role of production manager.	K1
CO2	Understand the objectives and the various stages to be followed in production.	K2
CO3	Identify clearly about plant location, equipment selection and the production planning.	K2
CO4	Study and observe maintenance, quality control and the work study.	K3
CO5	Realize the importance of store keeping, materials handling and the warehousing.	K3

Unit I

Production management - meaning- Definition -Scope of Production management- functions of Production management - responsibilities of a production manager.

Unit II

Production systems -meaning- Definition - methods - Product design – meaning - types of design- Production planning and control-objectives - Functions of Production planning and control

Unit III

Plant location - meaning- Definition - importance of Plant location –factors influencing of Plant location - Plant layout - meaning- Definition-characteristics - steps-types of Plant layout.

Unit IV

Materials management - meaning- Definition - objectives of Materials management –Functional areas of Materials management -Inventory control-meaning- Definition- EOQ and ABC analysis.

Unit V

Maintenance management - meaning- Definition –system of Maintenance management-cycle of Maintenance management - Quality control - -meaning- Definition - objectives of Quality control - techniques of Quality control -types of control charts.

TEXT BOOKS:

S.no	Title of the book	Author	Publishers	Year of Publication
1.	Production & Material Management	P.Saravanel & Sumathi	Margham publication	2005
2.	Production and Operations Management	PanneerselvamR	Prentice HallSecond Edition	2014

REFERENCE BOOKS:

1	Title of the book	Author	Publishers	Year of Publication
1.	Essentials of Production Management	K. Aswathappa,	Himalaya Publication	2011
2.	Operations Management, (Theory and Problems)	Joseph G Monks	McGraw I-Hill International	2010

MAPPING WITH PROGRAMME OUTCOMES

COS	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	M	S
CO2	S	M	S	M	M
CO3	M	S	M	S	M
CO4	S	S	S	M	S
CO5	S	S	S	S	S

S- STRONG M-MEDIUM

Core - VI	Business Administration	2019 - 2020
Code: M19UBA06	BUSINESS LAW	
Credits: 4		

OBJECTIVES:

To enlighten the students with the elements of general contract and special contracts enable the students and deal with various contracts in his day-to-day life, be it for his business or profession.

COURSE OUTCOMES

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

CO	Statement	Knowledge level
CO1	Enlighten about the legal knowledge of business contract. To know offer, acceptance and capacity of the parties to the contract.	K1
CO2	Understand the importance of free consent and the purpose of discharge of contract, remedies for breach of contract.	K2
CO3	Know about bailment. To identify the difference between the pledge and mortgage.	K2
CO4	Study about law of sale of goods. To observe the importance of CAVEAT EMPTOR.	K3
CO5	Realize the importance of agency, their duties and liabilities.	K3

Unit I

Business law- Meaning –Definition - Contract- Meaning –Definition -Nature of contract - kinds of contracts - Offer – Meaning- types-acceptance- Meaning - rules of acceptance.

Unit II

Free consent – Meaning – Definition -capacity of party - Discharge of contract – Meaning – modes of Discharge of contract -Remedies for breach of contract- Meaning .

Unit III

Bailment – Meaning –Definition –essentials of Bailment- rights & duties of bailor & bailee- pledge – Meaning –Definition –difference between bailment and pledge- mortgage- Meaning –Definition –types of mortgage.

Unit IV

Law of Sale of goods - Meaning - essentials Law of Sale of goods -Difference between sale and agreement to sell – CAVEAT EMPTOR - Transfer of property.

Unit V

Agency - Meaning –Definition -Kinds of agent - Duties of an agent -Liabilities of an agent.

TEXT BOOKS:

S.no	Title of the book	Author	Publishers	Year of Publication
1.	Business Law	J.Jayashankar	Margham publications	2016
2.	Business law	N.D.Kapoor,	Sultan Chand & Sons	2013

REFERENCE BOOKS:

S.no	Title of the book	Author	Publishers	Year of Publication
1.	Business Law	Pillai R.S.N.& Baghavathi,	Sultan Chand & Sons	2014

MAPPING WITH PROGRAMME OUTCOMES

COS	PO1	PO2	PO3	PO4	PO5
C01	M	S	M	M	S
C02	S	M	M	S	M
C03	S	M	M	S	S
C04	M	S	S	M	S
C05	S	M	S	M	S

S- STRONG M-MEDIUM

Core - VII	Business Administration	2019-2020
Code: M19UBA07	FINANCIAL MANAGEMENT	
Credit : 4		

OBJECTIVES:

To enable the students to understand the meaning, objective and scope of financial management and to aware of financial planning, control, capital structure and financial information system.

COURSE OUTCOMES

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

CO	Statement	Knowledge level
CO1	Understand the concepts of finance, functions aspects and managerial role.	K1
CO2	Determine and analyze the importance of capital budgeting along with the method of leverages.	K2
CO3	Apply and approach the various theories of capital structure and the factors determining the capital.	K2
CO4	Study and observe the determinants of cost of capital along with their various types.	K3
CO5	Realize the importance of working capital management and their estimation of working capital.	K3

UNIT - I

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

UNIT - II

Capital budgeting – importance of capital budgeting (simple problems only).Leverages – meaning- types of Leverage– importance of leverages (simple problems only).

UNIT – III

Capital structure –Meaning-theories of Capital structure– Net income Approach – Meaning-Importance of Net Income Approach-Net operating income approach – Meaning-Importance of operating income approach -Net Modigliani Miller Approach – factors determining capital structure (theory only).

UNIT- IV

Cost of capital – Meaning -concept of 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 of Working capital – types of Working capital – factors determining working capital -estimation of working capital (simple problems only).

NOTE : Theory : 60% : Problem : 40%

TEXT BOOKS:

S.no	Title of the book	Author	Publishers	Year of Publication
1.	Financial Management	Dr. A.Murthy	Margam Publishing House	2007
2.	Financial Management	A. N.Sridhar	Shroff Publishers and Distributors	2012

REFERENCE BOOKS:

S.no	Title of the book	Author	Publishers	Year of Publication
1.	Financial Management	I.M. Pandey	Vikas Publishing	2009
2.	Financial Management	Kulkarni & Sathya Prasad	Vikas Publishing	2009

MAPPING WITH PROGRAMME OUTCOMES

COS	PO1	PO2	PO3	PO4	PO5
CO1	M	M	S	S	S
CO2	S	M	M	S	S
CO3	M	S	M	S	S
CO4	S	S	S	M	S
CO5	S	M	S	M	M

S- STRONG M-MEDIUM

Core -VII	Business Administration	2019 - 2020
Code: M19UBA08	ORGANIZATIOANL BEHAVIOUR	
Credits: 4		

OBJECTIVES:

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

COURSE OUTCOMES

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

CO	Statement	Knowledge level
CO1	Identify the determinants of personality and to know about the theories of organization by experimenting with Hawthorne studies	K1
CO2	Recognize how the individuals attitude, perception and behavior at workplace could bring impact on organizational performance	K2
CO3	Describe the concepts and Morale in connection with the job satisfaction to overcome the workplace stress	K2
CO4	Explore the styles of leadership with the distribution of the powers and authority limits	K3
CO5	Realize the importance of change among employees resistance to change, that influences the organization development by providing counseling	K3

Unit I

Meaning & Scope of organizational Behaviour -Theories of organization Behaviour - classical - Neo classical and modern theories - Hawthorne experiments and their importance.

Unit - II

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

Unit - III

Morale - Meaning- Definition - benefits of Morale - measurements, job satisfaction- meaning – factors of job satisfaction - stress - Meaning- Definition -managing stress – causes of stress -types of stress.

Unit - IV

Leadership-Meaning-Definition-Styles of Leadership - qualities of Leadership-Authority - Meaning - merits and demerits of Authority.

Unit - V

Organizational change - meaning - nature of Organizational change - causes of change - resistance to change - Organizational Development - meaning -Techniques of Organizational Development - counseling -meaning - types of counseling.

TEXT BOOKS:

S.no	Title of the book	Author	Publishers	Year of Publication
1.	Organizational Behaviour	L.M. Prasad	Sultan Chand & Sons	3 rd editin2014
2.	Organizational Behaviour	Fred Luthans	Mc Graw Hill	4 th edition2014

REFERENCE BOOKS:

S.no	Title of the book	Author	Publishers	Year of Publication
1.	Organizational Behaviour	Khanka	S. Chand	3 rd edition 2013
2.	Organizational Behaviour	J. Jayashankar	Margham Publications	2 nd edition 2014

MAPPING WITH PROGRAMME OUTCOMES

COS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	S
CO2	S	M	S	S	S
CO3	S	M	M	M	S
CO4	S	S	S	M	M
CO5	S	M	S	S	S

S- STRONG M-MEDIUM

ALLIED –III	Business Administration	2019 - 2020
Code: M19USTA03	BUSINESS STATISTICS	
Credits: 4		

OBJECTIVES

The purpose of this course is to provide a quantitative analysis of the problem. It covers the basic concepts and introduces common measures of central tendency, variability and frequently used graphs and charts, Correlation and Regression to beginners in simple and interesting manner. Learning the basic concept which aims to resolve the real life problems.

COURSE OUTCOMES

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

CO	Statement	Knowledge Level
CO1	Learn the Measures of Central tendency.	K2
CO2	Understand the Measures of Dispersion.	K2
CO3	Obtain the Correlation analysis in real life situations.	K3
CO4	Obtain the Time Series Analysis in practical life.	K3
CO5	Applications of Index Numbers and apply real life situations.	K4

UNIT – I

Measures of Central tendency – Arithmetic mean, Median and Mode, Weighted AM-Combined AM –Relation between AM, Median and Mode

UNIT – II

Measures of Dispersion - Range – Quartile Deviation – Mean Deviation – Standard Deviation – (Simple problems & Business Applications only)

UNIT – III

Correlation analysis – Types of Correlation – Calculation – Rank Correlation without tie in ranks – Regression – Regression lines.

