

# **GURU NANAK COLLEGE (Autonomous)**

VELACHERY ROAD, CHENNAI – 600042

(Re-Accredited 'A' grade by NAAC)



## **BACHELOR OF BUSINESS ADMINISTRATION**

**DEPARTMENT OF BUSINESS ADMINISTRATION  
(B.B.A)**

**(SEMESTER SYSTEM WITH CREDITS)**

### **Syllabus**

For The Batch Of Students Admitted  
During The academic Year 2017-2018

## **BBA., DEGREE PROGRAMME**

### **SEMESTER SYSTEM WITH CREDITS (Effective from the Academic year 2017--18)**

#### **RULES AND REGULATIONS**

##### **1. CHOICE BASED CREDIT SYSTEM (CBCS) WITH GRADING**

The College follows the CBCS with grades under the semester pattern. Every course paper is provided with a credit point based on the quantum of subject matter, complexity of the content and the hours of teaching allotment. This is done after a thorough analysis of the content of each subject paper by the members of the Board of studies and with the approval of the Academic Council. Students are also offered with a choice of a variety of Job-oriented courses, Elective courses and courses involving Soft-skills. Students are permitted to choose any course of their interest during the study period and earn extra credits and certificates in addition to the regular hardcore (compulsory) subjects.

The evaluation method under CBCS involves a more acceptable grading system that reflects the personality of the student. This is represented as Cumulative Grade Point Average (CGPA) and Grade Point Average (GPA) which are indicators of Academic Performance of the student. It provides students scope for horizontal mobility as well as empowers them with the flexibility of learning at their convenience.

##### **2. ELIGIBILITY FOR ADMISSION**

Candidates for admission to the first year of the UG programme shall be required to have passed the higher secondary examinations (Academic or Vocational Stream) conducted by the Government of Tamil Nadu or an examination accepted as equivalent thereof by the Syndicate of the University of Madras. Students applying for the PG programme should have taken the UG degree in the concerned subject from a recognized university.

##### **3. DURATION OF THE COURSE**

The UG course is of three year duration with six semesters and the PG course is of two year duration with four semesters. The odd semester include the period from June to November and the even semester from December to April. There shall not be less than 90 working days for each semester.

#### 4 COURSE OF STUDY

The main subject of study for Bachelor's Degree shall consist of the following:

##### FOUNDATION COURSES :

**PART – I** Tamil or Classical Language (Hindi / Sanskrit/ French)

**PART – II** English

##### CORE COURSES

**PART – III** consisting of (a) Main subjects, (b) Allied Subjects, (c) Elective subjects related to the main subject of study and projectwork.

##### PART -IV

1. **(a)** Those who have not studied Tamil up to XII standard, and taken a non-Tamil language under **Part – I** shall take Tamil comprising of Two courses (level will be at 6<sup>th</sup> standard).

**(b)** Those who have studied Tamil up to XII standard, and taken a non—Tamil language under **Part –I** shall take **Advanced Tamil** comprising of two courses.

**(c)** Others who do not come under a or b can choose **non-major elective comprising of two courses.**

2. Soft Skills. ( I , II, III & IV Semesters )

3. Environmental Studies (IV Semester)

4. Value Education ( V Semester )

##### PART -V Compulsory Extension Service

A candidate shall be awarded one credit for compulsory extension service.

All the students shall enroll for **NSS / NCC / NSO (Sports & Games) Rotract / Youth red cross or any other service organization** in the college and shall have to put in compulsory minimum attendance of 40 hours which shall be duly certified by the Principal of the college before **31<sup>st</sup> March in a year.** If a student **LACKS 40 HOURS ATTENDANCE** in the first year, he / she shall have to compensate the same during the subsequent years. Literacy and population, educational field work shall be compulsory components in the above extension service activities.

## I SEMESTER

PART	COURSE COMPONENTS	COURSE TITLE	Credit	Ins. Hour s/	Marks		
					CIA	Ext. Exam	Total
	<b>SEMESTER – I</b>						
I		Language	3	6	50	50	100
II		English	3	6	50	50	100
	Core Subject -I	Financial Accounting (Common to B.Com (ISM,BM,MM,A&F))	4	6	50	50	100
III	Core Subject – II	Principles of Management (Common to B.Com (ISM,BM,MM,A&F))	4	5	50	50	100
	Allied – I	Business Communication (Common to B.Com (ISM,BM,A&F))	5	5	50	50	100
	Soft Skill	Skill based subject (English Dept)	3	-		100	100
IV	Non Major Elective	Non-Tamil Students : Basic/ Advanced Tamil Tamil Students Analytical &Logical reasoning (Common to B.Com (ISM,BM,MM,A&F))	2	2		100	100
			24	30			

## II SEMESTER

PART	COURSE COMPONENTS	COURSE TITLE	Credit	Ins. Hour s/	Marks		
					CIA	Ext. Exam	Total
	<b>SEMESTER – II</b>						
I		Language	3	6	50	50	100
II		English	3	6	50	50	100
	Core Subject – III	Business and Corporate Laws (Common to B.Com (BM,MM,A&F))	4	5	50	50	100
III	Core Subject – IV	Management Accounting (Common to B.Com (BM,MM,A&F))	4	5	50	50	100
	Allied – II	Managerial Economics	5	6	50	50	100
	Soft Skill	Skill based subject (English Dept)	3	-		100	100
IV	Non Major Elective	Non-Tamil Students : Basic/ Advanced Tamil Tamil Students: Basics Of Insurance(Common to B.Com (BM))	2	2		100	100
			24	30			

### THIRD SEMESTER

PART	COURSE COMPONENTS	COURSE TITLE	Credit	Ins. Hour s/ Week	Marks		
					CIA	Ext. Exam	Total
	<b>SEMESTER - III</b>						
	Core –V	Marketing Management (Common to B.Com (ISM,BM,MM,A&F))	4	5	50	50	100
	Core –VI	Financial Management (Common to B.Com (ISM,BM,MM,))	4	5	50	50	100
	Core –VII	E – Business (Common to B.Com (ISM & MM,))	4	6	50	50	100
III	Core –VIII	Entrepreneurial Development (Common to B.Com (ISM,BM,MM,A&F))	4	5	50	50	100
	Allied –III	Business Statistics & O.R – I (Common to B.Com (ISM,BM,MM))	5	6	50	50	100
IV	Soft Skill		3	2		100	100
	Environmental Studies	<i>(Examination will be held in Semester IV)</i>		1			
			24	30			

### FOURTH SEMESTER

PART	COURSE COMPONENTS	COURSE TITLE	Credit	Ins. Hour s/ Week	Marks		
					CIA	Ext. Exam	Total
	Core –IX	International Economics (Common to B.Com (BM))	4	6	50	50	100
	Core - X	Management Information System (Common to B.Com (ISM))	4	6	50	50	100
	Core –XI	Financial Services (Common to B.Com (BM,MM,A&F))	4	6	50	50	100
	Core –XII	Advertising Management & Sales Promotion (Common to B.Com (MM))	4	7	50	50	100
III	Allied –IV	Business Statistics & O.R – II (Common to B.Com (ISM,BM,MM))	5	7	50	50	100
	Soft Skill		3	2		100	100
IV	Environmental Studies		2	2		100	100
			2	30			

### FIFTH SEMESTER

PART	STUDY COMPONENTS	COURSE TITLE	Credit	Ins. Hours/ Week	Marks		
					CIA	Ext. Exam	Total
	<b>SEMESTER – V</b>						
	Core –XIII	Business Environment	4	6	50	50	100
	Core –XIV	Organizational Behaviour	4	5	50	50	100
	Core –XV	Business Research	4	6	50	50	100
III	Core –XVI	Business Taxation (Common to B.Com (A&F))	4	6	50	50	100
	Elective – I :	(1) Event Management	5	6	50	50	100
IV	Value Education		2	1		100	100
			27	30			

### SIXTH SEMESTER

PART	STUDY COMPONENTS	COURSE TITLE	Credit	Ins. Hours/ Week	Marks		
					CIA	Ext. Exam	Total
	Core –XVII	Operations Management	4	6	50	50	100
	Core –XVIII	Human Resources Management (Common to B.Com (ISM,BM,MM,A&F))	4	6	50	50	100
	Core –XIX	Services Marketing (Common to B.Com (MM))	4	6	50	50	100
III	Elective – II :	(1) Customer Relationship Management (Common to B.Com (MM))	5	6	50	50	100
	Elective – III :	Project Work (Group)	5	6	20	80	100
V		Community Services	1				
			23	30			

Under Part IV of the course, students are required to register separately for two Non-Major Elective papers, choosing preferably papers offered by other departments during the First and Second semester. The marks obtained under Part IV would not be included for classification of the candidate although a pass is mandatory. Students should have obtained the minimum credit under Part V to be eligible to receive the degree.

## 1. EXAMINATIONS

Continuous Internal Assessment (CIA) and End Semester Examination (ESE), each carrying 50% marks, will form the basis for grading student performance in each paper.

