DEGREE OF BACHELOR OF MANAGEMENT

CHOICE BASED CREDIT SYSTEM

Syllabus for

B.B.A (RETAIL MANAGEMENT)

( SEMESTER PATTERN )

( For Candidates admitted in the Colleges affiliated to Periyar University from 2017-2018 onwards )
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 Tamil Nadu 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 impact 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 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 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 2017-2018 i.e., for students who are admitted to the first year of the programme during the academic year 2017-2018 and thereafter.

11. TRANSITORY PROVISION
Candidates who were admitted to the UG programme of study before 2017-2018 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 2018. Thereafter, they will be permitted to appear for the examination only under the regulations there in force.
# COURSE OF STUDY AND SCHEME OF EXAMINATION

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### B.B.A. RETAIL MANAGEMENT

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<th>Part</th>
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#### SEMESTER III

| III  | Core-V     | Introduction to Operation Research -I | 6     | 4       | 25 | 75 | 100 |
| III  | Core-VI    | Accounting for Managers                | 64    |         | 25 | 75 | 100 |
| III  | Core-VII   | Marketing Management                   | 5     | 4       | 25 | 75 | 100 |
| III  | Allied-III | Business Economics                     | 5     | 3       | 25 | 75 | 100 |
| IV   | SBEC I     | Knowledge Management                   | 2     | 2       | 25 | 75 | 100 |
| IV   | SBEC II    | Consumer Behavior                      | 2     | 2       | 25 | 75 | 100 |
| IV   | SBEC III   | E-Business                             | 2     | 2       | 25 | 75 | 100 |
|      | NMEC-I     | Business Management                    | 2     | 2       | 25 | 75 | 100 |

#### SEMESTER IV

<p>| III  | Core-VIII  | Introduction to Operation Research-II | 6     | 4       | 25 | 75 | 100 |
| III  | Core-IX    | Applied Costing                        | 6     | 4       | 25 | 75 | 100 |
| III  | Core-X     | Business law                           | 6     | 4       | 25 | 75 | 100 |
| III  | Allied-IV  | Money Banking and Global Business       | 4     | 3       | 25 | 75 | 100 |
| III  | SBEC-I     | Practice of Business Relations          | 2     | 2       | 25 | 75 | 100 |
| III  | SBEC-II    | Basic of Business insurance             | 2     | 2       | 25 | 75 | 100 |
| IV   | SBEC-III   | Inplant training                       | 2     | 2       | 25 | 75 | 100 |
|      | NMEC-II    | Human Resource Management               | 2     | 2       | 25 | 75 | 100 |</p>
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B.B.A. RETAIL MANAGEMENT

B.B.A. RETAIL MANAGEMENT

SEMESTER-I

CORE I - PRINCIPLES OF MANAGEMENT

UNIT – I


UNIT – II


UNIT – III


UNIT – IV


UNIT – V


TEXT BOOKS


REFERENCE BOOKS

1. Dingar Pagare, Business Management, Sultan Chand & Sons
2. Tripathi P.C. & P.N. Reddy, Principal of Management, TMH
5. Ramasamy T, Principles of Management, Macmillan India Ltd.,
6. Basu, Organisation & Management, S. Chand
7. M.C. Shukla, Business Organisation and Management, S. Chand
11. Dr. V.R. Palanivelu, Principles of Management, Himalaya Publishing House, Mumbai
UNIT – I
Communication – meaning – objectives – process – media of communication – types of communication – barriers to communication - principles of effective communication.

UNIT – II

UNIT – III
Bank correspondence – insurance correspondence – agency correspondence – letters to the editors – applications for appointment.

UNIT – IV
Company correspondence – Duties of Secretary – correspondence with directors, Shareholders, government departments and others.

UNIT – V

TEXT BOOK

REFERENCE BOOKS
1. Ramesh M.S. & Pattan Shetty, Effective Business English & Correspondence RC Publications.
4. RSN Pillai, Bagavathi, Commercial Correspondence & Office Management.
UNIT – I
Series: Sequence – Series – Arithmetic Progression – Geometric Progression – Harmonic Progression
(Simple Problems Only)

UNIT – II
Matrices : Fundamental ideas about matrices and their operational rules – matrix addition and
multiplication – inverse of square matrices of not more than order third – solving Simultaneous
equations.