UNIT – IV

Time Series Analysis – Components – Measurement of trend – Graphical method – Method of Semi average – Method of Moving average (Simple problems and Business applications only)

UNIT – V

Index Numbers – Simple Aggregative method – Weighted Aggregative Indices – Laspeyre's, Paasche's, Bowley's & Fisher's method.

TEXT BOOKS:

S.no	Title of the book	Author	Publishers	Year of Publication
1.	Statistical Methods	Gupta, S.C and Kapoor, V.K	Sultan Chand & Sons, New Delhi.	2004
2.	Business Statistics	P.A. Navnitham	Jai Publications	2006

REFERENCE BOOK:

S.no	Title of the book	Author	Publishers	Year of Publication
1.	Statistics for Beginners	Vijaya Krishnan	Atlantic Books	2011

MAPPING WITH PROGRAMME OUTCOMES

Cos	PO1	PO2	PO3	PO4	PO5
CO1	M	S	M	S	M
CO2	S	S	S	M	S
CO3	M	M	S	S	M
CO4	M	S	S	M	S
CO5	S	S	S	M	S

S- STRONG M-MEDIUM

SEC – 01	Business Administration	2019-2020
Code: M19UBAS01	BUSINESS PRACTICAL	
Credits : 2		

OBJECTIVES:

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

COURSE OUTCOMES

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

CO	Statement	Knowledge level
CO1	Understand the importance of entry pass, gate pass - debit and credit notes in business.	K1
CO2	Learn the filling up of pay in slips - demand draft application and preparation of vouchers.	K2
CO3	Understand about filling up of account opening forms for SB account, current account and FDR's.	K2
CO4	Study the filling up loan application forms and deposit challan.	K3
CO5	Understand the preparation of an advertisement copy, collection of advertisement in dailies and journal.	K3

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 membership in 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.

MAPPING WITH PROGRAMME OUTCOMES

COS	PO1	PO2	PO3	PO4	PO5
CO1	M	S	M	M	S
CO2	S	M	S	S	S
CO3	M	S	M	S	S
CO4	S	S	S	M	M
CO5	S	M	S	M	S

S- STRONG M-MEDIUM

SEMESTER IV

Core - IX	Business Administration	2019 - 2020
Code: M19UBA09	MANAGEMENT ACCOUNTING	
Credits: 5		

OBJECTIVES:

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

COURSE OUTCOMES

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

CO	Statement	Knowledge level
CO1	Know the need for management accounting. To identify the purpose of management accounting.	K1
CO2	Understand the preparation of fund flow analysis and to find out the schedule of changes in working capital.	K2
CO3	Estimate and find out the accounting ratios both in short term and long term solvency ratios.	K2
CO4	Study about budgeting in different methods with solving problems in production, sales and cash budget.	K3
CO5	Study about marginal costing and find out profit volume ratio and BEP.	K3

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. (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 - Sales budget - Cash budget .(Simple problems)

UNIT V

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

Note: (40% Problem & 60% Theory)

TEXT BOOKS:

S.no	Title of the book	Author	Publishers	Year of Publication
1.	Management Accounting	Reddy T.S., & Hariprasad Reddy	Margham Publication	2014
2.	Principles of Management Accounting	Pillai R.S.N.& Bagavathi	Sultan Chand & Sons	2006

REFERENCE BOOKS:

S.no	Title of the book	Author	Publishers	Year of Publication
1.	Management Accounting	Maheswari.S.N	Sultan Chand & Sons	2014
2.	Management Accounting	Khan M.Y. & Jain P.K.,	Tata McGraw Hill	2005
3.	Cost and Management Accounting	Shashi.K.Gupta and R.K.Sharma	Kalyani Publishers	2017

MAPPING WITH PROGRAMME OUTCOMES

COS	PO1	PO2	PO3	PO4	PO5
CO1	M	S	M	M	S
CO2	S	M	S	M	S
CO3	M	S	M	S	S
CO4	S	S	S	M	S
CO5	S	S	S	S	S

S- STRONG M-MEDIUM

Core – X	Business Administration	2019 - 2020
Code: M19UBA10	COMPANY LAW	
Credits: 4		

OBJECTIVES:

To picturise the students about the formation of a company, memorandum of association, articles of association etc and to portray the company management, appointment, rights and duties of managerial personnel.

COURSE OUTCOMES

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

CO	Statement	Knowledge level
CO1	Know about the companies. To know the importance of private and public companies.	K1
CO2	Study about the formation of company, role of promoters.	K2
CO3	Understanding about prospectus, shares and kinds of debentures.	K2
CO4	Knowing the appointment, rights and duties of company management and the importance of agenda.	K3
CO5	Realize the nature of winding of company along with its types.	K3

Unit I

Company- Meaning - definition of company - characteristics - lifting on corporate veil - incorporation of company - commencement of business - certificate of incorporation - kinds of companies - difference between private and public companies.

Unit II

Formation of company - role of promoters - memorandum of association - its contents - alteration of memorandum of association - doctrine of Ultra vires - articles of association - contents.

Unit III

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

Unit IV

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

UNIT V

Winding up of a company - types of winding up - compulsory winding up - voluntary winding up – creditors –members voluntary winding up .

TEXT BOOKS:

S.no	Title of the book	Author	Publishers	Year of Publication
1.	Company Law	Kapoor N.D	Sultan Chand & Sons	2004 Revised 2017
2.	Company Law	J. Santhi	Margham Publications, Chennai	2013

REFERENCE BOOKS:

S.no	Title of the book	Author	Publishers	Year of Publication
1.	Textbook of Industrial Law	Chawla R.C. & Garg K.C	Kalyani Publishers	2001
2.	Company Law and Practice	G K Kapoor Sanjay Dhamija	Taxmann's	2013 Revised 2016

MAPPING WITH PROGRAMME OUTCOMES

COS	PO1	PO2	PO3	PO4	PO5
CO1	M	S	M	M	S
CO2	S	M	S	S	S
CO3	M	S	M	M	S
CO4	S	S	S	S	S
CO5	S	M	S	S	S

S- STRONG M-MEDIUM

Core –XI	Business Administration	2019-2020
Code: M19UBA11	MARKETING MANAGEMENT	
Credits : 4		

OBJECTIVES:

To make the students to understand the elements of the complex world of marketing and imbibe the students with need of marketing science in the modern business world.

COURSE OUTCOMES

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

CO	Statement	Knowledge level
CO1	Study about marketing. To know the importance of marketing mix and their functions.	K1
CO2	Know the importance of market segmentation. To study about the functions of branding, packaging and labeling.	K2
CO3	Estimate the level of pricing with their different types and objectives.	K2
CO4	Understand about sales promotion. To familiarize the different channel of distribution and the kinds of middlemen.	K3
CO5	Study about advertising. To know the difference between advertising and personal selling.	K3

UNIT I

Definition of market- Marketing Management - Role of Marketing – marketing functions- marketing mix – Marketing Environment –components.

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:

S.no	Title of the book	Author	Publishers	Year of Publication
1.	Marketing Management	N Rajan Nair, Sanjith R Nair	Sultan Chand & Sons	2017
2.	Marketing Management	Dr.A.Kumudha and J.Deepa	Kalyani Publishers	2016

REFERENCE BOOKS:

S.no	Title of the book	Author	Publishers	Year of Publication
1.	Marketing Management	Ramasamy and S. Namakumari	Mc Million Ltd.,	2013
2.	A Framework for Marketing Management	Philip Kotler and Kevin Lane Keller	Third edition, Pearson Education, New Delhi.	2015
3.	Principles of Marketing	C.B.Gupta	Sultan Chand & Sons, New Delhi	2013

MAPPING WITH PROGRAMME OUTCOMES

COS	PO1	PO2	PO3	PO4	PO5
CO1	M	S	M	M	S
CO2	S	M	S	M	S
CO3	M	S	M	M	S
CO4	S	S	M	S	S
CO5	S	M	S	M	S

S- STRONG M-MEDIUM

Core -XII	Business Administration	2019-2020
Code: M19UBA12	HUMAN RESOURCES MANAGEMENT	
Credits : 4		

OBJECTIVES:

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

COURSE OUTCOMES

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

CO	Statement	Knowledge level
CO1	Know about the HRM their importance and functions.	K1
CO2	Understand about human resource planning, their objectives and process.	K2
CO3	Getting aware of recruitment, selection and Interview.	K2
CO4	Know about the need of performance appraisal and their modern methods.	K3
CO5	Know about the importance of transfer, promotion and Termination.	K3

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 Manpower Planning – Process of Manpower Planning – Uses and Benefit of Manpower Planning.

UNIT – III

Recruitment and Selection – Source of Recruitment Selection of Employee – Difference between recruitment and selection.

UNIT – IV

Procedures for selection – tests – interviews – types of interview – Process of conducting interview - checking of references – final selection.

UNIT – V

Performance Appraisal — modern methods –Training and Development – Importance of training employee – Methods of training.

TEXT BOOKS:

S.no	Title of the book	Author	Publishers	Year of Publication
1.	Human Resource management.	J. Jaya sankar	Margham Publications	2013
2.	Personnel and Human Resource Management .	Subba Rao. P,	Himalaya Publishing	2010

REFERENCE BOOKS:

S.no	Title of the book	Author	Publishers	Year of Publication
1.	Human Resource Management Text and cases	S.S .Khanka	S Chand Company private limited	2013
2.	Human resource Management	C.B. Gupta	Sultan Chand & sons.	2011
3.	Human Resource Management	L.M. Prasad	Sultan Chand & sons.	2010

MAPPING WITH PROGRAMME OUTCOMES

COS	PO1	PO2	PO3	PO4	PO5
C01	M	S	S	M	S
C02	M	S	M	M	S
C03	S	S	M	S	M
C04	S	M	S	S	S
C05	S	S	S	S	S

S- STRONG M-MEDIUM

Allied -IV	Business Administration	2019 - 2020
Code: M19USTA05	OPERATIONS RESEARCH	
Credits: 4		

OBJECTIVES

To portray the students about the decision making process through operations research models and could solve the business problems through graphical methods.