### CONTINUOUS INTERNAL ASSESSMENT

Continuous assessment will be made by teachers responsible for the course they teach on dates centrally fixed by the college. Every semester has two centralized CIA examinations and one model examination for each paper. The Continuous Assessment Tests (CAT) of one and a half hour duration would be held on completion of 30 and 60 working days each semester. Students who fail to write one or more CATs will have to register for a re-test after obtaining clearance from the HOD and Dean Academics. Re-test is generally not allowed except in the case of students who miss CA tests because they were away on those days representing college in sports or cultural activities or for any justifiable reason acceptable to the Principal/Dean. Principal/Dean may grant special permission to such candidates for taking just one additional paper of three hour duration covering the entire syllabus of that paper. This test should be taken before the commencement of the End of Semester Examination of that semester. A Model exam of three hours duration will be held at the end of each semester. The schedule for these tests is as follows:

C.I.A. Test	Schedule	Syllabus Coverage
I	After 30 working days from the commencement of the semester	40%
II	After 60 working days of the semester	80%
III (model)	After 80 working days of the semester	95%

The components for the CIA are as follows:

Internal Components			
Assessment Type	Nature	Maximum marks	% of Weightage
CIA	Written test I	50	5
	Written test II	50	5
	Model examination	100	10
	Assignment		10
	Class activities		15
	Attendance		5
	<b>Total</b>		<b>50</b>

The class activity relates to a programme of accepted innovative techniques such as seminars, quiz, port folio creation, MCQ, power point presentation, objective tests, role play etc. This class activity for evaluation will be fixed before the commencement of the semester with the approval of the HOD.

A student should attend at least one test in order to declare him/her as pass in the internal assessment tests even though he/she has got pass marks in the overall internal components. Candidates who fail in a paper for want of sufficient marks in CIA will have to seek improvement by coming back to the semester for CA exams or repeating it after the completion of the course at the time of regular CIA.

A record of all such assessment procedures will be maintained by the department and is open for clarification by the students. Students will have the right to appeal to the Principal in case of glaring disparities in marking.

CIA marks for practical subjects will be awarded by the respective faculty based on the performance of the student in the model practical examination, observation notebook, submission of record books, regularity and attendance to the practical classes. The attendance particulars for practical classes will be maintained by the concerned faculty.

Marks for attendance will be awarded as per the following:

Percentage of General Attendance	Marks awarded
90-100	5
75-89	4
60-75	3
<60	0

### **END OF SEMESTER EXAMINATIONS (ESE)**

- Examinations will be conducted during each semester after the completion of a minimum of 90 working days. Examinations will be held for all papers of the course in Nov/Dec and April/May for all UG and PG courses. Practical examinations will be conducted only during the end of the even semester either before the commencement of the theory exam or after the theory exams. The schedule for ESE Practical will be notified by the Controller of Examinations in consultation with the Dean of Sciences.
- A candidate will be permitted to appear for the End of Semester examinations for any semester if:
  - ❖ He / She secures not less than 75% of attendance in the working days during the semester.
  - ❖ His / Her conduct has been satisfactory
  - ❖ He / She should have applied for the examination
  - ❖ He / She should have paid the requisite examination fee
- The attendance requirements to appear for the ESE is as follows:
- Students must have **75%** of attendance in each part of the course of study to appear for the examination.



- Students who have **65% to 74.9%** of attendance shall apply for condonation in the prescribed form along with the prescribed fee after obtaining permission from the Dean. Students cannot claim condonation as a matter of right. Submission of medical certificate is normally not accepted to condone shortage of attendance.
- Students who have 50% to 64.9% of attendance will fall under the —Withheld category. Such students cannot take the ESE exams. They should apply to the Principal for permission to write the next supplementary examination and pay the requisite fee for this purpose.
- Students who have less than 50% of attendance fall under the —detained category and are not permitted to appear for the examination. They shall redo the semesters after completion of the course and appear for the examination after securing the required percentage of attendance. The decision of Principal remains final and binding in all respects.
- Students who do not get the minimum marks to pass in the ESE shall compulsorily re-appear for the paper in the subsequent semester after paying the required fee.
- Candidates who fail in any of the papers in the UG and PG End of Semester examinations shall complete the paper concerned within 5 years from the date of admission to the particular course. If they fail to do so, they shall re-register their names and take the examination in the revised regulations/syllabus of the paper in force at the time of their reappearance. In the event of removal of that paper consequent to change of regulation and/or curriculum after 5-year period, the candidate shall have to take up an equivalent paper in the revised syllabus as suggested by the Chairman, Board of Studies concerned.

#### **Instant Examinations: (Special Supplementary Examination)**

In order to provide an opportunity to the final UG and PG students to obtain the degree in the same year itself and to facilitate vertical mobility, special supplementary End of Semester examinations will be conducted in about 20 days from the date of publication of results every year for the final semester theory papers and also for the candidates who fail in only one theory paper of the previous semesters. Students, who wish to apply for special supplementary End of Semester examinations, can do so within 7 days from the date of publication of results.

#### **Malpractice cases, if any, will not be permitted to appear for Supplementary Examination**

The details of the ESE is as follows:

<b>External Component</b>			
<b>Assessment type</b>	<b>Comprehensive</b>	<b>Maximum mark</b>	<b>% of Weightage</b>
External Exam	3 hours examination	100	50
	<b>Grand total (CIA+ESE)</b>		<b>100</b>

## **2. CONDUCT OF EXAMINATION**

- Chief Superintendent of exams will be the Principal or a person appointed by him. The conduct of end of semester examination lies with the team headed by the Chief Superintendent.
- Time-table for examinations will be finalized the office of the Controller of Examinations and will be displayed well in advance i.e., 20 days prior to the commencement of examination.
- The Hall tickets for eligible students will be issued **5** days prior to the commencement of examination.
- For Subjects like Environmental Studies, Value Education etc. End Semester Examinations may be conducted on-line or along with the regular ESE.

## **3. VALUATION**

- Valuation of the answer scripts are undertaken at the central valuation camp lead by the Controller of Examination or the Camp Officer appointed by the Controller of Examinations.
- Single valuation of answer scripts by external examiners is adopted for both UG and PG courses.

## **4. PUBLICATION OF RESULTS**

The Examination results will be published on the web during the second / third week of May for the II, IV and VI semester examinations and during the second / third week of December for the I, III and V semester examinations

## **PROVISION FOR OBTAINING PHOTOCOPY AND REVALUATION OF VALUED ANSWER SCRIPTS**

- ❖ A student can request the Principal for a photocopy of the answer book within seven days from the announcement of the results. Such requests should be endorsed by the HOD and submitted along with the prescribed fees for forward transcription to the COE.
- ❖ Students intending to go for revaluation after obtaining the photocopy of the answer script, shall apply to the COE in the prescribed format along with fees duly endorsed by the HOD and Principal. The application should reach the COE within 7 days from receipt of the photocopy of the answer script.
- ❖ Revaluation /obtaining photocopy of answer scripts is permissible only for the current semester papers and not for any arrear paper.
- ❖ For re-valuation, the answer papers will be valued by two external examiners separately and the average mark of the valuations will be taken into account.
- ❖ The revaluation results will be forwarded to the Principal within 15 working days.
- ❖ Revised mark statement will be issued after withdrawing the previous one, if the marks obtained in revaluation are higher than the marks obtained earlier. In other cases, the original marks obtained earlier will be retained and the matter will be intimated to the student concerned as ‘\_Nochange’.

## 5. CLASSIFICATION OF PERFORMANCE – GRADING SYSTEM FOR THE SEMESTER

A candidate shall be declared to have qualified for the award of the Degree provided the candidate has successfully completed the Programme requirements and has passed all the prescribed subjects of study in all these semesters.

### Conversion of Marks to Grade Points and Letter Grade (Performance in a paper/course)

Range of Marks		Grade Points		Letter Grade		Description	
PG & UG		PG & UG		PG & UG		PG & UG	
90-100		9.0-10.0		O		Outstanding	
80-89		8.0-8.9		D+		Excellent	
75-79		7.5-7.9		D		Distinction	
70-74		7.0-7.4		A+		Very Good	
60-69		6.0-6.9		A		Good	
50-59		5.0-5.9		B		Average	
PG	UG	PG	UG	PG	UG	PG	UG
00-49	40-49	0.0	4.0-4.9	U	C	Re-appear	Satisfactory
	00-39		0.0		U		Re-appear
ABSENT		0.0		AAA		ABSENT	
B.Com (Hons)		B.Com (Hons)		B.Com (Hons)		B.Com (Hons)	
00-59		0.0		U		Reappear	

### Classification of Grades

CGPA		GRADE		CLASSIFICATION OF FINAL RESULT	
PG & UG		PG & UG		PG & UG	
9.5-10.0		O+		First Class – Exemplary*	
9.0 and above but below 9.5		O		First class- outstanding*	
8.5 and above but below 9.0		D++		First Class with Distinction*	
8.0 and above but below 8.5		D+			
7.5 and above but below 8.0		D			
7.0 and above but below 7.5		A++		First Class	
6.5 and above but below 7.0		A+			
6.0 and above but below 6.5		A			
5.5 and above but below 6.0		B+		Second Class	
5.0 and above but below 5.5		B			
PG	UG	PG	UG	PG	UG
0.0 and above but below 5.0	4.5 and above but below 5.0	U	C+	Re – appear	Third Class
	4.0 and above but below 4.5		C		
	0.0 and above but below 4.0		U		Re- appear

\* The candidates who have passed in the first appearance and within the prescribed semester of the UG/PG Programme (Core, Allied, Elective, Project and Internship courses) alone are eligible.

