

H.H. THE RAJAH'S COLLEGE (AUTONOMOUS)

(Accredited with B+ by NAAC)

PUDUKKOTTAI – 622 001

**B.B.A**

DEPARTMENT OF BUSINESS ADMINISTRATION

BOARD OF STUDIES 2018- 2021

(Under Common CBCS Pattern)

**H.H. THE RAJAH'S COLLEGE(AUTONOMOUS)**  
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**PUDUKKOTTAI - 622 001**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**BOARD OF STUDIES 2018-21**

The Meeting of the Board of Studies was held on 28-06-2018. The proposed new syllabi were presented before the board.

The presentations of the proposals are enclosed

- i. Brief
- ii. Distribution of hours and marks and credits for UG(Annexure-I)
- iii. Title of the courses proposed for UG(Annexure-2)-BBA
- iv. Question Paper Pattern UG(Annexure-3)
- v. Syllabus for UG-BBA-(Annexure-4)

**BOARD OF STUDIES 2018-19 MEETING HELD ON 28.06.2018  
AT DEPARTMENT OF BUSINESS ADMINISTRATION  
H.H.THE RAJAH'S COLLEGE (AUTONOMOUS)  
PUDUKKOTTAI - 01**

SL.NO	NAME & DESIGNATION		SIGNATURE
1.	<b>Dr. P.GNANASEKARAN</b> ASSISTANT PROF & HEAD DEPARTMENT OF BUSINESS ADMINISTRATION. H.H. THE RAJAH'S COLLEGE, AUTONOMOUS) PUDUKKOTTAI. Mob.No:9942437210	<b>CHAIRMAN</b>	
2.	<b>Dr. M.BABU</b> ASSISTANT PROFESSOR AND HEAD BHARATHIDASAN SCHOOL OF MANAGEMENT BHARATHIDASAN UNIVERSITY THIRUCHIRAPPALLI Mob.No:9789430530	UNIVERSITY NOMINEE	
3.	<b>Dr. N.PERIASAMY</b> ASSOCIATE PROFESSOR DEPARTMENT OF COMMERCE ANN AM ALAI UNIVERSITY CHIDAMBARAM Mob.No:9944560925	SUBJECT EXPERT	
4.	<b>Dr. M.THIYAGARAJAN</b> ASSISTANT PROFESSOR & HEAD DEPARTMENT OF BUSINESS ADMINISTRATION ALAGAPPA GOVERNMENT ARTS COLLEGE KARAUKUDI Mob.No:8825844821	SUBJECT EXPERT	
5.	<b>S.MANIKANDAN</b> 44/1, ADAPP AN VAY AL 8 <sup>th</sup> STREET, PUDUKKOTTAI Mob.No:7639628715	INDUSTRIALIST	
6.	<b>Dr. E.SELVAR^THINAM</b> ASSISTANT PROFESSOR DEPARTMENT OF BUSINESS ADMINISTRATION H.H. THE RAJAH'S COLLEGE (AUTONOMOUS) PUDUKKOTTAI - 1 Mob.No:9865729621	MEMBER-I	
7.	<b>Dr. P.SELVAMANI</b> ASSISTANT PROFESSOR DEPARTMENT OF BUSINESS ADMINISTRATION H.H. THE RAJAH'S COLLEGE (AUTONOMOUS) PUDUKKOTTAI - 1 Mob.No:9952879637	MEMBER-II	
8.	<b>Mrs. P. MALATHI</b> ASSISTANT PROFESSOR, DEPARTMENT OF BUSINESS ADMINISTRATION H.H. THE RAJAH'S COLLEGE (AUTONOMOUS) PUDUKKOTTAI - 1 Mob.No: 8760009119	ALUMNI MEMBER	

1. Human Resource Management is introduced for Personnel Management in IV<sup>th</sup> semester.
2. Material management is incorporated with Production Management in V semester.
3. We have introduced two elective papers in II<sup>nd</sup> semester, V<sup>th</sup> semester and VI<sup>th</sup> semester based on either or system.
4. Two Non major elective papers have been introduced in III<sup>rd</sup> and V<sup>th</sup> semester based on either or method.
5. Objective type questions will be framed from I<sup>st</sup> NME paper in future. The existing question pattern will be continued in II<sup>nd</sup> NME paper.
6. The present question paper system for semester is 100 marks in which 75 marks for written exam and 25 marks for CIA.
7. This newly revised syllabus for BBA degree is to be implemented from this academic year (2019-2020) onwards.

**SIGNATURE**

**ANNEXURE II**  
**H.H. THE RAJAH'S COLLEGE (AUTONOMOUS)**  
**PUDUKKOTTAI - 622 001**  
**C.B.C.S PATTERN FOR BBA**  
**CBCS 2018-2019 Onwards**

S.No	SEM	PAPER	SUB.CODE	TITLE	HRS	CRE DIT	EXAM HOURS	MARKS		
								IA	EA	TOTAL
			<b>FIRST SEMESTER</b>							
1	I	LC-1	18ULT1	Tamil I	06	03	03	25	75	100
2	I	ELC-	18ULE1	English I	06	03	03	25	75	100
3	I	CC-1	18UAD1	Management Principles	05	04	03	25	75	100
4	I	CC-II	18UAD2	Business Communication	05	04	03	25	75	100
5	I	AC-1	18UADAI	Managerial Economics	04	05	03	25	75	100
6	I	SBE-1	18USBE1	Skill paper 1	02		-	-	-	-
7	I	EVS	18UES	Common paper 1 Environmental studies	02	02	03	25	75	100
			<b>SECOND SEMESTER</b>							
8	II	LC-II	18ULT2	Tamil -II	06	03	03	25	75	100
9	II	ELC- II	18ULE2	English - II	06	03	03	25	75	100
10	II	CC-III	18UAD3	Marketing Management	05	04	03	25	75	100
11	II	AC-II	18UADA2	Mathematics and Statistics for Managers	04	05	03	25	75	100
12	II	EC-1	18UADE1	Organizational Behaviour (or) Services Marketing	05	05	03	25	75	100
13	II	VE	18UVE	Common paper 2. Value education	02	02	03	25	75	100

	II	SBE-1	18USBE1	Skill paper 1	02	04	03	25	75	100	
			<b>THIRD SEMESTER</b>								
14	III	LC-III		Tamil -III	06	03	03	25	75	100	
15	III	ELC- III	18ULE3	English -III	06	03	03	25	75	100	
16	III	CC-IV	18UAD4	Financial . . Accounting	05	04	03	25	75	100	
17	III	CC-V	18UAD5	Business Law	05	04	03	25	75	100	
18	III	AC-III	18UADA3	Management Information, Systems	04	05	03	25	75	100	
19	III	SBE- II	18USBE2	Skill paper 2	02	-	-	-	-	-	
20	III	NME- 1	18UADN1	Principles of Insurance (or) International Business	04	02	03	25	75	100	
			<b>FOURTH SEMESTER</b>								
21	IV	LC-IV	18ULT4	Tamil -IV	06	03	03	25	75	100	
22	IV	ELC- IV	18ULE4	English -IV	06	03	03	25	75	100	
23	IV	CC-VI	18UAD6	Human Resource Management	05	04	03	25	75	100	
24	IV	cc- VII	18UAD7	Cost Accounting	05	04	03	25	75	100	
25	IV	AC-IV	18UADA4	Company Law and Secretarial Practice	04	05	03	25	75	100	
	IV	SBE- 11	18USBE2	Skill paper 2	02	04	03	25	75	100	
			<b>FIFTH SEMESTER</b>								
26	V	CC- VIII	18UAD8	Production and Materials Management	06	04	03	25	75	100	
27	V	CC-IX	18UAD9	Operations Research	06	04	03	25	75	100	

28	V	cc-x	18UAD10	Management Accounting	05	04	03	25	75	100
29	V	EC-II	18UADE2	Advertisement and Sales Promotion (or)	05	05	03	25	75	100
				Business Environment						
30	V	NME- II	18UADN2	E-commerce (or)	04	02	03	25	75	100
				Stock Exchange Practices						
31	V	SBE- III	18USBE3	Skill paper 3	04	04	03	25	75	100
			<b>SIXTH SEMESTER</b>							
32	VI	CC-XI	18UAD11	Strategic Management	06	05	03	25	75	100
33	VI	CC- XII	18UAD12	Financial Management	06	05	03	25	75	100
34	VI	CC- XIII	18UAD13	Entrepreneurial Development	06	05	03	25	75	100
35	VI	CC- XIV	18UAD14	Banking	06	05	03	25	75	100
36	VI	EC-III	18UADE3	Industrial Relations and Labour Legislation (or)	05	04	03	25	75	100
				Research Methods in Management						
37	VI	GS	18UGS	Common paper 3. Gender studies	01	01	03	25	75	100
				Extension Activities	-	01		-	-	-
<b>Total</b>					<b>180</b>	<b>140</b>	<b>111</b>	<b>925</b>	<b>2775</b>	<b>3700</b>

# **ANNEXURE IV**

## **SEMESTER I**



## MANAGEMENT PRINCIPLES

SUBJECT CODE: 18UADI

### OBJECTIVES:

- To make students understand the basic concepts and principles of management.

### Course Outcome:

CO1: To develop the primary types of managers and roles they play.

CO2: Describe current development in management practices.

CO3: Able to construct the stages of the planning cycle.

CO4: Improve knowledge of process based theories of motivation.

CO5: Explain the basic control process and monitoring points.

### Unit – 1

**Introduction to management:** The Development Thought - Contributions of Taylor, Henry Fayol, Elton Mayo, Gilbert Maslow. Functions and responsibility of Manager.

### Unit – II

**Planning:** Planning – Nature and Purpose – Objectives – Operational and Strategic Planning – Types – Steps in Planning – Limitations.

### Unit – III

**Organization and staffing:** Organizing – Organization Theory – Classical Theory, Neo Classical Theory, and Organizational Design – Centralization and Decentralizations – Delegation of Authority – Line and Staff. Staffing – Responsibility for Staffing – MPP Selection Process – Test – Interview.

### Unit – IV

**Directing, Morale and Motivation:** Directing – Meaning of directing – Characteristics of direction – Principles of direction – Elements of direction – Importance of direction – Decision making process – Hawthorne Studies – Morale and Motivation

### Unit – V

**Controlling:** Controlling – Functions – Steps – Budgeting – Employees development.

### OUTCOME:

- ✓ Students acquired the skills needed to become a successful manager.

