



# **PERIYAR UNIVERSITY**

**PERIYAR PALKALAI NAGAR**

**SALEM – 636011**

**DEGREE OF BACHELOR OF MANAGEMENT**

*CHOICE BASED CREDIT SYSTEM*

*Syllabus for*

**B.B.A**

**(BACHELOR OF BUSINESS ADMINISTRATION)**

**( SEMESTER PATTERN )**

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

## **11. TRANSITORY PROVISION**

Candidates who were admitted to the UG programme of study before 2017-2018 shall be permitted to appear for the examinations under those regulations for a period of three years i.e., up to and inclusive of the examination of April / May 2018. Thereafter, they will be permitted to appear for the examination only under the regulations there in force.

## REVISED SYLLABUS

### 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	Business Communication	5	4
	Allied - I	Business Mathematics and Statistics-I	6	4
Part -IV	Non major -I			
	Value Education	Yoga	2	2
		<b>Total</b>	<b>30</b>	<b>20</b>

#### 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
	Elective - I	Financial Accounting	6	5
	Allied - II	Business Mathematics and Statistics-II	6	4
Part - IV	Non major -II	Environmental Studies	2	2
		<b>Total</b>	<b>30</b>	<b>22</b>

### SEMESTER – III

PART	STUDY COMPONENTS	COURSES	HOURS / WEEK	CREDITS
Part - III	Core - IV	Marketing Management	6	4
	Core - V	Financial Management	6	4
	Core - VI	Human Resource Management	6	4
	Allied - III	Managerial Economics	4	3
Part - IV	SBEC - I	1. Campus to Corporate - (Viva-Voce)	2	2
		2. Fundamentals of Insurance	2	2
		3. Life Skill Education	2	2
	NMEC - I	1 Principles of Management	2	2
		<b>Total</b>	<b>30</b>	<b>23</b>

### SEMESTER – IV

PART	STUDY COMPONENTS	COURSES	HOURS / WEEK	CREDITS
Part - III	Core - VII	Production and Materials Management	6	4
	Core - VIII	Management Accounting	6	4
	Core - IX	Business Law	6	4
	Allied - IV	Money Banking and Global Business	4	3
Part -IV	SBEC - II	1. Export and Import Documentation	2	2
		2. In plant Training -(Viva -Voce)	2	2
		3. Practice of Business Relations	2	2
	NMEC - II	1. Human Resource Management	2	2
		<b>Total</b>	<b>30</b>	<b>23</b>

### SEMESTER – V

PART	STUDY COMPONENTS		COURSES			HOURS / WEEK	CREDITS	
Part - III	Core - X		Business Policy and Strategy			5	5	
	Core - XI		Operations Research			6	4	
	Core - XII		Cost Accounting			6	5	
	Core - XIII		Fundamental of Research Methodology			5	4	
	Core - XIV		Management Information System			5	4	
	GROUP-A	GROUP-B	GROUP-C	GROUP-D	GROUP-E	HRS	CR	
Electives -II	Service Marketing	Industrial Relations	Investment Management	Total Quality Management	Data Base Management System	4	4	
					Total	30	26	

### SEMESTER – VI

PART	STUDY COMPONENTS		COURSES			HOURS / WEEK	CREDITS	
Part -III	Core - XV		Business Environment			6	4	
	Core - XVI		Financial Institutions and Services			6	4	
	Core - XVII		Entrepreneurial Development			5	4	
	Core - XVIII		Project Work-Viva-voce			3	5	
	Core - XIX		Computer Application in Business - Theory			3	2	
			- Practical			3	2	
	GROUP-A	GROUP-B	GROUP-C	GROUP-D	GROUP-E	HRS	CR	
Electives	Retail Marketing Manageme nt	Training & Develop- ment	Portfolio Management	Merchandising Management	E-Business	4	4	
-III								
Part V	Extension Activities					-	1	
Total						30	26	
	OVER ALL TOTAL					180	140	

**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. Decision Making – Definition – Types of decision – Process of 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 – Theories of motivation – Maslow's need hierarchy theory, 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.

## **REFERENCE BOOKS**

1. DingarPagare, Business Management, Sulthan 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, Principal of Management, Margham Publications.
10. Dr.RupaGunaseelan& Dr. Kulandaisamy, Vikas Publishing House, SulthanChand& Sons, New Delhi.
11. Dr.V.R.Palanivelu, Principles of Management, Himalaya publishing House, Mumbai
12. Dr.S.Karthick, Principles of Management, Shanlax Publication.