### Grading For a Semester/Year:

$$\text{GRADE POINT AVERAGE [GP]} = \sum_i C_i G_i / \sum_i C_i$$

$$\text{GPA} = \frac{\text{Sum of the multiplication of grade points by the credits of the courses}}{\text{Sum of the credits of the courses (passed) in a semester/year}}$$

### For the entire programme:

$$\text{CUMULATIVE GRADE POINT AVERAGE [CGPA]} = \sum_n \sum_i C_{ni} G_i / \sum_n \sum_i C_{ni}$$

$$\text{CGPA} = \frac{\text{Sum of the multiplication of grade points by the credits of the entire programme}}{\text{Sum of the credits of the courses of the entire programme}}$$

(CGPA is calculated only if the candidate has passed in all the courses in the entire programme)

$C_i$  = Credits earned for course  $i$  in any semester / year.

$G_i$  = Grade Point obtained for course  $i$  in any semester / year.

$n$  refers to the semester/year in which such courses were credited.

$C_i$  = Credits earned for course  $i$  in any semester.

$G_n$  = Grade Points obtained for course  $i$  in any semester.

$n$  refers to the semester in which such courses were credited

### Passing Minimum

- For all U.G. Programme except B.Com (Hons) passing minimum of each subject is 40% in CIA, 40% in E.S.E and 40% in aggregate i.e., CIA + ESE
- For B.Com (Hons)

a) No passing minimum for internal b) For ESE, passing minimum is 50% for languages, NME, value education, EVS and 60% for core subjects/internship/project and viva voce c) In aggregate the passing minimum (Ext + Int) is 50% for languages, NME, value education, EVS and 60% for core subjects/internship/project and viva voce.

- Passing minimum of each subject/course under PG Programme is 50% in CIA, 50% in ESE and 50% in aggregate i.e., CIA + ESE
- Passing minimum of each subject under Career Oriented Programmes, Certificate Courses and Diploma courses is 40% in CIA and ESE and 40% in aggregate i.e., CIA + ESE. Both UG and PG students are at liberty to study these courses jointly
- Passing minimum for each PG Diploma course offered by a PG Department as a part of the curriculum to its students is 50% in ESE and 50% in aggregate i.e., CIA + ESE, since graduates alone are admitted to these Courses

## 6. REQUIREMENT FOR PROCEEDING TO SUBSEQUENT SEMESTER

- (a) Candidates shall register their names for the first semester examination after admission in the UG courses.
- (b) Candidates shall be permitted to proceed from the first semester up to final semester irrespective of their failure in any of the semester examinations subject to the condition that the candidate should register for all the arrear subjects of earlier semesters along with current (subsequent) semester subjects

## **12. ISSUE OF CERTIFICATES**

### **1. Marksheet**

Mark sheets will be issued every semester to all students who have taken the examination.

### **2. Consolidated MarkSheet**

Consolidated mark sheets will be given to final year students along with total credits earned only to those who have passed all the papers prescribed for the respective degree.

### **3. Transcript**

Students who are desirous to obtain any other certificates like Transcript certificates for joining courses of study in other Universities in India or abroad or for obtaining scholarships, can obtain these certificates from the office of the Controller of Examinations. A requisition letter duly signed by the Student and forwarded by the Principal along with fee challan is to be submitted to the office of the Controller of Examinations. The certificates will be provided within 15 workingdays.

### **4. ProvisionalCertificate**

A copy of the results of the successful final year students will be sent to the University of Madras in the prescribed format in July/August and the University will issue a Provisional Certificate through the College. This may take around 2 months.

### **5. Corrections in the Certificates**

Any corrections like name, date of birth etc., can also be made in the certificate. A letter of request duly signed by the student, HOD and Principal along with the prescribed fee paid challan is to be forwarded to the office of the Controller of Examinations. The time line to update will be 15 working days. The amount once paid will not be refunded under any circumstances.

### **6. Issue of Duplicate Mark Sheet**

In case of loss of mark sheet / certificate, a duplicate may provided after submitting a non-traceable certificate issued from the Police station duly signed by an Inspector or Sub Inspector. A requisition letter duly signed by the Principal along with the requisite fees should also be submitted to the office of the Controller of Examinations. Certificates which are torn will not be replaced.

### **7. Duplicate Provisional Certificate / Degree Certificate :**

Students have to apply directly to the University of Madras for duplicate provisional certificate and degree certificate.

### **8. Verification ofQualification**

The agencies who requests for verification of educational qualifications of students under autonomous mode of this college and students who opt for higher studies / employment and who requires verification of educational qualification, shall apply to the Principal to this effect along

with the prescribed fees. The letter of request has to be forwarded to the OCOE. The relevant certificate will be issued within 15 working days from the office of the Principal.

### **13. CONVOCATION AND NOTICE**

#### **1. Convocation**

Students must apply for their Degree certificates along with copy of the provisional certificates in the application form issued by University of Madras and submit the same in the college office on or before the last date fixed by the college. Every year after the Convocation held by University of Madras, the college will hold a Graduation day / convocation in which the Degree certificates will be distributed to the students who are present. For others it will be issued through the college admin office.

#### **2. Notice**

Candidates who have completed the duration of the course and left the College, can get information regarding Supplementary Examinations, issue of examination application forms, certificates and application for Graduation day through the college web site and general notice board. Regular students will however be informed of the examinations by circulation, in addition to the modes mentioned above.

**No candidate will be communicated individually.**

**The liability lies on the candidates for their certificates. The College shall not be liable for whatever lapse that occurs due to the ignorance of the candidates .**

**END SEMESTER EXAMINATION QUESTION PAPER PATTERN FOR  
THEORY PAPERS WITHOUT PRACTICAL**

<b>QUESTION ALLOTMENT</b>	<b>MAXIMUM 100 MARKS</b>  <b>PASSING MINIMUM 40 MARKS</b>  <b>THREE HOURS DURATION</b>
<b>QUESTION 1-12</b>  <b>Answer any 10 questions</b>	<b>PART-A (10X2=20 MARKS)</b>  <b>ANSWER ANY 10 QUESTIONS</b>  <b>EACH QUESTION CARRIES 2 MARK</b>
<b>QUESTION 13-20</b>  <b>Answer any FIVE out of 8</b>	<b>PART-B (5 X 8=40)</b>  <b>ANSWER ANY FIVE QUESTIONS</b>  <b>EACH QUESTION CARRIES 8 MARKS</b>
<b>QUESTION 21 TO 24</b>  <b>Answer any TWO out of 4</b>	<b>PART-C (2X 20=40 MARKS )</b>  <b>ANSWER ANY TWO QUESTIONS</b>  <b>EACH QUESTION CARRIES 20 MARKS</b>



**GURU NANAK COLLEGE (AUTONOMOUS), CHENNAI – 6000 042**  
**(Effective for the batch of candidates admitted in 2016-2019)**

**CORE – I**  
**FINANCIAL ACCOUNTING**

<b>SUBJECT CODE : 15UCOM301</b>	<b>THEORY</b>	<b>MARKS : 100</b>
<b>SEMESTER : I</b>	<b>CREDITS : 4</b>	<b>No. OF HOURS PER WEEK : 6</b>

**(Common to B.Com (ISM), B.Com (BM), B.COM (MM) and B.Com(A&F)**

**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- (15 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.

**UNIT II - (20 Hours)**

Preparation of Cash Book , Preparation of Final Accounts of a Sole Trading Concern – Adjustments entries – Closing Stock, Outstanding Expenses, Prepaid Expenses, Depreciation, Accrued Income, Income received in Advance, Bad Debts, Provision for Bad and doubtful debts, Interest on Capital and Interest on Drawings (simple problems)

**UNIT III - (15 Hours)**

Classification of errors – Rectification of errors – Preparation of Suspense Account, Insurance claims – Average Clause (Loss of stock only)

**UNIT IV - (10 Hours)**

Depreciation – Meaning, Causes, Types – Straight Line Method – Written Down Value Method (simple problems).

**UNIT V - (15 Hours)**

Single Entry – Meaning, Features, Defects, Difference between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method (simple problems).

**Prescribed Texts**

1. Reddy T.S. &A.Murthy, Financial Accounting - Margham Publications Chennai – 5
2. Manikandan Dr. S. and R.Rakesh Shankar , Financial Accounting –3<sup>rd</sup> Edition- SCITECH Publisher
3. Dalston L. Cecil and Jenitra L. Merwin, Financial Accounting, Learn Tech press, Trichy, 1st Edition 2015.