## Text book

- Principlesofmanagement - L.M.Prasad  
PrinciplesofManagement - Sherlekan  
BusinessManagement - Dinkar and Pegare  
PrinciplesofManagement - Tripathi &Reddy  
EssentialsofManagement - Kootz and “O”Donnel

**Principlesofmanagement – Dr. J.Jayasankar**

( Unit I- Chapter 1,2 ;Unit II – Chapter 3;Unit III – Chapter 5,9;Unit IV – Chapter 13,16;Unit V- Chapter18.)

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	S	S
CO2	S	S	S	S	M
CO3	S	S	M	S	S
CO4	S	S	S	M	S
CO5	M	S	S	S	S

\*S-Strong; M-Medium; L-Low

# BUSINESS COMMUNICATION

SUBJECT CODE: 18UAD2

## OBJECTIVES:

- To understand the concept process and importance of communication

## Course Outcome:

CO1: Identify key principles in Business Communication.

CO2: Understand the importance of being an effective Business Communication

CO3: Develop the three parts of the writing process.

CO4: Recognize the role and important of their audience.

CO5: Pinpoint Common social media platforms used by Business.

## Unit – I

**Introduction:** Introduction Communication – Types of Communication (Meaning – Need. Importance Commercial terms and Abbreviations)

## Unit – II

**Barriers to communication:** Media of Communication, Principles of Effective Communication, Barrier to Communication – Need, Function and Kinds of Business Letters – Effective Business Letters.

## Unit – III

**Business letters:** The layout of the letter – Enquiries and Reply – Quotations – sales Letters – Claims and Adjustments, Collection Letters – Circular Letters- Application letters.

## Unit - IV

**Export & Import & correspondence:** Import – Export Correspondence – Correspondence of a Company Secretary – Memos and other forms of messages.

## Unit – V

**Listening & Modern communication:** Importance of listening and Communication – Principles of effective listening – Telex – Facsimile (fax) – Tele conferencing – Intercom apparatus – Modern Means of Communication – Internet – E-mail.

## OUTCOME:

- ✓ To develop skills of effective communication both written and oral.

## TEXT BOOK

- Essentials of Business - J.S.Koriahall  
Principles and practice - Stephson, Pitman  
Effective letters and Business Law - Shurter, TMH  
Essentials of Business Communication - Rajendrapal J.S Korlahalli Business  
Communication - R.C.Sharma, Krishna Mohan TMH  
Business Communication - S.Kathiresan Dr.V.Radha  
( Unit I- Chapter 1 ;Unit II – Chapter 1;Unit III – Chapter 3,4,5,8,9,10,11;Unit IV – Chapter  
13,14,21;Unit V- Chapter-1,34)

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	S	S
CO2	S	S	S	S	M
CO3	S	S	M	S	S
CO4	S	S	S	M	S
CO5	M	S	S	S	S

\*S-Strong; M-Medium; L-Low

# MANAGERIAL ECONOMICS

SUBJECT CODE: 18UADA1

## OBJECTIVES:

- To expose students to basic economic concepts.

## Course Outcome:

CO1: Understanding the basic concepts of managerial economics.

CO2: Able to Know the Law of DMR and three stages of production.

CO3: Provide facility to Compare and contrast the different market types and its price.

CO4: Explore the grand knowledge about National Income and its measurement.

CO5: Identify the impact and functions of Money.

## Unit – I

**Introduction:** Managerial Economics – Scope and Application – Role of Managerial Economist – Demand Analysis and Fore Casting – Methods – Demands Forecasting.

## Unit – II

**Production function:** Production function – Returns of scale – Economics of size and Capacity Utilization- Input – Output – Cost function of short run cost – Long run cost – Output Function.

## Unit – III

**Price Policies:** Price Policies and Practices – Pricing under perfect Competition – Oligopoly and Monopoly – Pricing of durable products – Perishable good – Price as a tool of competition.

## Unit – IV

**National income:** National income – Circular flow of income – Measurement and Difficulties in the Measurement.

## Unit – V

**Functions of Money:** Functions of Money – Theories on money supply – Role of Commercial Bank – RBI – Methods of credit control monetary and fiscal.

**OUTCOME:**

- ✓ To use economic reasoning to problems of business.

**TEXT BOOKS**

ManagerialEconomics	-	JoelDean
ManagerialEconomics	-	R.L.VarshneyandK.L.Maheswar
ManagerialEconomics	-	V.L.Mote, Paul and G.S.Gupta
ManagerialEconomics	-	S.Sankaran

(Unit I- Chapter 1,4,6 ;Unit II – Chapter 7,9,10;Unit III – Chapter 14;Unit IV – Chapter 27;Unit V- Chapter 30.)

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	S	S
CO2	S	S	S	S	M
CO3	S	S	M	S	S
CO4	S	S	S	M	S
CO5	M	S	S	S	S

\*S-Strong; M-Medium; L-Low

## **SOFT SKILL – 1**

**SUBJECT CODE: 18USBE1**

### **Unit –I :**

Positive attitude: attitude – Features of attitudes - Formation of attitudes – Psychological Factors change of attitudes – Ways of Changing attitude in a person – The power of positive attitude – The benefits of positive attitude – Negative attitude – The causes of Negative attitude – The consequences of negative attitude – How to Change negative attitude.

### **Unit -II :**

Goal setting – Introduction – importance of goal setting – goal definition – types of goals – What exactly goal setting – Why people don't set goals – How to choose the right goals – Smart goals – Benefits of career goal setting – Goal setting Tips.

### **Unit –III:**

Communication skill - communication process – Types of communication – barriers to effective communication – Listening skills – Importance of tone of voice – voice clarity – Verbal expressiveness – Tips to Develop communication skills – Government initiatives – job roles.

### **Unit –IV:**

Vocabulary enrichment – Definition and importance – Word formation : prefixes and suffixes – Compound Words – Compound nouns – Compound adjectives – Synonyms and antonyms – Homophones – Idioms and phrases – One word substitutes - Confused words – Tips for vocabulary enrichment – Oral presentation : techniques and tasks – self-introduction – Talking about objects – Description of person –Welcome speech – Vote of thanks.

### **Unit – V:**

Resume Writing : Definition - Resume Development b – How does a resume Work for you – Information that appears on most resumes – Resumes writing tips – Online resumes – Guidelines for submitting resumes on the web – Computer Friendly resume tips.

**Reference: Soft Skills and Industry Awareness – ICTACT Publications**

### **E-source**

<https://www.bharathuniv.ac.in/colleges1/downloads/coursewareece/notes/BSS201%20-%20PERSONALITY.pdf>

<http://vrsiddhartha.ac.in/ece/files/personality%20Development%20study%20material.pdf>

[http://164.100.133.129:81/ecotent/Uploads/Business-Corporate-](http://164.100.133.129:81/ecotent/Uploads/Business-Corporate-softskills.pdf)

[softskills.pdf](http://164.100.133.129:81/ecotent/Uploads/Business-Corporate-softskills.pdf)[rusa.nic.in/download/363reports-and-publications/5326/skill-genie.pdf](http://www.rusa.nic.in/download/363reports-and-publications/5326/skill-genie.pdf)

## COMMON PAPER 1

### ENVIRONMENTAL STUDIES

SUBJECT CODE: 18UES

**Unit-I: Definition and Nature of Environmental Studies:** Definition – Nature and Scope – Importance of Environmental Studies – Need for public Awareness Renewable and Non-renewable Resources – Natural Resources and associated Problems.

**Unit-II: Ecosystem:** Concept of an Ecosystem – Structure and Function of an Ecosystem – Producers, Consumers and Decomposers – Energy flow in the Ecosystem – Ecological Succession – Food Chains – Food Webs – Ecological Pyramids.

**Unit -III: Biodiversity and its conservation:** Definition: Genetic, Species and Function of an Ecosystem Diversity – Biogeographically Classification of India – Value of Biodiversity: Consumptive use, Productive use, social, ethical aesthetic and option values – Biodiversity at Global, National and Local levels – India as a Mega-Diversity Nation – Hot-spots of Biodiversity – Threats to Biodiversity: habitat loss, poaching of wildlife, man wildlife conflicts – Endangered and endemic species of India – Conservation of biodiversity: In-situ and Ex-situ Conservation of Biodiversity.

**Unit –IV: Environmental pollution:** Definition – Causes, Effects and Control measures of Air pollution – Water pollution – Soil pollution - Marine pollution – Noise pollution – Thermal pollution – Nuclear pollution –Solid Waste Management – Causes –Effects and Control measures of urban and industrial wastes –Role of an individual in prevention of pollution.

**Unit - V : Social issues and Human population in relation to Environment:** Urban problems and related to energy - Climate Change – Global Warming – Acid Rain – Ozone Layer depletion – Population growth, Variation among nations – population explosion – Family welfare Programmes – Environment and Human Health – Human Rights – Value Education – HIV/AIDS – Women and Child Welfare – Role of Information Technology in Environment and Human Health.

#### Text Books :

1. Environmental Economics - S.Sankaran
2. Environmental Economics - M. Karpakam
3. Environmental Economics - S.Varadarajan
4. Environmental Economics - D.W.Pearce
5. Environmental Studies - Dr. C .Sethuraman NCBH(P) Ltd –Chennai.

#### E-Source

<http://www.ugc.ac.in/oldpdf/modelurriculum/env.pdf>

<http://rccmindore.com/wp-content/uploads/2015/06/B.COM-III-HONS-Environmental-Studies.pdf>

[http://www2.hcmuaf.edu.vn/data/quoctuan/Basics of Environmental Sci%20\(Section%201\).pdf](http://www2.hcmuaf.edu.vn/data/quoctuan/Basics of Environmental Sci%20(Section%201).pdf)



## **SEMESTER II**

## MARKETING MANAGEMENT

SUBJECT CODE:18UAD3

### OBJECTIVES :

To study and critically analyze the basic concepts in marketing

### Course Outcome:

CO1: Demonstrate strong conceptive knowledge in the functional areas of Marketing Management.

CO2: Effective understanding of Marketing Environment.

CO3: Able to perceive the ingredient of Buying behavior and marketing mix.

CO4: Can realize the significance of market segmentation.

CO5: Mastery in CRM

### Unit – I :

**Marketing Function :** Marketing function - The Marketing Concept – Marketing Management System, Objectives it interfaces with other functions in the Organization .

### Unit – II

**Marketing Environment :** Marketing environment - Demographic, Economic, Physical, Technological, Political, Legal, Social, Cultural Environment – Major Factors in Company's Environment.

### Unit – III

**Buying behavior and marketing mix :** Consumer Marketing and Buying Behavior – Concept of Marketing mix, Marketing Strategies – Concept of product life cycle.

