Syllabus for

B.B.A.
(COMPUTER APPLICATION)
(SEMESTER PATTERN)
(For Candidates admitted in the Colleges affiliated to Periyar University from 2017-2018 onwards)
REGULATIONS

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

## SEMESTER – I

<table>
<thead>
<tr>
<th>PART</th>
<th>STUDY COMPONENTS</th>
<th>COURSES</th>
<th>HOURS / WEEK</th>
<th>CREDITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Part - I</td>
<td>Languages</td>
<td>Tamil or anyone of the modern (Indian or foreign) or classical Languages - I</td>
<td>6</td>
<td>3</td>
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<tr>
<td>Part - II Languages</td>
<td>English - I</td>
<td></td>
<td>6</td>
<td>3</td>
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<tr>
<td>Part - III Core - I</td>
<td>Principles of Management</td>
<td></td>
<td>5</td>
<td>4</td>
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<td></td>
<td>Core - II</td>
<td>Introduction to Computer Technology</td>
<td>5</td>
<td>4</td>
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<tr>
<td></td>
<td>Allied - I</td>
<td>Business Mathematics and Statistics</td>
<td>6</td>
<td>4</td>
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<tr>
<td>Part -IV</td>
<td>Non major -I</td>
<td>Yoga</td>
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<td>Value Education</td>
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## SEMESTER – II

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<th>COURSES</th>
<th>HOURS / WEEK</th>
<th>CREDITS</th>
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<tbody>
<tr>
<td>Part - I</td>
<td>Languages</td>
<td>Tamil or anyone of the modern (Indian or foreign) or classical Languages - II</td>
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<tr>
<td>Part - II Language</td>
<td>English - II</td>
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<td>Part - III Core - III</td>
<td>Organizational Behavior</td>
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<td></td>
<td>Core - IV</td>
<td>Operating System and Office Automation</td>
<td>6</td>
<td>5</td>
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<td>Practical - I</td>
<td>MS – Office Practical</td>
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<tr>
<td>Part -IV</td>
<td>Non major -II</td>
<td>Managerial Economics</td>
<td>5</td>
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<td></td>
<td>Environmental Studies</td>
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### B.B.A. (CA)

#### SEMESTER – III

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<tr>
<th>PART</th>
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<th>COURSES</th>
<th>HOURS / WEEK</th>
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<tbody>
<tr>
<td>Part - III</td>
<td>Core - V</td>
<td>Financial and Cost Accounting</td>
<td>6</td>
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<td>Core - VI</td>
<td>Business Communication</td>
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<td>Core - VII</td>
<td>E-Business</td>
<td>6</td>
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<td>Allied - III</td>
<td>Operations Research</td>
<td>4</td>
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<td>Part - IV</td>
<td>SBEC - I</td>
<td>1. Campus to Corporate -</td>
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<td></td>
<td></td>
<td>(Viva-Voce)</td>
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<td></td>
<td>SBEC - II</td>
<td>2. Fundamentals of Insurance</td>
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<td>3. Life Skill Education</td>
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<td>Principles of Management</td>
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<td>Core - VIII</td>
<td>Marketing Management</td>
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<td>Core - XI</td>
<td>Management Accounting</td>
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<td>Core - X</td>
<td>Internet and Web Design</td>
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<td>Allied - IV</td>
<td>Production and Material Management</td>
<td>5</td>
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<tr>
<td>Part - IV</td>
<td>SBEC - IV</td>
<td>1. Export and Import Documentation</td>
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<td>SBEC - V</td>
<td>2. Practice of Business Relations</td>
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<td>SBEC - VI</td>
<td>3. Inplant Training -(Viva -Voce)</td>
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<td>1. Human Resource Management</td>
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<tr>
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<td>Core - XI</td>
<td>Financial Management</td>
<td>5</td>
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<td>Core - XII</td>
<td>Human Resources Management</td>
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<td>Core - XIII</td>
<td>Fundamental of Research Methodology</td>
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<td>Core - XIV</td>
<td>RDBMS and Oracle</td>
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<td>Practical III</td>
<td>RDBMS and Oracle Practical</td>
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<td>Allied - V</td>
<td>Management Information System</td>
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<th>GROUP-A</th>
<th>GROUP-B</th>
<th>GROUP-C</th>
<th>GROUP-D</th>
<th>GROUP-E</th>
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<tbody>
<tr>
<td>Electives - II</td>
<td>Service Marketing</td>
<td>Industrial Relations</td>
<td>Multimedia</td>
<td>Total Quality Management</td>
<td>Data Base Management Systems</td>
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**Total**

