

GURU NANAK COLLEGE (AUTONOMOUS)

(Affiliated to University of Madras and Re-Accredited at 'A' Grade by NAAC)

Velachery Main Road, Velachery, Chennai – 600042.



Bachelor of Business Administration - BBA

(SEMESTER PATTERN WITH CHOICE BASED CREDIT SYSTEM)

Syllabus

(For the candidates admitted in the Academic year 2016-17 and thereafter)

Vision

- To achieve excellence in management education with a commitment towards economy and society.

Mission

- To keep pace with the dynamic industry requirements and management practices.
- To enhance knowledge through Workshops, Seminars, Guest Lectures.
- To meet corporate expectations.

Programme Outcomes

PO 1: Application of knowledge of management theories and practice to solve business problems.

PO 2: Fostering analytical and critical thinking abilities for data-based decision making

PO 3: Making students abreast with the E business solutions in the current environment.

PO 4: Improvement in ability to develop ethical and value-based leadership ability

PO 5: Building the ability to understand the business environment.

Programme Specific Outcomes

PSO 1: Providing knowledge in event management

PSO 2: Fostering analytical abilities to E-Business

COURSE STRUCTURE OF 2016-2019 BATCH

Semester	Part	Course	Subject Name	Subject Code	Hours	Credits	CIA	ESE	Total
I	I	Language	Language –I (Tamil/Hindi/Sanskrit/French)	16UTAMF01 16UHINF01 16USANF01 16UFREF01	6	3	50	50	100
	II	English	English - I	16UENGF21	4	3	50	50	100
	III	Core Paper- I	Financial Accounting	16UBBAC01	6	4	50	50	100
	III	Core Paper- II	Principles of Management	16UBBAC02	5	4	50	50	100
	III	Allied- I	Business Communication	16UBBAA01	5	5	50	50	100
	III	Soft Skill - I	Skill based subject (English Dept)	16UGSLS01	2	3	-	100	100
	IV	Non Major Elective	Non-Tamil Students : Tamil Basic/Advanced Tamil Students: Basics of Retail Marketing	16UBAT401 16UNME01H	2	2	-	100	100
TOTAL CREDITS- 24 / TOTAL HOURS PER WEEK – 30									
II	I	Language	Language –II (Tamil/Hindi/Sanskrit/French)	16UTAMF02 16UHINF02 16USANF02 16UFREF02	6	3	50	50	100
	II	English	English -II	16UENGF22	4	3	50	50	100
	III	Core Paper- III	Business and Corporate Laws	16UBBAC03	5	4	50	50	100
	III	Core Paper- IV	Management Accounting	16UBBAC04	5	4	50	50	100
	III	Allied- II	Managerial Economics	16UBBAA02	6	5	50	50	100
	IV	Soft Skill - II	Skill based subject (English Dept)	16UGSLS02	2	3	-	100	100
	IV	Non Major Elective	Non-Tamil Students :Basic/ Advanced Tamil Tamil Students: Basics of Business Insurance	16UBAT402/ 16UADT402 16UNME02P	2	2	-	100	100
TOTAL CREDITS- 24 / TOTAL HOURS PER WEEK - 30									
III	III	Core Paper- V	Marketing Management	16UBBAC05	5	4	50	50	100
	III	Core Paper- VI	Financial Management	16UBBAC06	6	4	50	50	100
	III	Core Paper- VII	E – Business	16UBBAC07	6	4	50	50	100
	III	Core Paper- VIII	Entrepreneurial Development	16UBBAC08	5	4	50	50	100
	III	Allied- III	Business Statistics& O.R – I	16UMATA18	6	5	50	50	100
	IV	Soft Skills - III	Personality Enrichment	16UGSLS03	2	3	-	100	100
TOTAL CREDITS- 24 / TOTAL HOURS PER WEEK - 30									

Semester	Part	Course	Subject Name	Subject Code	Hours	Credits	CIA	ESE	Total
IV	III	Core Paper- IX	International Economics	16UBBAC09	5	4	50	50	100
	III	Core Paper- X	Management Information System	16UBBAC10	5	4	50	50	100
	III	Core Paper- XI	Financial Services	16UBBAC11	5	4	50	50	100
	III	Core Paper- XII	Advertising Management and Sales Promotion	16UBBAC12	5	4	50	50	100
	III	Allied- IV	Business Statistics & O.R – II	16UMATA24	6	5	50	50	100
	IV	Soft Skills -IV	Computing Skills	16UGSLS04	2	3	-	100	100
	IV	Environmental Studies		16UEVS401	2	2	-	100	100
TOTAL CREDITS- 26 / TOTAL HOURS PER WEEK - 30									
	III	Core Paper- XIII	Business Environment	16UBBAC13	6	4	50	50	100
V	III	Core Paper- XIV	Organizational Behaviour	16UBBAC14	5	4	50	50	100
	III	Core Paper- XV	Business Research	16UBBAC15	6	4	50	50	100
	III	Core Paper- XVI	Business Taxation	16UBBAC16	6	4	50	50	100
	III	Elective – I :	Event Management	16UBBAE01	6	5	50	50	100
	IV	Value Education		16UVED401	1	2	-	100	100
TOTAL CREDITS- 23 / TOTAL HOURS PER WEEK - 30									
VI	III	Core Paper- XVII	Operations Management	16UBBAC17	6	4	50	50	100
	III	Core Paper- XVIII	Human Resources Management	16UBBAC18	6	4	50	50	100
	III	Core Paper- XIX	Services Marketing	16UBBAC19	6	4	50	50	100
	III	Elective - II	Customer Relationship Mgt.	16UBBAE02	6	5	50	50	100
	III	Elective - III	Project Work (Group)	16UBBAE03	6	5	20	80	100
	V	Extension Activities	Community Services		-	1			
TOTAL CREDITS- 23 / TOTAL HOURS PER WEEK - 30									
GRAND TOTAL CREDITS- 144 / TOTAL HOURS PER WEEK – 180									

SEMESTER- I

CORE- I
PAPER TITLE: FINANCIAL ACCOUNTING

SUBJECT CODE :16UBBAC01	THEORY & PROBLEMS	MARKS : 100
SEMESTER: I	CREDITS: 4	TOTAL HOURS :90

COURSE OBJECTIVES:

- To build the conceptual understanding developed in simple financial accounting.
- To understand the accounting procedure for different kinds of businesses Branch, Hire Purchase, Departments.
- To familiarize students with methods of preparing Partnership Accounts

UNIT- I **(20 Hours)**

Meaning and scope of Accounting, Basic Accounting Concepts and Conventions – Objectives of Accounting – Accounting Transactions – Double Entry Book Keeping – Journal, Ledger, Preparation of Trial Balance – Preparation of Cash Book.

UNIT-II **(20 Hours)**

Preparation of Final Accounts of a Sole Trading Concern – Adjustments Receipts and Payments Account, Income & Expenditure Account and Balance Sheet of Non Trading Organizations.

UNIT-III **(15 Hours)**

Classification of errors – Rectification of errors – Preparation of Suspense Account - Bank Reconciliation Statement (Simple Problems Only)

UNIT-IV **(15 Hours)**

Depreciation – Meaning, Causes, Types – Straight Line Method – Written Down Value Method, Insurance claims – Average Clause (Loss of stock)

UNIT-V **(20 Hours)**

Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method.

PRESCRIBED BOOKS:

1. T.S. Reddy &A.Murthy, Financial Accounting - Margham Publications –Chennai-17.
2. Shukla&Grewal, Advanced Accounting – S Chand - New Delhi.
3. Nirmal Gupta, Financial Accounting-Ane Books India – New Delhi.
4. S.Parthasarathy and A.Jaffarulla, Financial Accounting - Kalyani Publishers – New Delhi.

REFERENCE BOOKS:

1. R.L.Gupta & V.K.Gupta, Advanced Accounting – Sultan Chand & Sons - New Delhi.
2. Jain & Narang, Financial Accounting – Kalyani Publishers - New Delhi.
3. Dalston L. Cecil and Jenitra L. Merwin, Financial Accounting, Learn Tech press, Trichy, 1st Edition 2015.
4. Shukla & Grewal, Advanced Accounting – S Chand New Delhi 18th Edition.
5. P.C. Tulsian – Financial Accounting Forth Impression, 2009.
6. S.Parthasarathy and A.Jaffarulla, Financial Accounting - Kalyani Publishers –New Delhi.

WEBSITES:

1. <http://www.accountingcoach.com>
2. <http://www.learnaccountingforfree.com>

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
Section A	Definition/Principle Answer any 10 Questions out of 12 questions (Each in 50 words)	1-12	2	20
Section B	Short Answer Answer any 5 out of 8 questions (each in 300 words)	13-20	8	40
Section C	Essay Answer any 2 out of 4 questions (each in 1200 words)	21-24	20	40

Distribution of Questions:

Sections	Units	No. of Questions	
		Theory	Problems
Section A	Unit – 1	2	1
	Unit – 2	1	1
	Unit – 3	2	-
	Unit – 4	2	1
	Unit – 5	1	1
Section B	Unit – 1	1	1
	Unit – 2	-	1
	Unit – 3	-	2
	Unit – 4	1	1
	Unit – 5	-	1
Section C	Unit – 1	-	1
	Unit – 2	-	1
	Unit – 3	-	-
	Unit – 4	-	1
	Unit -5	-	1

CORE- II
PAPER TITLE: PRINCIPLES OF MANAGEMENT

SUBJECT CODE :16UBBAC02	THEORY	MARKS : 100
SEMESTER: I	CREDITS: 4	TOTAL HOURS : 75

COURSE OBJECTIVES:

- To enable the students to acquire knowledge on principles, concepts and functions of management and inherit the importance of decision making.

UNIT-I **(15 Hours)**

Management: Importance – Definition – Nature and Scope of Management Process – Role and Functions of a Manager – Levels of Management – Development of Scientific Management and other Schools of thought and approaches.

UNIT-II **(15 Hours)**

Planning: Nature – Importance – Forms – Types – Steps in Planning – Objectives – Policies – Procedures and Methods – Natures and Types of Policies – Decision –making – Process of Decision – making – Types of Decision.