UNIT – III
Description statistics: Meaning and definition of statistics – scope and limitations statistical survey –
source and collection of data – classification and tabulation – presentation of statistical report.

UNIT – IV
Diagrams and graphs – measures of central tendency – arithmetic, geometric, Harmonic mean – Mean –
median – mode – combined mean.

UNIT – V
Measures of variations – absolute and relative measures – range – mean deviation – standard deviation.
Measures of variations – absolute and relative measures – range – mean deviation – quartile deviation –

TEXT BOOKS

REFERENCE BOOK
B.B.A. RETAIL MANAGEMENT

SEMESTER II

CORE III - ORGANIZATIONAL PSYCHOLOGY

UNIT I
Meaning and scope of organizational psychology – organizational behavior of individual - inter personal – group and inter group. Theories of organization – Classical – neo classical and modern theories.

UNIT II

UNIT III

UNIT IV
Hawthorne experiments and their importance-power-types-Deligation – Cost of Authority-sources-limits.

UNIT V

TEXT BOOK
1. L.M. Prasad, Organizational Behaviour, Sultan chand & sons.
2. Khanka, Organizational Behaviour, S.Chand.

REFERENCE BOOKS
1. Fred Luthans, Organizational Behaviour, McGraw Hill.
2. Keith Devis, John W.Newstrom, OB – Human Behaviour at work, TMH
4. J. Jayasankar, Organisational Behaviour, Margham publications.
5. P. SubbaRoa, Management and Organisational Behaviour – HPH
B.B.A. RETAIL MANAGEMENT

SEMESTER II

CORE IV - BUSINESS ENVIRONMENT

UNIT – I

Environmental adjustment needs – Analysing the international marketing environment – Vital importance of continuous monitoring, adopting to the changing environment.

UNIT – II


UNIT – III


UNIT – IV


UNIT – V


BOOKS FOR REFERENCE:

1. International Marketing: Onkvist & Shaw
2. International Marketing: Philip R. Careora
3. Environmental Economics: M. Karpagam
4. Environmental Pollution: Katyal, Timmy & Satake.
UNIT-I
Mathematics of Finance: Simple and Compound Interest-Annuity-Present value of annuity-Sinking fund-Percentage-Discounts.

UNIT-II
Probability: Definition – Addition and Multiplication theories – Conditional probability (simple problems only)

UNIT-III
Linear simple correlation-Scatter diagram-Karl Pearson's co-efficient of correlation-Rank correlation co-efficient-Regression lines.

UNIT-IV

UNIT-V
Index numbers- Definition construction of index numbers-Weighted and Unweighted methods-Fixed and Chain index numbers-Test for index numbers-Cost of living indexnumber-Construction.

TEXT BOOKS:

REFERENCE BOOKS:
1. Dharmapadam, Business mathematics, S.Viswanathwan publications
B.B.A. RETAIL MANAGEMENT

SEMESTER - III

CORE V - INTRODUCTION TO OPERATION RESEARCH-I

UNIT-I

Operation research- Meaning-Scope- Uses- Operations research in India- Models in operations research- Limitations of model –General methods for solving operations research models.

UNIT-II

Liner programming problems-Requirements- Formulation of unbolt bygraphical method –Simplex method (simple problem only).

UNIT-III

Transportation problems –Obtaining initial basic feasible solution –Various methods of solving transportation problems.

UNIT-IV

Assignment problem- Formulation and Solution of assignment problems.

UNIT-V


NOTE:

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

TEXT BOOKS:


REFERENCE BOOKS:

UNIT - I

UNIT - II
Fund flow analysis – preparation of schedule of changes in working capital and fund flow statement.