|   | 30 | 24 |

## SEMESTER – VI

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<tr>
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<th>COURSES</th>
<th>HOURS / WEEK</th>
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<tr>
<td>Part - III</td>
<td>Core Course - XV</td>
<td>Business Policy and Strategy</td>
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<td>Core Course - XVI</td>
<td>Financial Institutions and Services</td>
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<td>Core Course - XVII</td>
<td>Business Law</td>
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<td>Core Course - XVIII</td>
<td>Project Work-Viva-voce</td>
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<td>Allied Course - VI</td>
<td>Visual Basic</td>
<td>4</td>
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<td>Core Course - XIX</td>
<td>Computer Application in</td>
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<td>Practical - IV</td>
<td>Visual Basic Practical</td>
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<th>GROUP-B</th>
<th>GROUP-C</th>
<th>GROUP-D</th>
<th>GROUP-E</th>
<th>HRS</th>
<th>CR</th>
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<tbody>
<tr>
<td>Electives - II</td>
<td>Retail Management</td>
<td>Training &amp; Development</td>
<td>Entrepreneurial Development</td>
<td>Investment Management</td>
<td>Merchandising Management</td>
<td>4</td>
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<tr>
<td>Part V</td>
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<td>Extension Activities</td>
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</tbody>
</table>

**Total**

|   | 30 | 25 |

**Note:** Modern or classical languages:
- i. Indian – Telugu, Kanada, Malayalam, Urudu and Hindi
- ii. Foreign – French
- iii. Classical – Sanskrit, Arabic & Persian
BACHELOR OF BUSINESS ADMINISTRATION (CA)

SEMESTER-I

CORE I - PRINCIPLES OF MANAGEMENT

UNIT – I

UNIT – II

UNIT – III

UNIT – IV

UNIT – V

TEXT BOOKS
3. Dr.V.R.Palanivelu, Principles of Management, Himalaya publishing House, Mumbai

REFERENCE BOOKS
1. Dingar Pagare, Business Management, Sulthan 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
BACHelor of BuSSInESS aDminISTRATION (CA)
SEMEmeter I
CORE - 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
   Ltd.
2. Peter Norton, Introduction to computer, 2nd Edition, TMH.

REFERENCE BOOKS
2. Alexis leon and mathews Leon, Fundamentals of Computer Science and communication Engineering,
   Vikas publishing House Pvt Ltd.
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

UNIT -IV

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.

TEXTBOOK

REFERENCE BOOKS
UNIT I

UNIT II

UNIT III

UNIT IV
Work environment – good housekeeping practices – design of work places – Hawthorne experiments and their importance.

UNIT V

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

REFERENCE BOOKS
3. J.Jayasankar, Organisational Behaviour, Margham publications. 5. P.Subba Roa, Management and Organisational Behaviour – HPH
UNIT I


UNIT II


UNIT III


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

BACHELOR OF BUSINESS ADMINISTRATION (CA)
SEMESTER II
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.
1. Creating Charts.
(i) Using Chart wizard (5 Steps)
(ii) Changing the chart type (Pie, Bar, Line)
(iii) Inserting titles for the Axes X, Y
(iv) Changing Colors.
(v) Printing Charts.
2. (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)
3. (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.
5. Creating an organisational chart in PowerPoint.
S.E.M.E.S.T.E.R  I.I
A.L.L.I.E.D  -  I.I

U.N.I.T  –  I


U.N.I.T  –  I.I


U.N.I.T  –  I.II


U.N.I.T  –  I.IV


U.N.I.T  –  I.V


T.E.X.T  B.O.O.K


R.E.F.E.R.E.N.C.E  B.O.O.K.S


4. Dr.R.Sathiyakala, Business Economics, Shanlax Publication.
UNIT - I


UNIT – II


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


UNIT-V

Depreciation accounting – Meaning - Advantages and disadvantages - Types of depreciation – straight line method-written down value method - sinking fund - annuity method..