## **SEMESTER I**

### **CORE II - BUSINESS COMMUNICATION**

#### **UNIT – I**

Communication – meaning – objectives – process – media of communication – types of communication – barriers to communication - principles of effective communication.

#### **UNIT – II**

Business letters – layout of Business letters - types - Business enquires and replies – offers – quotations – orders – complaints and adjustments – collection letters – circular letters – status enquires.

#### **UNIT – III**

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

#### **UNIT – IV**

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

#### **UNIT – V**

Report – meaning – importance – characteristics of a good report – preparing report -report by individuals – report by committees – speeches – characteristics of good speech – planning to speak.

#### **TEXT BOOK**

- 1 .Rajendrapal&Koralahalli J.S. Essentials of Business Communication Sulthan Chand & 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 COURSE I - BUSINESS MATHEMATICS AND STATISTICS - I**

#### **UNIT – I**

Series: Sequence – Series – Arithmetic Progression – Geometric Progression – Harmonic Progression (Simple Problems Only)

#### **UNIT – II**

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

#### **UNIT – III**

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

#### **UNIT – IV**

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

#### **UNIT – V**

Measures of variations – absolute and relative measures – range – mean deviation – standard deviation. Measures of variations – absolute and relative measures – range – mean deviation – quartile deviation – standard deviation. Measures of skewness – Kurtosis – Lorenz curve.

#### **TEXT BOOKS**

1. Gupta S.P., Statistical methods – Sulthan Chand & Sons, New Delhi.
2. P.R.Vittal, Business Mathematics and Statistics, Margham Publications.

#### **REFERENCE BOOK**

1. Stafford, Business Mathematics - Tata Mc Graw Hill
2. Sundharsan, An Introduction to Business Mathematics, Sulthan Chand & Sons, New Delhi.
3. Pillai R.S.N. & Mrs. Bagavathi, Statistics – SulthanChand& Sons, New Delhi.
4. Dr. P.R. Vittal, Business Mathematics and Statistics, Tata Mc Graw Hill
5. Sharma, Business Statistics – MarghamPublications,Chennai.
6. Dr. S.P. Gupta & Dr. M.P. Gupta, Business Statistics, SulthanChand& Sons, New Delhi.
7. RSN Pillai & V. Bagavathi, Statistics, Sulthan Chand & Sons, New Delhi.
8. M.Murali, “Business Mathematics and Statistics”, Mithila Publications,

## **SEMESTER II**

### **CORE III - ORGANISATIONAL BEHAVIOUR**

#### **UNIT- I**

Meaning- objectives and nature of organizational behaviour – disciplines contribution to organisationalbehaviour – important concept of organisationalbehaviour . 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 work places – Hawthorne experiments and their importance.

#### **UNIT -V**

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

#### **TEXT BOOK**

1. LM.Prasad, OrganisationalBehaviour, Sulthan Chand & Sons, New Delhi.
2. Khanka, OrganisationalBehaviour, Sulthan Chand & Sons, New Delhi.

#### **REFERENCE BOOKS**

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

**SEMESTER II**  
**ELECTIVE COURSE - I**  
**FINANCIAL ACCOUNTING**

**UNIT - I**

Basic accounting concepts and convention – Accounting equations – Meaning of accounting – Groups interested in accounting information – Journal, Ledger, Subsidiary books.

**UNIT – II**

Trial balance – Final Accounts – (Simple Problems Only). Bank reconciliation statement – Average due date – Accounts current.

**UNIT- III**

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

**UNIT-IV**

Bills of Exchange – Meaning – entries in the books of drawer and drawee – Dishonor – noting and protest – Renewal – Accommodation bill.

**UNIT- V**

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

**TEST BOOK**

1. Gupta R.L., Advanced Accountancy – Sulthan Chand & Sons, New Delhi.

**REFERENCE BOOKS**

1. Shukla R.L., 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.

## **SEMESTER II**

### **ALLIED COURSE– II**

#### **BUSINESS MATHEMATICS AND STATISTICS – II**

##### **UNIT – I**

Mathematics of finance: simple and compound interest – annuity – present value of annuity – sinking fund – percentage – discounts.