**Reference Books**

1. Jain S. P &Narang, Financial Accounting, 2014, Kalyani Publishers. New Delhi.
2. Gupta R.L. &V.K.Gupta, Advanced Accounting, Sultan Chand & Sons, New Delhi.
3. Shukla T.S.&Grewal, Advanced Accounting 18<sup>th</sup> Edition, S Chand New Delhi.
4. Tulsian P.C., Financial Accounting 2009, Forth Impression,.
5. S.Parthasarathy and A.Jaffarulla, Financial Accounting, Kalyani Publisher, New Delhi.



**Web References**

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

**Question Paper Pattern:**

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

**Distribution of Questions:**

Section	Units	No. of Questions	
		Theory	Problems
<b>A</b>	Unit – 1	2	1
	Unit – 2	1	2
	Unit – 3	1	1
	Unit – 4	1	1
	Unit – 5	1	1
<b>B</b>	Unit – 1	1	1
	Unit – 2		1
	Unit – 3		2
	Unit – 4	1	1
	Unit – 5		1
<b>C</b>	Unit – 1		1
	Unit – 2		1
	Unit – 3		
	Unit – 4		1
	Unit – 5		1

**CORE – II**  
**PRINCIPLES OF MANAGEMENT**

<b>SUBJECT CODE : 15MAM301</b>	<b>THEORY</b>	<b>MARKS : 100</b>
<b>SEMESTER : I</b>	<b>CREDITS : 4</b>	<b>No. OF HOURS PER WEEK :5</b>

(Common to B.Com (A&F), B.Com (ISM), B.Com (BM), B.COM (MM))

**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 - (20 Hours)**

Management: Importance – Definition – Is Management art or science –Functions of Management: POLC framework - Role and Functions of a Manager- Managerial skill – Levels of Management – Application of management in various functional areas – Production, Accounting and Finance, Marketing and Personnel Management.

**UNIT II - (15 Hours)**

Evolution of Management: Classical school of thought: Henry Fayol ,Peter Drucker, Elton Mayo, Max Weber. Modern School of Thought: Systems Approach, Contingency approach, Kaizen's approach.

**UNIT III - (15 Hours)**

Planning: Meaning - Objectives of planning - Importance of planning – Types of planning. Decision making: Nature and significance- Process of Decision making – Types of Decision making- Styles of decision making – analytical decision making, behavioral decision making, conceptual decision making – Decision making techniques – Decision trees, payback analysis and simulations.

**UNIT IV - (15 Hours)**

Organizing – Meaning and definition of Organizing, Importance of Organizing, and Principles of Organizing: Work specialization, Authority, Chain of Command, Delegation and Span of Control. Types of Organizational Structure – Line Organizational Structure, Staff organizational structure, Divisional Organization structure, Product/Project organizational structure, Matrix Organizational Structure and Hybrid Organizational Structure.

**UNIT V- (10 Hours)**

Co-ordination: What is co-ordination – Need for co-ordination, Types of co-ordination and essential requisites for excellent co-ordination. Controlling: Meaning and Importance –Function of controlling, Process of controlling and types of Control.

**Prescribed Texts:**

1. Gupta C.B., Management Theory & Practice , Sultan Chand & Sons - New Delhi, 16<sup>TH</sup> Edition.
2. Prasad L.M., Principles & Practice of Management , Sultan Chand & Sons - New Delhi, 8<sup>th</sup> Edition.

**Reference Books**

1. Tripathi P.C. & P.N Reddy, Principles of Managements, 5<sup>th</sup> Edition, Tata Mc.Graw Hill, New Delhi,
2. Weihrich and Koontz, Management, 8<sup>th</sup> Edition, A Global Perspective.
3. Premavathy N., Principles of Management, 8th Edition ,Sri Vishnu Publication, Chennai
4. Jayashankar J., Business Management , Margham Publications , Chennai

**Web References:**

1. <http://www.12manage.com>
2. <http://www.businessballs.com>
3. [https://www.tutorialspoint.com/management\\_principles/management\\_principles\\_tutorial.pdf](https://www.tutorialspoint.com/management_principles/management_principles_tutorial.pdf)

**Question Paper Pattern:**

Section	Question Component	Numbers	Marks	Total
<b>Section A</b>	<b>Definition/Principle</b> Answer any 10 out of 12 questions (each in 50 words)	1-12	3	<b>30</b>
<b>Section B</b>	<b>Short Answer</b> Answer any 5 out of 8 questions (each in 300 words)	13-20	6	<b>30</b>
<b>Section C</b>	<b>Essay</b> Answer any 4 out of 6 questions (each in 600 words)	21-26	10	<b>40</b>
				<b>100</b>

**Distribution of Questions:**

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

**ALLIED 1  
BUSINESS COMMUNICATION**

<b>SUBJECT CODE:</b>	<b>THEORY</b>	<b>100MARKS</b>
<b>SEMESTER: I</b>	<b>CREDITS: 5</b>	<b>NO. OF HOURS PER WEEK: 5</b>

(Common to B.Com (BM), B.Com (ISM), B.Com (A&F), )

**COURSE OBJECTIVES:**

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

**UNIT I - (15 Hours)**

Concept of Communication – Meaning, Definition, Process, Need, Feedback, Principles of effective Communication – Barriers to Communication: Physical, Semantic/Language, Socio-Cultural and Psychological Barriers - Ways to overcome these Barriers. Types of Communication: Verbal, Non-verbal – Characteristics of Verbal communication and Non-verbal communication Merits and Demerits of Verbal and Non-verbal communication.

**UNIT II - (15 Hours)**

Channels of Communication: Formal and Informal—Vertical, Horizontal, Diagonal, Grapevine.

Business Letters and Layout: Parts, Structure, Layouts— Full Block, Modified Block, Semi – Block, Principles of Effective Letter Writing.

**UNIT III - (15 Hours)**

**Personal correspondence-** Job Application Letter and Resume Letter of Acceptance of Job Offer, Inter-Office-Memo, Letter of Resignation

**Business Correspondence:** Trade Letters –Inquiry, Order, Credit and Status Enquiry, Complaints, Claims, Sales Letters, promotional leaflets and fliers.

**UNIT IV - (15 Hours)**

Report Writing – Agenda, Minutes of Meeting – Memorandum – Office Order – Circular  
Notes Correspondence with share holders –Correspondence with directors.

**UNIT V - (15 Hours)**

Modern Forms of Communication: Fax – E-mail – Video Conferencing – Benefits and Perils of communication through social media: Website and Apps.

**Prescribed Texts:**

1. Raghunthan N.S., B. Santhanam, 3<sup>rd</sup> Edition, Margham Publications, Chennai,
2. Gupta C.B., Business communication, Organisation and Management, 2014.

**Reference 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.
3. Bovee, Thill, Schatzman, Business Communication Today - Pearson Education Private Ltd. - New Delhi.
4. Penrose, Rasbery, Myers, Advanced Business Communication - Bangalore.
5. Mary Ellen Guffey, Business Communication – Process and Product - International Thomson Publishing - Ohio.

**Web References:**

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

**Question Paper Pattern:**

Section	Question Component	Numbers	Marks	Total
<b>A</b>	<b>Definition/Principle</b> Answer any 10 out of 12 questions (each in 50 words)	1-12	3	<b>30</b>
<b>B</b>	<b>Short Answer</b> Answer any 5 out of 8 questions (each in 300 words)	13-20	6	<b>30</b>
<b>C</b>	<b>Essay</b> Answer any 4 out of 6 questions (each in 600 words)	21-26	10	<b>40</b>
<b>TOTAL MARKS</b>				<b>100</b>

**Distribution of Questions:**

Sections	Units	No. of Questions	
		Theory	Problems
<b>Section A</b>	Unit – 1	3	
	Unit – 2	2	
	Unit – 3	2	
	Unit – 4	2	
	Unit – 5	3	
<b>Section B</b>	Unit – 1	2	
	Unit – 2	2	
	Unit – 3	2	
	Unit – 4	1	

	Unit – 5	1	
<b>Section C</b>	Unit – 1	1	
	Unit – 2	1	
	Unit – 3	2	
	Unit – 4	1	
	Unit - 5	1	

**NME 1**  
**ANALYTICAL AND LOGICAL REASONING**

<b>SUBJECT CODE :</b>	<b>THEORY</b>	<b>MARKS : 100 ( 50 IA + 50 ES)</b>
<b>SEMESTER : I</b>	<b>CREDITS : 2</b>	<b>No. OF HOURS PER WEEK : 2</b>

**Common to B.Com (Hons), B.Com (BM), B.Com (A&F) and B.Com (MM)**

**Course Objective:**

- To enable students to learn to describe the problem-solving process
- To make the students identify various problem-solving techniques and apply these in solving business problems
- To Understand thinking models and practice exercises to help in thinking outside-the-box and generate a larger solution space
- To Understand creativity and blocks to creativity
- To Arrive at objective, well-reasoned decisions in a reasonable time

**UNIT-I - (6 Hours)**

Logical reasoning Introduction- Number Series

**UNIT-II - (6 Hours)**

Statement and assumptions – Statement and conclusion

**UNIT-III- (6 Hours)**

Verbal reasoning – Coding and Decoding (with alpha numeric characters)- Reasoning Blood Relationship

**UNIT-IV - (6 Hours)**

Direction Sense Test – Data Interpretation from bar chart, pie chart.