TEST BOOK


REFERENCE BOOKS

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

UNIT -II

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

REFERENCE BOOKS
4. Shirley Taylor, Communication for Business, LONGMAN.
5. RSN Pillai, Bagavathi, Commercial Correspondence & Office Management, S. Chand.
6. N.S. Rashunathan and B. Santhan, Business Communicaton, Margham Publications
7. Chaturvedi, Business communication concepts, cases and applications, Pearson Education
BACHELOR OF BUSINESS ADMINISTRATION (CA)
SEMESTER III
CORE 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

2. David Kodiur, Understanding Electronic Commerce.

REFERENCE BOOKS

1. PI' Josep , E. Commerce - A Management Perspective, PHI
2. Daniel Amor, E Business Revolution, Pearson Education Asia, PHI
3. Shurethy, E-Business with Net Commerce
BACHELOR OF BUSINESS ADMINISTRATION (CA)
SEMESTER III
ALLIED – III
OPERATIONS RESEARCH

UNIT - I

UNIT - II

UNIT – III
Transportation problems – obtaining initial basic feasible solution – various methods of solving transportation problems.

UNIT- IV
Assignment problems – formulation and solution assignment problems.

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

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

TEXTBOOK

REFERENCE BOOKS
3. Vohra N.D., Quantitative techniques in Management, Tata Mc Graw Hill
BACHELOR OF BUSINESS ADMINISTRATION (CA)
SEMESTER III
SBEC - I (SKILL BASED ELECTIVE COURSE)
CAMPUS TO CORPORATE – 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., TheHindu, 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 to pics 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) – Roleplaying. Mock interviews for recruitment – mockpressmeets.

UNIT–III
Enhancing the presentation skill of the students – Individual seminar presentation and Group seminar presentation (Students may be organized in to groups, which will prepare paper so 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 in to 4 and 5 groups). All the groups may be give 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
Corporate etiquette – Dressing and grooming skills – Work place 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.
B.B.A. (CA)

TEXT BOOKS

REFERENCE BOOKS
UNIT – I

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

UNIT – II


UNIT – III


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.

REFERENCE BOOKS

BACHELOR OF BUSINESS ADMINISTRATION (CA)

SEMESTER III

SBEC - III (SKILL BASED ELECTIVE COURSE)

LIFE SKILL EDUCATION

UNIT I

UNIT II

UNIT III

UNIT IV

UNIT V
Coping with emotions: Definition, Characteristics and types. Coping strategies.

PRESCRIBED BOOKS

REFERENCES
UNIT – I


UNIT – II

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

UNIT – III


UNIT – IV


UNIT – V


TEST BOOK

1. L.M. Prasad - Principles of Management

REFERENCE BOOKS

1. Harold Koontz and O'Donnel, Principles of Management
3. Peter F. Drucker, Practice of Management
4. Lious A. Allen, Management and Organisation
5. Dr.RubaGunaseelan and Dr.V.Kulandaisamy, Principles and Practice of Management, S.Chand & Sons, New delhi.
BACHELOR OF BUSINESS ADMINISTRATION (CA)

SEMESTER IV

CORE VIII - MARKETING MANAGEMENT

UNIT – I

UNIT – II

UNIT – III

UNIT – IV
Channels of distribution – Types of middlemen – factors influencing channel selection. Promotion mix – Advertising – objectives - characteristics of Effective Advertising sales promotion – methods (levels) of sales promotion.