##### **UNIT – II**

Basics of calculus – limits – rules of differentiation – maxima and minima (single variable case only) – simple application problems in maxima and minima.

##### **UNIT – III**

Linear simple correlation – scatter diagram - karlpearson's coefficient of correlation – rank correlation coefficient – regression lines-Fitting of Regression Lines

##### **UNIT – IV**

Time series analysis : components of time series – measures of trend – free hand curve – semi and moving average – methods of least squares – measures of seasonal variation – simple average method.

##### **UNIT – V**

Index numbers – definition - construction of index numbers – weighted and unweighted Index Number – fixed and chain index numbers – test for an ideal index numbers – cost of living index number

##### **Note:**

1. Problems: 80% & Theory: 20%

##### **Text book**

1. Navaneetham p, business mathemaitcs, jai publications.

##### **Reference books**

1. Dharmapadam, business mathematics, s. Viswanathan publications
2. Gupta S.P. Statistical methods, sultan chand& co.
3. Sundharsan&Jayaseelan, an introduction to business mathematics, sulthanchand& co
4. Pillai R.S.N. &Bagavathi v, statistics, sultan chand& co
5. Dr. P.R. Vittal, business mathematics and statistics, margham publications

## **SEMESTER III**

### **CORE IV - 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**

Personal Selling. – kinds of salesmanship – Qualities of successful sales person - publicity. Recent trend in marketing – e-business– Telemarketing – Relationship marketing – Virtual Advertising.

#### **TEXT BOOK**

1. N. RajanNair , Marketing Management, Sultan Chand & Sons.

#### **REFERENCE BOOKS**

1. Philip Kotler, Marketing Managemetn, Millennium Edition, PHI.
2. Ramasamy V.S. and Namakumary S, Handbook of Marketing Management, Macmillan.
3. Rajagopal, Marketing Management, Vikas Publishing House Pvt., Ltd.,
4. S. Jayachandran, Marketing Management, Excel Books.
5. RajanSaxena, Marketing Management, TMH.
6. Sherlakar, S.A., Marketing Management, HPH.
7. R.S.N. Pillai, Marketing Management, Sulthan Chand & Sons, New Delhi.
8. Dr.R.Murugesan, Marketing Management, MargamPublication,Chennai.

## **SEMESTER III**

### **CORE V - 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**

- I. 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.



## **SEMESTER III**

### **CORE VI -HUMAN RESOURCE MANAGEMENT**

#### **UNIT – I**

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

#### **UNIT – II**

HumanResource 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.
7. Dr.K.Ramesh, “Human Resource Management”, Mithila Publications,

**SEMESTER III**  
**ALLIED COURSE – III**  
**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, 5<sup>th</sup> Edition, 2006

**REFERENCE BOOKS**

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

## **SEMESTER III**

### **SBEC - I (SKILL BASED ELECTIVE COURSE)**

#### **PAPER I - CAMPUS TO CORPORATE – VIVA- VOCE**

##### **Objective:**

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

##### **UNIT-I**

Overview of corporate – History of corporate–campus and corporate – distinction overview of BPO Industry in India and world Enhancing the reading ability of students (at a speed of minimum 150 words per minute with appropriate stress, voice modulation and correct pronunciation). Students should be exposed to the practice of reading news papers viz., TheHindu, Indian Express, Business Line, Economic Times etc., and magazines like business world, etc.,

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

##### **UNIT-II**

Enhancing the spontaneous speaking skill of the students–self introduction at various forums and during interviews – Effective Public Speaking (EPS) – Roleplaying. Mock interviews for recruitment – mockpressmeets.

##### **UNIT-III**

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

##### **UNIT-IV**

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

## **UNIT–V**

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

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

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

## **TEXT BOOKS**

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

## **REFERENCE BOOKS**

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

## **SEMESTER III**

### **SBEC -I - PAPER II - FUNDAMENTALS OF INSURANCE**

#### **UNIT – I**

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

#### **UNIT – II**

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

#### **UNIT – III**

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

#### **UNIT – IV**

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

#### **UNIT – V**

Cover Notes – Surveys and Inspections Average – Reinsurance Renewals.

