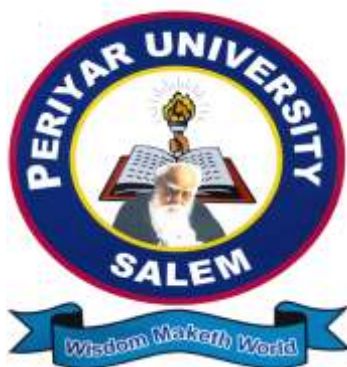


PERIYAR UNIVERSITY
PERIYAR PALKALAI NAGAR
SALEM – 636 011



DEGREE OF BACHELOR OF ARTS
CHOICE BASED CREDIT SYSTEM

SYLLABUS FOR B.B.A (CA)

FOR THE STUDENTS ADMITTED FROM THE
ACADEMIC YEAR 2008 – 2009 ONWARDS
(Revised Syllabus as on: 31.07.2014)

REGULATIONS AND SYLLABUS

Effective from the Academic Year 2009 -2010

1. ELIGIBILITY FOR ADMISSION

Candidates seeking admission to the first year of the Degree of Bachelor of Business Administration - Computer Applications shall be required to have passed the Higher Secondary Examination (Academic or Vocational Stream) conducted by the Government of Tamilnadu or an examination accepted as equivalent thereto by the syndicate of Periyar University. Preference will be given to those who have taken commerce/computer science 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 course 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 therefor.

3. COURSE OF STUDY

a) 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, which will be useful in taking up any particular activity in a business;
- To provide a global view of the several industrial and other organisations and their functions which support the business system;
- To develop the personality so as to become a 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).

The Non – Major Elective Course (NMEC) offered by a department is meant for students studying other programmes. (i.e., BBA students have to study NMEC offered by other departments)

4. OTHER REQUIREMENTS

- i. As a part of BBA-CA curriculum a minimum of 2 factory visits per year must be arranged for the students.
- ii. A study and Industrial tour must be arranged during the Programme for the BBA-CA Students, followed with the submission of the reports within 10 days of such visits.
- iii. Seminars and Case Discussions are compulsory

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 courses if he / she secures not less than 40% 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 / second / third class.

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

8. RANKING

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

9. MAXIMUM DURATION FOR THE COMPLETION 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 2008-2009 i.e., for students who are admitted to the first year of the programme during the academic year 2008-2009 and thereafter.

11. TRANSITORY PROVISION

Candidates who were admitted to the UG programme of study before 2008 -2009 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 2012. Thereafter, they will be permitted to appear for the examination only under the regulations there in force

**DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION –
COMPUTER APPLICATIONS
(B.B.A - CA)
CHOICE BASED CREDIT SYSTEM (CBCS)
SEMESTER – I**

PART	STUDY COMPONENTS	COURSES	HOURS / WEEK	CREDITS
Part - I	Languages	Tamil or anyone of the modern (Indian or foreign) or classical Languages - I	6	3
Part - II	Languages	English – I	6	3
Part - III	Core Course-I	Business Organization and Principles of Management	5	4
	Core Course-II	Introduction to Computer Technology	5	4
	Allied Course-I	Quantitative Techniques - I	5	4
Part – IV	Environmental Studies	Environmental Studies	1	-

	Value Education	Yoga	2	2
TOTAL			30	20

SEMESTER – II

PART	STUDY COMPONENTS	COURSES	HOURS / WEEK	CREDITS
Part - I	Languages	Tamil or anyone of the modern (Indian or foreign) or classical Languages – II	6	3
Part - II	Language	English - II	6	3
Part - III	Core Course – III	Organizational Psychology	5	4
	Core Course –IV	Operating System and Office Automation	4	3
	Practical – I	Ms–office Practical	3	3
	Allied Course – II	Quantitative Techniques - II	5	4
Part – IV	Environmental Studies	Environmental Studies	1	2
TOTAL			30	22

SEMESTER - III

PART	STUDY COMPONENTS	COURSES	HOURS / WEEK	CREDITS
III	Core Course - V	Financial & Cost Accounting	6	4
	Core Course - VI	Business Communication	5	4
	Core Course - VII	E – Business	6	4
	Allied Course – III	Enterprise Resource Planning	5	4
IV	SBEC – I	1.Campus to Corporate (Report Preparation and Viva-Voce)	2	2
	SBEC – II	2. Elements of Insurance	2	2
	SBEC – III	3. Business Process Outsourcing	2	2
	NMEC – I	Principles of Management	2	2
TOTAL			30	24

SEMESTER - IV

PART	STUDY COMPONENTS	COURSES	HOURS / WEEK	CREDITS
III	Core Course - VIII	Production and Materials Management	5	4
	Core Course - IX	Management Accounting	5	4
	Core Course - X	Internet and web Design	4	3
	Practical – II	Internet & web design practicals	3	2
	Allied Course – IV	Elements of Business Law	5	4
IV	SBEC - IV	1. Practice of Public Relations	2	2
	SBEC – V	2. Export - Import Documentation and Procedures	2	2
	SBEC – VI	3. Inplant Training	2	2
	NMEC – II	Human Resource Management	2	2
TOTAL			30	25

SEMESTER – V

PART	STUDY COMPONENTS	COURSES	HOURS /	CREDITS
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						WEEK	
III	Core Course – XI	Financial Management				5	4
	Core Course - XII	Human Resource Management				5	4
	Core Course - XIII	Marketing Management				5	4
	Core Course-XIV	RDBMS and Oracle				4	3
	Practical - III	RDBMS and Oracle Practical				3	2
	Elective course - I	GROUP-A	GROUP – B	GROUP-C	GROUP-D		
		Services Marketing	Training and Development	Investment Management	Total Quality Management	4	3
	Allied Course - V	Management Information System				4	4
TOTAL						30	24

SEMESTER – VI

PART	STUDY COMPONENTS	COURSES				HOURS / WEEK	CREDITS
III	Core Course - XV	Business Policy & Strategic Management				5	4
	Core Course – XVI	Financial Institutions and Services				5	4
	Core Course – XVII	Marketing Research				5	4
	Core Course - XVIII	Project and Viva – Voce				4	4
	Elective course - II	GROUP - A	GROUP- B	GROUP-C	GROUP- D		
		Retail Marketing Management	Industrial Relations	Management of Funds	Logistic and Supply and Chain Management	4	3
	Allied Course-VI	Visual Basic				4	3
	Practical - IV	Visual Basic Practicals				3	2
V	Extension Activities					1	
TOTAL						30	25

Note : Modern or classical languages :

- Indian - Telugu, Kannada, Malayalam, Urdu and Hindi
- Foreign - French
- Classical - Sanskrit, Arabic & Persian

Core Course - I

BUSINESS ORGANIZATION AND PRINCIPLES OF MANAGEMENT

Unit – I

Business – Characters – Objectives – Classification – Management Process – Principles of Management – Functions of Management – Management Thoughts – Contributions of F.W. Taylor, Henry Fayol, Mary Parker Follet, Peter F. Drucker and Elton Mayo – Approaches to Management.

Unit – II

Planning – Importance – Advantages – Steps in planning – Decisions Making – Definition – Types of decisions – 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 Vs Decentralisation – Staffing – Nature & Purpose of Staffing – Components of Staffing.