UNIT – III

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

UNIT-V

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

TEXT BOOK:
2. Dr. V.R. Palanivelu, “Accounting for Management”- University Science (Press-New Delhi)

REFERENCE BOOKS
3. R.S.N. Pillai and Bagavathi, Management Accounting – Sultan Chand.
B.B.A. RETAIL MANAGEMENT

SEMESTER III

CORE VII - MARKETING MANAGEMENT

UNIT – I


UNIT – II


UNIT – III


UNIT – IV


UNIT – V


TEXT BOOK


REFERENCE BOOKS

5. Rajan Saxena, Marketing Management, TMH.
7. R.S.N. Pillai, Marketing Management, S. Chand.
B.B.A. RETAIL MANAGEMENT

SEMESTER III

ALLIED - III

BUSINESS ECONOMICS

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.

UNIT-V

Profit - Theories, Concepts - Pricing in public utilities.

TEXT BOOKS:


REFERENCE BOOKS:

4. Dr. R. Sathiyakala, Business Economics, Shanlax Publication
UNIT-I
Knowledge economy-Technology and knowledge Management-Knowledge Management Matrix
Knowledge Management Strategy-Prioritizing Knowledge Strategies-Knowledge as a strategic asset .

UNIT-II
Knowledge Attributes-Fundamentals of Knowledge formation-Tacit and explicit Knowledge-
Knowledge sourcing-abstraction, conversion and diffusion

UNIT-III
Knowledge Management and organizational learning, architecture-important considerations-collection
and codification of knowledge-repositories, structure and life style cycle- Knowledge management
infrastructure- Knowledge management applications-collaborative platforms.

UNIT-IV
Developing and sustaining knowledge culture- Knowledge culture enablers-implementing Knowledge
culture enhancement programs-communities of practice-Developing organizational memory.

UNIT-V
Knowledge management tools,techniques- Knowledge management and measurements- Knowledge
audit- Knowledge carrers-practical implementation of Knowledge management systems-case studies.

REFERENCE BOOKS:
1. Joseph M. Firestone and mark W.McElory,Butterworth-Heinemann,Key issues in the new Knowledge
Management,KMCI press.
2. Daryl Morey& others Knowledge Management-Classic and contemporary works(edited) Universities
press India Ltd.,
4. Sudir warier, Knowledge Management,Vikas publishing House pvt Ltd.,
5. Stwart Barnes, Knowledge Management System Theory and practice(Edited) Thomson Learning
6. Hot sapple springer C,W Handbook on Knowledge Management(Edited)

WEB REFERENCES:
1. www.knowledge–management-online.com
2. www.systems-thinking.org
3. www.kmworld.com
4. www.knowledge-management-tools.net
UNIT - I

UNIT - II
Consumer research - Paradigms - The process of consumer research - consumer motivation - dynamics - types - measurement of motives - consumer perception

UNIT - III
Consumer Learning - Behavioural learning theories - Measures of consumer learning - Consumer attitude - formation - Strategies for attitude change

UNIT – IV
Social class Consumer Behaviour - Life style Profiles of consumer classes - Cross Cultural Customers Behaviour Strategies.

UNIT-V
Consumer Decision Making - Opinion Leadership - Dynamics - Types of consumer decision making - A Model of Consumer Decision Making

REFERENCE BOOKS:
B.B.A. RETAIL MANAGEMENT

SEMESTER III

SBEC-III - E –BUSINESS

UNIT- I

Introduction to E-Commerce-What is an E-Commerce-Electronic business-categories of E-Commerce applications-Advantages and Disadvantages of E-Commerce.

UNIT- II

Electronic mail: Introduction-E-mail names and addresses- its advantages and disadvantages. Direct marketing and selling – Value chain integration-Supply chain integration-Financial and information services.

UNIT –III

Internet and World Wide Web: Introduction –What's special about internet-Internet basics-Internet protocols-Internet addressing. EDI standards- Data standards used in EDI-E-Marketing

UNIT -IV


UNIT –V

Business applications of E-Commerce –Trade cycle-E-Commerce application in manufacturing, Wholesale, Retail and Service sector. Electronic payment system-Online banking-Types of EPS-Security requirements of EPS.

TEXT BOOKS:

1. Alexis Leon and Mathews Leon,”Fundamentals of Information Technology”.

REFERENCE BOOKS:

1. PJ Josep, - E. Commerce - A Managen Perspective, PHI
2. Daniel Amor - E Business Revolution, Pearson Education Asia, PHI
3. Shurethy, - E Business with Net Commerce
UNIT-I
The Development of Management Thought – Contributions of F.W. Taylor, Henry Fayol.