UNIT-III **(15 Hours)**

Organizing: Types of Organisations – Organisation Structure – Span of Control and Committees Departmentalisation – Informal Organisation- Authority – Delegation – Decentralisation – Difference between Authority and Power – Responsibility

UNIT-IV **(15 Hours)**

Recruitment – Sources, Selection, Training – Direction – Nature and Purpose, Co- ordination – Need, Type and Techniques and requisites for excellent Co-ordination – Controlling – Meaning and Importance – Control Process

UNIT-V **(15 Hours)**

Definition of Business ethics - Types -Role and importance of Business Ethics -Values in Business-Ethics internal and External - Environment Protection - Responsibilities of Business

PRESCRIBED BOOKS:

1. C.B.Gupta, Management Theory & Practice - Sultan Chand & Sons - New Delhi.
2. L.M.Prasad, Principles & Practice of Management - Sultan Chand & Sons - New Delhi.

REFERENCE BOOKS:

1. P.C. Tripathi&P.N Reddy, Principles of Management-Tata Mc.Graw Hill -New Delhi. 5/e.
2. Wehrich and Koontz, Management – A Global Perspective 10th Edition.
3. N.Premavathy, Principles of Management - Sri Vishnu Publication - Chennai. 21.
4. J.Jayasankar, Business Management - Margham Publication – Chennai- Reprint 2009.

WEBSITES:

1. <https://www.12manage.com/>
2. <https://www.businessballs.com>

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
Section A	Definition/Principle Answer any 10 Questions out of 12 (Each in 50 words)	1-12	2	20
Section B	Short Answer Answer any 5 out of 8 questions (each in 300 words)	13-20	8	40
Section C	Essay Answer any 2 out of 4 questions (each in 1200 words)	21-24	20	40

Distribution of Questions:

Sections	Units	No. of Questions	
		Theory	Problems
Section A	Unit – 1	3	-
	Unit – 2	2	-
	Unit – 3	3	-
	Unit – 4	2	-
	Unit – 5	2	-
Section B	Unit – 1	2	-
	Unit – 2	2	-
	Unit – 3	2	-
	Unit – 4	1	-
	Unit – 5	1	-
Section C	Unit – 1	1	-
	Unit – 2	-	-
	Unit – 3	1	-
	Unit – 4	1	-
	Unit – 5	1	-

ALLIED - I
PAPER TITLE: BUSINESS COMMUNICATION

SUBJECT CODE :16UBBAA01	THEORY	MARKS : 100
SEMESTER: I	CREDITS: 5	TOTAL HOURS : 75

COURSE OBJECTIVES:

- To enable the students to acquire knowledge about the importance of communication in today's competitive business environment.

UNIT-I

(20 Hours)

Definition – Methods – Types – Principles of effective Communication – Barriers to Communication – Business Letter – Layout

UNIT-II

(20 Hours)

Kinds of Business Letters: Interview – Appointment – Acknowledgement – Promotion – Enquiries – Replies – Orders – Sales – Circular – Complaints.

UNIT-III

(15 Hours)

Bank Correspondence – Insurance Correspondence – Agency Correspondence – Correspondence with Shareholders, Directors

UNIT-IV

(10 Hours)

Reports Writing – Agenda, Minutes of Meeting – Memorandum – Office Order – Circular – Notes.

UNIT-V

(10 Hours)

Modern Forms of Communication: Fax – Email – Video Conferencing – Internet – Websites and their use in Business – Effective Presentation Skills.

PRESCRIBED BOOKS:

1. Rajendra Pal & J.S. Korlahalli, Essentials of Business Communication - Sultan Chand & Sons - New Delhi.
2. Shirley Taylor, Communication for Business - Pearson Publications – New Delhi.

REFERENCE BOOKS:

1. Bovee, Thill, Schatzman, Business Communication Today - Peason Education Private Ltd. - New Delhi.\
2. Penrose, Rasbery, Myers, Advanced Business Communication - Bangalore.
3. Simon Collin, Doing Business on the Internet - Kogan Page Ltd.- London.
4. Mary Ellen Guffey, Business Communication – Process and Product - International Thomson Publishing - Ohio.

WEBSITES:

1. <http://www.businesscommunication.org/>
2. <https://www.iabc.com/>
3. <http://www.etiquettetrainer.com/>

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
Section A	Definition/Principle Answer any 10 Questions out of 12 questions (Each in 50 words)	1-12	2	20
Section B	Short Answer Answer any 5 out of 8 questions (each in 300 words)	13-20	8	40
Section C	Essay Answer any 2 out of 4 questions (each in 1200 words)	21-24	20	40

Distribution of Questions:

Sections	Units	No. of Questions	
		Theory	Problems
Section A	Unit – 1	3	-
	Unit – 2	2	-
	Unit – 3	2	-
	Unit – 4	2	-
	Unit – 5	3	-
Section B	Unit – 1	2	-
	Unit – 2	2	-
	Unit – 3	2	-
	Unit – 4	1	-
	Unit – 5	1	-
Section C	Unit – 1	1	-
	Unit – 2	1	-
	Unit – 3	-	-
	Unit – 4	1	-
	Unit – 5	1	-

NON – MAJOR ELECTIVE – I
PAPER TITLE: BASICS OF RETAIL MARKETING

SUBJECT CODE : 16UNME01H	THEORY	MARKS : 100
SEMESTER : I	CREDITS : 2	TOTAL HOURS : 30

Course Objective:

- To expose the students to various trend in retail business.
- To provide the basic understanding to broad set of specialized activities and techniques in managerial retail business.
- To motivate the students to take up retailing business as a carrier.

Unit –I (6 Hours)
Retailing-Definition-Retail marketing – Growth of organized- retailing in India – Importance of Retailing.

Unit– II (6 Hours)
Functions of Retailing – Characteristics of Retailing –Types of Retailing – Store Retailing – Non storeRetailing.

Unit–III (6 Hours)
Retail Location Factors – Branding in Retailing – Private Labeling – Franchising concept.

Unit–IV (6 Hours)
Communication tools used in retailing – sales promotion, E- Retailing – Window Display

Unit–V (6 Hours)
Supply Chain Management – Definition – Importance – Role of information technology in Retailing.

PRESCRIBED BOOKS:

1. Gilbert Pearson , Retail Marketing Education Asia ,2001
2. Vedamani Gibson , Retail Marketing Jaici Publishing House New Delhi –2000

REFERENCE BOOKS:

1. Herman & Evans Retail Management Phi , New Delhi-2001
2. Michael Levy and Barton A Weitz , Retail Management Tata Mc , Graw hill,New Delhi-2001
3. Dr. L. Natarajan , Retail Marketing , Margham Publication Chennai.

Question Paper Pattern:

SECTION	QUESTIONS	MARKS	TOTAL
SECTION A	5 OUT OF 10	20	100

Distribution of Questions:

	SECTION A	
	Theory	Problem
UNIT I	2	-
UNIT II	2	-
UNIT III	2	-
UNIT IV	2	-
UNIT V	2	-

SEMESTER – II

CORE – III
PAPER TITLE: BUSINESS AND CORPORATE LAWS

SUBJECT CODE :16UBBAC03	THEORY	MARKS : 100
SEMESTER : II	CREDITS : 4	TOTAL HOURS : 75

COURSE OBJECTIVES:

- Inherit the knowledge to students about the legal methodology involved in business

UNIT– I **(18 Hours)**

Law of contract – Nature of contract- Classification - Offer and acceptance – capacity of parties to contract – Free consent – Consideration – Legality of object – Agreement Declared Void- Contingent contract

UNIT-II **(17 Hours)**

Performance of contract – Discharge of contract – Remedies for breach of contract – Quasi Contract. (General Contract – Sections 1 to 75) – Contract of indemnity – guarantee – bailment of pledge – contract of agency

UNIT-III **(12 Hours)**

Sale of goods Act – Definition – Sale - Agreement to Sell – Distinction between sale and Agreement of Sell – Condition and Warranties – Distinction between conditions and Warranties. Rights and duties of an unpaid seller

UNIT-IV **(15 Hours)**

Company – Types of companies - Memorandum of Association – Articles of Association – Prospectus – Shares – Debentures – Classification of Shares – Distinction between Shares and Debentures – Company Meetings.

UNIT– V **(13 Hours)**

Foreign Exchange Management Act 1999 (FEMA) – Information Technology Act – Intellectual Property Rights Act (IPRA).

PRESCRIBED BOOKS:

1. Business Laws – N.D. Kapoor.2013, sultan chand publication.
2. Legal Systems in Business – P. Saravanavel , S. Sumathi ,2004, 9theditionHimalaya Publication.

REFERENCE BOOKS:

1. Students guide to Mercantile Law – G.K.Kapoor, 2015, 19th edition, Taxman Publications Pvt. Ltd.

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
Section A	Definition/Principle Answer any 10 out of 12 questions (each in 50 words)	1-12	2	20
Section B	Short Answer Answer any 5 out of 8 questions (each in 300 words)	13-20	8	40
Section C	Essay Answer any 2 out of 4 questions (each in 1200 words)	21-24	20	40

Distribution of Questions:

Sections	Units	No. of Questions	
		Theory	Problems
Section A	Unit – 1	3	-
	Unit – 2	2	-
	Unit – 3	2	-
	Unit – 4	2	-
	Unit – 5	3	-
Section B	Unit – 1	2	-
	Unit – 2	1	-
	Unit – 3	2	-
	Unit – 4	1	-
	Unit – 5	2	-
Section C	Unit – 1	1	-
	Unit – 2	1	-
	Unit – 3	1	-
	Unit – 4	1	-
	Unit – 5	-	-

CORE - IV
PAPER TITLE: MANAGEMENT ACCOUNTING

SUBJECT CODE :16UBBAC04	THEORY & PROBLEMS	MARKS : 100
SEMESTER: II	CREDITS: 4	TOTAL HOURS : 75

COURSE OBJECTIVES:

- To acquaint the students with the knowledge of operations of funds in business and pave way for future financial decision makers

UNIT I **(17 Hours)**

Management accounting – Meaning, nature, scope and functions, need, importance and limitations – Management Accounting vs. Cost Accounting - Management Accounting vs. Financial Accounting.

UNIT II **(15 Hours)**

Analysis and Interpretation of financial statements – Nature, objectives, essentials and tools, Methods – Comparative Statements, Common Size statement and Trend analysis

UNIT III **(13 Hours)**

Ratio Analysis – Interpretation, benefits and limitations-Classification of ratios- Liquidity, Profitability, turnover

UNIT IV **(15 Hours)**

Funds flow and Cash flow analysis(AS-3). Budgets and budgetary control – Meaning, objectives, merits and demerits- Types of Budgets- Production, Cash and Flexible Budgets

UNIT V **(15 Hours)**

Marginal costing (excluding decision making) absorption costing and marginal costing – CVP analysis

PRESCRIBED BOOKS:

1. SN Maheswari, Management Accounting, 2014 - Sultan Chand & Sons.
2. RSN Pillai & Bagavati, Management Accounting , 2006, 4th edition, S Chand & Co Ltd New Delhi

REFERENCE BOOKS:

1. Horngren Sunderu Stratton, Introduction to Management Accounting - Pearson Education
2. Dalston L. Cecil and Jenitra L. Merwin, Management Accounting, Learn Tech press, Trichy, 3rd Edition 2015
3. T. S. Reddy and Hari Prasad Reddy, Management Accounting,2000, Margham Publication.

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
Section A	Definition/Principle Answer any 10 Questions out of 12 (Each in 50 words)	1-12	2	20
Section B	Short Answer Answer any 5 out of 8 questions (each in 300 words)	13-20	8	40
Section C	Essay Answer any 2 out of 4 questions (each in 1200 words)	21-24	20	40

Distribution of Questions:

Sections	Units	No. of Questions	
		Theory	Problems
Section A	Unit – 1	3	-
	Unit – 2	2	-
	Unit – 3	1	1
	Unit – 4	1	1
	Unit – 5	2	1
Section B	Unit – 1	1	-
	Unit – 2	1	1
	Unit – 3	-	1
	Unit – 4	-	2
	Unit – 5	-	2
Section C	Unit – 1	-	-
	Unit – 2	-	1
	Unit – 3	-	1
	Unit – 4	-	1
	Unit – 5	-	1

ALLIED – II
PAPER TITLE: MANAGERIAL ECONOMICS

SUBJECT CODE :16UBBAA02	THEORY	MARKS : 100
SEMESTER: II	CREDITS: 5	TOTAL HOURS : 90

COURSE OBJECTIVES:

- To enable the students with the knowledge of micro and macro economics
- To acquaint the students with the basic knowledge of demand, production and cost analysis.

UNIT-I **(20 Hours)**

Nature and scope of managerial economics – Definition of economics – Important concepts of economics – Relationship between micro, macro and managerial economics – Nature and scope - Objectives of firm.

UNIT-II **(18 Hours)**

Demand analysis – Theory of consumer behavior – Marginal utility analysis – indifference curve analysis
Meaning of demand – Law of demand – Types of demand – Determinants of demand – Elasticity of demand – Demand forecasting.

UNIT-III **(20 Hours)**

Production and cost analysis – Production – Factors of production – production function – Concept – Law of variable proportion – Law of return to scale and economics of scale – cost analysis – Different cost concepts – Cost output relationship – Short run and long run – Revenue curves of firms – Supply analysis.

UNIT-IV **(17 Hours)**

Pricing methods and strategies – Objectives – Factors – General consideration of pricing – methods of pricing – Dual pricing – Price discrimination

UNIT-V **(15 Hours)**

Market classification – Perfect competition – Monopoly – Monopolistic competition – Duopoly Oligopoly

PRESCRIBED BOOKS:

1. Dr. S.Shankaran, Managerial Economics –5 th Edition,2013,Margram Publication – Chennai
2. P.L Metha, Managerial Economics,2014 - Sultan Chand Publications - New Delhi
3. RL Varsheny and K L Maheshwari, Managerial Economics –22ndEdition,2014 Sultan Chand Publications - New Delhi.

REFERENCE BOOKS:

1. Joel Dean, Managerial Economics –December 1951, Prentice Hall of India Pvt. Ltd.,New Delhi.
2. Spencer M H, Contemporary Economics –8 th Edition, 1993, Worth publishers - New York.
3. VI Mote Samuel Paul G.S Gupta, Managerial Economics – concepts and cases –1 st Edition-2004, Tata McGraw Hill - New Delhi.

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
Section A	Definition/Principle Answer any 10 Questions out of 12 (Each in 50 words)	1-12	2	20
Section B	Short Answer Answer any 5 out of 8 questions (each in 300 words)	13-20	8	40
Section C	Essay Answer any 2 out of 4 questions (each in 1200 words)	21-24	20	40

Distribution of Questions:

Sections	Units	No. of Questions	
		Theory	Problems
Section A	Unit – 1	2	-
	Unit – 2	3	-
	Unit – 3	2	-
	Unit – 4	3	-
	Unit – 5	2	-
Section B	Unit – 1	2	-
	Unit – 2	2	-
	Unit – 3	2	-
	Unit – 4	1	-
	Unit – 5	1	-
Section C	Unit – 1	1	-
	Unit – 2	1	-
	Unit – 3	1	-
	Unit – 4	-	-
	Unit – 5	1	-

NON-MAJOR ELECTIVE - II
PAPER TITLE: BASICS OF BUSINESS INSURANCE

SUBJECT CODE :16UNME02P	THEORY	MARKS : 100
SEMESTER : II	CREDITS : 2	TOTAL HOURS : 30

Course Objective:

- To introduce students to the field of insurance
- To emphasize the importance of insurance for business enterprises.

Unit-I (6 Hours)
Introduction to Insurance – Type of Insurance – Principles of Insurance

Unit-II (6 Hours)
Salient features of IRDA Act – Administration of IRDA Act – Regulatory measures of IRDA

Unit-III (6 Hours)
Life insurance products – Term, Whole life, Endowment.

Unit- IV (6 Hours)
Introduction to general Insurance – fire, marine and motor insurance.

Unit-V (6 Hours)
Government and insurance companies – LIC India- private players in Insurance in India.

PRESCRIBED TEXTS:

1. Dr.N.Premavathy – Elements of Insurance, Sri Vishnu Publications, Chennai.
2. Dr.A.Murthy – Elements of Insurance, Margham Publications, Chennai
3. M.N.Mishra – Insurance, Principles and practice, S.Chand& Co. Ltd., New Delhi

REFERENCE BOOKS:

1. Nalini Prava Tripathy, Prabir Paal – Insurance Theory & Practice, Prentice Hall of India
2. Anand Ganguly – Insurance Management, New Age International Publishers.

Question Paper Pattern:

Section	Question Component	Number	Marks	Total
A	ESSAY Answer ANY 5 out of 10 questions (each in 1200 words)	1-10	20	100
TOTAL MARKS				100

Distribution of Questions:

Sections	Units	No. of Questions	
		Theory	Problems
Section A	Unit – 1	2	-
	Unit – 2	2	-

SEMESTER – III

CORE - V
PAPER TITLE: MARKETING MANAGEMENT

SUBJECT CODE :16UBBAC05	THEORY	MARKS : 100
SEMESTER: III	CREDITS: 4	TOTAL HOURS : 75

COURSE OBJECTIVES:

- To impart the importance of marketing in business and the basic knowledge about product and its life cycle.

UNIT-I **(20 Hours)**

Fundamentals of marketing - Role of Marketing - Relationship of Marketing with other functional areas - concept of marketing mix-Marketing approaches - Various Environmental factors affecting the marketing functions

UNIT-II **(15 Hours)**

Buyer Behavior - Consumer goods and Industrial goods - Buying motives - Factors influencing buyer Behaviour - Market segmentation - Need and basis of Segmentation -Targeting - positioning.

UNIT-III **(15 Hours)**

The Product - Characteristics - benefits - classifications - consumer goods - industrial goods - New Product Development process - Product Life Cycle - Branding –Packaging- Labeling-Pricing: Meaning, Objectives and Types of Pricing.

UNIT-IV **(12 Hours)**

Promotion –Meaning, Objectives – Types - A brief overview of: Advertising - Publicity - Public relations - personal Selling - Direct selling and Sales promotion.

UNIT-V **(13 Hours)**

Physical Distribution: Importance – Channels of Distribution: Distribution of consumer goods, distribution of industrial goods and Distribution of Agriculture goods – Levels of channels: Zero level, one level, two level and three level channel - distribution issues

PRESCRIBED BOOKS:

1. Marketing Management by Sontakki C.N; Kalyani Publishers; 2009
2. R.S.N. Pillai and Bagavathi, Modern Marketing, S.Chand& Co, New Delhi.

REFERENCE BOOKS:

1. Philip Kotler, 2003, Marketing Management, 11th edition, Pearson Education (Singapore) Pt Ltd, New Delhi.
2. Crrain field, Marketing Management, Palgrave Macmillan
3. R.S.N. Pillai and Bagavathi ,Modern Marketing , S.Chand& Co , New Delhi.
4. Jayasankar, Marketing, Margham publications, Chennai

WEBSITES:

1. <http://www.marketing91.com/marketing-management/>
2. <https://www.managementstudyguide.com/marketing-management-articles.htm>.

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
Section A	Definition/Principle Answer any 10 Questions out of 12 (Each in 50 words)	1-12	2	20
Section B	Short Answer Answer any 5 out of 8 questions (each in 300 words)	13-20	8	40
Section C	Essay Answer any 2 out of 4 questions (each in 1200 words)	21-24	20	40

Distribution of Questions:

Sections	Units	No. of Questions	
		Theory	Problems
Section A	Unit – 1	2	-
	Unit – 2	3	-
	Unit – 3	3	-
	Unit – 4	2	-
	Unit – 5	2	-
Section B	Unit – 1	2	-
	Unit – 2	2	-
	Unit – 3	1	-
	Unit – 4	1	-
	Unit – 5	2	-
Section C	Unit – 1	1	-
	Unit – 2	-	-
	Unit – 3	1	-
	Unit – 4	1	-
	Unit – 5	1	-

CORE - VI
PAPER TITLE: FINANCIAL MANAGEMENT

SUBJECT CODE :16UBBAC06	THEORY & PROBLEMS	MARKS : 100
SEMESTER: III	CREDITS: 4	TOTAL HOURS : 90

COURSE OBJECTIVES:

- To appreciate the role of the finance in an organization.
- To identify sources from where funds can be raised keeping in mind the cost and risk involved.
- To familiarize the students the techniques to be employed for investing the funds, taking into consideration the risk and the return

UNIT- I **(20 Hours)**

Meaning, objectives and Importance of Finance – Sources of finance – Functions of financial management – Role of financial manager in Financial Management.