UNIT – V

TEXT BOOK:

REFERENCE BOOKS
5. Rajan Saxena, Marketing Management, TMH.
7. R.S.N. Pillai, Marketing Management, S. Chand.
8. Dr.R.Murugesan, Marketing Management, Margam Publication
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.

TEST 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.
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

UNIT III

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
BACHELOR OF BUSINESS ADMINISTRATION (CA)

SEMESTER IV

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.
UNIT- I

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

UNIT- II


UNIT-III


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
2. Gopalakrishnan&Sundaresan, Materials Management, PHI

REFERENCE BOOKS
2. Dutta, Integrated Materials Management, PHI
5. Dr.K.Arul & Dr. S.Karthick, Production and Materials Management, Shanlax Publication.
UNIT – I


UNIT – II


UNIT – III


UNIT – IV

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

UNIT – V

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

TEXT BOOKS

BACHELOR OF BUSINESS ADMINISTRATION (CA)

SEMESTER IV

SBEC - V (SKILL BASED ELECTIVE COURSE)

PRACTICE OF BUSINESS RELATIONS

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, Sulthanchand&sons Delhi.

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


BACHELOR OF BUSINESS ADMINISTRATION (CA)

SEMESTER IV

SBEC - VI (SKILL BASED ELECTIVE COURSE)

INPLANT TRAINING-VIVA-VOCE

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, hotels and hospitals, travel and tourist industries and financial institutions.

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

V. Candidates should submit the attendance certificate from the institution for having attended 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.
BACHELOR OF BUSINESS ADMINISTRATION (CA)

SEMESTER IV

NMEC II - HUMAN RESOURCES MANAGEMENT

UNIT – I


UNIT – II


UNIT – III


UNIT – IV


UNIT – V


TEXT BOOK

REFERENCE BOOKS
5. Keith Davis, Human Relations at work – TMH.
BACHELOR OF BUSINESS ADMINISTRATION (CA)

SEMESTER V

CORE XI - FINANCIAL MANAGEMENT

UNIT - I


UNIT - II


UNIT – III


UNIT- IV


UNIT-V


NOTE :

Theory-80% of Marks, Problem-20% of Marks

TEXT BOOK


REFERENCE BOOKS

BACHELOR OF BUSINESS ADMINISTRATION (CA)

SEMESTER V

CORE XII - HUMAN RESOURCES MANAGEMENT

UNIT – I

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

UNIT – II


UNIT – III

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

UNIT – IV


UNIT – V


TEXTBOOK


REFERENCE BOOKS


5. Keith Davis, Human Relations at work – TMH.


BACHELOR OF BUSINESS ADMINISTRATION (CA)

SEMESTER V

CORE XIII - FUNDAMENTAL OF RESEARCH METHODOLOGY

UNIT – I
Research Methodology – Meaning – Objectives - Types - Significance - Research Process

UNIT – II
Sampling – Introduction - Sample design - Sampling types – Probability, Non probability sampling - Sampling Errors.

UNIT-III

UNIT IV

UNIT V

TEXT BOOK

REFERENCE BOOKS
4. Dr. S.M.Venkatachelam&M. Murali, “Basics of Business Research”, Mithila Publications,
UNIT-I


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


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


TEXTBOOKS


BACHELOR OF BUSINESS ADMINISTRATION (CA)
SEMESTER V
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
UNIT - I

UNIT - II

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. 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. Sadagoban, Management information system, PHI
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.
BACHELOR OF BUSINESS ADMINISTRATION (CA)  
SEMESTER V  
ELECTIVE I - PAPER II  
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  

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 :  
1. Memoria, C.B., “Dynamics of Industrial Relations in India”, Himalaya Publishing House, Bombay,  

REFERENCE BOOKS  
6. R. Stagner and H. Rosen ; “Psychology of Unions – Management Relations” Tavistock Publication Ltd., London,  
1968.  
UNIT I


UNIT II


UNIT III


UNIT IV


UNIT V


BOOK FOR STUDY:

Multimedia: Making It Work,

Tay Vaughan( Eight Edition)

BOOK FOR REFERENCE

1. Ralf Steinmetz & Klara Nahrstedt — Multimedia Computing, Communication & Applications — Pearson Education
BACHELOR OF BUSINESS ADMINISTRATION (CA)  
SEMESTER V  
ELECTIVE I - PAPER IV  
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  

UNIT–III  

UNIT-IV  

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

TEXTBOOK  
2. John Bark, Essence of TQM, PHI, Delhi.