Unit – IV

Directing – Meaning, Importance, Principles – Leadership – Styles of Leadership – Motivation – Theories of motivation – Maslow's need hierarchy theory, Herzberg's two factor theory and their comparison – 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.

TEXT BOOKS

1. C.B. Gupta, Business Organization & Management, Sultan Chand & Sons.
2. Ramasamy. T, Principles of Management, Macmillan India Ltd.,
3. L.M. Prasad, Principles of Management, Sultan Chand & Sons.

REFERENCE BOOKS

1. Tripathi P.C. & P.N. Reddy, Principal of Management, TMH
2. Dingar Pagare, Business Management, Sulthan Chand & Sons
3. Bhusan Y.K. Business Organization and Management, McGraw Hill
4. Koontz and O.Donnel, Essentials of Management, McGraw Hill
5. Basu, Organisation & Management, S. Chand
6. M.C. Shukla, Business Organisation and Management, S.Chand
7. Rustom Davar, Management Process, Progressive Corporation Pvt., Ltd
8. J. Jayashankar, Principal of Management, Margham Publications

Core Course - II

INTRODUCTION TO COMPUTER TECHNOLOGY

Unit -I

Introduction to Computers -Classification -Anatomy of a Digital Computer - Computer Architecture -Language -Number System -Logic gates (AND, OR, NOT, NAND,NOR).

Unit -II

Computer organization: ALU, CU, Input, Output, Units. Memory units - Auxiliary Storage Devices -Magnetic tape-Hard disk-Floppy Disk-CD-ROM - Memory organisation -RAM, ROM, EPROM, EEPROM.

UNIT -III

Computer software -operating system –programming languages -Computer networks -Internet and www. electronic mail : Introduction -e-mail -Domain name and addresses -advantages and disadvantages of internets.

Unit IV

Introduction to Multimedia - Multimedia tools - E-commerce Data Processing- Information system :

The information systems department - Types of Information Systems -The System development life cycle.

Unit -V

Computer programmes -structured and object oriented programming - Evaluation of programming languages - High level languages -the process of programming - special purpose programming tools.

Text Books

1. Alexis Leon and Mathews Leon, Fundamentals of Information Technology, Vikas Publishing House Pvt Ltd.
2. Peter Norton, Introduction to computer, 2nd Edition, TMH.

Reference Books

1. S.P. Rajagopalan, *Computer Applications in Business*, Vikas publishing House Pvt. Ltd.
2. Alexis leon and mathews Leon, *Fundamentals of Computer Science and communication Engineering*, Vikas publishing House Pvt Ltd.

Allied Course - I**QUANTITATIVE TECHNIQUES –I****Unit -I**

Matrix Algebra -Definition -Types of Matrices -Matrix operations -Determinants - Inverse of a matrix - Simultaneous linear Equations (3 x 3 order only).

Unit -II

Mathematics of Finance -Simple Interest -Compound Interest -Annuities -Profit and loss -Discount on bills.

Unit -III

Statistics -Introduction -Definition -Limitations. Collection of data -Classification and Tabulation - Diagrammatic and graphical representation of Data - Measures of Central Tendency -Mean -Median -Mode -Geometric Mean -Harmonic Mean.

Unit -IV

Measures of Dispersion -Range -Quartile Deviation - Mean Deviation -Standard Deviation -Co-efficient of Variation -Time series -Components of time series.

Unit -V

Correlation -Meaning -Various types of correlation - Scatter Diagram -Karl Pearson Co-efficient of correlation -Rank Correlation. Regression -Regression lines - Regression Co-efficient.

NOTE

Questions in Theory & Problems carry 30% and 70% of marks respectively.

Text Book

P.R. Vittal, Business Mathematics and Statistics, Margham Publications.

Reference Books

1. Dr.S.P.Gupta & Dr.M.P.Gupta, Business Statistics, Sultan & Chand Sons.
2. RSN Pillai & V.Bagavathi, Statistics, S.Chand.

CORE COURSE – III**ORGANISATIONAL PSYCHOLOGY****Unit I**

Meaning and scope of organisational psychology – organisational behaviour of individual - inter personal – group and inter group. Theories of organisation – classical – neo classical and modern theories.

Unit II

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

Unit III

Morale – meaning – benefits – measurement, job satisfaction – meaning and factors – managing stress.

Unit IV

Work environment – good house keeping practices – design of work places – Hawthorne experiments and their importance.

Unit V

Organisational change – meaning – nature – causes of change – resistance to change – overcoming the resistance – counseling – types of counseling.

Text Book

1. LM.Prasad, Organisational Behaviour, Sultan chand& sons.
2. Khanka, Organisational Behaviour, S.Chand.

Reference Books

1. Fred Luthans, Organisational Behaviour, McGraw Hill.
2. Keith Devis, John W.Newstrom, OB –Human Behaviour at work, TMH
3. M.L.Blum, Industrial psychology and it social foundations.
4. J.Jayasankar, Organisational Behaviour, Margham publications.
5. P.Subba Roa, Management and Organisational Behaviour – HPH
6. Robbins, Stephen P, Organisational Behaviour, Prentice Hall, New Delhi.

CORE COURSE – IV

OPERATING SYSTEM AND OFFICE AUTOMATION

Unit I

History of Operating system – Operating system concepts – resources – process – Operating System Structure – Monolithic Systems – Introduction to Process – Implementation of Process – Process States – Inter Process Communication.

Unit II

Getting started: starting Program – Identifying Common Screen Elements – Choosing Commands – Finding Common Ways to Work – Getting Help with office – Ms-Word: Learning Word Basics – Formatting a Word Document – Working with Longer Document.

Unit III

Ms-Excel: Creating a Simple Spreadsheet – Editing a Spreadsheet – Working with Functions and Formula – Formatting Worksheets – Completing Your Spreadsheet – Creating Charts.

Unit IV

Ms-PowerPoint: Creating and Viewing Presentations – Editing a Presentation – Working with Presentation Special Effects.

Unit V

Ms-Access: Database Overview – Creating a Database – Modifying tables and creating form – Query – Creating reports – Mailing Labels.

Text Books:

1. Andrew S. Tanenbaum – “Modern Operating System” – Eastern Economy Edition – PHI

2. Microsoft Office XP – Fast & easy, Diane Koers, Prentice Hall of India Private Limited 2001.

PRACTICAL – I
MS-OFFICE PRACTICAL

Ms-Word

1. (a) Starting Ms-Word, Create, Save, Print (with Options), Close and Edit Document.
(b) Study of Ms-Word, Menu / Tool Bars.
2. (a) Create a document, Save it and edit the document as follows,
 - (i) Find, Replace options
 - (ii) Cut, Copy, Paste options
 - (iii) Undo, Redo options(b) Format the document using Bold, Underling and Italic.
(c) Change Character size using the font dialog box.
(d) Formatting Paragraph Center, Left align, and Right align.
(e) Formatting Paragraph and line spacing using Bullets and Numbering in Paragraphs.
(f) Creating, Hearing Paragraphs.
3. Using tab setting, enhancing the documents (Header, Footer, Page Setup, Border, Opening and Closing Tool bars, Print preview)
4. Creating Tables in a document, selecting rows and columns sort the record by using tables, format painter and Auto Format.
5. Mail Merge in word (Creating main document, data source, inserting merger fields and viewing merge data, viewing & printing merged letter, using mail merge to print envelope, creating mailing labels.)

