

# **HAJEE KARUTHA ROWTHAR HOWDIA COLLEGE**

(An Autonomous Institution Affiliated to Madurai Kamaraj University, Madurai)  
Re-Accredited with “A” Grade by NAAC  
UTHAMAPALAYAM – 625533



## **DEPARTMENT OF BUSINESS ADMINISTRATION**

### **Bachelor of Business Administration**

#### **Syllabus**

**(Effect from the Academic year 2017-2018 Onwards)**

#### **PROGRAM SPECIFIC OUTCOMES:**

- PSO1.** Classify financial transactions, net result of transactions in terms of profit and Loss
- PSO2.** Understand the basics of Business law, Economics, Statistics and mathematics pertaining to commerce
- PSO3.** Identify the provenances to establish and sustain firms with optimum utilization of human and technological resources

**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**HAJEE KARUTHA ROWTHER HOWDIA COLLEGE**  
**(AUTONOMOUS)**  
**UTHAMAPALAYAM**  
**Choice Based Credit System**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**B.B.A (Semester)**

**Course Scheme & Scheme of Examinations**

*(From the academic year 2017– 2018 onwards)*

**QUALIFICATION :**

Passed in H.Sc., or any other Examination accepted by the Syndicate as Equivalent.

**SUBJECTS OF STUDY:**

Part – I - In lieu of Language Tamil

Part – II - English

Part – III - i) Core Subjects

ii) Allied Subjects

iii) Elective Subjects

Part – IV i) Non- major Subjects

ii) Skill based Subjects

ii) Environmental Studies

iv) Value Education

Part – V Extension Activities

**Pattern of Continuous Internal Assessment Examinations (CIAE)**

Average of Two Internal Tests (each 20 marks) - 20 Marks

Assignments - 05 Marks

Total - 25 Marks

**External 75 marks will be as follows:**

Section –  $10 \times 1 = 10$  (Objective types – Multiple choice.

Two questions from each Unit)

Section B –  $5 \times 7 = 35$  (Either A (or) B from all five units.)

Section C –  $3 \times 10 = 30$  (Three out of five questions – one from each unit)

## Hajee Karutha Rowther Howdia College (Autonomous)

### B.B.A - Programme Content & Syllabus (2017-2018 onwards)

#### SEMESTER - I

SEM	COURSE CODE	PART	COURSE	COURSE TITLE	HOURS/ WEEK	CREDIT	INT. MARKS	EXT. MARKS	TOTAL MARKS
<b>I</b>	17UBAL11	<b>I</b>	Language	Vaniga Kadithangal	<b>4</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>
	17UENL11	<b>II</b>	Language	English – I	<b>6</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>
	17UBAC11	<b>III</b>	Core I	Principles of Management	<b>6</b>	<b>4</b>	<b>25</b>	<b>75</b>	<b>100</b>
	17UBAC12	<b>III</b>	Core II	Financial Accounting I	<b>6</b>	<b>4</b>	<b>25</b>	<b>75</b>	<b>100</b>
	17UBAA11	<b>III</b>	Allied - I	Business Economics	<b>6</b>	<b>4</b>	<b>25</b>	<b>75</b>	<b>100</b>
	17UBAN11	<b>IV</b>	NME –I	Business Administration	<b>2</b>	<b>2</b>	<b>25</b>	<b>75</b>	<b>100</b>
				<b>TOTAL</b>	<b>30</b>	<b>20</b>	<b>150</b>	<b>450</b>	<b>600</b>

#### SEMESTER - II

SEM	COURSE CODE	PART	COURSE	COURSE TITLE	HOURS/ WEEK	CREDIT	INT. MARKS	EXT. MARKS	TOTAL MARKS
<b>II</b>	17UBAL21	<b>I</b>	Language	Aluvalaga Melanmai	<b>4</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>
	17UENL21	<b>II</b>	Language	English paper - II	<b>6</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>
	17UBAC21	<b>III</b>	Core III	Business Environment	<b>6</b>	<b>4</b>	<b>25</b>	<b>75</b>	<b>100</b>
	17UBAC22	<b>III</b>	Core IV	Financial Accounting II	<b>6</b>	<b>4</b>	<b>25</b>	<b>75</b>	<b>100</b>
	17UBAA21	<b>III</b>	Allied - II	Economic Development of India	<b>6</b>	<b>4</b>	<b>25</b>	<b>75</b>	<b>100</b>
	17UBAN21	<b>IV</b>	NME - II	Customer Relationship Management	<b>2</b>	<b>2</b>	<b>25</b>	<b>75</b>	<b>100</b>
				<b>TOTAL</b>	<b>30</b>	<b>20</b>	<b>150</b>	<b>450</b>	<b>600</b>

### SEMESTER - III

SEM	COURSE CODE	PART	COURSE	COURSE TITLE	HOURS/ WEEK	CREDIT	INT. MARKS	EXT. MARKS	TOTAL MARKS
III	17UBAC31	III	Core V	Business Law –I	4	3	25	75	100
	17UBAC32	III	Core VI	Entrepreneurial Development	4	3	25	75	100
	17UBAC33	III	Core VII	Cost Accounting	5	4	25	75	100
	17UBAC34	III	Core VIII	Computer Applications in Business - I	5	3	25	75	100
	17UBAC35	III	Core IX	Organisational Behaviour	4	3	25	75	100
	17UBAA31	III	Ailled III	Business Statistics	6	3	25	75	100
	17UBAS31	IV	SBS I	Personality Development	2	2	25	75	100
				TOTAL	30	21	175	525	700

### SEMESTER - IV

SEM	COURSE CODE	PART	COURSE	COURSE TITLE	HOURS/ WEEK	CREDIT	INT. MARKS	EXT. MARKS	TOTAL MARKS
IV	17UBAC41	III	Core X	Business Law –II	5	4	25	75	100
	17UBAC42	III	Core XI	Consumer Behaviour	5	4	25	75	100
	17UBAC43	III	Core XII	Management Accounting	6	4	25	75	100
	17UBAC44	III	Core XIII	Computer Applications in Business - II	6	4	25	75	100
	17UBAA41	III	Ailled IV	Business Mathematics	6	3	25	75	100
	17UBAS41	IV	SBS II	Communicative Skills	2	2	25	75	100
		V		EXTENSION ACTIVITIES	-	2	100	-	100
				TOTAL	30	23	175	525	700

SEMESTER - V									
SEM	COURSE CODE	PART	COURSE	COURSE TITLE	HOURS/ WEEK	CREDIT	INT. MARKS	EXT. MARKS	TOTAL MARKS
V	17UBAC51	III	Core XIV	Production and Operations Management	5	4	25	75	100
	17UBAC52	III	Core XV	Marketing Management	4	4	25	75	100
	17UBAC53	III	Core XVI	Human Resource Management	4	4	25	75	100
	17UBAC54	III	Core XVII	Export Documentation and Procedures	5	4	25	75	100
	17UBAC55	III	Core XVIII	Strategic Management	4	4	25	75	100
	17UBAE51	III	ELECTIVE I	Interview Procedure	4	4	25	75	100
	17UBAE52		ELECTIVE II	Financial Markets and Services					
	17UBAS51	IV	SBS III	Retail marketing	2	2	25	75	100
	17UEVS51	IV	EVS	Environment Studies	2	2	25	75	100
				TOTAL	30	28	200	600	800

SEMESTER - VI									
SEM	COURSE CODE	PART	COURSE	COURSE TITLE	HOURS/ WEEK	CREDIT	INT. MARKS	EXT. MARKS	TOTAL MARKS
VI	17UBAC61	III	Core XIX	Management Information System	5	4	25	75	100
	17UBAC62	III	Core XX	Financial Management	5	4	25	75	100
	17UBAC63	III	Core XXI	Total Quality Management	4	4	25	75	100
	17UBAC64	III	Core XXII	Managerial skills	4	4	25	75	100
	17UBAC65	III	Core XXIII	Enterprise Resource Planning	4	4	25	75	100
	17UBAE61	III	ELECTIVE - III	Field study Report	4	4	40	60	100
	17UBAE62		ELECTIVE - IV	Advertising & Sales Promotion					
	17UBAS61	IV	SBS - IV	Principles of Insurance	2	2	25	75	100
	17UVED61	IV	VE	Value Education	2	2	25	75	100
				TOTAL	30	28	215	575	800
				GRAND TOTAL	180	140			4200

DEPARTMENT OF BUSINESS ADMINISTRATION (2017-18 Onwards)	
Year : I	Course Code : 17UBAL11
Semester : I	No. of Hrs. allotted : 4
Course Category : Part I	No. of Credits : 3

### வணிக கடிதங்கள்

#### COURSE OUTCOMES:

CO1: Comprehend Practical Knowledge in Business Letter writing

CO2: Delineate the basic concepts in Business Letter Writing, Office Administration

#### பகுதி - அ

வணிக கடிதங்கள் - தேவை மற்றும் முக்கியத்துவம் - நோக்கங்கள் - அடிப்படை கூறுகள் கடித வகைகள் - வணிக கடிதங்கள் - பொது அமைப்பு - படிவங்கள்.

#### பகுதி - ஆ

வியாபாரக் கடிதங்கள் - முனைவு கடிதங்கள் மற்றும் விசாரனைகள் - விலைபுள்ளிகள் - ஆணையுறுகள் - ஆணை உறு நிறைவேற்றுதல்.

#### பகுதி- இ

வணிகவிசாரனை கடிதங்கள்- வியாபார விசாரனை - வங்கி விசாரனை - புகார்கள் - சரிகட்டல்கள் - நிலுவை தொகை நினைறுவுத்தல் - வசூல்செய்தல்.

#### பகுதி - ஈ

சுற்றுக் கடிதங்கள் - விற்பனைக் கடிதங்கள் - அரசுத் துறை சார்ந்த கடிதங்கள்- பொதுத் தேவை அமைப்பு கடிதங்கள்.

#### பகுதி - உ

வணிக கடிதங்கள் - காப்பீடு கடிதங்கள் - வேலை வேண்டும் கடிதம் அனுப்புதல் - விற்பனை குறித்து பத்திரிகை ஆசிரியர்கள் கடிதம் அனுப்புதல்.

#### பரிந்துரைக்கப்படும் புத்தகங்கள்:

1. வணிக தகவல் தொடர்பு- திரு. கதிரேசன் மற்றும் முனைவர் ராதா
2. வணிக தகவல் தொடர்பு- முனைவர் வி.எம். செல்வராஜ்
3. வணிகக் கடிதத் தொடர்பு- திரு எஸ். முத்தையா
4. வணிக கடிதங்கள்- முனைவர் ந . முருகேசன் மற்றும் திரு மனோகர்

**DEPARTMENT OF BUSINESS ADMINISTRATION****(2017-18 Onwards)**

<b>Year : I</b>	<b>Course Code : 17UBAC11</b>
<b>Semester : I</b>	<b>No. of Hrs. allotted : 6</b>
<b>Course Category : Core I</b>	<b>No. of Credits : 4</b>

**PRINCIPLES OF MANAGEMENT****Course Outcome:**

**CO1: To develop a basic understanding about the management concepts as well as of human in various managerial processes in organisation**

**UNIT I**

**Overview of Management – Meaning And Definition, Nature, Scope, Function, Importance of Management – Management Theories and Principles – Role of a Manager- Evolution of Management Through – Scientific Management of F.W. Taylor – Administrative Management of Henri Fayol - Human Relation of Elton Mayo – Modern Theory of Peter Drucker**

**UNIT II**

**Planning –Meaning and Definition – Nature, Objectives, Importance, Advantages ant limitations of planning- Planning Process – Types of Planes – Management BY Objective Strategies- Steps, Advantages and Limitations of MBO – Decision - Making - Meaning and definition , Features , Decision - making process – types of decision – Factors involved – Technique and Importance of decision - Making.**

**UNIT III**

**Organising – Meaning and Definition, nature and purpose of organising – Process and Importance of organising – Organizational sutures – significance – types , formal and Informal – Line and Staff authority – Departmentation - Span of control – Centralisation and Decentralisation – Delegation of Authority.**

**UNIT IV**

**Directing – Meaning, Nature, scope – Creativity and innovation – Morale and Motivation – Concept, nature, Importance- Motivation process – Types of Motivation – Motivational theories(Maslow’s Need Hierarchy Theory, Herzberg’s Two Factor Theory & McClelland’s Theory of Needs)- Motivational Techniques – Leadership - Meaning and Definition, nature, Importance – Leadership qualities – Leadership styles – Communication - Meaning , Importance, Need, Process and flow of communication – Communication Network – Methods of Communication – Barriers to Communication**

**UNIT V**

**Controlling – Importance, Principles, Characteristics – Steps in control – Process of Controlling – Types of Control – Requirements for effective control – Management By Exception**

**BOOKS FOR STUDY:**

- 1. Principles and practice of Management – R. S Gupta , B. D Sharma, N.S Bhalla (Kalyani Publishers, 2012)**
- 2. Principles of Management – G.K VijayaRaghavan and M. Siva kumar Lakshmi Publications, Chennai 2011**
- 3. Principles and practice of Management – R.S.N. Pillai & S.Kala , S.Chand Publication.**
- 4. Business Management - Dinkar Pagare – Sultan Chand & Sons**



<b>DEPARTMENT OF BUSINESS ADMINISTRATION (2017-18 Onwards)</b>	
<b>Year : I</b>	<b>Course Code : 17UBAC12</b>
<b>Semester : I</b>	<b>No. of Hrs. allotted : 6</b>
<b>Course Category : Core II</b>	<b>No. of Credits : 4</b>

### **Financial Accounting I**

#### **Course Outcomes:**

CO1:To facilitate the understanding of Accounting in general

CO2:To facilitate the understanding of accounting work of a higher order from the fundamentals of financial accounting to the advanced level.

CO3:To know the intermediate concepts for assets, liabilities and stakeholders' equity in a concise and clear manner

#### **UNIT I**

**Accounting Principles** – concepts and conventions – Double Entry System of Book keeping – Journals, Ledgers – Subsidiary Books – Trial Balance - preparation of Cash Book.

#### **UNIT II**

**Errors** – Classification and Types of Errors – Rectification of errors – Preparation of Suspense Account - **Bank Reconciliation Statement** – All models

#### **UNIT III**

**Bills of Exchange** – Trade and Accommodation bills - Renewals – Dishonour due to insolvency – Retiring and Rebate.

#### **UNIT IV**

**Consignment Accounts** – Invoicing goods at cost price – Proforma invoice price – Valuation of unsold stock – Loss of Stocks – Accounting treatment Normal Loss and Abnormal Loss. **Joint Venture Accounts** – Recording in individual venture's books – Recording in separate set of books.

#### **UNIT V**

**Preparation of Final Accounts** of a sole trading concern with adjustments.

#### **BOOKS RECOMMENDED**

1. Advanced Accountancy – R. L.Gupta & Radheswamy
2. Advanced Accountancy – Maheshwari & Maheshwar
3. Advanced Accountancy – M.A. Arulanandam and K. S. Raman
4. Advanced Accountancy – S.P. Jain and K.L. Narang
5. Advanced Accountancy – T.S. Reddy and A. Murthy

#### **BOOKS FOR REFERENCE**

1. Advanced Accountancy – M.C. Shukla and T.S. Grewal
2. Advanced accountancy – P.C. Tulsian

Note: The questions should be asked in the ratio of 60% for problems and 40% for theory

<b>DEPARTMENT OF BUSINESS ADMINISTRATION (2017-18 Onwards)</b>	
<b>Year : I</b>	<b>Course Code : 17UBA11</b>
<b>Semester : I</b>	<b>No. of Hrs. allotted : 6</b>
<b>Course Category : Allied I</b>	<b>No. of Credits : 4</b>

## **BUSINESS ECONOMICS**

### **Course Outcomes:**

**CO1: To familiarize the students with the basic concepts and tools in Economics.**

**CO2: To know the importance of economics in the real world**

### **Unit - I: Introduction**

Definition, nature and scope of managerial Economics - Economics and managerial Economics - Role and responsibilities of a managerial Economist - Objectives of a modern business firm

### **Unit - II: Demand Analysis**

Law of demand - Demand determinants - Demand distinctions - Elasticity of demand - types of elasticity of demand - measurement of elasticity of demand - factors determining elasticity of demand - uses of elasticity of demand

### **Unit - III: Demand or sales forecasting**

Meaning - factors involved in forecasting - importance - methods of forecasting - for an established product and a new product.

### **Unit - IV: Price Analysis**

Price determination under various market forms - Perfect competition, monopoly and monopolistic competition - Oligopoly ( features only ) Pricing policies - Pricing methods - Skimming pricing, penetration pricing - differential pricing - Product line pricing

### **Unit V: Profit Analysis**

Nature of profit - profit planning - Break even analysis - concepts, uses and limitations - profit forecasting.

### **Texts:**

- 1. Managerial Economics - Varshney & Maheswari ( Sultan Chard & Sons )**
- 2. Managerial Economics - Sankaran ( Margham )**
- 3. Managerial Economics - Cauvery, Sudhanayak, Girija, Meenabhai ( S.Chand & Co.,)**
- 4. Managerial Economics - Narayanan Nadar**

<b>DEPARTMENT OF BUSINESS ADMINISTRATION (2017-2018 Onwards )</b>	
<b>Year : I</b>	<b>Course Code : 17UBAN11</b>
<b>Semester : I</b>	<b>No. of Hrs . allotted : 2</b>
<b>Course Category : NME - I</b>	<b>No. of Credits : 2</b>

### **BUSINESS ADMINISTRATION**

#### **Course Outcome:**

**To enable the students to know and understand the basic principles of business**

#### **UNIT-I**

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

#### **UNIT-II**

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

#### **UNIT III**

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

#### **UNIT IV**

**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**

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

#### **BOOKS FOR REFERENCE:**

**Principles of Management – C.B. Gupta**

**Principles of Management – K.P. Ganesan**

**Principles of Management – L.M. Prasad**

DEPARTMENT OF BUSINESS ADMINISTRATION (2017-18 Onwards)	
Year : I	Course Code : 17UBAL21
Semester : II	No. of Hrs. allotted : 4
Course Category : Part -I	No. of Credits : 3

### அலுவலகமேலாண்மை

#### COURSE OUTCOMES:

CO1: To understand the nature and type of businesses and the procedures Managing them.

CO2: To help pursue higher education in Management, Commerce and appearing for the professional courses.

#### பகுதி- அ

அலுவலக மேலாண்மை இலக்கணம் - நவீன அலுவலகத்தின் அமைப்பு முறைகள். நவீன அலுவலகத்தின் செயல்பாடுகள் மற்றும் முக்கியத்துவம் - அலுவலக முறை மற்றும் நடவடிக்கைகள்- அதிகாரத்தைப் பரவலாக்குதல் - அலுவலக வல்லமை வகைகள் -அலுவலகத்தின் இடவசதி - பணிக்கு ஏற்ப சூழ்நிலை - பணியை எளிதாக்குதல்.

#### பகுதி - ஆ

கடித போக்குவரத்து மற்றும் பதிவேடுகளைப் பராமரித்தல் தபால்களைக் கையாளுதல் - அஞ்சல் துறையை அமைத்தல் - மையப்படுத்தப்பட்டப்பணி - உள் மற்றும் வெளி தொடர்பு வாய்மொழி தகவல் தொடர்பு மற்றும் எழுத்து முலம் தகவல் தொடர்பு - எழுத்து பணிகள் - அலுவலக அறைகள் வடிவைப்பு -தொடர்பு எழுதுப் பொருள்.

#### பகுதி - இ

கோப்பிடுதல் - கூறுகள் - அம்சங்கள் - வகைபடுத்துதல் - வரிசைபடுத்துதல் -முறைகள் - மையக் கோப்பீடு முறை - பரவலாக்கப்பட்ட கோப்பீடு.

#### பகுதி - ஈ

அலுவலக இயந்திரங்களும் சாதனங்களும் - பல்வேறு சாதனங்கள் - அடிப்படை கோட்பாடு - கணிப்பொறி மற்றும் புள்ளிவிபரம்.

#### பகுதி - உ

அலுவலக அறிக்கைகள் - அறிக்கைகள் - வகைகள், அமைப்பு மற்றும் - அலுவலக செயலாக்கம்.