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

UNIT-III

UNIT-IV

UNIT-V

TEXT BOOK:

REFERENCE BOOKS:
2. Dr.RubaGunaseelan and Dr.V.Kulandaisamy, Vikas Publishing House,
3. Dr.V.R.Palanivelu, Principles of Management, Himalaya publishing House, Mumbai
UNIT-I
Game Theory-Basic Terminologies-Two person Zero Sum Game-Games with Saddle points (Minimax and Maximum Principle) Simple Problems

UNIT-II

UNIT-III
Decision theory – types of decision making criteria statement of Baye's theorem – application of Bay's theorem – use of probability – decision tree.

Unit-IV
Replacement Problems-Replacement of items that deteriorates with time (without change in money value)-Replacement of items that deteriorates with time (Money value changes)-Staff replacement Problems.

Unit-V
Inventory Models-Economics lot size models-Economics order quantity with uniform demand-Production inventory model-Back order-Inventory model with quantity discounts-Problem (No Derivation –Simple Problems).

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

TEXT BOOKS:

Reference Books:
UNIT-I

UNIT-II

UNIT-III
Labour: Methods of wage payments – Incentives plans - Halsy plan and Rowan plan.

UNIT-IV
Process costing: Process losses and Gains – Process Accounts (Excluding Equalent production, By product and Joint – Product – Inter-process profits.)

UNIT-V
Managerial costing: Break Even Analysis – Significance – Uses and Limitations – Decision making problem

Note: Question in theory and problems, carry 30% and 70% of marks respectively.

TEXT BOOK:

REFERENCE BOOK:
1. Dr. Maheswari S.N: Principles of Cost Accounting, Sultan Chand & Sons New Delhi
B.B.A. RETAIL MANAGEMENT

SEMESTER IV

CORE X - BUSINESS LAW

UNIT-I


UNIT-II


UNIT-III


UNIT-IV


UNIT-V

Winding up of a company – Types of winding up – Compulsory winding up – Voluntary winding up – Liquidator – His powers, Duties and Liabilities – Consequences of winding up

TEXT BOOK:

1. N.D.Kapoor : Elements of Business Law, Sultan chand and sons, New Delhi, (2005)

REFERENCE BOOKS:

1. S.M.ShuklaR.NSaxena: Indian company law, SPT Publishers
2. S.Kathiresan and Dr.V.Ratha Business law, Prasanna publications Chennai, (2006)
UNIT - I

UNIT - II

UNIT – III

UNIT- IV

UNIT-V

TEXT BOOK:

REFERENCE BOOKS
B.B.A. RETAIL MANAGEMENT

SEMESTER IV

SBEC – I - PRACTICE OF BUSINESS RELATION

UNIT – I

Public Relations – definition – essentials of good public relations – public relations for commercial organization.

UNIT – II


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


UNIT – V

Exhibition and trade fair – consumer and marketing fair – photography – folk dance – sponsorship programme – music festivals.

TEXT BOOK

1. Management of Public relations – S. Senguptha, vikas publishing house

REFERENCE BOOKS

1. Lecture on applied public relations – Prof. K.R. Balan, Sulthan Chand & sons Delhi.

2. Public relations problems and prospects with case studies – Anil baby, Space age publications, New Delhi.


OBJECTIVES:
To help the students to learn the basic principles of effective business Insurance.

UNIT – I
Introduction to Insurance – Type of Insurance – Principles of Insurance.

UNIT – II
Salient features of IRDA Act – Administration of IRDA Act – Regulatory measures of IRDA

UNIT – III
Life insurance products – Term, Whole life, Endowment.

UNIT – IV
Introduction to General Insurance – Fire, Marine and Motor insurance.

UNIT – V
Government and Insurance companies – LIC India- Private players in Insurance in India.

TEXT BOOKS:

REFERENCES BOOK:
1. Dr.G.S.Panda: principal of practice of insurance-kalayani publications, New Delhi (2005)
B.B.A. RETAIL MANAGEMENT

SEMESTER IV

SBEC -III - INPLANT TRAINING

1. 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.

