

**PERIYAR UNIVERSITY**  
**PALKALAI NAGAR**  
**SALEM-636011**

**DEGREE OF BACHELOR OF MANAGEMENT**  
***CHOICE BASED CREDIT SYSTEM***

*Syllabus for*

**B.B.A (Computer Applications)**

**CBCS PATTERN with effect from 2022-2023**

**Definitions :**

**Programme :** -Programmell means a course of study leading to the award of a degree in a discipline.

**Course :** -Course| refers to a subject offered under the degree programme.

**Part I :** Tamil / Other languages : means —Tamil/other languages| offered under Part I of the Programme.

**Part II :** English: means —English| language offered under Part II of the programme.

**Part III :** Means —the core courses related to the programme concerned including (Core Courses) Practical offered under Part III of the programme.

**Part III :** Means -Allied courses| offered under part-III of the programme, which is (Allied Courses) in nature but related to the programme concerned.

**Part III :** Means —Elective courses related to the core courses of the programme concerned. (Elective Courses) offered under Part III of the programme.

**Part IV :** Means basic orientation in Tamil language offered under Part IV(i) of the

- i) **Tamil:** programme (as name of the course) for those students who have not studied Tamil Upto 12<sup>th</sup> standard.
- ii) **Advanced Tamil:** Means, Advanced level Tamil offered under Part IV of the programme to students who have studied Tamil language upto 12th standard and chosen other languages under part I of the programme but would like to advance their Tamil language skills.
- iii) **Non-Major Electives** Means elective subjects offered under Part IV (iii) option is being given not concerned with major but are to be selected by students who have not opted for (either) Advance Tamil or Tamil (as mandated).
- iv) **Skill based Courses** - means the courses offered as skill based courses under Part IV (iv) of the programme aimed at imparting Advanced Skill.
- v) **Foundation Course :** means courses such as
  - 1) Value Education ( 1<sup>st</sup> year I Semester)
  - 2) Environmental Studies ( 1<sup>st</sup> year II Semester)

**Part V**

—**Extension Activities** : means all those activities under NSS/NCC/Sports/YRC programme and other co and extracurricular activities offered under part V of the programme.

A detailed explanation of the above with relevant credits are given under –Scheme of Examination along with Distribution of Marks and Credits

**Duration:** Means the stipulated years of study to complete a programme as prescribed by the University from time to time. Currently for the undergraduate programme the duration of study is THREE years. These regulations shall apply to the regular course of study in approved institutions of the University.

**Credits:** Means the weightage given to each course of study (subject) by the experts of the Board of Studies concerned.

**Credit System:** Means, the course of study under this regulations, where weightage of credits are spread over to different semesters during the period of study and the Cumulative Grade Point Average shall be awarded based on the credits earned by the students. A total of 147 credits are prescribed for the Undergraduate Programme (Three years).

**Choice Based Credit System:** All Undergraduate Programmes offered by the University shall be under Choice Based Credit System (CBCS). This is to enhance the quality and mobility of the students within and between the Universities in the country and abroad.

**1. Eligibility**

**The eligibility for a student to join BBA (CA ) course shall be a pass in HSC. Preference should be given for commerce and accountancy streams.**

**2. Duration of the Course**

The course shall extend over a period of **three years comprising** of six semesters with two semesters in one academic year. There shall not be less than 90 working days for each semester. Examination shall be conducted at the end of every semester for the respective subjects.

Each semester have 90 working days consists of 5 teaching hours per working day. Thus,

each semester has 450 teaching hours and the whole programme has 2600 teaching hours.

### 3. Course of Study

The course of study for the UG degree courses of all branches shall consist of the following:

#### Part - I : Tamil

Tamil or any one of the following modern/classical languages i.e. Telugu, Kannada, Malayalam, Hindi, Sanskrit, French, German, Arabic & Urdu.

The subject shall be offered during the **first four semesters** with one examination at the end of each semester (4 courses – 12 credits).

#### Part – II : Communicative English

The subject shall be offered during the **first two semesters** with one examination at the end of each semester (2 courses – 8 credits).

Professional English for Commerce and management – I & II is offered during the first two semester with one examination at the end of each semester( 2 courses – 8 credits)

#### Part – III:

##### Core subject

As prescribed in the scheme of examination. Examination shall be conducted in the core subjects at the end of every semester. For the programmes with 2 semester languages, 21 core courses with 92 credits are to be offered.

##### Allied Subjects

As prescribed in the scheme of Examination, four subjects, **one each** in I, II, III and IV semester for a total of 14 credits are to be offered.

##### Electives courses

Two elective courses with 8 credits are to be offered one in the V semester and one in the VI Semester. Elective subjects are to be selected from the list of electives prescribed by the Board of Studies concerned. Any one group can be selected.

#### Part – IV

- 1 (a) Those who have not studied Tamil Upto X std / XII std and taken a non-Tamil language under Part-I shall take Tamil comprising of two courses with 2 credits each (4 credits). The course content of which shall be equivalent to that prescribed for the 6th standard by the Board of Secondary Education and they shall be offered in the **third and fourth semesters**.



There shall be no external (University) examinations and the students shall be assured as per the scheme of continuous internal assessment (CIA) for the total marks prescribed.

(OR)

- (b) Those who have studied Tamil Upto XII std and taken a non-Tamil language under Part-I shall take Advanced Tamil comprising of two courses with 2 credits each (4 credits) in the **third and fourth semesters**.

(OR)

- (c) Others who do not come under the above a+b categories can choose the following non-major electives comprising of two courses with 2 credits each (4 credits) in the **third and fourth semesters**.

**2. Skill Based Subjects:**

All the UG programmes shall offer four courses of **skill based subjects two each** in **third & fourth** semesters with 2 credits each (8 credits) for which examination shall be conducted at the end of the respective semesters.

**3. Environmental Studies:**

All the UG programmes shall offer a course in Environmental Studies subjects and it shall be offered in the **second semester**. Examination shall be conducted at the end of the semester (one course with 1 credit).

**4. Value Education:**

All the UG programmes shall offer a course in -Value Education – Human Rights subjects and it shall be offered in the **first semester**. Examination shall be conducted at the end of the semester (one course with 1 credit).

**Part V: Extension Activities (One Credit)**

Every student shall participate compulsorily for period of not less than two years (4 semesters) in any one of the following programmes.

NSS

NCC

Sports

YRC

Other Extracurricular activities.

The student's performance shall be examined by the staff in-charge of extension activities along with the Head of the respective department and a senior member of the Department on the following parameters. The marks shall be sent to the Controller of Examinations before the commencement of the final semester examinations.

20% of marks for Regularity of attendance.

60% of marks for Active Participation in classes/camps/games/special Camps/programmes in the college/ District/ State/ University activities.

10% of marks for Exemplary awards/Certificates/Prizes.

10% of marks for Other Social components such as Blood Donations, Fine Arts, etc.

The above activities shall be conducted outside the regular working hours of the college. The mark sheet shall carry the gradation relevant to the marks awarded to the candidates.

A - Exemplary - 80 and above

B - Very good - 70-79

C - Good - 60-69

D - Fair - 50-59

E - Satisfactory-40 - 49

This grading shall be incorporated in the mark sheet to be issued at the end of the semester. (Handicapped students who are unable to participate in any of the above activities shall be required to take a test in the theoretical aspects of any one of the above fields and be graded and certified accordingly).

#### 4. Requirement to appear for the examinations

- a) A Candidate shall be permitted to appear for the university examinations for any semester (practical/theory) if he/she secures **not less than 75%** of attendance in the number of working days during the semester.
- b) A candidate who has secured **less than 75% but 65%** and above attendance in any semester has to pay fine of Rs.800/- and a candidate shall be permitted to appear for the university examination in that semester itself.
- c) A candidate who has secured **less than 65% but 50%** and above attendance in any semester has to pay fine of Rs.800/- and can appear for both semester papers together at the end of the later semester.
- d) A candidate who has secured **less than 50%** of attendance in any semester shall not be permitted to appear for the regular examinations and to continue the study in the subsequent semester. He/she has to rejoin the semester in which the attendance is less than 50%.

#### 5. Scheme of examination

As given in the annexure.

#### 6. Restrictions to appear for the examinations

- a) Any candidate having arrear paper(s) shall have the option to appear in any arrear paper along with the regular semester papers.

- b) Candidates who fail in any of the course of Part I, II, III, IV & V of UG degree examinations shall complete the course concerned **within 6 years** from the date of admission to the said programme, and should they fail to do so, they shall take the examination in the texts/ revised syllabus prescribed for the immediate next batch of candidates. If there is no change in the texts/syllabus they shall appear for the examination in that course with the syllabus in vogue until there is a change in the texts or syllabus. In the event of removal of that course consequent to change of regulation and / or curriculum after 5 year period, the candidates shall have to take up an equivalent course in the revised syllabus as suggested by the Chairman and fulfill the requirements as per the regulation curriculum for the award of the degree.

**7. Medium of Instruction and examinations**

The medium of instruction and examinations for the courses of Part I, II & IV shall be the language concerned. For part III courses other than modern languages, the medium of instruction shall be English and the medium of examinations is English irrespective of the medium of instructions. For modern languages, the medium of instruction and examination shall be the language concerned.

**8. Submission of Record Note Books for practical examinations**

Candidates appearing for Campus to Corporate Project work Viva Voce examinations should submit bonafide Record prescribed for Campus to Corporate Project work Viva Voce examinations, otherwise the candidates shall not be permitted to appear for the Campus to Corporate Project work Viva Voce examinations.

The candidates should undergo Internship training at the end of fourth semester. They have to submit the record and appear for the Viva –Voce during the V Semester and the Head of the Department should submit the Commendable Certificate to the University. No Credit is given.

**9. Passing Minimum**

- a) A candidate who secures **not less than 40% in the University (external)** Examination and 40% marks in the external examination and continuous internal assessment put together in any course of Part I, II, III & IV shall be declared to have passed the examination in the subject (theory or Practical).
- b) A candidate who secures not less than 40% of the total marks prescribed for the subject under part IV degree programme irrespective of whether the performance is assessed at the end semester examination or by continuous internal assessment shall be declared to have passed in that subject.
- c) A candidate who passes the examination in all the courses of Part I, II, III, IV & V shall be declared to have passed, the whole examination.

**10. Distribution**

Table – 1(A): The following are the distribution of marks for external and internal for University (external) examination and continuous internal assessment and passing minimum marks for **theory papers of UG programmes.**

**Table – 1 (A)**

Table – 1(B): The following are the Distribution of marks for the continuous internal assessment in the theory papers of UG programmes:

<b>TOTAL</b>	<b>EXTERNAL</b>		<b>INTERNAL</b>		<b>Overall Passing Minimum Total Marks</b>
	<b>Max.Marks</b>	<b>Passing Minimum for External alone</b>	<b>Max.Marks</b>	<b>Passing Minimum for Internal alone</b>	
<b>100</b>	<b>75</b>	<b>30</b>	<b>25</b>	<b>10</b>	<b>40</b>

**Table – 1 (B)**

<b>S.No.</b>	<b>For Theory - UG Courses</b>	<b>Distribution of Marks</b>
1	Tests	15
2	Assignment (2 Nos.)	5
3	Attendance	5
	<b>Total Marks</b>	<b>25</b>

The following courses shall have end semester examinations and Continuous Internal Assessment:

Table 3

<b>S.No</b>	<b>Subject</b>	<b>Internal</b>	<b>External</b>	<b>Total</b>
1	Value Education	25	75	100
2	Environmental Studies	25	75	100
3	Non – Major Electives – 3 rd semester	25	75	100
4	Non – Major Electives – 4 <sup>th</sup> semester	25	75	100

## Question Paper Pattern

Maximum 75 Marks – wherever applicable			
Section A	Multiple Choice Questions	15*1=15	15 questions – 3 each from every unit
Section B	Short answer questions	2*5=10	One question from each unit
Section C	Essay Type questions of either / or type (like 1.a or b)	5*10=50	5 questions – 1 each from every unit with internal choice of (a) or (b).

11. However, for those students who select –Tamil under Part IV, the examinations shall be **only on a Continuous Internal Assessment (CIA)** as furnished in the syllabus. The marks shall be Furnished to the COE by the respective colleges.

### 12. Grading

Once the marks of the CIA and end-semester examinations for each of the course are available, they shall be added. The mark thus obtained shall then be converted to the relevant letter grade, grade point as per the details given below:

**Table – 4**

**Conversion of Marks to Grade Points and Letter Grade (Performance in a Course / Paper)**

<b>RANGE OF MARKS</b>	<b>GRADE POINTS</b>	<b>LETTER GRADE</b>	<b>DESCRIPTION</b>
90-100	9.0-10.0	O	Outstanding
80-89	8.0-8.9	D+	Excellent
75-79	7.5-7.9	D	Distinction
70-74	7.0-7.4	A+	Very Good
60-69	6.0-6.9	A	Good
50-59	5.0-5.9	B	Average
40-49	4.0-4.9	C	Satisfactory
00-39	0	U	Re-appear
ABSENT	0	AAA	ABSENT

i = Credits earned for course i in any semester.

Gi = Grade Point obtained for course i in any semester.

n = refers to the semester in which such course were credited.