Ms-Excel

1. (a) Create a worksheet, Move /Copy/ insert and delete rows & columns. (Usage of Cut, Paste Commands copying a single cell, Copying arrange of data, Filling up cell, Undo command, Inserting arrow, column, Deleting rows and columns.)
(b) Formatting worksheets
 - (i) Bold Style.
 - (ii) Italic Style.
 - (iii) Font Size change
 - (iv) Formatting numbers (Auto fill, selection command, Currency Format, Currency Symbols)
 - (v) Specifying percentage (%) scientific notations.
 - (vi) Drawing border around cells.
 - (vii) Print a worksheet (Print Preview, Margin setting, Header and Footer.)
2. (a) Database concept – Database record file and field name – creating and sorting a database and maintaining a database (Data Form)
(b) Using auto filter, advanced filter.
(c) Creating sub totals and grand totals – using database functions.
3. Creating Charts.
 - (i) Using Chart wizard (5 Steps)
 - (ii) Changing the chart type (Pie, Bar, Line)
 - (iii) Inserting titles fro the Axes X, Y
 - (iv) Changing Colors.
 - (v) Printing Charts.
4. (a) Using date, time and Math Functions.
 - (i) Entering Current Date.

- (ii) Using Date Arithmetic (adding and subtracting dates)
 - (iii) Date Functions (Day, Month, Year)
 - (iv) Using time Functions (Hour, Minute, second)
- (b) Maths Functions
 - (i) SUM, COUNT, AVERAGE
 - (ii) MAX, MIN
 - (iii) STDDEV, VAR
 - (iv) ABS, EXP, INT
 - (v) LOG10 & LOG
 - (vi) MOD, ROUND, SQRT
 - (vii) Using Auto Sum.
- (c) Logical and Financial Functions.
 - Logical (IF / AND / OR / NOT)
 - Financial (PMT / FV, NPER / RATE)
- 5.
 - (i) Creating & Running a Macro.
 - (ii) Assigning a button to a defined Macro.
 - (iii) Editing a Macro.

Ms-PowerPoint

1. Creating a Presentation using Auto Content Wizard.
2. Different Views in PowerPoint presentation.
3. Setting Animations effects / grouping / ungrouping / cropping PowerPoint objects.
4. Printing a presentation / Importing – Exporting files.
5. Creating an organisational chart in PowerPoint.

ALLIED COURSE – II

QUANTITATIVE TECHNIQUES – II

Unit I

Introduction to Operation Research – Meaning – Nature – Definition – Characteristics – Phases of OR – OR in Management – OR in Decision making – Limitations.

Unit II

Linear Programming – Introduction, Definition – Formulation of LPP – Graphical Method of Solution – Simplex Method (Simple Problems only)

Unit III

Transportation problems – Finding an Initial Basic feasible solution – North-West corner rule – Maximini / Minimax Method – Vogel approximation method – Finding the optimum solution – MODI method. Assignment problems – Hungarian method – Maximisation case in A.P. – unbalanced.

Unit IV

Game Theory – Introduction – Basic terminology – Solution of pure strategy games – Principle of dominance – solution of mixed strategy problems – Limitations.

Unit V

Network Analysis – Construction of the Network – Time and Critical Path calculations – CPM and PERT application.

Note

Questions in Theory & Problems carry 30% and 70% of marks respectively.

Text books

V.K.Kapoor, Operations Research, Sultan chand & Sons.

Reference Books:

1. Premkumar Gupta, DS Hira, Operations Research. S.Chand.
2. S.Kalavathy, Operation Research, Vikas Publishing House.
3. P.R.Vittal, Introduction to Operations Research, Margham publications.
4. R.Panneerselvam, Operation Research, PHI.

Core Course - V
FINANCIAL AND COST ACCOUNTING

UNIT - I

Basic accounting concepts and convention – Accounting equations – Meaning of accounting – Groups interested in accounting information – Journal, Ledger, Subsidiary books – Trial balance – Final Accounts – (Simple Problems Only).

UNIT – II

Accounting standard – meaning and scope – features – Development of standards – Procedure for issuing accounting standard – Applicability of accounting standard – Formation of accounting standard board – Objectives and functions of accounting standard board an overview.

UNIT- III

Hire purchase – methods of calculation of interest - Entries in the books of hire purchaser and hire vendor – Hire purchase trading account – Installment purchase – Entries in the books of purchaser and seller.

UNIT-IV

Bank reconciliation statement – Average due data – Accounts current.

UNIT- V

Cost Accounting – Meaning – importance – Limitation – Features – Preparation of cost sheets (Simple problems only). Material cost-FIFO, LIFO, Simple average, weighted average method – EOQ.

TEST BOOK :

1. Gupta R.L., Advanced Accountancy – Sultan Chand.

REFERENCE BOOKS

1. Shukla RL., Grewal, T.S., Advanced Accountancy Vol. – I S. Chand.
2. Tulsian P.C., Advanced Accountancy – Tata McGrawHill.
3. Amitabha Mukerjee Mohammed Anif – Modern Accounting – Tata McGrawHill.
4. T.S. Grewal, Double Entry Book – Keeping, S. Chand.
5. T.S. Reddy, A. Moorthy, Cost Accounting, Margam Publication.

Core Course - VI
BUSINESS COMMUNICATION

UNIT -I

Communication -meaning -objectives -types - principles of communication -layout of business letters.

Unit -II

Business enquires and replies -offer -quotations - orders -complaint and adjustments - collection letters -circular letters -status enquires.

Unit -III

Bank correspondence -insurance correspondence - agency correspondence -letters to the editor - applications for appointment.

Unit -IV

Company correspondence -secretary and his duties - correspondence with directors, shareholders, government departments and others.

Unit -V

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

Text Book

Rajendrapal & Koralahalli J.S, Essentials of business correspondence, Sultan Chand & Sons .

Reference Books

1. Ramesh M.S & Pattan Shetty, Effective Business English & correspondence, RC publications.
2. Balasubrahmanian, Business Communication, Vikas Publishing House Pvt. Ltd.
3. US Rai, SM Rai, Business Communication, HPH
4. Shirley Taylor, Communication for Business, LONGMAN.
5. RSN Pillai, Bagavathi, Commercial Correspondence & Office Management, S.Chand.
6. N.S.Rashunathan and B.Santhanan, Business Communication, Margham Publications
7. Chaturvedi, Business communication concepts, cases and applications, Pearson Education

Core Course - VII E -BUSINESS

UNIT I

Basic Internet Fundamentals: Overview of the Internet, Browsing the world wide web, Electronic Mail, Basics of using FTP, Newsgroups, Searching the web to gain Market Intelligence, Internet Technology

UNIT II

eCRM -Meaning -Difference between CRM & eCRM - Features of eCRM -eCRM Software.

UNIT III

MS-office -Data entry -graphs -aggregate function - Formulas & functions -Different No. System & conversion.

UNIT IV

An Electronic Market place of buyers & sellers - Collaborating on a distribution chain -Online catalog.