பரிந்துரைக்கப்படும் புத்தகம்:

1. அலுவலகமேலாண்மை - டாக்டர். ஞாதா

<b>DEPARTMENT OF BUSINESS ADMINISTRATION (2017-18 Onwards)</b>	
<b>Year : I</b>	<b>Course Code : 17UBAC21</b>
<b>Semester : II</b>	<b>No. of Hrs. allotted : 6</b>
<b>Course Category : CORE III</b>	<b>No. of Credits : 4</b>

### **BUSINESS ENVIRONMENT**

#### **Course Outcome:**

**CO1: To impart a basic knowledge in business strategies, problems and analyse the environmental factors.**

#### **Unit – I**

**Meaning and Importance of the Study of business Environment – External Factor Affecting Business – Economic, Political, Legal, Social, Competitive, Ecological and Technological Factors, SWOT Analysis.**

#### **Unit II**

**Industry – Introduction – Industrial Development under the Plans – Importance of Industries in Economic Development of India – Trends in Industrial Production in India – Present Status of Industrial Production – Problems of Industrial Development in India.**

#### **UNIT III**

**Industrial Sickness – Definition – Causes - Sick Industrial Companies ( Special Provisions) Act. 1985 – BIFR – Reference to BIFR – Inquiries and Schemes.**

#### **UNIT IV**

**Small Scale Sector – Definition – Problems of Small Scale Industries - Incentives to Small Scale Sector – Industrial Sickness in Small Scale Sector.**

#### **UNIT V**

**Consumer Protection Act, 1986 – Consumer Rights – Social Responsibility of business – Dimensions of Social Responsibility Arguments for and Against Social Responsibility of Business – Social Audit.**

#### **Books for Study:**

- 1. Business Environment – Francis Cherunilam**
- 2. Business Environment – Rosy Joshi/ Sangam Kapoor**
- 3. Business Environment – V.Alagappan & K. Chidambaram.**
- 4. Business Environment – S. Sankaran**
- 5. Business Environment – K. Aswathappa.**
- 6. Business Environment – Shaikh Saleem.**

<b>DEPARTMENT OF BUSINESS ADMINISTRATION (2017-18 Onwards)</b>	
<b>Year : I</b>	<b>Course Code : 17UBAC22</b>
<b>Semester : II</b>	<b>No. of Hrs. allotted : 6</b>
<b>Course Category : Core IV</b>	<b>No. of Credits : 4</b>

## **FINANCIAL ACCOUNTING II**

### **Course Outcomes:**

**CO1: To facilitate the understanding of Accounting in general**

**CO2: To cover the understanding of accounting work of a higher order from the fundamentals of financial accounting to the advanced level.**

**CO3: To know the intermediate concepts for assets, liabilities and stakeholders' equity in a concise and clear manner**

**CO4: To develop skill related problem solving and critical thinking**

### **UNIT I**

**Average due date – Calculation of due date based on holidays intervention- Interest calculation.**

**Account Current – Methods of calculation of interest-product method - Red Ink Interest method– Epoque method – Periodic Balance Method.**

### **UNIT II**

**Preparation of Receipts and Payments Account, Income and Expenditure Account and Balance Sheet of Non-trading organisations**

### **UNIT III**

**Single Entry System Or Accounts From Incomplete Records – Statement of Affairs Methods – Conversion method**

### **UNIT IV**

**Depreciation Accounting – Depreciation – Concept – Causes – Need – Basic Factor – Methods – Straight Line – Written Down Value – Annuity – Depreciation Fund – Insurance Policy Method – Revaluation Method – Depletion Method**

### **UNIT V**

**Self-balancing system – meaning – procedure – Self Balancing journal entries – self balancing ledgers – transfer from one ledger to another.**

### **BOOKS RECOMMENDED**

- 1. Advanced Accountancy – R. L.Gupta & Radheswamy -**
- 2. Advanced Accountancy –Maheshwari & Maheshwar**
- 3. Advanced Accountancy – M.A. Arulanandam and K. S. Raman**

### **BOOKS FOR REFERENCE**

- 1.Advanced Accountancy – M.C. Shukla and T.S. Grewal**
- 2.Advanced accountancy – P.C. Tulsian**

**Note: The questions should be asked in the ratio of 60% for problems and 40% for theory**

**DEPARTMENT OF BUSINESS ADMINISTRATION  
(2017-18 Onwards)**

<b>Year : I</b>	<b>Course Code : 17UBAA21</b>
<b>Semester : II</b>	<b>No. of Hrs. allotted : 6</b>
<b>Course Category: Allied II</b>	<b>No. of Credits : 4</b>

**ECONOMIC DEVELOPMENT OF INDIA**

**Course Outcomes:**

**CO1: To familiarize the students with the basic concepts and tools in Economics.**

**CO2: To know the importance of economics in the real world**

**Unit-I : Features of Indian Economy**

**Characteristics – Under Developed or Developing Economy – India as a Mixed Economy – Population in India – Causes, Consequences and Control. Capital Formation in India – Causes for Low rate of Capital Formation – Importance of Foreign Capital (FDI)**

**Unit-II : Agricultural Sector**

**Role of Agriculture in Indian Economy – Causes for Low Agricultural Productivity, Green Revolution – Nature and Effects – Food Security – Agricultural Price Policy.**

**Unit-III : Industrial Sector**

**Industrial Policy – Industrial Policy of 1991 – Micro, Small and Medium Enterprises – Role of Small Scale and Cottage Industries in Indian Economy – Problems – Government Measures – Industrial Finance – IFC, SFC, IDBI, ICICI**

**Unit-IV : Banking Sector**

**Commercial Banks and Economic Development – RBI and Economic Development – India's Foreign Trade – Composition – Pattern and Direction of India's Exports and Imports – Export Promotion Measures – EXIM Bank and It's Role.**

**Unit-V : Planning**

**India's Five Year Plans – Objectives – Achievements and Failures – Anti-Poverty Measures – Employment Generation Schemes – Trends in the Growth of National Income.**

**Text Books:-**

- 1. Indian Economy – Dutt and Sundharam (S. Chand & Co.,)**
- 2. Indian Economic Problems – Misra and Puri (Himalaya Publishing House)**
- 3. The Indian Economy – Dhingra (Sultan Chand)**

**References:-**

- 1. Indian Economy – Dutt and Sundharam (S. Chand & Co.,)**  
**Indian Economic Problems – Misra and Puri (Himalaya Publishing House)**

DEPARTMENT OF BUSINESS ADMINISTRATION (2017-2018 Batch Onwards )	
Year : I	Course Code : 17UBAN21
Semester : II	No. of Hrs . allotted : 2
Course Category : NME –II	No. of Credits : 2

### **CUSTOMER RELATIONSHIP MANAGEMENT**

#### **Course Outcome:**

To give formal instructions and training to students to be future managers of the Event Industry. So that, they technical proficiency to effectively adjust, grow and excel in the field of Event Management.

#### **UNIT - I**

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

#### **UNIT-II**

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

#### **UNIT-III**

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

#### **UNIT-IV**

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

#### **UNIT-V**

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

#### **Books Recommended**

- 1.Alexis Leon,2005,ERP,TataMc Graw Hill Publication company,Ltd,NewDelhi.
- 2.Graham Roberts,Phillips, 2003,Crm, VivaBook Pvt Ltd.,Chennai



DEPARTMENT OF BUSINESS ADMINISTRATION (2017-2018 Batch Onwards )	
Year : II	Course Code : 17UBAC31
Semester : III	No. of Hrs . allotted : 4
Course Category : CORE V	No. of Credits : 3

### BUSINESS LAW I

#### Course Outcome:

To Enable the Students to Gain Basic Knowledge of Law Relating to Contracts, Bailment, Contract of Indemnity, Agency, Sale of Goods and Partnership

#### UNIT 1

Business Law – Definition –Importance- Sources of Business Law – Contracts -Definition – Essentials of Valid Contract – Classification of Contract – Difference Between Valid, Void, Voidable and Illegal Contract - Offer and Acceptance- Definition, Kind, Essentials of Valid Contract- Consideration - Definition, Legal Rules- Principles of Equity – Capacity of Parties- Capacity to Contract – Reason for Incapacity - Law Relating to Contract by Minor – Free Consent – Definition, Mistake – Kinds - Coercion -Undue Influence – Essential- Misrepresentation , Fraud - Differences.

#### UNIT 2

Performance of Contract – Tender – Kinds of Tender - Rules Regarding Time and Place of Contract - Reciprocal promises- Rules - Assignment of Contracts - Place of a Contract – Methods of Discharges - Contracts by Impossibility of Performance – Anticipatory Breach of Contract - Frustration of Contract - Remedies for Breach of Contract Quasi Contract - Definition, Nature, Kind and Type.

#### UNIT 3

Contract of Indemnity & Guarantee – Definition, Features – Indemnity - Definition, Rights of Indemnity Holder- Contract of Guarantee – Definition Essential- Differences Between Indemnity and Guarantee Contract - Continuing Guarantee - Revocation - Surety - Liability Right against The Principal Debtor & Creditor and Co-Sureties - Surety Discharged From Liability – Revocation- Bailment- Definition – Characteristics, Kinds, Difference Between Sale and Bailment- Duties of Liabilities of a Bailor, Bailee - Bailee's Right in Respect of Lien - Conditions- Difference Between General Lien and Particular Lien - Pledge – Definition – Essentials, Difference Between Pledge and Bailment- Right of Pawnee, Pawnor – Right and Obligations of a Finder of Goods.

#### UNIT 4

Contract of Agency - Definitions of Agent, Principal, Methods of Creating Agency- Ratification- Essentials – Sub-Agent and Substituted Agent, Right and Duties of an Agent – Exception For Liable to Third Parties.

#### UNIT 5

The Law of Sale of Goods-Definitions, Difference between Sale and Agreement to Sale- Conditions and Warranty - Difference Between Conditions and Warranties - Implied Conditions and Warranties laid down by The Indian Sale of Goods Act – Doctrine of Caveat Emptor – Delivery – Meaning, Modes, Rules Regarding Delivery of Goods – Provisions Regarding Passing of Property - Rules in Regard to Passing of Property - General Rule Regarding Passing of Title Subject to Exceptions - Unpaid seller Rights – Auction Sales - Meaning, Kinds, Implied Conditions and Warranties on Auction Sale – Remedies Against the Seller for Breach of Contract.

#### BOOKS FOR STUDY:

1. Elements of Mercantile Law – N.D.Kapoor
  2. Business Law – R.S.N. Pillai & Bagawathi
- Mercantile Law – M.C.Kuchal , Business Law – M.R. Sreenivasan

#### BOOKS FOR REFERENCE:

1. Hand Book of Mercantile Law – E.Venkatesan
2. Business law – Shukla & Saxena
3. Business law – N.D.Kapoor
4. Business and Industrial law – M.C. Kuchal

DEPARTMENT OF BUSINESS ADMINISTRATION (2017-2018 Batch Onwards )	
Year : II	Course Code : 17UBAC32
Semester : III	No. of Hrs . allotted : 4
Course Category : CORE VI	No. of Credits : 3

### **Entrepreneurship Development**

#### **Course Outcomes:**

**CO1: To introduce the field of entrepreneurship**

**CO2: To make the learners aware of Government support to entrepreneurs**

**CO3: To motivate learners to become entrepreneurs**

#### **UNIT I**

**Entrepreneurship - meaning - importance – Entrepreneur – types – qualities of entrepreneurs – role of entrepreneurs in economic development.**

#### **UNIT II**

**Factors affecting entrepreneurial growth – economic - social - cultural – personality – psychological and sociological factors – theory of need achievement.**

#### **UNIT III**

**Institutional support to entrepreneurs – EDIT – NAYE – NIESBUD – NISIET – KVIC – DIC – Industrial Estate – SEZ.**

#### **UNIT IV**

**Starting of a new venture – search for a business idea – sources of business idea – Idea processing and selection.**

#### **UNIT V**

**Project report – meaning – contents – preparation of project report.**

#### **BOOKS RECOMMENDED**

- |  |   |
|--|---|
| 1. Fundamentals of Entrepreneurship and Small Business | – Renu Arora & S.K. Sood                            |
| 2. Entrepreneurship Development                        | -- Jose Oaykm Ajithkumar & Paul.T. Paul.T. Mampilly |
| 3. Entrepreneurship Development                        | -- Jayshree Suresh                                  |
| 4. Entrepreneurship Development                        | -- E. Gordon, K. Natarajan                          |
| 5. Entrepreneurship Development                        | -- L. Rengarajan                                    |

#### **BOOKS FOR REFERENCE**

- |                                       |                      |
|---------------------------------------|----------------------|
| 1. Entrepreneurship Development       | -- P. Saravanavel    |
| Entrepreneurship Development in India | -- Gupta, Srinivasan |

<b>DEPARTMENT OF BUSINESS ADMINISTRATION (2017-18 Onwards)</b>	
<b>Year : II</b>	<b>Course Code : 17UBAC33</b>
<b>Semester : III</b>	<b>No. of Hrs. allotted : 5</b>
<b>Course Category : CORE VII</b>	<b>No. of Credits : 4</b>

## **Cost Accounting**

**Course outcomes:**

**CO1: To impart the learners the knowledge of cost accounting principles**

**CO2: To enable the learners to ascertain and control material, labour and overhead costs**

**CO3: To enable the learners to be familiar with the process costing method**

### **UNIT I**

**Cost Accounting – Meaning – Objectives – Importance – Advantages – Cost Accounting Vs Financial Accounting – Cost Accounting Vs Management Accounting – Classification and elements of Cost –Preparation of Cost Sheet.**

### **UNIT II**

**Materials – Purchase of material – Purchase Procedure – Store keeping – Different levels of stock – Material Issue procedure – Labour – Control of Labour Cost – Methods of Remunerating Labour – Incentive Wage Plans – Chargeable expenses – Meaning and examples.**

### **UNIT III**

**Overheads – Meaning – Classification – Allocation – Apportionment – Absorption – (Simple Problems only)**

### **UNIT IV**

**Methods of Costing – Job Costing – Contract Costing – Process Costing – abnormal loss – Process Accounts (Simple Problems only).**

### **UNIT V**

**Reconciliation of Cost and Financial Accounting – Reasons – Procedure for reconciliation.**

### **BOOKS RECOMMENDED**

- 1. R.S.N.Pillai & V.Bagavathi - Cost Accounting, S. Chand & Company Ltd., New Delhi.**
- 2. S.P. Jain &K.L. Narang - Cost Accounting Principles and Practice, Kalyani Publishers, New Delhi.- Reconciliation of cost and Financial books.**
- 3 S. N. Maheswari - Cost Accounting — Sultan Chand & Sons, New Delhi.**
- 4 S. P. Iyengar - Cost Accounting – Sultan Chand & Sons, New Delhi**

<b>DEPARTMENT OF BUSINESS ADMINISTRATION (2017-2018 Batch Onwards )</b>	
<b>Year : II</b>	<b>Course Code : 17UBAC34</b>
<b>Semester : III</b>	<b>No. of Hrs . allotted : 5</b>
<b>Course Category : CORE VIII</b>	<b>No. of Credits : 3</b>

### **COMPUTER APPLICATIONS IN BUSINESS I**

#### **Course Outcome:**

Computer Applications is a *course* designed to teach students how to use the computer as a business and personal tool through the use of applications software.

**UNIT-I** Introduction to computers – Generation of computers – Classification of computers –Types of Computers – overview of computer system.

**UNIT-II** Operating system concepts – System software and Application Software – Function of Operating system – DOS internal commands – DOS external command.

**UNIT-III** WINDOWS-XP – Introduction to Windows XP – Features – Basic Components – Windows Explorer – Internet Explorer – Control Panel – Shortcut – Briefcase.

**UNIT-IV** MS-WORD – Introduction to Word Processing and MS WORD – Creating Word documents – Copying and Moving text – Creating Tables and Working with Tables – Mail Merge.

#### **UNIT-V**

MS-EXCEL – Introduction to Spread Sheet – Components of EXCEL – Building Worksheet and Entering data in Worksheet – Functions in Excel – Database in EXCEL – Graphs and Charts – Types of Charts – Elements of a Chart – Creating a Chart.

#### **Reference Books :**

1. Fundamentals of Computer: V. Rajaraman, Prentice Hall of India
2. Fundamentals of Computer: P.K. Sinha

<b>DEPARTMENT OF BUSINESS ADMINISTRATION (2017-2018 Onwards )</b>	
<b>Year : II</b>	<b>Course Code : 17UBAC35</b>
<b>Semester : III</b>	<b>No. of Hrs . allotted : 4</b>
<b>Course Category : CORE IX</b>	<b>No. of Credits : 3</b>

### **ORGANIZATIONAL BEHAVIOUR**

#### **Course Outcomes:**

**It enables the students to understand the individual's contribution to organisational behaviour and performance by recognizing the importance of personality, perception, Attitudes and learning.**

#### **UNIT-I**

**Organisational Behaviour – Definition – Features – Various approaches – Process and Models of Organisational Behaviour.**

#### **UNIT-II**

**Group Dynamics – Definition – Types of groups – Group norms – Group cohesiveness – Five stages of group development – Group decision making – Types – Steps – Techniques.**

#### **UNIT-III**

**Definition of Motivation – Nature of Motivation – Importance – Techniques - Types of Motivation – Conflict Management.**

#### **UNIT-IV**

**Stress Management – Meaning and definition – Nature of Stress – Source – Coping strategies for Stress – Individual and Organization approaches.**

#### **UNIT-V**

**Meaning of Change – Types of Changes – Meaning and definition of Organizational development – Characteristics – Need – benefits – Steps in Organization Development.**

#### **Reference Books :**

- 1. Organisational Behaviour, C.M. Prasad, Sultan Chand & Sons  
Organisational Behaviour, Dr. P. Sekar**

<b>DEPARTMENT OF BUSINESS ADMINISTRATION (2017-18 Onwards)</b>	
<b>Year : II</b>	<b>Course Code : 17UBAA31</b>
<b>Semester : III</b>	<b>No. of Hrs. allotted : 6</b>
<b>Course Category : ALLIED III</b>	<b>No. of Credits : 3</b>

### **BUSINESS STATISTICS**

#### **Course Outcomes:**

**CO1: To enable the learners understand the basic concepts in Statistics**

**CO2: To develop skills of the learners in data collection, sampling, classification and tabulation**

**CO3: To train the learners in applying Statistical tools such as Correlation, Regression and Time Series**

#### **UNIT I**

**Statistics – Meaning – Functions – Importance – Limitations – Data collection – Sources – Primary – Secondary – Techniques – Census – Sampling – Classification – Presentation – Tabulation - Diagrammatic – Graphic.**

#### **UNIT II**

**Arithmetic Mean – Combined Mean – Median – Mode – Geometric Mean – Harmonic Mean.**

**Range – Quartile deviation – Mean deviation - Standard Deviation – Combined standard deviation - Coefficient of variation. Skewness – Methods of studying skewness – Karl Pearson's co-efficient of skewness – Bowley's co-efficient of skewness.**

#### **UNIT III**

**Correlation – Methods of studying correlation – Scatter diagram – Graphic method – Karl Pearson's co-efficient of correlation, Rank Correlation - Concurrent Deviation method.**

**Regression analysis – Regression line – Regression equations – Least square method – Deviations taken from actual mean and assumed mean method.**

#### **UNIT IV**

**Analysis of Time series – components – Methods of determining trend – Graphic – Semi-average – Moving average – Least square – Seasonal Variations – method of simple average only.**

#### **UNIT V**

**Index numbers – Types – Tests – Consumer Price Index**

#### **BOOKS RECOMMENDED**

- 1. Statistics – R.S.N. Pillai and Bhagawathi – Statistics**
- 2. Statistical Methods – S.P. Gupta**

<b>DEPARTMENT OF BUSINESS ADMINISTRATION (2017-2018 Batch Onwards )</b>	
<b>Year : II</b>	<b>Course Code : 17UBAS31</b>
<b>Semester : III</b>	<b>No. of Hrs . allotted : 2</b>
<b>Course Category : SBS - I</b>	<b>No. of Credits : 2</b>

### **PERSONALITY DEVELOPMENT**

#### **Course Outcomes:**

**CO1: To help students understand the concept of all round development of personality.**

**CO2: To help students develop physically, mentally, emotionally intellectually and spiritually.**

#### **UNIT-I**

**Personality - Meaning and definition– Determinants of Personality- Theories of Personality- Personality Development.**

#### **UNIT-II**

**Understanding Individual Behaviour ; Factors influencing individual behavior – Models of Man.**

#### **UNIT-III**

**Physical exercise - Importance, Asanas , Yoga and Meditation.**

#### **UNIT-IV**

**Attitude- Nature of attitudes, stereotypes and prejudices, formation of attitudes and attitude change.**

#### **UNIT-V**

**Personality traits – Perception – Factors influencing perceptual set – Perceptual errors and distortion.**

#### **Reference Books :**

- 1. Organisational Behaviour, L.M. Prasad**
- 2. Personality Development, Dr. T. Bharath & E.G. Parameswaran**

<b>DEPARTMENT OF BUSINESS ADMINISTRATION (2017-2018 Onwards )</b>	
<b>Year : II</b>	<b>Course Code : 17UBAC41</b>
<b>Semester : IV</b>	<b>No. of Hrs . allotted : 5</b>
<b>Course Category : CORE X</b>	<b>No. of Credits : 4</b>

### **BUSINESS LAW II**

#### **Course Outcome:**

This course provides an overview of the laws that shape the way business is carried on, the manner in which contracts are made and enforced by law.