**UNIT-V - (6 Hours)**

Venn Diagrams – Image Series (6 Hours)

**Reference Books**

1. A.K. Gupta- Logical and Analytical Reasoning — Ramesh publishing house – 2016 Paper Back edition
2. R.S.Agarwal - A Modern Approach to verbal and non-verbal reasoning – Revised edition– Publisher – S.Chand and Company Pvt. Ltd.

**Web References:**

1. <http://www.careerguide.co.in/search/label/Reasoning>
2. <http://www.indiabix.com/logical-reasoning>

**Question Paper Pattern:**

Section	Question Component	Numbers	Marks	Total
A	Multiple choice Questions	1-50	1	50
TOTAL MARKS				50

**Distribution of Questions:**

Sections	Units	No. of
		Problems
Section A	Unit – 1	10
	Unit – 2	10
	Unit – 3	10
	Unit – 4	10
	Unit – 5	10



### CORE III – BUSINESS AND CORPORATE LAWS

<b>SUBJECT CODE:</b>	<b>THEORY</b>	<b>100MARKS</b>
<b>SEMESTER: II</b>	<b>CREDITS: 4</b>	<b>NO. OF HOURS PER WEEK : 5</b>

(Common to B.Com (A&F), B.Com (MM) and B.COM(BM))

#### COURSE OBJECTIVES:

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

#### UNIT I - (21Hours)

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 Contracts.

#### UNIT II - (15 Hours)

Performance of contract – Discharge of contract – Remedies for breach of contract – Quasi contracts (General Contract – Sections 1 to 75) -Contract of Indemnity – Guarantee

#### UNIT III - (12 Hours)

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

#### UNIT IV - (15 Hours)

Company – Meaning-Characteristics-Kinds of companies - Memorandum of Association –Contents - Articles of Association- contents – Distinction between Memorandum and Articles- Prospectus-Meaning-Contents-Types-Misstatements in prospectus.

#### UNIT V - (10 Hours)

Shares –Meaning- Kinds- Debentures –Meaning-Kinds- Distinction between Shares and Debentures- Annual General Meeting-Meaning-Extra-ordinary General Meeting- Meaning- Board Meeting- Meaning-Procedure for the conduct of the meetings(Meaning of Notice, Agenda, Quorum, Voting, Proxy, Minutes- Resolution-meaning and types

#### Prescribed Texts:

1. Business Laws – N.D. Kapoor, Sultan Chand Publications, 15<sup>th</sup> Edition
2. Legal Systems in Business – P. Saravanel , S. Sumathi, Himalaya Publishing House, 2011.

#### Reference Books:

1. P.C.Tulsian, Business Laws, Tata Mc Graw Hill, 2<sup>nd</sup> Edition.
2. M.R. Sreenivasan, Business Laws – Margham Publications , Chennai
3. S.S. Gulshan and G.K. Kapoor, Business Law including Company Law, 12<sup>th</sup> Edition, New Age International (P) Ltd. Publishers.

**Question Paper Pattern :**

Section	Question Component	Numbers	Marks	Total
<b>Section A</b>	<b>Definition/Principle</b> Answer any 10 out of 12 questions (each in 50 words)	1-12	3	<b>30</b>
<b>Section B</b>	<b>Short Answer</b> Answer any 5 out of 8 questions (each in 300 words)	13-20	6	<b>30</b>
<b>Section C</b>	<b>Essay</b> Answer any 4 out of 6 questions (each in 600 words)	21-26	10	<b>40</b>

**Distribution of Questions :**

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

## CORE IV– MANAGEMENT ACCOUNTING

<b>SUBJECT CODE :</b>	<b>THEORY</b>	<b>MARKS : 100</b>
<b>SEMESTER : VI</b>	<b>CREDITS : 4</b>	<b>No. OF HOURS PER WEEK : 6</b>

(Common to B.Com (ISM), B.Com(BM), B.Com(MM), B.Com (A & F))

### **COURSE OBJECTIVES:**

- To understand and analyze financial statement to help in managerial decision making.
- To prepare statements like Cash Flow, Fund Flow, Budgets etc., so as to assist the managements to take meaningful and correct decisions.

### **UNIT I – (10 Hours)**

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

### **UNIT II - (10 Hours)**

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

### **UNIT III - (15 Hours)**

Ratio Analysis – Interpretation, benefits and limitations. Classification of ratios-Liquidity, Profitability, Turnover Ratios, and Construction of Balance sheet (simple problems only).

### **UNIT IV - (20 Hours)**

Funds flow Analysis – Meaning of Funds, Importance and uses of Funds Flow Statement – Preparation of Working capital Statement – Funds from operations – Fund Flow Statement (simple problems only).

### **UNIT V - (20 Hours)**

Cash Flow Analysis – Meaning of Cash and Cash Equivalents – Preparation of Cash flow Statement as per AS-3, Fund Flow Analysis Vs. Cash Flow Analysis. Budgets and Budgetary Control – Meaning, Importance, Merits and Demerits, Types of Budget – Production, Cash and Flexible Budget (simple problems only)

### **Prescribed Texts:**

1. Reddy T. S. and Hari Prasad Reddy, Management Accounting, 2014-MarghamPulication.
2. Maheswari SN, Management Accounting - Sultan Chand & Sons.

### **Reference Books**

1. Pillai RSN & Bagavati, Management Accounting - S Chand & Co Ltd - New Delhi.
2. HorngrenSunderu Stratton, Introduction to Management Accounting - Pearson Education
3. Dalston L. Cecil and Jenitra L. Merwin, Management Accounting, Learn Tech press, Trichy, 3rd Edition 2015

### **Web References:**

1. <http://pakaccountants.com/courses/managementaccounting/>
2. <http://www.elearnuk.co.uk/course/management-accounting>

**Question Paper Pattern:**

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

**Distribution of Questions:**

Sections	Units	No. of Questions	
		Theory	Problems
<b>Section A</b>	Unit – 1	2	
	Unit – 2	1	1
	Unit – 3	1	2
	Unit – 4	1	1
	Unit – 5	1	2
<b>Section B</b>	Unit – 1	1	
	Unit – 2	1	1
	Unit – 3		1
	Unit – 4		2
	Unit – 5		2
<b>Section C</b>	Unit – 1		
	Unit – 2		1
	Unit – 3		1
	Unit – 4		1
	Unit – 5		1

## ALLIED – II

### MANAGERIAL ECONOMICS

<b>SUBJECT CODE :</b>	<b>THEORY</b>	<b>MARKS : 100</b>
<b>SEMESTER : II</b>	<b>CREDITS : 5</b>	<b>No. OF HOURS PER WEEK : 6</b>

#### 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 Texts:

1. Dr. S.Shankaran, Managerial Economics –5<sup>th</sup> 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 –22<sup>nd</sup> Edition,2014Sultan 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<sup>th</sup> Edition, 1993,Worth publishers ,New York.
3. VI Mote Samuel Paul G.S Gupta, Managerial Economics, concepts and cases,1<sup>st</sup> Edition, 2004, Tata McGraw Hill - New Delhi.

**Question Paper Pattern:**

Section	Question Component	Numbers	Marks	Total
<b>A</b>	<b>Definition/Principle</b> Answer any 10 out of 12 questions (each in 50 words)	1-12	3	<b>20</b>
<b>B</b>	<b>Short Answer</b> Answer any 5 out of 8 questions (each in 300 words)	13-20	6	<b>40</b>
<b>C</b>	<b>Essay</b> Answer any 4 out of 6 questions (each in 600 words)	21-26	10	<b>40</b>
				<b>100</b>

**Distribution of Questions :**

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

## **NME II -BASICS OF BUSINESS INSURANCE**

<b>SUBJECT CODE :</b>	<b>THEORY</b>	<b>MARKS : 100</b>
<b>SEMESTER : II</b>	<b>CREDITS : 2</b>	<b>No. OF HOURS PER WEEK : 2</b>

**Common to B.COM(BM)**

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

### **Reference Books**

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

**Question Paper Pattern:**

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

**Distribution of Questions :**

Sections	Units	No. of Questions	
		Theory	Problems
<b>Section A</b>	Unit – 1	2	
	Unit – 2	2	
	Unit – 3	2	
	Unit – 4	2	
	Unit – 5	2	



**CORE V  
MARKETING MANAGEMENT**

<b>SUBJECT CODE :</b>	<b>THEORY</b>	<b>MARKS : 100</b>
<b>SEMESTER : III</b>	<b>CREDITS : 4</b>	<b>No. OF HOURS PER WEEK : 5</b>

(Common to B.Com (BM), B.Com (ISM), B.Com (MM), B.Com (A&F))

**COURSE OBJECTIVES:**

- To understand the role and importance of marketing.
- Identify the factors influencing consumer behavior and purchase decision
- To understand the facets of 4 P's in marketing
- To understand the modalities of sales distribution and control

**UNIT I – (10 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 – (10 Hours)**

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

**UNIT III – (20 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 – (20 Hours)**

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

**UNIT V – (15 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 Texts:**

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

**Reference Books:**

1. Philip Kotler, 2003, Marketing Management, 11th edition, Pearson Education (Singapore) Pt Ltd, New Delhi.
2. Crrain field, Marketing Management, Palgrave Macmillan

**Web Reference:**

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
<b>A</b>	<b>Definition/Principle</b> Answer ANY 10 out of 12 questions (each in 50 words)	1-12	3	<b>30</b>
<b>B</b>	<b>Short Answer</b> Answer any 5 out of 8 questions (each in 300 words)	13-20	6	<b>30</b>
<b>C</b>	<b>Essay</b> Answer any 4 out of 6 questions (each in 600 words)	21-26	10	<b>40</b>
<b>TOTAL MARKS</b>				<b>100</b>

**Distribution of Questions:**

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

## CORE – VI

### FINANCIAL MANAGEMENT

<b>SUBJECT CODE :</b>	<b>THEORY</b>	<b>MARKS : 100</b>
<b>SEMESTER : III</b>	<b>CREDITS : 4</b>	<b>No. OF HOURS PER WEEK : 5</b>

(Common to B.COM(ISM), B.COM (BM and B.COM(MM))

#### 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 - (10 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 - (10 Hours)

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

#### Prescribed Texts:

1. Murthy Dr. A., Financial Management, Margaham 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
<b>A</b>	<b>Definition/Principle</b> Answer any 10 out of 12 questions (each in 50 words)	1-12	2	<b>20</b>
<b>B</b>	<b>Short Answer</b> Answer any 5 out of 8 questions (each in 300 words)	13-20	8	<b>40</b>
<b>C</b>	<b>Essay</b> Answer any 2 out of 4 questions (each in 600 words)	21-24	20	<b>40</b>
				<b>100</b>

**Distribution of Questions :**

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

## **CORE VII**

### **E- BUSINESS**

<b>SUBJECT CODE :</b>	<b>THEORY</b>	<b>MARKS : 100</b>
<b>SEMESTER : III</b>	<b>CREDITS : 4</b>	<b>No. OF HOURS PER WEEK : 6</b>

#### **COMMON TO (B.COM (MM) and B.COM(ISM))**

##### **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 - (10 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 - (17 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 - (17 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 - (18 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 - (13 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 Text:**

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

**Reference Books**

1. Kosivr, David , Understanding E-Commerce
2. Garry P Schneider and James T Perry , Electronic Commerce, Course technology, Thomson Learning, 2000
3. Diwan, Prag and Sunil Sharma , E-Commerce - Managers guide to E-Business

**Web Reference:**

1. [www.tutorialspoint.com/e\\_commerce/](http://www.tutorialspoint.com/e_commerce/)
2. [www.ecommercetutorial.net](http://www.ecommercetutorial.net)

**Question Paper Pattern:**

Section	Question Component	Numbers	Marks	Total
<b>A</b>	<b>Definition/Principle</b> Answer any 10 out of 12 questions (each in 50 words)	1-12	3	<b>30</b>
<b>B</b>	<b>Short Answer</b> Answer any 5 out of 8 questions (each in 300 words)	13-20	6	<b>30</b>
<b>C</b>	<b>Essay</b> Answer any 4 out of 6 questions (each in 600 words)	21-26	10	<b>40</b>
<b>TOTAL MARKS</b>				<b>100</b>

**Distribution of Questions:**

Section	Units	No. of Questions	
		Theory	Problems
<b>Section A</b>	Unit – 1	3	
	Unit – 2	3	
	Unit – 3	2	
	Unit – 4	2	
	Unit – 5	2	
<b>Section B</b>	Unit – 1	2	
	Unit – 2	1	
	Unit – 3	2	
	Unit – 4	2	
	Unit – 5	1	
<b>Section C</b>	Unit – 1	1	
	Unit – 2	2	
	Unit – 3	1	
	Unit – 4	1	
	Unit – 5	1	

**CORE – VIII**  
**ENTREPRENEURIAL DEVELOPMENT**

<b>SUBJECT CODE :</b>	<b>THEORY</b>	<b>MARKS : 100</b>
<b>SEMESTER : III</b>	<b>CREDITS : 4</b>	<b>No. OF HOURS PER WEEK : 5</b>

(Common to B.Com (A&F), B.Com (ISM), B.COM(BM) and B.COM (MM))

**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 Organisation – 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 & 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 Text:**

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

**Web Reference:**

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



**Question Paper Pattern:**

Section	Question Component	Numbers	Marks	Total
<b>A</b>	<b>Definition/Principle</b> Answer any 10 out of 12 questions (each in 50 words)	1-12	3	<b>30</b>
<b>B</b>	<b>Short Answer</b> Answer any 5 out of 8 questions (each in 300 words)	13-20	6	<b>30</b>
<b>C</b>	<b>Essay</b> Answer any 4 out of 6 questions (each in 600 words)	21-26	10	<b>40</b>
				100

**Distribution of Questions :**

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

**ALLIED: III BUSINESS STATISTICS AND O.R.-I**

<b>SUBJECT CODE:</b>	<b>THEORY &amp; PROBLEMS</b>	<b>100 MARKS</b>
<b>SEMESTER: II</b>	<b>CREDITS: 5</b>	<b>NO. OF HOURS PER WEEK: 6</b>

**(COMMON TO B.COM(MM), B.COM (BM) AND B.COM (ISM))**

**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 – II- (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 Problems only)**

**Prescribed Texts:**

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

**Web Reference**

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
<b>A</b>	<b>Definition/Principle</b> Answer ANY 10 out of 12 questions (each in 50 words)	1-12	2	<b>20</b>
<b>B</b>	<b>Short Answer</b> Answer any 5 out of 8 questions (each in 300 words)	13-20	8	<b>40</b>
<b>C</b>	<b>Essay</b> Answer any 2 out of 4 questions (each in 1200 words)	21-24	20	<b>40</b>
<b>TOTAL MARKS</b>				<b>100</b>

**Distribution of Questions:**

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

## CORE – IX

### INTERNATIONAL ECONOMICS

<b>SUBJECT CODE :</b>	<b>THEORY</b>	<b>MARKS : 100</b>
<b>SEMESTER : IV</b>	<b>CREDITS : 4</b>	<b>No. OF HOURS PER WEEK : 6</b>

**Common to B.Com (BM)**

#### **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, Heckscher-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 Text:**

1. Francis Cherunilam, International Trade and Export Management, 5<sup>th</sup> 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, 15<sup>th</sup> 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
<b>A</b>	<b>Definition/Principle</b> Answer any 10 out of 12 questions (each in 50 words)	1-12	3	<b>30</b>
<b>B</b>	<b>Short Answer</b> Answer any 5 out of 8 questions (each in 300 words)	13-20	6	<b>30</b>
<b>C</b>	<b>Essay</b> Answer any 4 out of 6 questions (each in 600 words)	21-26	10	<b>40</b>
<b>TOTAL MARKS</b>				<b>100</b>

**Distribution of Questions :**

Sections	Units	No. of Questions	
		Theory	Problems
<b>A</b>	Unit – 1	2	
	Unit – 2	2	
	Unit – 3	2	
	Unit – 4	3	
	Unit – 5	3	
<b>B</b>	Unit – 1	1	
	Unit – 2	2	
	Unit – 3	2	
	Unit – 4	2	
	Unit – 5	1	
<b>C</b>	Unit – 1	1	
	Unit – 2	2	
	Unit – 3	1	
	Unit – 4	1	
	Unit – 5	1	

## **CORE – X**

### **MANAGEMENT INFORMATION SYSTEM**

<b>SUBJECT CODE :</b>	<b>THEORY</b>	<b>MARKS : 100</b>
<b>SEMESTER : V</b>	<b>CREDITS : 4</b>	<b>No. OF HOURS PER WEEK : 6</b>

**Common to B.Com (ISM)**

#### **COURSE OBJECTIVES**

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

#### **UNIT- I - (15 Hours)**

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

#### **UNIT- II - (18 Hours)**

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

#### **UNIT- III - (18 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 - (20 Hours)**

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

#### **UNIT-V - (19 Hours)**

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

#### **Prescribed Text:**

1. Mudrick & Ross , Management Information Systems, 3<sup>rd</sup> Edition, Prentice - Hall of India
2. Sadagopan , Management Information Systems, Prentice- Hall of India
3. Murthy CSV, Management Information Systems, 2<sup>nd</sup> Edition, Himalaya publishing House