UNIT V

Commercial Websites -Types of online business -Sales of Products & Services One to one Marketing Strategies.

Text Books

1. Greg Holden, Starting an E.commerce Business for Dummies H Edition
2. David Kodiur, Understanding Electronic Commerce.

Reference Books

1. P.I. Josep, E. Commerce - A Managerial Perspective, PHI
2. Daniel Amor, E Business Revolution, Pearson Education Asia, PHI
3. Shurethy, E - Business with Net Commerce
4. Samantha Shurethy, E-Business with net. commerce.

Allied Course - III ENTERPRISE RESOURCE PLANNING

UNIT-I

Enterprise Resource planning - Meaning - Principles Importance - Benefits - ERP and Functional Area Model: Dynamic and Process

UNIT-II

ERP - A Manufacturing perspective - review an understanding of the basic business process - Business Process Reengineering - Production and Operation Procurement - Inventory control - Stores control - BP

UNIT-III

ERP System Packages - SAP, People Soft, BAAN and Oracle - ERP Applications

UNIT-IV

Oracle - Overview - Architecture, Applications, SAP Overview, Architecture, Application

UNIT-V

Implementation of ERP - Key factor Analysis Organizational & Social issues

Text Books

1. Alexis Leon, ERP Demystified - Tata McGraw - Hill publishing Company Limited - New Delhi. 2000
2. Brady, ERP, Thomas Learning 2001.

Reference Books

1. Sadagopen.s, ERP - A Managerial Executive", Tata McGraw Hill 2001
2. Vinod Kumar, Grog and N.K. Venkitakrishnan ERP, Prentice Hall of India, New Delhi 2001
3. Vinodkumar Grog, and Bharat Vakharia, ERP Strategy, Jaico Publishing House, Mumbai 1999

IV – SBEC-I CAMPUS TO CORPORATE (Report Preparation and Viva-Voce)

Objective: To familiarize students with various communication methods that exists in business and to train them for smooth transition from campus to corporate

UNIT – I

Overview of corporate – History of corporate – campus and corporate – distinction – overview of BPO Industry in India and world - Enhancing the reading

ability of students (at a speed of minimum 150 words per minute with appropriate stress, voice modulation and correct pronunciation). Students should be exposed to the practice of reading news papers viz., The Hindu, Indian Express, Business Line, Economic Times etc., and magazines like business world, etc.,

Enhancing the spontaneous writing skill of the students – writing articles on simple topics given – preparing speeches – preparing reports on various events / functions held in the college.

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 – mock press meets.

UNIT – III

Enhancing the presentation skill of the students – Individual seminar presentation and Group seminar presentation (Students may be organized into groups, which will prepare papers on current issues pertaining to trade, commerce and industry or any social issue and present the same to audience). Each group may consist of 3 or 4 students.

UNIT – IV

Enhancing the interpersonal communication skill of the students – Group Commission (Students may be organized into 4 and 5 groups). All the groups may be given a management problem relating to real life experiences of trade and industry in the country or the world. They will be asked to find group solution through discussion and the group leader will present the same to the audience in the class.

UNIT – V

Fundamentals of English – constructing sentences – correct use of tenses – articles – international phonetic alphabet – vowel and consonant sounds – syllable stress – intonation – listening – principles of good listening – accent comprehension – practical exercises

Corporate etiquette – Dressing and grooming skills – Workplace etiquette – Business etiquette – Email etiquette – Telephone and meeting etiquette – Presentation skills.

Professional competencies: analytical thinking – listening skills – time management – team skills – stress management – assertiveness – Facing group discussion and interview

REFERENCE BOOKS

1. Namrata Palta, The art of Effective Communication, Lotus Press, New Delhi, 2007.
2. S.K. Mandal, Effective Communication and Public Speaking, Jaico Publishing.
3. V. Sasikumar, P. Kiranmai Dutt, Geetha Rajeevan, A. Course in Listening and Speaking II, Cambridge University Press, 2007.

TEXT BOOKS:

1. Rajendra Pal & Korlahall, Essentials of Business Communication, Sultan Chand & Sons, 2008.

SBEC - II
ELEMENTS OF INSURANCE

UNIT – I

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

UNIT – II

Life Assurance – Objects of Life assurance – Principles of Life Assurance – 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 – Surveys and Inspections Average – Reinsurance Renewals.

TEXT BOOK

Sharma R.S. - Insurance : Principles and Practices (1960 Vora, Bombay)

REFERENCE BOOKS

1. Arifkhan M - Theory and Practice of Insurance (1976) Education Book House, Aligarh
2. Srinivasan M.N. - Principles of Insurance Law (1977) Ramanuja Publishers, Bangalore.
3. Dr. B. Varadharajan Insurance : Vols. I and II (1979) Tamil Nadu Text Book Society

SBEC - III
BUSINESS PROCESS OUTSOURCING

UNIT – I

Business Process Outsourcing (BPO) – Meaning – Definition – Evaluation & Recent Development – Insourcing – Outsourcing – Needs – Technical requirement – Eligibility.

UNIT – II

Call Centres – Functions – Processes – classifications – Telemarketing – Tele selling – Preparing for a Job – Approach – Preparation – Training – Selection Process.

UNIT – III

Improving Efficiency – Handling Calls – Team Player – Pleasing the Customers – Converse efficiently – Reducing stress.

UNIT – IV

Numerical aptitude – Basic Computer Skills – Type Master – Written Test – Interviews – Telephonic Interviews.

UNIT – V

Good Communicator – Ability to lead – Pleasing personality – Physical fitness – Dress Consciousness – Other Personality development.

REFERENCE BOOKS

- i) Fundamentals of Computer Science & Communication engineering
- Alexis Leon, Mathew Leon.
- ii) Quantitative Aptitude - R.S. Agarwal
- iii) English Conversation Practice - Grand Tailor
- iv) English Course - Lingua Phone
- v) Adult Faculty - Kev Nair

NMEC -I PRINCIPLES OF MANAGEMENT

UNIT – I

The Development of Management Thought – Contributions of F.W. Taylor, Henri Fayol – Elton Mayo and Mary Parker Follet.

UNIT – II

Planning – Nature – Purpose – Steps – Types – Merits and Demerits of Planning – MBO.

UNIT – III

Organising – Nature – Purpose – Departmentation – Span of Control – Delegation – Centralisation and Decentralisation – Line and Staff – Committees. Staffing – Nature and Purpose of Staffing – Components of Staffing.

UNIT – IV

Directing – Principles of Directing – Leadership – Motivation – Communication – Process of Communication – Barriers of Communication – Effective Communication.

UNIT – V

Controlling – Concept of Control – Methods of Controlling. Co-ordinating – Need - Principles - Approaches to Achieve Effective Co-ordination.

TEXT BOOK

L.M. Prasad

Principles of Management

REFERENCE BOOKS

- | | |
|--------------------------------|-----------------------------|
| 1) Harold Koontz and O'Donnell | The Process of Management |
| 2) Newman and Warrann | The Process of Management |
| 3) Peter F. Drucker | The Practice of Management |
| 4) Liouis A. Allen | Management and Organisation |

Core Course -VIII PRODUCTION AND MATERIALS MANAGEMENT

UNIT- I

Production Management -Definitions -Functions & scope -Plant Location -Factors - Plant Layout principles -Types -Importance.