### Unit – IV

**Marketing & pricing :** Market Segmentation – New Product Development Process – Pricing decisions.

### Unit – V

**Marketing channels :** Marketing channels – Advertising decisions – Sales force decision – Sales Forecasting.

### Out come :

To gain the need of marketing industries

## TEXT BOOK

- Marketing Management - Philip Kotler – Prentice Hall of India.  
Fundamentals of Marketing - William J. Stanton, Michael J. Etzel.  
Marketing Management - Memoria Joshi, Kitab Mahal.  
Marketing Management - Dr. L. Natarajan.

(Unit- I- chapter -1; Unit-II –chapter-2; Unit-III-chapter-4,5,9; Unit-IV-chapter-4,9,11,13;  
Unit-V-chapter-6,1)

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	S	S
CO2	S	S	S	S	M
CO3	S	S	M	S	S
CO4	S	S	S	M	S
CO5	M	S	S	S	S

\*S-Strong; M-Medium; L-Low

## ALLIED PAPER - II MATHEMATICS AND STATISTICS FOR MANAGER

SUBJECT CODE : 18UADA2

### OBJETIVES

To use frequency distribution to make decision.

### Course Outcome:

CO1: Organise to manage and present data.

CO2: Identify the characteristics of different discrete and continuous distributions.

CO3: Know the practical issues arising in sampling studies.

CO4: Critically evaluate the uses and limitations of Differential Calculus.

CO5: Understand the different dimensions of Matrices.

### Unit – I

**Introduction to statistics** : Nature and Scope of Statistics: Uses of statistics in business, Statistic data – Primary and Secondary Classification of Data – Frequency distribution – Histogram, Frequency polygon and Curve, Graphs and Diagrams – Bar Diagrams, Pie Diagram and Lorenz Curve. Measures of Central Tendency – Mean, Median, Mode, Geometric Mean and harmonic Mean – Uses of Averages in Business.

### Unit – II

**Measures of Dispersion** : Measures of Dispersion – Range, QD, MD, an SD- Co-efficient of variation – Uses in Business Skewness – Bowley's and parson's Co-efficient of Skwness.

### Unit – III

**Correlation & Index number** : Simple correlation – Pearson and Spearman's – Regression lines – Index numbers – Weighted, Unweighted, Cost of Living Index.

### Unit – IV

**Differential Calculus** : Elements of differential Calculus – Maxima and Minima Applications of these concepts to Business, Economies.

### Unit – V

**Matrices** : Definition – Different type of Matrices- Addition and subtraction of Matrices, Manipulation of Matrices – Transpose of Matrix – Elementary operations – Consistency and inverse of a matrix, Determinants of order one, two and three properties of determinants, Simple problems.

**Outcome** : To understand the concept of statistics for manager

**TEXT BOOK**

Mathematics for business and economics	-	J.D.Gupta
Quantitative techniques for Managerial decisions	-	U.K. Srivastava G.V. Shenoy, S.C.Sharma (Wiley Eastern)
Practical Statistics	-	R.S.N.Pillai & Bhagawathi (Sultan Chand & Sons)
Statistical Method	-	S.B.Gupta, (Sultan Chand & son)

(Unit- I; chapter -2,4,5; Unit-II ; chapter-6,7; Unit-III;chapter-8,9,13; Unit-IV;chapter-15;  
Unit-V;chapter-1.1)

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	S	S
CO2	S	S	S	S	M
CO3	S	S	M	S	S
CO4	S	S	S	M	S
CO5	M	S	S	S	S

\*S-Strong; M-Medium; L-Low

## ORGANIZATIONAL BEHAVIOUR

SUBJECT CODE:18UADE1

### Objects :

Understand the various approaches of OB applied in the organization

### Course Outcome:

CO1: Development of the field of Organizational behavior.

CO2: Identify the process used in developing communication.

CO3: Demonstrate skills required for working in groups (team building)

CO4: Identify the various leadership styles and the role of leaders in a decision making process.

CO5: Analyse and compare different models used to explain individual behavior related to motivation and rewards.

### Unit – I

**Introduction to OB :** The concept of organizational Behavior – Nature of Man – Nature of Organization – Models of Organizational Behavior - S.O.B.C Model – Organizational Behaviour and Human Relations.

### Unit – II

**Personality and individual Difference :** Individual Behaviour – Perception – Personality – Group dynamics – Groups at work – Formal and informal group.

### Unit – III

**Leadership :** Leadership – Characteristics – Leadership continuum – Styles of Leadership – Manager as a Leader, Theories of Leadership, Conference leadership – Power and authority.

### Unit – IV

**Communication :** Communication – Process directions, Feedback, Barriers to Communication, Suggestion scheme and grievance procedure.

### Unit – V

**Morale and Motivation :** Morale and Motivation – Herzberg's Two factor theory of Motivation. Management of Change in Organization – Organizational Application of Motivation.

**Outcome :** student acquired interpersonal skills

## TEXT BOOK

Organization theory and behavior	-	V.S.P. Rap and D.S. Narayanan, Konarak Publishers Pvt.Ltd.,
Human behavior at work	-	Keith Davis – Tata McGraw Hill Book Company
Organization Behaviour	-	Fred Luthans – Tata McGraw Hill.
Organization Behaviour	-	Concepts, Controversies and Applications by Stephen P. Robbins, Prentice Hall Publications.
Organization Behaviour	-	J. Jayasankar

(Unit –I, Chapter-1,5; Unit –II, Chapter-6,7,12; Unit-III, Chapter-18; Unit –IV, Chapter-14; Unit -V, Chapter-11,16;)

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	S	S
CO2	S	S	S	S	M
CO3	S	S	M	S	S
CO4	S	S	S	M	S
CO5	M	S	S	S	S

\*S-Strong; M-Medium; L-Low

## SERVICES MARKETING

SUBJECT CODE:18UADE1

### Objectives :

To evolve Marketing strategies to meet the unique challenges and opportunities of the services sector

### Course outcome

CO1: Students will understand the basic concept of services marketing.

CO2: Acquiring knowledge about marketing planning.

CO3: To help the students to have the thorough knowledge of strategies of service Management.

CO4: Able to know about service product planning and pricing decisions.

CO5: Understanding the different promotional mix of services.

### Unit - I

**Introduction to services marketing :** Services marketing – Introduction - Growth of service sector – Types - Characteristics – Constraints in services marketing – Difference between goods & services.

### Unit – II

**Marketing Planning :** Marketing Management process for services – organizing marketing planning – Analysing opportunities – target market – Developing the services marketing Mix.

### Unit – III

**Strategies for service marketing :** Strategies for managing capacity to match demand - Strategies for managing demand to match capacity - Services Marketing Mix elements.

### Unit – IV

**Services product planning pricing :** Service product – analysis of the service offer – service planning – factors affecting pricing decisions – special issues of service pricing.

### Unit – V

**Promotion mix for services :** Promotion Mix for services – Place in service – Identifying & Evaluating major channel alternating – physical factors – physical environment.

**Outcome :** To gain the concept of services marketing and strategies



## TEXT BOOKS

1. Kruse, Service Marketing, John Wiley & Sons Ltd.
2. Tom Powers, Marketing Hospitality, John Wiley & Sons Inc.
3. Philip Kotler, Marketing of non-profit organization, Prentice Hall.
4. Helen Woodruffe, Services Marketing, Macmillan.
5. Valarie A. Zeithaml, et al, Service Marketing, Tata McGraw-Hill.
6. Christopher Love Lock, Service Marketing, Pearson Education Asia.

## References book

**Service Marketing** : Parampal Singh , Ramneek Kaur

(Unit –I, Chapter-1 ; Unit –II, Chapter-2,3,4,5,6,7,; Unit-III, Chapter-8; Unit –IV, Chapter-9,10; Unit -V ,Chapter-11,12,13;)

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	S	S
CO2	S	S	S	S	M
CO3	S	S	M	S	S
CO4	S	S	S	M	S
CO5	M	S	S	S	S

\*S-Strong; M-Medium; L-Low

**COMMON PAPER 2**  
**VALUE EDUCATION**

**SUBJECT CODE :18UVE**

**OBJECTIVES:**

1. To familiarize the students with value concepts.
2. To make the students aware of different Types of Values.

**Unit – I:**

**Concept of Values:** Meaning of value Education – Need and Purpose of value Education – Significance of value Education in Present context – Types of Values – Values – Values through various genres of literature.

**Unit – II :**

**Family values :** Components, Structure and Responsibilities of Family – Neutralization of anger – Adjustability – Threats of Family life – status of Women in Family and society – Caring for needy and elderly – Time allotment for sharing ideas and concerns.

**Unit – III**

**Ethical Values :** Professional Ethics – Mass Media Ethics – Advertising Ethics – Influence of Ethics on Family Life – Psychology of children and youth – Leadership qualities – Personality Development.

**Unit – IV**

**Social Values :** Faith Service and Secularism – Social sense and Commitment – Students and Politics – Social Awareness , Consumer Awareness, Consumer Rights and Responsibilities – Redressal Mechanisms.

**Unit: V**

**Spiritual Values:** What is Religion? – Role of Religion – Misinterpretation of Religion Relationship between spiritual and religion – Moral Policing – Consequences – Religion as Spiritual Quest – Aesthetics and Religion.

### **Reference Books:**

1. T. Anchukandam and J. Kuttainimathathil(Ed) Grow Free Live Free, Krisitu Jyoti Publication , Bangalore(1995)
2. Mani Jacob (Ed) Resource Book for Value Education, Institute for Value Education , NewDelhi 2002
3. DBNI, NCERT, SCERT, Dharma Bharti National Institute of peace and value Education, Secunderabad,2002
4. Daniel and selvamony - Value Education Today , (Madras Christian College, Tamnaramand ALACHE, New Delhi,1990)
5. S. Ignacimuthu –Values For Life – Better Yourself Books , Mumbai,1991.
6. M.M.M. Mascaronhas centre for Research Education Science and Training For FamilyLife Promotion – Family Life Education ,Bangalore,1993.
7. Dr.C. Sethuraman – NCBH(p) ltd. Value Education – Chennai.

### **WEBSITES AND e-LEARNING SOURCES**

[WWW.rkmissiondha.org/education.html](http://WWW.rkmissiondha.org/education.html)[WWW.clallam.org/lifestyle/education.html](http://WWW.clallam.org/lifestyle/education.html)[WWW.sun.com/edu/progrmws/star.html](http://WWW.sun.com/edu/progrmws/star.html)[WWW.infocouts.com](http://WWW.infocouts.com)[WWW.secretofsuccess.com](http://WWW.secretofsuccess.com)[WWW.1millionpapers.com](http://WWW.1millionpapers.com)  
<http://Militaryfinance.umuc.edu/education/edu-network.html/>

## **SEMESTER III**

## FINANCIAL ACCOUNTING

SUBJECT CODE : 18UAD4

### Objectives :

To impart basic accounting knowledge

### Course Outcome:

CO1: Understand the basic knowledge of Financial Accounting Concepts.

CO2: Develop the Art of keeping books.

CO3: Proficient in practical preparation of primary financial statements.

CO4: Gain the knowledge in preparation of Capital and Revenue Accounting.

CO5: Explore the grand idea to work the average due date all account current.

### Unit –I

**Introduction to accounts :** Definition of account – The Nature, Object and utility of accounting in industrial and business enterprise – Books of accounts – Accounting concepts and conventions.

### Unit – II

**Book –keeping :** The theory of double entry – Book keeping – Journal – Subsidiary books – Ledger trail balance.

### Unit – III

**Statement of account :** Statement of accounts – Manufacturing account – Trading account – Profit and Loss account and Balance sheet.

### Unit – IV

**Capital and revenue :** Capital and revenue – Income and expenditure account – Receipts and payments depreciation – Reserves and Provisions.

### Unit – V

**Average Due Date and Account Current :** Average Due Date - Account Current – Fire Claims.

**Outcome :** To gain knowledge of accounting principles

## BOOKS FOR REFERENCE

- Advanceaccounting - S.P.Jain and K.L.Narang KalyaniPublishers.  
Auditing - Tandon.  
AdvancedAccounts - M.C.Shukla, T.S.Grewal, S.C.Gupta, S.C.chand &co.  
PrinciplesofAccounting - Finnerly H.A.Miller H.E.PrenticeHall.  
Financialaccounting - Dr. T.Ramasamy

(Unit –I, Chapter-1,2 ; Unit –II, Chapter-3,4,5,6,; Unit-III, Chapter-8; Unit –IV,Chapter-16,17,18,; Unit -V ,Chapter-11,12,19;)

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	S	S
CO2	S	S	S	S	M
CO3	S	S	M	S	S
CO4	S	S	S	M	S
CO5	M	S	S	S	S

\*S-Strong; M-Medium; L-Low

# **BUSINESS LAW**

**SUBJECT CODE:18UAD5**

## **Objects:**

To make students aware about the basic act the contract act 1872 . so that the fair level of understanding can be developed

## **Course Outcome:**

CO1: Integrate the concept of Business Law with Business

CO2: Impart the basic legal knowledge of Pledge and Bailment.

CO3: Demonstrate the contract of Agency.

CO4: Communicate effectively in a Partnership firm.

CO5: Ability to know the legal aspects in sale of Goods Act.

## **Unit – I**

**Introduction :** Contract Act – Definition, Classification – Essential of a contract – Rights an obligation of parties to contract not enforceable – Assignment, Breach performance and discharge.

## **Unit – II**

**Pledge and Bailment :** Pledge and bailment – Duties of bailer and bailee – Rights of bailer and bailee – Liabilities of bailer and bailee.

## **Unit – III**

**Law of Agency :** Law of Agency Nature appointment, Termination, Rights and Duties, Liabilities – Type of agents.

## **Unit - IV**

**Partnership :** Partnership – Definition, Creation, Essential relation with partner interest and to third part liability of partner – Dissolution

## **Unit – V**

**Sales of Goods Act :** Sales of Goods Act – Definition, price, conditions and Warranties – Stoppage in transfer of property.

**Outcome :** Aspirants can understand the entry level complexities in law by own

## RECOMMENDED TEXT BOOKS.

Elements of mercantile law	-	N.D.kapoor
Company law	-	N.D.kapoor
Mercantile law	-	Davar
Indian mercantile law	-	S.R.Davar
Business law	-	S.kathiresan : Dr .V.Radha

(Unit –I , 1.1 -1.131 ; Unit –II , 1.146-1.163 ; Unit-III , 1.164-1.52 ; Unit –IV , 4.1-4.28 ; Unit -V , 2.1-2.34)

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	S	S
CO2	S	S	S	S	M
CO3	S	S	M	S	S
CO4	S	S	S	M	S
CO5	M	S	S	S	S

\*S-Strong; M-Medium; L-Low



# MANAGEMENT INFORMATION SYSTEM

**SUBJECT CODE: 18UADA3**

## **Objectives :**

To know the Fundamentals of computer.

## **Course outcome**

CO1: Identify the basic components of Management Information System.

CO2: Conceptualize Information Systems as combination of hardware and software technologies.

CO3: Understand the need for information at various levels of management.

CO4: Management information design - examine in the context of any growing company.

CO5: Know the applications of information system in various level of management.

## **Unit – I**

**Introduction to MIS :** Introduction to basic concepts of MIS Evolution of computers and their role in MIS

## **Unit – II**

**Hardware and software :** Computer hardware – Description of electronic computer – classification of computer –components –computer software – types - Data representation in computers.

## **Unit – III**

**MIS data and decision Making :** Information concepts for MIS Data – Information identification of decision Making and information needs

## **Unit – IV**

**System analysis :** Mechanises of system analysis – Flow charting, Examples of MIS Design – Concepts and Case studies.

## **Unit – V**

**System concepts and approaches :** System concepts and system approach to management total system Approach Miscellaneous for MIS.

**Outcome :** To understand how to use computer applications in day to day applications

## RECOMMENDED TEXT BOOKS

- Computer information and introduction - Lawrence S.Orilla
- Management information System - Raymond Mcleouir
- Management Information System - P.Mohan
- Computer application and management - Prabhakar Gupta - Vinnet agarwal

(Unit –I, Chapter-1 ; Unit –II, Chapter-1,2,3; Unit-III, Chapter-6; Unit –IV,Chapter-15; Unit-V ,Chapter-3)

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	S	S
CO2	S	S	S	S	M
CO3	S	S	M	S	S
CO4	S	S	S	M	S
CO5	M	S	S	S	S

\*S-Strong; M-Medium; L-Low

# PRINCIPLES OF INSURANCE

SUBJECT CODE:18UADN1

## Objectives :

To enable the students to acquire knowledge of insurance Business

### Course outcome

CO1: Conceptualize a basic understanding of the Insurance Mechanism

CO2: Impart the basic features of Life Insurance

CO3: Ability to know the impact of General Insurance in Business

CO4: Identify the needs of Deposit and credit insurance

CO5: Demonstrate fundamental knowledge of Marine Insurance

## Unit – I

**Introduction to insurance and Double Insurance :** Introduction to insurance – Principles of insurance, Defining Risk – Classification of risk – Reinsurance, Double Insurance: privatization of insurance business in India;-Private players in insurance in India. – Insurance Regulatory Development Authority – Recent Developments in the insurance sector.

## Unit – II

**Life insurance :** Life insurance – law relating to life insurance: General Principles of Life insurance Contract; Proposal and policy; Assignment and nomination; Title and claims; Concept of trust in life policy; LIC – Role and functions.

## Unit – III

**General insurance :** General insurance – Different types of general insurance; General insurance Vs life insurance; Nature of fire insurance; Various types of fire policy; Subrogation; Double insurance; contribution; Proximate cause; Claims of recovery. Accident and Motor insurance.

## Unit – IV

**Deposit and credit insurance :** Deposit and credit insurance – Nature, Terms and conditions, Public liability insurance; emergency risk insurance structure and power, Function of general insurance Corporation of India;

## Unit – V

**Marine insurance :** Marine insurance – law relating to marine insurance ; Scope and nature ; Types of policy; Insurable interest; Insured perils; Proximity cause; Voyage; Warranties; Measurement,

**Outcome :** Students should have understood principles of insurance & its types in India

**TEXT BOOKS**

Insurance principles and practices	:	M.N.Mishra
Principles and practice of insurance	:	Kothari & Bahl
Principles and practice of insurance	:	G.S.Panda
Elements of Business law	:	N.D.Kapoor
Principles and practice of insurance	:	Dr . A .Murthy

(Unit –I, Chapter-1,10 ; Unit –II, Chapter-2; Unit-III, Chapter-1,3,5; Unit –IV,Chapter-1,5; Unit -V - Chapter-4;)

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	S	S
CO2	S	S	S	S	M
CO3	S	S	M	S	S
CO4	S	S	S	M	S
CO5	M	S	S	S	S

\*S-Strong; M-Medium; L-Low

## INTERNATIONAL BUSINESS

SUBJECT CODE : 18UADN1

### Objectives :

To help students understand the fundamental concepts of international trade

### Course outcome

CO1: Demonstrate fundamental knowledge in core functional areas of business.

CO2: Able to indicate problem within international Business.

CO3: Identify the global dynamics which affect the business.

CO4: Understanding FDI in the world economy.

CO5: Analyse the strategies of international business.

### Unit - I

**Trade agreement:** WTO - GATS, TRIMS, TRIPS - Multiform - Agreement, Dispute settlement under WTO.

### Unit – II

**Multinational company :** MNC - Meaning – MNCs and International Trade - Models - MNCs in India.

### Unit – III

**Globalization :** Globalization of Business – Recent Trends – Implications – Policy Options.

### Unit – IV

**Liberalization:** Global Trade – An Emerging Market in Global Trade – Liberalization and Integration with the Global Economy.

### Unit – V

**Social Responsibility :** Social Responsibility of business – Responsibilities to different Sectors – Environmental Issues – Labour Issues.

**Out come :** Students gain broad knowledge on international trading

## BOOKS FOR REFERENCE:

1. Victor Luis Anthuvan – Issues in Globalization.
2. International Business – By Rakesh Mohan Joshi, Oxford University Press, Chennai.
3. International Business – By Donald A Ball and others, India Edition, TATA McgrawHill.
4. International Business – S. Shajahan, Macmillan India Ltd., Chennai.
5. International Business – Justin Paul, PHI Learning Pvt.Ltd. New Delhi
6. Francis Cherunilam: 'International Business' (EEE), PHI – New Delhi – 2004  
(Chapters 5,9,20,24 &26)

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	S	S
CO2	S	S	S	S	M
CO3	S	S	M	S	S
CO4	S	S	S	M	S
CO5	M	S	S	S	S

\*S-Strong; M-Medium; L-Low

## **SEMESTER IV**

# HUMAN RESOURCE MANAGEMENT

**SUBJECT CODE:18UAD6**

## **Objectives:**

To develop a holistic understanding of management of HR starting from Procurement to separation in an organization

## **Course Outcome:**

CO1: Develop the understanding of the concept of Human Resource Management.