COURSE OUTCOMES

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

CO	Statement	Knowledge level
CO1	Understand the operation research models and its applications	K1
CO2	Get the importance of solving business problems by using linear programming and graphical methods	K2
CO3	Find out the feasible solutions by using transportation models	K3
CO4	Know about the formulation of assignment problems and solutions	K3
CO5	Know about the applications of Baye's theorem and decision making	K3

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.

TEXT BOOKS:

S.no	Title of the book	Author	Publishers	Year of Publication
1.	Operations Research	V. K. Kapoor	Sultan Chand & Sons	2014
2.	Introduction to Operations Research	Vital P.R	Margham Publications	2011

REFERENCE BOOK:

S.no	Title of the book	Author	Publishers	Year of Publication
1.	Operations Research	P. K. Man Mohan	Sultan Chand & Sons	2011

MAPPING WITH PROGRAMME OUTCOMES

COS	PO1	PO2	PO3	PO4	PO5
CO1	M	M	S	S	M
CO2	S	S	S	S	S
CO3	M	S	M	M	M
CO4	S	S	S	M	S
CO5	S	M	S	S	S

S- STRONG M-MEDIUM

SEC -II	Business Administration	2019-2020
Code: M19UBAS02	SEC PRACTICAL -II - IN PLANT TRAINING	
Credits:2		

OBJECTIVES:

To have exposure about the practical training in Industry Unit and to collect the information's about the various departments.

COURSE OUTCOMES

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

CO	Statement	Knowledge level
CO1	Have exposure about the practical training in Industry Unit	K1
CO2	Enable them to acquaint the procedure and practice of company	K2
CO3	Able to collect the information's about the various departments	K2
CO4	Recognize and finalization of the reports of the departments	K3

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

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 tourism industries and financial institutions.

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

Candidates should submit the attendance certificate from the institution having attended the training for 2 weeks.

Industrial training reports shall be prepared by the students under the supervision the faculty of the department.

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.

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

Practical viva - voce examination will be conducted with internal & External examiners at the end of the 4th semester.

MAPPING WITH PROGRAMME OUTCOMES

COS	PO1	PO2	PO3	PO4
CO1	S	M	M	S
CO2	S	M	S	M
CO3	M	S	M	S
CO4	S	M	M	S

S- STRONG M-MEDIUM

SEMESTER V

Core –XIII	Business Administration	2019-2020
Code: M19UBA13	BUSINESS RESEARCH METHODS	
Credits : 4		

OBJECTIVES:

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

COURSE OUTCOMES

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

CO	Statement	Knowledge level
CO1	Know about marketing and the processes to be followed in marketing research.	K1
CO2	Understand about data collection through both primary and secondary data.	K2
CO3	Adopt sampling methods regarding probability and non-probability sampling.	K2
CO4	Know the nature of product research and to know how to be followed in advertising research.	K3
CO5	Understand about motivation behind research and the process to be followed in good report.	K3

UNIT I

Marketing Research – meaning- Definition –Nature of Marketing Research – Scope of Marketing Research - objectives of Marketing Research - Marketing Research process.

UNIT II

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

UNIT III

Sampling Methods -meaning- Definition - types of Sampling Methods -probability Sampling - Non - probability sampling - Sampling problems.

UNIT IV

Product Research - meaning- Definition –Nature of Product Research –importance of Product Research -Advertising Research -meaning- Definition –Nature of Advertising Research-types of Advertising Research.

UNIT V

Motivation Research- meaning- Definition -Sale Control Research - meaning-Definition- Report- meaning-essentials of good report - Preparation of a Research Report.

TEXT BOOKS:

S.no	Title of the book	Author	Publishers	Year of Publication
1.	Marketing Research	Sharma D.D	Himalaya Publishing	2005
2.	Marketing Research	Dr.p.Ravilochanan	Margham publication	2012

REFERENCE BOOKS:

S.no	Title of the book	Author	Publishers	Year of Publication
1.	Marketing Research	Paul E. Green & Donald S. Tull	PHI Learning Private Limited	2009
2.	Marketing Research	Naresh k.Malhotra Satvabhushan Dash	Pearson	2015

MAPPING WITH PROGRAMME OUTCOMES

COS	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	S	S
CO2	S	M	S	S	S
CO3	M	S	S	S	S
CO4	S	S	S	M	S
CO5	S	S	S	M	S

S- STRONG M-MEDIUM

Core –XIV	Business Administration	2019 - 2020
Code: M19UBA14	ENTREPRENEURIAL DEVELOPMENT	
Credits: 4		

OBJECTIVES:

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

COURSE OUTCOMES

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

CO	Statement	Knowledge level
CO1	Know the role of entrepreneurs in economic development	K1
CO2	Analyze the feasibility study of project management and appraisal methods	K2
CO3	Study about the contribution of financial institutions and the role of commercial banks in financing the entrepreneurs	K2
CO4	Provides the understanding of regulation and revival of sick units.	K3
CO5	Provides entrepreneurial guidelines to overcome the problems and to study the contribution of women and rural entrepreneurs	K3

Unit - I

Introduction-Entrepreneur- Meaning- Definition –objectives of Entrepreneur – types of Entrepreneur – functions of Entrepreneur -qualities of entrepreneurs – Entrepreneurial Development in India – Role of entrepreneurs in economic development .

Unit - II

Entrepreneurial Development Programme [EDP]- Meaning -Phases of EDP - Training and development of entrepreneurs.

Unit - III

Project- Meaning –types of Project –contents of Project -project identification - Meaning - project feasibility- Meaning -project appraisal methods -project design -Financing Entrepreneurs – Role of IFC, IDBI, ICICI, SIDBI,SFC, TIIC.

Unit - IV

Promoting enterprises – Small scale industries(SSi) - Role and growth of SSI - incentives and concessions of Small scale industries – sickness of Small scale industries - causes and remedies of Small scale industries.

Unit - V

Institutions and development of entrepreneurs - Role of DIC, SISI, SIDCO, TCO – women entrepreneurs – problems of women entrepreneurs- incentives and concessions of women entrepreneurs.

TEXT BOOKS:

S.no	Title of the book	Author	Publishers	Year of Publication
1.	Entrepreneurial Development	Gupta C.B & Srinivasan	Sultan Chand & Sons	2017
2.	Entrepreneurial Development	Saravanel.P	Sultan Chand & Sons	2015

REFERENCE BOOKS:

S.no	Title of the book	Author	Publishers	Year of Publication
1.	Entrepreneurial Development	S.S Khanka	Sultan Chand and Sons	3 rd edition 2013
2.	Entrepreneurial Development	Dr. Jayshree Suresh	Margham Publications, Chennai	2012

MAPPING WITH PROGRAMME OUTCOMES

COS	PO1	PO2	PO3	PO4	PO5
CO1	M	M	S	S	M
CO2	S	S	S	S	S
CO3	M	S	M	M	M
CO4	S	S	S	M	S
CO5	M	S	S	M	M

S- STRONG; M-MEDIUM

Core –XV	Business Administration	2019-2020
Code: M19UBA15	E –BUSINESS	
Credits:4		

OBJECTIVES:

To familiarize students with information about the e-business and enable the students to understand the various process of Internet marketing trend.

COURSE OUTCOMES

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

CO	Statement	Knowledge level
CO1	Know about the environment and the need for e-business.	K1
CO2	Understand the measuring effectiveness of E-advertising.	K2
CO3	Identify traditional marketing achieving web presence goals.	K2
CO4	Study and observe the community model and functions of community web.	K3
CO5	Analyze the Internet marketing trend-E-branding.	K3

Unit I

Introduction –E-Business-Business Model-Business to consumer-Business to business-Consumer to Consumer-Consumer to Business.

Unit II

E-advertising-various means of advertising-Measuring effectiveness of E-advertising-personalized online communication – conducting online marketing research.

Unit III

Traditional marketing-achieving web presence goals – E-marketing-value chain – online marketing-cyber buyer-cyber consumer-Advertising of online marketing.

Unit IV

E-government-Info mediatory model-classification-community model-functions of community web-community structure-chat room.

Unit V

Market segmentation-problem of International market in India –Internet marketing trend-E-branding-Elements of branding-spiral branding-Mobile commerce-Categories of mobile commerce.

TEXT BOOKS:

S.no	Title of the book	Author	Publishers	Year of Publication
1.	E-Commerce	P.T.Joseph	PHI Learning pvt ltd	2012
2.	E-Commerce	Dand whiteley	Tata Mc graw hill	2011

REFERENCE BOOKS:

S.no	Title of the book	Author	Publishers	Year of Publication
1.	E-Commerce	Gary P.Schneider	Thamson college tech	2004

MAPPING WITH PROGRAMME OUTCOMES

COS	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	M	S
CO2	S	S	M	M	S
CO3	M	S	M	S	M
CO4	S	S	S	S	S
CO5	S	S	S	S	S

S- STRONG M-MEDIUM

Core- XVI	Business Administration	2019-2020
Code: M19UBA16	INSURANCE MANAGEMENT	
Credits : 4		

OBJECTIVES

To enable the students to understand the Insurance and to know about the recent trends in Life insurance.

COURSE OUTCOMES

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

CO	Statement	Knowledge level
CO1	Understand the Classification of contracts of insurance	K1
CO2	Recognize the Objects of Life insurance.	K2
CO3	Describe the purpose of Principles of Marine insurance	K2
CO4	Study the company correspondence with various stakeholders and to know the mode of writing resume	K3
CO5	Realize the importance of Reinsurance Renewals.	K3

UNIT – I

Definition of Insurance – Classification of contracts of insurance – Marine and Non-Marine Insurance.

UNIT –II

Life insurance – Objects of Life insurance – Principles of Life insurance – Assignment and Nomination – Lapses and Revivals – Surrender values and loans – Claims – Double Insurance.

UNIT – III

Marine Insurance – Principles of Marine insurance – Functions of marine insurance – Types of marine policies – Warranties – kinds of marine Losses.

UNIT – IV

Fire Insurance – Principles of law as applied to fire insurance. Fire waste – Hazard Types of fire policies.