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

3. 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.

4. 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.

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

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

7. 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

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

9. Practical viva-voce examination will be conducted with internal & external examiners at the end of the 4th semester and the credits will be awarded.
UNIT – I
Introduction – Meaning and Definition, Nature, Scope objectives and Importance of HRM – Functions of HRM

UNIT – II

UNIT – III
Recruitment and Selection – Sources of Recruitment Selection of Employee – Difference between recruitment and selection.

UNIT – IV

UNIT – V

TEXT BOOK:

REFERENCE BOOKS:
B.B.A. RETAIL MANAGEMENT

SEMESTER V

CORE XI - FINANCIAL MANAGEMENT

UNIT - I

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

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

Note: Theory - 40% of Marks
Problem - 60% of Marks

TEXT BOOK:
2. Dr. V. R. Palanivelu-Financial Management-S.Chands Company Ltd- New Delhi

REFERENCE BOOKS:
1. I.M. Pandey, Financial Management – VikasPublication
2. M.C. Kuchal, Financial Management – VikasPublication
4. Dr. Srivastava, Financial Management, HPH.
B.B.A. RETAIL MANAGEMENT

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SEMESTER V

CORE XII - 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.

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.
B.B.A. RETAIL MANAGEMENT

SEMESTER V

CORE XIII - ADVERTISING AND SALESMAINSHP

UNIT – I

UNIT – II
Advertising agency – Role and Importance – Types of advertising agency – Functions of advertising agencies – Advertisement copy – Purpose – Characteristics – Steps involved in copy writing.

UNIT – III
Advertising media – Role of media – Factors to be considered in the selection of media – Various advertising media – Media research and Advertising decision

UNIT – IV
Personal selling – Components of personal selling - Personal selling process – Steps involved – Locating the potential buyers – Recruitment and Selection of salesman – Sources of recruitment – Process of selecting salesman

UNIT-V
Salesmanship - Features – Objectives – Merits and Demerits- Difference between Salesmanship and Advertising – Qualities of a good salesman.

TEXT BOOKS

REFERENCE BOOKS:
B.B.A. RETAIL MANAGEMENT

SEMESTER V

CORE XIV - MANAGEMENT INFORMATION SYSTEM

UNIT - I

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

UNIT- IV

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, Managements Information System, HPH.
2. S. Sadagopan, Management Information System, PHI.

REFERENCE BOOKS
1. R. Senapathi, MIS, Lakshmi Publications.
2. Lucas, The analysis, design and implementation of information system, MGH.
3. Davis & Olson, Management Information System, MGH.
4. G.M. Scott, Principles of management information system, MGH.
5. Dr. S.P. Rajagopalan, Management information system, Margham publications.
B.B.A. RETAIL MANAGEMENT

SEMESTER V

CORE XV - RESEARCH METHODS FOR RETAIL MARKETING

UNIT - I

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

UNIT - II


UNIT – III


UNIT- IV

Product Research – Advertising Research

UNIT- V


TEXT BOOK:

1. Sharma D.D: Marketing Research, Sultan Chand & Sons, Delhi, (2005)

REFERENCE BOOKS:


B.B.A. RETAIL MANAGEMENT

B.B.A. RETAIL MANAGEMENT

SEMESTER VI

CORE XVI - PRODUCTION AND MATERIALS MANAGEMENT

UNIT - I


UNIT - II

Production Planning and Control – Planning – Routing – Scheduling – Despatching – Inspection – Control Charts – Gantt Chart - Make or Buy Decisions. –Maintenance Types

UNIT – III


UNIT- IV


UNIT-V


TEXT BOOKS:


REFERENCE BOOKS:

2. Dutta, Integrated Materials Management, PHI.
3. O.P. Kanna, Industrial Engineering & Management, Dhanpatrai Publication
4. Martand Telsang Industrial Engineering and Production Management, SulthanChand&Sons, New Delhi
UNIT – I

UNIT – II

UNIT – III

UNIT – IV
Strategic Business Unit - Major Business strategies – Stability – Growth - Retrenchment – Disinvestment – Mixed strategies

