



PERIYAR UNIVERSITY

PERIYAR PALKALAINAGAR

SALEM – 636011

DEGREE OF BACHELOR OF MANAGEMENT
CHOICE BASED CREDIT SYSTEM

Syllabus for

B.B.A. **(COMPUTER APPLICATION)**

(SEMESTER PATTERN)

(For Candidates admitted in the Colleges affiliated to
Periyar University from 2019-2020 onwards)

REGULATIONS

1. ELIGIBILITY

Refer this office circular No: PU/R/AD-1/UG/PG/Programmes Eligibility/2019 Dated: 16-04-2019.

2. ELIGIBILITY FOR AWARD OF DEGREE

A candidate shall be eligible for the award of the degree only if he / she has undergone the prescribed courses of study in a college affiliated to the university for a period of not less than three academic years comprising six semesters and passed the examinations prescribed and fulfilled such conditions as have been prescribed there for.

3. COURSE OF STUDY

a). Objectives of the Programme :

- i. To provide the basic and essential knowledge regarding various activities undertaken and necessary to run socially responsible business organization;
- ii. To impart certain basic skills and aptitude which will be useful in taking up any particular activity in a business;
- iii. To furnish global view of the several industries and other organizations and their functions which support the business system ;
- iv. To develop the personality so as to become responsible citizen with greater awareness about the Indian society and its culture.

b). The programme of study shall consist of Foundation courses, Core courses, Allied courses Skill Based Elective Courses (SBEC) and Non-Major Elective Courses (NMEC).

Note: Modern or classical languages:

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

4. OTHER REQUIREMENTS

- i. As a part of BBA curriculum a minimum of 2 factory visits per year must be arranged for the students.
- ii. Industrial training report: For Industrial training. The students are expected to have a practical training in any business unit or undertaking to enable them to acquaint himself / herself with the procedure, practice and working of companies.
- iii. Each student should undergo industrial training for a minimum period of two weeks during the third semester vacation.

5. REQUIREMENTS FOR PROCEEDING TO NEXT SEMESTER

Candidates shall be eligible to go to next semester, only if they satisfy the conditions prescribed by the syndicate from time to time.

6. PASSING MINIMUM

A candidate shall be declared to have passed in each courses if he / she secures not less than 40% prescribed for the examination. He / She shall be declared to have passed the whole examination if he / she passed in all the course as per the scheme of examination.

7. CLASSIFICATION OF SUCCESSFUL CANDIDATE

Successful candidate passing all the examinations securing the credits in the aggregate of the marks prescribed for core allied SBEC & NMEC courses together shall be declared to have passed the examination in first and second class respectively. All other successful candidates shall be declared to have passed in the examination to the third class. Candidates who obtained 75% of marks and above any course shall be deemed to have passed that course with distinction provided they passed the examination at the first appearance.

8. RANKING

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

9. MAXIMUM DURATION FOR THE COMPLETED OF THE UG PROGRAMME

The maximum duration for completion of the UG programme shall not exceed twelve Semesters.

10. COMMENCEMENT OF THIS REGULATION

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

11. TRANSITORY PROVISION

Candidates who were admitted to the UG programme of study before 2019-2020 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 2020. Thereafter, they will be permitted to appear for the examination only under the regulations there in force.

COURSE OF STUDY AND SCHEME OF EXAMINATION

SEMESTER – I

PART	STUDY COMPONENTS	COURSES	HOURS / WEEK	CREDITS
Part - I	Languages	Tamil or anyone of the modern (Indian or foreign) or classical Languages - I	6	3
Part - II	Languages	English - I	6	3
Part - III	Core - I	Principles of Management	5	4
	Core - II	Introduction to Computer Technology	5	4
Part -IV	Allied - I	Business Mathematics and Statistics	6	4
	Non-Major -I			
	Value Education	Yoga	2	2
		Total	30	20

SEMESTER – II

PART	STUDY COMPONENTS	COURSES	HOURS / WEEK	CREDITS
Part - I	Languages	Tamil or anyone of the modern (Indian or foreign) or classical Languages - II	6	3
Part - II	Language	English - II	6	3
Part - III	Core - III	Organizational Behavior	5	5
	Core - IV	Office Automation	6	5
	Practical - I	MS – Office Practical	3	3
	Allied – II	Managerial Economics	5	4
Part - IV	Non major -II	Environmental Studies	2	2
		Total	30	25

PART	STUDY COMPONENTS	COURSES	HOURS / WEEK	CREDITS
Part - III	Core - V	Financial and Cost Accounting	6	4
	Core - VI	Business Communication	6	4
	Core - VII	E-Business	6	4
	Allied - III	Operations Research	4	3
Part - IV	SBEC - I	1. Campus to Corporate - (Viva-Voce)	2	2
	SBEC - II	2. Fundamentals of Insurance	2	2
	SBEC - III	3. Life Skill Education	2	2
	NMEC - I	Principles of Management	2	2
		Total	30	24

SEMESTER –IV

PART	STUDY COMPONENTS	COURSES	HOURS / WEEK	CREDITS
Part - III	Core - VIII	Marketing Management	6	4
	Core - XI	Management Accounting	6	4
	Core - X	HTML and Web Design	6	4
	Practical - II	HTML and Web Design practical	4	3
	Allied - IV	Production and Material Management	5	4
Part -IV	SBEC -IV	1. Export and Import Documentation	2	2
	SBEC -V	2. Practice of Business Relations	2	2
	SBEC - VI	3. Inplant Training -(Viva -Voce)	2	2
	NMEC -II	1. Human Resource Management	2	2
		Total	30	25