UNIT – V

Cover notes-Survey and Inspections Average – Reinsurance Renewals.

TEXT BOOKS:

S.no	Title of the book	Author	Publishers	Year of Publication
1.	Insurance : Principles and Practices	Sharma R.S.	(1960 Vora, Bombay)	(1960
2.	Principles of Insurance Law	Srinivasan M.N.	1977) Ramanuja Publishers	1977)

REFERENCE BOOKS:

S.no	Title of the book	Author	Publishers	Year of Publication
1.	Theory and Practice of Insurance	Arifkhan M	(1976) Education Book House, Aligarh	(1976)

MAPPING WITH PROGRAMME OUTCOMES

COS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	S
CO2	S	M	S	M	S
CO3	S	M	M	M	M
CO4	S	S	S	M	M
CO5	S	M	S	S	S

S- STRONG; M-MEDIUM

EC-I	Business Administration	2019-2020
Code: M19UBAE01	TRAINING & DEVELOPMENT	
Credits:4		

OBJECTIVES:

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

COURSE OUTCOMES

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

CO	Statement	Knowledge level
CO1	Identify training needs, programmes, objectives and functions.	K1
CO2	Know the techniques of training, Role playing and programmed instructions.	K2
CO3	Understand the importance of lecturers, coaching, workshop and conference.	K2
CO4	Understand the need of self-learning technique, audio visual lessons.	K3
CO5	Get aware of counseling, under study and committee assignments.	K3

UNIT I

Training and development-meaning-Definition - Identifying training needs - Organization for training - Objectives of training - functions of Training Department - Training Programmes - meaning.

UNIT II

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

UNIT III

Leader central Techniques of Management Development - meaning - Lecturers- merits of Lecturers -coaching- meaning- merits of coaching - Discussions - meaning- Case studies - meaning Conferences - meaning -Workshops – meaning.

UNIT IV

Sensitivity Training -meaning – Self-learning techniques- merits- Planned reading - meaning - merits of Planned reading -Programmed instructions - meaning - merits of Programmed – instructions -Audio Visual lessons- meaning - merits of Audio Visual lessons.

UNIT V

Counseling – meaning - Under-study - Committee Assignments - Relative - merits and limitations.

TEXT BOOKS:

S.no	Title of the book	Author	Publishers	Year of Publication
1.	Personnel Management	Memoria, C.B.,	TMH	2005
2.	Human Resource Management	Dr. C. D Balaji	Margham Publications, Chennai	2015

REFERENCE BOOKS:

S.no	Title of the book	Author	Publishers	Year of Publication
1.	Personnel Administration and Human Resources Development	Sikula, A.F.	John Wiley, New York.	2002

MAPPING WITH PROGRAMME OUTCOMES

COS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	S
CO2	M	S	M	S	S
CO3	S	S	M	S	M
CO4	S	M	S	M	S
CO5	S	M	S	S	S

S- STRONG M-MEDIUM

EC – I	Business Administration	2019 - 2020
Code: M19UBAE02	ADVERTISING & SALES PROMOTION	
Credits: 4		

OBJECTIVES:

To equip the students with the nature, purpose and complex constructions in the planning and execution of a successful advertising program.

To expose the students to various issues in sales promotion, brand management, faced by firms operating in competitive markets.

COURSE OUTCOMES

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

CO	Statement	Knowledge Level
CO1	Identify advertising mediums, both traditional, new and experimental	K1
CO2	Understand the functions of Advertising, positioning and copy strategies	K3
CO3	Understand the benefits of broadcast media and media planning	K2
CO4	Know about the importance of sales promotion and consumer preference	K3
CO5	Identify the brand awareness, brand management, indoor and outdoor media of advertising.	K3

Unit - I

Advertising: Definition & growth of modern Advertising, Marketing mix- types – Classification of advertisement – AIDA-Hierarchy effect-planning framework of promotional strategy

Unit-II

Positioning strategies: Brand Awareness- Developing brand personality-creating copy strategies- different types of copy- Functions of advertisement.

Unit – III

Introduction to broadcast & non -broadcast media; Budgeting decision rule: percentage of sales method, objective to task method.

Unit-IV

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

Unit-V

Concept of a brand, brand evolution, branding challenges and opportunities, Strategic brand management process. Media: Indoor media, press media, Electronic Media- Cinema -Outdoor Media Advertising -showrooms -Exhibitions, Trade fair.

TEXT BOOKS:

S.no	Title of the book	Author	Publishers	Year of Publication
1.	Advertising and Salesmanship	P. Saravanel & S. Sumathi	Margham publication	2014
2.	Advertising Procedure	Kleppner's	Pearson Education	2nd edition 2010

REFERENCE BOOKS:

S.no	Title of the book	Author	Publishers	Year of Publication
1.	Advertising and Sales Management	Sontakki C.N.,	Kalyani Publishers,	2002,

MAPPING WITH PROGRAMME OUTCOMES

CO	PO1	PO2	PO3	PO4	PO5
CO1	M	M	S	S	M
CO2	S	M	M	S	S
CO3	M	S	M	S	M
CO4	S	S	S	M	S
CO5	S	M	S	S	S

S- STRONG M-MEDIUM

EC – I	Business Administration	2019 - 2020
Code: M19UBAE03	INVESTMENT MANAGEMENT	
Credits:4		

OBJECTIVES:

To enable the students to understand the meaning, nature, scope and factors affecting investment decision &

To make the students aware of various investment avenues, risk return concepts, stock exchange, various credit rating institutions etc.

COURSE OUTCOMES

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

CO	Statement	Knowledge Level
CO1	Identify the various factors of investment avenues	K1
CO2	Understand about the fixed income ,variable income, securities and mutual funds	K2
CO3	Understand the benefits of Risk investment and it's returns	K2
CO4	Know about the kinds of trading in stock exchange	K3
CO5	Know about the credit rating agencies.	K3

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 information - Credit rating agencies -CARE - CRISIL - ICRA - credit rating methodology - Indices.

TEXT BOOK:

S.no	Title of the book	Author	Publishers	Year of Publication
1.	Investment Management	Preeti Singh	Himalaya Publishing House	2011
2.	Investment Management	V. Avadhani	Himalaya Publishing House	2009

REFERENCE BOOKS:

S.no	Title of the book	Author	Publishers	Year of Publication
1.	Investment Management	Punithavathy Pandian	PHI	2012

MAPPING WITH PROGRAMME OUTCOMES

CO	PO1	PO2	PO3	PO4	PO5
CO1	M	M	S	S	M
CO2	S	M	M	S	S
CO3	M	S	M	S	M
CO4	S	S	S	M	S
CO5	S	M	S	M	M

S- STRONG M-MEDIUM

EC - I	Business Administration	2019 - 2020
Code: M19UBAE04	TOTAL QUALITY MANAGEMENT	
Credits:4		

OBJECTIVES:

To enable the students to understand quality, quality management, statistical process control, quality assurance, quality management system, techniques of TQM, and Benchmarking etc.

COURSE OUTCOMES

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

CO	Statement	Knowledge Level
CO1	Identify various the factors of investment avenues	K1
CO2	Understand about the fixed income ,variable income, securities and mutual funds	K2
CO3	Understand the benefits of Risk investment and it's returns	K2
CO4	Know about the kinds of trading in stock exchange	K3
CO5	Know about the credit rating agencies.	K3

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 .

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 .

Unit-IV

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

UNIT – V

Core competence and strategic alliance for ensuring quality – role of MNCS-in emergence of global quality – Barriers to TQM.

TEXT BOOK:

S.no	Title of the book	Author	Publishers	Year of Publication
1.	Essence of TQM	John Bark	PHI	2012
2.	Total quality control	Armond V. Feiger baum	Tata Mc Graw Hill	2007

REFERENCE BOOKS:

S.no	Title of the book	Author	Publishers	Year of Publication
1.	Total Quality Management	Joel. E. Rose	Tata Mc Graw Hill	2009

MAPPING WITH PROGRAMME OUTCOMES

CO	PO1	PO2	PO3	PO4	PO5
CO1	M	M	S	S	M
CO2	S	M	M	S	S
CO3	M	S	M	S	M
CO4	S	M	S	M	S
CO5	S	M	S	M	M

S- STRONG M-MEDIUM

SEC-III	Business Administration	2019-2020
Code: M19UBAS03	CONSUMER BEHAVIOUR	
Credits:2		

OBJECTIVES:

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

COURSE OUTCOMES

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

CO	Statement	Knowledge level
CO1	Know about consumer and their importance about types of buying behavior.	K1
CO2	Understand the nature of research, their limitations and the methods of studying consumer behavior.	K2
CO3	Use and apply consumer decision making process and know about consumer motivation.	K2
CO4	Know the characteristics of attitude and to apply the various theories of attitude formation.	K3
CO5	Explore the habits of group dynamics, culture, family and consumer reference group.	K3

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 of attitude.

Unit V

Group dynamics - consumer reference group – culture – family.

TEXT BOOK:

S.no	Title of the book	Author	Publishers	Year of Publication
1.	Consumer Behaviour	Leon G. Sciffman	TMH	2005
2.	Marketing management	Philip Kotler	Himalaya Publishing	2000

REFERENCE BOOKS:

S.no	Title of the book	Author	Publishers	Year of Publication
1.	Consumer behavior	Guruswamy	TMH.	2002

MAPPING WITH PROGRAMME OUTCOMES

COS	PO1	PO2	PO3	PO4	PO5
CO1	M	M	S	M	S
CO2	S	S	M	M	S
CO3	S	S	M	S	S
CO4	S	M	S	M	S
CO5	S	S	S	S	S

S- STRONG M-MEDIUM

VAC	Business Administration	2019-2020
Code: M19UBAVA01	LEARNING ACTIVITIES -CAMPUS CAPTUAL	
Credits : 2		

OBJECTIVES:

To help the students to read the news paper, develop the speed, vocabulary and voice modulation and to write articles and to expose the students to practical exercise in corporate etiquette, analytical thinking etc..