#### **Reference books:**

1. Rajagopalan Dr.S.P, Management Information Systems and EDP",3<sup>rd</sup> Edition, Margham Publications, Chennai.

**Question Paper Pattern :**

<b>Section</b>	<b>Question Component</b>	<b>Numbers</b>	<b>Marks</b>	<b>Total</b>
<b>A</b>	<b>Definition/Principle</b> Answer any 10 out of 12 questions (each in 50 words)	1-12	3	<b>20</b>
<b>B</b>	<b>Short Answer</b> Answer any 5 out of 8 questions (each in 300 words)	13-20	6	<b>40</b>
<b>C</b>	<b>Essay</b> Answer any 4 out of 6 questions (each in 600 words)	21-26	10	<b>40</b>
				<b>100</b>

**Distribution of Questions :**

<b>Sections</b>	<b>Units</b>	<b>No. of Questions</b>	
		<b>Theory</b>	<b>Problems</b>
<b>Section A</b>	Unit – 1	2	
	Unit – 2	2	
	Unit – 3	3	
	Unit – 4	2	
	Unit – 5	3	
<b>Section B</b>	Unit – 1	2	
	Unit – 2	2	
	Unit – 3	2	
	Unit – 4	1	
	Unit – 5	1	
<b>Section C</b>	Unit – 1	1	
	Unit – 2	2	
	Unit – 3	1	
	Unit – 4	1	
	Unit – 5	1	

## CORE XI - FINANCIAL SERVICES

<b>SUBJECT CODE:</b>	<b>THEORY</b>	<b>100 MARKS</b>
<b>SEMESTER: IV</b>	<b>CREDITS: 4</b>	<b>NO. OF HOURS PER WEEK: 5</b>

(Common to B.Com (BM), B.Com (MM) & B.Com (A&F))

### 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:** Meaning, 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 Texts:

1. Khan M.Y., Financial Services, 8<sup>rd</sup> 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. Machiraju H.r., Indian Financial System, 4<sup>th</sup> Edition, 2010, Vikas Publications.



3. Basu S.K., A Review of current Banking Theory and Practice, 2<sup>nd</sup> Edition, MacMillan Publications, London.

**Question Paper Pattern:**

Section	Question Component	Numbers	Marks	Total
<b>A</b>	<b>Definition/Principle</b> Answer any 10 out of 12 questions (each in 50 words)	1-12	3	<b>30</b>
<b>B</b>	<b>Short Answer</b> Answer any 5 out of 8 questions (each in 300 words)	13-20	6	<b>30</b>
<b>C</b>	<b>Essay</b> Answer any 4 out of 6 questions (each in 600 words)	21-26	10	<b>40</b>

**Distribution of Questions :**

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

**CORE – XII**  
**ADVERTISING MANAGEMENT AND SALES PROMOTION**

<b>SUBJECT CODE :</b>	<b>THEORY:</b>	<b>MARKS : 100</b>
<b>SEMESTER : V</b>	<b>CREDITS : 4</b>	<b>No. OF HOURS PER WEEK : 6</b>

**(Common to B.com MM)**

**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 - (20 Hours)**

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

**UNIT – II - (20 Hours)**

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 - (20 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 - (15 Hours)**

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

**UNIT – V - (15 Hours)**

Control: Measurement of effectiveness – ethics, economics and social relevance.

**Reference Books:**

1. Bhatia, T.K., Advertising and Marketing in Rural India, 2<sup>nd</sup> Edition, Macmillan India Ltd., 2007.
2. Hackley, C., Advertising and Promotion: An integrated communication approach, 2<sup>nd</sup> Edition, sage Publications, 2010.
3. Aaker, Myers & Batra: Advertising Management, Prentice Hall.
4. Wells, Moriarity & Burnett: Advertising Principles & Practices, Prentice Hall.
5. Jefkins, F., Advertising, 4<sup>th</sup> Edition, Pearson, 2002.
6. Wells, W.D., Burnett, J. and Moriarty, S., Advertising: Principles and Practices, 7<sup>th</sup> Edition, Pearson, 2007.

**Question Paper Pattern:**

Section	Question Component	Numbers	Marks	Total
<b>A</b>	<b>Definition/Principle</b> Answer any 10 out of 12 questions (each in 50 words)	1-12	3	<b>30</b>
<b>B</b>	<b>Short Answer</b> Answer any 5 out of 8 questions (each in 300 words)	13-20	6	<b>30</b>
<b>C</b>	<b>Essay</b> Answer any 4 out of 6 questions (each in 600 words)	21-26	10	<b>40</b>

**Distribution of Questions:**

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

**ALLIED: IV**  
**BUSINESS STATISTICS AND O.R.-II**

<b>SUBJECT CODE:</b>	<b>THEORY &amp; PROBLEMS</b>	<b>100 MARKS</b>
<b>SEMESTER: III</b>	<b>CREDITS: 5</b>	<b>NO. OF HOURS PER WEEK: 6</b>

**(COMMON TO B.COM (BM), B.COM (ISM & MM))**

**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 Sultan Chands.
2. Vittal Dr. P.R, Introduction to Operations Research, Margham Publications

**Reference Books:**

3. Elhance, Statistics , Himalayan Publications
4. Gupta and Hira, Operations Research , S. Chand.
5. Handy and A. Taha, Operations Research , Macmillan Publishers

**Web Reference:**

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
<b>A</b>	<b>Definition/Principle</b> Answer ANY 10 out of 12 questions (each in 50 words)	1-12	2	<b>20</b>
<b>B</b>	<b>Short Answer</b> Answer any 5 out of 8 questions (each in 300 words)	13-20	8	<b>40</b>
<b>C</b>	<b>Essay</b> Answer any 2 out of 4 questions (each in 1200 words)	21-24	20	<b>40</b>
<b>TOTAL MARKS</b>				<b>100</b>

**Distribution of Questions:**

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

**CORE – XIII**  
**BUSINESS ENVIRONMENT**

<b>SUBJECT CODE :</b>	<b>THEORY</b>	<b>MARKS : 100</b>
<b>SEMESTER : V</b>	<b>CREDITS : 4</b>	<b>No. OF HOURS PER WEEK : 6</b>

**COURSE OBJECTIVES:**

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

**UNIT- I - (18 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 - (18 Hours)**

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

**UNIT – III - (16 Hours)**

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

**UNIT- IV - (20 Hours)**

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

**UNIT – V - (18 Hours)**

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

**Prescribed Texts:**

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
<b>A</b>	<b>Definition/Principle</b> Answer any 10 out of 12 questions (each in 50 words)	1-12	3	<b>30</b>
<b>B</b>	<b>Short Answer</b> Answer any 5 out of 8 questions (each in 300 words)	13-20	6	<b>30</b>
<b>C</b>	<b>Essay</b> Answer any 4 out of 6 questions (each in 600 words)	21-26	10	<b>40</b>

**Distribution of Questions:**

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

**CORE XIV**  
**ORGANISATIONAL BEHAVIOUR**

<b>SUBJECT CODE :</b>	<b>THEORY</b>	<b>MARKS : 100</b>
<b>SEMESTER :</b>	<b>CREDITS : 4</b>	<b>No. OF HOURS PER WEEK :</b>

**COURSE OBJECTIVES:**

- To understand the significance of behavior in an organization
- To familiarize the students with group dynamics and organizational culture.

**UNIT- I - (10 Hours)**

Need and scope of organization- Approaches to organizational behavior-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-(15 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 Texts:**

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
3. Khanka S.S., Organisational Behaviour , S.Chand & Co , New Delhi .
4. Jayasankar J., Organisational Behaviour , Margham Publications , Chennai . 3.