SEMESTER – V

BACHELOR OF BUSINESS ADMINISTRATION(CA)							
PART	STUDY COMPONENTS		COURSES		HOURS / WEEK	CREDITS	
Part - III	Core - XI		Financial Management		5	4	
	Core - XII		Human Resources Management		5	4	
	Core - XIII		Fundamental of Research Methodology		5	4	
	Core - XIV		RDBMS and Oracle		5	4	
	Practical III		RDBMS and Oracle Practical				
	Allied - V		Management Information System		5	4	
	GROUP-A	GROUP-B	GROUP-C	GROUP-D	GROUP-E	HRS	CR
Electives -II	Service Marketing	Industrial Relations	Multimedia	Total Quality Management	Data Base Management Systems	4	4
					Total	30	24

SEMESTER – VI

PART	STUDY COMPONENTS		COURSES		HOURS / WEEK	CREDITS	
Part - III	Core Course - XV		Business Policy and Strategy		5	5	
Part - III	Core Course - XVI		Financial Institutions and Services		4	4	
	Core Course - XVII		Business Law		4	4	
	Core Course – XVIII		Project Work-Viva-voce		4	4	
	Elective-NMSDC		Digital Banking and Audit Essentials for Employability		2	2	
	Allied Course - VI		Visual Basic		4	3	
	Practical - IV		Visual Basic Practical		3	2	
	GROUP-A	GROUP-B	GROUP-C	GROUP-D	GROUP-E	HRS	CR
Electives -II	Retail Management	Training & Development	Entrepreneurial Development	Investment Management	Merchandising Management	4	3
Part V	Extension Activities					-	1
	TOTAL					30	27
	TOTAL CREDITS						145

Note : Modern or classical languages:

- i. Indian – Telugu, Kanada, Malayalam, Urudu and Hindi
- ii. Foreign – French
- iii. Classical - Sanskrit, Arabic & Persian

SEMESTER-I

CORE I - PRINCIPLES OF MANAGEMENT

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.DecisionMaking–Definition–Typesofdecision–Processof decision making.

UNIT – III

Organisation – Need for Organisation – Process – Organisational Structure – Line Functional, Line & Staff Organisation.Span of Management–Delegation–Centralisation and Decentralisation–Staffing– Nature & Purpose of Staffing.

UNIT – IV

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

UNIT – V

Co-ordinating – 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.
3. Dr.V.R.Palanivelu, Principles of Management, Himalaya publishing House, Mumbai

REFERENCE BOOKS

1. Dingar Pagare, Business Management, Sulthan Chand & Sons
2. Tripathi P.C.&P.N.Reddy, Principal of Management, TMH

B.B.A.(CA)

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. Rustom Davar, Management Process, Progressive Corporation Pvt., Ltd
9. J.Jayashankar, Principles of Management, Margham Publications.
10. Dr.Rupa Gunaseelan & Dr.Kulandaisamy, Vikas Publishing House, Sulthan Chand & Sons, New Delhi.
11. Dr.S.Karhtick, Principles of Management, Shanlax Publication.

CORE - II - INTRODUCTION TO COMPUTER TECHNOLOGY

UNIT -I

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

UNIT -II

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

UNIT -III

Computer software -operating system and its functions - Types of Operating System-programming
languages -Computer networks: Components of a Computer Network- Communication Media - Types of
Networks-Network Topologies.

UNIT IV

Internet and www. Electronic mail: Introduction -e-mail -Domain name and addresses -advantages and
disadvantages of internets.

UNIT -V

Introduction to Multimedia - Multimedia tools - E-commerce Data Processing- Information system: The
information systems department - Types of Information Systems -The System development life cycle.

TEXT BOOKS

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

REFERENCE BOOKS

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

BACHELOR OF BUSINESS ADMINISTRATION (CA)
SEMESTER I
ALLIED- I
BUSINESS MATHEMATICS AND STATISTICS

UNIT -I

Matrix Algebra -Definition -Types of Matrices -Matrix operations -Determinants Inverse of a matrix- Simultaneous linear Equations(3x3orderonly).

UNIT-II

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

UNIT -III

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

UNIT -IV

Measures of Dispersion-Range-QuartileDeviation-MeanDeviation-StandardDeviation-Co-efficient of Variation- Time series- Component softime series.

UNIT -V

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

NOTE

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

TEXT BOOK

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

REFERENCE BOOKS

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

CORE III - ORGANISATIONAL BEHAVIOUR

UNIT I

Meaning-objectives and nature for ganizational behaviour–disciplines contribution oorganisational behaviour – important concept of organisational behaviour . Theories of organisation – classical –neo classical and modern theories.

UNIT II

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

UNIT III

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

UNIT IV

Work environment–good housekeeping practices–design of workplaces–Hawthorne experiment sand their importance.

UNIT V

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

TEXT BOOK

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

REFERENCE BOOKS

1. FredLuthans,OrganisationalBehaviour,McGrawHill.
2. Keith Devis, John W.Newstrom, OB –Human Behaviour at work, TMH 3. M.L.Blum, Industrial psychologyanditsocialfoundations.
4. J.Jayasankar, Organisational Behaviour, Margham publications. 5. P.Subba Roa, Managementand Organisational Behaviour –HPH
5. Robbins, Stephen P, Organisational Behaviour, Prentice Hall, NewDelhi.

BACHELOR OF BUSINESS ADMINISTRATION (C.A.)

SEMESTER II

CORE IV - OFFICE AUTOMATION

UNIT I

Getting started: starting Program – Identifying Common Screen Elements – Choosing Commands – Finding Common Ways to Work – Getting Help with office

UNIT II

Ms-Word: Learning Word Basics – Formatting a Word Document – Working with Longer Document- Mail Merge- Creating Tables.

UNIT III

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

UNIT IV

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

UNIT V

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

TEXT BOOKS

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

PRACTICAL –I MS-OFFICE PRACTICAL**Ms-Word**

1. (a) Starting Ms-Word, Create, Save, Print(with Options), Close and Edit Document.
(b) Study of Ms-Word, Menu / Tool Bars.
2. (a) Create a document, Save it and edit the document as follows,
 - (i) Find, Replace options
 - (ii) Cut, Copy, Paste options
 - (iii) Undo, Redo options(b) Format the document using Bold, Underling and Italic.
(c) Change Character size using the font dialog box.
(d) Formatting Paragraph Center, Left align, and Right align.
(e) Formatting Paragraph and line spacing using Bullets and Numbering in Paragraphs.
(f) Creating, Hearing Paragraphs.
3. Using tab setting, enhancing the documents (Header, Footer, Page Setup, Border, Opening and Closing 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.)

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SEMESTER II
2. (a) Database: Creating, Deleting, Inserting, Updating, Deleting a database and maintaining a database(Data Form)
 - (b) Using auto filter, advanced filter.
 - (c) Creating subtotals and grand totals – using database 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) Maths Functions
 - i SUM,COUNT,AVERAGE
 - ii MAX,MIN
 - iii STDDEV, VAR
 - iv ABS, EXP, INT
 - v LOG10 &LOG
 - vi MOD, ROUND,SQRT
 - vii Using 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 PowerPoint presentation.
3. Setting Animations effects/grouping/ungrouping/cropping Power Point objects.
4. Printing presentation/Importing–Exporting files.
5. Creating an organizational chart in PowerPoint.

ALLIED - II MANAGERIAL ECONOMICS

UNIT – I

Business Economics: Concept – Importance – Scope - Methods – Micro – Macro - Objectives of Business Firm. **Demand and Supply:** Law Of Demand – Elasticity Of Demand.

UNIT – II

Market Structure: Perfect Competition – Monopoly – Monopolistic Competition – Oligopoly and Duopoly.

UNIT – III

Production Function: Factors of Production – Laws Of Returns – Returns To Scale And Law Of Variable Proportions – Economies Of Scale – Mixed Economy.

UNIT – IV

Business Cycle: Characteristics – Phases – Control Of Trade Cycle. **Inflation:** Definition – Characteristics – Types – Effects – Anti-Inflationary Measures. **Deflation:** Effects – Control.

UNIT – V

National Income: GDP - GNP – NNP - Per Capita Income - Balance Of Trade - Balance of Payment.

TEXT BOOK

1. S .Sankaran, “Managerial Economics”, Margham Publications, Chennai, 5th Edition, 2006

REFERENCE BOOKS

1. Mankar.V.G., “Business Economics”, Macmillan, New Delhi, 1st Edition, 2004.
2. Mithani.D.M. “Essential Of Managerial Economics”, Himalayan Publishing House, Mumbai, 1st Edition, 2004.
3. Sundharam.K.P.M, Sundharam.E.N, “Business Economics”, Sultan Chand & Sons, 4th Edition, 2005.
4. Dr.R.Sathiyakala, Business Economics, Shanlax Publication.

**BACHELOR OF BUSINESS ADMINISTRATION (CA)
SEMESTER III**

CORE V - FINANCIAL AND COST ACCOUNTING

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 – Sulthan Chand & Sons, New Delhi.

REFERENCE BOOKS

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

CORE VI - BUSINESS COMMUNICATION

UNIT -I

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

UNIT -II

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

UNIT -III

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

UNIT -IV

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

UNIT -V

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

TEXT BOOK

1. Rajendrapal&KoralahalliJ.S,Essentialsofbusinesscorrespondence,SultanChand&Sons

REFERENCE BOOKS

1. RameshM.S & Pattan Shetty,Effective Business English & correspondence,RCpublications.
2. Balasubrahmaniyan, Business Communication,Vikas Publishing House Pvt.Ltd.
3. USRai,SMRai, Business Communication, HPH
4. Shirley Taylor, Communication for Business, LONGMAN.
5. RSNPillai,Bagavathi, Commercial Correspondence & OfficeManagement,S.Chand.
6. N.S.Rashunathan and B.Santhanan, Business Communicaton, MarghamPublications
7. Chaturvedi, Business communication concepts, cases and applications, Pearson Education

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SEMESTER III
SEMESTER III
CORE VII - E -BUSINESS

UNIT I

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

UNIT II

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

UNIT III

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

UNIT IV

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

UNIT V

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

TEXT BOOKS

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

REFERENCE BOOKS

1. P I Josep, E.Commerce-AManagen Pespective, PHI
2. Daniel Amor, EBusiness Revolution, Pearson Education Asia, PHI
3. Shurethy, E-Business with Net Commerce
4. Samantha shurethy, E-Business with net. commerce.

ALLIED – III
OPERATIONS RESEARCH

UNIT - I

Operations research – meaning – scope – uses – operations research in India – models in operations research – limitations of model – general methods for solving operations research models.

UNIT - II

Linear programming problems – requirements – formulation of L.P.P. by graphical method – simplex method (simple problem only).

UNIT – III

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

UNIT- IV

Assignment problems – formulation and solution assignment problems.

UNIT-V

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

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

TEXTBOOK

1. Kapoor V.K. Operations Research, SulthanChand&Sons,NewDelhi.

REFERENCE BOOKS

1. PremKumar Gupta, Operations Research–Sultan Chand & Co.
2. P.K.ManMohan, Operations Research–Sultan Chand & Sons.
3. VohraN.D., Quantitative techniques in Management, TataMcGrawHill
4. AgarwalB.M. Quantitative Methods, New Academic Publication.
5. VitalP.R. Introductionto Operations Research, Margham Publications, Chennai.

BACHELOR OF BUSINESS ADMINISTRATION (CA)
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SEMESTER III

SBEC - I (SKILL BASED ELECTIVE COURSE)

CAMPUS TO CORPORATE – VIVA- VOCE

Objective:

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

UNIT-I

Overview of corporate – History of corporate–campus and corporate – distinction overview of BPO Industry in India and world Enhancing the reading ability of students (at a speed of minimum 150 words per minute with appropriate stress, voice modulation and correct pronunciation). Students should be exposed to the practice of reading news papers viz., The Hindu, Indian Express, Business Line, Economic Times etc., and magazines like business world, etc., Enhancing the spontaneous writing skill of the students–writing articles on simple to pics given–preparing speeches–preparing reports on various events / functions held in the college.

UNIT-II

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

UNIT-III

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

UNIT-IV

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

UNIT-V

Fundamentals of English – constructing sentences – correct use of tenses – articles – international phonetic alphabet–vowel and consonant sounds–syllable stress–intonation–listening–principles of good listening–accent comprehension–practical exercises Corporate etiquette–Dressing and grooming skills–Workplace etiquette–Business etiquette–Email etiquette–Telephone and meeting etiquette–Presentations skills. Professional competencies : analytical thinking – listening skills – time management – team skills – stress management – assertiveness – Facing group discussion and interview.

TEXT BOOKS

1. RajendraPal & Korlahalll,Essentials of Business Communication,SultanChand&Sons,2008.

REFERENCE BOOKS

1. NamrataPalta, The art of Effective Communication, Lotus Press,NewDelhi,2007.
2. S.K.Mandal, Effective Communication and Public Speaking, Jaico Publishing.
3. V.Sasikumar,P .KiranmaiDutt, Geetha Rajeevan, A. Course in Listering and Speaking II, Cambridge University Press,2007.

BACHELOR OF BUSINESS ADMINISTRATION (CA)

SEMESTER III

SBEC - II (SKILL BASED ELECTIVE COURSE)

FUNDAMENTALS OF INSURANCE

UNIT – I

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

UNIT – II

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

UNIT – III

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

UNIT – IV

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

UNIT – V

Cover Notes – Surveys and Inspections Average – Reinsurance Renewals.

REFERENCE BOOKS

1. Sharma R.S., Insurance: Principles and Practices (1960) Vora, Bombay
2. Arif Khan 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 Society IV-SBEC
5. Dr. R. Haridas, Life Insurance in India, New Century Publication, New Delhi.

SBEC - III (SKILL BASED ELECTIVE COURSE)

LIFE SKILL EDUCATION

UNIT 1

Definition and Importance of Life Skills, Livelihood Skills, Survival Skills and Life Skills. Life Skills Education, Life Skills Approach, Life Skills Based Education.

UNIT II

Selfawareness: Definition,types of self. Self concept, body image, self esteem. Techniques used for self awareness: Johari window, SWOT analysis. Empathy, sympathy & Altruism.

UNIT III

Interpersonal relationship: Definition, factors affecting relationship. Listening: Definition & Tips for Effective listening. Thinking: Nature, Elements of thought. Types of thinking, concept formation, reasoning. Critical thinking: Definition, nature & stages.

UNIT IV

Goal setting. Coping with stress: Definition, stressors, source of stress. Coping skills.

UNIT V

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

PRESCRIBED BOOKS

1. Delors,Jacques(1997).Learning: The Treasure Within, UNESCO,Paris..
2. UNESCO(1997).Adult Education: The Hamburg Declaration, UNESCO,Paris.
3. UNESCO(2005).Quality Education and Life Skills:DarkarGoals,UNESCO,Paris.
4. WHO(1999).Partners in Life Skills Education: Conclusions from a United Nations–Agency Meeting, WHO, Geneva.
5. SantrockW.John(2006).Educational Psychology.(2ndEdn.)NewDelhi: TataMcGraw-Hill Publishing Company Ltd.

REFERENCES

1. Dakar Framework for Action,(2000).Education for All:Meeting our Collective Commitments, Dakar, Senegal.
2. Kumar.J.Keval,(2008).Mass Communication in India, JAICO Publication India Pvt. Ltd
3. Morgan and King, (1993). Introduction to Psychology, Tata McGraw-Hill Publishing Company Ltd, New Delhi.
4. RaoP.L.(2008).Enriching Human Capital through Training and Development, Excel Books,Delhi.
5. Singh Madhu,(2003).Understanding Life Skills,Background paper prepared for Education for All: The Leap to Equality

BACHELOR OF BUSINESS ADMINISTRATION (CA)
SEMESTER III
NMEC- I - PRINCIPLES OF MANAGEMENT

UNIT – I

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

UNIT – II

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

UNIT – III

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

UNIT – IV

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

UNIT – V

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

TEST BOOK

1. L.M. Prasad - Principles of Management

REFERENCE BOOKS

1. Harold Koontz and O'Donnel, Principles of Management
2. Newman and Warrann, The Process of Management
3. Peter F. Drucker, Practice of Management
4. Liou A. Allen, Management and Organisation
5. Dr. Ruba Gunaseelan and Dr. V. Kulandaisamy, Principles and Practice of Management, S. Chand & Sons, New delhi.

BACHELOR OF BUSINESS ADMINISTRATION (CA)

CORE VIII - MARKETING MANAGEMENT

UNIT-I

Marketing – Definition – Scope – Importance –changing Concepts of marketing – modern marketing concept. Marketing Environment – micro environmental factors – macro environmental factors.

UNIT – II

Consumer Behaviour – Factors influencing buying behaviour – consumer buying decision process – Buying motives - influences. Market segmentation – criteria - Bases of segmentation – benefits .

UNIT – III

Marketing Mix – Elements – Product mix – classifications of product – New product Development – Product Life cycle. Pricing mix - Pricing policies – kinds of pricing.

UNIT – IV

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

UNIT – V

Personnel Selling.–kinds of salesmanship–Qualities of successful salesperson- publicity.Recenttrend inmarketing–e-business–Telemarketing–Relationshipmarketing–VirtualAdvertising.

TEXT BOOK:

1. Rajan NairN, Marketing Managemetn, Sultan Chand & Sons.

REFERENCE BOOKS

1. PhilipKotler, Marketing Managemetn, Millennium Edition, PHI.
2. RamasamyV.S.and Namakumary S,Handbook of Marketing Management, Macmillan.
3. Rajagopal,Marketing Management,Vikas Publishing House Pvt., Ltd.,
4. S.Jayachandran, Marketing Management, ExcelBooks.
5. RajanSaxena, Marketing Management, TMH.
6. Sherlakar,S.A.,MarketingManagement,HPH.
7. R.S.N.Pillai, Marketing Management, S.Chand.
8. Dr.R.Murugesan, Marketing Management, MargamPublication

BACHELOR OF BUSINESS ADMINISTRATION (CA)

SEMESTER IV

CORE IX - MANAGEMENT ACCOUNTING

UNIT - I

Management Accounting–Meaning–Objectives–Advantages–Limitations–Management Accounting Vs Financial Accounting–Management Accounting Vs Cost Accounting.

UNIT - II

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

UNIT – III

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

UNIT- IV

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

UNIT-V

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

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

TEST BOOK

1. Maheswari S.N. Principles of Management Accounting– SultanChand.
2. Dr. V.R. Palanivelu, –Accounting for Management– University Science (Press-New Delhi)

REFERENCEBOOKS

1. ManMohan & 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– SultanChand.
4. Dr. P. Periyasamy, Financial & Management Accounting– Himalaya Publications.

BACHELOR OF BUSINESS ADMINISTRATION (CA)

CORE X - HTML AND WEB DESIGN

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

Microsoft Step by Step -HTML and XH, FaithWempen, Prentice Hall of India Private Limited, New Delhi, 2006

BACHELOR OF BUSINESS ADMINISTRATION (CA)

SEMESTER IV

PRACTICAL –II

HTML AND WEB DESIGN PRACTICAL

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

BACHELOR OF BUSINESS ADMINISTRATION (CA)

ALLIED - IV

PRODUCTION AND MATERIALS MANAGEMENT

UNIT- I

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

UNIT- II

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

UNIT-III

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

UNIT- IV

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

UNIT- V

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

TEXT BOOKS

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

REFERENCE BOOKS

1. Varma.M.M, Materials Management, Sultan Chand &Sons
2. Dutta, Integrated Materials Management, PHI
3. O.P. Kanna, Industrial Engineering & Management, DhanpatraiPublications.
4. MartandTelsang, Industrial Engineering and Production Management,S.Chand.
5. Dr.K.Arul&Dr.S.Karthick,ProductionandMaterialsManagement,ShanlaxPublication.

B.B.A.(CA)

BACHELOR OF BUSINESS ADMINISTRATION (CA)

SEMESTER IV

BACHELOR OF BUSINESS ADMINISTRATION (CA)

SEMESTER IV

SBEC - IV (SKILL BASED ELECTIVE COURSE)

EXPORT AND IMPORT DOCUMENTATION

UNIT – I

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

UNIT – II

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

UNIT – III

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

UNIT – IV

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

UNIT – V

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

TEXT BOOKS

1. Francis Cherunilam : International Trade and Export Management Mumbai, Himalaya Publishing House,2002.
2. TAS Balagopal, Export Management Mumbai, Himalaya Publishing House,2000.
3. Government of India Handbook of Import–Export Procedures, NewDelhi, AnupamPublishers,2002.

BACHELOR OF BUSINESS ADMINISTRATION (CA)

SEMESTER IV

SBEC - V (SKILL BASED ELECTIVE COURSE)

PRACTICE OF BUSINESS RELATIONS

UNIT – I

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

UNIT – II

Public Relations officer's (PRO'S) role – responsibilities – press relation – preparation of material for the media – news and news reporting – editorial reviews – articles – public relations department.

UNIT – III

Training of public relations officers – PR society of India – Indian institute of mass communication – Indian press – Trade fair authority of India.

UNIT – IV

Book Publications in India – Role of publishers, distributors and booksellers – electronic media – radio – television – house journals – documentary films – mobile film shows – film censorship – guidelines.

UNIT – V

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

TEXT BOOK

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

REFERENCE BOOKS

1. Lecture on applied public relations–Prof.K.R.Balan,Sulthan chand &sonsDelhi.
2. Public relations problems and prospects with case studies – Anil baby, Space age publications, New Delhi.
3. Handbook of PR in India–D.S.Menta, allied publisher (p)Ltd NewDelhi.
4. The practice of public relations–Frasomp. Seital, Charler E Merial Publishing Company,Columbus.

BACHELOR OF BUSINESS ADMINISTRATION (CA)

SEMESTER IV

SBEC - VI (SKILL BASED ELECTIVE COURSE)

INPLANT TRAINING-VIVA-VOCE

- I. The students are expected to have a practical training in any business unit or undertaking to enable them to acquaint himself / herself with the procedure, practice and working of companies.
- II. Each student should undergo industrial training for a minimum period of two weeks during the third semester vacation.
- III. He / She shall undergo the above training in the institutions like banks, insurance companies, mutual funds, transport undertakings, private limited and public limited companies, hotels and hospitals, travel and tourist industries and financial institutions.
- IV. Students may make their own arrangements in fixing the companies for candidates should submit a report in not less than 25 type written pages.
- V. Candidates should submit the attendance certificate from the institution for having attended the training for 2 weeks.
- VI. Industrial training reports shall be prepared by the students under the supervision of the faculty of the department.
- VII. Industrial training report must contain the following:
 - Cover page
 - Copy of training certificate
 - Profile of the business unit
 - Report about the work undertaken by them during the tenure of training
 - Observation about the concern
 - Findings
- VIII. Industrial training certificate shall be forwarded to the university, one month before the commencement of the fourth semester university examinations.
- IX. Practical viva – voce examination will be conducted with internal & external examiners at the end of the 4th semester and the credits will be awarded.

BACHELOR OF BUSINESS ADMINISTRATION (CA)

SEMESTER IV

NMEC II - HUMAN RESOURCES MANAGEMENT

UNIT – I

Human Resource Management – Definition – Objectives – Scope – Functions of HRM. Job analysis – Process of job analysis, Team analysis – Employee Empowerment.

UNIT – II

Human Resource Planning – Objectives – Process of HRP– Recruitment – Sources of recruitment. Selection Procedure - Test and Interview - Types – reference check – final selection - Placement – Induction (orientation).

UNIT – III

HRD – Need – Functions – Training – Methods – Executive Development – Differences between Training and Development. Career Planning – Process – Succession Planning - Concept of Quality of Work Life (QWL) .

UNIT – IV

Performance appraisal – Process – Techniques – Difference between Performance appraisal and Job Evaluation. Job Evaluation – Process – potential appraisal.

UNIT – V

Promotion – Criteria – Benefits of effective promotion policy, Transfer – Purpose of transfer. Absenteeism – Causes – Measures - Labour Turnover – separation – VRS - retirement – dismissal .

TEXT BOOK

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

REFERENCE BOOKS

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

BACHELOR OF BUSINESS ADMINISTRATION (CA)
SEMESTER V
CORE XI - FINANCIAL MANAGEMENT

UNIT-I

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

UNIT - II

Investment Decisions: Capital budgeting decisions–importance–Factors affecting Capital investment decisions – Methods of evaluating investment Proposals: Payback – NPV – PI – IRR – ARR (Simple Problems only).

UNIT – III

Financial Decisions - Long term and Short term sources of finance – Capital Structure – Meaning – Factors determining Capital Structure. Leverages - Meaning - Types – Importance.

UNIT- IV

Cost of capital – Concepts – Determinants of Cost of Capital – Simple and Weighted average cost of Capital (Simple Problems only).Dividend Policy – Forms of dividend – Determinants of dividend.

UNIT-V

Working capital management – meaning – importance – types – factors determining working capital, estimation of working capital (simple problems only).Management of cash, inventory, accounts receivables and accounts payable (theory only).

NOTE :

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

TEXT BOOK

1. M. Pandey, Financial Management – Vikas Publishing House.
2. Dr.V.R.Palanivelu-Financial Management-Sulthan Chand & Sons, New Delhi.

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.

BACHELOR OF BUSINESS ADMINISTRATION (CA)

SEMESTER V

CORE XII - HUMAN RESOURCES MANAGEMENT

UNIT – I

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

UNIT – II

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

UNIT – III

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

UNIT – IV

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

UNIT – V

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

TEXT BOOK

1. J. C.B. Mamoria, Personnel Management – Humalaya publications house.

REFERENCE BOOKS

2. G.R. Bassotia, Human Resources Management, Mangal Deep Publications.

3. K. Aswathappa, Human Resources and Personnel Management, TMH, New Delhi.

4. Kaushal Kumar, Human Resources Management – ABD Publishers.

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

6. Jayasankar, Human Resource management, Margham Publications.

7. S.S. Khanka, Human Resource Management, S. Chand.

**BACHELOR OF BUSINESS ADMINISTRATION (CA)
SEMESTER V**

CORE XIII - FUNDAMENTAL OF RESEARCH METHODOLOGY

UNIT – I

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

UNIT – II

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

UNIT- III

Data collection – Introduction.-Types of Data- Primary - Secondary - Qualitative - Quantitative. Data collection tools – Questionnaire –Schedule - Types of questions - Collection of secondary data. Scaling – scale classification bases -Non comparative scaling technique – Continuous rating - Itemized - Simple category verbal frequency scale.

UNIT IV

Data preparation process – Questionnaire checking – Editing – Coding - Classification-Tabulation. Hypothesis – Meaning – Null Hypothesis – Alternate hypothesis.

UNIT V

Report writing – Significance - Different steps - Layout- Types-Mechanics of writing a research report – Precautions.

TEXT BOOK

1. Research Methodology – Methods & Techniques – C.R.Kothari and Gaurav Garg – New Age International.

REFERENCE BOOKS

1. Research Methodology – Dr.Pawankumaroberoi – 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,

BACHELOR OF BUSINESS ADMINISTRATION (CA)

SEMESTER V

CORE XIV - RDBMS AND ORACLE

UNIT -I

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

UNIT -II

Relational Algebra Operations - 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

Maintaining Integrity – Defining Data Integrity – Integrity Rules – Referential Integrity – Entity Integrity – Domain Integrity – User Defined Integrity – Constraints – Domain Constraints.

UNIT IV

Transaction Management: Transaction concepts - States - Serializability. Lock based concurrency control: Locks - Granting - Two-Phase Locking protocol. Time stamp based protocol: Timestamps - Timestamp ordering protocol - Dead lock handling.

UNIT -V

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.

TEXTBOOKS

1. "Database System Concepts", Abraham Silberschatz, Henry F.Korth, S.Sudarshan , TMH 5th Edition (Units -I, II)
2. Database systems using oracle -Nilesh Shah, 2nd edition, Prentice Hall of India Private Limited, New Delhi.

**BACHELOR OF BUSINESS ADMINISTRATION (CA)
SEMESTER V**

**PRACTICAL – III
RDBMS AND ORACLE -PRACTICAL**

1. SQL:

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

2. PL/SQL:

- (i) To find greatest of n numbers.
- (ii) To find the Fibonacci series.
- (iii) To check the given number is odd or even.
- (iv) To print table of number

BACHELOR OF BUSINESS ADMINISTRATION (CA)

SEMESTER V

ALLIED - V MANAGEMENT INFORMATION SYSTEM

UNIT - I

Introduction – environment of organizations – management information system – information flow – need and sources – management decisions – importance and role.

UNIT - II

Characteristics of computer information system – importance of computer – role of the computer – types of computer – Software – Hardware – CPU – MU – Input – Output – application and operations.

UNIT – III

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

UNIT- IV

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

UNIT-V

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

TEXT BOOK:

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

REFERENCE BOOKS

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

BACHELOR OF BUSINESS ADMINISTRATION (CA)

SEMESTER V

ELECTIVE I – PAPER I

SERVICE MARKETING

UNIT - I

Importance of services sector – Nature and types of services – Difference between services and goods marketing – services marketing triangle.