COURSE OUTCOMES

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

CO	Statement	Knowledge level
CO1	Develop the students to read the news paper, develop the speed, vocabulary and voice modulation and to write articles	K1
CO2	Improvise the public speaking skill, role playing and to give up mock interviews	K2
CO3	Form a group to discuss current issues and to develop individual seminar presentation	K2
CO4	Enhance the interpersonal communication skill of the students	K3
CO5	Give practical exercise in corporate etiquette, analytical thinking etc.	K3

Unit -I

Overview of corporate – Students should be exposed of reading news papers, enhancing their reading ability, voice modulation and correct pronunciation. Students should be exposed to the practice of reading news papers viz., The Hindu, Indian Express, etc.,

Unit -II

Enhancing the spontaneous speaking skill of the students–self introduction at various forums and during interviews – Effective Public Speaking (EPS) – Role playing. Mock interviews for recruitment

Unit -III

Enhancing the presentation skill of the students – Individual seminar presentation and Group seminar presentation.

Unit -IV

Enhancing the interpersonal communication skill of the students - Practical exercises Corporate etiquette

Unit -V

Dressing and grooming skills – Work place etiquette – Business etiquette –analytical thinking – listening skills – time management – team skills.

Note: Internal Examination only.

MAPPING WITH PROGRAMME OUTCOMES

COS	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	M	S
CO2	M	S	M	M	S
CO3	M	S	M	S	M
CO4	S	M	S	S	S
CO5	S	S	S	S	S

S- STRONG M-MEDIUM

SEMESTER VI

Core -XVII	Business Administration	2019-2020
Code: M19UBA17	BUSINESS POLICY & STRATEGIC MANAGEMENT	
Credits : 5		

OBJECTIVES:

To expose the students to the international business scenario and trading environment and to help the students to formulate and implement such a strategies in a global corporate environment.

COURSE OUTCOMES

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

CO	Statement	Knowledge level
CO1	Know the importance of business policy at various levels.	K1
CO2	Apply and understand the approaches in quality in strategic decision making.	K2
CO3	Identify the growth of business strategy in stability.	K2
CO4	Know how to implement the strategy, their themes of strategy implementation.	K3
CO5	Know the importance of strategic evaluation, control techniques.	K3

UNIT – I

Business policy – meaning – features – classification – process of policy – making objectives of business policy.

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

Major Business policies – personnel policy – production policy – marketing policy – financial policy.

UNIT – IV

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

UNIT – V

Society and business – ethics – social responsibilities business – social audit.

TEXT BOOKS:

S.no	Title of the book	Author	Publishers	Year of Publication
1.	Strategic Management and Business Policy	Kazmi Azar,	Tata McGraw Hill Publications	2005
2.	Strategic Planning and Management	PK Ghosh	Sultan Chand and Sons.	2003 Revised 2015

REFERENCE BOOKS:

S.no	Title of the book	Author	Publishers	Year of Publication
1.	Strategic Management	Prasad L.M.,	Sultan Chand & Sons, New Delhi.	2008 Revised 2016
2.	Business Planning and Policy,	Mamoria and Mamoria C.B. & Subba Rao P.,	Himalaya Publishing	2000

MAPPING WITH PROGRAMME OUTCOMES

COS	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	M	S
CO2	M	S	M	M	S
CO3	M	S	M	S	M
CO4	S	M	S	S	S
CO5	S	S	S	S	S

S- STRONG M-MEDIUM

CoreX-VIII	Business Administration	2019-2020
Code: M19UBA18	SUPPLY CHAIN MANAGEMENT	
Credits : 5		

OBJECTIVES:

To enable the students to understand definition, meaning, types of SCM and to make the students aware of parameters choosing suppliers.

COURSE OUTCOMES

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

CO	Statement	Knowledge level
CO1	Identify the importance of Issues involved in developing SCM Framework.	K1
CO2	Know the techniques of achieving excellence in SCM.	K2
CO3	Understand the importance of Purchasing and integrated logistics interfaces.	K2
CO4	Understand the need of New opportunities in SCM.	K3
CO5	Get aware of Parameters choosing suppliers.	K3

UNIT I

Supply Chain Management – Definition – objectives – Evolution - need-Issues involved in developing SCM Framework – Types of SCM.

UNIT II

Supply chain Integration – Stages - Barriers to internal integration - Achieving Excellence in SCM-Dimensions of Supply Chain Excellence.

UNIT III

Purchasing and Supply Management – Introduction – importance – Objectives - purchasing process - purchasing & other functions - Types of purchases.

UNIT IV

Outsourcing in SCM - Meaning – need - outsourcing risks - outsourcing process outsourcing in SCM - New opportunities in SCM outsourcing.

UNIT V

Performance Measurement in SCM-Meaning - Advantages of performance measures - The benefits of performance measurement - Measuring SCM - Supplier performance measurement.

TEXT BOOKS:

S.no	Title of the book	Author	Publishers	Year of Publication
1.	Logistics and Supply Chain Management	Natarajan L.	Margham Publications	2005
2.	Supply chain Management	David A. Taylor	A Manager's Guide, Pearson Education	2006

REFERENCE BOOKS:

S.no	Title of the book	Author	Publishers	Year of Publication
1.	Supply chain Management	Rahul, V. Altekar	Concepts & Cases, PHI Learning,	2006

MAPPING WITH PROGRAMME OUTCOMES

COS	PO1	PO2	PO3	PO4	PO5
CO1	M	S	M	M	S
CO2	M	S	M	S	S
CO3	S	S	M	S	M
CO4	S	M	S	S	S
CO5	S	S	M	S	M

S- STRONG M-MEDIUM

Core – XIX	Business Administration	2019 – 2020
Code: M19UBA19	BUSINESS ENVIRONMENT	
Credits: 4		

OBJECTIVES:

To understand the various factors affecting the business and to know the importance of socialism, capitalism and mixed economy.

COURSE OUTCOMES

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

CO	Statement	Knowledge level
CO1	Understand the importance various factors affecting the business.	K1
CO2	Recognize the significance of business culture.	K2
CO3	Describe the purpose of social responsibility of business.	K2
CO4	Study the state regulations on business, industrial licensing policy.	K3
CO5	Realize the importance of socialism, capitalism and mixed economy.	K3

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 BOOK:

S.no	Title of the book	Author	Publishers	Year of Publication
1.	Business Environment	Sankaran	Margham publicaiona	2013
2.	Business Environment	Francis Cherrilum	Himalaya Publishing	2010

REFERENCE BOOKS:

S.no	Title of the book	Author	Publishers	Year of Publication
1.	Business Environment	C.B.Gupta	Sultan & Chand	2018

MAPPING WITH PROGRAMME OUTCOMES

COS	PO1	PO2	PO3	PO4	PO5
C01	M	S	S	M	S
C02	M	S	M	M	S
C03	S	S	M	S	M
C04	S	M	S	S	S
C05	S	S	S	S	S

S- STRONG M-MEDIUM

Core -XX	Business Administration	2019-2020
Code: M19UBA20	SERVICE MARKETING	
Credits:4		

OBJECTIVES:

To expose the students to the international business scenario, trading environment and to help the students to formulate and implement strategies in international marketing services in GATT.

COURSE OUTCOMES

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

CO	Statement	Knowledge level
CO1	Know about the importance of service sector and also their types and services.	K1
CO2	Understand about micro and macro environment, customer expectation and their quality.	K2
CO3	Have the awareness of market segmentation, Targeting and positioning.	K2
CO4	Match the demand and supply of services in service marketing mix.	K3
CO5	Apply the international marketing services in GATT, hospitality, tourism, hospital and educational.	K3

Unit I

Service marketing –meaning-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 Meaning - process 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 .

Unit V

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

TEXT BOOKS:

S.no	Title of the book	Author	Publishers	Year of Publication
1.	Service Marketing	k.Rama mohana rao	Pearson Education India	2 nd Edition January 2011
2.	Service Marketing	Dr. L. Natarajan	Margham Publications, Chennai	2014

REFERENCE BOOKS:

S.no	Title of the book	Author	Publishers	Year of Publication
1.	Services Marketing	Valarie A Zeithaml, Mary Jo Bitner, Dwayne D. Gremler, Ajay Pandit)	Mc graw hill	2018
2.	Services Marketing	DR. S.P.SHARMA	Paradise Publishers	2009

MAPPING WITH PROGRAMME OUTCOMES

COS	PO1	PO2	PO3	PO4	PO5
C01	M	S	S	M	S
C02	M	S	M	M	S
C03	S	S	M	S	M
C04	S	M	S	S	S
C05	M	S	M	S	S

S- STRONG M-MEDIUM

Core -XXI	Business Administration	2019-2020
Code: M19UBAPR1	PROJECT	
Credits : 4		

SPECIMEN - I

TITLE

A project report submitted to the **Mahendra arts & Science College** 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, associate ship , fellowship of any other similar title.

GUIDE SIGNATURE

HOD SIGNATURE

Project work evaluation viva – voce examination conducted on

INTERNAL EXAMINER

EXTERNAL EXAMINER

EC-II	Business Administration	2019-2020
Code: M19UBAE05	INDUSTRIAL RELATIONS	
Credits : 4		

OBJECTIVES:

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

COURSE OUTCOMES

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

CO	Statement	Knowledge level
CO1	Encouraged to know about industries and their labour policy.	K1
CO2	Know the purpose of industrial disputes and how to settle the disputes.	K2
CO3	Know the need for collective bargaining and the process of collective bargaining.	K2
CO4	Study and observe the growth of trade unionism, problems faced by trade unionism.	K3
CO5	Realize the importance of grievances, and the types of punishment.	K3

UNIT I

Industrial Relation system - meaning- Definition - objectives - scope - Dunlop Model of Industrial Relations - Industrial Relations in India - Labour Policy – Tripartite Consultations-Indian Labour Conference.

UNIT II

Industrial Disputes - meaning- Definition -concepts - causes of industrial disputes - Forms of industrial disputes- settlement of industrial disputes - preventive and settlement of industrial disputes in India.