#### **UNIT-I**

Factories Act, 1948 – Inspecting Staff – Health-Safety – Welfare – Working Houses of Adults – Industrial Disputes Act – Grievance Settlements – Tribunal – Retreatment – Penalties.

#### **UNIT-II**

Industrial Employment Act, 1946 & Trade Unions Act, 1926 – Standing Orders – Trade Union – Amalgamation and Dissolution.

#### **UNIT-III**

Payment of Wages Act – Inspectors – Advisory Boards – Payment of Gratuity – Employees Provident Fund Scheme – Pension Scheme – Insurance Scheme.

#### **UNIT-IV**

Workmen's compensation Act 1923, Amount of compension – Distribution of compension – Enforcement of Act.

#### **UNIT V**

Payment of Bonus Act – Meaning, Definition – Eligibility for Bonus – Disqualification for bonus – Consumer Protection Act.

#### **Reference Books :**

1. Elements of mercantile law – N.D. Kapoor Sultan Chand & son's
2. Indian Mercantile Laws, Davar



<b>DEPARTMENT OF BUSINESS ADMINISTRATION (2017-2018 Onwards )</b>	
<b>Year : II</b>	<b>Course Code : 17UBAC42</b>
<b>Semester : IV</b>	<b>No. of Hrs . allotted : 5</b>
<b>Course : CORE XI</b>	<b>No. of Credits : 4</b>

### **CONSUMER BEHAVIOUR**

#### **Course Outcomes:**

**On successful completion of the course the students should have:**

**CO1: Understood consumer motivation and perception**

**CO2: Learnt consumer learning and attitude**

**CO3: Learnt consumer decision making**

#### **UNIT – I**

**Introduction - Consumer Behaviour – definition - scope of consumer behaviour –**

**Discipline of consumer behaviour – Customer Value Satisfaction – Retention – Marketing ethics.**

#### **UNIT – II**

**Consumer research – Paradigms – The process of consumer research – consumer motivation – dynamics – types – measurement of motives – consumer perception.**

#### **UNIT – III**

**Consumer Learning – Behavioural learning theories – Measures of consumer learning – Consumer attitude – formation – Strategies for attitude change.**

#### **UNIT – IV**

**Social Class and Consumer Behaviour – Life style Profiles of consumer classes – Cross Cultural Customers Behaviour Strategies.**

#### **UNIT – V**

**Consumer Decision Making – Opinion Leadership – Dynamics – Types of consumer-Decision making – A Model of Consumer Decision Making**

#### **REFERENCE BOOKS:**

- **Leon G. Schiffman and Leslie Lazar Kanuk, Consumer Behaviour, Prentice – Hall of India, Sixth Edition, 1998.**
- **Paul Green Berg – Customer Relationship Management – Tata Mc Graw Hill , 2002**
- **Barry Berman and Joel R Evans – Retail Management – A Strategic Approach- Prentice Hall of India, Tenth Edition, 2006**

**DEPARTMENT OF BUSINESS ADMINISTRATION  
(2017-18 Onwards)**

<b>Year : II</b>	<b>Course Code : 17UBAC43</b>
<b>Semester : IV</b>	<b>No. of Hrs. allotted : 6</b>
<b>Course Category : CORE XII</b>	<b>No. of Credits : 4</b>

**PRINCIPLES OF MANAGEMENT ACCOUNTING**

**Course Outcomes:**

**CO1: To impart the learners the basic knowledge of Management Accounting**

**CO2: To enable the learners to acquire skills analyzing and interpreting financial statements**

**CO3: To impart the learners the knowledge on the tools used in Management Accounting**

**UNIT I**

**Management Accounting – Meaning – Concept , Function, Role– Scope – Objectives & Limitations –Management Accounting Vs Financial Accounting –Management accounting Vs Cost Accounting \_ Tools and Techniques of Management accounting – The emerging pattern – Management Information System.**

**Analysis and Interpretation of Financial Statements – Concept, Nature, Importance and Limitations of Financial Statements – Types of Financial Analysis – Methods and Device used in analysing financial statements – Comparative Financial statement – Common Size Statement – Trend Analysis.**

**UNIT II**

**Ratio Analysis – Meaning - Nature, interpretation and classification of ratios – Computation of Ratios – Liquidity, Solvency and Profitability.**

**Funds Flow Statement – Cash Flow Statement as per AS3 (simple problems only).**

**UNIT – III**

**Marginal Costing and Break Even Analysis – Profit Planning – Cost Volume Profit Analysis (excluding Income determination under Absorption costing, and Application of marginal costing for managerial decision)**

**UNIT IV**

**Budget and Budgetary Control – Meaning – Concept, Objectives, Advantages and Limitation of Budgets and Budgetary controls – Classification and Preparation of Budgets –Sales Budget, selling and distribution overhead budget, Production Budget, Raw Materials and Raw Materials Procurement Budget - Cash Budget and Flexible Budget.**

**UNIT – V**

**Standard Costing – Meaning, Concept and Essentials for an effective system of Standard Costing – Variance Analysis – Classification of Variances ( Material and Labour Variances only)**

**BOOKS RECOMMENDED**

- 1. S.N.Maheswari – Management Accounting , Sultan Chand & Company.**
- 2. Khan & Jain – Theory and problems of management Accounting-TMH.**
- 3. Management Accounting – Ravi. M. Kishore, Taxman Allied Services Pvt. Ltd – 2010.**
- 4. Management Accounting - Shashi K. Gupta, R.K. Sharma, Anuj Gupta, Kalyani Publishers, 2014.**

<b>DEPARTMENT OF BUSINESS ADMINISTRATION (2017-2018 Batch Onwards )</b>	
<b>Year : II</b>	<b>Subject Code : 17UBAC44</b>
<b>Semester : IV</b>	<b>No. of Hrs . allotted : 6</b>
<b>Course Category: CORE XIII</b>	<b>No. of Credits : 4</b>

### **COMPUTER APPLICATIONS IN BUSINESS - II**

#### **Course Outcome:**

To enable the students to acquire basic knowledge in the fundamentals of computers and its applications in the various areas of business.

#### **UNIT-I**

**MS-Power Point – Meaning and Features – Presentation – Inserting – Running.**

#### **UNIT-II**

**MS ACCESS – Introduction to Access and Database – Creating tables – data types – Creating Forms – Creating queries – Types of queries – Creating reports.**

#### **UNIT-III**

**Introduction to Internet – History of Internet – Uses and advantages of Internet – Connection of Internet – WWW – Web Pages – Email and Voicemail.**

#### **UNIT-IV**

**E-Commerce – Introduction, definition – Nature and Scope of E-Commerce – E-Commerce Models.**

#### **UNIT-V**

**Electronic Payment Systems – Types – Electronic Fund Transfer – Smart Cards and Debit Cards on Internet – Electronic Data Interchange – Value Added Networks.**

#### **Reference Books :**

- 1. MICROSOFT OFFICE: Ginicourter and Annette Marquis, BPB Publications, New Delhi**
- 2. MICROSOFT OFFICE FOR WINDOWS: Steve Sagman, Peach pit Press.**

<b>DEPARTMENT OF BUSINESS ADMINISTRATION 2017-18 Onwards</b>	
<b>Year : II</b>	<b>Course Code : 17UBAA41</b>
<b>Semester : IV</b>	<b>No. of Hrs. allotted : 6</b>
<b>Course Code : ALLIED IV</b>	<b>No. of Credits : 3</b>

### **BUSINESS MATHEMATICS**

#### **Course Outcomes:**

**CO1: To make learners understand the application of mathematics in business**

**CO2: To make the learners understand Set theory, Indices and Logarithms**

**CO3: To enable the learners to develop skills in Commercial arithmetic, calculus, integration and matrices**

#### **UNIT I**

**Elements of Set theory – Definition – Symbols – Roster method and Rule method – Types of sets- Union and Intersection – Sub sets – Complements – Difference of two sets – Family of sets – Venn Diagram – De- Morgan's law.**

#### **UNIT II**

**Indices – Positive – Fractional – Operation with power function. Logarithms – Definition – Exponential forms – Laws of logarithms – Change of base – Formula – Common logarithms and natural logarithms – Characteristics and mantissa – Rules to write – Practical problems.**

#### **UNIT III**

**Commercial Arithmetic – Interest – Simple – Compound – Normal rate – Effective rate – Depreciation – Present value – Discounting of bills – Face value of bills - Banker's discount – Banker's gain – Normal due date – Legal due date – Calculation of period for banker's discount and true discount. Mathematics for competitive examinations- time and work, time and distance and time and speed- clock problems- finding the day.**

#### **UNIT IV**

**Differential calculus (excluding trigonometric functions) – Rules – Sum rule – Product rule – Quotient rule, function of a function rule (Simple problems only) – Maxima and Minima (Single variable cases)- Methods of integral calculus – Rules (Excluding integration by parts of Fractions) – Simple problems only.**

#### **UNIT V**

**Determinants – Properties – Product – Matrices – Types – Addition – Multiplication – Matrix Inversion – Solving a system of equation using matrix inversion – Rank of matrix – Testing consistency of equations.**

#### **BOOKS RECOMMENDED**

- 1. Business Mathematics – D.C. Sancheti and V.K. Kapoor**
- 2. Business Mathematics – M.Manoharan & C.Elango**
- 3. Business Mathematics – P.R. Vittal**
- 4. Business Mathematics – B.M. Aggarwal**

#### **BOOKS FOR REFERENCE**

- 1. Business Mathematics – V.K. Kapoor**

<b>DEPARTMENT OF BUSINESS ADMINISTRATION (2017-2018 Onwards )</b>	
<b>Year : II</b>	<b>Course Code : 17UBAS41</b>
<b>Semester : IV</b>	<b>No. of Hrs . allotted : 2</b>
<b>Course Category : SBS - II</b>	<b>No. of Credits : 2</b>

### **COMMUNICATIVE SKILLS**

#### **Course Outcomes:**

**CO1: To enable the learners communicate effectively and grammatically**

**CO2: To enable the learners develop oral and written communicative skills**

**UNIT I: Introductory Grammar- Parts of Sentences/Speech- Noun, Adjective, Pronoun, Verb, Adverb,**

**Preposition, Conjunction, Interjection- Active Voice and Passive Voice**

**UNIT II: Introductory Grammar -Tenses and its kinds, Degrees of Comparison, Direct and Indirect speech**

**UNIT III: Communication- Characteristics, limitations, barriers- listening skills, Presentation skills and e-Communication.**

**UNIT IV: Writing Skills- Preparation of CVs (Application for jobs)- Official letters- Circular, Agenda, Notice, preparation of reports**