**Grade point average (for a Semester):**

**Calculation of grade point average semester-wise and part-wise is as follows:**

$$\text{GRADE POINT AVERAGE [GPA]} = \frac{\sum_i C_i G_i}{\sum_i C_i}$$

Sum of the multiplication of grade points by the credits of the courses offered under each part GPA  
 = .....  
 Sum of the credits of the courses under each part in a semester

**Calculation of Grade Point Average (CGPA) (for the entire programme):**

A candidate who has passed all the examinations under different parts (Part-I to V) is eligible for the following part-wise computed final grades based on the range of CGPA:





**Table – 6**

CGPA	GRADE	CLASSIFICATION OF FINAL RESULTS
9.5 - 10.00	O+	<b>First Class - Exemplary</b>
9.0 and above but below 9.5	O	
8.5 and above but below 9.0	D++	<b>First Class with Distinction</b>
8.0 and above but below 8.5	D+	
7.5 and above but below 8.0	D	
7.0 and above but below 7.5	A++	<b>First Class</b>
6.5 and above but below 7.0	A+	
6.0 and above but below 6.5	A	
5.5 and above but below 6.0	B+	<b>Second Class</b>
5.0 and above but below 5.5	B	
4.5 and above but below 5.0	C+	<b>Third Class</b>
4.0 and above but below 4.5	C	

- a. A candidate who has passed all the Part-III subjects examination in the first appearance within the prescribed duration of the UG programmes and secured a CGPA of 9 to 10 and equivalent grades -O| or -O+| in part III comprising Core, Electives and Allied subjects shall be placed in the category of **-First Class – Exemplary|**.
- b. A candidate who has passed all the Part-III subjects examination in the first appearance within the prescribed duration of the UG programmes and secured a CGPA of 7.5 to 9 and equivalent grades -D| or -D+| or -D++| in part III comprising Core, Electives and Allied subjects shall be placed in the category of **-First Class with Distinction|**.
- c. A candidate who has passed all the Part-I or Part-II or Part-III subjects examination of the UG programmes and secured a CGPA of 6 to 7.5 and equivalent grades -A| or -A+| or -A++| shall be declared to have passed that parts in **-First Class|**.
- d. A candidate who has passed all the Part-I or Part-II or Part-III subjects examination of the UG programmes and secured a CGPA of 5.5 to 6 and equivalent grades -B| or -B+| shall be declared to have passed that parts in **-Second Class|**.
- e. A candidate who has passed all the Part-I or Part-II or Part-III subjects examination of the UG programmes and secured a CGPA of 4.5 to 5 and equivalent grades -C| or -C+| shall be declared to have passed that parts in **-Third Class|**.

f There shall be no classifications of final results, therefore, award of class for Part IV and Part V, however, those parts shall be awarded with final grades in the end semester statements of marks and in the consolidated statement of marks.

**15. Conferment of the Degree:**

No candidate shall be eligible for conferment of the Degree unless he / she

- i. Has undergone the prescribed course of study for a period of not less than six semesters in an institution approved by/affiliated to the University or has been exempted from in the manner prescribed and has passed the examinations as have been prescribed thereof.
- ii. Has completed all the components prescribed under Parts I to Part V in the CBCS pattern to earn 140 credits.
- iii. Has successfully completed the prescribed Field Work/ Institutional Training as evidenced by certificate issued by the Principal of the College.

**16. Ranking**

A candidate who qualifies for the UG degree course passing all the examinations in the first attempt, within the minimum period prescribed for the course of study from the date of admission to the course and secures I class shall be eligible for ranking and such ranking shall be confined to 10 % of the total number of candidates qualified in that particular branch of study, subject to a maximum of 10 ranks. The improved marks shall not be taken into consideration for ranking.

**17. 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.

**18. COMMENCEMENT OF THIS REGULATION**

The regulations shall take effect from the academic year 2021-2022 i.e., for students who are admitted to the first year of the programme during the academic year 2019-2020 and thereafter.

**19. TRANSITORY PROVISION**

Candidates who were admitted to the UG programme of study before 2020-2021 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 2021. Thereafter, they will be permitted to appear for the examination only under the regulations there in force

**REVISED SYLLABUS**  
**COURSE OF STUDY AND SCHEME OF EXAMINATION**  
**SEMESTER - I**

Part	Study Components	Course Title	Hrs/Week	CIA	Uni. Exam	Total	Credits
I	Language	Tamil or any one of the modern (Indian or Foreign) or classical languages-I	6	25	75	100	3
I	Language	Communicative English - I	6	25	75	100	4
III	CORE-I	Principles of Management	4	25	75	100	4
III	CORE-II	Business Communication	4	25	75	100	4
III		Professional English for Commerce and Management-I	4	25	75	100	4
III	Allied - I	Business Mathematics and Statistics	5	25	75	100	4
IV		Value Education:- Yoga	1	25	75	100	1
			<b>30</b>				<b>24</b>

**SEMESTER - II**

Part	Study Components	Course Title	Hrs/Week	CIA	Uni. Exam	Total	Credits
I	Language	Tamil or any one of the modern (Indian or Foreign) or classical languages-II	6	25	75	100	3
I	Language	Communicative English - II	6	25	75	100	4
III	CORE-III	Organizational Behaviour	4	25	75	100	4
III	CORE-IV	MS - Office Practical	4	25	75	100	4
III		Professional English for Commerce and Management-II	4	25	75	100	4
III	Allied - II	Managerial Economics	5	25	75	100	4
IV	EVS	Environmental Studies	1	25	75	100	1
			<b>30</b>				<b>24</b>

**SEMESTER - III**

<b>Part</b>	<b>Study Components</b>	<b>Course Title</b>	<b>Hrs/Week</b>	<b>CIA</b>	<b>Uni. Exam</b>	<b>Total</b>	<b>Credits</b>
I	Language	Tamil or any one of the modern (Indian or Foreign) or classical languages-III	6	25	75	100	3
III	CORE - V	Marketing Management	5	25	75	100	4
III	CORE - VI	Financial Management	5	25	75	100	4
III	CORE - VII	Human Resource Management	5	25	75	100	4
III	Allied - III	E - Commerce	3	25	75	100	3
IV	SBEC - I	Fundamentals of Insurance	2	25	75	100	2
IV	SBEC-II	Campus to Corporate -(Viva-Voce)	2	25	75	100	2
IV	NMEC- I	Entrepreneurial Development	2				2
			<b>30</b>				<b>24</b>

**SEMESTER - IV**

<b>Part</b>	<b>Study Components</b>	<b>Course Title</b>	<b>Hrs/Week</b>	<b>CIA</b>	<b>Uni. Exam</b>	<b>Total</b>	<b>Credits</b>
I	Language	Tamil or any one of the modern (Indian or Foreign) or classical languages-IV	6	25	75	100	3
III	CORE - VIII	Production and Materials Management	5	25	75	100	4
III	CORE - IX	Financial and Cost Accounting	5	25	75	100	4
III	CORE - X	Business Law	5	25	75	100	4
III	Allied - IV	Taxation	3	25	75	100	3
IV	SBEC - III	Advertising	2	25	75	100	2
IV	SBEC-IV	Business Practices Viva - Voce	2	25	75	100	2
IV	NMEC- II	Human Resource Management	2				2
			<b>30</b>				<b>24</b>

**SEMESTER - V**

Part	Study Components	Course Title	Hrs/Week	CIA	Uni. Exam	Total	Credits
III	CORE - XI	Management Accounting	5	25	75	100	4
III	CORE - XII	Operations Research	5	25	75	100	4
III	CORE - XIII	HTML and Web Designing - Theory	4	25	75	100	4
III		HTML and Web Designing - Practical	3				2
III	CORE - XIV	Management Information System	4	25	75	100	4
III	CORE - XV	Fundamentals of Research Methodology	5	25	75	100	4
III	Elective - I		4	25	75	100	4
			<b>30</b>				<b>26</b>

**SEMESTER -VI**

Part	Study Components	Course Title	Hrs/Week	CIA	Uni. Exam	Total	Credits
III	CORE - XVI	Strategic Management	5	25	75	100	4
III	CORE - XVII	Financial Markets and Services	5	25	75	100	4
III	CORE - XVIII	Entrepreneurial Development	5	25	75	100	4
III	CORE - XIX	Tally - Theory	4				4
III		Tally -Practical	4	25	75	100	3
III	CORE - XX	Project Work	3				2
V	Elective - II		4	25	75	100	4
			<b>30</b>				<b>27</b>
		<b>TOTAL HOURS</b>	<b>180 Hours</b>				<b>148 Credits</b>

@No University Examinations. Only Credit is given.

List of Elective Papers( Colleges can choose any one group)		
<b>Group A</b>	I	Services Marketing
	II	Retail Management
<b>Group B</b>	I	Industrial Relations
	II	Training and Development
<b>Group C</b>	I	Multi Media
	II	Data Base Management System
<b>Group D</b>	I	Enterprise Resource Planning
	II	E-Business
<b>Group E</b>	I	Total Quality Management
	II	Merchandising Management

**Note:** Modern or classical languages:

- a) Indian–Telugu, Kanada, Malayalam, Urudu and Hindi
- b) Foreign–French
- c) Classical-Sanskrit, Arabic & Persian

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**SEMESTER-I**  
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**CORE I - PRINCIPLES OF MANAGEMENT**

**Course Objective:** To impart the basic knowledge pertaining to functions on Management.

**Course Outcomes:**

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

1. Understand various functions of Management
2. Know various principles of functions of management.
3. Recognize various styles of leadership

**UNIT – I**

Management– Definition – Importance – Nature – Scope and Functions – Principles of Management. Evolution of Management Thoughts – Contributions of F.W. Taylor - Henry Fayol – Elton Mayo – Hawthorne Experiment.

**UNIT – II**

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

**UNIT – III**

Organisation – Need for Organisation – Process – Organizational Structure – Line Functional, Line & Staff Organisation. Span of Management – Delegation –Centralization and Decentralization – Staffing – Nature & Purpose of Staffing.

**UNIT – IV**

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

**UNIT – V**

Co-ordination – Need – Principles – Approaches to achieve effective Co-ordination. Controlling – Meaning – Elements and significance – Steps in control process – control techniques.



**TEXT BOOKS**

1. C.B. Gupta, Business Organization & Management, Sultan Chand & Sons.
2. L.M. Prasad, Principles of Management, Sultan Chand & Sons.

**REFERENCE BOOKS**

1. Dingar Pagare, Business Management, Sultan Chand & Sons
2. Tripathi P.C. & P.N. Reddy, Principal of Management, TMH
3. Bhusan Y.K. Business Organization and Management, McGraw Hill
4. Koontz and O.Donnel, Essentials of Management, McGraw Hill
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
8. RustomDavar, Management Process, Progressive Corporation Pvt., Ltd
9. J. Jayashankar, Principles of Management, Margham Publications.
10. Dr.V.R.Palanivelu, Principles of Management, Himalaya publishing House, Mumbai
11. Dr.S.Karthick, Principles of Management, Shanlax Publication.

**SEMESTER-I**

**CORE II - BUSINESS COMMUNICATION**

**COURSE OBJECTIVES:**

- To familiarize students with the mechanics of business writing.
- To enable students to write business correspondence precisely and effectively.

**OUTCOMES:**

Students shall be able to

- Read quite widely to acquire business writing.
- Get into the habit of writing regularly

**UNIT-I**

Communication-meaning-types-objectives-principles of effective communication - barriers to communication - layout of a business letter.

**UNIT - II**

Enquiry-replies-orders -sales - circular letters-complaints and adjustments- collection letters.

**UNIT - III**

Bank correspondence - Insurance correspondence - Agency correspondence-Application for a situation.

**UNIT- IV**

Company Correspondence-Duties of secretary - Correspondence with directors, Shareholders, Government departments and others-Agenda-Minutes.

**UNIT - V**

Report – meaning – importance – characteristics of a good report – preparing report -report by individuals – report by committees – speeches – characteristics of good speech – planning to speak. Modern Forms of communication: Fax-E-Mail-Video Conferencing-Internet-Websites and their use in business.



**TEXTBOOK:**

1. Ragendrapal and Koralahalii J.S,Essentials of Business Communication, Sultan Chand and Sons.

**REFERENCE BOOKS**

1. Ramesh M.S. &Pattan Shetty, Effective Business English & Correspondence RC Publications.
2. Balasubramanian, Business Communication, Vikas Publishing House Pvt., Ltd.,
3. US Rai, SM Rai, Business Communication, HPH
4. RSN Pillai, Bagavathi, Commercial Correspondence & Office Management.
5. N.S. Rashunathan and B.Santhanam, Business Communication,Margham Publications,Chennai.
6. Chanturvedi, Business Communication Concepts, Case and Applications, Pearson Education.

**SEMESTER – I**

**ALLIED – I BUSINESS MATHEMATICS AND STATISTICS**

**COURSE OBJECTIVES**

1. To introduce the mathematical, statistical concepts and their development of analytical skills in business management.

**COURSE OUTCOMES:**

The students will be able to:

1. Understand the sequence, series, matrix operations and determinants.
2. Understand the usage of central tendencies and dispersion.

**UNIT-I            Sequence and Series**

Definition of Sequence – Series – Arithmetic Progression – Geometric Progression – Harmonic progression – Simple Problems.

**UNIT-II           Matrix**

Definition of Matrices–Types of Matrices–Operations on Matrix–Determinant of Matrix–Inverse of a Matrix–Solving of linear equations–Matrix inverse method and Cramer’s rule.

**UNIT-III        Collection Presentation of Statistical Data**

Definition of Statistics–Scope and Limitations–Sources and Collection of data– Classification and Tabulation of data–Diagrams and graphs.

**UNIT-IV        Measures of Central Tendency**

Definitions–Mean–Median–Mode–Geometric Mean–Harmonic Mean and Combined Mean–Merits and Demerits–Simple Problems.

**UNIT-V         Measures of Dispersion**

Definition–Absolute and Relative Measures–Range–Quartile deviation–Mean Deviation and their Coefficients- Standard Deviation and Co-efficient of variation.



**BOOKS FOR REFERENCE:**

1. Gupta.S.P. (2001),Statistical methods,Sultan Chand & Company Ltd.,NewDelhi.
2. P.R.Vittal, Business Mathematics and Statistics, Margham Publications.
3. Gupta. S. P. and Gupta. P.K. Business Statistics and Business Mathematics, Sultan Chand & Company Ltd.,New Delhi.
4. Stafford,Business Mathematics and Statistics ,Sultan Chand & Company Ltd. ,New Delhi.
5. Pillai.R.S.N.and Bagavathi.V.(2005),Statistics, S.Chand & Company Ltd., New Delhi.
6. Sancheti.D.C.and Kapoor.V.K,Statistics–Theory, Methods & Applications ,Sultan Chand & Sons, New Delhi.
7. Arora P.N,Comprehensive Statistical Methods,Sultan Chand&Sons,NewDelhi.
8. Agarwal B.L,Basic Statistics,Wiley Eastern Ltd., Publishers, New Delhi.
9. Vittal P.R, Business Statistics,Margham Publications,Chennai.
10. Navaneetham.P,Business Mathematics and Statistics,Jai Publications.