UNIT – V
Society and Business – Ethics – Social responsibilities of business – Social Audit

TEXT BOOK:

REFERENCE BOOKS:
1.  Dr. K. Arul & Dr. K. Jayaraman, Business Policy and Strategic Management, Sri Guru Raja Publication, Thiruvannamalai
1.  P. SubbaRao:Business Policy & Strategic Management.TMH
2.  Francis Cherunilam:Business& Strategic Management (Text and Cases) – Himalaya.
3.  Dr. S. Sankaran:Policy and Strategic management, Himalaya.
4.  Dr. K. Arul & Dr. A. Subanginidevi, Business Policy and Strategy, Shanlax Publication
UNIT I:

UNIT II:
Retail Model and Theories of structural changes in retailing – Classification of retailers and retail markets – Life cycle and phase in growth of retail markets – Methods of customer interaction.

UNIT III:
Retail location strategy – Importance of location decision – Types of location decision and its determining factors – Site selection analysis – Selection of shopping centre or market – Retail location theories – Location assessment procedures.

UNIT IV:
Retail in India – Evaluation and Size of retail in India – Drivers of retail change in India – Foreign Direct Investment in retail – Challenges to retail developments in India.

UNIT V:
Global retail market: Strategic planning process for global retailing – Challenges facing global retailers – Challenges and threats in global retailing – Factors affecting the success of a global retailing strategy.

TEXT BOOK:

REFERENCE BOOKS:
B.B.A. RETAIL MANAGEMENT

SEMESTER VI

CORE COURSE XIV - TALLY-THEORY

UNIT-I


UNIT-II


UNIT-III


UNIT-IV


UNIT - V


TEXT BOOKS:

REFERENCE BOOKS:
B.B.A. RETAIL MANAGEMENT

B.B.A. RETAIL MANAGEMENT
SEMESTER VI
TALLY – PRACTICAL
LIST OF PRACTICAL

1. Company information:
   a. Company creation
   b. Select company
   c. Shut company
   d. Alter company
   e. Split company Data
   f. Backup and Restore

2. Gateway of Tally:
   g. Accounts information
      i. Groups ii. Ledgers iii. Voucher types
   h. Inventory information
      i. stock group
      ii. stock category
      iii. stock item
      iv. unit of measures
      v. godown
   i. Accounting Vouchers
   j. Inventory Vouchers

3. Statutory and Taxation:
   k. Value Added Tax (VAT)
   l. Tax Deducted at Source (TDS)
   m. Tax Collected at Source (TCS)
   n. Services Tax.

4. Display:
   o. Trial balance
   p. Day Book
   q. Accounts Book
   r. Statement of Book
   s. Inventory Books
   t. Statement of inventory
   u. Statutory information
   v. Statutory Reports
   w. Cash flow and Fund flow statements.

TEXT BOOK:

REFERENCE BOOKS:
B.B.A. RETAIL MANAGEMENT
SEMESTER VI
CORE -XX
PROJECT WORK

Objectives:

2 To equip the students project with practical skills to use the 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
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)
B.B.A. RETAIL MANAGEMENT

(PROJECT WORK GUIDELINES 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 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 conduced on ...................... by

Internal Examiner                     External Examiner
(PROJECT WORK GUIDELINES 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 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)
B.B.A. RETAIL MANAGEMENT

B.B.A. RETAIL MANAGEMENT
SEMESTER V
ELECTIVES-I (GROUP – A)
PAPER I - CUSTOMER RELATIONSHIP MANAGEMENT

UNIT-I
CRM-Introduction-Definition-Need for CRM- Evolution- Customer Relationship Marketing-
Complementary Layers of CRM – Customer Satisfaction – Customer Loyalty – Product Marketing –
Direct Marketing –Significance and importance of CRM in Modern Business Environment.

UNIT – II
Computer Learning Relationship – Key Stages of CRM- Forces Driving CRM- Benefits of CRM-
Benefits of CRM-Growth of CRM Market in india – Key priniciples of CRM – Srategy for CRM- process
of segmentation – Choice of Technology – choice of organizational Structure for CRM, Understanding
Market Intelligent Enterprices.