**UNIT V: Business Communication- Letter to vendors, offers, quotation, status enquiry, orders, cancellation of orders, complaints and adjustments.**

#### **Books Recommended**

- 1. 'High school Grammar & Composition' –Wren and Martin S.Chand & Company  
(or any other standard book on English Grammar)**
- 2. 'Business Communication'- J.P.Parik, Anshu Surve, Swarnbharati, Asma Bahrainwala-  
(Orient Black Swan)**
- 3. Nilanjana Gupta,' Communicative with Confidence', Anthem Press**
- 4. V.Shyamala, 'Effective English Communication for you', Emerald Publisher**

<b>DEPARTMENT OF BUSINESS ADMINISTRATION (2017-2018 Batch Onwards )</b>	
<b>Year : III</b>	<b>Course Code : 17UBAC51</b>
<b>Semester : V</b>	<b>No. of Hrs . allotted : 5</b>
<b>Course Category : CORE XIV</b>	<b>No. of Credits : 4</b>

### **PRODUCTION AND OPERATIONS MANAGEMENT**

#### **Course Outcomes:**

**Upon completing this course, students should be able to:**

**CO1: understand the strategic role of operations management in creating and enhancing a firm's competitive advantages**

**CO2: understand the interdependence of the operations function with the other key functional areas of a firm**

#### **UNIT-I**

**Operation Management – Definition – Importance – Functions – Advantages – Production Systems – Process – Product – Continuous – batch – job order operating – Scheduling, routing Procedures – PERT- CPM.**

#### **UNIT-II**

**Plant location – Factors affecting plant location – Plant layout – Types of layout.**

#### **UNIT-III**

**Plant Maintenance – Merits and demerits – Production Planning and Control – Objectives – Work study – Method study and work measurement.**

#### **UNIT-IV**

**Stores – Stores Organization – Inventory Control Techniques – ABC Analysis – Productivity improvement – Operations Strategy.**

#### **UNIT-V**

**Material handling – Objectives – Principles – Equipments – Quality Control – Control Charts – Value Analysis and Waste Control.**

#### **Reference Books:**

- 1. Production and Operations Management, Dr. B.S. Goel**
- 2. Production Management, Elwood Buffa**
- 3. Integrated Materials Management, Gopalakrishnan**

<b>DEPARTMENT OF BUSINESS ADMINISTRATION (2017-18 Onwards)</b>	
<b>Year : III</b>	<b>Course Code : 17UBAC52</b>
<b>Semester : V</b>	<b>No. of Hrs. allotted : 4</b>
<b>Course Category : CORE XV</b>	<b>No. of Credits : 4</b>

### **MARKETING MANAGEMENT**

#### **Course Outcomes:**

**CO1: To impart the learners the concept and basic principles of Marketing**

**CO2: To make the learners to understand the importance of branding and packaging**

**CO3: To make the learners to understand the channels of distribution and Advertising**

#### **UNIT I**

**Definition and Meaning of Marketing – Modern Concept of Marketing – Functions of Marketing– Marketing Management – Meaning and Importance – Marketing Mix**

#### **UNIT II**

**Market Segmentation – Bases – products-classification and New Product – Product Diversification, Modification and Elimination – Product Life Cycle (PLC)**

#### **UNIT III**

**Branding – Brand loyalty – Packaging – Pricing: Meaning and objectives – Methods of pricing.**

#### **UNIT IV**

**Channels of distribution – Meaning and importance – Factors determining choice of channel- functions of wholesalers and retailers.**

#### **UNIT V**

**Advertising – Meaning and types – criticism against advertising – personnel selling – objectives and importance.**

#### **BOOKS RECOMMENDED**

- 1. Modern Marketing - R. S. N. Pillai**
- 2. Marketing - Rajan Nair**
- 3. Marketing Management - Sherlekar**

<b>DEPARTMENT OF BUSINESS ADMINISTRATION (2017-18 Onwards)</b>	
<b>Year : III</b>	<b>Course Code : 17UBAC53</b>
<b>Semester : V</b>	<b>No. of Hrs. allotted : 4</b>
<b>Course Category : CORE XVI</b>	<b>No. of Credits : 4</b>

### **HUMAN RESOURCE MANAGEMENT**

#### **Course Outcomes:**

**CO1: To introduce the concept of HRM to learners**

**CO2: To impart the learners the knowledge of recruitment, selection, training and development of Human Resource**

**CO3: To enable the learners understand the latest developments in field of HRM**

#### **UNIT I**

**Introduction to HRM – Meaning – Objectives – Significance – Functions – Evolution and Development of HRM – Human Resource Planning – HRP at Different levels – Process of Human Resource Planning.**

#### **UNIT II**

**Recruitment – Sources and Techniques of Recruitment – Selection Procedure – Tests – Interviews – Placement – Induction – Employee Training , Importance, methods of Training.**

#### **UNIT III**

**Performance Appraisal –Managerial Appraisal – Essentials of effective appraisal system.**

#### **UNIT IV**

**Career Planning - Succession Planning – Concept – Career Planning Process - Job Evaluation Objectives, procedure, Advantages, Methods of Job Evaluation – Essentials of Job Evaluation Programme.**

#### **UNIT V**

**Reward System – Wage and Salary administration – Bonus – Objectives of Fringe Benefits–Types of Fringe Benefits– Non Monetary Rewards – Job Satisfaction.**

#### **BOOKS RECOMMENDED**

- 1. S.S. Khankha – S. Chand Publication.**
- 2. K.K. Ahuja – Personnel Management- Kalyani Publishers- New Delhi- 1998**
- 3. Dressler – Human Resource Management- 8<sup>th</sup> Ed. Pearson Education- 2002**
- 4. De Cenzo & Robbins- Personnel/ Human Resource Management- Prentice Hall of India 1998**
- 5. Aswathappa–Human Resource & Personnel Management- Tata McGraw Hill- New Delhi- 2002**
- 6. L. M. Prasad - Human Resource Management- Sultan Chand & Sons- New Delhi 2005**



<b>DEPARTMENT OF BUSINESS ADMINISTRATION (2017-2018 Batch Onwards )</b>	
<b>Year : III</b>	<b>Course Code : 17UBAC54</b>
<b>Semester : V</b>	<b>No. of Hrs . allotted : 5</b>
<b>Course Category : CORE XVII</b>	<b>No. of Credits : 4</b>

## **EXPORT DOCUMENTATION AND PROCEDURES**

### **Course Outcomes:**

**The main purpose of this chapter is –**

**CO1: To provide with an overview of export marketing.**

**CO2: To understand the meaning of export marketing**

**CO3: To know the importance of export marketing at national level and firm level.**

### **UNIT – I**

**Export –meaning –preparation for exports-methods of exporting- Exports – methods of exporting – export contract meaning – elements – FOB Contract and CIF Contract – Export markets – selection process – exports marketing organization in India – Function**

### **UNIT – II**

**International Marketing- definition-features-importance- problems of international marketing. Trade barriers-Types of tariff trade barriers- World trade organization (WTO) and its functions-GATT and its functions –UNCTAD – background – functions.**

### **UNIT – III**

**Export Procedures – IE Code No – Membership Certificate Shipment of Export Goods and Customs Clearance – shipping and excise clearance- Shipping Bill. Contamination – Marits, Quality control and Pre-Shipment Inspection – Export Inspection Agency (EIA).**

### **UNIT – IV**

**Export Documents: Commercial and consular Invoices, Mate Receipt Bill of Lading – Types Bill of Exchanges, Insurance Policy certificate of Origin, GSP Certificate, PackingList, Certificate of Inspection, Shipping Bill, Other Documents.**

### **UNIT – V**

**EXIM Bank – Loan Programmes. ECGC: Functions and Kinds of Policies , Export Promotion Councils –Important-functions and kinds EPCs.**

### **Books recommended:**

- **Export import procedures and documentation – Dr.Khushpat S. Jain**
- **International business – Francis Scherrunilam**

<b>DEPARTMENT OF BUSINESS ADMINISTRATION (2017-2018 Batch Onwards )</b>	
<b>Year : III</b>	<b>Course Code : 17UBAC55</b>
<b>Semester : V</b>	<b>No. of Hrs . allotted : 4</b>
<b>Course Category : CORE XVIII</b>	<b>No. of Credits : 4</b>

## **STRATEGIC MANAGEMENT**

### **Course Outcome:**

**To Understand the Basic Issues and Concepts related to Strategic Management and Learn in Detail the most relevant and Up to date Methodologies and Tools to address these Issues.**

### **UNIT – I**

**STRATEGY AND PROCESS: Conceptual Framework for Strategic Management, the Concepts of Strategy Formation Process – Stakeholders in Business – vision, Mission and Purpose – Business Definition, Objectives and Goals.**

### **UNIT – II**

**COMPETITIVE ADVANTAGE: Analysis of External and Internal Environment – Porter’s Five Forces Model – Generic Strategy – Capabilities and Competencies – Core Competencies – Distinctive Competencies – Resource and Capabilities.**

### **UNIT – III**

**STRATEGY FORMULATION: Type of Strategies – Porters classification of Generic Strategy – Grand Strategies – Stability Strategies – Growth Strategies – Retrenchment Strategies – Combination Strategy – Types and Reasons for diversification. SWOT/SWOC Analysis – BCG – GE Matrix**

### **UNIT – IV**

**STRATEGY IMPLEMENTATION: The process of Implementation, Aligning people behind the strategy, creating a Culture for Success, Prioritizing Implementation, Implementation Strategy, Careful planning of implementation, working in the Organizational Structure. Implementation & Approaches.**

### **UNIT – V**

**Strategy evolution and control: Strategy Evaluation and Control Process – Elements of Control – Effective Control System – Methods of Control.**

### **Reference book:**

- 1. Charles W.L.Hill & Gareth R Jones – ‘Strategic Management Theory, An Integrated Approach ‘.**
- 2. Saloner and Shepard, Podolny, Strategic management, John Wiley, 2001**

<b>DEPARTMENT OF BUSINESS ADMINISTRATION (2017-2018 Onwards )</b>	
<b>Year : III</b>	<b>Course Code : 17UBAE51</b>
<b>Semester : V</b>	<b>No. of Hrs . allotted : 4</b>
<b>Course Category : ELECTIVE- I</b>	<b>No. of Credits : 4</b>

### **INTERVIEW PROCEDURE**

#### **Course Outcomes:**

Interview procedure demonstrate self-motivation, the ability to motivate others, results and the ability to solve problems.

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

Elements of interview - Oral , Observational , face to face , conversational, Personal evaluation.

#### **UNIT –II :**

Pre interview stage : Self assessment , Factors considered in selecting a company factors in choosing a job for applying certificate arrangement.

