

**B.B.A.**  
**SYLLABUS - 2014**

**SCHOOLS OF EXCELLENCE**  
**with**  
**CHOICE BASED CREDIT SYSTEM (CBCS)**



**SCHOOL OF MANAGEMENT STUDIES**  
**St. JOSEPH'S COLLEGE (Autonomous)**

Accredited at 'A' Grade (3<sup>rd</sup> Cycle) by NAAC  
College with Potential for Excellence by UGC  
**TIRUCHIRAPPALLI - 620 002, INDIA**

## SCHOOLS OF EXCELLENCE WITH CHOICE BASED CREDIT SYSTEM (CBCS)

### POST GRADUATE COURSES

St. Joseph's College (Autonomous), a pioneer in higher education in India, strives to work towards the academic excellence. In this regard, it has initiated the implementation of five "Schools of Excellence" from this academic year 2014 – 15, to standup to the challenges of the 21<sup>st</sup> century.

Each School integrates related disciplines under one roof. The school system allows the enhanced academic mobility and enriched employability of the students. At the same time this system preserves the identity, autonomy and uniqueness of every department and reinforces their efforts to be student centric in curriculum designing and skill imparting. These five schools will work concertedly to achieve and accomplish the following objectives.

- Optimal utilization of resources both human and material for the academic flexibility leading to excellence.
- Students experience or enjoy their choice of courses and credits for their horizontal mobility.
- The existing curricular structure as specified by TANSCH and other higher educational institutions facilitate the Credit-Transfer Across the Disciplines (CTAD) - a uniqueness of the choice based credit system.
- Human excellence in specialized areas
- Thrust in internship and / or projects as a lead towards research and
- The **multi-discipline** nature of the newly evolved structure (School System) caters to the needs of stake-holders, especially the employers.

### What is Credit system?

Weightage to a course is given in relation to the hours assigned for the course. Generally one hour per week has one credit. For viability and conformity to the guidelines credits are awarded irrespective of the teaching hours. The following Table shows the correlation between credits and hours. However, there could be some flexibility because of practical, field visits, tutorials and nature of project work.

For UG courses, a student must earn a minimum of 150 credits as mentioned in the table below. The total number of minimum courses offered by a department are given in the course pattern.

## SUMMARY OF HOURS AND CREDITS UG COURSES B. B. A.

Part	Semester	Specification	No. of Courses	Hours	Credits	Total Credits
I	I-IV	<b>Languages</b> (Tamil/Hindi/French/Sanskrit)	4	16	12	<b>12</b>
II	I-IV	<b>General English</b>	4	20	12	<b>12</b>
III	I-VI	<b>Core</b> Theory Practicals Internship & Project Work Comprehensive Exam	17	90	69	<b>98</b>
		<b>Core Electives</b>	3	12	11	
		<b>Allied</b>	4	24	18	
		<b>Additional Core Courses for Extra Credits</b>	-	-	-	
IV	V-VI	<b>Skilled Based Electives</b> Between Schools (BS) Within School (WS)	1 1	2 2	2 2	<b>4</b>
		<b>Inter Departmental Courses (IDC)</b> - Soft Skills	1	2	2	<b>2</b>
	I-IV	<b>NMC</b> Communicative English Computer Literacy	1 1	0 2	5 2	<b>7</b>
		<b>Environmental Studies</b>	1	2	2	<b>2</b>
			<b>Value Education</b>	4	8	8
V	I-V	<b>SHEPHERD &amp; Gender Studies</b>	1	-	5	<b>5</b>
	I-V	<b>AICUF, Fine Arts, Nature Club, NCC &amp; NSS</b>				
<b>TOTAL</b>				<b>180</b>		<b>150</b>

### Course Pattern

The Under Graduate degree course consists of Five vital components. They are as follows:

Part-I : Languages (Tamil / Hindi / French / Sanskrit)

Part-II : General English

Part-III : Core Course

(Theory, Practical, Core Electives, Allied, Project, Internship and Comprehensive Examinations)

Part-IV : SBE, NMC, Value Education, Soft Skills & EVS

Part-V : SHEPHERD, AICUF, Finearts, Nature Club, NCC, NSS, etc.

### Non-Major Courses (NMC)

There are three NMC's – Communicative English, Computer Literacy and Environmental Studies offered in the I, II & III Semesters respectively.

### Value Education Courses:

There are four courses offered in the first four semesters for the First & Second UG students.

### Non Major Elective / Skill Based Elective:

These courses are offered in two perspectives as electives "With-in School" (WS) and "Between School" (BS).

### Subject Code Fixation

The following code system (11 characters) is adopted for Under Graduate courses:

14	UXX	X	X	XX	XX
↓	↓	↓	↓	↓	↓
Year of Revision	UG Code of the Dept	Semester of the Part	Specification	Subject Category	Running in that part
14	UBU	1	3	2	1

### For Example :

I B.B.A. Business Administration, first semester Management Principles.

The code of the paper is 14UBU130201.

Thus, the subject code is fixed for other subjects.

### Subject Category

- 00 - Languages (Tamil / Hindi / French / Sanskrit)
- 01 - General English
- 02 - Core (Theory, Practicals, Comprehensive Exams, Internship & Project viva-voce)
- 03 - Core Electives
- 04 - Allied
- 05 - Additional core Courses for Extra Credits (If any)
- 06 - Skill Based Electives (BS) & (WS)
- 07 - Soft Skill
- 08 - NMC (Communicate English, Computer Literacy/SAP)
- 09 - EVS
- 10 - Value Education
- 11 - SHEPHERD & Gender Studies
- 12 - AICUF / Nature Club / Fine Arts / NCC / NSS /etc.

## EXAMINATION

### Continuous Internal Assessment (CIA):

UG - Distribution of CIA Marks	
Passing Minimum: 40 Marks	
Library Referencing	5
3 Components	35
Mid-Semester Test	30
End-Semester Test	30
<b>CIA</b>	<b>100</b>

### MID-SEM & END – SEM TEST

Centralised – Conducted by the office of COE

1. Mid-Sem Test & End-Sem Test: (2 Hours each); will have Objective + Descriptive elements; with the existing question pattern PART-A; PART-B; and PART-C
2. CIA Component III for UG & PG will be of 15 marks and compulsorily objective multiple choice question type.
3. The CIA Component III must be conducted by the department / faculty concerned at a suitable computer centres.
4. The 10 marks of PART-A of Mid-Sem and End-Sem Tests will comprise only: OBJECTIVE MULTIPLE CHOICE QUESTIONS; TRUE / FALSE; and FILL-IN BLANKS.
5. The number of hours for the 5 marks allotted for Library Referencing/ work would be 30 hours per semester. The marks scored out of 5 will be given to all the courses (Courses) of the Semester.
6. English Composition once a fortnight will form one of the components for UG general English

### SEMESTER EXAMINATION

Testing with Objective and Descriptive questions

#### Part-A: 30 Marks

#### Objective MCQs only

Answers are to be marked on OMR score-sheet. The OMR score-sheets will be supplied along with the Main Answer Book. 40 minutes after the start of the examination the OMR score-sheets will be collected

**Part-B + C = 70 Marks**

**Descriptive**

**Part-B:** 5 x 5 = 25 marks; inbuilt choice;

**Part-C:** 3 x 15 = 45 marks; 3 out of 5 questions, open choice.

*The Accounts Paper of Commerce will have*

**Part-A:** Objective = 25

**Part-B:** 25 x 3 = 75 marks.

**Duration of Examination must be rational;** proportional to teaching hours  
90 minute-examination / 50 Marks for courses of 2/3 hours/week (all Part IV UG Courses) 3-hours examination for courses of 4-6 hours/week.

**EVALUATION**

**Percentage Marks, Grades & Grade Points**

**UG (Passing minimum 40 Marks)**

Qualitative Assessment	Grade Points	Grade	Mark Range (%)
Exemplary	10	S	90 & above
Outstanding	9	A+	85-89.99
Excellent	8	A	80-84.99
Very Good	7	B	70-79.99
Good	6	C	60-69.99
Satisfactory	5	D	50-59.99
RA	4	E	40-49.99
	0	RA	<40

**CGPA - Calculation**

Grade Point Average for a semester is calculated as indicated here under:

$$\frac{\text{Sum total of weighted Grade Points}}{\text{Sum of Credits}}$$

Weighted Grade Points is *Grade point x Course Credits*. The final CGPA will only include: Core, Core Electives & IDCs.