UNIT – III
CRM Program – Groundwork for Effective use of CRM - information Requirement for an Effective use
of CRM –Components of CRM – Types of CRM – Win Back, Prospecting, Loyalty, Cross Sell and Up
Sell.

UNIT – IV
CRM Process Framework – Governance process – performance Evaluaion process – implementation of
CRM: Business oriented solution – project management – Channel Management, CRM in services,
CRM in Financial Services.

UNIT – V
Use of Technology in CRM – Call Center Process- CRM Technology Tools – Implementation –
Requirements Analysis – Selection of CRM Package – Reasons and Failure of CRM – E-Commerce in
CRM – Information required for Effective CRM.

TEXT BOOKS:
2. Customer relationship management: modern trends and perspectives, S.Shanmugansundaram, prentice
   Hall of indiapvt.Ltd..
3. Ramana V. Somayagulu G. Customer Relationship Management, Excel Book
4. Govinda K. Bhat, customer relation management, Himalaya

REFERENCE BOOKS:
1. The essentials guide to knowledge management – E- business and CRM application, Amir
2. Kotler P. Marketing Management, pearson education
UNIT-I

Brand-Meaning-Importance- Need for Branding process – Challenges and problems faced by branding in retail sector.

UNIT-II


UNIT-III

Brand leveraging – Brand performance in current area – establishing brand equity management system – sources of brand equity and consumer market.

UNIT-IV

Brand Positioning – Brand strategy decision – Brand portfolio – defining and establishing brand values

UNIT-V

Designing a susutainable brand system – Brand Asset Management – Transfer – Managing brand overtime.

TEXT BOOKS:


REFERENCE BOOKS:

1. Total Brand Management – Chaturvedi

2. B.M.Brand positioning strategies for Competitive advantage – Sengupta.
B.B.A. RETAIL MANAGEMENT

SEMESTER V

ELECTIVES I - PAPER III - MERCHANDISING MANAGEMENT

UNIT –I

UNIT –II
Merchandising plan – Stages in developing a merchandise plan – control – Calculating inventory levels – Assortment planning – Types of merchandising.

UNIT- III

UNIT –IV

UNIT –V

TEXT BOOKS:
1. Dr.L.Natarajan,Retail Marketing Margham Publications.
2. Vijay Barotia, Merchandising management Mangal deep publication –New Delhi, 2001

REFERENCE BOOKS:
2. David Gilbert, Retail marketing management, Pearson.
UNIT-I
Marketing channels - structure, functions and relationships- meaning, need, importance and functions of marketing channels-emergence of marketing channel structure-primary and specialized participants-channel structure.

UNIT-II
Channel strategy and design-enterprise positioning-corporate strategy-customer, competitive and internal environmental analysis-channel objectives-product impact on marketing channel design. Transaction cost analysis –analytical tools for evaluating alternative structures-evaluation of channel members-channel strategy-multiple channels.

UNIT-III
Channel development and marketing: Negotiations in marketing-negotiation strategy- channel negotiation process-leadership- vertical marketing system-conflict-types and resolution-macro prospective of channel performance-measuring final performance-measuring customer satisfaction.

UNIT-IV
Issues in retail channel management: Channel dynamics-impact of information age-information systems and channel change and management-strategic issues in international retailing-need for distribution innovation.

UNIT-V
Channel institution-retailing-non-store retailing-wholesaling-international distribution channel, channels of distribution for services. Retail organization-independent retailers-chain retailers-leased departments-franchises integrated and consumer co-operatives.

TEXT BOOK:

REFERENCE BOOK:
B.B.A. RETAIL MANAGEMENT

B.B.A. RETAIL MANAGEMENT

SEMESTER VI

ELECTIVES-II - PAPER II - INVESTMENT MANAGEMENT

UNIT – I

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

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

TEXT BOOK:
2. Bhalla: Investment management, TMH.

REFERENCE BOOKS:
3. N.J. Yasamy: Equity investment strategy; Tata McGraw Hill Book Company,
UNIT - I

UNIT - II

UNIT - III

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

UNIT - V

Note: Theories and concepts only.

TEXT BOOKS:

REFERENCE BOOKS: