



HAJEE KARUTHA ROWTHER HOWDIA COLLEGE

(An Autonomous Institution Affiliated to Madurai Kamaraj University, Madurai.)

Uthamapalayam, Theni District. Pin Code: 625 533.

DEPARTMENT OF BUSINESS ADMINISTRATION

PART – IV NME BUSINESS ADMINISTRATION

SYLLABUS

Choice Based Credit System – CBCS

(As per TANSCH/MKU Guidelines)

(Academic Year 2020 -2021 onwards)

Details of Course Category, Code, Credits & Title

Course Category	Course Code	Course Title	Hrs	CIAE	TEE	Max. Marks	Credits
Semester - I							
Part - IV							
NME - I	20UBAN11	Business Administration	2	25	75	100	2
Semester - II							
Part - IV							
NME - II	20UBAN21	Customer Relationship Management	2	25	75	100	2

Course Code	Course Title	Category	Total Hours	Credits
20UBAN11	Business Administration	NME - I	30	2

Nature of Course	
Knowledge Oriented	
Skill Oriented	✓
Employability Oriented	
Entrepreneurship Oriented	

Course Relevance	
Local	
Regional	
National	✓
Global	

Preamble

Business Administration gives a broad guideline for managerial decision making and behavior of employees towards organization. This subject helps to analyze the nature of goals and objectives and why they are important in an organization.

Syllabus

UNIT I

6 Hours

Management-Definition –Nature of Business Administration- Universality of Management Principle – Planning – Definition - Characteristic, Importance, Advantage and Limitations-Steps in Planning.

UNIT II

6 Hours

Organizing –Definition-Steps in organizing, Importance of organizing Bases of organizing Function, Territory – Customer - Uses of Staff – Delegation of authority.

UNIT III

6 Hours

Staffing - Definition – Recruitment - Sources, Selection – techniques, Training - methods, performance Appraisal and its importance.

UNIT IV

6 Hours

Directing – Definition – elements of direction – orders – motivation – meaning and importance, Leadership – Meaning, styles and importance, Communication – meaning - process and importance. Barriers in communication and ways to overcome.

UNIT V

6 Hours

Controlling – Meaning, Steps in controlling, qualities of a good control system – benefits of controlling.

Text Books

L.M. Prasad, *Principles of Management*, Himalaya Publishing House pvt. Ltd., Mumbai, 2008, 9th Edition.

Harold Koontz, Heinz Weirich & A. Ramachandra Aryasri, *Principles of Management*, an analysis of managerial functions (Ascent series), Tata McGraw Hill book co., New Delhi, 2016, 2nd Edition.

Reference Books

T. Ramasamy, *Management Principles*, Himalaya Publishers, 2011, 3rd Edition.
 Tripathi & Reddy, *Principles of Management*, Tata McGraw Hill, 2012, 3rd Edition.
 Dinkar Pagare, *Business Management*, Sultan Chand & Sons, 2012, 3rd Edition.

Pedagogy

Chalk & Talk, E-Resources, Group Discussion

Teaching aids

Black Board, LCD Projector

Course Contents and Lecture Schedule

Module No.	Topic	No. of Lectures	Content Delivery Methods
UNIT - I			
1.1	Management-Definition –Nature of Business Administration	2	Discussion
1.2	Universality of Management Principle	1	Chalk & Talk
1.3	Planning – Definition- Characteristic, Importance	1	E-Resources
1.4	Advantage and Limitations	1	Chalk & Talk
1.5	Steps in Planning.	1	Chalk & Talk
UNIT - II			
2.1	Organizing –Definition-Steps in organizing	2	Chalk & Talk
2.2	Importance of organizing Bases of organizing Function, Territory	2	E-Resources
2.3	Customer-Uses of Staff – Delegation of authority	2	Chalk & Talk
UNIT - III			
3.1	Staffing - Definition	1	Chalk & Talk
3.2	Recruitment - Sources	1	Chalk & Talk
3.3	Selection – techniques	2	E-Resources

3.4	Training - methods, performance Appraisal and its importance.	2	Chalk & Talk
UNIT - IV			
4.1	Directing – Definition – elements of direction – orders	2	Chalk & Talk
4.2	Motivation – meaning and importance, Leadership – Meaning, styles and importance	2	E-Resources
4.3	Communication – meaning - process and importance. Barriers in communication and ways to overcome.	2	Chalk & Talk
UNIT - V			
5.1	Controlling – Meaning,	2	Chalk & Talk
5.2	Steps in controlling, qualities of a good control system	2	E-Resources
5.3	Benefits of controlling.	2	Chalk & Talk
Total		30	

Course Designer

Dr. S. Faiz Ahamed

Assistant Professor of Business Administration

Course Code	Course Title	Category	Total Hours	Credits
20UBAN21	Customer Relationship Management	NME - II	30	2

Nature of Course	
Knowledge Oriented	
Skill Oriented	
Employability Oriented	✓
Entrepreneurship Oriented	

Course Relevance	
Local	
Regional	
National	✓
Global	

Preamble

A study of customer services accompanying core product and service products. Problems and issues related to the service mix, service-level decisions, the formulation of service policies, customer service management, the development of customer service staff, training and evaluation are analyze.

Syllabus

UNIT I

6 Hours

Introduction to CRM: Meaning-need-nature-importance of CRM.

UNIT II

6 Hours

Implementation of Customer Relationship Management, Strategies for building relationship - CRM and competitors, cost supply chain, employees, partnership with customers.

UNIT III

6 Hours

Customer interaction management, Routes to CIM-factors influencing, CIM - electronic data interchange (EDI) - specific skills for CIM.

UNIT IV

6 Hours

E-CRM: introduction to e-CRM-CRM vs. – CRM - Need to move online CRM - Basic requirements of e-CRM, future of e-CRM.

UNIT V

6 Hours

Enterprise Resource Planning (ERP) – Meaning – Characteristics - Benefits Disadvantages.

Text Books

Alexis Leon, *ERP*, Tata Mc Graw Hill Publication company, Ltd, New Delhi, 2005, First edition.

Graham Roberts, *Phillips, Crm*, Viva Book Pvt Ltd., Chennai, 2003, Third edition.

Reference Books

Dr. Monika Aggarwal , Manjit Kaur Sidhu, *CrM*, Kalyani Publishers company, Ltd, New Delhi, 2018, First edition.

Pedagogy

Chalk & Talk, E-Resources, Group Discussion

Teaching aids

Black Board, LCD Projector

Course Contents and Lecture Schedule

Module No.	Topic	No. of Lectures	Content Delivery Methods
UNIT - I			
1.1	Introduction to CRM	2	Discussion
1.2	Meaning of CRM	1	Chalk & Talk
1.3	Need of CRM	1	E-Resources
1.4	Nature of CRM.	1	Chalk & Talk
1.5	Importance of CRM	1	Chalk & Talk
UNIT - II			
2.1	Implementation of Customer Relationship Management	2	Chalk & Talk
2.2	Strategies for building relationship-CRM and competitors	2	E-Resources
2.3	Cost supply chain, employees, partnership with customers.	2	Chalk & Talk
UNIT - III			
3.1	Customer interaction management	2	Chalk & Talk
3.2	Routes to CIM-factors influencing	2	E-Resources
3.3	CIM-electronic data interchange (EDI)	1	Chalk & Talk
3.4	Specific skills for CIM.	1	Chalk & Talk
UNIT - IV			
4.1	E-CRM: introduction to e-CRM	2	E-Resources
4.2	CRM vs.-CRM-Need to move online CRM	2	Chalk & Talk
4.3	Basic requirements of e-CRM, future of e-CRM.	2	Chalk & Talk

UNIT - V			
5.1	Enterprise Resource Planning (ERP)	2	Chalk and Talk
5.2	ERP – Meaning - Characteristics	2	E-Resources
5.3	ERP – Benefits - Disadvantages.	2	Chalk and Talk
Total		30	

Course Designer

Dr. S. Faiz Ahamed

Assistant Professor of Business Administration