A Pass in SHEPHERD will continue to be mandatory although the marks will not count for the calculation of the CGPA.

**Continuous Internal Assessment (CIA):**

Class	Mark Range (%)
Distinction	75 & above, first attempt
First	60 & above
Second	50 to 59.99
Third	40 to 49.99

**Declaration of Result:**

Mr./Ms. \_\_\_\_\_ has successfully completed the Under Graduate in \_\_\_\_\_ programme. The candidate's Cumulative Grade Point Average (CGPA) in Part – III is \_\_\_\_\_ and the class secured is \_\_\_\_\_ by completing the minimum of 150 credits.

The candidate has acquired \_\_\_\_\_ (if any) more credits from SHEPHERD / AICUF/ FINE ARTS / SPORTS & GAMES / NCC / NSS / NATURE CLUB, ETC. The candidate has also acquired \_\_\_\_\_ (if any) extra credits offered by the parent department courses.

\_\_\_\_\_

**B. B. A.**  
**Course Pattern - 2014 Set**

Sem	Part	Code	Course	Hrs	Crs	
I	I	Language	14UGT110001	Language - I:(Tamil / Hindi / French /Sanskrit)	4	3
	II	English	14UGE120101	General English – I	5	3
	III	Core	14UBU130201	Management Principles	6	4
			14UBU130202	Financial Accounting	7	4
	Allied	14UBU130401	Managerial Economics	6	5	
	IV	Value Education	14UFC141001	Value Education- I: Essentials of Ethics, Yoga & Stress Management	2	2
NMC			14UCE140801	Communicative English	-	5
<b>Total for Semester I</b>					<b>30</b>	<b>26</b>
II	I	Language	14UGT210002	Language-II:(Tamil / Hindi / French /Sanskrit)	4	3
	II	English	14UGE220102	General English – II	5	3
	III	Core	14UBU230203	Human Resources Management	5	4
			14UBU230204	Cost Accounting	6	4
	Allied	14UBU230402	Computer Application Package for Managers	6	5	
	IV	Value Education	14UFC241002	Techniques of Social Analysis : Fundamental of Human Rights	2	2
NMC			14UCE240802	Computer Literacy	2	2
<b>Total for Semester II</b>					<b>30</b>	<b>23</b>
III	I	Language	14UGT310003	Language-III:(Tamil/Hindi / French /Sanskrit)	4	3
	II	English	14UGE320103	General English – III	5	3
	III	Core	14UBU330205	Organizational Behavior	6	4
			14UBU330206	Marketing Management	5	4
	Allied	14UBU330403	Operations Research for Manager	6	5	
	IV	Value Education	14UFC341003 A	Professional Ethics I: Social Ethics (OR)	2	2
14UFC341003 B			Professional Ethics I: Religious Doctrine	2	2	
NMC	14UCE340901	Environmental Studies	2	2		
<b>Total for Semester III</b>					<b>30</b>	<b>23</b>

IV	I	Language	14UGT410004	Language-IV:(Tamil /Hindi / French /Sanskrit)	4	3
	II	English	14UGE420104	General English – IV	5	3
	III	Core	14UBU430207	Statistics and Mathematics for Managers	5	4
			14UBU430208	Business Law	4	4
	Allied	14UBU430209	Industrial Relations	4	4	
	IV	Value Edn	14UBU430404 A	Entrepreneurial Development (OR)	6	5
14UBU430404 B			Banking Theory and Practices	6	5	
<b>Total for Semester IV</b>					<b>30</b>	<b>25</b>
V	III	Core	14UBU530210	Production and Material Management	6	4
			14UBU530211	Research Methods in Business	6	4
	Elective	14UBU530212	Management Accounting	6	5	
		14UBU530301 A	Business Communication (OR)	4	4	
		14UBU530301 B	Public Relations Management	4	4	
		14UBU530302	(WS): Entrepreneurial Skills Development	4	4	
IV	SBE	14UCC530302	E-Commerce	4	4	
		14UCO530302	Business Correspondence	4	4	
IV	IDC	14UBU540601	(BS): Personality Development	2	2	
		14USS540701	Soft Skills	2	2	
<b>Total for Semester V</b>					<b>30</b>	<b>25</b>
VI	III	Elective	14UBU630213	Capital Market and Financial Services	7	4
			14UBU630214	Financial Management	7	4
			14UBU630215	International Business	6	4
			14UBU630216	Internship & Project Work	4	3
			14UBU630217	Comprehensive Examination	-	2
	IV	SBE	14UBU630303	(WS): Modern Management Concepts & Practices	4	4
14UCC630303			Customer Relation Management	4	4	
14UCO630303	Secretarial Practice	4	4			
IV	SBE	14UBU640602	(WS): Practical Stock Trading	2	2	
<b>Total for Semester VI</b>					<b>30</b>	<b>23</b>
I-V	V		14UCW651101	SHEPHERD and Gender Studies	-	5
<b>Total for all Semesters</b>					<b>180</b>	<b>150</b>

\* Code numbers according to the subject chosen

@ Practical examination in the following even semester.

gUtk; 1  
14UGT110001

kz p Neuk; 4  
Gssrfs; 3

### ngHJ j j kpo;-I

#### Nehf;fqfs;

1. r%f khwwr; rpej i dfi s c ssl f;fpa j wfhy , yf;fpaqfi s mwKfk; nraj y;
2. GJ fftpi j > r;Wfi j > c i uei l Mfpa , yff;paqfs;pd; eak; ghuhl Lj y;
3. rej iggpi oapdwp vOj khz thfi sg; gapWwtj j y;

#### gad;fs;

1. khz thfs; r%f khwwr; rpej i dfi s mwpe;J nfhst;h;
2. rej iggpi ofi s e;ffp vOJk; j p;wd; ngWth;
3. Gj j yf;fpaqfi sg; gi l fFk; j pwi dAk; j p;wd;h;T nraAk; j pwi dAk; ngWth;

#### myF-1: kf;hft; ghuj p;ahh; f;tpi j fs;

ghuj j; hrd; f;tpi j fs;  
c i uei l - Kj y; %dW fl Li ufs; (10 kz p Neuk)

#### myF-2: gl LfNfhl i l ahh; ghl y;fs;

ghyNuW ngUQrj j p;dh; ghl y;fs;  
, yffz k; -ty;KfK; , l qfs; (12 kz p Neuk)

#### myF-3: GJ f;ftpi j tbtqfs;

, yff;pa; tuyhW - %dwhk; ghfk;  
r;Wfi j - Kj y; MW r;Wfi j fs; (10 kz p Neuk)

#### myF-4: GJ f;ftpi j fs;

ngz z p;af; f;tpi j fs;  
, yff;pa; tuyhW - ehd;fhk; ghfk;  
, yffz k; - ty; k;pfh , l qfs;(14 kz p Neuk)

#### myF-5: nkhopngahgGf;ftpi j fs;

r;Wfi j - 7 Kj y; 12 Kba c s s r;Wfi j fs;  
c i uei l - 4Kj y; 6 Kba c s s fl Li ufs; (14 kz p Neuk)

#### ghl E)y;

1. ngHJ j j kpo; nraAs; j p;ul - j k;pa;Tj ; Ji w ntsp;al-2014-2017
2. r%f;tp;ay; Nehf;f; y; j kpo; , yff;pa; tuyhW > j k;pa;Tj ; Ji w ntsp;al > J}a t;sdh; f; y;Y}hp j p;Urr;puhggss; p;2> 2014
3. c i uei l f; Nfhi t - j k;pa;Tj ; Ji w ntsp;al > 2014
4. r;Wfi j j nj hFgG

Sem. I  
14UGE120101

Hours/Week: 5  
Credits: 3

### GENERAL ENGLISH-I

#### Objectives

To help students

- \* Use words and phrases related to self, home, friends and relatives in meaningful contexts.
- \* Use language to perform basic functions like describing, clarifying, suggesting, and giving directions.

#### Unit-1

01. Personal Details
02. Positive Qualities
03. Listening to Positive Qualities
04. Relating and Grading Qualities
05. My Ambition
06. Abilities and Skills
07. Self-Improvement Word Grid
08. What am I doing?
09. What was I doing?
10. Unscramble the Past Actions
11. What did I do yesterday?

#### Unit-2

12. Body Parts
13. Actions and Body Parts
14. Value of Life
15. Describing Self
16. Home Word Grid
17. Unscramble Building Types
18. Plural Form of Naming Words
19. Irregular Plural Forms
20. Plural Naming Words Practice
21. Whose Words?

#### Unit-3

22. Plural Forms of Action Words
23. Present Positive Actions
24. Present Negative Actions
25. Un/Countable Naming Words
26. Recognition of Vowel Sounds
27. Indefinite Articles

28. Un/Countable Practice
29. Listen and Match the Visual
30. Letter Spell - Check
31. Drafting Letter

#### **Unit 4**

32. Friendship Word Grid
33. Friends' Details
34. Guess the Favourites
35. Guess Your Friend
36. Friends as Guests
37. Introducing Friends
38. What are We Doing?
39. What is (s)he / are they Doing?
40. Yes / No Question
41. What was s/he doing?
42. Names and Actions
43. True Friendship
44. Know your Friends
45. Giving Advice/Suggestions
46. Discussion on Friendship
47. My Best Friend

#### **Unit 5**

48. Kinship Words
49. The Odd One Out
50. My Family Tree
51. Little Boy's Request
52. Occasions for Message
53. Words denoting Place
54. Words denoting Movement
55. Phrases for Giving Directions
56. Find the Destination
57. Giving Directions Practice
58. SMS Language
59. Converting SMS
60. Writing Short Messages
61. Sending SMS
62. The family debate
63. Family Today

#### **Textbook**

1. Joy, J.L. & Peter, F.M. (2014). *Let's Communicate*, New Delhi, Trinity Press.

**Sem. I**  
**14UBU130201**

**Hours/Week: 6**  
**Credits: 4**

## **MANAGEMENT PRINCIPLES**

### **Objectives**

- To provide the students for fundamental knowledge and exposure to the concepts, theories and practices in the field of Management.
- To motivate the students to become a Manager in future.

### **UNIT-I CONCEPT OF MANAGEMENT (10 hours)**

Meaning, Definition, Nature, Importance –Administration Vs Management- Levels of Management-Functions-Contribution of Taylor, Fayol, Elton Mayo, McGregor, Peter F.Drucker.

### **UNIT-II PLANNING (10 hours)**

Meaning- Definition- Nature- Importance-Process- Classification-Methods- Effective Planning-Limitations.

### **UNIT-III ORGANISING AND STAFFING (12 hours)**

Nature – purpose-importance –structure-principles – formal & informal organization-Theories-types- drawbacks. Delegation Vs Decentralizations- Staffing -Recruitment and selection Process.

### **UNIT-IV DIRECTING & CO-ORDINATION (14 hours)**

Meaning-Definition-features–importance-principles– Techniques of directing– Co-ordination-nature, Importance-principles-techniques-co-ordination Vs co-operation.

### **UNIT-V CONTROLLING (14 hours)**

Meaning - Definition - features –importance - control process – Types –The control Cycle –Controlling responsibility - Control techniques: Tradition and modern method – Effective Control System.

### **TEXT BOOK**

1. T. Ramasamy, Principles of Management, Sultan Chand Co Ltd, New Delhi, 2009.

### **Rferences**

1. Dinkar & Pegara; Business Management; Prentice Hall of India; New Delhi, 2010.
2. S.C.Saxena; Business Organization; Sultan Chand & Co Ltd, 2005.
3. L.M.Prasad; Organisational Behavior; Sultan Chand & Co Ltd, 2010.

**Sem. I**  
**14UBU130202**

**Hours/Week: 7**  
**Credits: 4**

## **FINANCIAL ACCOUNTING**

### **Objectives**

- To enable the students to learn fundamental aspects of financial accounting.
- To enable the students to acquire accounting skills.

### **UNIT-I: INTRODUCTION TO FINANCIAL ACCOUNTING (14 Hours)**

Meaning and definition of accounting, objectives and need for accounting in business enterprises – Book keeping – Systems of accounting – Branches of accounting – Accounting principles and classification of accounts. Record of transactions – Journal – Ledger accounts – Trial balance.

### **UNIT-II: SUBSIDIARY BOOKS & BANKING TRANSACTION (14 Hours)**

Recording of cash transaction – simple case book – Double column cash book – Triple column cash book – petty cash, Non cash transactions – Purchases of goods – Return of goods purchased – sales of goods and returns from customers. Bank Reconciliation Statement (BRS).

### **UNIT-III: CAPITAL AND REVENUE ITEMS & FINAL ACCOUNTS (14 Hours)**

Capital and revenue expenditure – Deferred revenue expenditure – capital and revenue receipts. Final accounts – Manufacturing accounts – Trading accounts – Profit & loss accounts – Balance sheet - Simple adjustments.

### **UNIT-IV: ACCOUNTS OF NONPROFIT ORGANIZATION & ROYALTY ACCOUNTS (14 Hours)**

Meaning of non – profit organizations – Receipts and payments account – income and expenditure account – Preparation of Balance sheet. Royalty Accounts - Terms used in Royalty Accounts- Accounting Treatment - In the books of Lessee or Tenant - In the books of Lessor or Landlord

### **UNIT-V: CONSIGNMENTS AND JOINT VENTURES ACCOUNT (14 Hours)**

Meaning of Consignment – Account sales – valuation of stock – Abnormal loss. (Simple problem). Joint ventures – meaning – accounts Records - Separate Set of Books – Records in each part - No separate set of Books (Simple problem).

### **Text Book**

1. Shukla MC, Grewal TS & Gupta SC; Advanced Accounts Volume 1; S. Chand & Company Ltd., New Delhi, 2010.
2. Reddy & Moorthy; Financial accounting; Margham publications; Chennai, 2010.

### **References**

1. R.L Gupta & V.K Gupta, Financial Accounting, Sulthan Chand & sons, New Delhi, 2010.
2. R.L Gupta & M. Radhasamy, Advance Accountancy, Volume 1, Sulthan Chand & sons, New Delhi, 2010.
3. S.P Jain & K.L Narang, Advanced Accountancy, Volume 1, Kalyani Publishing & Co., 2011.
4. S.N Maheshwari & S.K. Maheshwari, Financial Accounting, Vikas Publishing Houses Pvt, Ltd., New Delhi, 2012.
5. S. Pillai & Bagavathi, S. Uma, Fundamentals of Advanced Accounting 1, S. Chand & Company Ltd., New Delhi, 2012.

**(Theory 20% & Problems 80%)**

**Sem. I**  
**14UBU130401**

**Hours/Week: 6**  
**Credits: 5**

## **Allied-I** **MANAGERIAL ECONOMICS**

### **Objectives**

- To understand the Managerial tools of Economics and Pricing decisions
- To motivate the students to Know the practical value of Economics.

### **UNIT -1: CONCEPTS OF MANAGERIAL ECONOMICS (10 Hours)**

Introduction: Nature and scope of Managerial Economics – Economic theory and Managerial Economics – Managerial Economics: Roles and responsibilities.

### **UNIT-2: THEORIES OF CONSUMPTION (10 Hours)**

Demand Analysis and Forecasting: Demand Determinants – Determinants Distinctions – Demand forecasting – General considerations – Methods of Demand Forecasting.



**UNIT -3: COST ANALYSIS****(10 Hours)**

Cost concepts – Classifications and determinants – Cost – Output relationship – Economies and Diseconomies of scale – Cost control and cost reduction.

**UNIT-4: MARKET STRUCTURE****(15 Hours)**

Price and Output Decisions under different market structure: Perfect competition – Monopoly and monopsony – Price discrimination – Monopolistic Competition – Oligopoly – Practical method of pricing.

**UNIT-5: MACRO ECONOMIC ANALYSIS****(10 Hours)**

Macro Economic and Business Decisions: Business cycle and its phases – Input – Output Analysis – National income – Concept, Methods and difficulties in the calculations of National Income.