UNIT-II **(20 Hours)**

Capital structures planning - Factors affecting capital structures – Determining Debt and equity proportion – Theories of capital structures – Leverage concept.

UNIT-III **(20 Hours)**

Cost of capital – Cost of equity – cost of preference capital – Cost of debt – Cost of retained earnings – weighted Average (or) composite cost of capital (WACC)

UNIT-IV **(15 Hours)**

Dividend policies – Factors affecting dividend payment - Company Law provision on dividend payment – Various Dividend Models (Walter’s Gordon’s – M.M. Hypothesis)

UNIT-V **(15 Hours)**

Working capital – components of working capital – working capital operating cycle – Factors influencing working capital – Determining (or) Forecasting of working capital requirements.

PRESCRIBED BOOKS:

1. Murthy Dr. A., Financial Management, Margham Publications, Chennai
2. Maheswari S.N., Financial Management, Sultan Chand & Sons, New Delhi.

REFERENCE BOOKS:

1. Pandey I. M., Financial Management, Vikas Publishing. House Pvt. Ltd.
2. Dalston L. Cecil, Financial Management, Learn Tech press, Trichy, 2nd Edition 2015
3. Chandra Prasanna, Financial Management, Tata McGraw Hill, New Delhi
4. Khan and Jain Y. Financial Management, Sultan Chands, New Delhi

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
Section A	Definition/Principle Answer any 10 Questions out of 12 (Each in 50 words)	1-12	2	20
Section B	Short Answer Answer any 5 out of 8 questions (each in 300 words)	13-20	8	40
Section C	Essay Answer any 2 out of 4 questions (each in 1200 words)	21-24	20	40

Distribution of Questions:

Sections	Units	No. of Questions	
		Theory	Problems
Section A	Unit – 1	2	-
	Unit – 2	2	-
	Unit – 3	1	2
	Unit – 4	1	1
	Unit – 5	3	-
Section B	Unit – 1	1	-
	Unit – 2	1	1
	Unit – 3	-	2
	Unit – 4	1	1
	Unit – 5	-	1
Section C	Unit – 1	1	-
	Unit – 2	-	1
	Unit – 3	-	-
	Unit – 4	-	1
	Unit – 5	-	1

CORE – VII
PAPER TITLE: E- BUSINESS

SUBJECT CODE : 16UBBAC07	THEORY	MARKS : 100
SEMESTER : III	CREDITS : 4	TOTAL HOURS : 90

COURSE OBJECTIVES:

- This course provides a foundation to prepare students, to play leading roles in the application and management of e-business system construction.

UNIT-I (20 Hours)

Definition of E-Business, Origin of E- Business, History of the Internet, E- Business Opportunities for Businesses, Working of E- Business, E- Business Vs the Traditional Business Mechanism, Advantages of E- Business, Disadvantages of E- Business, Main Goals of E- Business. Network Infrastructure for E- Business -Local Area Network (LAN), Metropolitan Area Network (MAN) Protocols, Wide Area Network(WAN).

UNIT-II (20 Hours)

The Internet – Intranet and Extranet – Common Gateway Interface – Need for intelligent website – Types of Security Threats: Hacking, e-mail impersonation, denial of service attack, phishing, virus and worms. Types of protection mechanisms: data and message security and firewalls, cryptography -encryption, decryption, digital signature and virtual private network.

UNIT-III (15 Hours)

Internet payment systems: Features of payment methods, electronic money, payment gateway, SET protocol for credit card payment, electronic payment media: e-cash, e-wallet, e- check, credit card, debit card, smart card, EFT and ACH

UNIT-IV (20 Hours)

Business to Business e-commerce: Meaning, benefits and opportunities in B2B, B2B building blocks and their relationship to supply chain management, key B2B models and their main functions
Consumer oriented e-commerce: traditional retailing and e-retailing, benefits and key success factors for e-retailing, models for e-retailing like specialized and generalized e- stores, e-mall, direct selling by manufacturer, matchmaking services, information selling on the web, entertainment services and e-auction services.

UNIT-V (15 Hours)

Overview of M-Commerce – Definition and working of Wireless Application Protocol (WAP), Generations of Mobile Wireless Technology, Components of Mobile Commerce, Networking Standards for Mobiles

PRESCRIBED BOOKS:

1. Joseph PT , E-Commerce– A Managerial Perspective, PrenticeHall.
2. Rob Smith, Thompson Mark, The Complete Idiot’s Guide to E-Commerce,2000

REFERENCE BOOKS:

1. Kosiv, David ,UnderstandingE-Commerce
2. Garry P Schneider and James T Perry , Electronic Commerce, Coursetechnology, Thomson Learning,2000
3. Diwan, Prag and Sunil Sharma , E-Commerce - Managers guide toE-Business

WEBSITES:

1. www.tutorialspoint.com/e_commerce/
2. www.ecommercetutorial.net

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	Definition/Principle Answer any 10 Questions out of 12 (Each in 50 words)	1-12	2	20
B	Short Answer Answer any 5 out of 8 questions (each in 300 words)	13-20	8	40
C	Essay Answer any 2 out of 4 questions (each in 1200 words)	21-24	10	40
TOTAL MARKS				100

Distribution of Questions:

Section	Units	No. of Questions	
		Theory	Problems
Section A	Unit – 1	3	-
	Unit – 2	3	-
	Unit – 3	2	-
	Unit – 4	2	-
	Unit – 5	2	-
Section B	Unit – 1	2	-
	Unit – 2	1	-
	Unit – 3	2	-
	Unit – 4	2	-
	Unit – 5	1	-
Section C	Unit – 1	1	-
	Unit – 2	2	-
	Unit – 3	1	-
	Unit – 4	1	-
	Unit – 5	1	-

CORE – VIII
PAPER TITLE: ENTREPRENEURIAL DEVELOPMENT

SUBJECT CODE : 16UBBAC08	THEORY	MARKS : 100
SEMESTER : III	CREDITS : 4	TOTAL HOURS : 75

COURSE OBJECTIVE:

- To create awareness among students about entrepreneurship and its importance.
- To keep the students informed about various financial institutions that promote ED.
- To encourage students to become entrepreneurs.

UNIT-I **(13 Hours)**

Concept of Entrepreneurship – Meaning – Types – Qualities of an Entrepreneur – Classification of Entrepreneurs – Factors influencing Entrepreneurship – Functions of Entrepreneurs.

UNIT-II **(20 Hours)**

Entrepreneurial Development – Agencies Commercial Banks – District Industries Centre – National Small Industries Corporation – Small Industries Development Organization – Small Industries Service Institute, All India Financial Institutions – IDBI – IFCI – ICICI – IRDBI

UNIT-III **(15 Hours)**

Project Management Business idea generation techniques – Identification of Business opportunities – Feasibility study – Marketing, Finance, Technology and Legal Formalities - Preparation of Project Report – Tools of Appraisal.

UNIT-IV **(12 Hours)**

Entrepreneurial Development Programmes (EDP) – Role, relevance and achievements – Role of Government in organizing EDPs – Critical evaluation.

UNIT-V **(15 Hours)**

Economic development and entrepreneurial growth - Role of entrepreneur in economic growth – Strategic approaches in the changing Economic scenario for small scale Entrepreneurs, Networking, Niche play , Geographic Concentration, Franchising / Dealership -Development of Women Entrepreneurship.

PRESCRIBED BOOKS:

1. Suresh Jayashree, Entrepreneurial development, Margham Publication.
2. Gupta Dr. C.B. & Dr. S.S. Khanka, Entrepreneurship and Small Business, Himalaya Publishing House

REFERENCE BOOKS:

1. Srinivasan N.P, Entrepreneurial Development, Vikas Publishing House Pvt. Ltd.
2. Saravanavel, Entrepreneurial Development, Margham Publications
3. Vasant Desai, Project management, Sultan & Chand sons, Delhi.
4. Holt, Entrepreneurship, New Venture Creation
5. J.S. Saini& S.I. Dhameja – Entrepreneurship and small business.
6. P.C. Jain – Handbook for New Entrepreneurs

WEBSITES:

1. www.inderscience.com/jibed
2. <http://www.slideshare.net/balajisetty/entrepreneurship-development-8886110>

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
Section A	Definition/Principle Answer any 10 out of 12 questions (each in 50 words)	1-12	2	20
Section B	Short Answer Answer any 5 out of 8 questions (each in 300 words)	13-20	8	40
Section C	Essay Answer any 2 out of 4 questions (each in 1200 words)	21-24	20	40

Distribution of Questions:

Sections	Units	No. of Questions	
		Theory	Problems
Section A	Unit – 1	3	-
	Unit – 2	2	-
	Unit – 3	2	-
	Unit – 4	2	-
	Unit – 5	3	-
Section B	Unit – 1	2	-
	Unit – 2	2	-
	Unit – 3	1	-
	Unit – 4	2	-
	Unit – 5	1	-
Section C	Unit – 1	1	-
	Unit – 2	1	-
	Unit – 3	1	-
	Unit – 4	-	-
	Unit -5	1	-

ALLIED: III
PAPER TITLE: BUSINESS STATISTICS AND OPERATIONS RESEARCH-I

SUBJECT CODE: 16UMATA18	THEORY & PROBLEMS	100 MARKS
SEMESTER: III	CREDITS: 5	TOTAL HOURS : 90

COURSE OBJECTIVE:

- To introduce basic concepts of statistics and understand the statistical techniques used for business data analysis.
- To give an insight into operation research techniques used in business for critical decision making.

UNIT-I (15 Hours)

Introduction to statistics: Definition, Scope and limitation of statistics – Collection of Data: Meaning, types of data – Classification of data: Types of classification-Frequency Distribution- Tabulation of data: Components of table – Formation of frequency table-Diagrammatic and graphical representation of data: Simple bar diagram, Multiple bar diagram, subdivided bar diagram, Deviation bar diagram, Histogram, Pie diagram - Measures of Central tendency: Mean, median and mode.

UNIT-I (20 Hours)

Measures of Dispersion: Range, Quartile Deviation, Mean Deviation, Standard Deviation – Measures of Skewness.

UNIT-III (20 Hours)

Correlation – Karl Pearson’s Coefficient of Correlation – Spearman’s Rank Correlation – Regression Lines and Coefficients.

UNIT-IV (17 Hours)

Introduction to OR: Definition, Applications of OR, Techniques or tools of OR –LPP model formulation– Graphical and Algebraic Solution. **(Simple Problems only)**

UNIT-V (18 Hours)

Network Analysis - PERT and CPM (no crashing). **(Simple)**

PRESCRIBED BOOKS:

1. Gupta S.P, Statistical Methods, 2000 Sultan Chands.
2. Vittal Dr. P.R, Introduction to Operations Research, Margham Publications

REFERENCE BOOKS:

1. Elhance, Statistics ,Himalaya publications.
2. Gupta and Hira, Operations Research , S.Chand.
3. Handy and A. Taha, Operations Research ,Macmillan Publishers

WEBSITES:

1. <https://www.easycalculation.com/tutorial.php>
2. <http://people.brunel.ac.uk/~mastjjb/jeb/or/contents.html>

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	Definition/Principle Answer any 10 out of 12 questions (each in 50 words)	1-12	2	20
B	Short Answer Answer any 5 out of 8 questions (each in 300 words)	13-20	8	40
C	Essay Answer any 2 out of 4 questions (each in 1200 words)	21-24	20	40

Distribution of Questions:

Section	Units	No. of Questions	
		Theory	Problems
A	Unit – 1	2	1
	Unit – 2	1	2
	Unit – 3	1	1
	Unit – 4	2	-
	Unit – 5	1	1
B	Unit – 1	2	-
	Unit – 2	-	2
	Unit – 3	-	1
	Unit – 4	1	-
	Unit – 5	-	2
C	Unit – 1	-	1
	Unit – 2	-	1

SEMESTER – IV

CORE – IX
PAPER TITLE: INTERNATIONAL ECONOMICS

SUBJECT CODE : 16UBBAC09	THEORY	MARKS : 100
SEMESTER : IV	CREDITS : 4	TOTAL HOURS : 75

COURSE OBJECTIVES:

- To impart the knowledge about international trade, export management and to create awareness about the different international economic organizations and its functions

UNIT-I (20 Hours)

International Trade – Importance of International Trade, Theories of Foreign Trade: - Theories of Adam Smith, Ricardo, Haberler's, Hechsher-Ohlin

UNIT– II (18 Hours)

Balance of Trade, Balance of Payment – Concepts – Causes of Disequilibrium, Methods to Correct Disequilibrium – Fixed and Floating Exchange Rates – Euro – Dollar Marketing (An Over View)

UNIT– III (12 Hours)

Export Management – Export Procedure and Documents – Export Finance – Export Promotion – Export Pricing

UNIT– IV (15 Hours)

International Economic Organizations and its Functions IMF, IDA, IFA, IBRD, ADB, UNCTAD, UNIDO

UNIT–V (10 Hours)

WTO and Trade Liberalization – Liberalization of Trade in Manufacturing and in agricultural Trade – TRIPS, TRIMS – Indian Patent Law

PRESCRIBED BOOKS:

1. Francis Cherunilam, International Trade and Export Management, 5th Edition, 2006, Himalaya Publishing House - Mumbai –04.
2. Paul.R.Krugman and Maurice Obstfeld, International Economics (Theory and Policy), 1997, Pearson Education Asia - Addison Wesley Longman (P) Ltd, Delhi-92.

REFERENCE BOOKS:

1. Robert J. Carbaugh, International Economics , Thomson Information Publishing Group, 15th Edition, 2014, Wadsworth Publishing Company, California
2. H.G. Mannur, International Economics, 2009, Vikas Publishing House (P) Ltd, New Delhi

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
Section A	Definition/Principle Answer any 10 out of 12 questions (each in 50 words)	1-12	2	20
Section B	Short Answer Answer any 5 out of 8 questions (each in 300 words)	13-20	8	40
Section C	Essay Answer any 2 out of 4 questions (each in 1200 words)	21-24	20	40
				100

Distribution of Questions:

Sections	Units	No. of Questions	
		Theory	Problems
Section A	Unit – 1	2	-
	Unit – 2	2	-
	Unit – 3	2	-
	Unit – 4	3	-
	Unit – 5	3	-
Section B	Unit – 1	1	-
	Unit – 2	2	-
	Unit – 3	2	-
	Unit – 4	2	-
	Unit – 5	1	-
Section C	Unit – 1	1	-
	Unit – 2	-	-
	Unit – 3	1	-
	Unit – 4	1	-
	Unit -5	1	-

CORE - X
PAPER TITLE: MANAGEMENT INFORMATION SYSTEM

SUBJECT CODE :16UBBAC10	THEORY	MARKS : 100
SEMESTER: IV	CREDITS: 4	TOTAL HOURS : 75

COURSE OBJECTIVES:

- To facilitate the importance of information systems in business.
- To familiarize the concepts of system and databases

UNIT-I (18 Hours)

Definition of Management Information System - MIS support for planning, Organizing and controlling - Structure of MIS - Information for decision - making.

UNIT-II (15 Hours)

Concept of System - Characteristics of System - Systems classification - Categories of Information Systems - Strategic information system and competitive advantage

UNIT-III (15 Hours)

Computers and Information Processing - Classification of computer - Input Devices - Output devices - Storage devices, - Batch and online processing, Hardware – Software, Database management Systems.

UNIT-IV (12 Hours)

System Analysis and design - SDLC - Role of System Analyst - Functional Information system – Personnel, production, material, marketing

UNIT-V (15 Hours)

Decision Support Systems - Definition. Group Decision Support Systems - Business Process Outsourcing - Definition and function.

PRESCRIBED BOOKS:

1. Mudrick&Ross , Management Information Systems, 3rd Edition, Prentice - Hall of India
2. Sadagopan , Management Information Systems, Prentice- Hall of India
3. Murthy CSV, Management Information Systems, 2nd Edition, Himalaya publishingHouse

REFERENCE BOOKS:

1. Rajagopalan Dr.S.P, Management Information Systems and EDP",3rd Edition, Margham Publications, Chennai.
2. Mannur, International Economics – Vikas Publishing House (P) Ltd.- New Delhi – 14

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
Section A	Definition/Principle Answer any 10 Questions (Each in 50 words)	1-12	2	20
Section B	Short Answer Answer any 5 out of 8 questions (each in 300 words)	13-20	8	40
Section C	Essay Answer any 2 out of 5 questions (each in 1200 words)	21-24	20	40

Distribution of Questions:

Sections	Units	No. of Questions	
		Theory	Problems
Section A	Unit – 1	2	-
	Unit – 2	2	-
	Unit – 3	3	-
	Unit – 4	2	-
	Unit – 5	3	-
Section B	Unit – 1	2	-
	Unit – 2	2	-
	Unit – 3	2	-
	Unit – 4	1	-
	Unit – 5	1	-
Section C	Unit – 1	1	-
	Unit – 2	1	-
	Unit – 3	-	-
	Unit – 4	1	-
	Unit – 5	1	-

CORE - XI
PAPER TITLE: FINANCIAL SERVICES

SUBJECT CODE: 16UBBAC11	THEORY	MARKS : 100
SEMESTER: IV	CREDITS: 4	TOTAL HOURS : 75

COURSE OBJECTIVES:

- To impart knowledge about the various financial services.
- To have a knowledge of venture capital and mutual funds.

UNIT-I

(15 Hours)

Meaning and importance of financial services – Types of financial services – Financial services and economic environment – Players in Financial Services Sector

UNIT-II

(20 Hours)

Merchant Banking – Functions – Issue Management: Pre Issue management and Post issue activities – Managing of new issues – Underwriting – meaning, types of underwriting – Capital market: Meaning, Definition, Capital market instruments: equity shares, Preference shares and Debentures. Types of capital market: Primary market and Secondary market

Stock Exchange: Meaning and definition, Characteristics of stock exchange, Operators at stock exchange, BSE, NSE and OTCEI – Listing: Meaning, objectives and advantages – Types of speculators - Role of SEBI.

UNIT-III

(10 Hours)

Leasing: Meaning, types of lease, features of lease agreement - **Hire purchase:** Concepts and features – Distinguishing between hire purchase and leasing. **Factoring:** Definition and meaning, Functions of Factor, types of factoring

UNIT-IV

(15 Hours)

Venture Capital: Meaning, Features, Functions, Modes or Forms of venture capital – **Credit Rating:** Meaning, Advantages and disadvantages, CRISIL, ICRA, CARE. Consumer Finance: Meaning and types of consumer finance.

UNIT-V

(15 Hours)

Mutual Funds: **Meaning – Types: Based on Ownership, Operation, Objectives and Location – Advantages and Disadvantages of mutual fund – Institutions Involved** UTI

PRESCRIBED BOOKS:

1. Khan M.Y., Financial Services, 8rd Edition , 2016, Tata McGraw Hill Publications.
2. Santhanam B., Financial Services, Margham Publications.
3. Kumar Dinesh K.S., Financial services, 2014, Shri Sai Publishers' Distributors

REFERENCE BOOKS:

1. Mishra Dr.M.N., Law of Insurance,2014, Sultan Chand Publications.
2. MachirajuH.r., Indian Financial System, 4thEdition, 2010, Vikas Publications.
3. Basu S.K., A Review of current Banking Theory and Practice,2nd Edition, MacMillan Publications, London.