CO2: Ability to design job description and job specification.

CO3: Ability to know the impact of training and performance appraisal.

CO4: Rational design of compensation and salary administration.

CO5: Implement the employees' relations in domestic and international HRM.

## **Unit – I**

**Introduction :** Introduction – definition of management – human resource management- distinction between personnel management and human resource management - Manpower planning –

## **Unit – II**

**Job analysis, Recruitment, Selection :** Job analysis – Job description-Recruitment – Selection with special reference to testing and interviewing.

## **Unit -III**

**Training and Performance Appraisal :** Training and development with special reference to methodologies of training – Performance Appraisal Method.

## **Unit – IV**

**Wage and Salary administration and motivation :** Wage and Salary administration including emerging compensation structure – Motivation – Definition - Nature and importance of Wage and Salary administration - Types of motivation – Theory X & Y, Maslow hierarchy needs – motivational factors.

## **Unit – V**

**Leadership :** Leadership – Definition – Importance – Theories of Leadership – Functions of a leader Qualities of leadership – Types of leadership –Characteristics of Leadership – Leadership styles.



**Outcome :** To gain the knowledge about job analysis training and development.

**BOOK REFERENCE**

- Personnelmanagement - Dr.P.C.Trippathi  
Principlesofmanagement - Dr.T.Ramasamy  
Personnelmanagement - PROF :.J.Jeyasankar

(Unit –I, Chapter-1 ; Unit –II, Chapter-2,6,7; Unit-III, Chapter-8,9; Unit –IV,Chapter-11,17; Unit -V ,Chapter-18)

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	S	S
CO2	S	S	S	S	M
CO3	S	S	M	S	S
CO4	S	S	S	M	S
CO5	M	S	S	S	S

\*S-Strong; M-Medium; L-Low

# COST ACCOUNTING

SUBJECT CODE : 18UAD7

## Objectives:

To impart the knowledge of basic cost concept, element of cost & preparation of cost Sheet.

## Course outcome

CO1: Familiar about the basic of Cost Accounting.

CO2: Develop the knowledge of materials handling in an organisation.

CO3: Create overall view about the overheads and its appropriate allocations.

CO4: Expertise in process job and contract costing.

CO5: Ability to grasp the fact of standard costing.

## Unit – I

**Cost analysis and Methods:** Meaning and scope of cost accounting – Relationship of cost accounting and financial accounts – Cost analysis – Concept and Classification – Elements of Cost- Cost Methods – Preparation of cost sheet, Tender and quotation.

## Unit – II

**Inventory management :** Purchasing of Materials – Procedure and documentation involved in purchasing – Requisition for store – Maximum stock level – Minimum level re-order level Economic ordering quantity – Perpetual inventory – Bin Card – ABC Analysis – Control over wages, Scrap and Spoilage, Inventory records – Methods of valuing material issue.

## Unit – III

**Overheads:** Overhead – Classification of overhead – Allocation and absorption overhead

## Unit – IV

**Process Job and Contract costing:** Process costing – Losses – Normal process loss- Abnormal loss – Abnormal Gain – Job Costing – Contract costing.

## Unit - V

**Reconciliation and Budgetary control :** Reconciliation of Costs and Financial Accounts – BudgetaryControl.

**Outcome :** To gain the knowledge of important methods & techniques of costing

## RECOMMENDED TEXT BOOKS

Cost Accounting	– S.P Iyenger – Sultan Chand & Sons.
Principles and Practice of Cost Accounting	– N.K.Prasad book syndicate Pvt.Ltd.,
Cost Accounting	- Das Gupta, Sultan Chand & Sons.
Cost Accounting by	- Arora – Sultan Chand & Sons.
Cost Accounting by	- Jain & Narang
Cost Accounting	- T.S. Reddy & Y. Hari Prasad Reddy ; Margham Publication.

(Unit –I, Chapter-1,2; Unit –II, Chapter-3; Unit-III, Chapter-5; Unit –IV, Chapter-7,10; Unit -V ,Chapter-6)

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	S	S
CO2	S	S	S	S	M
CO3	S	S	M	S	S
CO4	S	S	S	M	S
CO5	M	S	S	S	S

\*S-Strong;M-Medium;L-Low

## COMPANY LAW & SECRETARIAL PRACTICE

SUBJECT CODE :18UADA4

### Objectives :

To understand the concept of company law and secretarial practice

#### Course outcome

CO1: Able to list the contents of Memorandum, Articles, Rights and liabilities of members.

CO2: Will recognize the rights and duties of secretary.

CO3: Differentiate duties and liabilities of directors.

CO4: Able to pinpoint the procedures in Winding up.

CO5: Organize company meeting and communicate it properly.

### UNIT-I

**Introduction to company act :** Companies act – Formation – Kinds of Companies – Memorandum of articles of associations – Rights and liabilities of member – Prospectus – Shares and Debentures – Winding up.

### Unit – II

**Director and secretary :** Appointment of directors – Rights to increase their numbers – Share qualifications of directors – Disqualifications of directors and removal of directors – Company secretary – qualification – Types of secretary – Right & Duties.

### Unit – III

**Director, meeting, duties, liability remuneration :** Managerial Remuneration – Director's remuneration – Meeting of directors – Duties of directors – Liability of directors.

### Unit – IV

**Company meeting :** Communication – Pertaining to Business Meetings – Preparation of Notices, Agenda, Proxies, Motions, Resolution and minutes (with special reference companies act 1956).

### Unit – V

**Winding up :** Winding up of Companies – Different types – Secretarial duties with regard to winding up of companies.

**Out Come :** To get enlightened on the role of company secretary and the procedures of meeting.

## REFERENCES

- SecretarialPractice - Tripathi
- SecretarialPractice - Prasanth Gosh
- Company Law and SecretarialPracticeby - N.D.Kapoor
- Company Law and SecretarialPracticeby - J. Santhi .

(Unit –I, Chapter-1; Unit –II, Chapter-2,3,13; Unit-III, Chapter-13; Unit –IV,Chapter-15,19;Unit -V ,Chapter-21)

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	S	S
CO2	S	S	S	S	M
CO3	S	S	M	S	S
CO4	S	S	S	M	S
CO5	M	S	S	S	S

\*S-Strong; M-Medium; L-Low

## **SOFT SKILL 2**

**SUBJECT CODE :18USBE2**

### **Unit – I :**

Letters – Formal – informal – Business letters – Letters to the editor.

### **Unit – II :**

Group Discussion – Types of GD – Discussion Vs debate – Personality traits – Advantages of GD – Dos and Don'ts.

### **Unit- III :**

Selection Interview – Introduction – Interview-meaning – Interview structure – Interviewpanel – Types of interview – Questions looked for in interviews – preparation before interview – Bodylanguage – Dos and Don'ts – Standard interview questions – Your answer to questions.

### **Unit – IV :**

Time management – Importance of time – importance of time management – The pareto 80:20 Principle and Time management – The time management matrix – Its utilization – Procrastination: causes and effects – How to overcome procrastination – effective time management- Tools for effective time management.

### **Unit- V :**

Leadership – Need for leadership – Definition of leadership – Essence of leadership – Functions of effective leaders – Differences between leadership and management – positive and negative leaders – Different leadership styles – David McClelland's classification of leadership – Choice of correct leadership style – Emerging perspectives on leadership in organizations.

**Reference : soft skills and Industry Awareness – ICTACT Publications**

### **E-Source**

[https://www.bharathuniv.ac.in/colleges1/downloads/coursewareece/notes/BSS201%20-%20PERSONALITY .pdf](https://www.bharathuniv.ac.in/colleges1/downloads/coursewareece/notes/BSS201%20-%20PERSONALITY.pdf)

[http:// vrsiddhartha.ac.in/ece/files/personality%20Development%20study%20materialpdf](http://vrsiddhartha.ac.in/ece/files/personality%20Development%20study%20materialpdf)

<http://164.100.133.129:81/econtent/Uploads/Business corporate soft>

[skillsS.pdf](http://skillsS.pdf)[rusa.nic.in/download/363/reports-and-publications/5326/skill.genie.pdf](http://rusa.nic.in/download/363/reports-and-publications/5326/skill.genie.pdf)

## **SEMESTER V**

# PRODUCTION AND MATERIALS MANAGEMENT

SUBJECT CODE :18UAD8

## Objectives :

To enable students understand the nature and importance of production Management.

### Course Outcome:

CO1: Develop an ability to perform the role of a production and a materials manager in an organization.

CO2: Improve due date performance of plant location and plant lay out with capacity constraints.

CO3: Understand ethical issues in purchasing and negotiations.

CO4: Integrate the organization wide materials requirement to develop overall plan.

CO5: Develop the knowledge and skills needed to plan and control manufacturing of goods and services in an industrial setting.

## Unit-I

**Introduction to productionmanagement :** Definition of Productionmanagement, Functions – Scope of production management. Functions and responsibilities of production manager. Relationship with other department, Problems of production management. Types of production system.

## Unit-II

**Product plant and plant location :**Product life cycle and product design – Different stages of product life cycle. Definition of product planning – Importance of product planning – Product development, Methods of development, Advantages. Automation and it's merits and demerits – Diversification – Advantages and disadvantages. Plant location – Reasons – Types – Objectives in plant location.

## Unit-III

**Plant layout , Quality control , and inspection :** Plant layout – Objectives – Advantages – Symptoms of bad layout. Quality control – Objectives – Importance. Inspection – Objectives – Functions – Centralised inspection –Advantages.

## Unit-IV

**Materials management:** Importance of materials management – Objectives – Functions. Purchase management – Objectives – Functions – Classification of functions. International purchase – Methods of foreign buying – Steps involved in importpurchase.



## Unit- V

**ABC analysis :** Control through ABC analysis – Procedure for implementing – ABC techniques – advantages. Process of obtaining ISO certificate – Advantages of ISO, ISO certified institutions.

**Outcome :** The students should have understand effective management of materials

### TEXT BOOK

Production operation management - Raymond .RMayor

Productionmanagement - Keith lockyeer

Production and materials management – P.SaravanavelS.Sumathi.

(Unit –I, Chapter- 1,2,; Unit –II, Chapter-,3,8; Unit-III, Chapter-11,17,18; Unit –IV,Chapter-27,; Unit - V,Chapter-36,39)

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	S	S
CO2	S	S	S	S	M
CO3	S	S	M	S	S
CO4	S	S	S	M	S
CO5	M	S	S	S	S

\*S-Strong; M-Medium; L-Low

# OPERATIONS RESEARCH

SUBJECT CODE: 18UAD9

## Objectives

To help students understand scientific method used in operation research

## Course Outcome:

CO1: Identify and develop operational Research models from the verbal description of the real system.