**Text Book**

1. Reddy and Shanthy; Business Economics; Himalaya Publishing House; New Delhi First Edition: 2004.

**Reference**

1. Varshney R.L & Maheshwari K.L; Managerial Economics; New Delhi; Sultan Chand & Sons; 2002.
2. Joel Dean; Managerial Economics; McGraw Hill Publications Co Ltd., New Delhi; 1979.
3. Seth M.L; Micro Economics; Lakshmi Agarwal Educational Publishers; Agra 1990.
4. P.L Mehta; Managerial Economics Analysis Problems and cases; Delhiishal Publications; Delhi 1991.

**gUtk; 2**  
**14UGT210002**

**kz p Neuk; 4**  
**GSSPfs; 3**

**ngHJ j j kpo; II****Nehffq;fs; :**

1. rka eyyr f f c z hi t tshj j y;
2. j kpo; fhggjaq;fs; moFk; mwTz hTk; C I Lk; gFj pfi sg; gbj ;Jg; GhpeJ nfhSS j y;
3. c i uei l f; fl Li u vOJ k; j pwc; ngWj y;

**gad;fs; :**

1. j kpi oj ; j pUj j khfg; gbffTk; NgrTk; gpi oapdwv vOj Tk; Nj hrpp ngWj y;
2. , yffjaq;fs; gbj j twi w Ki wahf thofi fap; fi l ggobj j y;

**myF: 1****(12 kz p Neuk)**

rpyggj pfhuk; - kJi uf; fhz ;k; (fhL fhz ; fhi j )  
, yffja tuyhW - i rtk; tsuj j j kpo; Kj y; Guhz q;fs; Kba.

**myF : 2****(12 kz p Neuk)**

kz pNkfi y - ghj j uk; ngww fhi j  
ngHJGuhz k; - nkagngHUsehadhh; Guhz k;

**myF : 3****(12 kz p Neuk)**

fkguhkhaz k; - fhL rpggl yk;  
c i uei l - 7 Kj y; 9 Kba c ss fl Li ufs;  
, yffz k; - vOj j yffz k;

**myF : 4****(12 kz p Neuk)**

Fz qFb k] j hd; rhfG ghi y;fs;  
rwwyffjaq;fs; - fyq;fj ;J gguz p  
c i uei l - 10 Kj y; 11 ti uayhd fl Li ufs;

**myF : 5****(12 kz p Neuk)**

, ul rz ja ahj j p;fk; kuz ggl yk;  
, yffja tuyhW - j kpo; , yffz E}y;fs; Kj y; rwwyffjaq;fs;  
Kba.  
, yffz k; - nrhyy;ffz k;

**ghi E}y;**

1. nraAs; j pL L - j kpha;Tj ;Ji w ntsjaL> 2014-2017.
2. r%ft;ay; Nehff; j kpo; , yffja tuyhW> j kpha;Tj ;Ji w ntsjaL> J}atsdhh; fy;Y}hp j pUrrpuhggssp 2014.
3. c i uei l fNfhi t> j kpha;Tj ;Ji w ntsjaL> 2010.

SEM-II  
14UGE220102

Hours/week: 5  
Credits: 3

## GENERAL ENGLISH-II

### Objectives

To help students

- \* Use words and phrases related to education, entertainment, career, and society in meaningful contexts.
- \* Use language to perform basic functions like comparing, debating, and storytelling.

### Unit 1

01. Education Word Grid.
02. Reading Problems and Solutions.
03. Syllabification.
04. Forms for Expressing Quality.
05. Expressing Comparison.
06. Monosyllabic Comparison.
07. Di/polysyllabic Comparison.
08. The best monosyllabic Comparison
09. The best di/polysyllabic Comparison.
10. Practising Quality Words.

### Unit 2

11. *Wh* Words
12. Yes/No Recollection
13. Unscramble *Wh* Questions
14. *Wh* Practice
15. Education and the Poor
16. Controlled Role play
17. Debate on Education
18. Education in the Future
19. Entertainment Word Grid
20. Classify Entertainment Wordlist
21. Guess the Missing Letter
22. Proverb-Visual Description
23. Supply *Wh* Words
24. Rearrange Questions
25. Information Gap Questions

### Unit 3

26. Asking Questions
27. More about Actions
28. More about Actions and Uses

29. Crime Puzzle
30. Possessive Quiz
31. Humorous News Report
32. Debate on Media and Politics
33. Best Entertainment Source

### Unit 4

34. Career Word Grid
35. Job-Related Wordlist
36. Who's Who?
37. People at Work
38. Humour at Workplace
39. Profession in Context
40. Functions and Expressions
41. Transition Fill-in
42. Transition Sord Selection
43. Professional Qualities
44. Job Procedures
45. Preparing a Resume
46. Interview Questions
47. Job Cover Letter Format
49. E-mailing an Application
50. Mock Interview

### Unit 5

51. Society Word Grid
52. Classify Society Wordlist
53. Rearrange the Story
54. Storytelling
55. Story Cluster
56. Words Denoting Time
57. Expressing Time
58. What Can You Buy?
59. Noise Pollution
60. Positive News Headlines
61. Negative News Headlines
62. Matching Conditions
63. What Would You Do?
64. If I were the Prime Minister
65. My Dream Country

### Textbook

1. Joy, J.L. & Peter, F.M. (2014). *Let's Communicate*, New Delhi: Trinity Prss.

**Sem. II**  
**14UBU230203**

**Hours/Week: 5**  
**Credits: 4**

### **HUMAN RESOURCE MANAGEMENT**

#### **Objectives**

- To introduce the students the basic concepts of HRM.
- To impart knowledge in Human Resource Planning and Development.

#### **UNIT-1: EVOLUTION OF HUMAN RESOURCES MANAGEMENT**

**(10 Hrs)**

The Importance of the Human Factor – Objectives of Human Resource Management – Role of Human Resource Manager – Human Resource Policies – Cross culture Management - HRIS.

#### **UNIT-2: THE CONCEPT OF BEST – FIT EMPLOYEE**

**(12 Hrs)**

Importance of Human Resource Planning – Forecasting Human Resource requirements – Recruitments: Internal and External sources - Selection Process – Screening – Tests – Validation – Interview – Medical Examinations – Employee engagement - Employee retention.

#### **UNIT-3: TRAINING AND EXECUTIVE DEVELOPMENT**

**(12 Hrs)**

Pre training process - Types of training methods and process – purpose – Benefits – Resistance – Post training process - Executive development programmes – common practices – Benefits – Self Development – Knowledge Management.

#### **UNIT-4: SUSTAINING EMPLOYEE INTEREST**

**(12 Hrs)**

Compensation plans – Rewards – Motivation – Theories of motivation – career Management – Development Mentor – Protégé Relationships.

#### **UNIT-5: PERFORMANCE EVALUATION AND CONTROL PROCESS**

**(12 Hrs)**

Techniques of Performance Evaluation – Process– Industry practices, promotion, Demotion, Transfer and Separation – Implications of job change. The control process – Importance – Methods – Requirements of Effective Control System.

#### **Text book**

1. Chitra Atmavam Naik; Human Resource Management; ANE books Pvt Ltd., Chennai.
2. P. Jothi and D.N. Venkadesh; Human Resource Management; Oxford University Press; Chennai.

3. K. Aswathappa; Human Resources Management; Tata McGraw Hill Co. Biswajeet Pattanayak; Human Resource Management; PHI learning India Pvt Ltd.

#### **References**

1. SK. Sharma; Human Resource Management; Global India Publications Pvt Ltd; New Delhi. Email: info@globalindiapublictions.com, Chennai@atlanticbooks.com
2. Miraz S Saiyadain; Human Resource Management; Tata McGraw Hill Co.

**Sem. II**  
**14UBU230204**

**Hours/Week: 6**  
**Credits: 4**

### **COST ACCOUNTING**

#### **Objectives**

- To enable the student to understand the principles and the procedure of cost accounting
- To help the student to apply it in a practical situation.