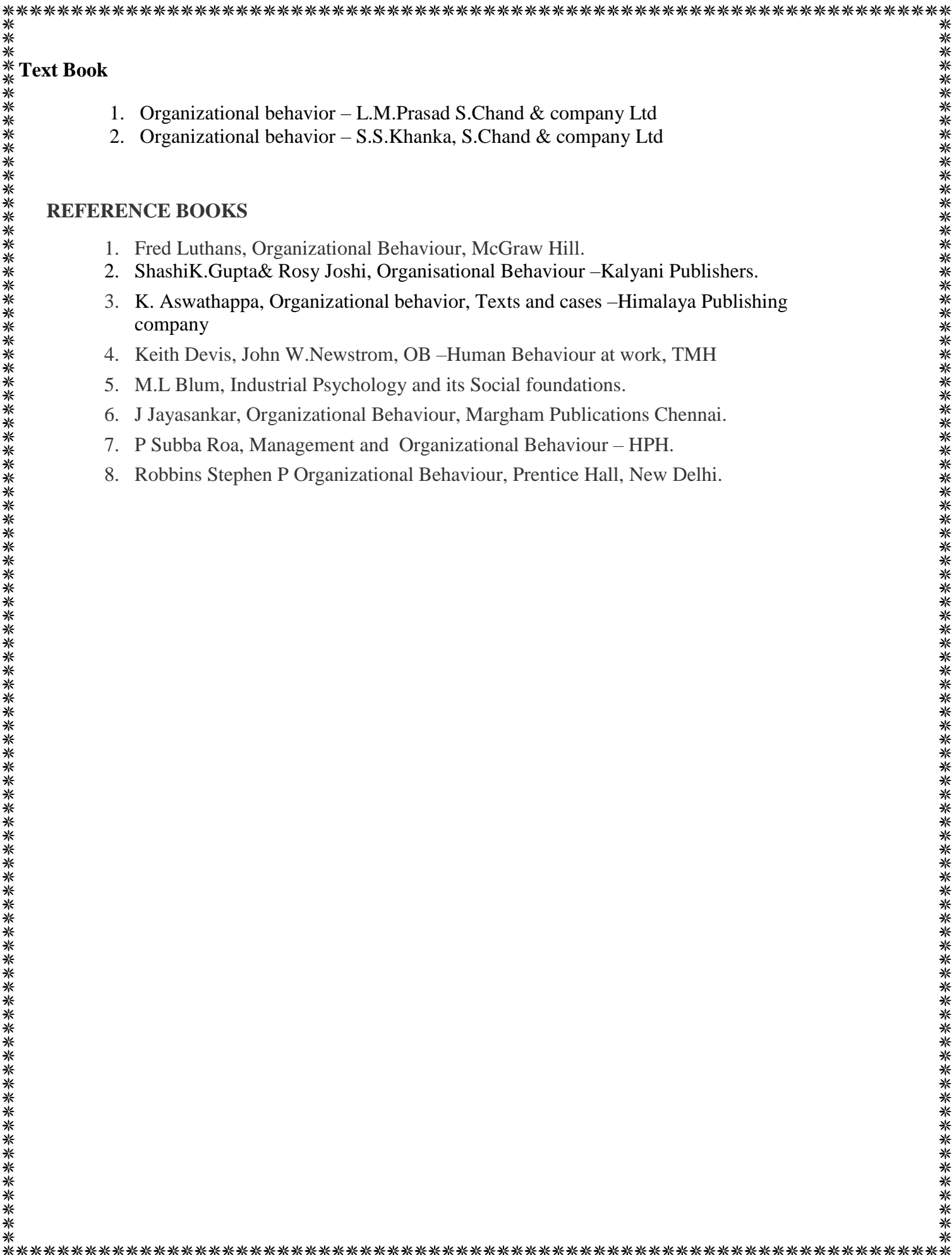
**WebLinks:**

1. <https://www.maths.ed.ac.uk/~v1ranick/papers/matrices.pdf>
- 2.[http://www.cimt.org.uk/projects/mepres/alevel/fpure\\_ch6.pdf](http://www.cimt.org.uk/projects/mepres/alevel/fpure_ch6.pdf)
3. <https://www.tutorialspoint.com/statistics/>
4. [https://www3.nd.edu/~dgalvin1/10120/10120\\_S17/Topic15\\_8p2\\_Galvin\\_2017\\_short.pdf](https://www3.nd.edu/~dgalvin1/10120/10120_S17/Topic15_8p2_Galvin_2017_short.pdf)
5. [https://www3.nd.edu/~dgalvin1/10120/10120\\_S16/Topic16\\_8p3\\_Galvin.pdf](https://www3.nd.edu/~dgalvin1/10120/10120_S16/Topic16_8p3_Galvin.pdf)

**Note:** The question paper 20% theory and 80% problems to be considered.







**Text Book**

1. Organizational behavior – L.M.Prasad S.Chand & company Ltd
2. Organizational behavior – S.S.Khanka, S.Chand & company Ltd

**REFERENCE BOOKS**

1. Fred Luthans, Organizational Behaviour, McGraw Hill.
2. ShashiK.Gupta& Rosy Joshi, Organisational Behaviour –Kalyani Publishers.
3. K. Aswathappa, Organizational behavior, Texts and cases –Himalaya Publishing company
4. Keith Devis, John W.Newstrom, OB –Human Behaviour at work, TMH
5. M.L Blum, Industrial Psychology and its Social foundations.
6. J Jayasankar, Organizational Behaviour, Margham Publications Chennai.
7. P Subba Roa, Management and Organizational Behaviour – HPH.
8. Robbins Stephen P Organizational Behaviour, Prentice Hall, New Delhi.



**SEMESTER – II**

**CORE – IV PRACTICAL –I MS-OFFICE**

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, Clearing Paragraphs.
3. Using tab setting, enhancing the documents (Header, Footer, Page Setup, Border, Opening and Closing Toolbars, Print preview)
4. Creating Tables in a document, selecting rows and columns sort the record by using tables, format painter and AutoFormat.
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 a row, 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 data base and maintaining a database (Data Form)  
(b) Using auto filter, advanced filter.  
(c) Creating subtotals and grand totals – using data base functions.

1. Creating Charts.
  - (i) Using Chart wizard(5Steps)
  - (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) Math Functions
    - i. SUM,COUNT,AVERAGE  
MAX,MIN
    - ii. STD DEV, VAR
    - iii. ABS, EXP, INT
    - iv. LOG10& LOG
    - v. MOD,ROUND,SQRT
    - vi. Using AutoSum.
  - (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 Power Point presentation.
3. Setting Animations effects/grouping/ungrouping/cropping Power Point objects.
4. Printing presentation/Importing–Exporting files.
5. Creating an organizational chart in Power Point.

**ALLIED - II**

**SEMESTER – II**

**MANAGERIAL ECONOMICS**

**OBJECTIVES**

1. To understand how the Economics theories are modified into business practice so as for firm development
2. It helps to understand project proposal and also how they are framed

**UNIT-I NATURE AND SCOPE OF BUSINESS ECONOMICS**

Introduction – Meaning – Definitions – Nature and Scope of Managerial Economics – Characteristics features of Managerial Economics - Significance – Difference between Economics and Managerial economics – Relationship of Managerial economics with other social science – Fundamental Concepts and Principles used in Managerial economics

**UNIT-II: DEMAND ANALYSIS**

Meaning – Definitions – Law of Demand – features of Law of Demand - Factors Determining Demand – Extension and Contraction in demand – Increase and decrease in demand – Exception to Law of Demand - Elasticity of demand – Meaning – Price elasticity of Demand - types and Measurement – Income Elasticity of Demand – types and Measurement – Cross Elasticity of Demand – factors affecting Elasticity of Demand - Demand forecasting – Demand forecasting Methods.

**UNIT-III: COST CONCEPTS AND PRICING METHODS**

Cost concept- Cost - output relationship - Peak load pricing – cost plus pricing - Going rate Pricing – Target Pricing - Pricing of life cycle product – Pioneer Pricing – Skimming Pricing, Surge Pricing, Penetration Price- Multiproduct Pricing – Transfer Pricing – Product line pricing – Dual Pricing

**UNIT-IV: PROFITS**

Meaning - Accounting and Economic Profits – Measurement – Profit Policy – Aims of profit policy - profit planning and forecasting – Break Even Analysis – uses of BEP- .

**UNIT-V: CAPITAL BUDGETING AND PROJECT PROFITABILITY**

Capital budgeting – Need for Capital Budgeting – Forms of capital Budgeting - Demand for supply of capital – Capital Rationing - Cost of Capital – Project profitability - Methods of Appraising a project Profitability



**TEXT BOOKS**

1. Sankaran S. Business Economics

**REFERENCE BOOKS**

1. Ahuja, H.L., Business Economics.
2. Nelli and Parker, The Essence of Business Economics.
3. Ferguson P.R. Rothschild, R. and Ferguson G.J. Business Economics
4. R. Cauvery – Business Economics

**SEMESTER - III**  
**CORE V - MARKETING MANAGEMENT**

**COURSE OBJECTIVES:**

1. To impart the basic knowledge of marketing of goods.
2. To make aware of Digital marketing

**COURSE OUTCOMES:**

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

1. Understand various factors of marketing environment
2. Apply the basic concepts of marketing
3. Understand recent trends in marketing.

**Unit-1**

Meaning and Nature of Marketing –Scope-Objectives - Evolution of marketing concept - Marketing Functions- Factors influencing Marketing functions. Meaning of customer, consumer, demand, need and want. Marketing Environment – micro environmental factors – macro environmental factors.

**Unit-II**

Market segmentation-Meaning-Importance-bases. Targeting – Meaning –Importance- Strategies. Positioning – Meaning – Importance. Buyer Behaviour – Buying motives – Buying decision process.

**Unit-III**

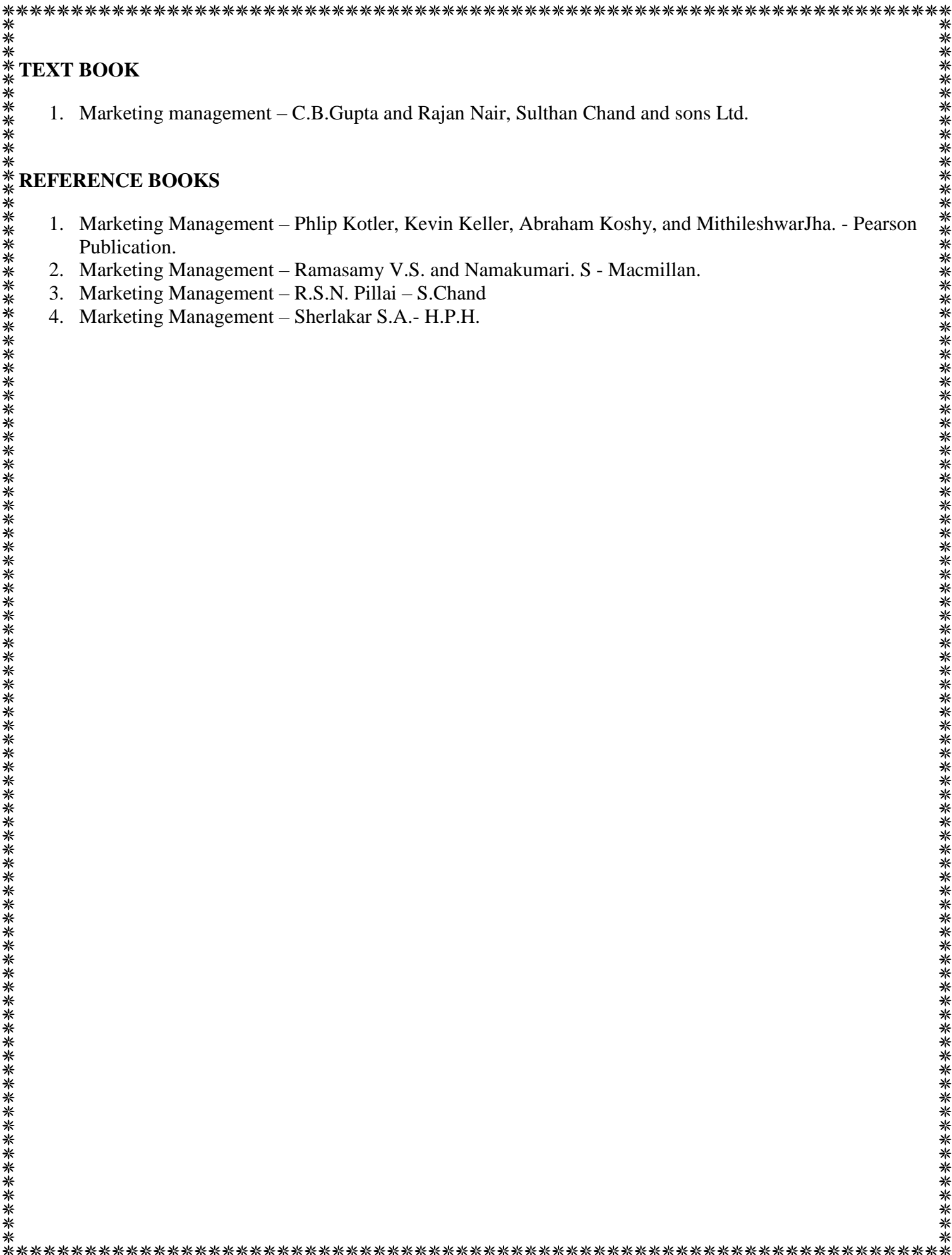
Concept of marketing mix. Product – Definition – Features of product –Classification of Product. Product policies: Product mix and product line-Product life cycle stages-New product development process. Branding- Meaning – Functions. kinds of brand names – characteristics of a good brand name. Packaging-Meaning – Functions. Labeling- Meaning – Functions.

**Unit IV**

Pricing – Objectives – Factors affecting price of a product – Kinds of pricing. Channel of Distribution-Meaning-Objectives- Functions- Types of Channel - Factors affecting Selections of Marketing Channel.

**Unit V**

Promotional mix- Importance. Elements - Advertising – Managing Advertising-Publicity – Public Relations – Personal Selling and Sales promotion. Digital Marketing -Meaning- Scope- Benefits - Social media Marketing & online marketing. Recent trends in digital marketing. Effects of digital marketing in business.



**TEXT BOOK**

1. Marketing management – C.B.Gupta and Rajan Nair, Sulthan Chand and sons Ltd.

**REFERENCE BOOKS**

1. Marketing Management – Philip Kotler, Kevin Keller, Abraham Koshy, and MithileshwarJha. - Pearson Publication.
2. Marketing Management – Ramasamy V.S. and Namakumari. S - Macmillan.
3. Marketing Management – R.S.N. Pillai – S.Chand
4. Marketing Management – Sherlakar S.A.- H.P.H.

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**SEMESTER - III**

**CORE VI - FINANCIAL MANAGEMENT**

**COURSE OBJECTIVES**

**The objective of this course is to:**

1. Understand the basic concepts in finance and financial management
2. Comprehend the principles and objectives of financial management.

**COURSE OUTCOMES**

**On successful completion of this course, the students should:**

1. Understand the fundamentals of finance.
2. Recognize the importance of financial management knowledge.
3. Apply Cost of capital, capital structure and capital budgeting in corporate environment

**UNIT – I**

**Finance:** Introduction – Meaning - Scope of finance function — Source of finance - Long term- Equity – Preference – Debt – Short term bank and non-bank sources. Role of a Finance Manager.

**UNIT – II**

**Financial Management:** Introduction - Meaning – Definition – Objectives. Time Value of money – Present value, Future Value, Lump sum & Annuity – Functions

**UNIT – III**

**Cost of Capital :** Introduction - Meaning – Definition – Cost of specific sources of capital – Equity – Preferred stock – Debt – Reserves – Weighted average cost of capital.

**UNIT – IV**

**Capital Structure:** Introduction - Meaning – Definition – Factors influencing capital structure – Approaches – MM – Optimal capital structure – Operating leverage and financial leverage. Dividend decisions-Determinants-Dividend policies-Forms

**UNIT – V**

Capital Budgeting-Meaning-Factors affecting capital expenditure-Methods of appraisal-Pay Back – ARR – NPV – IRR-Profitability index.

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**TEXT BOOKS**

1. Sharma RK and Gupta SP, Financial Management, Kalyani Publications, 2017
2. S.N.Maheswari , Financial Management, Sultan Chand & Sons, 2019

**REFERENCE BOOKS**

1. Dr. S.N. Maheswari, Principles of Financial Management, Himalaya Publishing House.
  2. M.C.Kuchal, Financial Management – Vikas Publishing House
  3. Kulkarni&Sathya Prasad, Financial Management – Himalaya Publishing House.
  4. Dr. Srivastava, Financial Management, Himalaya Publishing House.
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**SEMESTER - III**

**CORE VII -HUMAN RESOURCE MANAGEMENT**

**Course Objective:**

To provide knowledge about Human resource management and its managerial, operative functions.

**Course Outcome:**

On successful completion of this course, the students will

1. Analyze the process of Job analysis and its importance as a foundation of human resource management practice.
2. Understand the practical knowledge on e-HRM, e-compensation, e-learning
- 3.

**UNIT - I**

Human Resource Management – Definition, Nature, objectives and functions of HRM - Role of Human Resource Manager. Human Resource Planning – Objectives, importance and Human Resource Planning process.

**UNIT- II**

Job Analysis – Meaning and Process of Job Analysis - Job Description – Job specification. Recruitment – Meaning, factors affecting recruitment and sources of recruitment. Selection – Meaning and selection process - Placement and Induction.

**UNIT- III**

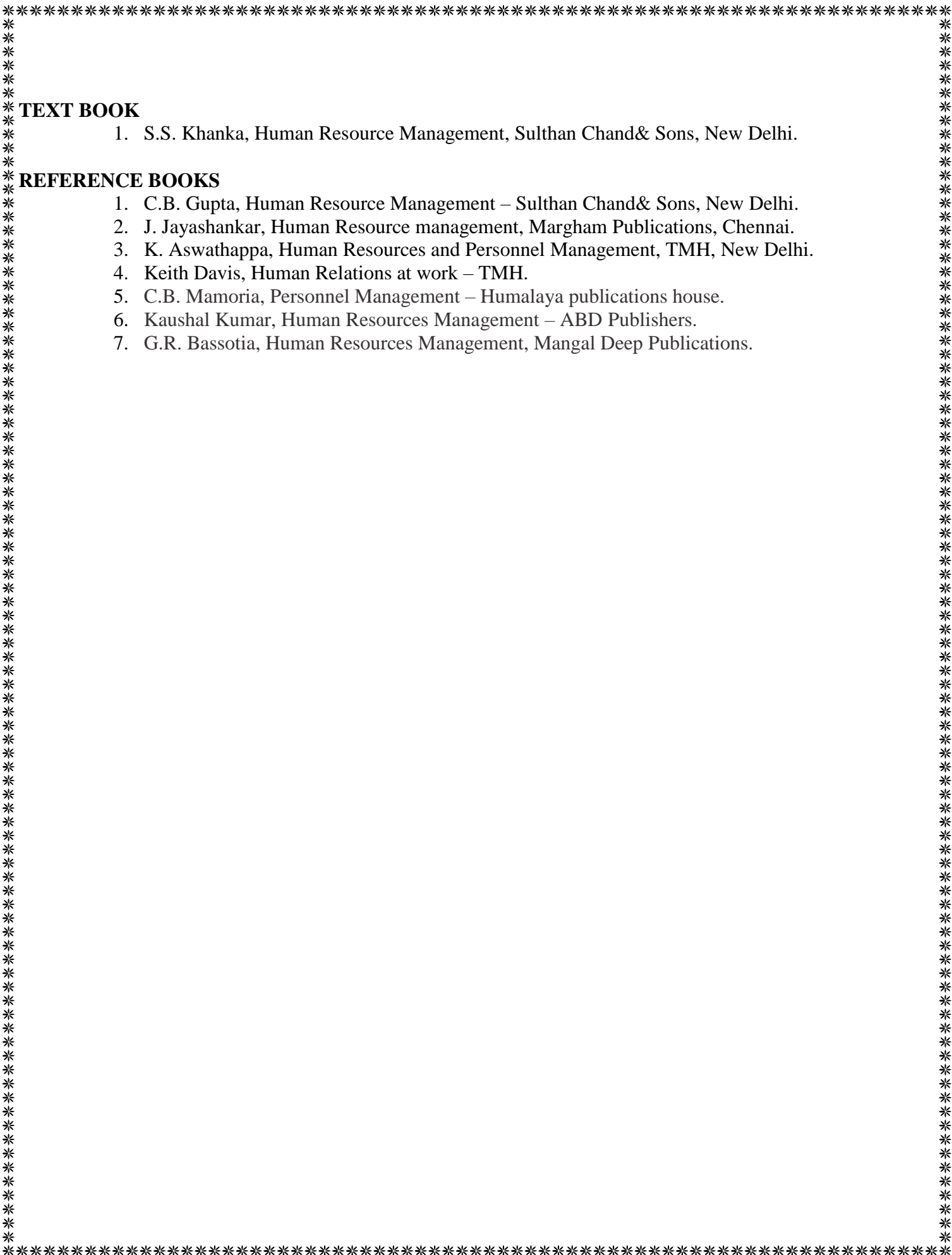
Training – meaning – need for training – Training Methods. Executive Development – meaning – objectives – Executive development methods. Difference between Training and Development.

**UNIT- IV**

Performance Appraisal – Meaning, objectives of Performance Appraisal - Methods of Performance Appraisal. Job Evaluation – definition – methods of job evaluation - Difference between Performance appraisal and Job Evaluation.

**UNIT – V**

e-HR - Nature of e-HRM, e-learning, e-compensation -Recent Techniques in HRM: HRM audit, Knowledge management, ethics in HRM.



**TEXT BOOK**

1. S.S. Khanka, Human Resource Management, Sulthan Chand& Sons, New Delhi.

**REFERENCE BOOKS**

1. C.B. Gupta, Human Resource Management – Sulthan Chand& Sons, New Delhi.
2. J. Jayashankar, Human Resource management, Margham Publications, Chennai.
3. K. Aswathappa, Human Resources and Personnel Management, TMH, New Delhi.
4. Keith Davis, Human Relations at work – TMH.
5. C.B. Mamoria, Personnel Management – Humalaya publications house.
6. Kaushal Kumar, Human Resources Management – ABD Publishers.
7. G.R. Bassotia, Human Resources Management, Mangal Deep Publications.

**SEMESTER – III**

**ALLIED – III E-COMMERCE**

**COURSE OBJECTIVES**

1. To enable the students to understand the technology of e-Commerce for business application.
2. After the successful completion of the course the student must be aware of techniques in the application of e-Commerce.

**COURSE OUTCOME**

1. The students will be able to learn and understand the technology of E-Commerce and the emerging changes in marketing and advertisement in the E-Commerce and M-commerce era.

**UNIT – I**

E-Commerce – meaning - Evolution in India – Traditional commerce Vs E-Commerce – Factors driving the growth of E-Commerce – benefits and limitations – business models for E-Commerce – E-Commerce opportunities in India and challenges.

**UNIT – II**

Electronic Data Interchange – Benefits – EDI Legal, Security and Privacy issues – EDI software implementation – Value Added Network – Internal Information Systems – Work flow automization and Coordination – Customization and internal commerce.

**UNIT – III**

Network security and firewalls – Client Server Network Security – Emerging client server security threats – Firewalls and network security – Data and message security – Encrypted documents and electronic mail – Hypertext publishing – Technology behind the web – Security and the web.

**UNIT – IV**

Consumer Oriented Electronic Commerce: Consumer Oriented Applications – Mercantile Process Models – Mercantile Models from the Consumers Perspective – Mercantile Models from the Merchants Perspective.

Web advertisement: Online advertising methods – advertising strategies and promotions.

**UNIT – V**

Electronic Payment Systems – Types – Digital Token Based Electronic Payment System – Smart Card & Credit Card Electronic Payment Systems – Risk – Designing Electronic Payment System. Mobile Commerce – benefits – products and service of M-Commerce.

**REFERENCE BOOKS:**

1. Frontiers of Electronic Commerce – Ravi Kalakota& Andrew B.Whinston,Dorling Kindersley (India) Pvt Ltd,- 2006
2. Electronic commerce - Bharat Bhasker, Tata McGraw Hill Publishing Co Ltd,New Delhi-2006
3. Web Commerce Technology Handbook – Daniel Minoli, Emma Minoli, Tata McGraw Hill Publishing Co Ltd, New Delhi-2006
4. E-Commerce & E-Business - Dr.C.S.Rayudu, Himalaya Publishing House, New Delhi
5. E-Commerce – The Cutting Edge of Business- Kamalesh K Bajaj, Debjani Nag TMH, New Delhi

**SEMESTER III**

**SBEC – I FUNDAMENTALS OF INSURANCE**

**COURSE OBJECTIVES:**

1. To understand the risk in insurance
2. To understand the management techniques for avoidance of risk.
3. To understand the concept of Forward and Futures Contract, Options and Swaps.
4. To understand the basics of insurance.

**COURSE OUTCOMES:**

1. To analyze the sources of risk in Insurance policies.
2. To apply the management techniques for avoidance of risk.
3. Use Forward Contract and Futures Contract to hedge the unsystematic Risk.
4. Gain insight knowledge on types of insurance to be needed in an hour for an individual.
5. To evaluate the factors of business risk and contractual provisions.

**UNIT – I**

Insurance – Meaning – Definition – Nature – Functions. The Insurance Act 1938. Insurance Regulatory and Development Authority Act 1999.

**UNIT – II**

Life Insurance – Meaning – Definition- Characteristics – Advantages – Types – Assignment – Nomination – Surrender Value – Loans – Claims – Double insurance.

**UNIT – III**

Fire insurance – functions – features – principles – kinds of fire policies.

**UNIT – IV**

Marine insurance – meaning – definition – types – kinds of marine losses – settlement of claim in marine insurance.

**UNIT – V**

Motor insurance – types – Rural insurance schemes – Health insurance in India

**TEXT BOOK**

1. Dr A.Moorthy “Principles and Practice of Insurance”. Margham publications

**REFERENCE BOOKS**

1. Sharma R.S., Insurance: Principles and Practices (1960 Vora, Bombay)
2. Arifkhan M, Theory and Practice of Insurance (1976) Education Book House.
3. Srinivasan M.N., Principles of Insurance Law (1977) Ramanuja Publishers, Bangalore.
4. Dr. B.Varadharajan, Insurance : Vols. I and II (1979) Tamil Nadu Text Book SocietyIV - SBEC
5. Dr. R.Haridas, Life Insurance in India, New Century Publication, New Delhi.

**SEMESTER - III**

**SBEC: II CAMPUS TO CORPORATE – ( VIVA –VOCE)**

**Course Objective:** To make students fit to corporate by imparting required skills

**Course Outcome:**

On successful completion of this course the student will

1. Be able to read and listen better
2. Make their presentation more effective
3. Be a good team player
4. Perform better in GD and Interview.

**UNIT-I**

Reading - meaning – critical reading – reading methods (Students should be exposed to the practice of reading news papers). Listening- – principles of good listening – accent comprehension – practical exercises

**UNIT-II**

Presentation Meaning-Importance –Components- Verbal, Vocal, Visual. Presentation Aids, Preparation for making the Presentation Effective- Plan, Prepare, Practice and Perform. Self introduction

**UNIT III**

Corporate etiquette – Dressing and grooming skills – Work place etiquette – Business etiquette – Email etiquette – Telephone and meeting etiquette- Video conferencing etiquette

**UNIT-IV**

Self – analysis through SWOT. Goal setting –meaning – SMART goals.Types of goals – short term – medium – long term goals. Team building and team work – Skills needed - Role of a team leader – Role of team member

**UNIT-V**

GD as selection process- different kinds of topics-outcome of GD-structure of GD-Preparation for GD. Successful GD techniques. Interview – meaning – types. Preparation for the interview- Mock interview

**TEXT BOOK**

1. Soft skills – Know yourself and Know the world – Dr.K.Alex. S.Chand& Company
- 2.

**REFERENCE BOOKS**

1. Soft skills-S.Hariharan, N.Sundaram,S.P.Shanmuga priya
2. Effective communication and public speaking – S.K. Mandal – Jaico Publishing
3. A Course in Listening and Speaking II, V.Sasikumar,P .Kiranmai Dutt, Geetha Rajeevan, Cambridge University Press, 2007.



**SEMESTER - III**

**NMEC – I ENTREPRENEURIAL DEVELOPMENT**

**Course Objectives:**

- To inculcate the students about Entrepreneurship
- To educate the students about provisions for starting small industry

**Course Outcome:**

- The knowledge about small scale industry will be known
- The students can start an industry on their own.
- To create confidence in approaching the banks

**UNIT - I**

Entrepreneurship – Meaning-Evolution- characteristics-types. Entrepreneur and enterprise - Entrepreneurs and Managers.

**UNIT - II**

Project identification –formulation – project appraisal – layout.

**UNIT- III**

Steps for starting small industry – selection of types of organization – incentives and subsidies.

**UNIT- IV**

Women Entrepreneurs – Rural Entrepreneurship – Entrepreneurial Development Programmes in India.

**UNIT- V**

Industrial Estate - DIC- SIDCO – SIPCOT – TIIC – Commercial Banks.

**TEXT BOOK**

1. Gupta. C.B and Srinivasan. N.P “Entrepreneurial Development”. Sultan Chand and Sons 2017.

**REFERENCE BOOKS**

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

**SEMESTER - IV**

**CORE COURSE – VIII**

**PRODUCTION AND MATERIALS MANAGEMENT**

**Course Objectives:**

**The objective of this course is to:**

1. Understand the production function
2. Comprehend the role of Materials Management
- 3.

**Course Outcomes:**

**On successful completion of this course, the students should:**

1. Identify the need for production management
2. Plan the production activity and design the plant layout
3. Acquire knowledge of material handling

**UNIT - I**

Production: Introduction-Principles-Role of Production Manager. Production Management: Introduction-Nature- Importance and Scope – Basic Functions.

**UNIT - II**

Plant Location- Importance – Problems - Advantages and Disadvantages of Urban, Suburban, Rural locations – Factors. Plant Layout - Principles - Types and Hybrid layouts – Pros and Cons.

**UNIT - III**

Production Planning and Control – Introduction- Stages-Need –Elements. Material Requirement Planning-Master Production Schedule- Bill of Material (Basics)

**UNIT – IV**

Total Productive Maintenance (TPM) - Six Sigma –ISO 9000 Systems – Lean Manufacturing and World Class Manufacturing (Basics). Maintenance - Types - Breakdown - Preventive - Routine - Methods study - Time study - Motion study.

**UNIT - V**

Materials Management: Meaning, Objectives and Importance – Purchasing principles – Purchase procedure – Vendor Rating and Vendor Evaluation. Material Handling: Meaning – Principles - Categories of Material Handling equipments.

**TEXT BOOKS**

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

**REFERENCE BOOKS**

1. Dr.K.Arul & Dr. S.Karthick, Production and Materials Management, Shanlax Publication. Madurai.
2. Varma.M.M, Materials Management, Sultan Chand & Sons
3. Dutta, Integrated Materials Management, PHI
4. O.P. Khanna, Industrial Engineering & Management, Dhanpatrai Publications.
5. Martand Telsang, Industrial Engineering and Production Management, S.Chand.

**SEMESTER IV**  
**CORE: IX -FINANCAL AND COST ACCOUNTING**

**COURSE OBJECTIVES**

**The objective of this course is to:**

1. Understand the basic concepts of Financial and Cost accounting
2. Comprehend the operations of Financial and Cost Accounting

**COURSE OUTCOMES**

**On successful completion of this course, the students should:**

1. Understand the fundamentals of financial & cost accounting
2. To know about the various stock levels
3. To estimate the preparation of cost sheet

**UNIT - I**

Accounting Meaning and definition - Basic accounting concepts and convention - Accounting equations – Journal, Ledger, Subsidiary books - Trial balance.

**UNIT – II**

Final Accounts with adjustments - (Simple Problems Only).

**UNIT- 111**

Depreciation accounting – Meaning - Advantages and disadvantages - Types of depreciation – straight line method-written down value method - annuity method – machine hour rate.

**UNIT – IV**

Cost - Meaning – Definition – Classification of Costs - Cost Accounting - Definition – Advantages – limitations – Financial accounting Vs. Cost accounting – Preparation of Cost Sheet.(Simple Problem)

**UNIT – V**

Materials - Materials control – Meaning – Objectives – Advantages - Methods of Stock Control – Stock levels – EOQ – Stores ledger pricing of issues FIFO, LIFO, Simple average and weighted average.

**TEST BOOK**

1. Gupta R.L., Advanced Accountancy – Sultan Chand & Sons, NewDelhi.

**REFERENCE BOOKS**

1. Shukla RL.,Grewal, T.S., Advanced Accountancy Vol. – I, Sultan Chand & Sons, New Delhi.
2. Tulsian P.C., Advanced Accountancy – Tata McGraw Hill.
3. Amitabha Mukerjee Mohammed Anif – Modern Accounting – Tata McGraw Hill.
4. T.S. Grewal, Double Entry Book – Keeping, Sultan Chand & Sons, New Delhi..
5. T.S. Reddy, A. Moorthy, Cost Accounting, Margham Publication, Chennai.

**SEMESTER - IV**

**CORE: X BUSINESS LAW**

**COURSE OBJECTIVES:**

To create the knowledge of legal perspective and its practices to improve the business.

**COURSE OUTCOME:**

Legal insight will be established in the business practices according to the situation of changing environment.

**UNIT-I**

Business law-meaning, objectives-source-law of contract-types-essentials of a valid contract.

**UNIT-II**

Discharge of contract-remedies for breach of contract-void agreements-wagering agreements and contingent contracts-quasi contracts.

**UNIT-III**

Bailment-rights and duties of Bailor and Bailee-pledge-Mortgage-Indemnity-Guarantee.

**UNIT-IV**

Law of sale of goods-sale and agreement to sell-their distinctions-types of goods - conditions and warranties Caveat emptor-transfer of property-sale by non-owners-Rights of an unpaid seller-auction sale.

**UNIT-V**

Law of agency-creation of agency-classification of agents-duties and rights of agent and principal-termination of agency.

**TEXTBOOK:**

1. Kapoor N.D, Business Law, Sultan Chand and 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.

**SEMESTER – IV**

**ALLIED IV TAXATION**

**UNIT-I**

Income Tax Act 1961-Objectives of Taxation- tax system in India – Basic concepts – Definitions of Assessee – Types of Assessee – Assessment year –Previous year. (Theory Only)

**UNIT-II**

Scope of Total Income –Gross Income –Casual income – incomes which do not form part of total income. (Theory Only)

**UNIT-III**

Heads of Income – Salaries- Income from House property – Income from Business and Profession – Exempted Income. (Theory Only)

**UNIT-IV**

Capital gain and Loss: meaning and Definitions – Types and implication procedures. (Theory Only)

**UNIT-V**

GST-Concepts and Applications – Scope and Coverage – Implementing procedures. (Theory Only)

**TEXT BOOKS**

- 1.Income tax law and Practice - V.P.Gaur & Narang, Kalyani Publisher, New Delhi.
- 2.Income Tax Law and Practice - Dr. Sha, Himalaya Publishing House Pvt Ltd., Mumbai.
- 3.Income Tax Law and Practice-Dr.A.Murthy, Margham Publications, Chennai

**REFERENCE BOOKS:**

- 1.Income Tax Law and Practice- Dinkar Pagare, Sultan Chand & Sons, New Delhi.
- 2.Income Tax Law and Practice- Mehrothra, Sultan Chand & Son
- 3.GST Law and Practice – Swata & Jain, Taxation Publications

**WEB SOURCES**

1. [www.incometaxindia.gov.in](http://www.incometaxindia.gov.in)
2. [www.icsi.edu](http://www.icsi.edu)
3. [www.gst.gov.in](http://www.gst.gov.in)
4. [www.gstconncal.gov.in](http://www.gstconncal.gov.in)
5. [www.cbic-gst.gov.in](http://www.cbic-gst.gov.in)



**SEMESTER - IV**  
**SBEC – III ADVERTISING**

**Course Objectives:**

1. To educate the students on various concepts of advertising and their applications in business.

**Course Outcome:**

1. To prepare the students for measuring advertising
2. To make the students to measure media effectiveness

**UNIT - I**

Advertising: Meaning – Importance – Objectives –Functions –Role of Advertising -Types of Advertising –Steps in developing an advertisement

**Unit - II**

Media – Forms of Media – Indoor Advertising – Outdoor Advertising – -Types - Internet advertising – Film Advertising – Media Planning -Developing and Implementing media strategies.

**Unit - III**

Advertising Layout Design of Layout –Functions. Advertising Campaign: Steps in Campaign Planning-Advertising techniques-concept – types.

**UNIT - IV**

Advertising Copy – Definition -Objectives – Essentials – Types – Elements ofCopy Writing – Headlines - Body Copy – Illustration – Catch Phrases and Slogans –Identification Marks

**UNIT - V**

Advertising Agencies: Advertising Budget – types - Advertising Appeals -- concept- types of appeal - Advertising Organization - Functions - Social Effects of Advertising.

**TEXT BOOK**

1. Sontakki. C.N, Advertising ,Kalyani Publishers, Ludhiana, 3rd Revised Edition, 2006.

**REFERENCE BOOKS**

1. Chunnawalla, Kumar Sethia Subramanian Suchaki, Marketing , Salesmanship and Advertising, Himalaya Publishing house, Mumbai, 5th Edition 2004 .
2. Philip Kotler, Principles of Marketing, Prentice – Hall, New Delhi , 1st Edition, 2006.
3. RamaswamyS.M , Marketing, Salesmanship and advertising, , Sterling Publications, New Delhi, 1st Edition, Reprint,2003.
4. Saravanavel .P and Sumathi.S. , Advertising and Salesmanship, Margham Publications, Chennai, 1<sup>st</sup> Edition,

**SEMESTER IV**

**SBEC IV BUSINESS PRACTICES – VIVA - VOCE**

**COURSE OBJECTIVE**

To provide practical knowledge to fill forms like insurance, bank, loan application, membership forms, etc.

**COURSE OUTCOME**

1. Understand the banking procedures
2. Implement the usage of various models used in businesses

**UNIT – I**

Preparation of invoice, receipts, vouchers, delivery challan, entry pass, gate pass-debit and credit notes. Preparation of Application for shares and allotment - letter of shares Allotment - transfer forms

**UNIT – II**

Drawing, endorsing and crossing of cheques- filling up of pay in slips demand draft application and preparation of demand drafts. Making entries in the passbook and filling up of account opening forms for SB account, current account, FDR's and Demat. Drawing and endorsing of bills of exchange and promissory notes.

**UNIT – II**

Filling up of application forms for admission in cooperative societies. Filling up of loan application forms and deposit challan. Filling up of Jewel loan application form, Procedure for releasing of jewellery in jewel loans and repayment.

**UNIT – IV**

Preparation of agenda and minutes of meetings-both general body and board of directors.(students are asked to write agenda and minutes of their own and should not use printed format. Using Bin card and inventories.

Filling up of an application form for LIC policy, filling up of the premium form- filling up the challan for remittance of premium

**UNIT – V**

Online transactions process step to be prepared – ATM, Net Banking (RTGS & NIFT), All scan pay, Online bill payment (E.B, Gas Bill, etc) Online bookings and cancellation ( Air ticket, railway, etc) Purchase of products in online.

**SEMESTER - IV**

**NMEC – II HUMAN RESOURCE MANAGEMENT**

**Course Objective:**

To impart basic knowledge in Human resource management practices.

**Course Outcomes:**

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

1. Understand various functions of Human Resource Management
2. Familiar with recruitment and selection process in an organization
3. Know the process of performance appraisal
4. Aware of the factors affecting promotion and transfer.

**UNIT-I**

Human Resource Management – Definition, Nature, objectives and functions of HRM - Role of Human Resource Manager. Human Resource Planning – meaning

**UNIT-II**

Job Analysis – Meaning - Job Description – Job specification. Recruitment – Meaning, factors affecting recruitment and sources of recruitment. Selection – Meaning - selection process - Placement and Induction.

**UNIT-III**

Training – Meaning–Methods – Advantages. Executive Development – Differences between Training and Development. Career Planning – Process – Succession Planning

**UNIT-IV**

Performance Appraisal – Meaning, objectives of Performance Appraisal - Methods of Performance Appraisal- Factors affecting performance appraisal - Job evaluation and Merit rating.

**UNIT-V**

Promotion – meaning – objectives. Transfer –Types – Demotion – meaning – causes Separation - various forms of employee separation.

**TEXT BOOK**

1. Human Resource Management - S.S. Khanka - S. Chand and Company Ltd.

**REFERENCE BOOKS**

1. Human Resource Management - Text and cases – K. Aswathappa, Tata McGraw Hill.
2. Personnel Management and Industrial Relations– PC Tripathi, Sultan Chand and Sons.
3. Personnel Management – Dr.C. B Mamoria SV Gankar, - Himalaya Publishing House.
4. Human Resource Management – J. Jayashankar - Margham Publications.
5. Human Resource Management – Subba Roa, Himalaya Publishing House.

**INTERNSHIP 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 tourism 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 fifth semester university examinations.
- IX. Viva – Voce examination will be conducted with internal examiners at the end of the fifth semester and the **COMMENDED** will be awarded and submitted to the University

**SEMESTER - V**

**CORE: XI MANAGEMENT ACCOUNTING**

**Course Objectives:**

**The objective of this course is to:**

1. Understand the basic concepts of management accounting
2. Comprehend the operations of marginal costing

**Course Outcomes:**

**On successful completion of this course, the students should:**

1. Understand the fundamentals of management accounting
2. Classify overheads
3. Prepare master budget.

**UNIT - I**

Management Accounting – Meaning, objectives and Scope –Need and Significance of Management Accounting.

**UNIT - II**

Analysis and Interpretation of Financial Statement –Ratio Analysis – Significance of Ratios and Long Term Financial Position – Profitability – Uses and Limitations of Ratios (Simple Problems).

**UNIT - III**

Overhead – Classification of Overheads – Allocation and Absorption of Overhead (Simple Problems)

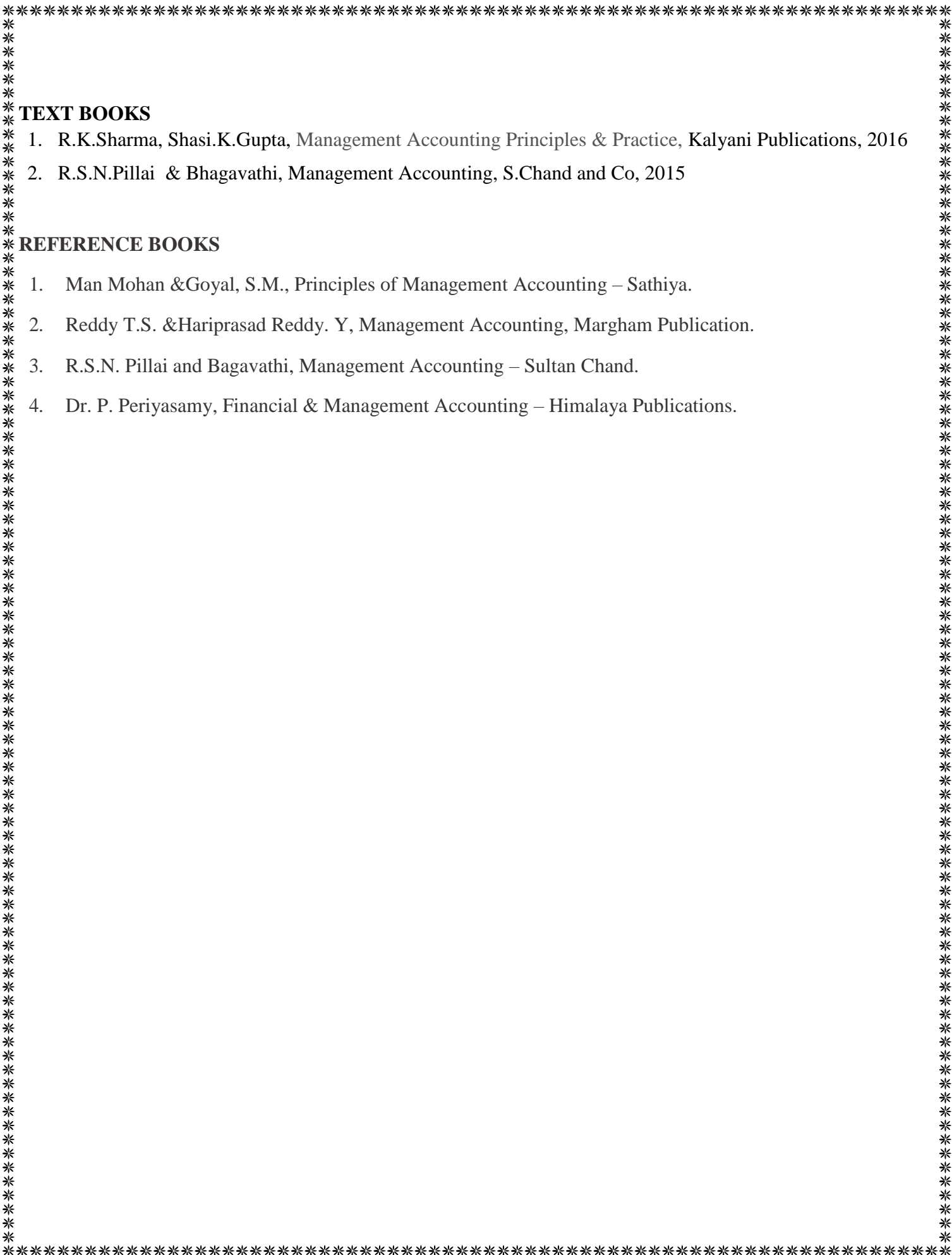
**UNIT – IV**

Cost – Volume – Profit Analysis – Marginal Costing and Break – Even Analysis, Marginal Costing – Significance and Limitations of Marginal Costing (Simple Problems)

**UNIT - V**

Budgeting and Budgetary Control– Definition, Importance, Essentials, Classification of Budgets, Master Budget and Preparation of Different Budgets – Steps In Budgetary Control (Simple Problems).

(Theory and problems may be in the ratio of 20% and 80% respectively)



**TEXT BOOKS**

1. R.K.Sharma, Shasi.K.Gupta, Management Accounting Principles & Practice, Kalyani Publications, 2016
2. R.S.N.Pillai & Bhagavathi, Management Accounting, S.Chand and Co, 2015

**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.



**SEMESTER - V**  
**CORE: XII OPERATIONS RESEARCH**

**COURSE OBJECTIVES**

1. To know the optimal solution of the graphical problem
2. To apply the model to minimize the cost of transporting in commodity and to assign the suitable job for suitable persons
3. To adopt various technique in dealing with competitive situations
4. To foresee the difficulties in the operation of complex plans
5. To determine the sequence of performing a series of jobs to optimize total time and cost.

**COURSE OUTCOMES**

1. Able to plan and provide a feasible solution based on the constraints
2. Able to estimate the cost and construct a model to derive a solution
3. Capable of analyzing the various situations and implement the strategies
4. Able to apply the network techniques of PERT and CPM to control the operation cost
5. Able to find a better solution for complex problem

**UNIT – I**

Introduction to operations research – meaning – scope- uses – advantages and limitations of operations research  
Linear Programming Problems – Formulations of LPP- Graphical method – simplex method (simple problems)

**UNIT – II**

Transportation models – meaning – definition – basic feasible solution – North West Corner Rule (NWCR), Least Cost Method (LCM), Vogel’s Approximation Method (VAM), MODI method.

**UNIT – III**

Assignment problems – meaning – Definition – Application of assignment problems  
Game theory – Basic terminologies – two person zero sum game – games with saddle point – (MiniMax, Maximin principles). Mixed strategy problem – Dominance property (simple problems).

**UNIT – IV**

Network analysis – construction of network. Time and critical path calculations, PERT- Programme evaluation Review Technique – meaning – Problems. CPM and PERT comparison.

**UNIT – V**

Decision theory – decision making under the condition of uncertainty, Maximax criterion, Minimax criterion, Hurwicz criterion, Laplace criterion.  
Decision making under risk – Expected value Criterion, Expected Opportunity Loss (EOL). Expected Value of Perfect Information(EVPI). Decision Tree Analysis.

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

**TEXT BOOK**

1. Kapoor V.K. "Operations Research: Sultan Chand & Sons, New Delhi.

**REFERENCE BOOKS**

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

**SEMESTER V**

**CORE XIII - HTML AND WEB DESIGNING- Theory**

**COURSE OBJECTIVE**

1. To enable the students to acquire knowledge on Internet, HTML DHTML, and Hyperlink and raise employability

**COURSE OUTCOME**

Students shall be able to

1. Acquire Internet concepts and knowledge in diverse contexts
2. Analyze the knowledge of various HTML and DHTML components
3. Develop the creation of web page by adding graphics

**UNIT - I**

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.

**UNIT-II**

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 - Hyper linking 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

**SEMESTER IV**

**HTML AND WEB DESIGN PRACTICAL-II**

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 Multiple frames.
6. Develop a HTML page to check username and password.
7. Develop a HTML page to add and remove item from list box.
8. Develop a HTML page to link other web page

**SEMESTER - V**

**CORE: XIV MANAGEMENT INFORMATION SYSTEM**

**Course Objectives**

1. To impart knowledge on concepts of Management Information System
2. To empower with the knowledge of role of MIS in decision making

**Course outcomes**

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

1. Understand various concepts of MIS
2. Apply MIS for the decision making process
3. Know the roles of functional MIS
4. Be familiar with electronic payments.

**UNIT-I**

Introduction to information system (IS) – Data and Information- Classification of Information- Importance of Information System-components-information system resources- Management Information System (MIS) – Meaning – Definition-Importance of MIS

**UNIT-II**

Systems approach: System – meaning-characteristics-components- Types - System Development Life Cycle- System Analysis- System Design -Steps in implementing systems. System analyst-Meaning- Functions..

**UNIT-III**

Transaction Processing System- Meaning – Importance- Components. Decision Making – Meaning - Types – Decision Support System (DSS) – Characteristics – Components – Expert System (ES) – Components – Applications – Introduction to Artificial Intelligence

**UNIT-IV**

Office Automation System (OAS) – Meaning-Benefits. Executive Information Systems (EIS) – Components – Advantages. Functional Information System for Business – Marketing Information System – Human Resource Information System – Production / Manufacturing Information System – Accounting Information System. Finance Information System.

**UNIT-V**

Telecommunication revolution – Introduction to Email, Internet, Intranet, Extranet, Teleconferencing, video conferencing, Virtual office, ERP – Benefits and challenges - Electronic payments. Introduction to cloud computing –concept of Big data

**TEXT BOOK:**

1. Management information systems – C.S.V. Murthy – Himalaya publishing house.

**REFERENCE BOOKS:**

1. Management information systems – L.M. Prasad and Usha Prasad – Sultan Chand & Sons
2. Management Information Systems- Text & Cases- Jawadekar. Tata McGraw Hill
3. Management Information Systems – Managing Information Technology in the E-Business Enterprise - James O Brien – Tata McGraw Hill.

**SEMESTER V**  
**CORE : XV FUNDAMENTALS OF RESEARCH METHODOLOGY**

**Course Objectives**

1. To provide knowledge to carry out research work.
2. To make them aware of sources of collecting data
3. To analysis the collected data from different scales.
4. To state the relationship between variable.
5. To enable the students to prepare research report

**Course Outcomes**

1. Ability to apply research formulation on business problem
2. Capable of collecting data using appropriate statistical tools
3. Able to measure the variance.
4. Adoption of various parameters to test the significance of variables
5. Ability to select appropriate research design.

**UNIT – I**

Research – Meaning – Importance – Types – Definition of research problems – Research process.

**UNIT – II**

Research design – Types – Sample design – Sampling methods – Probability sampling and Non – Probability sampling - sampling errors.

**UNIT – III**

Data collection – primary data and secondary data – methods- designing of questionnaire – interview schedule – measurement of scaling techniques.

**UNIT – IV**

Data processing – editing – coding – classification of tabulation. Types of hypothesis- Null hypothesis – Alternate hypothesis – Formulation of hypothesis.

**UNIT – V**

Interpretation and report writing – techniques of interpretation – different steps in report writing – layout and types of report. Norms of using charts, index, tables, appendix and bibliography.

**TEXT BOOK**

1. C.R.Kothari.” Research Methodology”. New Age International(P) Ltd Publishers Re-print 2017

**REFERENCE BOOKS**

1. Research Methodology – Dr.Pawan kumar beroi – Global Academic Publishers.
2. Business Research Methods – T. Raju and R.Prabhu – MJP Publishers.
3. Research Methodology - Dipak Kumar Bhattacharyya – Excel Books.
4. Dr. S.M.Venkatachelam &M.Murali, —Basics of Business Research, Mithila Publications,



**SEMESTER - VI**

**CORE: XVI – STRATEGIC MANAGEMENT**

**Objectives**

1. To enable the students to understand the significance of setting goals , objectives and strategy formulation, implementation and evaluation.

**Outcomes -**

1. Demonstrate the concepts of strategic management benefits received by the organization.
2. Acquire knowledge on guidelines to formulate mission, goals and objectives.
3. Implement the knowledge gained in strategy selection.
4. Analyze the factors and approaches to implement the strategy
5. Understand the importance and criteria for strategic evaluation and control

**UNIT I**

Strategic Management: Concepts - Difference between strategy and tactics - Three Levels of strategy, Strategic Management Process - Benefits, TQM – concepts-Benefits

**UNIT II**

Strategic Formulation: Corporate Mission: Need – Formulation, Objectives: Classification - Guidelines, Goals: Features - Types, Environmental Scanning - Need –Approaches - SWOT analysis - ETOP - Value chain analysis.

**UNIT III**

Choice of strategy: BCG matrix - The GE nine cell planning grid - Corporate level generic strategies: Stability, Expansion, Retrenchment, Combination strategies.

**UNIT IV**

Strategic Implementation: Role of top management-Process - Approaches, Resource allocation -Factors - Approaches, Mckinsey’s 7’s framework, Strategic Positioning – Four routes to competitive advantage.

**UNIT V**

Strategic Evaluation: Importance - Criteria - Quantitative and Qualitative factors, Strategic control- Process - Criteria - Types, Essential features of effective evaluation and control systems.

**TEXT BOOKS**

1. Francis Cherunillam –Strategic Management Himalaya Publishing House, Mumbai

**REFERENCE BOOKS**

1. Biswanth Ghosh, Strategic Management: An Assessment ,Streling Publishers, New Delhi, 1st Edition, 2004.
2. V.S.Ramaswamy & S.Namakumai, Strategic Planning - Formulation of corporate strategy, Macmillan Business Books, 4<sup>th</sup> Edition, 2001.

**SEMESTER - VI**

**CORE: XVII – FINANCIAL MARKETS AND SERVICES**

**Course Objectives**

1. The students will be inculcated in the field of financial markets
2. The idea will be given about financial services.

**Course Outcome**

1. The field of capital markets has been studied clearly
2. The knowledge about financial market has been understood

**UNIT - I**

Financial Markets – meaning – classifications – capital market – Industrial securities market – Government securities market – Long term loans market – Mortgages market – Financial guarantees market – Money market – Money market Vs Capital market – Objectives and importance of money market- Composition of money market.

**UNIT – II**

New issue market – meaning – Distinction between New Issue Market and Stock exchange – Functions of New issue Market – Methods of floating new issues – Secondary market –players - Functions – Method of trading in stock exchange – Recent developments – SEBI – Functions- Powers.