UNIT III

Collective bargaining - meaning- Definition- objectives - methods - Managements for negotiations - Union organization for bargaining Negotiation process.

UNIT IV

Trade Unionism - meaning- Definition- Theories of Trade Unionism - 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:

S.no	Title of the book	Author	Publishers	Year of Publication
1.	Dynamics of Industrial Relations in India	Memoria, C.B.,	Himalaya Publishing	2005
2.	Industrial Relations System	John T. Dunlop	Henry Holt	2008

REFERENCE BOOKS:

S.no	Title of the book	Author	Publishers	Year of Publication
1.	Trade Unions	Flanders Allen	The English Languages Book Society	2002

MAPPING WITH PROGRAMME OUTCOMES

COS	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	M	S
CO2	S	S	M	M	S
CO3	M	S	M	S	M
CO4	S	S	S	S	S
CO5	S	S	S	S	S

S- STRONG M-MEDIUM

EC-II	Business Administration	2019-2020
Code: M19UBAE06	RETAIL MARKETING	
Credits :4		

OBJECTIVES:

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

COURSE OUTCOMES

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

CO	Statement	Knowledge level
CO1	Identify the Features of and Importance of Modern Retail Marketing.	K1
CO2	Know the techniques of Buying, Assembling and selling.	K2
CO3	Understand the importance Storage and Warehousing Risk Bearing.	K2
CO4	Understand the need of Buyer behavior model.	K3
CO5	Get aware of New product development process.	K3

UNIT – I

Definition 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 – Buyer Behavior Model – Factors Influencing Buyer Behavior – Market Segmentation – Meaning-Need and Basis .

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 BOOKS:

S.no	Title of the book	Author	Publishers	Year of Publication
1.	Retail marketing management	David gilbert	Pearson Education	2005
2.	Retail marketing management	Dr.L.Natarajan	Margham publication	2013

REFERENCE BOOKS:

S.no	Title of the book	Author	Publishers	Year of Publication
1.	Global Marketing Management	Warren J. Keejan	PHI	2002

MAPPING WITH PROGRAMME OUTCOMES

COS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	S
CO2	M	S	M	S	S
CO3	S	M	S	S	M
CO4	S	M	S	M	S
CO5	S	M	S	M	S

S- STRONG M-MEDIUM

EC-II	Business Administration	2019-2020
Code: M19UBAE07	MANAGEMENT OF FUNDS	
Credits : 4		

OBJECTIVES:

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

COURSE OUTCOMES

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

CO	Statement	Knowledge level
CO1	Identify the importance of funds and Benefits of effective allocation of funds.	K1
CO2	Know the techniques of Financial Analysis, Planning and Control.	K2
CO3	Understand the importance of lease financing.	K2
CO4	Understand the need of Human Resources Accounting for effective use of manpower.	K3
CO5	Get aware of Source of long – term financing.	K3

UNIT – I

Meaning and importance of funds – Benefits of effective allocation of funds – Dangers of misallocation – organization of Funds Management.

UNIT – II

Financial Analysis, Planning and Control – Allocation of funds of most profitable opportunity – methods of incorporating risk – risk adjusted rate of return (ROI).

UNIT – III

Lease Financing – forms of lease financing – sale of lease back – direct leasing – service leasing – financial leasing – leveraged leasing.

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.

UNIT – V

Term Financing and Evaluation: Source of long – term financing – equity, preference shares, debentures and bonds, mutual funds.

TEXT BOOK :

S.no	Title of the book	Author	Publishers	Year of Publication
1.	Financial Management	S.N. Maheswari	VIKAS	2014
2.	Financial Management	I. M.Pandey	VIKAS	

REFERENCE BOOKS:

S.no	Title of the book	Author	Publishers	Year of Publication
1	Lease financing and hire purchase	Vinoth Kothari	Vinoth Kothari consultants	2015

MAPPING WITH PROGRAMME OUTCOMES

COS	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	M	S
CO2	M	S	M	S	S
CO3	S	S	M	S	M
CO4	S	M	S	M	S
CO5	S	M	S	S	M

S- STRONG M-MEDIUM

EC-II-4	Business Administration	2019-2020
Code: M19UBAE08	INTERNATIONAL BUSINESS	
Credits : 4		

OBJECTIVES

To enable the students to understand the International Business and to know about the Role of International Agencies such as World Bank & WTO.

COURSE OUTCOMES

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

CO	Statement	Knowledge level
CO1	Identify the Scope and Need of International Business	K1
CO2	Understand about the Business Environment Concept and Types.	K2
CO3	Understand the importance of Globalization.	K3
CO4	Identify the Advantages and Disadvantages of MNC	K3
CO5	Get aware of Role of International Agencies	K3

UNIT - I

International Business – Meaning, Scope and Need – Reasons for growth in International Business- Need for International Business-Domestic Vs International Business – Constraints of International Business

UNIT – II

International Business Environment – Concept -Types (Cultural environment, Economic Environment, Political Environment, Regulatory Environment, Technology and Demographic Environment .

UNIT – II

Globalization- Meaning, Definition and Features - Advantages and Disadvantages - Factors favoring Globalization- Obstacles facing globalization .

UNIT-IV

Multinational Corporation- Meaning- Definition-Characteristics- Advantages and Disadvantages of MNC- Role of MNC in International Trade.

UNIT –V

Role of International Agencies: IMF, World Bank, WTO. Institutional assistance for export promotion: Export promotion council - Commodity Boards – Special Economic Zones.

TEXT BOOKS:

S.no	Title of the book	Author	Publishers	Year of Publication
1.	International Trade and Export Management	Francis Cherunilam	Himalaya	2016
2.	Export Management	TAS Balagopal	Himalaya	2015

REFERENCE BOOKS

S.no	Title of the book	Author	Publishers	Year of Publication
1.	International Business Competing In The Global Market Place	Charles Wl Hill, Arun Kumar Jain	Tata Mcgraw Hill	2016
2.	International business	K.Aswathappa	Tata Mcgraw Hill	2016

MAPPING WITH PROGRAMME OUTCOMES

COS	PO1	PO2	PO3	PO4	PO5
C01	S	M	S	M	S
C02	M	S	M	M	S
C03	S	S	M	S	M
C04	S	S	S	M	S
C05	S	M	M	S	M

S- STRONG M-MEDIUM

SEC –IV	Business Administration	2019-2020
Code: M19UBAS04	PRACTICE OF PUBLIC RELATIONS	
Credits : 2		

OBJECTIVES:

To enable the students to know about the public relations and to study and observe the book publications in India.

COURSE OUTCOMES

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

CO	Statement	Knowledge level
CO1	Know about the Public Relations and their Essential of good public relations.	K1
CO2	Know about the Public Relations Officer's role and their Preparation of material for the media.	K2
CO3	Know about the Training of public relations officers.	K2
CO4	Study and observe the Book publications in India.	K3
CO5	Know about the Exhibition and trade fair – consumer and marketing fairs.	K3

Unit – I

Public Relations – Definition – Essential of good public relations – Public Relations for commercial organization.

Unit – II

Public Relations Officer's (PRO's) role – Responsibilities – Press relation Preparation of material for the media .

Unit – III

Training of public relations officers – PR Society of India – Indian Institute of Mass Communication – Indian press .

Unit – IV

Book publications in India – Role of publishers – Electronic media – Radio – Television - Documentary film.

Unit – V

Exhibition and trade fair – consumer and marketing fairs – photography– sponsorship programme.

TEXT BOOK :

S.no	Title of the book	Author	Publishers	Year of Publication
1.	Management of Public Relations	S. Sengupta	Vikas Publishing House	2005
2.	The practice of public Relations	Frasan P. Seitel	CharlerE.Mera Publishing company, Columbus.	2000

REFERENCE BOOKS:

S.no	Title of the book	Author	Publishers	Year of Publication
1.	Hand books of PR in India	D.S. Menta,	allied Publishers (p) Ltd New Delhi.	2002

MAPPING WITH PROGRAMME OUTCOMES

COS	PO1	PO2	PO3	PO4	PO5
CO1	M	M	S	M	S
CO2	S	S	M	M	S
CO3	S	S	M	S	S
CO4	S	M	S	M	S
CO5	S	S	S	S	S

S- STRONG M-MEDIUM

Non-Major Elective Course -I

NMEC – I	Business Administration	2019 - 2020
Code:	PRINCIPLES OF MANAGEMENT	
Credits: 2		

OBJECTIVES

To enable the students to learn principles, concepts, functions of management and to understand the nature and types of business organizations.

COURSE OUTCOMES

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

CO	Statement	Knowledge Level
CO1	Understand the concepts of business, management aspects and various levels of management	K1
CO2	Knowing the importance of planning.	K3
CO3	Understand the various organization types.	K2
CO4	Study and observe the process of staffing, directing.	K3
CO5	Realize the importance of coordinating and controlling.	K3

Unit – I

Management- Meaning- Definition -Functions of Management- Importance of management- Principles of management-Levels of management.

Unit – II

Planning – Meaning-Definition-Nature – importance – Steps – Types of planning.

Unit – III

Organizing – Meaning- Definition — principles-Types- Staffing – Nature of staffing.

Unit – IV

Directing – Meaning- Definition- Principles of Directing .

Unit – V

Controlling – Meaning-Definition—Steps- Co-coordinating - Approaches to Achieve Effective Co-ordination.

TEXT BOOKS:

S.no	Title of the book	Author	Publishers	Year of Publication
1.	Business Management	Dr. C.B.Gupta	Sultan Chand & Sons	2 nd edition 2011
2.	Principles of Management	A.Kumudha	Kalyani Publishers	2 nd edition 2012

REFERENCE BOOKS:-

S.no	Title of the book	Author	Publishers	Year of Publication
1.	Business Management	Dr. C.B.Gupta	Sultan Chand & Sons	2nd edition 2011

MAPPING WITH PROGRAMME OUTCOMES

COS	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	M	S
CO2	S	S	M	M	S
CO3	S	S	M	S	M
CO4	S	M	S	M	S
CO5	S	S	M	S	M

S- STRONG M-MEDIUM

NMEC – I	Business Administration	2019 - 2020
Code:	ADVERTISING	
Credits: 2		

OBJECTIVES:

To equip the students with the nature, purpose and complex constructions in the planning and execution of a successful advertising program and to understand the indoor and outdoor media of advertising.