CO2: Understand the mathematical tools that are needed to solve optimization problems.

CO3: Use mathematical software to solve the proposed models.

CO4: Develop a report that describes the model and the solving techniques.

CO5: Course experiences dealt with large scale data sets

## Unit – I

**Introduction to OR** : Scientific method – O.R.Models and Model Building – Resources Allocation – Linear Programming – Graphical Method – Simplex Method – M-Technique (Duality in Linear Programming Problem Excluded)

## Unit –II

**Transportation , Assignment & Sequencing** :Transportation & Assignment Models – Sequential Decision Making – Sequencing Problems.

## Unit – III

**Inventory Management** : Inventory Management – Deterministic and elementary stochastic Models.

## Unit – IV

**Simulation & Queuing** : Simulation, Queuing Models (M/M/I)

## Unit – V

**Network Analysis** : PERT & CPM – Replacement Decisions.

**Outcome** : To facilitate quantitative solution in business risk & uncertainty

## REFERENCES

- Operationresearch - Hamdy A.Taha
- Operation Research Problem and Solutions - V.K.Kapoor
- OperationResearch - Gupta, Ganti Swroop & MonMohan.
- OperationsResearch - Dr.P.R .Vittal & V.Malini

(Unit –I, Chapter-1,2,3,4,5; Unit –II, Chapter-,10,11,12; Unit-III, Chapter-17; Unit –IV,Chapter-13,18; Unit -V ,Chapter-14,16)

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	S	S
CO2	S	S	S	S	M
CO3	S	S	M	S	S
CO4	S	S	S	M	S
CO5	M	S	S	S	S

\*S-Strong; M-Medium; L-Low

## MANAGEMENT ACCOUNTING

SUBJECT CODE:18UAD10

### Objectives:

To help student understand the nature and scope of Management accounting

### Course outcome

CO1: Enlighten the students about the true knowledge on fundamentals of Management Accounting.

CO2: Gains the proper idea about the financial statement and its analysis.

CO3: Familiarize their concept and preparation of Fund Flow Statement.

CO4: Conversant about the cash flow statement.

CO5: Enriched in marginal costing and budgetary control.

### Unit – I

**Introduction and application to Management accounting:** Management Accounting – Meaning – Objective – Scope management accounting and Financial Accounting, Management and Cost Accounting – Utility and limitation of Management Accounting.

Analysis of Financial statements – Tools for analysis comparative financial Statements common size statement.

### Unit – II

**Ratios Analysis :** Analysis and interpretation of financial statement through accounting ratios – Analysis for liquidity solvency and profitability – Significance of various ratios and their computation – Uses and limitations of ratios.

### Unit III

**Fund flow statement :** Fund flow analysis – Concept of funds – Sources and uses of funds – Concepts of flow- fund flow statement – Managerial uses fund flow analysis construction of fund flow statement.

### Unit – IV

**Cash flow statement :** Cash flow analysis – Distinction of each from funds utility of cash flow statement – construction of each flow statement – Working capital management – Meaning and importance – Management of cash balance, Receivable and investors.

### Unit – V

**Marginal costing :** Marginal costing and profit planning – Distinction between absorption costing and marginal costing, Direct costing, Differential costing – Difference – Key Factor – Break even Analysis – Margin of Safety – Cost volume profit relationship.

**Outcome :** Utilize the management tools and techniques to take appropriate financial decisions.

## REFERENCE BOOKS

Management Accounting – principles and practice - R.K.Sharma and Shoshi  
Management Accounting – tools and Technique - N.Vinayakam, I.B.Sinha  
Management Accounting -S.K.R.Paul.  
Principles of management Accounting -S.N.Maheswari.  
Management Accounting - Dr .R.Ramachandran , Dr R.Srinivasan

(Unit –I, Chapter-1.1,1.8,;; Unit –II, Chapter-5.1,5.101; Unit-III, Chapter-2.1,2.115; Unit –IV,Chapter-3.1,3.102,;  
Unit -V ,Chapter-6.1,6.98)

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	S	S
CO2	S	S	S	S	M
CO3	S	S	M	S	S
CO4	S	S	S	M	S
CO5	M	S	S	S	S

\*S-Strong;M-Medium;L-Low

## ADVERTISEMENT AND SALESPROMOTION

SUBJECT CODE:18UADE2

### Objectives :

To gain professional competency, commitment to ethical practices & service.

### Course outcome

CO1: Able to demonstrate the elements of Marketing Mix and Salesmanship.

CO2:Analyze the aspects of Advertisement copy.

CO3: Pinpoint the role of Advertising Agency.

CO4: Confidence in practicing and following ethical and legal aspects of sales promotion.

CO5: Able to measure effectiveness of personnel selling.

### Unit – I

**Introduction :** Advertising – Advertising on elements of marketing mix objectives – Advertising and Salesmanship – Role and importance – Planning for advertisement communication process – Formal and informal.

### Unit – II

**Advertisement Copy and advertising Budget :** Advertisement Copy – Kinds –Appeals – Advertising Mix – advertising Budget and relevant decisions.

### Unit – III

**Types and agency :**Advertising expenses and their role – Type of advertising – Measuring the effectiveness of advertisement – Managing Agency.

### Unit – IV

**Sales promotion :** Sales promotion – Objectives – Advantage – Tools and their Effectiveness – Aggressive selling.

### Unit – V

**Sales promotion and personnel selling :** Sales promotion and personnel selling – Measuring the effectiveness of promotion company.

**Outcome :** Learns analyze the expanding environment of media &communication techniques

## RECOMMENDED TEXT BOOK

Salespromotionmanagement	- JohnA.queleh
Marketing salesmanshipandadvertising	-M.Ramasamy
Principles of marketingandsalesmanship	-J.C.Sinha
Advertising principles problems and casesandothers	-CharlesJ.Dirkson
Advertising management conceptsandcases	-Manendra Mohan(THM)
Advertisingandsalesmanship	-P. Saravanel &S.Sumathi

(Unit –I, Chapter-1; Unit –II, Chapter-9,11; Unit-III, Chapter-5,8; Unit –IV,Chapter-27 ,30; Unit -V ,Chapter-27,28)

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	S	S
CO2	S	S	S	S	M
CO3	S	S	M	S	S
CO4	S	S	S	M	S
CO5	M	S	S	S	S

\*S-Strong; M-Medium; L-Low

## **BUSINESS ENVIRONMENT**

**SUBJECT CODE : 18UADE2**

### **Objectives :**

To develop the concept of Business Organization.

### **Course outcome**

CO1: Able to fix the goals of business and explain about the business environment.

CO2: Characterize free socialistic economics and categorize USA and JAPAN economy.

CO3: Assess executives, Judiciary and government in business.

CO4: Evaluate financial system as well as characterize commercial bank, World Bank and WTO.

CO5: Able to work according to the cultures of an organization.

### **Unit – I**

**Introduction :** Business - Scope - Characteristics - Goals - Criticisms - Business Environment - Objectives and types.

### **Unit – II**

**Economic Environment :** Economic Environment- Concept –Factors-Basic Economic System - Economic Planning- Privatization – Nature and objectives.

### **Unit – III**

**Political Environment :** Political Environment- Political Institutions-Legislature, Executives and Judiciary - Government in Business-Regulatory, Intervention and Participatory roles.

### **Unit – IV**

**Financial environment :** Financial Environment - Financial System -RBI - Commercial banks– International Economic Institutions - World Bank – IMF– WTO.

### **Unit – V**

**Social and Cultural Environment :** Social and Cultural Environment-Impact of Culture on Business - People's Attitude to Business and Work-Business and Society - Social responsibility of Business – CSR.

**Outcome :** To Impart knowledge facts and events in a flow and international business world.



## TEXT BOOK

Adikari - Economic Environment in Business  
Francis Cherunilam - Business Environment  
IshwarC.Dhingara.-Indian Economy  
RuddanDatt and K.P.M. Sundharam -Indian Economy  
Sundaram& Black - The International Business Environment  
Cherunilam, Francis - Business Environment

(Unit –I, Chapter-1; Unit –II, Chapter-6; Unit-III, Chapter-23; Unit –IV, Chapter-14 ; Unit -V ,Chapter-5)

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	S	S
CO2	S	S	S	S	M
CO3	S	S	M	S	S
CO4	S	S	S	M	S
CO5	M	S	S	S	S

\*S-Strong; M-Medium; L-Low

## E-COMMERCE

SUBJECT CODE : 18UADN2

### Objects :

To introduce the concept of e-commerce and equip them to access e-commerce requirements of a business develop e- business plan.

### Course outcome

CO1: Understand the e-commerce infrastructure and trends.

CO2: Able to know the legal security issues [EDI].

CO3: Identify e-commerce net digital design.

CO4: Analyze the channel conflict management security.

CO5: Integrate theoretical frameworks with business strategies.

### Unit – I

**E- commerce frame work and E-Commerce Applications :** Electronic commerce Frame work – E-commerce and Media Coverage – The Anatomy of E-Commerce Applications – E-Commerce consumer applications – E-Commerce organization application.

### Unit – II

**EDI - legal security issues :** Electronic data interchange – EDI application in business – Edi, Legal Security and privacy Issues – EDI and electronic commerce

### Unit – III

**E- commerce net digital design, agent and protocol :** E-Commerce Management – Net Centrism – Navigation – Digital Design – Web Matrices – Business Models – Hyper MK – Intelligent – Agents – Auctions – Design, Protocol.

### Unit – IV

**Channel conflict management Security & Encryption E - Marketing:** Channel conflict management – Security & Encryption – Abuse and Netiquette – Internet Governance – Economics of E-Commerce – Equilibrium Price – Electronic Marketing – Taxing – E-Business –Road Map for Success.

### Unit – V

**E-Commerce legal issues and Contract law :** E-Commerce legal issues – Software Intellectual property law- Contract law for E-Commerce, warranties and new products – Cyber law issues – Privacy and trans border flows, Fraud – Security of information & Risks – Electronic highway Robbery- Consumer Protection.

**Outcome :** To gain the knowledge of e-commerce application.

## RECOMMENDED TEXT BOOKS

Frontiers of electronic commerce

-Kalakota & Whinston

E-Commerce a Managerial perspective

-Efraim Turbon, Jae Lee, David King & H. Michael Chung.

E-Commerce

- Dr .K. Abirami Devi & Dr . M. Alagammai

(Unit –I, Chapter-4; Unit –II, Chapter-, 9,15; Unit-III, Chapter-7,12; Unit –IV, Chapter-12,16 ; Unit -V ,Chapter-16)

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	S	S
CO2	S	S	S	S	M
CO3	S	S	M	S	S
CO4	S	S	S	M	S
CO5	M	S	S	S	S

\*S-Strong; M-Medium; L-Low

## STOCK EXCHANGE PRACTICES

SUBJECT CODE: 18UADN2

### Objectives :

To give learners the basic understanding of the fundamental concept of stock marketing

### Course outcome

CO1: Understand the different components of a capital market and its role

CO2: Ability to analyse stock movements

CO3: Identify the various kinds of securities in the stock Exchange

CO4: Ability to know the role of intermediaries in the capital market

CO5: Demonstrate the impact of credit rating agencies in capital market

### Unit – I

**Introduction :** Need and Importance of Capital Market – Primary Market- Different types of Securities dealt in the Capital Market.

### Unit – II

**Secondary Market :** Secondary Market – Origin and Growth – Types of Securities traded – Role and Functions of stock Exchange – NSE –Reading of Stock Indices - weaknesses of stock Exchange.

### Unit - III

**Securities :** Listing of Securities – Group A, Group B, Group C Shares – Advantages – Drawbacks – Listing Procedure – Criteria for Listing – Listing Obligations.

### Unit - IV

**Stock Brokers :** Registration of Stock Brokers – Procedure – Code of Conduct – Kinds of Brokers and their Assistants – Methods of Trading in a Stock Exchange – Carry over or Bald Transactions – Genuine Trading – Kinds of Speculators – Speculative Transactions.

### Unit - V

**Credit Rating Agency :** Credit Rating – CRISIL – CARE – ICRA Agencies Dematerialization – Depositories.

**Outcome :** Students learn the role intermediaries in the capital market

## BOOKS FOR REFERENCE:

1. Investment Management & Portfolio Management – V.K. BHALLA
2. Security Analysis & Portfolio Management – PUNIDHAVADHIPANDIYAN
3. Security Analysis – PREETISINGH
4. Investment and Securities Markets in India – V.A. AVADHANI.
5. Financial Markets and Institutions – E. GORDON & K. NATARAJAN
6. Indian Financial System – P.N. VARSHNEY.

(Unit –I, Chapter-4; Unit –II, Chapter-, 9,15; Unit-III, Chapter-7,12; Unit –IV, Chapter-12,16 ; Unit -V ,Chapter-16)

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	S	S
CO2	S	S	S	S	M
CO3	S	S	M	S	S
CO4	S	S	S	M	S
CO5	M	S	S	S	S

\*S-Strong; M-Medium; L-Low

## SOFT SKILL 3

SUBJECT CODE :18USBE3

**Unit – I :** Knowing computer – characteristics of a computer – limitations of a computer – components of hardware – basis of operating systems – Definition – functions of operation systems – categories of operating – manipulating windows – saving – printing –deleting files – start menu.

**Unit – II :** Retail sector = Introduction – Market size – Investment scenario – Advantage India- Government Initiatives – Government Initiatives – Types of stores –Types of stores – Types of Merchandising – store operations – store appearance – Store security – Make it difficult for retail theft to happen – Inventory and stock management – Store organization – importance of storeorganization.

**Unit- III :** BFSI sector – Banking sector – Market size – Investments – what is banking? – Types of banks – Functions of bank Types of bank accounts e-banking (electronic banking) – Government initiatives – financial services – market size – investments – governmentinitiatives.

**Unit –IV :** Insurance sector – Market size – investments – advantage India – Policy measures – opportunities – government initiatives – advantages and uniqueness of India’s Life Insurance sector – Job roles – ITES Sector – Introduction – IT services sector – BPO services sector – Market size – investments – skill requirements in the IT and ITES industry – major trends impacting skill requirements.

**Unit-V:** Businessprocessoutsourcing(BPO)–advantagesofBPO–disadvantagesofBPO –classificationof BPOhospitalitysector:introduction–tourism–Indianmarket–marketsize – investments – government initiatives – types of tourism -opportunities – benefits of career – road ahead – theme parks – facts on Indian amusement park industry – Structure and development of amusement parts – hotel industry – categorization of hotels – latest developments – cruise lines – India’s cruise potential – time for domestic cruising – cruise lines in India – Job Roles.

**Reference : soft skills and Industry Awareness – ICTACT Publications**

### E-Source

[https://www.bharathuniv.ac.in/colleges1/downloads/coursewaerrece/notes/BSS201%20-](https://www.bharathuniv.ac.in/colleges1/downloads/coursewaerrece/notes/BSS201%20-%20PERSONALITY.pdf)

[%20PERSONALITY .pdf](https://www.bharathuniv.ac.in/colleges1/downloads/coursewaerrece/notes/BSS201%20-%20PERSONALITY.pdf)

[http:// vrsiddhartha.ac.in/ece/files/personality%20Development%20study%20materialpdf](http://vrsiddhartha.ac.in/ece/files/personality%20Development%20study%20materialpdf)

<http://164.100.133.129:81/econtent/Uploads/Business corporate soft>

[skilsS.pdf](http://164.100.133.129:81/econtent/Uploads/Business corporate soft)[rusa.nic.in/download/363/reports-and-publications/5326/skill.genie.pdf](http://www.rusa.nic.in/download/363/reports-and-publications/5326/skill.genie.pdf)

## **SEMESTER – VI**

## STRATEGIC MANAGEMENT

SUBJECT CODE :18UAD11

### Objectives :

To learn the major initiatives taken by company's top management

### Course Outcome:

CO1:Understand the basic concepts and principles of strategic management.

CO2:Analyze strategic macro environmental issues.

CO3:Assess organizational performance.

CO4:Able to formulate SBU strategies.

CO5:Expertise in implementing strategy at the single business unit level.

CO6:Students will be able to develop their capacity to think and execute strategic early.

### UNIT-I

**Introduction to strategic Management swot :** The business system – Objectives of the business setting up and balancing the objectives – Mission – Vision – Goals.

Strategic Analysis of Functional Areas – Production – Marketing – Human Resource finance – Analysis Corporate capabilities – SWOT.

### Unit - II

**Corporate Strategy :** Corporate Strategy – Nature and Scope – Process of Strategic Planning – Formulation of strategy – Project Life cycle – Portfolio analysis – BCG Matrix – GE Matrix – Stop High Strategy – Directional Policy Matrix.

Strategy management – Strategic Decision Making – Business Level – Sub Strategy.

### Unit – III

**Generic Strategic :** Generic Strategic Alternatives – Stability Strategy – Growth Strategy – Retrenchment Strategy – Combination Strategy and Turn Around Strategy.

### Unit – IV

**Growth Strategy :** External Growth Strategy – Merge, Acquisition – Amalgamation – Joint Venture.

### Unit – V

**Implementation of strategy :** Implementation of strategy – Elements of strategy – Leadership and Organizational climate – Planning and control of Implementation.



**Outcome :** Students learn the Organizational policies and Strategies .

**BOOKS REFERENCE**

Corporate strategy,competitive advantage. - Micahale power  
Management tasks, Responsibilities and practices -Peter Drucker  
Business policy and strategy management - Jauch andGleuck,  
Business policy and strategy management -AZhare Kazmi  
Business policy and Strategic Management”, - Francis Cherunilam  
Strategic Management - Dr. S.Sankaran

(Unit –I, Chapter-1,2,4; Unit –II, Chapter-,2,5,8; Unit-III, Chapter-7; Unit –IV,Chapter-7; Unit -V ,Chapter-9)

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	S	S
CO2	S	S	S	S	M
CO3	S	S	M	S	S
CO4	S	S	S	M	S
CO5	M	S	S	S	S

\*S-Strong; M-Medium; L-Low

# FINANCIAL MANAGEMENT

SUBJECT CODE : 18UAD12

## Objects:

To providing understanding of nature importance structure of finance related area impart knowledge regarding source of finance for a business.

## Course outcome

CO1: Helps students to understand the basic concepts of Financial Management.

CO2: Provides insight on the measurement of cost of capital.

CO3: Able to recognize the factors affecting the capital structure.

CO4: Developed in decision making skills on capital budgeting.

CO5: Identify and rectify the factors influencing financial planning.

## Unit – I

**Introduction to financial Management** : Nature of financial Management – Meaning and scope of Finance Function – Financial management and its function – Goal of financial management

## Unit – II

**Cost of capital and leverages** : Cost of capital – Concept – Importance and Types of cost of Capital – Measurement of Cost of Capital – Weighted Average cost of Capital – Operating and financial leverages.

## Unit – III

**Capital structure** : Capital structure – Meaning, Factors affecting capital Structure – Capital Gearing, High and low Gearing, Significance – Meaning of Trading of Equity – Limitation of the Policy of trading on Equity

## Unit – IV

**Capital budgeting** : Capital budgeting – Nature of capital Expenditure Concept of Capital Beginning – Capital Budgeting Procedures – methods of ranking investment proposals – Payback Method – Return of Investment Method – Present value method.

## Unit – V

**Financial planning and cash forecasting** : Financial planning and forecasting – Concepts – Characteristics and factors Affecting financial planning – Necessity and Limitations - Cash Forecasting.

[60% Problem, 40% Theory]

**Outcome** : Developed in Decision making skills on various financial markets.

## RECOMMENDED TEXT BOOKS

- Financial management theory and practice, - Chandra – Tata Mc Graw Hill
- Financial Management and Policy - Van Horne, Prentice hall of india
- Financial management - M.Y.Khan , P.K.Jain, Tata Mc GrawHill
- Financial management - Dr A. Murthy, MarghamPublications

(Unit –I, Chapter-1; Unit –II, Chapter-4; Unit-III, Chapter-6; Unit –IV,Chapter-3; Unit -V ,Chapter-5)

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	S	S
CO2	S	S	S	S	M
CO3	S	S	M	S	S
CO4	S	S	S	M	S
CO5	M	S	S	S	S

\*S-Strong; M-Medium; L-Low

## ENTREPRENEURIAL DEVELOPMENT

SUBJECT CODE : 18UADE13

### Objective :

To help Students Formulate and Develop Business Projects

### Course outcome

CO1: Able to understand the functions of entrepreneurs and the classification of Entrepreneur.

CO2: Spot the factors influencing the entrepreneurship and issues of EDP.

CO3: Mastery about SIPCOT and the role of government in entrepreneurial growth.

CO4: Proficient in overcoming the problem of rural entrepreneur.

CO5: Design and evaluate project report and marketing plan.