#### **UNIT-1: COST CONCEPTS AND COST SHEET**

**(12 Hrs)**

Meaning – objectives and scope of cost accounting – cost concepts – cost accounting Vs financial and management accounting – Classification of cost – types of costing – Elements of cost – preparation of cost sheet.

#### **UNIT-2: MATERIAL**

**(12 Hrs)**

Meaning – objectives of material control – stores records – Bin card, Stores ledger, stock level – maximum, minimum, re-order, danger, average level – EOQ – ABC Analysis – perpetual inventory system, Valuation of material – FIFO – LIFO – Simple average – weighted average method.

#### **UNIT-3: LABOUR**

**(12 Hrs)**

Labour cost – types – Labour turn over – methods of measuring labour turn over – Idle time – methods of wage payment – time rate system – price rate system – straight, differential piece rate. Premium and bonus plans – Halsey, Halsey – weir, Rowan, Barth's variable sharing plan – Emerson's efficiency plan.

#### **UNIT-4: OVERHEADS**

**(12 Hrs)**

Definition – classification – Allocation and Apportionment Overhead – primary and secondary apportionment of overheads – step ladder methods – reciprocal methods – Machine hour rate (Simple problem).

**UNIT-5: TYPES OF COSTING (12 Hrs)**

Process costing – computation of process costing(Simple Problem)- job costing – batch costing – Reconciliation of Financial and Cost Statement.

**Text Book:**

1. Jain and Narang; Cost accounting principles and practice; kalyani publishers; New Delhi,2009.

**Reference Book:**

1. S. P. Iyengar; cost accounting; sultan chand and sons; New Delhi.
2. R.S.N. Pillai and Bagawathi; cost accounting; sultan chand and company Ltd; New Delhi.
3. N.K Prasath; Principles and practice of cost Accounting; Syndicate private limited; New Delhi.
4. T.S. Reddy, Y. Hari Prasad Reddy; Cost accounting; Margham publications; Chennai.

*(Theory 20% & problem 80%)*

**Sem. II**  
**14UBU230402**

**Hours/Week: 6**  
**Credits: 4**

**Allied-II**  
**COMPUTER APPLICATION PACKAGE FOR**  
**MANAGERS**

**Objectives**

1. To know the students computer and its uses in the management.
2. To apply their computer knowledge in management.

**UNIT I: INTRODUCTION TO COMPUTER AND WINDOWS OPERATING SYSTEM (Hrs 10)**

Computer - Meaning & Definition - History & Generation of computers – Computer hardware – Software – Types of computer – Introduction to windows – Components of windows – Accessories – File manager.

**UNIT II: MS-WORD (Hrs 10)**

Introduction MS office 2007 – Creating, formatting & editing document – Auto text – Auto correct – Spelling & grammar tool – Page formatting – Book mark – Mail merge \_ Tables – Printing – Styles – Template – File management.

**UNIT III: MS-EXCEL (Hrs 10)**

Introduction to MS-Excel – Creating & editing work sheet – Using formulas & functions – Charts – Formatting and printing the work sheet.

**UNIT IV: MS-POWER POINT (Hrs 10)**

Overview of Power point – Creating presentations – Manipulating and enhancing slides – Organization charts – Word art – Animations and sounds – Printing presentation.

**UNIT V: TALLY ERP-I (Hrs 10)**

Introduction – Structuring computerized accounts – vouchers – Accounting stock – Cost and budget . Introduction to internet - Types of internet access – Web browsing – Animation and sounds – Printing presentation.

**Text Books**

1. Ron Mansfield; ‘Working in Microsoft Office’; Tata Mcgraw Hill Edition 2010.
2. Sanjay Saxena; ‘First course in computers’; Vikas publishing house Pvt Ltd; NewDelhi, 2010.
3. Russell A. Stutz; ‘Learn Microsoft Office’ ; BPB Publication-2010.

**References**

1. Balagurusamy; Computer for Beginners; Tata Mcgraw Hill Edition 2010  
Tata Mcgraw Hill Edition 2010.
2. Rajagopal.D; Smart Accountant; Deva Publications; Tiruchirappali, 2002.
3. Srinivasa Vallapavan; Computer Application in Business; BPB Publication - 2010.

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SEM-III  
14UGE320103

Hours/week: 5  
Credits: 3

### GENERAL ENGLISH-III

#### Objectives:

- \* To enable the students to comprehend the local and global issues through the lessons.
- \* To enable the students to do the tasks centering on Skill Development and Grammar.
- \* To empower the students with interactive skills.

Tasks Designed for Each Unit	Skills Focused to be Developed for Each Unit	Hours Allotted
1. Pre-reading Task	Listening and Reading Skills through teacher-led reading practice	2 Hours
2. Objectives	Listening and Reading Skills	
3. Text	Listening and Reading Skills through teacher-led reading practice	
4. Glossary (Using Words and Phrases in Sentences)	Referring and Language Using Skills	2 Hours
5. Reading Comprehension	Reading, Speaking, and Writing Skills	1 Hour
6. Critical Analysis	Critical Thinking and Speaking Skills	2 Hours
7. Creative Task	Creative Thinking and Speaking Skills	2 Hours
8. General Writing Skills	Writing Skill	1 Hour
9. Activities on Grammar	Grammar Using and Writing Skills	2 Hours

#### UNIT I

- \* Suggestions to Develop Your Reading Habit 12 Hrs  
Grammar: Simple Present Tense

#### UNIT II

- \* The Secret of Success: An Anecdote 12 Hrs  
Grammar: Present Continuous Tense

#### UNIT III

- \* Hygiene 12 Hrs  
Grammar: Simple Past Tense

#### UNIT IV

- \* Dr. A.P.J. Abdul Kalam: A Short Biography 12 Hrs  
Grammar: Past Continuous Tense

#### UNIT V:

- \* "Golden Rule": A Poem 12 Hrs  
Grammar: Simple Future Tense & Future Continuous Tense

#### Textbook:

- Jayraj, S. Joseph Arul *et al.* (2014). *Trend-Setter: An Interactive General English Textbook for Under Graduate Students*, New Delhi, Trinity.

Sem. III  
14UBU330205

Hours/Week: 5  
Credits: 4

### ORGANIZATIONAL BEHAVIOUR

#### Objectives

- To understand the fundamental concepts of OB
- To make the students learn the application of the concepts.

#### UNIT-1: HISTORY OF MANAGEMENT (10 Hours)

History of Management Thought, Henri Fayols Principles of Management and Mintzberg's nature of managerial work.

#### UNIT-2: INDIVIDUAL (10 Hours)

Individual behavior – Personality: Perception; learning, attitudes inter-Personal behaviour – Group and inter group behavior.

#### UNIT-3: ORGANIZATION CONCEPT (10 Hours)

Organization and the systems concept: Organization – theories, social organization, organizational rules, power authority and status, The Organization relation to its environment.

#### UNIT-4: MOTIVATION (10 Hours)

Motivation and morale, leadership – nature, types and approaches, development of leadership including laboratory training and group dynamics.

#### UNIT-5: MANAGEMENT CONCEPT (10 Hours)

Management of change, conflict Management. Organization Health, Development and Effectiveness. Management of culture, Cross Cultural Management.

#### Text Book

1. S. Fayyaz Ahamed and Nelson & Quick ; Organizational Behaviour; Vikas India Edition.
2. Nelson & Quick Organizational Behaviour; Atlantic publisher, 2009.
3. Arun Kumar & N.Mieenakshi; Organization Behaviour & A modern approach; Vikas publishing House Pvt Ltd, 2010.

#### References

1. Jerald Green Berg and Robert; Behaviour in organizations, Indian Edition; HH Learning Pvt Ltd; 2010
2. Uma Sekaran; Organizational Behaviour; Tata MrGraw Hill; New Delhi-2010.

Sem. III  
14UBU330206

Hours/Week: 5  
Credits: 4

### MARKETING MANAGEMENT

#### Objectives

- To give basic knowledge on the concepts of marketing.
- To make the student understand the modern method of approaching in marketing

#### UNIT-I: INTRODUCTION & MARKETING CONCEPT (10 Hours)

Marketing - meaning, Definition – Nature and scope of marketing – classification of markets – Evolution of marketing concept - Modern marketing concept and features – Functions of marketing – Marketing mix.