UNIT - II

Environment for services marketing – macro and micro environments – understanding service customers – models of service consumer behavior – customer expectations and perception – service quality and GAP model.

UNIT – III

Market segmentation and selection – service market segmentation – targeting and positioning.

UNIT- IV

Services marketing Mix – Need for expanded marketing mix – planning for services offer – pricing – promotion and distribution of services – management of people – process and physical evidence – matching demand for and supply of services.

UNIT- V

Service marketing applications – Marketing Of Financial, Hospitality, Hospital, Tourism And Educational Services – International Marketing Of Services And Gats.

REFERENCE BOOKS

1. Christopher, H. Lovelock, Services Marketing, Pearson Education India
2. Adrian Payne, Services Marketing, PHI
3. Zeithaml, V.A. & M.J. Bitner, Services Marketing
4. Rao, Services Marketing, Pearson Education India
5. Sinha, P.K. and Sahoo S.C. Services Marketing, HPH.
6. Ravishankar, Services Marketing, Lalvani.

BACHELOR OF BUSINESS ADMINISTRATION (CA)

SEMESTER V

ELECTIVE I - PAPER II

INDUSTRIAL RELATIONS

UNIT – I

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

UNIT – II

Industrial Disputes – concepts – causes of industrial disputes – Dynamics of Industrial disputes – Forms of industrial disputes – prevention of industrial disputes – settlement of industrial disputes – preventive and settlement machinery of industrial disputes in India.

UNIT – III

Collective bargaining – objectives – methods – Managements for negotiations – Union organisation for 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. Memoria, C.B., –Dynamics of Industrial Relations in India, Himalaya Publishing House, Bombay, 1992.

REFERENCE BOOKS

1. John T. Dunlop : –Industrial Relations System, Henry Holt and Company, New York, 1958.
2. Flanders Allen : –Trade Unions, The English Languages Book Society, London, 1963.
3. Loyd G. Reynolds : –Labour Economics and Labour Relations, Prentice Hall of India PVT. Ltd., New York, 1978.
4. Daniel 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. (Semester VI, Electives II)

BACHELOR OF BUSINESS ADMINISTRATION(CA)

SEMESTER V

ELECTIVE I - PAPER III

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 Systems 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

BOOK FOR STUDY:

Multimedia: Making It Work,
Tay Vaughan(Eight Edition)

BOOK FOR REFERENCE

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

BACHELOR OF BUSINESS ADMINISTRATION (CA)

SEMESTER V

ELECTIVE I – PAPER IV

TOTAL QUALITY MANAGEMENT (TQM)

UNIT-I

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

UNIT-II

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

UNIT-III

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

UNIT-IV

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

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.

BACHELOR OF BUSINESS ADMINISTRATION(CA)

SEMESTER V

ELECTIVE I - PAPER V

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 , TMH 5th Edition (Units -I, II)
2. DATABASE SYSTEMS USING ORACLE -Nilesh Shah, 2nd edition, Prentice Hall 25 of India Private Limited, New Delhi.

BACHELOR OF BUSINESS ADMINISTRATION (CA)

SEMESTER VI

CORE XV - BUSINESS POLICY AND STRATEGY

UNIT – I

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

UNIT – II

Business strategy – meaning – features – importance – strategic management process – SWOT analysis – ETOP analysis – TOWS matrix – BCG matrix. 7'S' approach to quality – Motorola quality concept.

UNIT – III

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

UNIT – IV

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

UNIT – V

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

TEXT BOOK

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

REFERENCE

1. Dr.K.Arul & Dr.K.Jayaraman, Business Policy and Strategic management, Sri Guru Raja Publishers,Thiruvannamalai.
2. P. Subba Rao, Business Policy & Strategic Management.
3. Mamoria – Mamoria – Subba Rao, Business Planning and Policy.
4. Thomas, L. Wheelen, J. David Hunger, Concepts. In Strategic Management & Business Policy.
5. Francis Cherunilam, Business & Strategic Management (Text and Cases) – Himalaya. Dr. S. Sankaran, Policy and Strategic management Himalaya.
6. Dr.K.Arul & Dr.A.Subanginidevi, Business Policy and Strategy,Shanlax Publication, Madurai.

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SEMESTER VI
CORE XVI - FINANCIAL INSTITUTIONS AND SERVICES

UNIT - I

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

UNIT - II

Non – Banking financial intermediaries – Unit trust of India – Mutual Funds – Hire Purchase Finance Companies – Lease Finance Companies – National Housing Bank – Housing Development Finance Corporation – Housing Urban Development Corporation Functions and Services.

UNIT – III

Financial institutions – IDBI, ICICI, IFCI, IRCI, LIC, TIIC – EXIM Bank – SFCS – SIDCS – functions and services.

UNIT- IV

National Stock Exchange (NSE) – OTCEI – SEBI – Powers and function – Discount and Finance House of India (DFHI).

UNIT-V

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

TEXT BOOK:

1. Gorden and Natarajan, Financial Institution and Services, HPH.

REFERENCE BOOKS

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

BACHELOR OF BUSINESS ADMINISTRATION (CA)

SEMESTER VI

CORE XVII - BUSINESS LAW

UNIT - I

Business Law – Meaning, Objectives – Sources – law of contract – meaning – types – essential elements of a valid contract.

UNIT - II

Discharge of contract – remedies for breach of contract – agreement not declared void – agreement expressly declared void – wagering agreements.

UNIT – III

Bailment – rights and duties of bailor and bailee - pledge – indemnity – guarantee – mortgage.

UNIT- IV

Law of sale of goods – sale and agreements to sale – their distinctions – types of goods – conditions and warranties – CAVEATEMPTOR– transfer of property – sale b non – owners – performance – remedies for breach – unpaid seller – auction sale.