UNIT- II

Production Planning & control -principles -process plant maintenance -Types - Maintenance scheduling Fundamentals of Reengineering.

UNIT-III

Materials management -meaning, Definition Importance -process -Integrated materials Management -concepts -Advantages -Process.

UNIT- IV

Management of materials -Techniques of materials planning -Inventory control - meaning & importance - Tools of inventory control -ABC, VED, FSN Analysis - EOQ.

UNIT- V

Purchasing -procedure -principles -vendor rating - vendor Development -Store keeping & materials handling -objectives -Functions -Equipments. .

Text Books

1. Saravanavel .P & Sumathi .S, Production & Material Management., Margham publications.
2. Gopalakrishnan & Sundaresan, Materials Management, PHI

Reference Books

1. Varma.M.M, Materials Management, Sultan Chand & Sons
2. Dutta, Integrated Materials Management, PHI
3. O.P. Kanna, Industrial Engineering & Management, Dhanpatrai Publications.
4. Martand Telsang, Industrial Engineering and Production Management, S.Chand.

Core Course - IX

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.

UNIT – III

Cash flow analysis – preparation of cash flow statement – distinctions between cash and fund flow statement.

UNIT- IV

Accounting Ratios – Meaning – types of ratios – construction of balance sheet (simple problems only).

UNIT-V

Budget and budgetary control – meaning – types – materials and production budget – flexible budget – cash budget – sales budget.

NOTE :

Questions in Theory and Problems carry 30% and 70% of marks respectively.

TEST BOOK :

1. Maheswari S.N. Principles of Management Accounting – Sultan Chand.

REFERENCE BOOKS

1. Man Mohan & Goyal, S.M., Principles of Management Accounting – Sathiya.
2. Reddy T.S., & Hariprasad Reddy. Y, Management Accounting, Margham Publication.
3. R.S.N. Pillai and Bagavathi, Management Accounting – Sultan Chand.
4. Dr. P. Periyasamy, Financial & Management Accounting – Himalaya Publications.

Core Course - X

INTERNET AND WEB DESIGN

UNIT I

Internet -An Introduction -The World Wide Web -Internet / Web Browsing - Internet addressing -Internet Protocols -Electronic Mail-Email security-on line chatting and conferencing

UNIT-II

HTML Basics: Understanding HTML -Setting Up the Document Structure – Formatting Text by Using Tags -Using Lists and Backgrounds -Creating Hyperlinks and Anchors Style Sheets and Graphics: Introduction to Style sheets -Formatting Text by Using Style Sheets -Formatting Paragraphs by Using Style Sheets

UNIT-III

Graphics: Selecting a Graphics Format -Preparing Graphics for Web Use -Inserting -' Graphics -Arranging Elements on the Page -Controlling Image Size and Padding - Hyperlinking from Graphics -Utilizing Thumbnail Graphics -Including Alternate Text for Graphics.

UNIT -IV

Navigation: Creating Navigational Aids -Creating Tables -Formatting Tables

UNIT -V

Layouts: Creating Division-Based Layouts -Creating User Forms -Using Frames for Layout -Incorporating Audio and Video

TEXT BOOK:

1. Microsoft Step by Step -HTML and XH, Faithe Wempen, Prentice Hall of India Private Limited, New Delhi, 2006
2. Margarete Levine Young, The complete reference, Internet millennium Edition, TMH

PRACTICAL –II

INTERNET AND WEB DESIGN PRACTICAL

1. Prepare a Bio-data using HTML
2. Prepare a E-book using HTML in your favorite subject
3. Display information about your institution in multiple HTML pages with photos.
4. Display mark list of students using HTML tables
5. Prepare a E-Book using animated images and Multiples frames.

Allied Course - IV ELEMENTS OF BUSINESS LAW

UNIT I:

Introduction -Source of Mercantile Law -Nature and Kinds of Contracts - Offer and Acceptance. Consideration -Capacity of Parties -Free Consent- Legality of Object and Consideration, Void Agreements -Contingent Contracts.

UNIT II

Performance of Contracts -Discharge of Contracts -Remedies for Breach Including Specific Performance -Quasi Contracts.

UNIT III

Indemnity and Guarantee -Bailment and Pledge.

UNIT IV

The Sale of Goods Act 1930.

UNIT IV

Company – Definition Kinds, Incorporation, Registration, Memorandum of Association, Ultra vires-Alteration of Memorandum-Procedure for alteration – Constructive Notice and Indoor management – Distinction between memorandum and articles.

UNIT V

Company – Definition, Kinds Incorporation – Registration – Memorandum of Association – Ultra vires - Alteration of memorandum – Articles of Association – Procedure for alteration – Constructive Notice – Indoor management – Distinction between memorandum and articles.

TEXT BOOKS:

Business Law - N.D. Kapoor Sulthan Chand & Sons

Books for Reference:

1. Mercantile Law -M.C. Shukla S.Chand & Co.,
2. Commercial Law .-Chawla and Garg, Kalyani Publishers
3. Mercantile Law -MC Kuchal, Vikas Publishing House.

SBEC - IV

PRACTICE OF PUBLIC RELATIONS

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- News and news reporting – Editorial reviews – Articles – public relations department

Unit – III

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

Unit – IV

Book publications in India – Role of publishers, distributors and booksellers – Electronic media – Radio – Television – House Journals - Documentary films – Mobile Film shows – film censorship – guidelines.

Unit – V

Exhibition and trade fair – consumer and marketing fairs –photo graphy – folk dance – sponsorship programme – music festivals.

Text Book:

Management of Public Relations – S. Segupta, Vikas Publishing House

Reference Books:

1. Lecture on Applied Public Relations-Prof. K.R. Balan, Sultan Chand & Sons Delhi.
2. Public Relations: Problems and Prospects with case studies – Anil Baby, Space Age Publications, New Delhi.
3. Hand books of PR in India – D.S. Menta, allied Publishers (p) Ltd New Delhi.
4. The practice of public relations – Frasan P. Seitel, Charler E.Merrial Publishing company, Columbus.

SBEC – V

EXPORT – IMPORT DOCUMENTATION AND PROCEDURES

UNIT – I

Documentation Framework – EXIM Documentation – Instruments and methods of Financing Exports – Credit and Collections.

UNIT – II

Foreign Exchange Regulations and Formalities – Pre – Shipment ; Inspection and Procedures – Role of Clearing and Forwarding Agents.

UNIT – III

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

UNIT – IV

Processing of an Export Order - World Shipping – Structure - Liners and Tramps – Containerization.

UNIT – V

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

TEXT BOOK

Francis Cherunilam : International Trade and Export Management Mumbai, Himalaya Publishing House, 2002.

REFERENCE BOOKS

1. TAS Balagopal, Export Management Mumbai, Himalaya Publishing House, 2000.
2. Government of India Handbook of Import – Export Procedures, New Delhi, Anupam Publishers, 2002.