### Unit – I

**Introduction to entrepreneur :** Entrepreneur – Meaning and Definition – Common Means of an Entrepreneur – Functions of an Entrepreneur – Classification of Entrepreneur.

### Unit – II

**Factors and Role of Entrepreneurship :** Factors Influencing the Emergence of Entrepreneurship – Internal Factors – External Factor – Barriers to Entrepreneurship – The Role of Entrepreneurship in Economic Development.

### Unit – III

**Role of Government and Non Governmental Agencies:** Entrepreneurial Growth – Role of Government in Entrepreneurial Growth – Role of Non Governmental Agencies in Promoting Entrepreneurial in India – SIPCOT-IDBI-ICICI- Commercial Banks

### Unit –IV

**Women Entrepreneur and Problems :** Women Entrepreneur – Definition – Problems of Women Entrepreneurs – Steps to encourage Women Entrepreneurs – Rural Entrepreneurship – Definition – Problem – Over Coming the problems of Rural entrepreneurs – Small Exporters Steps taken by Government to boost export and Import - Problems of Small Entrepreneur – Problems of New Entrepreneur – Sickness in Small scale Industries – Definition of sick Industry Causes of Industrial Sickness

### Unit–V

**Project Report :** Meaning of Project Report – Contents: 1.Executive summary, 2. The Industry and the company, 3 Marketing Research Analysis 4. Economics of the Business 5. Marketing Plan-General Guidelines for Project Preparation.

**Outcome :** Acquire requisite knowledge and skills for becoming successful entrepreneurs.

**TEXT BOOK :**

Dynamics of entrepreneurial development

- Vasantdesai

A practical Guide to Initial Entrepreneurship

- S.B.Srivastava

Entrepreneurial development principles, policies and programmes - P.Saravanel

Entrepreneurial development

- JayashreeSuresh

(Unit –I, Chapter-1,3; Unit –II, Chapter-5,6; Unit-III, Chapter-5,6,; Unit –IV,Chapter-7,; Unit -V ,Chapter-14)

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	S	S
CO2	S	S	S	S	M
CO3	S	S	M	S	S
CO4	S	S	S	M	S
CO5	M	S	S	S	S

\*S-Strong; M-Medium; L-Low

## **BANKING**

**SUBJECT CODE:18UAD14**

### **Objectives :**

To Promote an understanding of the basic concepts in banking.

### **Course outcome**

CO1: Able to understand in the function of commercial Banks.

CO2: Pinpoint the Bankers right.

CO3: Mastery in the aspect of Cheque.

CO4: Proficiency in E-banking modern banking operations.

CO5: Expertise in RBI policy rates and reserve rates.

### **Unit – I**

**Introduction :** Definition of a bank – Kinds of Banks – Function of a commercial Banks – Banking Functions Agency Functions – General Utility Services – Unit Banking and Branch Banking – Modern Banking services – ATM, Net Banking , Debit Card and Credit Cardetc.,

### **Unit – II**

**RBI &Credit Control :** Functions of central Bank – RBI – Organization and Management – Function of RBI – Objectives of credit Control – Method of Credit Control – Quantitative and Qualitative Methods.

### **Unit – III**

**Relationship With Customer & Types of Accounts :** Relationship between banker and Customer – Special Relationship – Banker's Right and General Lien – Types of Accounts – Special Types of Customers.

### **Unit – IV**

**Cheque :** Definition of cheques – Essential of Cheque – Merits of using Cheque – Material Alteration in the Cheque – Crossing – Objectives of Crossing – Special Crossing – Endorsement – Types of Endorsement.

### **Unit – V**

**Paying Banker & Collecting Banker :** Paying Banker – Collecting Banker – Precautions to be exercised by the paying banker – Dishonouring of Customer's Cheque – Passbook – Importance of Passbook – E-Banking –Modern Banking Operations.

**Outcome :** Students acquaint with the theoretical and legal concept of banking India.

## RECOMMENDED TEXT BOOK

Banking law and practice	- Chobra and Taneja -Dhanapet Raj &sons
Currency and Banking	- Subburao and others –TMH
Banking and financial system	- KPM. Sundaram and varshney – Sultan Chand andSons.
Banking Theory Law and Practice	-B.Santhanam

(Unit –I, Chapter-1,4; Unit –II, Chapter-11; Unit-III, Chapter-15; Unit –IV,Chapter-12; Unit -V ,Chapter-13,14)

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	S	S
CO2	S	S	S	S	M
CO3	S	S	M	S	S
CO4	S	S	S	M	S
CO5	M	S	S	S	S

\*S-Strong; M-Medium; L-Low

## **INDUSTRIAL RELATIONS AND LABOUR LEGISLATION**

**SUBJECT CODE : 18UADE3**

### **Objectives :**

To Explain contemporary knowledge and gain a conceptual understanding of industrial relations.

### **Course Outcome:**

CO1: Able to elaborate the concept of industrial relations.

CO2: Aware of the present state of industrial relations in India.

CO3: Be acquainted with the concepts, principles and issues connected with trade unions ,collective bargaining and workers participation.

CO4: Grasp the various process and procedures of handling employee relations.

CO5: Better understanding of the problem with effective solution.

### **Unit – I**

**Introduction :** Introduction – Need for Industrial Relations – Importance of Industrial Relation – Meaning of Industrial Relations – Role of Industrial Relations Towards Industrial Expansion – Role of the Government in Establishing good Industrial Relations.

### **Unit – II**

**Trade Union :** Definition – Objectives of Trade Union and It's Functions – Blue collar and White Collar Employees – Salient Features of Trade Union Act- Registration of Trade Union – Preliminary Steps –Cancellation.

### **Unit – III**

**Collective Bargaining :** Collective Bargaining – Process – Advantages and Disadvantages, Grievance Settlement Authority. Strike and lock Out – Retrenchment – Closure.

### **Unit – IV**

**Worker's Participation and Works Committee :** Worker's Participation – Advantages – Methods, Functions of Works Committee. Industrial Unrest –Causes.

### **Unit – V**

**Bonus Calculation and Labour Legislations :** Determination of Bonus – Steps for Calculation of Bonus – Minimum Bonus Minimum Wages Act 1948. The Scope of Labour Legislations – Objectives Industrial Peace



**Outcome :** Students will know how to resolve industrial relations and human relations problems and promote welfare of industrial labour.

**TEXT BOOK**

Industrial and Labour Laws - Prof. Anil.P.Sasane

Industrial Law - N.D.Kapoor

Personnel Management and Industrial Relations - Tripathi

Industrial Relations and Labour Legislation - Mr.Sreenivasan

(Unit –I, Chapter-1; Unit –II, Chapter-2; Unit-III, Chapter-2,4,6,7; Unit –IV,Chapter-5,10; Unit -V ,Chapter-25,27)

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	S	S
CO2	S	S	S	S	M
CO3	S	S	M	S	S
CO4	S	S	S	M	S
CO5	M	S	S	S	S

\*S-Strong; M-Medium; L-Low

# RESEARCH METHODS IN MANAGEMENT

SUBJECT CODE : 18UADE3

## Objectives :

To help students understand the basic theoretical ideas and logic of research.

## Course outcome

CO1: Getting awareness towards various types of research types.

CO2: Knowledge gained in preparing research design.

CO3: Students will know characteristics of hypothesis and sampling methods.

CO4: Students acquaint themselves with data collection presentation and interpretation of data.

CO5: Developed in writing research reports.

## Unit – I

**Research type :** Research – Concept - Business research – Definition – Features – Types: Basic and applied, exploratory, descriptive and causal – Phases of business research.

## Unit – II

**Research problem and research design :** Process and formulation of Research problem - Sources – Identification – Selection– Criteria of a good research problem – Research Design - Meaning – Essential stages in the preparation of Research Design – Evaluation of the Research Design – A Model Design.

## Unit- III

**Hypothesis and sampling types :** Hypothesis —Characteristics of good Hypothesis– Types – Sampling – Nature - Simple, Probability, Complex Probability And Non-Probability.

## Unit – IV

**Data collection :** Sources and Collection of data - Primary and Secondary sources - Methods of data Collection – Merits and demerits -Presentation - Coding, data entry and tabulation - Analysis Interpretation of data.

## Unit - V

**Research report and its types :** Research Report – Concept – Types - Steps in Organization of Research Report – Significance of Report Writing – Drafting of reports – Contents of a report.

**Out come :** Knowledge gained on the development of research projects

## REFERENCE BOOKS:

1. Research Methodology – C. R.KOTHARI
2. Research Methodology – N.Thanulingon
3. Methodology of Research in Social Sciences - O. R Krishnaswami, M.Rangnathan.
4. Business Research Methods - Donald R.Cooper and Pamela S.Schindler
5. Research Methodology - R.Paneerselvan

(Unit –I, Chapter-1,4; Unit –II, Chapter-3,7; Unit-III, Chapter-8,21; Unit –IV,Chapter-10,15; Unit -V ,Chapter-16)

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	S	S
CO2	S	S	S	S	M
CO3	S	S	M	S	S
CO4	S	S	S	M	S
CO5	M	S	S	S	S

\*S-Strong; M-Medium; L-Low

## COMMON PAPER 3

### GENDER STUDIES

#### Unit – I

*SUBJECT CODE :18UGS*

**Concepts of gender :** sex – Gender – Biological Determinism – Patriarchy – Feminism – Gender Discrimination – Gender Division of Labour – Gender Stereotyping – Gender sensitivity – Gender Equity – Gender Mainstreaming –Empowerment

#### Unit – II

**Women’s studies Vs Gender studies :** UGC’s Guidelines – VII to XI – Plans – Gender studies: Beijing conference and CEDAW – Exclusiveness and inclusiveness.

#### Unit –III

**Areas of Gender Discrimination:** Family – Sex Ratio – Literacy – Health – Governance – Religion – Work Vs Employment – Market – Media – Politics Law – Domestic Violence – Sexual Harassment – State Policies and Planning.

#### Unit - IV

**Women Development and Gender Employment :** Initiatives – International Women’s Decade – International Women’s Year – National Policy for Employment of women – women Empowerment ear 2001 – Mainstreaming Global Policies.

#### Unit – V

**Women’s Movement and safeguarding Mechanism :** In India National /State Commission for women (NCW) – All Women Police station – Family court Domestic Violence Act – Prevention of sexual Harassment at work place – Supreme Court Guidelines – Maternity Benefit Act – PNDDT Act – Hindu succession Act 2005 – Eve Teasing Prevention Act – Self Help Groups – 73<sup>rd</sup> and 74<sup>th</sup> Amendment for PRIS.

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