**Question Paper Pattern :**

<b>Section</b>	<b>Question Component</b>	<b>Numbers</b>	<b>Marks</b>	<b>Total</b>
<b>A</b>	<b>Definition/Principle</b> Answer ALL questions (each in 50 words)	1-10	2	<b>20</b>
<b>B</b>	<b>Short Answer</b> Answer any 5 out of 8 questions (each in 300 words)	11-18	8	<b>40</b>
<b>C</b>	<b>Essay</b> Answer any 2 out of 5 questions (each in 600 words)	19-23	20	<b>40</b>
				<b>100</b>

**Distribution of Questions:**

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

**CORE – XV  
BUSINESS RESEARCH**

<b>SUBJECT CODE :</b>	<b>THEORY</b>	<b>MARKS : 100</b>
<b>SEMESTER : IV</b>	<b>CREDITS : 4</b>	<b>No. OF HOURS PER WEEK : 7</b>

**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 - (23 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 - (23 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 - (18 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 - (21 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 - (20 Hours)**

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

**Prescribed Texts:**

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

**Reference books:**

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

**Question Paper Pattern :**

Section	Question Component	Numbers	Marks	Total
<b>A</b>	<b>Definition/Principle</b> Answer any 10 out of 12 questions (each in 50 words)	1-12	3	<b>30</b>
<b>B</b>	<b>Short Answer</b> Answer any 5 out of 8 questions (each in 300 words)	13-20	6	<b>30</b>
<b>C</b>	<b>Essay</b> Answer any 4 out of 6 questions (each in 600 words)	21-26	10	<b>40</b>

**Distribution of Questions :**

Sections	Units	No. of Questions	
		Theory	Problems
<b>Section A</b>	Unit – 1	2	
	Unit – 2	3	
	Unit – 3	3	
	Unit – 4	2	
	Unit – 5	2	
<b>Section B</b>	Unit – 1	2	
	Unit – 2	2	
	Unit – 3	2	
	Unit – 4	1	
	Unit – 5	1	
<b>Section C</b>	Unit – 1	1	
	Unit – 2	1	
	Unit – 3	2	
	Unit – 4	1	
	Unit – 5	1	

**CORE - XVI**  
**BUSINESS TAXATION**

<b>SUBJECT CODE :</b>	<b>THEORY</b>	<b>MARKS : 100</b>
<b>SEMESTER : V</b>	<b>CREDITS : 4</b>	<b>No. OF HOURS PER WEEK : 6</b>

**(Common to B.Com (A/F))**

**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 - (15 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 -(20 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 Texts:**

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 :**

Section	Question Component	Numbers	Marks	Total
<b>A</b>	<b>Definition/Principle</b> Answer any 10 out of 12 questions (each in 50 words)	1-12	3	<b>30</b>
<b>B</b>	<b>Short Answer</b> Answer any 5 out of 8 questions (each in 300 words)	13-20	6	<b>30</b>
<b>C</b>	<b>Essay</b> Answer any 4 out of 6 questions (each in 600 words)	21-26	10	<b>40</b>

**Distribution of Questions :**

Sections	Units	No. of Questions	
		Theory	Problems
<b>Section A</b>	Unit – 1	3	
	Unit – 2	2	
	Unit – 3	2	
	Unit – 4	2	
	Unit – 5	3	
<b>Section B</b>	Unit – 1	1	
	Unit – 2	1	
	Unit – 3	2	
	Unit – 4	2	
	Unit – 5	2	
<b>Section C</b>	Unit – 1	1	
	Unit – 2	1	
	Unit – 3	1	
	Unit – 4	1	
	Unit – 5	2	

**ELECTIVE – I**  
**EVENT MANAGEMENT**

<b>SUBJECT CODE :</b>	<b>THEORY</b>	<b>MARKS : 100</b>
<b>SEMESTER : V</b>	<b>CREDITS : 5</b>	<b>No. OF HOURS PER WEEK : 6</b>

**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 Texts:**

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

**Reference book:**

1. Savita Mohan, Event Management & Public Relations– 3<sup>rd</sup> Edition, Enkay Publishing House.

**Question Paper Pattern :**

Section	Question Component	Numbers	Marks	Total
<b>A</b>	<b>Definition/Principle</b> Answer any 10 out of 12 questions (each in 50 words)	1-12	3	<b>30</b>
<b>B</b>	<b>Short Answer</b> Answer any 5 out of 8 questions (each in 300 words)	13-20	6	<b>30</b>
<b>C</b>	<b>Essay</b> Answer any 4 out of 6 questions (each in 600 words)	21-26	10	<b>40</b>

**Distribution of Questions :**

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

## CORE XVII

### OPERATIONS MANAGEMENT

SUBJECT CODE :	THEORY	MARKS : 100
SEMESTER : V	CREDITS : 4	No. OF HOURS PER WEEK : 6

#### COURSE OBJECTIVE:

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

**UNIT III** - 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** - 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** - Service Operations Management: Introduction – Types of Service – Service Encounter – Service Facility Location – Service Processes and Service Delivery.

#### Reference Books

1. Buffa, E.S. and Sarin, R., Modern Productions / Operations Management, 8<sup>th</sup> Edition, Wiley, 2007.
2. Chary, S.N., Production and Operations Management, 5<sup>th</sup> Edition, TataMcGraw-Hill, 2012.
3. B.Mahadevan, Operations Management, 2<sup>nd</sup> Edition, Pearson, 2010.
4. Lee Krajewski, Larry P Ritzman., Manoj K Malhotra & Samir K Srivastava, Operations Management, 9<sup>th</sup> Edition, Pearson, 2011.
5. Heizer, J., Render, B. and Rajashekhar, J., Operations Management, 9<sup>th</sup> Edition, Pearson, 2009.
6. Panneerselvam, R., Production and Operations Management, 3<sup>rd</sup> Edition, PHI Learning, 2012.
7. Srinivasan, G., Quantitative Models in Operations and Supply Chain Management, PHI Learning Pvt. Ltd.



**Question Paper Pattern:**

Section	Question Component	Numbers	Marks	Total
<b>A</b>	<b>Definition/Principle</b> Answer any 10 out of 12 questions (each in 50 words)	1-12	3	<b>30</b>
<b>B</b>	<b>Short Answer</b> Answer any 5 out of 8 questions (each in 300 words)	13-20	6	<b>30</b>
<b>C</b>	<b>Essay</b> Answer any 4 out of 6 questions (each in 600 words)	21-26	10	<b>40</b>
				<b>100</b>

**Distribution of Questions:**

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

**CORE – XVIII**  
**HUMAN RESOURCE MANAGEMENT**

<b>SUBJECT CODE :</b>	<b>THEORY</b>	<b>MARKS : 100</b>
<b>SEMESTER : VI</b>	<b>CREDITS : 4</b>	<b>No. OF HOURS PER WEEK : 6</b>

**(Common to B.COM(ISM), B.COM (BM),B.COM(MM) and B.COM(A/F))**

**COURSE OBJECTIVES:**

- To understand the nature of human resources and its significance to the organization.
- To familiarise 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 - (15 Hours)**

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

**UNIT-IV - (20 Hours)**

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

**UNIT-V - (15 Hours)**

Industrial Disputes and Settlements (laws excluded), settling Industrial dispute in India

**Prescribed Texts:**

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, 5<sup>th</sup> Edition, McGraw Hill

**Reference Books**

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

**Web Reference:**

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
<b>A</b>	<b>Definition/Principle</b> Answer any 10 out of 12 questions (each in 50 words)	1-12	3	<b>30</b>
<b>B</b>	<b>Short Answer</b> Answer any 5 out of 8 questions (each in 300 words)	13-20	6	<b>30</b>
<b>C</b>	<b>Essay</b> Answer any 4 out of 6 questions (each in 600 words)	21-26	10	<b>40</b>
				<b>100</b>

**Distribution of Questions :**

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

## **CORE – XIX**

### **SERVICES MARKETING**

<b>SUBJECT CODE :</b>	<b>THEORY</b>	<b>MARKS : 100</b>
<b>SEMESTER : VI</b>	<b>CREDITS : 4</b>	<b>No. OF HOURS PER WEEK : 6</b>

(Common to B. COM(MM))

#### **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 - (12 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 Texts:**

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.

**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 :**

Section	Question Component	Numbers	Marks	Total
<b>A</b>	<b>Definition/Principle</b> Answer any 10 out of 12 questions (each in 50 words)	1-12	3	<b>30</b>
<b>B</b>	<b>Short Answer</b> Answer any 5 out of 8 questions (each in 300 words)	13-20	6	<b>30</b>
<b>C</b>	<b>Essay</b> Answer any 4 out of 6 questions (each in 600 words)	21-26	10	<b>40</b>
				<b>100</b>

**Distribution of Questions :**

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

## **ELECTIVE – II**

### **CUSTOMER RELATIONSHIP MANAGEMENT**

<b>SUBJECT CODE :</b>	<b>THEORY</b>	<b>MARKS : 100</b>
<b>SEMESTER : VI</b>	<b>CREDITS : 5</b>	<b>No. OF HOURS PER WEEK : 6</b>

**(Common to B.COM (BM))**

#### **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 Texts:**

1. Peeru H. Mohamed & A. Sangadevan , Customers Relationship Management - A Step – by – step approach , 8<sup>th</sup> Edition (2007), Vikas Publishing House Private Limited , Noida.

#### **Reference books:**

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



**Question Paper Pattern :**

Section	Question Component	Numbers	Marks	Total
<b>A</b>	<b>Definition/Principle</b> Answer any 10 out of 12 questions (each in 50 words)	1-12	3	<b>30</b>
<b>B</b>	<b>Short Answer</b> Answer any 5 out of 8 questions (each in 300 words)	13-20	6	<b>30</b>
<b>C</b>	<b>Essay</b> Answer any 4 out of 6 questions (each in 600 words)	21-26	10	<b>40</b>
				<b>100</b>

**Distribution of Questions :**

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

**ELECTIVE –III**  
**PROJECT WORK**

<b>SUBJECT CODE :</b>	<b>THEORY</b>	<b>MARKS : 100</b>
<b>SEMESTER : VI</b>	<b>CREDITS : 5</b>	<b>No. OF HOURS PER WEEK : 6</b>

**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.