UNIT-V

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

TEST BOOK:

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

REFERENCE BOOKS

1. RSN Pillai, Bagavathi, Business Law, S. Chand.

2. Shukla M.C., Mercantile Law, S. Chand.

3. P.C. Tulsian, Business Law, TMH.

BACHELOR OF BUSINESS ADMINISTRATION (CA)

SEMESTER VI

ALLIED - VI VISUAL BASIC

UNIT- I

Getting Started -Visual Basic Environment -Initial VB Screen -Single Document Interface Tool Bars and System Control & Components -Use of File, Edit, View, Project, Format, Run and Debug, Tools, Window Menu, Properties Window.

UNIT- II

Procedures, Image Controls, Text Boxes, Labels, Navigating between Controls, Message Controls, Message Boxes and Grids. The Code Window - Editing Tools - String Function - RND Functions - Data and Time Functions - Financial Functions.

UNIT -III

Statements in VB - Assignment -and Property Setting -Variables, Numbers, Constants, Displaying Information - Controlling Program Flow - Repeating Operation -Making Decisions – GOTO.

UNIT- IV

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

UNIT- V

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

TEXTBOOK

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

BACHELOR OF BUSINESS ADMINISTRATION (CA)

SEMESTER VI

PRACTICAL – IV

VISUAL BASIC PRACTICAL

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

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

SEMESTER VI

CORE - XVIII

PROJECT WORK VIVA-VOCE

Specimen- I

TITLE

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

BACHELOR OF BUSINESS ADMINISTRATION WITH COMPUTER APPLICATION

By

Name of the student

Reg. No.....

Under the guidance of

Name of the guide

Department, College Name and place

Month and year of submission

Specimen – II

CERTIFICATE

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

GUIDESIGNATURE

HODSIGNATURE

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 WITH COMPUTER APPLICATION is an original one and has not been submitted earlier either to this university or to any other institution for the award of any degree / diploma.

Date :

Candidate signature

Place:

BACHELOR OF BUSINESS ADMINISTRATION (CA)

SEMESTER VI

ELECTIVE II - PAPER I

RETAIL MANAGEMENT

UNIT – I

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

UNIT – II

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

UNIT – III

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, Perason Education.

REFERENCE BOOK

1. Golabal Marketing Management – Warren J. Keejan, Printice – 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 – SwapnaPradhan – McGraw Hill.
5. Retail Marketing Management – David Gilbert – Pearson Education.

BACHELOR OF BUSINESS ADMINISTRATION (CA)

SEMESTER VI

ELECTIVE II - PAPER II

TRAINING AND DEVELOPMENT

UNIT – I

Concepts of training and development –Identifying training needs – Types of training – Organisation for training – Objectives, structures and functions of Training Department – Execution of Training Programmes – Evaluation of Training Programmes.

UNIT – II

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

UNIT – III

Leader central Techniques of Management Development - Lecturers, coaching, Student centred Techniques ; Dicussions - Case studies – Conferences – Workshops – Syndicate – Brain stroming – Role playing – Psycho drama – Simulation – inbasket Games.a

UNIT – IV

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

UNIT – V

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

TEXT BOOK :

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

REFERENCE BOOKS :

- 1.M.C. Gehee, William and Tahayer, Paul W. Training in Busines and Industry, JohnWiley&Sons,New York.
2. Sikula, A.F. Personnel Administration and Human Resources Development, John Wiley, New York.
3. Hacoon, R.J. Management Training : Aims and Methods, English Universities Press, London.
4. Ahmed, Abad : Management and Organisational Development, RachanaPrakasham, New Delhi.
5. Memoria, C.B. Personnel Management, Himalayas Publishing House, Bombay.
6. RudraBaswaraj : Personnel Administration Practice in India – VaikuntaLal Mehta Institute of Cooperative Management Poona
7. Muniramappa C.M. Shankaraiah, A adnKamarajuPanthulu ; Personnel Management and Industrial Relations, Excel Publications, New Delhi, 1991.

ELECTIVE II - PAPER III

ENTREPRENEURIAL DEVELOPMENT

UNIT – I

Entrepreneurship : Concepts, types and functions of entrepreneurs – Entrepreneurial Development in India – Role of entrepreneurs in economic development – Entrepreneurial Development Programme – Phases of Entrepreneurial Development Programme – influence of environmental factors – Training and development of entrepreneurs

UNIT – II

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

Unit – III

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

UNIT – IV

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

UNIT – V

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

TEXT BOOK

1. Gupta, C.B. and Srinivasan N.P., Entrepreneurial Development

REFERENCE BOOKS

1. Khanha, Entrepreneurial Development
2. Vasanth Desai, Organisation and Management of Small Industries
3. Saravanavel, P., Entrepreneurship Development
4. Tandon, B.C., Environment and Entrepreneurship
5. Rao T.V., and Udaipareek, Developing Entrepreneurship
6. Dr.K.Arul&Dr.A.Subanginidevi, Entrepreneurship Development, Shanlax Publication
7. Dr.V.R.Palanivelu, Himalaya Publishing House Mumbai.

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SEMESTER VI
SEMESTER VI**

ELECTIVE II - PAPER IV

INVESTMENT MANAGEMENT

UNIT – I

Meaning of investment – Nature and scope of investment management - factors favourable for investments – features of an investment programme.

UNIT – II

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

UNIT – III

Risk- Return concept – Return measurement - Basic valuation models – equity valuation, Preference share and bond valuation .Risk - risk classification – systematic and unsystematic risk - measurement or risk.

UNIT – IV

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

UNIT – V

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

TEXT BOOK

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

REFERENCE BOOKS

1. Investment mgt – V. Avadhani - Himalays publishing house.
2. Investment mgt – Punithavathypondian, PHI

ELECTIVE II - PAPER V
MERCHANDISING MANAGEMENT

UNIT - I

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

UNIT - II

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

UNIT - III

Visual Merchandising: Meaning of Visual Merchandising, Objectives of Visual Merchandising, 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, Role of IT in Retail Distribution and Replenishment

SUGGESTED READINGS:

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