#### UNIT-II: MARKETING ENVIRONMENT (10 Hours)

Marketing Environment – Micro and Macro environment – Controllable and uncontrollable environment of marketing. PEST(EL) and SWOT analysis for marketers.

#### UNIT-III: PRODUCT MIX (10 Hours)

Product mix – Elements of product policy – Product diversification Product life cycle – New product development process – Brand Management.

#### UNIT-IV: BUYERS BEHAVIOUR & MARKET SEGMENTATION (10 Hours)

Consumer markets and buying behavior – Factors influencing buying behavior – Buying motives. Market Segmentation – Benefits of segmentation – Methods of segmenting markets – Pricing methods - Types.

#### UNIT-V: SALES PROMOTION & E-MARKETING CONCEPT (10 Hours)

Advertising and sales promotion- Channels of distribution. Online marketing – New trend in marketing - Emerging trends and challenges to marketers - Marketing research.

#### Text Book

1. R.S.N.Pilai & Bagavathi; Modern Marketing; Sulthanchand & Co, New Delhi, 2011.

#### References

1. Philip Kotler; Marketing Management (Millenium Edition); Prentic Hall of India; New Delhi; 2001
2. Rajan Nair N, Sanjith R. Nair; Marketing, Sulthan chand & Sons; New Delhi, 2011.
3. R.L Varshney, S.L Guptha; Marketing Management; Indian perspective; Sulthan chand, 2005
4. M. Govindarajan; Marketing Management (Concepts, Cases, Challenges and Trends); PHI Learning (Pvt) Ltd; New Delhi; 2009.
5. Boyd Walker; Marketing Management; McGraw Hill; New Delhi, 2002.

Sem. III  
14UBU330403

Hours/Week: 6  
Credits: 4

Allied-III

OPERATIONS RESEARCH FOR MANAGER

Objectives

- To introduce basic concepts and ideas on Operation Research.
- To impart knowledge on operation research.

UNIT-I: LINEAR PROGRAMING PROBLEM (12 hours)

Operation research-scientific method- model building- resource allocation-linear programming- graphic method –simplex method, M-technique (excluding duality problem)

UNIT-II: TRANSPORTATION & ASSIGNMENT PROBLEM (12 hours)

Introduction-formulation of transportation problems- initial basic feasible solution- various methods-NWRC, Row minima, Column minima, least cost, Vogel method. Assignment problem-meaning- solution to the assignment problem.

UNIT-III: INVENTORY MANAGEMENT (15 hours)

Introduction-classification-EOQ-various models- Models I, II, III (simple problems).

UNIT-IV: SIMULATION (10 hours)

Introduction - meaning- Monte Carlo simulation methods – NEF work scheduling – by PERT, CPM.

UNIT-V: QUEUING MODELS (15 hours)

Introduction-terminology – simple single server model -infinite queue model.

TEXT BOOK

1. V.K.Kapoor; Operation research-problems and solutions; Sultan Chand & Sons; New Delhi, 1980.

REFERENCES

1. Hamdy A.Taha; Operation research; New Delhi, Sultan Chand & sons, New Delhi.2010.
2. Gupta, Ganti Swroop and Mon Mohan: “Operation research”-New Delhi, 2010.

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SEM-IV  
14UGE420104

Hours/week: 5  
Credits: 3

### GENERAL ENGLISH-IV

#### Objectives:

- \* To enable the students to comprehend the local and global issues through the lessons.
- \* To enable the students to do the tasks centering on Skill Development and Grammar.
- \* To empower the students with interactive skills.

Tasks Designed for Each Unit	Skills Focused to be Developed for Each Unit	Hours Allotted
1. Pre-reading Task	Listening and Reading Skills through teacher-led reading practice	2 Hours
2. Objectives	Listening and Reading Skills	
3. Text	Listening and Reading Skills through teacher-led reading practice	
4. Glossary (Using Words and Phrases in Sentences)	Referring and Language Using Skills	2 Hours
5. Reading Comprehension	Reading, Speaking, and Writing Skills	1 Hour
6. Critical Analysis	Critical Thinking and Speaking Skills	2 Hours
7. Creative Task	Creative Thinking and Speaking Skills	2 Hours
8. General Writing Skills	Writing Skill	1 Hour
9. Activities on Grammar	Grammar Using and Writing Skills	2 Hours

#### UNIT-I: Women through the Eyes of Media 12 Hrs

Grammar: Present Perfect Tense

#### UNIT-II: Effects of Tobacco Smoking 12 Hrs

Grammar: Present Perfect Continuous Tense

#### UNIT-III: The Impact of Liquor Consumption on the Society 12 Hrs

Grammar: Past Perfect Tense

#### UNIT-IV: An Engineer Kills Self as Crow Sat on his Head: A News Paper Report 12 Hrs

Grammar: Past Perfect Continuous Tense

#### UNIT-V: Traffic Rules 12 Hrs

Grammar: Future Perfect Tense & Future Perfect Continuous Tense

#### Text Book:

Jayraj, S. Joseph Arul. et al. (2014). *Trend-Setter: An Interactive General English Textbook for Under Graduate Students*, New Delhi, Trinity.

Sem. IV  
14UBU430207

Hours/Week: 5  
Credits: 4

### STATISTICS AND MATHEMATICS FOR MANAGERS

#### Objectives

- To Know the basic concepts of Mathematics and Statistical ideas.
- To impart knowledge to the student about statistical tools and its applications.

#### UNIT -1: MEASURES OF CENTRAL TENDENCIES (10 Hours)

Nature and scope of statistic- uses of statistics in business - Measures of Central Tendency – Mean, Median, and Mode: Measures of Dispersion – Range, QD, MD, SD, Co-efficient of variations.

#### UNIT-2: CORRELATION AND REGRESSION (10 Hours)

Correlation – Karl Pearson's Co- efficient of Correlation – spearman's rank correlation; Regression – Meaning – Regression Lines – Equation of X on Y & Y on X.- Anova test

#### UNIT-3: TIME SERIES AND INDEX NUMBERS (10 Hours)

Time series analysis – Components; Measuring Trend – Methods – Moving, Semi average, Least Square method; Index Number – Definition – Weighted, Unweighted, Laspeyres, Paasche and Fishers Ideal index.

#### UNIT-4: MATRICES AND DETERMINANTS (12 Hours)

Matrices – meaning – types; addition, subtraction, Multiplication: Determinate of order one, two, three properties. Transpose & inverse of a matrix; - Cramer's Rule;

#### UNIT-5: APPLICATIONS OF CALCULUS (12 Hours)

Elements of Differential Calculus – Maximum & Minima Applications Related to Business – Liner Function – Elasticity's; Relation between Average, Marginal Cost and Revenue.

#### Text Books

1. Gupta S.P; Statistical Method; Sulthan Chand and Sons; New Delhi, 1996.

#### Reference Book

1. Agrwal C.S. and Joshi; Mathematics for Economist; New Academic Publishing Co, 1993.

Theory 20% & Problems 80%



Sem. IV  
14UBU430208

Hours/Week: 4  
Credits: 4

## BUSINESS LAW

### Objectives

- To enable the students to understand the realities of business and its legal consequences
- To impart the students to complete the practical business law ideas.

### UNIT I: NATURE OF CONTRACT (Hrs 8)

Contract Act – definition, classification – Essentials of a contract – offer and acceptance – consideration – capacity to contract – free consent performance and discharge of contract – remedies for breach of contract.

### UNIT II: LAW OF AGENCY AND PARTNERSHIP (Hrs 8)

Contract of agency – nature of appointment, termination, rights, duties and liabilities – relation with third parties – types of agent. Partnership – definition, creation, essential relation with partner interest and to third parties – liabilities of partners – dissolution.

### UNIT III: SALE OF GOODS ACT (Hrs 8)

Sale of goods act- Bailment and Pledge- Rights of an unpaid seller - Transfer of property – Performance of contract of sale.

### UNIT IV: INDEMNITY AND GUARANTEE (Hrs 8)

Indemnity and guarantee – Surety – Implied conditions and warranties.