#### **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 -I - PAPER III - 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**

Self awareness: 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: Dakar Goals, UNESCO, Paris.
4. WHO (1999). Partners in Life Skills Education: Conclusions from a United Nations – Agency Meeting, WHO, Geneva.
5. Santrock W. John (2006). Educational Psychology. (2nd Edn.) New Delhi: Tata McGraw-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. Rao P.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

## **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. Lious A. Allen, Management and Organisation
5. Dr.RubaGunaseelan and Dr.V.Kulandaisamy, Principles and Practice of Management, S.Chand& Sons, New delhi.

## **SEMESTER IV**

### **CORE VII - 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. Saravanel .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. Kanna, Industrial Engineering & Management, Dhanpatrai Publications.
5. MartandTelsang, Industrial Engineering and Production Management, S.Chand.



## **SEMESTER IV**

### **CORE VIII - 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 – Sultan Chand.
2. Dr. V.R. Palanivelu, “Accounting for Management”- University Science (Press- New Delhi)

#### **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 IV**

### **CORE IX - 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 by 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.

## **SEMESTER IV**

### **ALLIED COURSE - IV**

#### **MONEY AND BANKING AND GLOBAL BUSINESS**

##### **UNIT - I**

Banking – Evolution – meaning and definition of banking – classification of banks – unit and branch banking functions of commercial banks – role of commercial banks in economic development – functions of central bank in economic development – functions of central bank (with reference to RBI) – credit creation and credit control.

##### **UNIT - II**

Recent Trends in Indian Banking – Types of financing – repayment methods – bank NET – Automatic Teller Machines – (ATM) – phone banking – credit cards – E-banking – reforms in banking sector.

##### **UNIT – III**

Inflation & Deflation – Inflation – types of inflation – cost push and demand pull inflation – control of inflation – deflation – stagflation – control of deflation – phases of trade cycle.

##### **UNIT- IV**

Money market – London – New York & Indian money market – capital market – functions of capital market – difference between money and capital market – monetary policy.

##### **UNIT-V**

Exchange – Determination of exchange rate – devaluation of money – exchange control – flow of foreign capital – euro currency- GATT & WTO.

##### **TEXT BOOK :**

1. R. Parameswaran & S. Natarajan, Indian Banking – S. Chand.

##### **REFERENCE BOOKS**

1. Methane D.M., Money Banking And International Trade, Himalaya Publishing House.
2. Ashok Desai, Indian Banking, Himalaya Publishing House.
3. M.L. Jhingan, Money Banking and International Trade, S. Chand, New Delhi.

## **SEMESTER IV**

### **SBEC II - PAPER I - 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, New Delhi, Anupam Publishers, 2002.

## **SEMESTER IV**

### **SBEC II - PAPER II - 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 4<sup>th</sup> semester and the credits will be awarded.

## **SEMESTER IV**

### **SBEC II - PAPER III - 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, Sulthanchand&sons Delhi.
2. Public relations problems and prospects with case studies – Anil baby, Space age publications, New Delhi.
3. Hand book of PR in India – D.S. Menta, allied publisher (p) Ltd New Delhi.
4. The practice of public relations – Frason p. Seital,Charler E Merial Publishing Company , Columbus.

## **SEMESTER IV**

### **NMEC - II - HUMAN RESOURCE MANAGEMENT**

#### **UNIT – I**

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

#### **UNIT – II**

Human Resource Planning – 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.

## **SEMESTER V**

### **CORE X - 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. Dr.K.Arul&Dr.K.Jayaraman, Business Policy and Strategic management, Sri Guru Raja Publishers, Thiruvannamalai.
2. AzhaKazmi, Business policy and strategic management – Tata Mcgraw Hill.

#### **REFERENCE**

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



## **SEMESTER V**

### **CORE COURSE XI - 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, 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 Mc Graw Hill
4. Agarwal B.M. Quantitative Methods, New Academic Publication.
5. Vital P.R. Introduction to Operations Research, Margham Publications, Chennai.

## **SEMESTER V**

### **CORE XII - COST ACCOUNTING**

#### **UNIT – I**

Cost - Meaning – Definition – Classification of Costs - Cost Accounting - Definition – Advantages – limitations – Financial accounting Vs. Cost accounting – Preparation of Cost Sheet – Tenders and Quotations.

#### **UNIT – II**

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

#### **UNIT – III**

Labour and Overhead - Methods of wage payment – Overheads – Classification – Allocation – Apportionment and Re-distribution.

#### **UNIT – IV**

Process costing -Meaning – Characteristics – Process accounts – Process losses and gains (Excluding equivalent Production, By Product and Joint Product – Inter Process Profits).Contract Costing - Meaning – Definition – Contract account And Balance sheet.

#### **UNIT – V**

Marginal Costing - Nature of marginal Costing – Advantages – Limitations – Break Even Analysis – Decision making Problems.

#### **NOTE:**

Question Paper Setting - 80 % of the questions shall be problems and 20% of the questions shall be theory based.

#### **TEXT BOOK**

1. Cost Accounting - Principles and Practices – S.P. Jain & K.L. Narang – Kalyani Publishers.

#### **REFERENCE BOOKS**

1. Principles of cost Accounting – Dr. Maheswari S.N.- Sultan Chand & Sons.
2. Cost Accounting – Iyengar S.P, - Sultan Chand.
3. Cost Accounting – Rayudu, Tata McGraw Hill.

## **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.Pawankumaroeroi – 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.Venkatachalam&M.Murali, “Basics of Business Research”, Mithila Publications,

## **SEMESTER V**

### **CORE XIV - 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

**SEMESTER V**  
**ELECTIVE - II - GROUP – A**  
**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.

**SEMESTER V**  
**ELECTIVE - II GROUP – B**  
**INDUSTRIAL RELATIONS**

**UNIT – I**

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

**UNIT – II**

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

**UNIT – III**

Collective bargaining – objectives – methods – Managements for negotiations – Union organisation for bargaining – Negotiation Process – Recommendation of National Commission on Labour.

**UNIT – IV**

Trade Unionism – Theories of Trade Unionism – Principles, Philosophy and Policies of Indian Labour – Growth of trade unionism in India – Management of Trade unions – Problems of trade unions.

**UNIT – V**

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

**TEXT BOOK :**

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”, 1<sup>st</sup> Edition, Mithila Publications, 2016, ISBN : 978-93-80506-17-3. (Semester VI, Electives II)

**SEMESTER V**  
**ELECTIVE – II - GROUP - C**  
**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

**SEMESTER V**  
**ELECTIVE II - GROUP D**  
**TOTAL QUALITY MANAGEMENT (TQM)**

**UNIT-I**

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

**UNIT-II**

Quality Management – Fundamentals – Evolution and objectives –Planning for 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.



**SEMESTER V**  
**ELECTIVE II - GROUP E**  
**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.

## **SEMESTER VI**

### **CORE XV - BUSINESS ENVIRONMENT**

#### **UNIT – I**

Business environment Meaning – various environments affecting Business – social economic political and legal, culture, competitive, demographic, technological and international environment.

#### **UNIT – II**

Business and culture : Culture – elements of culture – impact of foreign culture traditional values and its impact – change and resistance to change – castes and communities – linguistics religious groups – joint family system.

#### **UNIT – III**

Business and society : Social responsibilities of Business – responsibilities to share holders, customer, community, the government –Business Ethics – population – demographic pattern changes – standard of living – urbanization – migration.

#### **UNIT – IV**

Business and Government : State regulations on business – industrial licensing policy – technology – indigenous technology – import of technology – impact of technological changes in business.

#### **UNIT – V**

Economic system : Socialism – capitalism – mixed economy – their impact of business – public sector, private sector, joint sector – objectives, growth, achievements and failures of public sector in India.

#### **TEXT BOOK**

1. Francis Cherrunilam, Business Environment
2. Aswathappa, K. Essentials of Business Environment.

#### **REFERENCE BOOKS**

1. Sankaran,S., Business and Society
2. Lakshmirattan, Business and Society
3. Adhikary, M. Economic Environment of Business
4. Sampath, Mukerji, Economic Environment of Business
5. Ghosh P.K., Business and Government

## **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.

## **SEMESTER VI**

### **CORE XVII - 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
2. Dr.V.R.Palanivelu, Himalaya Publishing House Mumbai.

#### **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 Industries
4. Saravanel, P., Entrepreneurship Development
5. Tandon, B.C., Environment and Entrepreneurship
6. Rao T.V., and Udaipareek, Developing Entrepreneurship

**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**

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 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:**

**SEMESTER VI**  
**CORE XIX - COMPUTER APPLICATION IN BUSINESS**  
**(Theory and Practical)**

**UNIT – I**

Introducing to programming languages – meaning requisites, an overview of programming language – basic coding structures of a programming languages clarifications, comparison.