SBEC - VI INPLANT TRAINING

- 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.
- ii. Each student should undergo industrial training for a minimum period of two weeks during the third semester vacation.
- 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, public sector undertakings, hotels and hospitals, travel and tourist industries and financial institutions.
- iv. Students may make their own arrangements in fixing the companies for training. Candidates should submit a report in not less than 25 type written pages.
- v. Candidates should submit the attendance certificate from the institution for having attend the training for 2 weeks.
- vi. Industrial training reports shall be prepared by the students under the supervision of the faculty of the department.
- vii. Industrial training report must contain the following :
 - Cover page
 - Copy of training certificate
 - Profile of the business unit
 - Report about the work undertaken by them during the tenure of training.
 - Observation about the concern.
 - Findings
- viii. Industrial training certificate shall be forwarded to the university, one month before the commencement of the fourth semester university examinations.
- 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.

NMEC - II HUMAN RESOURCE MANAGEMENT

UNIT – I

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

UNIT – II

Human Resource Planning – Human Resource Nature, Importance and Objectives of Human Resource Planning – Process of Human Resource Planning – Uses and Benefit of Human Resource Planning.

UNIT – III

Recruitment and Selection – Sources 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 – Types of training – Methods of training.

TEXT BOOK

J. Jayasankar, Human Resource Management, Margham Publications.

REFERENCE BOOKS

1. G.R. Bassotia, Human Resources Management, Mangal Deep Publications.
2. K. Aswathappa, Human Resources and Personnel Management, TMH, New Delhi.
3. Kaushal Kumar, Human Resources Management – ABD Publishers.
4. Keith Davis, Human Relations at work – TMH.
5. C.B. Mamoria, Personnel Management – Humalaya publications house.
6. S.S. Khanka, Human Resource Management, S. Chand.

Core Course - XI

FINANCIAL MANAGEMENT

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 of 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 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 – 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	-	50% of Marks
Problem	-	50% of Marks

TEXT BOOK:

1. 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
4. Dr. Srivastava, Financial Management, HPH.

Core Course - XII

HUMAN RESOURCE MANAGEMENT

UNIT – I

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

UNIT – II

Human Resource Planning – Human Resource Nature, Importance and Objectives of Human Resource Planning – Process of Human Resource Planning – Uses and Benefit of Human Resource Planning.

UNIT – III

Recruitment and Selection – Sources of Recruitment Selection of Employee – Difference between recruitment and selection – Procedures for selection – Tests - Interviews – Types of Interview – Process of conducting interview – checking of references – final selection – Induction – Orientation.

UNIT – IV

Performance Appraisal – need – techniques of performance Appraisal – modern methods – developing and administrating appraisal programmes - Training and Development – Importance of training employee – Types of training – Methods of training – Management development – Importance of Management development – Objectives – Methods of management development.

UNIT – V

Concept of Quality of Work Life (QWL) - stress management. Promotion, Transfer and Termination – Career planning - promotional policy – Internal promotional system – seniority Vs Merit – Benefits of effective promotional policy – transfer – Objectives of transfer – employee termination – Dismissal.

TEXT BOOK

J. Jayasankar, Human Resource management, Margham Publications.

REFERENCE BOOKS

1. G.R. Bassotia, Human Resource Management, Mangal Deep Publications.
2. K. Aswathappa, Human Resource and Personnel Management, TMH, New Delhi.
3. Kaushal Kumar, Human Resource Management – ABD Publishers.
4. Keith Davis, Human Relations at work – TMH.
5. C.B. Mamoria, Personnel Management – Himalaya Publishing House.
6. S.S. Khanka, Human Resource Management, S. Chand.

Core Course - XIII

MARKETING MANAGEMENT

UNIT – I

Marketing – Definition – Scope – functions – Importance – Concept of marketing – Marketing Environment.

UNIT – II

Market segmentation – Bases – Pre – requisites, consumer Behaviour – Factors – Stages in buying decision process.

UNIT – III

Marketing Mix – Elements – Product mix – classifications of product – New product Development – Product Life cycle – Pricing Strategies – Methods of pricing.

UNIT – IV

Channel of distribution – factors – kinds of middle man – types of channel.
Channels of distribution – Factors – Kinds of Middle men.

UNIT – V

Promotion mix – Sales Promotion – Publicity - Advertising – Advertising Effectiveness – Appropriation – Agency – Personal Selling. – Selection and operation of Sales forces – Recent trend in marketing – e-business – Telemarketing – Relationship marketing – Virtual Advertising.

TEXT BOOK

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

REFERENCE BOOKS

1. Philip Kotler, Marketing Management, Millennium Edition, PHI.
2. Ramasamy V.S. and Namakumary S, Handbook of Marketing Management, Macmillan.
3. Rajagopal, Marketing Management, Vikas Publishing House Pvt., Ltd.,
4. S. Jayachandran, Marketing Management, Excel Books.
5. Rajan Saxena, Marketing Management, TMH.
6. Sherlakar, S.A., Marketing Management, HPH.
7. R.S.N. Pillai, Marketing Management, S. Chand.

Core Course - XIV

RDBMS and ORACLE

UNIT -I

Introduction: Database System Applications -Purpose of Database Systems -View of Data -Database Languages -Transaction Management -Database Architecture - Database users and Administrators. Relational Model: Structure of Relational Databases -Database Design -ER Model -Overview of the Design Process -The Entity- relationship Model -Constraints -Entity Relationship Diagrams.

UNIT -II

Relational Algebra Operations -Relational Languages: The Tuple--Relational Calculus - The Domain Relational Calculus -SQL: Background -Data Definition - Basic Structure of SQL Queries -Set Operations -Aggregate Functions -Null Values - Nested Sub- Queries -Views -Modification of the Database

UNIT-III

PL/SQL: A Programming Language: History -Fundamentals -Block Structure-Comments- Data Types -Other Data Types -Declaration -Assignment operation - Bind variables -Substitution -Variables -Arithmetic Operators. Control Structures and Embedded SQL: Control Structures -Nested Blocks -SQL in PL/SQL –Data Manipulation -Transaction Control statements.

UNIT IV

PL/SQL Cursors and Exceptions: Cursors -Implicit & Explicit Cursors and Attributes -Cursor FOR loops -SELECT...FOR UPDATE -WHERE CURRENT OF clause- Cursor with Parameters -Cursor Variables -Exceptions -Types of Exceptions.

UNIT -V

PL/SQL Composite Data Types: Records. -Tables -Varrays. Named Blocks: Procedures -Functions -Packages -Triggers -Data Dictionary Views

TEXTBOOKS

1. "Database System Concepts", Abraham Silberschatz, Henry F .Korth, S.Sudarshan , . TMH 5th Edition (Units -I, II)
2. DATABASE SYSTEMS USING ORACLE -Nilesh Shah, 2nd edition, Prentice Hall

of India Private Limited, New Delhi.

PRACTICAL – III
RDBMS AND ORACLE -PRACTICAL

1. SQL:

- (i) Creation of Data Base
- (ii) Various forms of select statement
- (iii) Multiple Queries (Sub query)
- (iv) Update operations
- (v) Alter the Data Base
- (vi) Number function, data functions, Aggreg and math's function
- (vii) Joining the Table

2. PL/SQL:

- (viii) Payroll preparation
- (ix) Electricity bill preparation
- (x) Student mark list preparation
- (xi) Personal information system

Elective Course- I
GROUP – A
SERVICES MARKETING

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 – macro and micro 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

Rao, Services Marketing, Pearson Education India

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. Sinha, P.K. and Sahoo S.C. Services Marketing, HPH.