COURSE OUTCOMES

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

CO	Statement	Knowledge Level
CO1	Identify advertising mediums, both traditional, new and experimental	K1
CO2	Understand the functions of Advertising.	K3
CO3	Understand the benefits of advertising.	K2
CO4	Know about the various types of advertising.	K3
CO5	Identify the indoor and outdoor media of advertising.	K3

Unit - I

Advertising: Meaning – Definition- scope –objectives - Features–nature of advertising.

Unit-II

Functions of advertising-Primary-Secondary-Commercial- Social-Economic functions.

Unit – III

Benefits of advertising-Manufacturer, Wholesaler, Retailer, Salesman, Consumer, Society.

Unit-IV

Types of Advertising- -Prospectus advertising-product advertising-geographical, geographical area advertising-primary and secondary.

Unit-V

Media: Indoor media, press media, Electronic Media, Cinema -Outdoor Media Advertising, -showrooms -Exhibitions, Trade fair.

TEXT BOOK :

S.no	Title of the book	Author	Publishers	Year of Publication
1.	Advertising and Salesmanship	P. Saravanel & S. Sumathi	Margham publication	2014
2.	Advertising Procedure	Kleppner's	Pearson Education	2nd edition 2010

REFERENCE BOOKS:-

S.no	Title of the book	Author	Publishers	Year of Publication
1.	Advertising and Sales Management	Sontakki C.N.,	Kalyani Publishers,	2002,

MAPPING WITH PROGRAMME OUTCOMES

CO	PO1	PO2	PO3	PO4	PO5
CO1	M	M	S	S	M
CO2	S	M	M	S	S
CO3	M	S	M	S	M
CO4	S	S	S	M	S
CO5	S	M	S	S	S

S- STRONG; M-MEDIUM

NMEC-I	Business Administration	2019-2020
Code:	BUYER BEHAVIOUR	
Credits : 2		

OBJECTIVES:

To enable the students to understand the definition, types, importance of consumer behaviour and to know about the Perception and buying behaviour.

COURSE OUTCOMES

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

CO	Statement	Knowledge level
CO1	Know about buyer and their importance and about types of buying behavior.	K1
CO2	Understand the nature of research, and the methods of buyer behavior.	K2
CO3	Use and apply buyer decision making process.	K2
CO4	Know the Perception, buying behaviour and characteristics of attitude.	K3
CO5	Explore the habits of group dynamics, culture, family and consumer reference group.	K3

Unit I

Definition of buyer - types of buyers – importance of buyer behaviour - factors influencing buyer behaviour .

Unit II

Buyer research – nature – importance - methods for studying buyer behaviour .

Unit III

Buyer decision making- types of decision making process - types of buying behaviour

Unit IV

Perception of buyer behaviour - features and characteristics of buying behaviour - factors influencing Attitudes – characteristics of attitudes.

Unit V

Group dynamics - buying reference group – culture – family - buying Information.

TEXT BOOK :

S.no	Title of the book	Author	Publishers	Year of Publication
1.	Consumer Behaviour	Leon G. Sciffman	TMH	2005
2.	Marketing management	Philip Kotler	Himalaya Publishing	2000

REFERENCE BOOKS:

S.no	Title of the book	Author	Publishers	Year of Publication
1.	Consumer behavior	Guruswamy	TMH	2002

MAPPING WITH PROGRAMME OUTCOMES

COS	PO1	PO2	PO3	PO4	PO5
CO1	M	M	S	M	S
CO2	S	S	M	M	S
CO3	S	S	M	S	S
CO4	S	M	S	M	S
CO5	S	S	S	S	S

S- STRONG M-MEDIUM

NMEC –II	Business Administration	2019-2020
Code:	PRINCIPLES OF MARKETING	
Credits : 2		

Non-Major Elective Course -II

OBJECTIVES:

To enable the students to understand the elements of the complex world of marketing and to impart the students about the need of marketing science in the modern business world.

COURSE OUTCOMES

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

CO	Statement	Knowledge level
CO1	Study about marketing. To know the importance of marketing mix.	K1
COK	Know the importance of marketing functions.	K2
CO3	Estimate the types of segmentation.	K2
CO4	Understand about product and product development.	K3
CO5	Study about product mix and product life cycle stages.	K3

UNIT I

Definition of markets, Marketing and Marketing Management - Marketing mix-Features of marketing.

UNIT-II

Marketing functions- Functions of exchange-Functions of physical supply-Facilitating functions

UNIT III

Marketing Segmentation- Bases – Geographical segmentation-volume segmentation-Demographical segmentation- Behavioural segmentation.

UNIT-IV

Product - New product development –Idea generation-Screening-Testing-Analysing-Commercialisation.

UNIT-V

Product mix and product life cycle stages – Introduction-Growth-Maturity-Decline.

TEXT BOOKS:

S.no	Title of the book	Author	Publishers	Year of Publication
1.	Marketing Management,	Rajan Nair N	Sultan Chand & Sons	2005
2.	Marketing Management	Dr.A.Kumudha and J.Deepa	Kalyani Publishers	2016

REFERENCE BOOKS:

S.no	Title of the book	Author	Publishers	Year of Publication
1.	Marketing Management	Ramasamy and S. Namakumari	Mc Million Ltd.	2013
2.	A Framework for Marketing Management	Philip Kotler and Kevin Lane Keller	Third edition, Pearson Education, New Delhi.	2015

MAPPING WITH PROGRAMME OUTCOMES

COS	PO1	PO2	PO3	PO4	PO5
CO1	M	S	M	M	S
CO2	S	M	S	M	S
CO3	M	S	M	M	S
CO4	S	S	M	S	S
CO5	S	M	S	M	S

S- STRONG M-MEDIUM



MAHENDRA ARTS & SCIENCE COLLEGE

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Affiliated to Periyar University, Salem.

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Kalippatti - 637 501, Namakkal (Dt), Tamil Nadu.

DEPARTMENT OF BUSINESS ADMINISTRATION

List of Courses Focusing on Employability/ Entrepreneurship/ Skill Development (Regulations - 2016)

Programme : BBA

S.No.	Course Name	Course Code	Employability	Entrepreneurship	Skill Development
1	Core I: Principles of Management	M16UBA01	✓		
2	Core II: Business Communication	M16UBA02			✓
3	Allied I: Business Mathematics & Statistics-I	M16USTA02	✓		
4	Core III: Organizational Psychology	M16UBA03		✓	
5	Core IV: Entrepreneurial Development	M16UBA04		✓	
6	Allied II: Business Mathematics & Statistics -II	M16USTA03	✓		
7	Core V: Operation Research	M16UBA05	✓		
8	Core VI: Financial & Cost Accounting	M16UBA06			
9	Core VII: Legal aspects of Business	M16UBA07		✓	
10	Core VIII: Office Management	M16UBA08	✓		
11	Allied III: Principles of Economics	M16UECA05			✓
12	NMEC- I--Skill for Employment-I	M16UENN01			✓
13	SBEC Practical-I-Commerce Practical	M16UBASP01			✓
14	Core IX: Management Accounting	M16UBA09		✓	
15	Core X: Company law	M16UBA10		✓	
16	Core XI: Principles of Marketing	M16UBA11	✓		
17	Core XII: Export & Import Procedures	M16UBA12	✓	✓	

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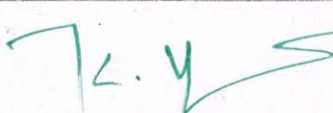
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Kalippatti (PO) - 637 501, Namakkal (DT)

S.No.	Course Name	Course Code	Employability	Entrepreneurship	Skill Development
18	Allied-IV: Money Banking and Global Business	M16UECA06		✓	
19	NMEC- II - Skill for Employment -II	M16UENN03			✓
20	SBEC Practical-II- In plant Training	M16UBASP02			✓
21	Core XIII: Financial Management	M16UBA13		✓	
22	Core XIV: Marketing Research	M16UBA14		✓	
23	Core XV: Operations Management	M16UBA15	✓		
24	Core XVI: Management Information Systems	M16UBA16	✓		
25	Elective -I Industrial Relations	M16UBAE01	✓		
26	Elective -I Retail Marketing	M16UBAE02		✓	
27	Elective -I Management of Fund	M16UBAE03		✓	
28	Elective -I Logistic and supply chain management	M16UBAE04		✓	
29	SBEC-I- Business Environment	M16UBAS01		✓	
30	Core XVII: Strategic Management	M16UBA17	✓		
31	Core XVIII: Financial Institutions & Services	M16UBA18		✓	
32	Core XIX: Service Marketing	M16UBA19	✓		
33	Core XX: Human Resource Management	M16UBA20	✓		
34	Core XXI: Project Work	M16UBAPR1			✓
35	Elective - II Training & Development	M16UBAE05	✓	✓	
36	Elective - II Advertising and Sales Promotion	M16UBAE06		✓	
37	Elective - II Investment Management	M16UBAE07		✓	
38	Elective - II Total Quality Management	M16UBAE08		✓	
39	SBEC - II - Consumer Behaviour	M16UBAS02	✓		


Head of the Department
Business Administration,
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DEPARTMENT OF BUSINESS ADMINISTRATION

List of Courses Focusing on Employability/ Entrepreneurship/ Skill Development (Regulations - 2016)