REFERENCE BOOKS  
1. Joel, E.Ross, Total Quality Management  
2. Ron Collard, Total Quality, Jaico, Delhi  
UNIT -I

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

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

TEXTBOOKS
UNIT – I

UNIT – II

UNIT – III

UNIT – IV

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

TEXT BOOK
1. AzhaKazmi, Business policy and strategic management – Tata Mcgraw Hill.

REFERENCE
1. Dr.K. Arul & Dr.K.Jayaraman, Business Policy and Strategic management, Sri Guru Raja Publishers, Thiruvannamalai.
5. Francis Cherunilam, Business & Strategic Management (Text and Cases) – Himalaya. Dr. S. Sankaran, Policy and Strategic management Himalaya.
6. Dr.K. Arul & Dr.A. Subanginidevi, Business Policy and Strategy, Shanlax Publication, Madurai.
BACHELOR OF BUSINESS ADMINISTRATION (CA)

SEMESTER VI

CORE XVI - FINANCIAL INSTITUTIONS AND SERVICES

UNIT - I

Indian Financial system – financial system and economic development – Banks as financial intermediaries – Co-operative Banks – functions.

UNIT - II


UNIT – III


UNIT- IV


UNIT-V

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

TEXT BOOK:
1. 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.
BACHELOR OF BUSINESS ADMINISTRATION (CA)

SEMESTER VI

CORE XVII - BUSINESS LAW

UNIT - I

UNIT - II

UNIT – III

UNIT- IV

UNIT-V

TEST BOOK:
1. Kapoor N.D, Business Law, Sultan Chand & Sons

REFERENCE BOOKS
1. RSN Pillai, Bagavathi, Business Law, S. Chand.
2. Shukla M.C., Mercantile Law, S. Chand.
3. P.C. Tulsian, Business Law, TMH.
UNIT-I

UNIT-II

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

TEXTBOOK
BACHELOR OF BUSINESS ADMINISTRATION (CA)

SEMESTER VI

PRACTICAL – IV

VISUAL BASIC PRACTICAL

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
BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

SEMESTER VI

CORE - XVIII

PROJECT WORK VIVA-VOCE

Specimen – I

TITLE

A project report submitted to the Periyar University in partial fulfillment of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION WITH COMPUTER APPLICATION

By

Name of the student

Reg. No…………………..

Under the guidance of

Name of the guide

Department, College Name and place

Month and year of submission
CERTIFICATE

This is to certify that the project entitled, “TITLE”, is a bonafide work carried out by 

……………………. Reg. No. …………………………under my supervision and guidance during the academic 
year ……….. in partial fulfillment of the requirements for the award of the degree of BACHELOR OF 
BUSINESS ADMINISTRATION WITH COMPUTER APPLICATION and the work is an original one and 
has not formed basis for the award of any degree, diploma, associate ship, fellowship of any other similar title.

GUIDE SIGNATURE

HOD SIGNATURE

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

INTERNAL EXAMINER

EXTERNALSEXAMINER
DECLARATION

I hereby declare that this project work entitled “TITLE” submitted to the PERIYAR UNIVERSITY, SALEM in partial fulfillment of the requirements for the award of BACHELOR OF BUSINESS ADMINISTRATION WITH 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:  
Candidate signature

Place:
BACHELOR OF BUSINESS ADMINISTRATION (CA)

SEMESTER VI

ELECTIVES II - PAPER I

RETAIL MANAGEMENT

UNIT – I

Definition of Retail Marketing — Features of Modern Retail Marketing — Importance of Retail Marketing — Types of Retail Marketing — Retail Marketing Mix.