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

Preparing for interview : Dress code , need for punctuality , Avoiding tensions and nervousness. Qualities observed during the interview.

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

How to answer the questions , Commonly asked questions , need for preparation ,Post interview behavior.

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

Attitude formation – Reasons for negative attitude , Components , functions and developing positive mental attitude.

#### **Reference Books :**

- 1.Preparing for your interview - Diane Berk (Viva books Pvt Ltd.,)
2. Planning career in 21<sup>st</sup> Century job market – Farhathullah (Boston Publishers)
3. How to succeed at interviews - Sudhir Andrews (Tata Mcgraw Hill)

<b>DEPARTMENT OF BUSINESS ADMINISTRATION (2017-2018 Onwards )</b>	
<b>Year : III</b>	<b>Course Code : 17UBAE52</b>
<b>Semester : V</b>	<b>No. of Hrs . allotted : 4</b>
<b>Course Category : ELECTIVE- II</b>	<b>No. of Credits : 4</b>

#### **FINANCIAL MARKETS AND SERVICES**

#### **COURSE OUTCOMES:**

**CO1: To provide knowledge on the functioning of financial markets and services.**

#### **UNIT I**

**Financial system-Nature-Role-Structure-stages- an overview of Indian Financial System- Financial Markets- Services-Instruments , Financial services -Concept objectives –functions - features-growth-problems-Global financial system**

#### **UNIT II**

**Capital Market – functions – New Issues Market – functions – intermediaries - Stock Market - role - functions – listing– registration of broker- types of brokers – method of trading – speculators – speculative transactions – DEMAT - settlement – Depositories – NSDL –CCDL – NSE – SEBI – NSE - Nifty Index**

#### **UNIT III**

**Merchant Banking – origin – services – qualities – guide lines –functions – SEBI regulations, Mutual funds – features – structure – types – benefits – RBI regulations – measurement – mutual funds in India- reasons for slow growth – selection of fund – Net Asset Value method**

#### **UNIT IV**

**Credit rating – features – symbols – validity – functions – benefits – process – credit rating agencies – limitations – problems in credit rating Venture capital - Characteristics – evolution process – stages – advantages – forms – venture capital in India and abroad , Securitization of debt – structure – securing assets – role of institutions – benefits – conditions –securitization in India and abroad**

#### **UNIT V**

**Derivatives – kinds – forwards – types – benefits – options – features – types –benefits - futures - swaps – benefits - growth of derivatives in India and abroad , Commodities market – types – features – exchange platform – clearing and settlement – Gold ETF – features – working – growth – problem**

#### **BOOKS RECOMMENDED:**

1. S.N.Maheswari – Financial Management
2. Prasanna Chandra – Fundamentals of Financial Management
3. S.C.Kuchal— Financial Management
4. James C.Van Horne – Financial Management
5. I. M. Pandey - Financial Management

<b>DEPARTMENT OF BUSINESS ADMINISTRATION</b> <b>(2017-2018 Onwards )</b>	
<b>Year : III</b>	<b>Course Code : 17UBAS51</b>
<b>Semester : V</b>	<b>No. of Hrs . allotted : 2</b>
<b>Course Category : SBS - III</b>	<b>No. of Credits : 2</b>

### **RETAIL MARKETING**

#### **Course Outcomes:**

**CO1: To make learners understand the basic concepts of retail marketing**

**CO2: To enable the learners understand the functions of retailers**

**CO3: To help learners understand consumerism**

#### **UNIT I**

**Introduction – Retailing as an activity – Retail Marketing – Consumer behaviour and retail operations.**

#### **UNIT II**

**Management of service and quality in retailing – - Retail marketing mix and product – Merchandise Management.**

#### **UNIT III**

**Retail pricing – Retail promotion – Retail logistics and distribution.**

#### **UNIT IV**

**Methods and approaches to retail marketing planning – retail location strategies and decisions – Management of a retail brand and its applications**

#### **UNIT V**

**Consumerism and ethics in retailing – International retailing – Future of retailing.**

#### **BOOKS RECOMMENDED**

**1.Retail Marketing Management – David Golbert**

**2.Retailing an Introduction – Rover Cox**

DEPARTMENT OF BUSINESS ADMINISTRATION (2017-2018 Batch Onwards )	
Year : III	Course Code : 17UEVS51
Semester : VI	No. of Hrs . allotted : 2
Course Category : PART - IV	No. of Credits : 2

## **Environmental Studies**

### **Course Outcomes:**

**CO1: Demonstrate basic knowledge about environment and its allied problems**

**CO2: Acquire skills to help individuals in identifying and solving problems**

**CO3: Motivate public to participate in public environment**

### **UNIT – I - EARTH AND ITS ENVIRONMENT**

**Earth – Formation and Evolution of Earth overtime – Structure of Earth and its components – Atmosphere, Lithosphere, Hydrosphere and Biosphere Resources – Renewable and Non-renewable resources**

### **UNIT – II – ECOLOGY AND ECO - SYSTEM CONCEPTS**

**Ecology – Definition – Eco-system: Definition, Structure and Function – Energy flow- food chain and food web – one example for an eco system Bio-geo chemical cycles – Nitrogen, Carbon, Phosphorous and Water**

### **UNIT – III – BIO-DIVERSTY OF INDIA**

**Introduction – Definition – Values of Bio-diversity – Threat to bio-diversity conservation of bio-diversity Bio-diversity of India – as a mega diversity nation – bio-geographical distribution hotspots of bio-diversity – national bio-diversity conservation board and its function**

### **UNIT – IV – POLLUTION AND GLOBAL ISSUES**

**Definition, Causes, Effects and Control Measures of Air, Water, Soil, Marine, Noise, Thermal and Nuclear Pollution Global Issues – global warming and ozone layer depletion**

### **UNIT – V – DEVELOPMENT AND DISASTER MANAGEMENT**

**Sustainable Development – Sustainable Agriculture – Organic Farming – Irrigation Water Harvesting and Waste recycling – cyber waste and management Disaster Management – Flood and Draught – Earthquake and tsunami – landslides and avalanche cyclones and hurricanes – precautions, warnings, rescue and rehabilitation.**

### **BOOKS RECOMMENDED**

**Environmental Studies - Published by Madurai Kamaraj University, Madurai.**

<b>DEPARTMENT OF BUSINESS ADMINISTRATION (2017-2018 Batch Onwards )</b>	
<b>Year : III</b>	<b>Course Code : 17UBAC61</b>
<b>Semester : VI</b>	<b>No. of Hrs . allotted : 5</b>
<b>Course Category : XIX-CORE</b>	<b>No. of Credits : 4</b>

### **MANAGEMENT INFORMATION SYSTEM**

#### **Course Outcomes:**

**CO1: To study the importance of management in business organisation**

**CO2: To enlighten the students thought and knowledge on Management Information.**

#### **UNIT – I**

**MIS: Concept, definition, and Role of the Management Information system – Management Information System and Computer. MIS and the User.**

#### **UNIT II**

**Strategic Management – Types of Strategies: Overall Company Growth, Product and Market.**

#### **UNIT III**

**Decision making: Rational Decision Making – Problems in making rational decisions – Herbert Simon’s Decision Model Methods for decision alternatives.**

#### **UNIT IV**

**Project planning and control models; mathematical programming and linear programming. Inventory control models; ABC Analyses, MRP system. Artificial Intelligence System – Three Categories. Knowledge Based Expert System – Components.**

#### **UNIT V**

**Database Management system: meaning of database & DBMS-contents of DBMS. Database Models; Hierarchical, Network and Relational. Security in the Database Environment. RDBMS –: Meaning – Twelve Rules.**

#### **Text Book:**

- 1. Management Information Systems - Gordon B.Davis and Margrethe H.Olson TMH**

DEPARTMENT OF BUSINESS ADMINISTRATION (2017-18 Onwards)	
Year : III	Course Code : 17UBAC62
Semester : VI	No. of Hrs. allotted : 5
Course Category : CORE XX	No. of Credits : 4

## FINANCIAL MANAGEMENT

### Course Outcomes:

**CO1:** To provide the learners with basic knowledge of Financial Management

**CO2:** To enable the learners to acquire skills in analysing capital structure, leverages, working capital management

**CO3:** To impart the learners the knowledge on the dividend and dividend policy

### UNIT I

Financial Management – Definition and functions – Scope – Objectives – Key activities of Financial Management - Organisation of finance section – Role and Functions of financial manager.

### UNIT II

Capital Budgeting – Principles and Techniques – Ranking of investments – Traditional method – Pay back method – Average rate of return method – Discounted Cash Flow (DCF) Method – Techniques – Net Present Value (NPV) method – Internal Rate of Return (IRR) method – Technical Value method – Profitability Index method.

Analysis of Risk and Uncertainty – Definition – Sensitivity analysis – Risk Evaluation Approach – Risk Adjusted Discount Approach – Probability Distribution Approach – Decision Tree Approach.

### UNIT III

Capital Structure – Theories - Planning – NI Approach - NOI Approach – MM approach – Traditional Approach – EPS Analysis – Indifference point.

Analysis of Leverages – Types of Leverages – Financial leverage and Operating leverage - Cost of capital – Definition – Importance - assumptions – Explicit and implicit cost – cost of debt – cost of preference shares - cost of equity – cost of retained earnings – computation of overall cost of capital.

### UNIT IV

Working capital, cash and receivables management – working capital management – meaning, Concept, classification of working capital – factors determining working capital requirements - Computation of working capital under operating cycle method

Cash Management – cash inflows and out flows – Tools of Cash Management- Planning of Cash under cash Budget method – Receivables management – Various aspects of receivable management – Credit policy – Credit terms – Credit standards and collection policy.

### UNIT V

Dividend and Dividend policy – meaning – classification and sources of dividend – factors influencing dividend policies - Theories of dividend decision – irrelevance and relevance theories.