5. Ravishankar, Services Marketing, Lalvani.

GROUP – B

TRAINING AND DEVELOPMENT

UNIT – I

Concepts of training and development – Identifying training needs – Types of training – Organisation for training – Objectives, structures and functions of Training Department – Execution of 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 centred Techniques ; Discussions - Case studies – Conferences – Workshops – Syndicate – Brain storming – Role playing – Psycho drama – Simulation – inbasket Games.

UNIT – IV

Sensitivity Training – selflearning techniques - Planned reading - Correspondence Courses - Programmed instructions - Audio Visual lessons-Manuals and Hand-outs.

UNIT – V

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

TEXT BOOK

M.C. Larney, William J : Management Training : Cases and Principles,
Richard, D. Irwin, Illinois.

REFERENCE BOOKS

1. M.C. Gehee, William and Tahayer, Paul W. Training in Busines and Industry, John Wiley & Sons, New York.
2. Sikula, A.F. Personnel Administration and Human Resources Development, John Wiley, New York.
3. Hacoan, R.J. Management Training : Aims and Methods, English Universities Press, London.
4. Ahmed, Abad : Management and Organisational Development, Rachana Prakasham, New Delhi.
5. Memoria, C.B. Personnel Management, Himalaya Publishing House, Bombay.
6. Rudra Baswaraj : Personnel Administration Practice in India – Vaikunta Lal Mehta Institute of Co-operative Management Poona
7. Muniramappa C.M. Shankaraiah, A and Kamaraju Panthulu ; Personnel Management and Industrial Relations, Excel Publications, New Delhi, 1991.

GROUP – C

INVESTMENT MANAGEMENT

UNIT – I

Nature and scope of investment management - meaning of investment – factors favourable for investments – features of an investmet programme structure of financial market : Financial institution – Commercial Bank.

UNIT – II

New issue and stock exchange – bonus and right issue – kinds of trading – legal control of stock exchange of India – Capital issue control.

UNIT – III

Basic valuation – models – Bonds. Preference share, equity share - meaning of risk and return - risk classification – systematic and unsystematic measurement of risk.

UNIT – IV

Investment classification – feature of bonds – types - classification. - convertible bonds, preference share, equity share, options, warrants, gift – edged security – LIC – UTI, PE, NSS, NSC etc.,

UNIT – V

Computation of Tax liability – exemptions – deductions

Financial statement analysis – Ratio portfolio analysis – techniques.

TEXT BOOK

1. Investment management – Preeti singh Himalaya publishing house.
2. Investment management – Bhalla.

REFERENCE BOOKS

1. Donald E. Fischer and Ronald J. Jordon – Security Analysis and Portfolio Management Practice Hall 1990.
2. Frank K. Reilly : Investment Analysis and Portfolio Management Dryden Press.
3. N.J. Yasamy : Equity investment strategy ; Tata McGraw Hill Book Company, New Delhi.
4. V.K. Bhalla ; Investment Management – Security Analysis and Portfolio Management S. Chand and Company Limited, New Delhi.
5. Sindhu, S.L.N. Investment Management – Institute of Financial Management and Research, Madras.

GROUP – D

TOTAL QUALITY MANAGEMENT (TQM)

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 Quality – 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, Paretodiagram. 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.

UNIT - V

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

TEXT BOOK

1. Armond V. Feigerbaum, Total Quality Control McGraw Hill.
2. John Bark, Essence of TQM, PHI, Delhi.

REFERENCE BOOKS

1. Joel, E. Ross, Total Quality Management
2. Ron Collard, Total Quality, Jaico, Delhi
3. Willborn & T.C. Edwin Cheng, Global Management of Quality Assurance systems, McGraw Hill.
4. J.M.Juran, Juran On leadership for Quality – An Executive Hand Book.
5. ISO Manuals.

ALLIED COURSES - V

MANAGEMENT INFORMATION SYSTEM

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 the computer – types of computer – Software – Hardware – CPU – MU – Input – Output – application and operations

UNIT – III

System classification – concept characteristics – elements – feedback control – boundary – function and operations – system design – function of system analyst assignment and investigation – implementation – evaluation and maintenance of MIS.

UNIT- IV

Transactions processing information systems – information systems for managers – intelligence system – decision support system – integration – data collection and preparation – database – components – utility of the operation of the data base technology.

UNIT-V

Functional Management information systems – production, marketing, accounting, personnel, financial, relationship – impact and their role in the managerial decision – making.

TEXT BOOK:

1. CVS Murthy, Management Information System, HPH.
2. Davis & Olson, Management Information System, MGH.

REFERENCE BOOKS

1. R. Senapathi, MIS, Lakshmi Publications.
2. Lucas, The analysis, design and implementation of information system, MGH.
3. G.M. Scott, Principles of management information system, MGH.
4. Dr. S.P. Rajagopalan, Management information system, Margham publications.
5. S. Sadagopan, Management Information System, PHI

Core Course - XV

BUSINESS POLICY AND STRATEGIC MANAGEMENT

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 – Motorola quality concept – six sigma.

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 BOOK

Azhar Kazmi, Business policy and strategic management – Tata Mcgraw Hill.

REFERENCE BOOKS

1. K. Arul & K. Jayaraman, Business Policy & Strategic Management.
2. P. Subba Rao, Business Policy & Strategic Management.
3. Mamoria – Mamoria – Subba Rao, Business Planning and Policy.
4. Thomas, L. Wheelen, J. David Hunger, Concepts. In Strategic Management & Business Policy.
5. Francis Cherunilam, Business & Strategic Management (Text and Cases) – Himalaya.
6. Dr. S. Sankaran, Policy and Strategic management, Himalaya.

Core Course – XVI

FINANCIAL INSTITUTIONS AND SERVICES

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 BOOK:

Gorden and Natarajan, Financial Institution and Services, HPH.

REFERENCE BOOKS

1. Bhole L.M. Financial Institutions and Market, TMH.
2. Avadhani V.A., Investment and Securities markets in India, HPH.
3. KulKarni P.V., Corporate Finance – HPH
4. Khan M.Y. Financial Services, TMH.
5. Bhatia & Batra, Management of financial services, Deep & Deep.

Core Course - XVII

MARKETING RESEARCH

UNIT - I

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

UNIT - II

Date 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 - Types of Report.

TEXT BOOK

Sharma D.D. Marketing Research

REFERENCE BOOKS

- | | | |
|------------------------|---|--------------------|
| 1. Boyd and west fall | - | Marketing Research |
| 2. Mc. Gown | - | Marketing Research |
| 3. Green Paul and Full | - | Marketing Research |
| 4. Majumdar | - | Marketing Research |

Core Course - XVIII

PROJECT WORK

PROJECT WORK GUIDELINES

SPECIMEN – I

A Study on Effectiveness of Training Among ‘E’ Level Employees of Watch Division in Titan Industries Limited, Hosur.

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 – COMPUTER APPLICATIONS

By

Name of the Student

Reg. No.....

Under the guidance of

Name of the Guide

Designation, Department

College.