**UNIT – III**

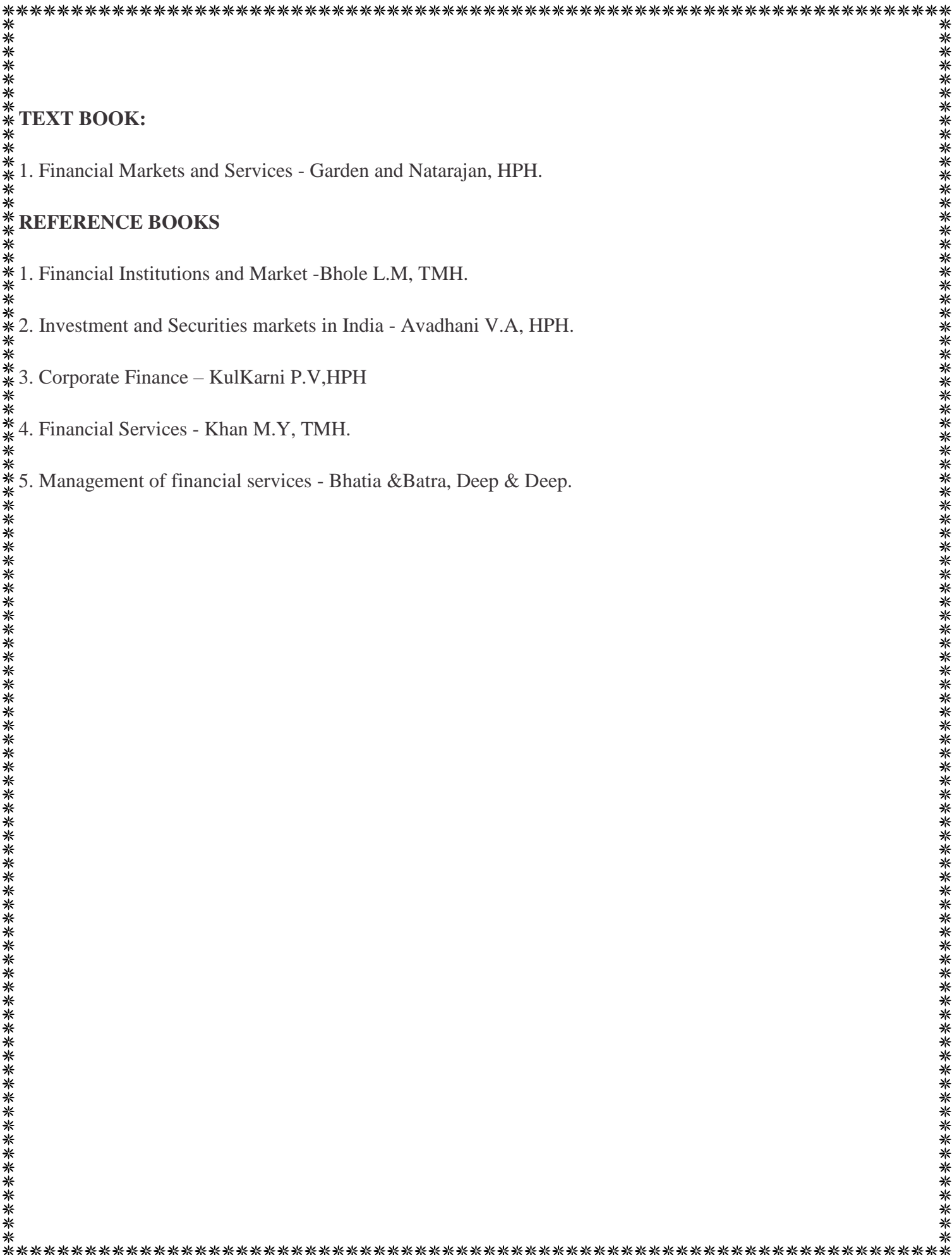
National Stock Exchange (NSE) – objectives – features - OTCEI – Features – Advantages -National Security Depository Limited– Functions - SEBI – Powers and functions – Credit rating – Benefits – Credit Rating Agencies in India.

**UNIT- IV**

Financial services – Scope – New financial services – Merchant banking - services- Hire purchase –Features – Leasing – Steps in leasing – types of leasing.

**UNIT-V**

Venture capital –Features - scope – Mutual funds – Importance – Facilities available to investors – Concept of Discounting – Factoring – Functions and Benefits – Concept of securitization



**TEXT BOOK:**

1. Financial Markets and Services - Garden and Natarajan, HPH.

**REFERENCE BOOKS**

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

SEMESTER - VI  
CORE :XVIII ENTREPRENEURIAL DEVELOPMENT

**COURSE OBJECTIVES:**

1. To impart knowledge and skills needed to become an entrepreneur
2. To motivate young people to set up own ventures and contribute to national economic development.

**COURSE OUTCOMES**

1. On the successful completion of the course, students will be able

**UNIT – I**

Entrepreneurship – Meaning – Characteristics – Types – Traits – Functions of entrepreneurs – Theories of Entrepreneurship. Role of entrepreneurs in economic development. Phases of Entrepreneurial development programme.

**UNIT – II**

Growth of entrepreneurs – factors determining the growth of entrepreneurs. Women entrepreneurs – functions- role – growth – problems of women entrepreneurs – suggestions for the development of women entrepreneurs. Rural entrepreneurship – TRYSEM – risk taking development strategy for rural entrepreneurs.

**UNIT – III**

Project identification and classification – Project formulation – project design and network analysis – project appraisal.

**UNIT – IV**

Steps for starting a small industry – selection and type of organization – incentives and subsidies – financial analysis – sources of project finance.

**UNIT – V**

Entrepreneurial support – DIC, Industrial Estate – SIDO, NSIC, SSIC,SISI, SIDCO, SIPCOT, KVIC, Commercial banks and New entrepreneurial development agency.

**TEXT BOOK**

1. Gupta. C.B and Srinivasan. N.P “Entrepreneurial Development”. Sultan Chand and Sons 2017.

**REFERENCE BOOKS**

1. Dr.K.Arul & Dr.A.Subangini devi, Entrepreneurial Development, Shanlax Publication, Madurai.
2. Khanha, Entrepreneurial Development
3. Vasanth Desai, Organisation and Management of Small Industries
4. Saravanel, P., Entrepreneurship Development
5. Tandon, B.C., Environment and Entrepreneurship
6. Rao T.V., and Udaipareek, Developing Entrepreneurship

**SEMESTER - VI**

**CORE : XIX TALLY –THEORY**

**COURSE OBJECTIVE**

1. To familiarize the students with Tally and its applications in the field of business.

**COURSE OUTCOME**

1. Students shall be able to understand the company creation and vouchers
2. To understand the concept of TDS and VAT concepts

**UNIT- I**

Tally 9.0: Introduction – Features –Requirements for Installing Tally 9.0. Company Creation: Creation – Selection – Alteration – Deletion – Configuring Accounting. Master: Groups – Creation – Primary Group – Sub Group – Ledger Creation.

**UNIT- II**

Vouchers: Types – Writing Voucher – Voucher Entry – Accounting Voucher –Type – Inventory masters.

**UNIT- III.**

Inventory voucher: Purchases Entry – Sales Entry – Purchases Order – Sales Order. Inventory Information: Stock Categories – Stock Items.

**UNIT -IV**

Taxation: TDS: Concept – Features – Benefits – Creation – Voucher Entry. VAT: Concept – Classification – Ledgers pertaining to VAT.

**UNIT- V**

. Reporting: Preparation of Trial Balance – Book of Accounts, Cash Book, Bank Book, Ledger Accounts, Group Summary, Sales Register and Purchases Register, Journal Register, Statement of Account and Balance Sheet , Funds flow and cash flow statements.



**SEMESTER –VI**

**Core Practical- III Tally 9.0 (Programming Lab)**

- \* 1. Create a new company, groups & ledger and record minimum 10 Transactions & Display the results.
- \* 2. Prepare accounting vouchers by using the following methods.
  - \* ▪ Contra ▪ Payment ▪ Receipt ▪ Journal ▪ Sales ▪ Purchase ▪ Credit Note ▪ Debit Note
- \* 3. Create a stock item of a company by providing stock group with a unit of measurement.
- \* 4. Create a godown for the company stock items to store them in a office go down.
- \* 5. Prepare inventory vouchers by using the following methods.
  - \* ▪ Delivery Note ▪ Receipt Note ▪ Rejection In ▪ Rejection Out ▪ Stock Journal ▪ Physical Stock
- \* 6. Create masters including party's ledger, expenses ledger, related to TDS.
- \* 7. Create the ledger purchase accounts and also activate the features related to VAT.
- \* 8. Prepare the Trial Balance, Profit & Loss a/c and Balance Sheet.
- \* 9. Prepare the fund flow statement and cash flow statement



**SEMESTER - VI**

**CORE – XX**

**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

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

**Specimen – II**

**CERTIFICATE**

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

**GUIDE SIGNATURE**

**HOD SIGNATURE**

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

**INTERNAL EXAMINER**

**EXTERNAL EXAMINER**

**Specimen - III**  
**DECLARATION**

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

**Date :**

**Candidate signature**

**Place :**

**GROUP A**

**ELECTIVE – I SERVICES MARKETING**

**Course objectives:**

1. To provide a basic theoretical framework of the concepts of Services marketing.
2. To enable the students to identify the service problems.

**Course Outcomes:**

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

1. Differentiate between Goods and Service
2. Know the dimensions and factors affecting service quality
3. Understand various service marketing mix elements
4. Apply service marketing concepts in various service industries.

**UNIT-I**

Services marketing –Introduction and definition – types of services – nature and characteristics of services - classification of services – difference between services and goods-Importance of service sector-service marketing triangle.

**UNIT –II**

Services Marketing Environment – PESTEL. Service quality- Meaning – Dimensions-Importance- customer expectations and perception-Gaps Model of Service quality-Service Recovery- Meaning – Importance

**UNIT-III**

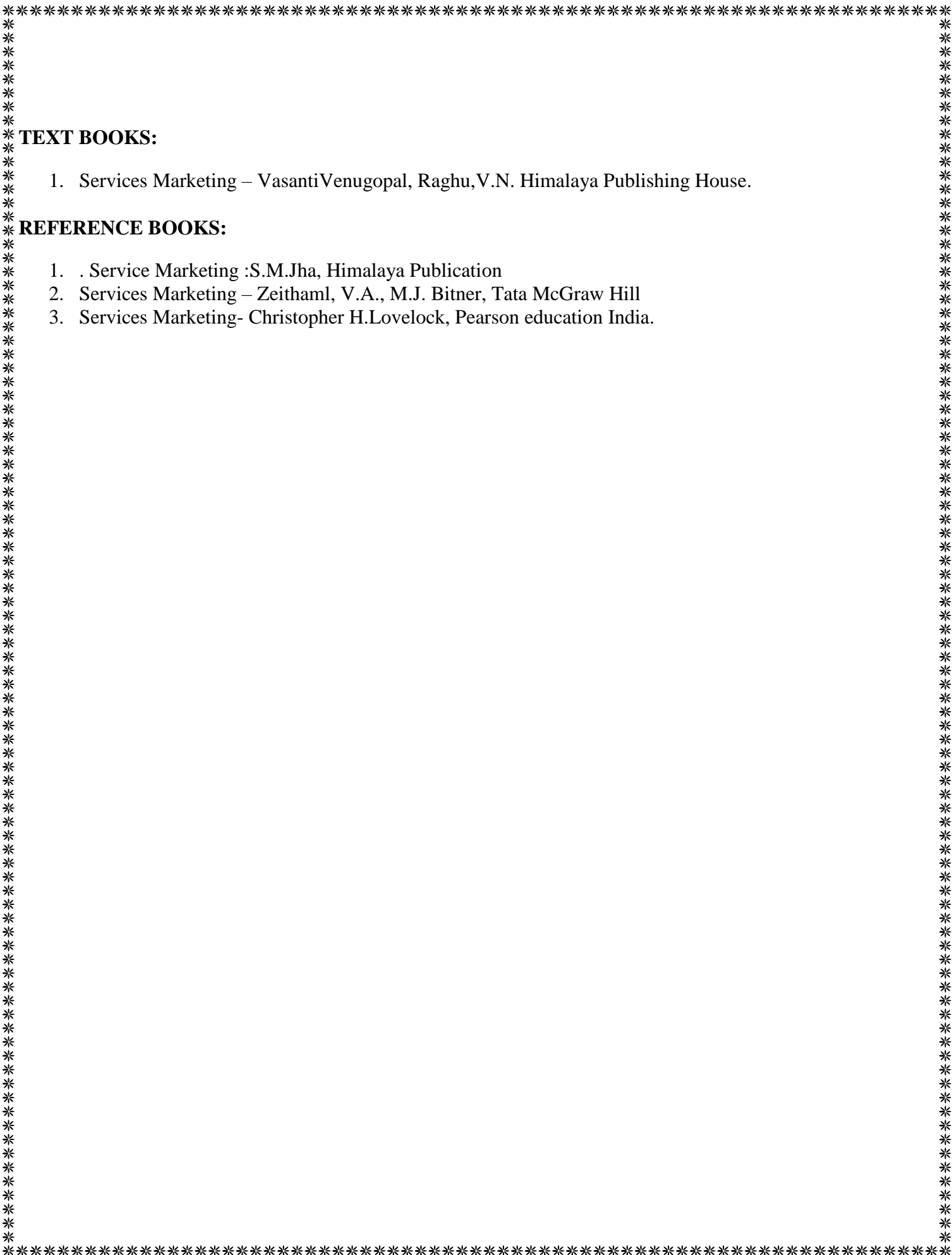
Strategies for Matching Capacity and Demand in services. Service Marketing Mix – Traditional marketing mix elements- Extended Marketing mix elements -need for extended marketing mix elements- Service product – Introduction-- planning for services offer-- planning for services offer –pricing – promotion and distribution of services

**UNIT –IV**

People in Services – Types of Service Personnel – Contact Personnel and Support Personnel – Role of customer in service delivery – Service Process – Service Blue Print – Meaning and Importance.

**UNIT-V**

Physical Evidence – Physical facilities – Essential evidence and Peripheral evidence – Marketing of Services: Tourism Marketing - Bank Marketing – Hospital marketing – Hotel Marketing.



**TEXT BOOKS:**

1. Services Marketing – Vasanti Venugopal, Raghu, V.N. Himalaya Publishing House.

**REFERENCE BOOKS:**

1. . Service Marketing :S.M.Jha, Himalaya Publication
2. Services Marketing – Zeithaml, V.A., M.J. Bitner, Tata McGraw Hill
3. Services Marketing- Christopher H.Lovelock, Pearson education India.

**GROUP -A**

**ELECTIVE – II 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**

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 –Line and Product Mix Decision.

**TEXT BOOK**

Retail Marketing Management – David Gilbert, Pearson Education.

**REFERENCE BOOK**

1. Global Marketing Management – Warren J. Keejan, Prentice – Hall of India.
2. Retail Management – Chetan Bajaj, RajnishTuli, Nidhi V Srivastav - Oxford University Press.
3. Retailing Management – Michael Levy, Barton A Weitz and Ajay Pandit– McGraw Hill.
4. Retailing Management – Text & Cases – Swapna Pradhan – McGraw Hill.
5. Retail Marketing Management – David Gilbert – Pearson Education.