**UNIT – II**

Introduction to Microsoft Office – Ms Word – creating and editing documents – Menus, commands, tool bars and icons – formatting documents – creating tables – mail merge.

**UNIT – III**

MS Excel : Spread sheet overviews – menus, tools bars, icons – creating worksheet – Editing and formatting – excel formulas and functions – creating a chart – MS Power Point introduction – Menus – Tools bars – Text and formats – animations, art and sound – making and presentation templates.

**UNIT – IV**

Data processing –types of data – objectives of data processing techniques steps in developing a computer program for processing business data – operation of a computer assembler and Translator – file processing – editing and coding of data – data management.

**UNIT – V**

Internet concept – creating E-mail ID, Receiving and sending e-mail, Searching Information and Downloading – World Wide Web (www) – Domain Name Service.

**NOTE:** Theory – practical carry equal credits

**TEXT BOOK**

1. Sanjay Saxena, MS Office 2000 for everyone, (Vikas Publishing House Pvt., Ltd.,)

**REFERENCE BOOKS**

1. T.W. Pral, Programming languages, (Prentice hall of India)
2. V.K.Kapoor, Introduction to computer data, (Sultan Chand and Sons)
3. R.K. Taxali, Foxpro 2.5 made simple for dos & windows (BPB Publications).



# COMPUTER PRACTICALS GUIDELINES

## SPECIMEN – I

Periyar University

College Name

Address

Bachelor of Business Administration



Computer Application in Business

(Msoffice and Internet)

Record Note book

Department of Business Administration

Month and Year of submission

**Specimen – II**  
**CERTIFICATE**

Department of Business Administration

Practical record work in “Ms – office and Internet”

Name :

Register No :

Programme : Bachelor of Business Administration

Course : **COMPUTER APPLICATIONS IN BUSINESS – Practical-I**

This is to certify to be a bonafide work done by the student in our college laboratory.

**Signature of the staff incharge      Signature of HOD – BBA**

(Seal)

Submitted for the practical examination held on .....

**Internal Examiner**

**External Examiner**

**SEMESTER VI**  
**ELECTIVE - III - GROUP - A**  
**RETAIL MARKETING 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.

**SEMESTER VI**  
**ELECTIVE - III GROUP – B**  
**TRAINING AND DEVELOPMENT**

**UNIT – I**

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

**UNIT – II**

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

**UNIT – III**

Leader central Techniques of Management Development - Lecturers, coaching, Student centred Techniques ; Discussions - Case studies – Conferences – Workshops – Syndicate – Brain storming – Role playing – Psycho drama – Simulation – inbasketGames.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. Hacoan, 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 Co-operative Management Poona
7. Muniramappa C.M. Shankaraiah, A adnKamarajuPanthulu ; Personnel Management and Industrial Relations, Excel Publications, New Delhi, 1991.

**SEMESTER VI**  
**ELECTIVE - III - GROUP – C**  
**PORTFOLIO MANAGEMENT**

**UNIT – I**

Portfolio management –meaning – Elements of portfolio management- portfolio risk  
–Diversification.

**UNIT – II**

Fundamental analysis – Economic analysis – Industry analysis – Company

analysis. **UNIT – III**

Technical analysis – tools of technical analysis – Dow theory–major trends – Principles of  
technical analysis – Charts and trends – different patterns.

**UNIT – IV**

Efficient market hypothesis – weak form – semi-strong form - strong form –Random walk theory  
– assumptions and limitations.

**UNIT – V**

Portfolio management– Stages – portfolio construction – revision – evaluation of  
portfolio performance - criteria

**TEXT BOOK**

1. Security analysis and portfolio management – V.A. Avadhani– Himalaya publishing house.

**REFERENCE BOOKS**

1. Security analysis and portfolio management – Donald Fisher and Ronald Jorden –
2. Security analysis and portfolio management – PunithavathyPondian- Vikas publication.

**SEMESTER VI**  
**ELECTIVE - III - GROUP – D**  
**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, Marketing Management

**SEMESTER VI**  
**ELECTIVE - III - GROUP –E**  
**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 Dummics 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-Businesswithnet.commerce.