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
Section A	Definition/Principle Answer any 10 Questions out of 12 (Each in 50 words)	1-12	2	20
Section B	Short Answer Answer any 5 out of 8 questions (each in 300 words)	13-20	8	40
Section C	Essay Answer any 2 out of 4 questions (each in 1200 words)	21-24	20	40

Distribution of Questions:

Sections	Units	No. of Questions	
		Theory	Problems
Section A	Unit – 1	3	-
	Unit – 2	2	-
	Unit – 3	3	-
	Unit – 4	2	-
	Unit – 5	2	-
Section B	Unit – 1	2	-
	Unit – 2	1	-
	Unit – 3	2	-
	Unit – 4	1	-
	Unit – 5	2	-
Section C	Unit – 1	1	-
	Unit – 2	1	-
	Unit – 3	1	-
	Unit – 4	1	-
	Unit – 5	-	-

CORE - XII
PAPER TITLE: ADVERTISING MANAGEMENT AND SALES PROMOTION

SUBJECT CODE: 16UBBAC12	THEORY	MARKS : 100
SEMESTER: IV	CREDITS: 4	TOTAL HOURS : 75

COURSE OBJECTIVES:

- To equip the students with the nature, purpose & complex construction in the planning and execution of a successful advertising program and the ways to improve the sales through various promotions.

UNIT-I (17 Hours)

Advertising: Advertising: Definition, objectives, need & importance, growth of modern advertising – types & classification of advertisement, advertising spiral – market segmentation, promotional mix and target audience

UNIT-II (15 Hours)

Media: Media: Mass Media-Selection, planning and scheduling – web advertising – integrated programme and budget planning –percentage of sales method, objective to task method, competitive parity, market share method, unit sales method, affordable method.

UNIT-III (15 Hours)

Message and copy development – different types of copy; Art & layout of an advertisement: Principles of design, layout stages, difference in designing of television, audio & print advertisement – Advertising agencies – Organization and operation.

UNIT-IV (14 Hours)

Management of sales promotion: Importance & need for sales promotion, planning for consumer schemes & contests, different types of consumer schemes.

UNIT-V (14 Hours)

Control: Measurement of effectiveness – Ethics, Economics and Social Relevance

PRESCRIBED BOOKS:

1. Bhatia, T.K., Advertising and Marketing in Rural India, 2ndEdition, Macmillan India Ltd., 2007.
2. Hackley, C., Advertising and Promotion: An integrated communications approach, 2 ndEdition, Sage Publications, 2010.
3. Jefkins, F., Advertising, 4th Edition, Pearson, 2002.
4. Wells, W.D., Burnett, J. and Moriarty, S., Advertising: Principles and Practice, 7thEdition, Pearson, 2007

REFERENCE BOOKS:

1. Aaker, Myers & Batra: Advertising Management, Prentice Hall. 4. Wells, Moriarity & Burnett: Advertising Principles & Practices, Prentice Hall. V.K. Kapoor, Introduction to operational Research – Sultan chand & sons – New Delhi Hamdy A Taha,
2. Operation Research – An Introduction prentice Hall of India- New Delhi.

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
Section A	Definition/Principle Answer any 10 Questions out of 12 (Each in 50 words)	1-12	2	20
Section B	Short Answer Answer any 5 out of 8 questions (each in 300 words)	13-20	8	40
Section C	Essay Answer any 2 out of 4 questions (each in 1200 words)	21-24	20	40

Distribution of Questions:

Sections	Units	No. of Questions	
		Theory	Problems
Section A	Unit – 1	2	-
	Unit – 2	3	-
	Unit – 3	2	-
	Unit – 4	3	-
	Unit – 5	2	-
Section B	Unit – 1	2	-
	Unit – 2	2	-
	Unit – 3	1	-
	Unit – 4	2	-
	Unit – 5	1	-
Section C	Unit – 1	1	-
	Unit – 2	1	-
	Unit – 3	1	-
	Unit – 4	1	-
	Unit – 5	-	-

ALLIED: IV
PAPER TITLE: BUSINESS STATISTICS AND OPERATIONS RESEARCH-II

SUBJECT CODE: 16UMATA24	THEORY & PROBLEMS	100 MARKS
SEMESTER: IV	CREDITS: 5	TOTAL HOURS : 90

COURSE OBJECTIVE:

- To introduce basic concepts of statistics and understand the statistical techniques used for business data analysis.
- To give an insight into operation research techniques used in business for critical decision making.

UNIT-I **(15 Hours)**

Time Series Analysis – Secular trend: Graphic or free hand method, Method of semi average, Moving average and Method of least squares-Seasonal variation: Method of simple average only.

UNIT-II **(15 Hours)**

Index Numbers: Simple aggregative, simple average of price relative method, weighted average of price relative method and weighted aggregative method – Fixed and Chain base Index – Cost of Living Index.

UNIT-III **(20 Hours)**

Probability – Addition and Multiplication Theorem – Sampling Techniques – Types of Sample and Sampling procedures – Tests of Significance – t, Chi –square test only. **(Simple problems)**

UNIT-IV **(20 Hours)**

Assignment Problems: Minimisation, Maximisation case in assignment problem. Travelling sales man problem, unbalanced assignment problem.

UNIT-V **(20 Hours)**

Transportation Problems: North West Corner Method (NWCM) – Lowest Cost Entry Method (LCM), Vogel's Approximation Method (VAM) and MODI Method.

PRESCRIBED TEXTS:

1. Gupta S.P, Statistical Methods, 2000 SultanChands.
2. Vittal Dr. P.R, Introduction to Operations Research, MarghamPublications

REFERENCE BOOKS:

1. Elhance, Statistics , Himalayan Publications
2. Gupta and Hira, Operations Research ,S.Chand.
3. Handy and A. Taha, Operations Research ,MacmillanPublishers

WEBSITES:1. <https://www.easycalculation.com/tutorial.php>2. <http://people.brunel.ac.uk/~mastijb/jeb/or/contents.html>**Question Paper Pattern:**

Section	Question Component	Numbers	Marks	Total
A	Definition/Principle Answer any 10 out of 12 questions (each in 50 words)	1-12	2	20
B	Short Answer Answer any 5 out of 8 questions (each in 300 words)	13-20	8	40
C	Essay Answer any 2 out of 4 questions (each in 1200 words)	21-24	20	40

Distribution of Questions:

Section	Units	No. of Questions	
		Theory	Problems
A	Unit – 1	2	1
	Unit – 2	1	2
	Unit – 3	1	1
	Unit – 4	1	1
	Unit – 5	1	1
B	Unit – 1	-	1
	Unit – 2	-	2
	Unit – 3	-	1
	Unit – 4	1	1
	Unit – 5	1	1
C	Unit – 1	-	1
	Unit – 2	-	1
	Unit – 3	-	-
	Unit – 4	-	1
	Unit – 5	-	1

SEMESTER – V

CORE - XIII
PAPER TITLE: BUSINESS ENVIRONMENT

SUBJECT CODE: 16UBBAC13	THEORY	MARKS : 100
SEMESTER: V	CREDITS: 4	TOTAL HOURS : 90

COURSE OBJECTIVES:

- To enable the students with the knowledge of internal and external environment sustaining in today's business scenario.

UNIT- I (20 Hours)

The concept of Business Environment - Its nature and significance - Brief overview of political - Cultural - Legal - Economic and social environments and their impact on business and strategic decisions.

UNIT-II (15 Hours)

Political Environment - Government and Business relationship in India- Corporate Governance.

UNIT-III (20 Hours)

Social environment - Cultural heritage - Social attitudes - Castes and communities - Joint family systems - linguistic and religious groups - Types of social organization

UNIT-IV (15 Hours)

Economic Environment - Economic systems and their impact of business - Fiscal deficit - Plan investment – Five Year Planning

UNIT-V (20 Hours)

Financial Environment - Financial system - Commercial bank Financial Institutions - RBI Stock Exchange - IDBI - Non Banking Financial Companies NBFC

PRESCRIBED BOOKS:

1. Cherunilam Francis, 2000, Business environment, Himalaya Publishing House, 11th Revised Edition, India.
2. Sankaran Dr.S., Business Environment, Margham Publications.

REFERENCE BOOKS:

1. Aswathappa K, 1997, Essentials of Business Environment, Himalaya Publishing House, 6th Edition, India.
2. Sangam Joshi Rosy Kapoor, Business Environment, Kalyani Publishers, Ludhiana

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
Section A	Definition/Principle Answer any 10 Questions out of 12 (Each in 50 words)	1-12	2	20
Section B	Short Answer Answer any 5 out of 8 questions (each in 300 words)	13-20	8	40
Section C	Essay Answer any 2 out of 4 questions (each in 1200 words)	21-24	20	40

Distribution of Questions:

Sections	Units	No. of Questions	
		Theory	Problems
Section A	Unit – 1	3	-
	Unit – 2	2	-
	Unit – 3	2	-
	Unit – 4	2	-
	Unit – 5	3	-
Section B	Unit – 1	2	-
	Unit – 2	2	-
	Unit – 3	2	-
	Unit – 4	1	-
	Unit – 5	1	-
Section C	Unit – 1	1	-
	Unit – 2	-	-
	Unit – 3	1	-
	Unit – 4	1	-
	Unit – 5	1	-

CORE - XIV
PAPER TITLE: ORGANISATIONAL BEHAVIOUR

SUBJECT CODE :16UBBAC14	THEORY	MARKS : 100
SEMESTER: V	CREDITS: 4	TOTAL HOURS : 75

COURSE OBJECTIVES:

- To acquaint the knowledge about the ways in which the employee should behave in an industry and about the work environment that prevails in an organization..

UNIT-I (10 Hours)

Need and scope of organizational behavior - Theories of organization - Individual difference Vs Group intelligence tests -Measurement of intelligence - Personality Tests - Nature - Types and uses of perception.

UNIT-II (20 Hours)

Motivation: techniques -- Theories of Motivation: Maslow's needs theory, Alderfer's ERG theory, McGregor X and Y theory, Herzberg's hygiene theory - Job satisfaction: Factors related to job satisfaction, job enlargement and enrichment-Morale: Importance, factors affecting Morale, causes of low Morale, Factors Improving Morale-Employee attitude and Behavior: Significance to employee productivity.

UNIT- III (20 Hours)

Leadership: Types, Theories (Great Man Theory, Trait Theory, Behavioural Theory, Contingency Theory, Transactional Theory and Transformational Theory)--Work environment: Good housekeeping practices - Design of work place - Fatigue – types, Causes and prevention and importance

UNIT-IV (10 Hours)

Group Dynamics: **Types-Formal and Informal, Group Norms, Performance**—Cohesiveness: **Factors influencing and Consequences** – Conflict: **Types of Conflict, resolution of conflict**— Role position status: **Importance**

UNIT- V (15 Hours)

Organizational culture: Characteristic Feature and dimensions- Organizational Climate: Factors influencing organizational climate—Organizational Development: Nature of Organizational Development, Steps involves in Organizational Development Process- Organizational Effectiveness: Importance

PRESCRIBED BOOKS:

1. Sekaran Uma, Organisational Behaviour Text & cases, 2nd edition, Tata McGraw Hill Publishing CO.Ltd.
2. Rao Gangadhar, Narayana ,V.S.P Rao, Organisational Behaviour 1987, Reprint 2000, Konark Publishers Pvt.Ltd , 1 st edition

REFERENCE BOOKS:

1. Khanka S.S., Organisational Behaviour ,S.Chand& Co , New Delhi .
2. Jayasankar.J.,Organizational Behaviour, Margham Publications , Chennai

Question Paper Pattern:

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Distribution of Questions:

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		Theory	Problems
Section A	Unit – 1	2	-
	Unit – 2	3	-
	Unit – 3	2	-
	Unit – 4	2	-
	Unit – 5	3	-
Section B	Unit – 1	2	-
	Unit – 2	2	-
	Unit – 3	2	-
	Unit – 4	1	-
	Unit – 5	1	-
Section C	Unit – 1	1	-
	Unit – 2	1	-
	Unit – 3	1	-
	Unit – 4	1	-
	Unit – 5	-	-

CORE - XV
PAPER TITLE: BUSINESS RESEARCH

SUBJECT CODE : 16UBBAC15	THEORY	MARKS : 100
SEMESTER : V	CREDITS : 4	TOTAL HOURS : 90

COURSE OBJECTIVES:

- To provide an exposure to the students pertaining to the nature and extent of research orientation, which they are expected to possess when they enter the industry as practitioners.
- To give them an understanding of the basic techniques and tools of business marketing research.

UNIT– I (18 Hours)

Introduction to Business Research- Need for Research in Business; The Research Process- Steps in the research process; the research proposal, Planning and operational problems of research in business

UNIT-II (17 Hours)

Research Design: Exploratory, Descriptive, Causal. Secondary Data Research: Advantages & Disadvantages of Secondary data, Criteria for evaluating Secondary sources, Secondary sources of data in Indian Context.

UNIT-III (20 Hours)

Primary Data Collection; Survey Vs. Observation, Comparison of self- Administered, telephone, mail, email techniques. Qualitative Research tools: Depth Interviews focus groups and Projective techniques: Questionnaire-form & design.

UNIT-IV (20 Hours)

Sampling: Sampling techniques- probability and Non-Probability methods- Determination of Sample Size: Data Analysis: Hypothesis Testing-Statistical Significance.- Simple Correlation-Regression (Theoretical Explanation only)

UNIT-V (15 Hours)

Presenting results and writing the report – The Written Research Report.

PRESCRIBED BOOKS:

1. Sharma D D, Marketing Research -Principles, Application and Cases ,SultanChand Publications ,NewDelhi
2. Beri G. C. -1993-Marketing Research-Second Edition- Tata Mc-Graw Hill Publication- NewDelhi.
3. Ravilochan P., Marketing Research, Margham Publications, Chennai,2012.

REFERENCE BOOKS:

1. David J. Loudon and Albert J Della Bitta – Consumer Behavior, Tata McGrawHill,2002
2. Zikmund, Babin&Carr, Business Research Methods,South-Western.
3. Cooper & Schindler, Busienss Research Methods, Mc Graw Hill Education
4. Aaker, Kumar, Day, Marketing Research,Wiley
5. Naresh Malhotra, Marketing Research,Pearson.

Question Paper Pattern :

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				100

Distribution of Questions:

Section	Units	No. of Questions	
		Theory	Problems
Section A	Unit – 1	2	-
	Unit – 2	3	-
	Unit – 3	3	-
	Unit – 4	2	-
	Unit – 5	2	-
Section B	Unit – 1	2	-
	Unit – 2	2	-
	Unit – 3	2	-
	Unit – 4	1	-
	Unit – 5	1	-
Section C	Unit – 1	1	-
	Unit – 2	1	-
	Unit – 3	-	-
	Unit – 4	1	-
	Unit -5	1	-

CORE – XVI
PAPER TITLE: BUSINESS TAXATION

SUBJECT CODE : 16UBBAC16	THEORY	MARKS : 100
SEMESTER : V	CREDITS : 4	TOTAL HOURS :90

COURSE OBJECTIVES:

- To familiarize students with the basic concepts of direct tax and indirect tax
- To enable the students to understand the procedure for computation of various indirect taxes.

UNIT-I **(20 Hours)**

Tax – features – canons – objectives of taxation - Tax vs Duty – Direct Tax vs Indirect Tax
– Powers of Union / States – varieties of indirect taxes – movement towards GST.

UNIT-II **(15 Hours)**

Central excise duty- concept and definitions - Basis of levy- Types of Excise Duty – Classification & Valuation of Goods – Clearance of Goods – Procedure for assessment and payment of excise duty –Philosophy of CENVAT - Registration & Filing of Returns

UNIT-III **(15 Hours)**

Customs Act – objectives – levy and collection – classification of goods – procedure for assessment & payment of customs duty – types of customs duty – valuation of goods – clearance of goods – warehousing provisions - Duty drawback provisions.

UNIT-IV **(20 Hours)**

Value Added Tax- short title and commencement – definition- advantage of VAT over the existing tax law– registration – charging sections- Input Tax Credit- Reversal – concept of exempted sales and zero rated sales

UNIT-V **(20 Hours)**

Service Tax – Definition- Statutory Framework – Levy & Collection – Administration – Principles of Valuation – Persons liable to pay service tax – conditions incidental to procedure for assessment and payment of service tax – Service Tax Returns -Registration.

PRESCRIBED BOOKS:

1. Singhania Dr.Vinod K, Monica Singhania, Students Guide to Income Tax, Taxmann Publications Pvt Ltd., New Delhi.
2. Reddy T.S. and Y.Hari Prasad Reddy, Indirect Taxes, Margham Publishers

REFERENCE BOOKS:

1. Ahiya Girish, Dr. Ravi Gupta, Systematic Approach to Income Tax and CST, Bharat Law House Pvt. Ltd. New Delhi.
2. Kumar Dr.Sanjeev, Systematic Approach to Indirect Taxes with Practical problems and solutions, Bharat Law House Pvt. Ltd., New Delhi.

Question Paper Pattern:

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Section A	Definition/Principle Answer any 10 out of 12 questions (each in 50 words)	1-12	2	20
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		Theory	Problems
Section A	Unit – 1	3	-
	Unit – 2	2	-
	Unit – 3	2	-
	Unit – 4	2	-
	Unit – 5	3	-
Section B	Unit – 1	1	-
	Unit – 2	1	-
	Unit – 3	2	-
	Unit – 4	2	-
	Unit – 5	2	-
Section C	Unit – 1	1	-
	Unit – 2	1	-
	Unit – 3	1	-
	Unit – 4	-	-
	Unit -5	1	-

ELECTIVE – I
PAPER TITLE: EVENT MANAGEMENT

SUBJECT CODE : 16UBBAE01	THEORY	MARKS : 100
SEMESTER : V	CREDITS : 5	TOTAL HOURS : 90

COURSE OBJECTIVES:

- To impart the knowledge about event management to the students.

UNIT– I (20 Hours)
Event Management - Requirement of Event Manager, Analyzing the events, Scope of the Event, Decision-makers, Technical Staff, Developing Record-Keeping Systems, Establishing Policies & Procedures

UNIT– II (20 Hours)
Preparing a Planning Schedule, Organizing Tasks, Assigning Responsibility, and Communicating, Using the Schedule Properly, The Budget, Overall Planning tips, Checklists, Expert Resources

UNIT– III (18 Hours)
Locating People, Clarifying Roles, developing content Guidelines, Participant Tips, Reference Checks, Requirement Forms, Event organization, writing for PR

UNIT– IV (12 Hours)
Introduction, Fees & Honorariums, Expense Reimbursement, Travel Arrangements, Worksheets.

UNIT– V (20 Hours)
Types of Events, Roles & Responsibilities of Event Management in Different Events, Scope of the Work, Approach towards Events

PRESCRIBED BOOKS:

1. Kishore Devesh, Ganga Sagar Singh, Event Management: A Blooming Industry and an Eventful Career, 1st Edition, Haranand Publications Pvt.Ltd,
2. Goyal Swarup K.,Event Management, 1st Edition, Adhyayan Publisher –2009.

REFERNCE BOOKS:

1. Savita Mohan, Event Management & Public Relations– 3rd Edition, EnkayPublishing House.

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
Section A	Definition/Principle Answer any 10 out of 12 questions (each in 50 words)	1-12	2	20
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		Theory	Problems
Section A	Unit – 1	3	-
	Unit – 2	2	-
	Unit – 3	2	-
	Unit – 4	3	-
	Unit – 5	2	-
Section B	Unit – 1	2	-
	Unit – 2	2	-
	Unit – 3	2	-
	Unit – 4	1	-
	Unit – 5	1	-
Section C	Unit – 1	1	-
	Unit – 2	1	-
	Unit – 3	1	-
	Unit – 4	-	-
	Unit – 5	1	-

SEMESTER – VI

CORE - XVII
PAPER TITLE: OPERATIONS MANAGEMENT

SUBJECT CODE: 16UBBAC17	THEORY	MARKS : 100
SEMESTER: VI	CREDITS: 4	TOTAL HOURS : 90

COURSE OBJECTIVES:

- To enable the students with basic knowledge about operations, layout and location.
- To impart the importance of work study, work sampling and services operation management.

UNIT-I (20 Hours)

Introduction: Nature and Scope of Operations Management. Production design & Process planning: Plant location: Factors to be considered in Plant Location – Plant Location Trends.

UNIT- II (20 Hours)

Layout of manufacturing facilities: Principles of a Good Layout – Layout Factors –Basic Types of Layout – Service Facilities.

UNIT-III (20 Hours)

Production and Inventory Control: Basic types of production – Basic Inventory Models – Economic Order Quantity, Economic Batch Quantity – Reorder point – Safety stock – Classification and Codification of stock – ABC classification – Procedure for Stock Control, Materials Requirement Planning (MRP). JIT.

UNIT-IV (15 Hours)

Methods Analysis and Work Measurement: Methods Study Procedures – The Purpose of Time Study– Stop Watch Time Study – Performance Rating – Allowance Factors –Standard Time – Work Sampling Technique. Quality Control: Purposes of Inspection and Quality Control – Acceptance Sampling by Variables and Attributes – Control Charts.

UNIT-V (15 Hours)

Service Operations Management: Introduction – Types of Service – Service Encounter – Service Facility Location – Service Processes and Service Delivery.

PRESCRIBED BOOKS:

1. Buffa, E.S. and Sarin, R., Modern Productions / Operations Management, 8 th Edition, Wiley, 2007.
2. Chary, S.N., Production and Operations Management, 5th Edition, TataMcGraw-Hill, 2012.
3. B.Mahadevan, Operations Management,2nd Edition,Pearson,2010.
4. Lee Krajewski,Larry P Ritzman.,Manoj K Malhotra& Samir K Srivastava,Operations Management,9th Edition,Pearson,2011.
5. Heizer, J., Render, B. and Rajashekhar, J., Operations Management, 9th Edition, Pearson, 2009.

REFERENCE BOOKS:

1. Panneer selvam, R., Production and Operations Management, 3rd Edition, PHI Learning, 2012.
2. Srinivasan,G., Quantitative Models in Operations and Supply Chain Management, PHI Learning Pvt. Ltd

Question Paper Pattern:

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		Theory	Problems
Section A	Unit – 1	2	-
	Unit – 2	2	-
	Unit – 3	3	-
	Unit – 4	3	-
	Unit – 5	2	-
Section B	Unit – 1	2	-
	Unit – 2	2	-
	Unit – 3	2	-
	Unit – 4	1	-
	Unit – 5	1	-
Section C	Unit – 1	1	-
	Unit – 2	1	-
	Unit – 3	-	-
	Unit – 4	1	-
	Unit – 5	1	-

CORE - XVIII
PAPER TITLE: HUMAN RESOURCE MANAGEMENT

SUBJECT CODE :16UBBAC18	THEORY	MARKS : 100
SEMESTER: VI	CREDITS: 4	TOTAL HOURS : 90

COURSE OBJECTIVES:

- To understand the nature of human resources and its significance to the organization.
- To familiarize students with the various techniques in HRM that contribute to the overall effectiveness of an Organization.
- To bring to the attention of the students the latest trends in managing human resources in an organization

UNIT-I **(20 Hours)**

Nature and scope of Human Resources Management – Differences between personnel management and HRM – Environment of HRM – Human resource planning – Recruitment – Selection – Methods of Selection – Uses of various tests – interview techniques in selection and placement.

UNIT -II **(20 Hours)**

Induction – Training – Methods – Techniques – Identification of the training needs – Training and Development – Performance appraisal – Transfer – Promotion and termination of services – Career development.

UNIT-III **(20 Hours)**

Remuneration – Components of remuneration – Incentives – Benefits – Motivation – Welfare and social security measures.

UNIT-IV **(15 Hours)**

Labour Relation – Functions of Trade Unions – Forms of collective Bargaining-Workers' participation in management – Types and effectiveness

UNIT-V **(15 Hours)**

Human Resource Audit – Nature – Benefits – Scope – Approaches

PRESCRIBED BOOKS:

1. Rao P.Subba, Essentials of Human Resource Management and Industrial Relations, 2010, Himalaya Publishing House.
2. Prasad L M, Human Resource Management, Third Edition Reprint 2014, Sultan Chand & Sons.
3. Ashwathappa, Human Resource Management, 5th Edition, McGraw Hill
4. Human Resource Management – Tripathi

REFERENCE BOOKS:

1. Deseler Garry, Human Resource Management, 11th Edition, Pearson International
2. Charmine Dr E.J. Härtel ,Dr Yuka Fujimoto, Human Resource Management, 2nd Edition, Tata Mc Graw Hill, Delhi.

WEBSITES:

1. <https://www.wiziq.com/tutorials/human-resource-management>
2. <https://www.sophia.org/tutorials/introductory-human-resource-concepts>

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
Section A	Definition/Principle Answer any 10 Questions out of 12 (Each in 50 words)	1-12	2	20
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		Theory	Problems
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	Unit – 2	3	-
	Unit – 3	3	-
	Unit – 4	2	-
	Unit – 5	2	-
Section B	Unit – 1	2	-
	Unit – 2	2	-
	Unit – 3	1	-
	Unit – 4	2	-
	Unit – 5	1	-
Section C	Unit – 1	1	-
	Unit – 2	1	-
	Unit – 3	1	-
	Unit – 4	1	-
	Unit – 5	-	-

CORE - XIX
PAPER TITLE: SERVICES MARKETING

SUBJECT CODE :16UBBAC19	THEORY	MARKS : 100
SEMESTER: VI	CREDITS: 4	TOTAL HOURS : 90

COURSE OBJECTIVES:

- To impart the knowledge of the elements in services marketing and their effectiveness in the business scenario.
- To understand the basic concepts in service quality.

UNIT-I (15 Hours)

Marketing Services: Introduction growth of the service sector, the concept of service, Characteristics of service - classification of service designing of the service, blueprinting using technology, developing human resources, building service aspirations.

UNIT-II (20 Hours)

Marketing Mix in Service Marketing: The seven Ps: product decision, pricing strategies and tactics, promotion of service and distribution methods for services. Additional dimension in services marketing- people, physical evidence and process

UNIT-III (18 Hours)

Effective Management of Service Marketing: Marketing demand and supply through capacity planning and segmentation - internal marketing of services - external versus internal Orientation of service strategy.

UNIT-IV (20 Hours)

Delivering Quality Service: Causes of service - quality gaps, the customer expectations versus perceived service gap, factors and techniques to resolve this gap, Customer relationship management, Gaps in services - quality standards, factors and solutions - the service performance gap - key factors and strategies for closing the gap, External communication to the customers- the promise versus delivery gap - developing appropriate and effective communication about service quality

UNIT-V (17 Hours)

Marketing of Service with Special Reference to:1. Financial services, 2. Health services, 3. Hospitality services including travel, hotels and tourism, 4. Professional service, 5. Public utility service, 6. Educational services

PRESCRIBED BOOKS:

1. S.M. Jha, Services marketing, Himalaya Publishers, India
2. Sinha.P.K and Sahoo.S.C., 1994,Services Marketing Text and Reading, Himalaya Publishers House,India.
1. P.K.Gupta& Manmohan, Problems in Operations Research – Sultan Chand & sons – New Delhi.

REFERENCE BOOKS:

1. Natarajan Dr. L, Services Marketing, Margham Publications, Chennai.
2. Thakur .G.S. Sandhusupreet& Dogra Babzan , Services marketing , kalyani Publishers, Ludhianna .
3. Balaji Dr. B., Services Marketing and Management, S. Chand & Co , New Delhi

Question Paper Pattern:

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		Theory	Problems
Section A	Unit – 1	2	-
	Unit – 2	3	-
	Unit – 3	3	-
	Unit – 4	2	-
	Unit – 5	2	-
Section B	Unit – 1	1	-
	Unit – 2	2	-
	Unit – 3	2	-
	Unit – 4	2	-
	Unit – 5	1	-
Section C	Unit – 1	1	-
	Unit – 2	1	-
	Unit – 3	1	-
	Unit – 4	1	-
	Unit – 5	1	-

ELECTIVE II
PAPER TITLE: CUSTOMER RELATIONSHIP MANAGEMENT

SUBJECT CODE: 16UBBAE02	THEORY	MARKS : 100
SEMESTER: VI	CREDITS: 5	TOTAL HOURS : 90

COURSE OBJECTIVES:

- To understand the concept of Customer Relationships and its effectiveness in developing the business.
- To have an insight into the banking sector CRM.

UNIT-I **(15 Hours)**

Communication - need/ Mode of communication – barriers, channels of communication - oral -written -listening skill – Verbal skill- interpersonal communication and intra personal communication, Essentials of business letter

UNIT-II **(15 Hours)**

CRM - concept and approach - CR in competitive environment public relation and image building

UNIT-III **(20 Hours)**

Banker - customer relationship -retaining and enlarging customer base - customer services - quality circle.

UNIT-IV **(20 Hours)**

Nature and types of customer - complaint redressal methods Talwar and Goiporia committee report, customer service committee, customer day - Copra Forum - Ombudsman.

UNIT-V **(20 Hours)**

Market Segment - Customer Data Base - Market Research, Review and Evaluation of Customer Satisfaction

PRESCRIBED BOOKS:

1. Peeru H. Mohamed & A. Sangadevan , Customers Relationship Management - A Step – by – step approach , 8th Edition (2007), Vikas Publishing House Private Limited , Noida P.R. Vittal&V.Malini,

REFERENCE BOOKS:

1. Chaturvedi Mukesh, Abhinav Chaturvedi , Customers Relationship Management – An Indian Perspective ,1st Edition (2005) Excel Books , New Delhi

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
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		Theory	Problems
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	Unit – 2	2	-
	Unit – 3	2	-
	Unit – 4	2	-
	Unit – 5	3	-
Section B	Unit – 1	2	-
	Unit – 2	2	-
	Unit – 3	2	-
	Unit – 4	1	-
	Unit – 5	1	-
Section C	Unit – 1	1	-
	Unit – 2	1	-
	Unit – 3	1	-
	Unit – 4	1	-
	Unit – 5	-	-

**ELECTIVE –III
PROJECT WORK**

SUBJECT CODE: 16UBBAE03	THEORY & PRACTICAL	MARKS: 100
SEMESTER: VI	CREDITS: 5	TOTAL HOURS: 90

COURSE OBJECTIVES:

- To give a practical experience to the students in the fields of marketing or finance or human resources and thus give an insight into the business world.

A group of 3 students will be assigned a project in the beginning of the final year. The project work shall be submitted to the college 20 days before the end of the final year and the college has to certify the same and submit during the viva-voce examination.

The project shall be evaluated externally. The external examiner shall be from the panel of examiners suggested by the board of studies from time to time.

Those who fail in the project work will have to redo the project work and submit to the college for external examination.