Programme : BBA

S.No.	Name of the Course	Course Code	Employability/ Entrepreneurship/ Skill development	Year of introduction (during the last five years)
1.	Principles of Management	M16UBA01	Employability	2016 - 2017
2.	Business Communication	M16UBA02	Skill development	2016 - 2017
3.	Business Mathematics & Statistics-I	M16USTA02	Employability	2016 - 2017
4.	Organizational Psychology	M16UBA03	Entrepreneurship	2016 - 2017
5.	Entrepreneurial Development	M16UBA04	Entrepreneurship	2016 - 2017
6.	Business Mathematics & Statistics -II	M16USTA03	Employability	2016 - 2017
7.	Operation Research	M16UBA05	Employability	2016 - 2017
8.	Financial & Cost Accounting	M16UBA06	Entrepreneurship	2016 - 2017
9.	Legal aspects of Business	M16UBA07	Entrepreneurship	2016 - 2017
10.	Office Management	M16UBA08	Employability	2016 - 2017
11.	Principles of Economics	M16UECA05	Skill development	2016 - 2017
12.	NMEC- I--Skill for Employment-I	M16UENN01	Skill development	2016 - 2017
13.	SBEC Practical-I- Commerce Practical	M16UBASP01	Skill development	2016 - 2017
14.	Management Accounting	M16UBA09	Entrepreneurship	2016 - 2017
15.	Company law	M16UBA10	Entrepreneurship	2016 - 2017
16.	Principles of Marketing	M16UBA11	Employability	2016 - 2017
17.	Export & Import Procedures	M16UBA12	Entrepreneurship	2016 - 2017
18.	Money Banking and Global Business	M16UECA06	Entrepreneurship	2016 - 2017

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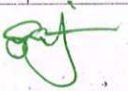

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S.No.	Name of the Course	Course Code	Employability/ Entrepreneurship/ Skill development	Year of introduction (during the last five years)
19.	NMEC- II - Skill for Employment -II	M16UENN03	Skill development	2016 - 2017
20.	SBEC Practical-II- In plant Training	M16UBASP02	Skill development	2016 - 2017
21.	Financial Management	M16UBA13	Entrepreneurship	2016 - 2017
22.	Marketing Research	M16UBA14	Entrepreneurship	2016 - 2017
23.	Operations Management	M16UBA15	Employability	2016 - 2017
24.	Management Information Systems	M16UBA16	Employability	2016 - 2017
25.	Industrial Relations	M16UBAE01	Employability	2016 - 2017
26.	Retail Marketing	M16UBAE02	Entrepreneurship	2016 - 2017
27.	Management of Fund	M16UBAE03	Entrepreneurship	2016 - 2017
28.	Logistic and supply chain management	M16UBAE04	Entrepreneurship	2016 - 2017
29.	SBEC-I-Business Environment	M16UBAS01	Entrepreneurship	2016 - 2017
30.	Core XVII: Strategic Management	M16UBA17	Employability	2016 - 2017
31.	Financial Institutions & Services	M16UBA18	Entrepreneurship	2016 - 2017
32.	Core XIX: Service Marketing	M16UBA19	Employability	2016 - 2017
33.	Human Resource Management	M16UBA20	Employability	2016 - 2017
34.	Project Work	M16UBAPR1	Skill development	2016 - 2017
35.	Training & Development	M16UBAE05	Employability	2016 - 2017
36.	Advertising and Sales Promotion	M16UBAE06	Entrepreneurship	2016 - 2017
37.	Elective – II Investment Management	M16UBAE07	Entrepreneurship	2016 - 2017
38.	Elective – II Total Quality Management	M16UBAE08	Entrepreneurship	2016 - 2017
39.	SBEC - II - Consumer Behaviour	M16UBAS02	Employability	2016 - 2017


Head of the Department
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BACHELOR OF BUSINESS ADMINISTRATION

CHOICE BASED CREDIT SYSTEM

SYLLABUS FOR BBA

**For the students
admitted from the
Academic Year 2016-2017 onwards**

PRINCIPAL
MAHENDRA ARTS & SCIENCE COLLEGE
(Autonomous)

Kalippatti – 637 501, Namakkal (Dt)

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**

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
	Total	30	21	150	450	600

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
	Total	30	21	150	450	600

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
M16UENNO1	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
M16UBASP02	SBEC Practical-II- In plant Training	2	2	40	60	100
	Total	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
	TOTAL	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			
	Total	30	28	165	535	600

Electives : Group - A

Subject Code	Electives -I	Sem		Credit	Maximum Marks		
			Hours		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		Credit	Maximum Marks		
			Hours		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		Credit	Maximum Marks		
			Hours		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
	Total		21	16			

TOTAL CREDIT DISTRIBUTION

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

Core - 1	Business Administration	2016 - 2017
Sem - I	M16UBA01	
Credit: 5	PRINCIPLES OF MANAGEMENT	

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.

Core - II	Business Administration	2016 - 2017
Sem - I	M16UBA02	
Credit: 4	BUSINESS COMMUNICATION	

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.,

Core - III	Business Administration	2016 - 2017
Sem - II	M16UBA03	
Credit: 4	ORGANIZATIONAL PSYCHOLOGY	

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

REFERENCE BOOKS

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

Core - IV	Business Administration	2016 - 2017
Sem - II	M16UBA04	
Credit: 5	ENTREPRENEURIAL DEVELOPMENT	

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

Core - V	Business Administration	2016 - 2017
Sem - III	M16UBA05	
Credit: 5	OPERATIONS RESEARCH	

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.

Core - VI	Business Administration	2016 - 2017
Sem - III	M16UBA06	
Credit: 5	FINANCIAL AND COST ACCOUNTING	

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.

Core - VII	Business Administration	2016 - 2017
Sem - III	M16UBA07	
Credit: 5	LEGAL ASPECTS OF BUSINESS	

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.

Core - VIII	Business Administration	2016 - 2017
Sem - III	M16UBA08	
Credit: 4	OFFICE MANAGEMENT	

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.

Allied - III	Business Administration	2016 - 2017
Sem - III	M16UECA05 PRINCIPLES OF ECONOMICS	
Credit: 4		

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.

SBEC - I	Business Administration	2016 - 2017
Sem - III	M16UBASP01	
Credit: 2	COMMERCE PRACTICAL	

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.

Core -IX	Business Administration	2016 - 2017
Sem - IV	M16UBA09	
Credit: 5	MANAGEMENT ACCOUNTING	

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.

Core -IX	Business Administration	2016 - 2017
Sem - IV	M16UBA10	
Credit: 4	COMPANY LAW	

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 - voluntary 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.,

Core -XI	Business Administration	2016 - 2017
Sem - IV	M16UBA11	
Credit: 4	PRINCIPLES OF MARKETING	

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.

Core -XII	Business Administration	2016 - 2017
Sem - IV	M16UBA12	
Credit: 4	EXPORT AND IMPORT PROCEDURES	

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.

Allied-IV	Business Administration	2016 - 2017
Sem - IV	M16UECA06	
Credit: 4	MONEY, BANKING AND GLOBAL BUSINESS	

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.

SBEC-II	Business Administration	2016 - 2017
Sem - IV	M16UBASP02	
Credit: 2	IN PLANT TRAINING	

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.

Core -XIII	Business Administration	2016 - 2017
Sem - V	M16UBA13	
Credit: 5	FINANCIAL MANAGEMENT	

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, 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

Core -XIV	Business Administration	2016 - 2017
Sem - V	M16UBA14	
Credit: 5	MARKETING RESEARCH	

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.

Core -XV	Business Administration	2016 - 2017
Sem - V	M16UBA15 OPERATIONS MANAGEMENT	
Credit: 4		

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.

Core -XVI	Business Administration	2016 - 2017
Sem - V	M16UBA16	
Credit: 4	MANAGEMENT INFORMATION SYSTEM	

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

ELECTIVE-GROUP -A

Elective-1-1	Business Administration	2016 - 2017
Sem - V	M16UBAE01	
Credit: 4	INDUSTRIAL RELATIONS	

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.

Elective-1-2	Business Administration	2016 - 2017
Sem - V	M16UBAE02	
Credit: 4	RETAIL MARKETING	

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

Elective-1-3	Business Administration	2016 - 2017
Sem - V	M16UBAE03	
Credit: 4	MANAGEMENT OF FUNDS	

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. Pandey - Financial Management 2. S.N. Maheswari – Financial Management

REFERENCE BOOKS:

1. Vinodh 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.

Elective-1-4	Business Administration	2016 - 2017
Sem - V	M16UBAE04	
Credit: 4	LOGISTIC AND SUPPLY CHAIN MANAGEMENT	

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, 2nd 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.

SBEC-I	Business Administration	2016 - 2017
Sem - V	M16UBAS01	
Credit: 2	SBEC -I- BUSINESS ENVIRONMENT	

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

Core-XVII	Business Administration	2016 - 2017
Sem - VI	M16UBA17	
Credit: 5	STRATEGIC MANAGEMENT	

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.

Core-XVIII	Business Administration	2016 - 2017
Sem - VI	M16UBA18 FINANCIAL INSTITUTION AND SERVICES	
Credit: 5		

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.

Core-XIX	Business Administration	2016 - 2017
Sem - VI	M16UBA19 SERVICE MARKETING	
Credit: 4		

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.

Core-XX	Business Administration	2016 - 2017
Sem - VI	M16UBA20 HUMAN RESOURCE MANAGEMENT	
Credit: 4		

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.

Core-XXI	Business Administration	2016 - 2017
Sem - VI	M16UBAPR1	
Credit: 3	PROJECT WORK	

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

Elective-II-1	Business Administration	2016 - 2017
Sem - VI	M16UBAE05 TRAINING AND DEVELOPMENT	
Credit: 4		

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. Hacoon, R.J. Management Training : Aims and Methods, English Universities Press, London.

Elective-II-2	Business Administration	2016 - 2017
Sem - VI	M16UBAE06 ADVERTISING AND SALES PROMOTION	
Credit: 4		

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. Saravanel 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

Elective-II-3	Business Administration	2016 - 2017
Sem - VI	M16UBAE07 INVESTMENT MANAGEMENT	
Credit: 4		

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.

Elective-II-4	Business Administration	2016 - 2017
Sem - VI	M16UBAE08	
Credit: 4	TOTAL QUALITY MANAGEMENT	

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

SBEC-II	Business Administration	2016 - 2017
Sem - VI	M16UBAS02 CONSUMER BEHAVIOUR	
Credit: 2		

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