UNIT – II

Functions of Retail Marketing - Buying - Assembling - Selling - Transporting.

UNIT – III


UNIT – IV


UNIT – V


TEXTBOOK

Retail Marketing Management – David Gilbert, Pearson Education.

REFERENCE BOOK

2. Retail Management – Chetan Bajaj, Rajnish Tuli, Nidhi V Srivastav - Oxford University Press.
BACHELOR OF BUSINESS ADMINISTRATION (CA)  
SEMESTER VI  
ELECTIVE II - PAPER II  
TRAINING AND DEVELOPMENT

UNIT – I  

UNIT – II  

UNIT – III  

UNIT – IV  

UNIT – V  

TEXT BOOK:

REFERENCE BOOKS:
6. RudraBaswaraj : Personnel Administration Practice in India – VaikuntaLal Mehta Institute of Cooperative Management Poona
UNIT – I

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

UNIT – III
Institutions and development of entrepreneurs – Role of DIC, SISI, SIDCO, NSIC, MAYE, KVIC, TCO’S, ITCOT and Entrepreneurial Guidance Bureau – incentives and subsides to entrepreneurs and commercial banks in financing entrepreneurs.

UNIT – IV
Promoting enterprises – SSI – MSME – Role and growth of SSI – Regulations governing SSI – incentives and concessions for SSI units – sickness in SSI – causes and remedies

UNIT – V
Problems and prospects of entrepreneurs – Developing women and rural entrepreneurs – entrepreneurs' motivation.

TEXT BOOK
1. Gupta, C.B. and Srinivasan N.P., Entrepreneurical Development

REFERENCE BOOKS
1. Khanha, Entrepreneurial Development
2. Vasanth Desai, Organisation and Management of Small Industires
3. Saravanavel, P., Entrepreneurship Development
4. Tandon, B.C., Environment and Entrepreneurship
5. Rao T.V., and Udaipareek, Developing Entrepreneurship
6. Dr.K.Aru&Dr.A.Subanginidevi, Entrepreneurship Development, Shanlax Publication
UNIT – I


UNIT – II

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

UNIT – III


UNIT – IV

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

UNIT – V

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

TEXT BOOK

1. Investment mgt – Preetisingh, Himalays publishing house.
2. Investment mgt – V.K.Bhalla.

REFERENCE BOOKS

1. Investment mgt – V. Avadhani - Himalays publishing house.
2. Investment mgt – Punithavathypondian, PHI
BACHELOR OF BUSINESS ADMINISTRATION (CA)

SEMESTER VI

ELECTIVE II - PAPER V

MERCHANDISING MANAGEMENT

UNIT - I

Concept of Retail Merchandising: Meaning of Merchandising, Major Areas of Merchandise Management, Role and Responsibilities of Merchandisers Merchandise Mix: Merchandise Mix, Concept of Assortment Management, Merchandise Mix of Show off

UNIT - II

Merchandise Displays and Space Management: Concept of Merchandise Displays, Importance of Merchandise Displays, Concept of Space Management, Role of IT in Space Management,

UNIT - III


UNIT - IV

Merchandise Planning: Concept of Merchandise Planning, Applications of Merchandise Planning, Elements of Merchandise Planning, Role of Merchandiser in Planning, Category Management and Merchandise Budgeting: Concept of Category Management, Merchandise Forecasting, Merchandise Budgeting

UNIT – V

Merchandise Sourcing: Concept of Merchandise Sourcing, Historical Perspective of Sourcing, Stock Management and Distribution, International Sourcing, Merchandise Replenishment: Retail Replenishment, Importance of Replenishment, Direct Store Delivery (DSD), Managing Retail Home Delivery, Measures for Retail Distribution and Replenishment, Role of IT in Retail Distribution and Replenishment

SUGGESTED READINGS:

1. Berman, Barry and Joel Evans Retail Management
2. Cooper, J. Strategy planning in Logistics and Transportation
3. Cox, Roger and Paul Brittain Retail Management
4. Levy & Weitz Retailing Management
5. Philip Kotter