**GROUP – B**

**ELECTIVE - I INDUSTRIAL RELATIONS**

**Course Objectives**

1. To understand the functions of Industrial Relations
2. To learn about industrial disputes
3. To know about trade union
4. To create an awareness about collective bargaining

**Course Outcome**

1. The function of industrial relation has been studied.
2. The method of collective bargaining has been clearly understood

**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 organization 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 :**

1. Mamoria, C.B., -Dynamics of Industrial Relations in India, Himalaya Publishing House, Bombay, 1992.

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**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, MacGraw 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. Memoria, C.B., —Dynamics of Industrial Relations in India, Himalaya Publishing House, Bombay, 1992.
9. Dr.K.Ramesh,—Industrial Relations and Labour Development, 1st Edition, Mithila Publications, 2016, ISBN : 978-93-80506-17-3.



**GROUP - B**

**ELECTIVE – II TRAINING AND DEVELOPMENT**

**Course Objectives:**

1. To give basic knowledge on Training and Development
2. To impart knowledge on various methods and techniques of training and development

**Course Outcomes:**

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

1. Do need analysis for a training program
2. Understand the role of training department in an organization
3. Know various methods and techniques of training and development.

**UNIT-I**

Objective and concepts of Training-Scope of Training-Training and HRD – Benefits of training to Organization-Recent Trends in Training –Organisation for training – Objectives, structures and functions of Training Department – Execution of Training Programmes – Evaluation of Training Programmes.

**UNIT-II**

Steps in Training-identification of Job Competencies-Criteria for identifying training needs- Assessment of Training Needs-Methods and Process of needs Assessment.

**UNIT-III**

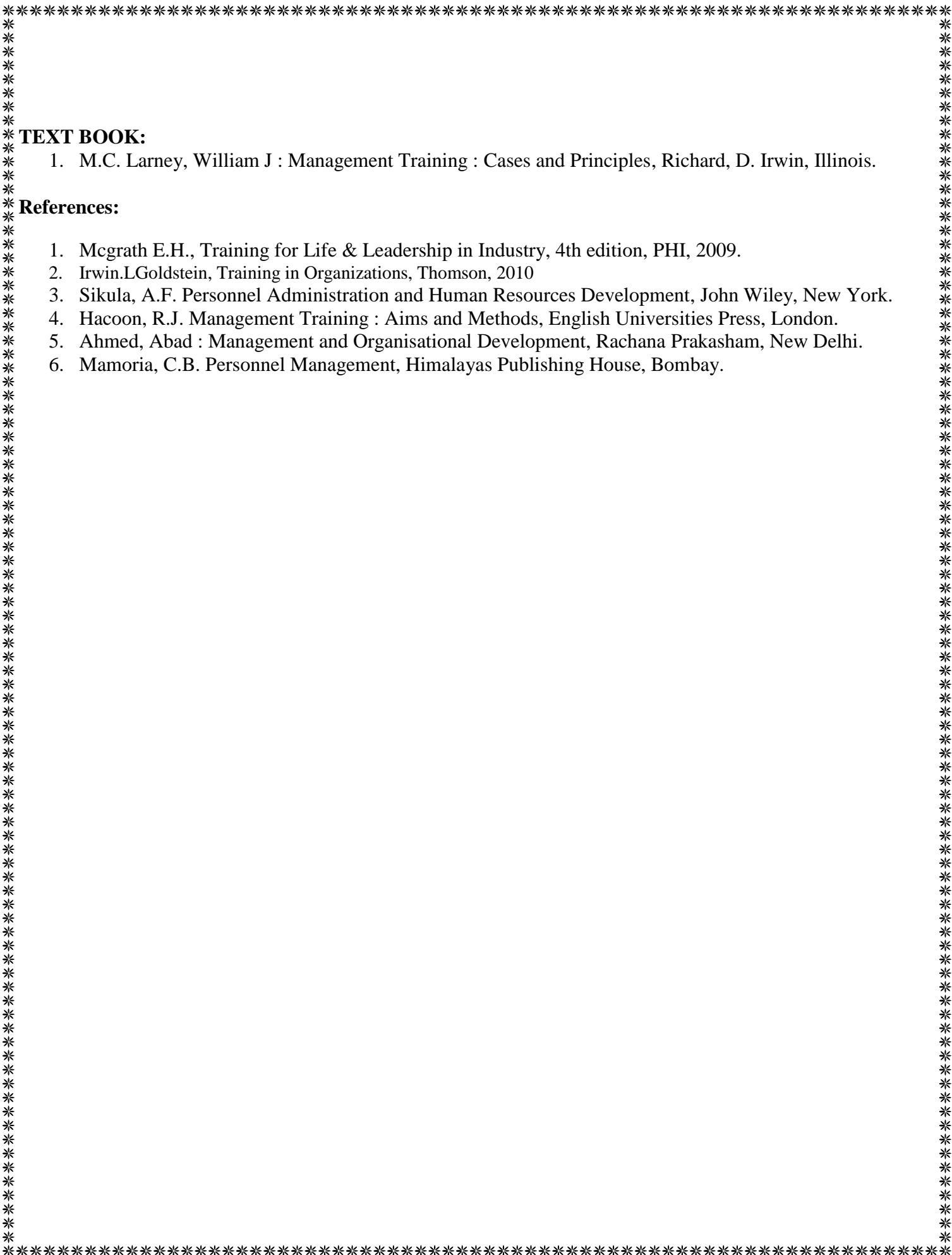
Trainer Identification, Methods- Techniques of On-the-job Training -Instructions-Apprenticeship- Vestibule-Coaching-job rotation- Techniques of off-the-job Training, Case studies, Role playing Programmed Instructions, T-Group training – simulations.

**UNIT-IV**

Need & Importance of Management Development-Methods-Coaching-Position. Rotation-Multiple Management-Mentoring-Lectures-Discussions - Case studies – Conferences – Workshops – Syndicate- Brainstorming-Simulation-Selective Reading-Role play- Psycho drama – Simulation – In basket Games

**UNIT - V**

Sensitivity Training, Self – learning techniques, Planned reading – Correspondence Courses – Programmed instructions – Audio Visual lessons – Manuals and Hand-outs.-Counselling - Assistant to position – Under – study – Junior Board.



**TEXT BOOK:**

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

**References:**

1. Mcgrath E.H., Training for Life & Leadership in Industry, 4th edition, PHI, 2009.
2. Irwin.LGoldstein, Training in Organizations, Thomson, 2010
3. Sikula, A.F. Personnel Administration and Human Resources Development, John Wiley, New York.
4. Hacoon, R.J. Management Training : Aims and Methods, English Universities Press, London.
5. Ahmed, Abad : Management and Organisational Development, Rachana Prakasham, New Delhi.
6. Mamoria, C.B. Personnel Management, Himalayas Publishing House, Bombay.

**GROUP - C**

**ELECTIVE I MULTIMEDIA**

**UNIT I**

Introduction: Multimedia Definition – Use Of Multimedia – Delivering Multimedia – Text: About Fonts and Faces – Using Text in Multimedia – Computers and Text – Font Editing and Design Tools – Hypermedia and Hypertext.

**UNIT II**

Images: Plan Approach – Organize Tools – Configure Computer Workspace – Making Still Images – Color – Image File Formats. Sound: The Power of Sound – Digital Audio – Midi Audio – Midi vs. Digital Audio – Multimedia System Sounds – Audio File Formats – Vaughan's Law of Multimedia Minimums – Adding Sound to Multimedia Project.

**UNIT III**

Animation: The Power of Motion – Principles of Animation – Animation by Computer – Making Animations that Work. Video: Using Video – Working with Video and Displays – Digital Video Containers – Obtaining Video Clips – Shooting and Editing Video.

**UNIT IV**

Making Multimedia: The Stage of Multimedia Project – The Intangible Needs – The Hardware Needs – The Software Needs – An Authoring System's needs. Multimedia Production Team.

**UNIT V**

Planning and Costing: The Process of Making Multimedia – Scheduling – Estimating – RFPs and Bid Proposals. Designing and Producing – Content and Talent: Acquiring Content – Ownership of Content Created for Project – Acquiring Talent

**TEXT BOOK**

1. Multimedia: Making It work, Tay Vaughan( Eight Edition)

**REFERENCEBOOK**

1. Ralf Steinmetz & Klara Nahrstedt — Multimedia Computing, Communication & Applications — Pearson Education

**GROUP – C**

**ELECTIVE II DATA BASE MANAGEMENT SYSTEM**

**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 , TMH5th Edition (Units -I,II)
2. DATABASE SYSTEMS USING ORACLE -Nilesh Shah, 2nd edition, Prentice Hall 25 of India Private Limited, New Delhi.

**GROUP :D**

**ELECTIVE - I ENTERPRISE RESOURCE PLANNING**

**COURSE OBJECTIVES:**

1. Become familiar with ERP Process.
2. Learn ERP implementation process using information technology

**COURSE OUTCOME:**

1. Design and develop ERP applications using features of ERP tools

**UNIT – I**

Basics of ERP – ERP essentials – ERP evolution – ERP market – ERP tiers – information system- presentation tier –application tier – database tier

**UNIT – II**

Enterprise systems – stand alone mainframe systems – client server architecture – service oriented architecture – types of enterprise systems – types of data.

**UNIT – III**

Process in ERP – Basic procurement process – physical flow - information flow – document flow – information flow- financial impact – role of enterprise systems in the procurement process - fulfillment process – production process.

**UNIT – IV**

Integration – integrated process – integrated process execution – additional intra company – extended (intra company) processes.

**UNIT – V**

ERP for construction industry – ERP for a manufacturing industry - ERP for a production industry - ERP for a marketing industry - ERP for a services industry - ERP for a human resources industry.

**REFERENCE BOOKS**

1. Simha R Magal, Jeff Word – “ Essentials of Business Process & Information System” Wicky publications
2. Marianne Bradford “Modern ERP, select, implement & use Today’s advanced business systems” LuLu Publishers
3. Jyorindra Zaveri “ERP” Himalaya Publishing House.

**GROUP :D**

**ELECTIVE - II 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. PI' Josep , E. Commerce -A ManagenPespective, PHI
2. Daniel Amor, E Business Revolution, Pearson EducationAsia, PHI
3. Shurethy, E -Business with Net Commerce
4. Samanthashurethy, E-Business With Net Commerce.

**GROUP E**  
**ELECTIVE – I TOTAL QUALITY MANAGEMENT (TQM)**

**COURSE OBJECTIVES**

1. The knowledge about total quality management has been identified and created an idea
2. The control chart methods have been studied

**COURSE OUTCOME**

1. The students will be given an opportunity in the field of quality control
2. The knowledge about the quality management has been studied

**UNIT-I**

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

**UNIT-II**

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

**UNIT-III**

Quality Management System – ISO 9000 series – Techniques of TQM –5' Concepts – 7' tools – Cause – Effect Analysis stratification, Pareto diagram Histogram, Control charts (SQC) check sheet & Pie-

**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.

**TEXTBOOK**

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

**REFERENCEBOOKS**

1. Joel, E.Ross,TotalQualityManagement
2. RonCollard, TotalQuality,Jaico,Delhi
3. Willborn&T.C.EdwinCheng, Global Management of Quality Assurance systems, Mc GrawHill.
4. J.M.Juran,JuranOnleadershipforQuality–AnExecutiveHandBook.
5. ISOManuals.

**GROUP – E**

**ELECTIVE – II MERCHANDISING MANAGEMENT**

**COURSE OBJECTIVES**

1. Describe retail merchandising operations and their importance in a competitive market.
2. Helping the students acquire the required skills to be an effective merchandising management professional.
3. Facilitating the learners understand, analyse and take decisions as merchandising manager.
4. Imparting the knowledge about merchandising and its influence on other business activities.
5. Inculcating about the preparations required to deal with the changing scenario of merchandising.

**COURSE OUTCOMES**

1. Learners understand the concepts, trade theories and importance of merchandising management.
2. Students acquire the required skills to be an effective merchandising management professional.
3. Learners understand, analyze and take decisions as merchandising manager.
4. Students acquire the knowledge about merchandising and its influence on other business activities.

Students will be able to deal with the changing scenario of merchandising

**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.

**UNIT - II**

Merchandise Displays and Space Management: Concept of Merchandise Displays, Display and Design Basics; Principles of Design; Color Blocking; Types of Displays -Importance of Merchandise Displays, Concept of Space Management, Role of IT in Space Management, Purpose of space planning; Lighting, Window display for a product or merchandise, Concept of Planogram.

**UNIT - III**

Visual Merchandising: Meaning of Visual Merchandising, Visual merchandising terminologies [Facade, Signage, Store windows etc. - Objectives of Visual Merchandising, History and growth of Visual Merchandising, Visual Merchandising in India, Product Positioning and Visual Merchandising.



**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.

**TEXT BOOK:**

1. Donellan, John. 2001. Merchandise Buying and management. Fairchild Publications.
2. Swapna Pradhan. 2010. Retail Merchandising. Tata McGraw Hill.

**REFERENCE BOOKS:**

1. Bliss, Laura L. 1995. Study Guide Visual Merchandising and Display. III edition" Fairchild Publications.
2. Vedomani, Gibson. 2012. Retail Management - 4th Edition. Jaico Publishing House.
3. Grose, Virginia. 2011. Basics Fashion Management: Fashion Merchandising. AVA Publishing.
4. Rabolt, Nancy J. and K. Judy. 1997. Concepts and Cases in Retail and Merchandise Management. Fairchild Publications.

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# QUESTION PAPER

## PATTERN

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**QUESTION PAPER PATTERN**  
**FOR THEORY SUBJECTS**

**(Including Skill Based and Non-Major Elective papers)**

Time:3Hours.

Max.Marks: 75

**PART–A (15x1=15 Marks)**

Answer All Questions

(Three questions from each unit)

Objective type questions

**PART–B (2x5 =10 Marks)**

Answer any two questions

out of five questions (One  
question from each unit)

**PART–C (5x10=50 Marks)**

Answer all Questions

(One question from each  
unit with internal choice)

Either or pattern