College emblem

Department, College Name and Place
Month and Year of Submission

SPECIMEN – II

CERTIFICATE

This is to certify that the project entitled **“A Study on Effectiveness of Training among ‘E’ level Employees of Watch division in Titan Industries Limited, Hosur”** is a bonafide work carried out by
Register 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** – Computer Applications and the work is an original one and has not formed basis for the award of any degree, diploma, associateship, fellowship or any other similar title.

(HOD Signature)

(Guide Signature)

Project Work evaluation viva – voce examination conducted on by

Internal Examiner

External Examiner

Specimen - III

DECLARATION

I hereby declare that this Project work entitled **“A STUDY ON EFFECTIVENESS OF TRAINING AMONG “E” LEVEL EMPLOYEES OF WATCH DIVISION IN TITAN INDUSTRIES LIMITED, HOSUR”** submitted to the PERIYAR UNIVERSITY, SALEM in partial fulfillment of the requirements for the Award of the Degree of **Bachelor of Business Administration** – Computer Application 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 Course – II

GROUP – A

RETAIL MARKETING MANAGEMENT

UNIT – I

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

UNIT – II

Functions 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 Sales Forecasting – Methods – Analysis and Application – Products – Classification – New Product Development Process – Product Life Cycle – Product Portfolio Analysis - Line and Product Mix Decision.

TEXT BOOK

Retail Marketing Management – David Gilbert, Pearson Education.

REFERENCE BOOK

Global Marketing Management – Warren J. Keenan, Prentice – Hall of India.

GROUP – B**INDUSTRIAL RELATIONS****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 machinery 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 – Management of Trade unions – Problems of trade unions.

UNIT – V

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

TEXT BOOK

Memoria, C.B., "Dynamics of Industrial Relations in India", Himalaya Publishing House, Bombay, 1992.

REFERENCE BOOKS

1. John T. Dunlop : "Industrial Relations System", Henry Holt and Company, New York, 1958.
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.
4. Danial Quinn Mills : "Labour Management Relations", McGraw Hill Books Company, New York, 1978.
5. Marry. S, "Collective bargaining", Asia Publishing House, Bombay, 1980.
6. R. Stagner and H. Rosen ; "Psychology of Unions – Management Relations" Tavistock Publication Ltd., London, 1968.
7. R.C. Saxena ; "Labour Problems and Social Welfare", K. Nath & Company Meerut, 1990.
8. A.M. Sharma, "Aspects of labour Welfare and Social Security", "Himalaya Publishing House, Bombay, 1990.
9. T.N. Bhagoliwala : "Labour Economics and Labour Relations", Sahitya Bhavani Agra, 1991.
10. S.N. Sarma ; "Labour and Industrial" Allahabad law Agency, Allahabad, 1990.
11. Hopkin, R.R "A Hand Book of Industrial Welfare", Oxford & IBH Publishing Company, New Delhi, 1995.
12. Muniramappa C.M. Shankariah A and Kumaraju panmthulu, N., "Personnel Management and Industrial Relations" Excel Publications, New Delhi, 1991.

GROUP - C

MANAGEMENT OF FUNDS

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 BOOKS

1. I.M. Pandy. - Management Accounting
2. S.N. Maheswari - Management Accounting

REFERENCE BOOKS

1. Vinod Kothari - Lease financing and hire purchase
2. M.Y. Khan, P.K. Jain - Financial Management, Management Accounting and Finance
3. M.Y. Khan, P.K. Jain - Management Accounting and Financial Analysis
4. N.P. Srinivasan, C.B. Gupta - Entrepreneurial Development

GROUP – D

LOGISTICS AND SUPPLY CHAIN MANAGEMENT

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 Techniques – 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.

TEXT BOOKS

1. Donald J. Bowersox and David 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 BOOKS

1. Rahul, V. Altekar, “Supply chain Management, Concepts & Cases”, PHI Learning, 2006.
2. Ailawadi, Rakesh Singh, “Logistics Management”, PHI Learning 2006.
3. Donald Waters, Palgrave, “Logistics An introduction to supply chain management”, Macmillan, 2006.
4. Sarika Kulkarni, Ashok Sharma, “Supply Chain Management”, Tata McGraw Hill Publishing Company 2004.

5. Harold Dyckhoff, Springer, "Supply Chain Management and Reverse Logistics", International Edition, 2004.

Allied Course - VI

VISUAL BASIC

UNIT I

Getting Started -Visual Basic Environment -Initial VB Screen -Single Document Interface Tool Bars and System Control & Components -Use of File, Edit, View, Project, Foffilat , Run and Debug, Tools, Window Menu, Properties Window, Procedures, Image Controls, Text Boxes, Labels, Navigating between Controls, Message Controls, Message Boxes and Grids.

UNIT II

Steps in Programing -The Code Window -Editing Tools -Statements in VB - Assignment -and Property Setting -Variables, Numbers, Constants, Displaying Infoffilation -Controlling Program Flow -Repeating Operation -Making Decisions - GOTO -String Function -RND Functions -Data and Time Functions -Financial Functions.

UNIT III

Control Arrays -Lists: One Dimensional Arrays -Array with More than One Dimension -Using Lists Functions and Procedures -Passing by Reference / Passing by Values -Code Module -Global Procedure and Global Variables

UNIT IV:

Fundanlentials of Graphics and Files -Screen -The Line and Shapes -Graphics Via Codes, Lines & Boxes, Circle, Ellipse, Pie Charts Curves, Paint Picture Method - Graph Control

UNIT V:

Clip Board, DDE, Data Control -Programming with Data Control -Monitoring Changes to the Databases -DAO objects -Active X data objects

TEXTBOOK:

Gary Cornell -"Visual Basic 6.0 Programing"- Tata McGraw Hill Edition.

PRACTICAL – IV

VISUAL BASIC RACTICAL

1. Develop a simple calculator application
2. Prepare a payroll application
3. Students mark list preparation
4. Develop a Banking system with necessary reports.
5. Develop a sales and purchase order system with necessary report

BBA - CA
MODEL QUESTION PAPER SPECIMEN
SUBJECT NAME

TIME : 3 HOURS

MAXIMUM : 75 MARKS

PART – A (10 x 2 = 20 Marks)

Answer all Questions

Answer to each question shall not exceed six lines

1. From Unit – I
2. From Unit – I
3. From Unit – II
4. From Unit – II
5. From Unit – III
6. From Unit – III
7. From Unit – IV
8. From Unit – IV
9. From Unit – V
10. From Unit – V

PART – B (5 x 5 = 25 Marks)

Answer all Questions

Answer to each question shall not exceed three pages

11. a. From Unit – I
(or)
b. From Unit – I
12. a. From Unit – II
(or)
b. From Unit – II
13. a. From Unit – III
(or)
b. From Unit – III
14. a. From Unit – IV
(or)
b. From Unit – IV
15. a. From Unit – V
(or)
b. From Unit – V

PART – C (3 x 10 = 30 Marks)

Answer all Questions

Answer to each question shall not exceed six pages

16. a. From Unit – I
(or)
b. From Unit – I
17. a. From Unit – II
(or)
b. From Unit – II
18. a. From Unit – III
(or)
b. From Unit – III
19. a. From Unit – IV
(or)
b. From Unit – IV
20. a. From Unit – V
(or)

b. From Unit – V