### BOOKS RECOMMENDED

1. S.N.Maheswari – Financial Management
2. Prasanna Chandra – Fundamentals of Financial Management
3. S.C.Kuchal— Financial Management
4. James C.Van Horne – Financial Management
5. I. M. Pandey - Financial Management



<b>DEPARTMENT OF BUSINESS ADMINISTRATION (2017-2018 Batch Onwards )</b>	
<b>Year : III</b>	<b>Course Code : 17UBAC63</b>
<b>Semester : VI</b>	<b>No. of Hrs . allotted : 4</b>
<b>Course Category : CORE XXI</b>	<b>No. of Credits : 4</b>

### **TOTAL QUALITY MANAGEMENT**

#### **Course Outcomes:**

**Its enables the students to –**

- CO1: Early mistake recognition,**
- CO2: Mistake prevention as a preventive step,**
- CO3: Avoidance of wastes,**
- CO4: Reduction of the lead times,**
- CO5: Contented position of the customers.**

#### **Unit – I**

**Definition of quality Dimensions of quality, quality Planning, Basic concepts of TQM, Principles of TQM and Barriers to TQM Implementation.**

#### **Unit – II**

**Customer satisfaction – Customer complaints, customer service quality, customer Retention – Continuous Process improvement – Performance Measures and its concepts.**

#### **Unit – III**

**Statistical process – control – Seven tools of quality – Concepts of six sigma – New seven Management tools.**

#### **Unit – IV**

**Benchmarking – Reasons to Benchmarking Process – Total Productive maintenance (TPM) – concept, improvements Needs, FMEA Stages of IMEA.**

#### **Unit – V**

**ISO 9000, Need for ISO 9000 and other quality systems, ISO 9000: 2000 quality system – Elements, Implementation, Documentation, quality Auditing.**

#### **Reference book:**

- 1. The Management and control of quality – James R.Eans**
- 2. Total quality Management – A.V.Feilgenbaum**
- 3. Quality management – Narayana. V and Sreenivasan**

<b>DEPARTMENT OF BUSINESS ADMINISTRATION</b> <b>(2017-2018 Batch Onwards )</b>	
<b>Year : III</b>	<b>Course Code : 17UBAE64</b>
<b>Semester : VI</b>	<b>No. of Hrs . allotted : 4</b>
<b>Course Category : CORE XXII</b>	<b>No. of Credits : 4</b>

#### **MANAGERIAL SKILLS**

#### **Course Outcome:**

**It provides a clear statement of intended learning goals and student learning outcomes.**

**UNIT I Stress management - Definitions and Manifestations of stress- Stress coping ability and stress inoculation training- Management of various forms of fear (examination fear, stage fear or public speaking anxiety), depression and anger.**

**UNIT II Conflict Management skills - Types of conflict (intrapersonal, Intra group and inter group conflicts) - Basic concepts, cues, signals, symbols and secrets of body language - Significance of body language in communication and assertiveness training.**

**UNIT III Interpersonal Skills - Group decision making (strengths and weaknesses).- Developing characteristics of charismatic and transformational leadership - Emotional intelligence and leadership effectiveness- self awareness, self management, self motivation, empathy and social skills.**

**UNIT IV Time Management - Time wasters- Procrastination - Time management personality profile - Time management tips and strategies- Advantages of time management.**

**UNIT V Towards Empowerment - Stimulating innovation and change- coping with “temporariness”- Managerial empowerment and entrepreneurship. .**

#### **REFERENCES**

- 1. Swaminathan. V.D & Kaliappan. K.V. (2001). Psychology for Effective Living. Chennai. The Madras Psychology Society.**
- 2. Robbins, S.B. (2005). Organizational Behaviour. New Delhi: Prentice Hall of India.**

<b>DEPARTMENT OF BUSINESS ADMINISTRATION</b> <b>(2017-2018 Batch Onwards )</b>	
<b>Year : III</b>	<b>Course Code : 17UBAC65</b>
<b>Semester : VI</b>	<b>No. of Hrs . allotted : 4</b>
<b>Course Category : XXIII</b>	<b>No. of Credits : 4</b>

### **ENTERPRISE RESOURCE PLANNING**

#### **Course Outcomes:**

**CO1: To enables the learners understand the basic knowledge of enterprises resource planning.**

**CO2: To impart the learners the knowledge of enterprises resource planning related.**

**CO3: To impart the learners the knowledge of enterprises and organising enterprises resource planning.**

#### **Unit – I**

**ERP Overview – Benefits of ERP and Related Technologies – Business process Reengineering (BPR) – Data warehousing – Data mining – Online Analytical Processing – Supply Chain management.**

#### **Unit – II**

**ERP Implementation life cycle – implementation Methodology – ERP Implementation – Hidden cost.**

#### **Unit – III**

**Organisation & implementation – Vendors, Consultants and users – Contract with Vendors, Consultant and Employees – Project management and monitoring.**

#### **Unit – IV**

**Business modules in an ERP Package – Finance – Manufacturing – Human Resource – Plant maintain – Material management – quality management – Sales and Distribution.**

#### **Unit – V**

**ERP market place – SAP AG\_Peopel soft – Bann Company – Oracle Corporation – QAD – System Software Associates.**

#### **Book recommended:**

- **Alexies Leon – ERP Demytified , TATA Mc-Graw Hill Publishing Company**
- **Vinod Kumar Gard – HRP, Prentice Hall Of India.**

<b>DEPARTMENT OF BUSINESS ADMINISTRATION (2017-2018 Batch Onwards )</b>	
<b>Year : III</b>	<b>Course Code : 17UBAP61</b>
<b>Semester : VI</b>	<b>No. of Hrs . allotted : 4</b>
<b>Course Category : ELECTIVE III</b>	<b>No. of Credits : 4</b>

## **FIELD STUDY REPORT**

Project Titles will be allotted by the Research guides (The Teachers in the department) in Areas Related to the courses taught in the Previous Semesters.

<b>External Evaluation</b>	<b>Project Report and Viva-voice Examination</b>	<b>100 Marks</b>
<b>Total</b>		<b>100 Marks</b>

<b>DEPARTMENT OF BUSINESS ADMINISTRATION (2017-2018 Onwards )</b>	
<b>Year : III</b>	<b>Course Code : 17UBAE62</b>
<b>Semester : VI</b>	<b>No. of Hrs . allotted : 4</b>
<b>Course Category : ELECTIVE- IV</b>	<b>No. of Credits : 4</b>

### **ADVERTISING AND SALES PROMOTION PAPER**

#### **COURSE OUTCOME:**

**CO1 : To impart the skill of constructing an advertisement and the essentials of advertisement programs and various sales promotion activities.**

#### **UNIT – I**

**Advertising: Meaning – Importance – Objectives – Media: Print Media, Electronic Media, Outdoor Media & Transportation Advertising -e-advertising, Cinema -Exhibitions, Trade fair.**

#### **UNIT – II**

**Advertising Agencies: Features and Functions of Advertising Agencies – Selection of an Advertising Agency. Advertising Budget - Advertising Appeal: Essentials of Good Appeal – Classifications of Advertising Appeals. Ethics in Advertising**

#### **UNIT –III**

**Advertising Layout – Functions –Types Layout – Advertising Campaign – Steps in Campaign Planning – Measurement of Advertising Effectiveness: Pre – Concurrent and Post testing.**

#### **UNIT – IV**

**Sales Promotion: Meaning – Methods – Promotional Strategy –Advertising Technique of Sales Promotion – Consumer and Dealer Promotion – After Sales service – Warranty – Guarantee – Personal selling – Objectives – Process of Personal Selling – Salesmanship – Types of Salesmen \*\***

#### **UNIT – V**

**Sales Force Management – Importance – Sales Force decision\* – Sales Force size – Training, Methods and Motivating Salesmen\* – Fixing sales territories – Quota – Evaluation.\***

#### **BOOK RECOMMENDED:**

1. Marketing Management -S.M. Jha
2. Modern Marketing - R. S. N. Pillai
3. Marketing - Rajan Nair
4. Marketing Management - Sherlekar

DEPARTMENT OF BUSINESS ADMINISTRATION (2017-2018 Batch Onwards )	
<b>Year : III</b>	<b>Course Code : 17UBAS61</b>
<b>Semester : VI</b>	<b>No. of Hrs . allotted : 2</b>
<b>Course Category : SBS IV</b>	<b>No. of Credits : 2</b>

### **PRINCIPLES OF INSURANCE**

#### **Course Outcomes:**

It enables students to be aware of unforeseen risk in the near future.

#### **UNIT – I**

Insurance – meaning and definition, nature – functions-Importance – uses – classification of insurance, insurance contract – meaning – elements – insurance documents.

#### **UNIT – II**

Life insurance – meaning and definition – features and classification of life insurance policies – settlements of claims – Advance and against life insurance policies – life insurance corporation of india – role of life insurance corporation in national economy.

#### **UNIT – III**

Marine insurance – meaning – essentials – kinds of marine insurance policies – clauses in marine policy – marine losses – meaning – kinds, payments of claim in marine insurance – reinsurance – double insurance

#### **UNIT – IV**

Fire insurance – meaning – principles, fire policy – types of fire policies, assignments of fire policy – payments of claims - reinsurance

#### **UNIT – V**

Miscellaneous insurance: Motor insurance – personal accidents insurance – property insurance – Health insurance – fidelity guarantee insurance

#### **TEXT BOOK:**

- Principles and practice of insurance – Dr.P.Periasamy
- insurance Principles and practices –M.N. Misara

DEPARTMENT OF BUSINESS ADMINISTRATION (2017-2018 Batch Onwards )	
Year : III	Course Code : 17UVED61
Semester : VI	No. of Hrs . allotted : 2
Course Category : PART - IV	No. of Credits : 2

### VALUE EDUCATION

#### Course Outcomes:

**CO1: Develop the overall personality including physical, mental, emotional and spiritual aspects**

**CO2: Demonstrate good manners and cooperative citizenship**

**CO3: Develop respect for the dignity of individual and society**

#### UNIT – I – VALUES AND THE INDIVIDUAL

**Values Meaning – The Significance of Values – Classification of Values – Need of Value Education – Values and the Individual : Self- Discipline, Self- Confidence, Self- Initiative, Empathy, Compassion, Forgiveness, Honesty and Courage.**

#### UNIT – II – VALUES AND RELIGION

**Karma Yoga in Hinduism – Love and Justice in Christianity – Brotherhood in Islam – Compassion in Buddhism – Ahimsa in Jainism – Courage in Sikhism – Need for Religious Harmony**

#### UNIT – III – VALUES AND SOCIETY

**Definition of Society – Democracy – Secularism – Socialism – Gender Justice – Human Rights – Socio- Political Awareness – Social Integration – Social Justice**

#### UNIT – IV – PROFESSIONAL VALUES

**Definition – Accountability – Willingness to Learn – Team Spirit – Competence Development – Honesty – Transparency – Respecting Others – Democratic Functioning – Integrity and Commitment**

#### UNIT – V – ROLE OF SOCIAL INSTITUTIONS IN VALUE FORMATION

**Role of Family – Peerhood – Society – Educational Institutions – Role Models, and Mass Media in Value Formation**

#### BOOKS RECOMMENDED

**Value Education, Published by Madurai Kamaraj University, Madurai.→**