### UNIT V: COMPANIES ACT (Hrs 8)

Companies act- information – kinds of companies – memorandum and articles of association – prospectus – shares and debentures – winding up.

### Text Book

1. N. D. Kapoor, “Elements of Mercantile law”; Sultan chand & sons Ltd; New Delhi, 2009.

### References

1. Business and corporate Law by N.D. Kapoor, 2010.

Sem. IV  
14UBU430209

Hours/Week: 4  
Credits: 4

## INDUSTRIAL RELATIONS

### Objectives

- To introduce the students to industrial relations concepts
- To understand the problems and dispute settlement relating to industrial relations.

### Unit-1: CONCEPT OF INDUSTRIAL RELATIONS (Hours 8)

Industrial Relations in India: Concept, Perspective and Organization – Theories of Industrial Relations – U.S.A., U.K., Japan and Europe a comparison.

### Unit-2: TRADE UNION (Hours 8)

Trade Unionism – Concept, Functions, Approaches – Trade Union Movement in India – Problems of Trade Unions.

### Unit-3: INDUSTRIAL CONFLICTS (Hours 8)

Industrial Conflicts – Meaning, Definition and Classification – Strikes and Lock – outs – Industrial Disputes Machinery – Preventive and Curative Methods.

### Unit-4: COLLECTIVE BARGAINING (Hours 8)

Collective Bargaining – Meaning and Features – Theories – Context and Coverage – Process – Levels – Role of State in Collective Bargaining – Impact of Globalization on Collective Bargaining.

### Unit-5: INDUSTRIAL RELATIONS (Hours 8)

Industrial Relations and Constitutions – Technological Change – Role of ILO – Role of HRM – Impact of Globalization – Role of Employer’s Association.

### Text Books

1. Dynamics of Industrial Relations; Mamoria, Mamoria and Kanka; 2010.
2. Economics of Labour and Industrial Relations; Dr. T. N. Bhogliwal - Sahitya Bhavan; 2010.
3. Personal Management and Industrial Relations; P.C Tripathi – S. Chand and Sons; 2010.

### References

1. Essentials of Human Resource Management and Industrial Relations – Subba Rao; 2010.
2. Industrial Relation – A.M. Sharma; 2009
3. Labour Management Relations in India – V.V Giri; 2008
4. Personnel Management and Industrial Relations – Dale Yoder, 2008.

Sem. IV  
14UBU430404A

Hours/Week: 6  
Credits: 5

### Allied-IV

## ENTREPRENEURIAL DEVELOPMENT

### Objectives

- To enable the students in the entrepreneurial skills for management.
- To motivate the students to become an entrepreneur.

### UNIT-I: CONCEPTUAL FRAMEWORK (10 Hours)

Entrepreneur – Evolution – Definition – Entrepreneur and enterprise – Entrepreneur and managers – Intrapreneur – Qualities of entrepreneurs – Types and function of entrepreneurs – Role of entrepreneurs in economic development – Entrepreneurship – Nature – Characteristics – Barriers – Behavioral pattern affecting entrepreneurship.- Women Entrepreneur and their Role.

### UNIT-II: INSTITUTIONS ASSISTING ENTREPRENEURS (10 Hours)

DIC-SIDO-NSIC-SIDCO-SISI-SIPCOT-ITCOT-NIESBUD-NAYE - commercial Banks - Self Help Groups - Micro Credit - Institutional Finance system.

### UNIT-III: PROJECT IDENTIFICATION & APPRAISAL (10 Hours)

Meaning of Project – Objectives – Classification – Identification – Internal and external constraints – Techno Economic Survey – Project Life Cycle – Formulation and significations – Elements of Formulation – Project selection – Design – Basic concepts of Network Analysis – CPM – PERT.

### UNIT-IV: BUSINESS PLAN - MICRO, SMALL AND MEDIUM ENTERPRISES (8 Hours)

Introduction – Business idea – Opportunity – Preparation of project report – Location – Registration – Term Loan – Subsidy – Government Clearances – Establish product diversification network – Trial runs – Commencement of Commercial production – Other details.

### UNIT-V: CASE STUDY (8 Hours)

Successful entrepreneurial ventures – Drawbacks of entrepreneurial ventures and turn around ventures – Sickness in Micro, Small and Medium Enterprises - Case study.

### Text book

1. Vasant Desai; Dynamics of entrepreneurial development; Wiley Eastern Ltd; New Delhi, 2009.

### Books for Reference

1. E.Gardon & K. Natrajan; Entrepreneurship Development-Himalaya Publishing House; Chennai, 2012.

Sem. IV  
14UBU430404B

Hours/Week: 6  
Credits: 5

### Allied-IV

## BANKING THEORY LAW AND PRACTICES

### Objectives

- To learn the concepts of banking theories and practices.
- To understand the basic ideas and latest development of banking activities.

### UNIT-I: BANKING INTRODUCTION (10 HR)

Introduction to banking – Origin of banks – Meaning – Definition – Banking regulation Act 1949 – Types of Bank – Central Banking – RBI – Functions of RBI – Role of Banks and Economic Development- Women bank.

### UNIT-II: COMMERCIAL BANKING (10 Hr)

Commercial Banking – Meaning – Definition – Structure and Functions of Commercial Banks – Various types of account – Types of Deposits – Procedures for Operating accounts – Customers – Bankers – Types of customers – Relationship between Banker and Customer.

### UNIT-III: LAW RELATING TO NEGOTIABLE INSTRUMENTS (10 Hr)

Negotiable Instruments – Definition – Features - Bill of Exchange – Types - Promissory Notes – Demand Draft – Endorsement- Meaning – General Rule – Crossing of cheques – Payment of Cheques – Collection of cheques.

### UNIT-IV: LOANS AND ADVANCES & GRIEVANCES (10 Hr)

Principles of Sound Lending – Types of Loans – Classification of Loans and Advances - Lending policies and Procedures – Forms of Advances- Various method of creating Charges – Lien – Pledge – Hypothecation – Mortgage. Customer Grievance procedure – Banking Ombudsmen

### UNIT-V: RECENT TRENDS IN MODERN BANKING (10 Hr)

E-Banking – EFT – Mail transfer – Credit cards – Debit cards – ATM – Mobile Banking – Latest development in modern banking. Traditional Vs modern Banking – Introduction to Marketing in Banking – Marketing Plan – Bank's Business Objective- Marketing objectives and marketing strategies – Opportunities and challenges for banks in Marketing.

### Text Book

1. Sundharam & Varshney; Banking Theory Law and Practices; Sultan Chand & Sons New Delhi, 2010.
2. B.S. Raman; Banking Theory Law and Practics, 2010.

### References

1. R.K.Madhukar; Dynamics of Bank Marketing; Sri Sudhindra Publishing.

Sem. V  
14UBU530210

Hours/Week: 6  
Credits: 4

## PRODUCTION AND MATERIAL MANAGEMENT

### Objectives

- To Focus on Issues, Techniques and system for production and material management.
- *To impart knowledge on Production and Material Management.*

### UNIT-1: SCOPE AND SIGNIFICANCE OF PRODUCTION MANAGEMENT (12 HOURS)

Production, operation function - objectives of production management, scope of production management, Type of production and production interface with other functional area of business, Plant locations - factors affecting plant layout - different type of layouts and their suitability.

### UNIT-2: PRODUCTION PLANNING, SCHEDULING AND MONITORING SYSTEM (12 HOURS)

Concept and need of production planning - factors - Elements of production planning, capacity planning - Aggregate planning - Method study - Work measurement - Time study - Motion study - Scheduling.

### UNIT-3: MATERIAL MANAGEMENT (12 HOURS)

Concepts, objectives and importance of material management - Material handling - principles of materials handling - Material requirement planning.

### UNIT-4: INVENTORY CONTROL (12 HOURS)

Nature of inventory - types of inventory - cost of holding inventory - Techniques of inventory control - EOQ - VED analysis - ABC analysis.

### UNIT-5: QUALITY CONTROL (12 HOURS)

Inspection and quality control, Statistical quality control - Techniques of SQC - Acceptance sampling - Control charts.

### Text Books

1. Matand T. Telsang; Production operations Management; S. Chand and Company LTD, First Edition; New Delhi; 2005 (for Unit-1 & 2)
2. C.B. Gupta; Operations management and control; Sulston Chand and Sons; New Delhi; Fourth Edition: 2006 (for Unit-3 & 5)

### Books for Reference

1. E.S. Buffa; Modern production Operations Management - 7th Edition; Wiley Eastern Ltd. 1980. New Delhi.
2. Raymond R. Mayor; Production Management; Wiley Eastern LTD. New Delhi; 1980
3. Keith Lockyeer; Production Management; Wiley Eastern LTD; New Delhi. 1980.
4. Buffs and Miller; Production Inventory System; Rand and McNally and Co LTD; 1990.

(THEORY 100%)

Sem. V  
14UBU530211

Hours/Week: 6  
Credits: 4

## RESEARCH METHODS IN BUSINESS

### Objectives

- To understand the concept of Research.
- *Focusing on problem formulation, research design, data collections, interpretation and Presentation of report.*

### UNIT 1: INTRODUCTION TO RESEARCH (12 Hours)

Fundamental concept of research: meaning, objectives, purpose, criteria for research, type- pure, applied, historical, analytical, descriptive and experimental research, and purpose of research - scientific method, case study method, problem encountered by researcher.

### UNIT: 2 RESEARCH DESIGN & DATA COLLECTION (12 Hours)

Research design: meaning, problem, types- interdependence of designs - data collections: primary sources - secondary sources.

### UNIT: 3 HYPOTHESIS (10 Hours)

Meaning, source, formation, concepts, importance and type of hypotheses - procedure for hypothesis testing

### UNIT: 4 SAMPLING TECHNIQUES (10 Hours)

Sampling techniques: meaning, need, basis, essentials, advantage, disadvantage, types probability (simple random, stratified, systematic, cluster) non-probability: Quota, convenience, purposive, judgment - universe, population, size of sample, sampling and non sampling errors

**UNIT: 5 DATA INTERPRETATION AND REPORT WRITING (12 Hours)**

Interpretation: meaning - importance - Technique of interpretation-and mistake committed in interpretation of data - Report writing: Meaning- Significance-Outline of a research report - content of research report - types of research report and guideline for writing a standard research report and Oral report presentation.

**TEXT BOOKS**

1. Tirupathi, P.C.; A textbook of research methodology in social sciences.
2. Korthari, C.R.; Research methodology. Wiswa prakasan, 2000.

**REFERENCES**

1. Ahuja ram; research methods; Rawat publications; jaipur, 2003.
2. Dooley, David; social research methods; prentice hall, Delhi, 1997
3. Rajkumar; methodology and social science; Book enclave, Jaipur, 2002.

**Sem. V**  
**14UBU530212**

**Hours/Week: 6**  
**Credits: 5**

**MANAGEMENT ACCOUNTING**

**Objectives**

- To introduce the students to the management technique to identify well governed corporate in practical life.
- *To know the basic ideas and practical Knowledge*

**UNIT-I: MANAGEMENT ACCOUNTING AND FINANCIAL STATEMENTS (12 Hours)**

Management accounting: Meaning and Definition Objectives - Scope - Management Vs financial Accounting - Management Vs Cost Accounting - Utility and Limitations of Management Accounting - Tools of Management Accounting - Analysis of financial Statements - Comparative financial Statements - common size Statements-Trend percentages.

**UNIT-II: RATIO ANALYSIS (12 Hours)**

Analysis and interpretation of financial statement through accounting ratios -Meaning of ratio-Classifications of ratio - Profitability ratio - Turn over ratios - Solvency ratios - uses and limitations of ratios.

**UNIT-III: FUND FLOW STATEMENT (12 Hours)**

The Concepts of Funds-Source and Uses of Funds-Funds flow statement - Importance and uses of funds flow statement-Funds from operations - Preparation of funds flow statement - Working capital statement

**UNIT-IV: CASH FLOW STATEMENT (12 Hours)**

Meaning and importance - Differences between funds flow and cash flow Analysis - Preparation of Cash Flow Statement - Calculations of cash from operation— Sources and Application of cash- Form of Statement of cash from operation and cash flow statement.- Accounting Standard 3 - Preparation of cash flow statement as per As3

**UNIT-V: MARGINAL COSTING (12 Hours)**

Marginal costing and profit planning - Distinction between absorption costing and marginal costing - Key factor - Break even analysis - Margin of safety - Cost volume profit analysis.

**Text Books**

1. Dr.S.N.Maheswari; "Principles of Management accounting"; Sultan Chand & Sons, New; Delhi-2006
2. T.S.Reddy & Y.Hari Prasad Reddy; "Management Accounting"; Margham Publication; Chennai-2012

**References**

1. Srinivasan and Ramachandran; "Management Accounting"; Sultan chand & sons Ltd; New Delhi, 2010.
2. N. Vinayakam, & I.B. Sinha; "Management accounting"; Tools and Technique; Himalaya publishing house; New Delhi, 2010.
3. Man Mohan & S.N Goyal; Principles of Management Accounting; Sahitya Bhavan, Agra, 2010.

(Theory 20% & Problems 80%)

Sem. V  
14UBU530301A

Hours/Week: 4  
Credits: 4

**Core Elective-I:  
BUSINESS COMMUNICATION**

**Objectives**

- To Know the basic communication and letter writing.
- *To Know the students the importance of communication in day to day business.*

**UNIT-I: COMMUNICATION AND MASS COMMUNICATION (8 Hours)**

Communication and Mass Communication - meaning, definition and scope, choice of communication channels in communication strategy. Introduction to Communication Theory. Definition and importance of Business Communication. Channels of communication, Means or media of communication Verbal Non verbal - body language / space language, paralanguage, sign language; Perceptions / attitudes / beliefs / values / norms.

**UNIT-II: SALES LETTER WRITING (8 Hours)**

The layout of the letter Enquiries and reply quotations sales letter claims and adjustment collection letter, circular letters application letters.

**UNIT-III: LETTER RELATING TO AGENCY (8 Hours)**

Letter relating to Agency- Application for jobs- Recommendation bank for correspondence relating to exports and imports.

**UNIT-IV: LISTENING AND COMMUNICATION (8 Hours)**

Importance of listening and communication, principles of effective listening, Modern means of communication.

**UNIT-V: INTERPERSONAL AND INTRAPERSONAL COMMUNICATION (8 Hours)**

Interpersonal/intrapersonal Business Communication, Business correspondence, Business letters / reports (annual committee etc.) précis / summarizing etc. Guidelines for effective communication.

**Text Book**

1. Business Communication Today;- Boveen and Thill (1995); New York.
2. Business Communication ; Asha Kaul (2000); Prentice Hall of India; New Delhi.

**References**

1. Effective Business Communication; Murphy and Hildebrandt (1991); McGraw Hill; New Delhi.

Sem. V  
14UBU530301A

Hours/Week: 4  
Credits: 4

**Core Elective-I:  
PUBLIC RELATIONS MANAGEMENT**

**Objectives**

- To Understand the role of public relations in building and maintaining a healthy corporate image.
- To understand the role of public relations between an organization and its publics.

**UNIT-I: INTRODUCTION TO PUBLIC RELATIONS (8 Hrs)**

Introduction to P.R.- Definition, Nature, History, and Development, Role of PR, PR associations. Multicultural and international public relations.

**UNIT-II: PUBLIC OPINION (8 Hrs)**

Public Opinion - The Psychological factors that affect the perception of the public, their thought process and decision making process.

**UNIT-III: PUBLIC RELATION PROCESS (8 Hrs)**

Internal Relations and Employee Communication - Public Opinion Public Relations: The process

**UNIT-IV: MEDIA AND TOOLS (8 Hrs)**

Media & Tools: Press Radio, Television, Documentaries, Films. Company Literature: Annual reports, manuals Brochures Information, Bulletins, House Journals, News, Direct mailing. External Media and Media Relations.

**UNIT-V: PROMOTIONAL TECHNIQUES (8 Hrs)**

Advertising and Promotional Techniques: Promoting and positioning your organization through, Advertising, Exhibitions, open house, Tournaments etc., Lobbying, Managing Rumors & Leaks.

**Text Books**

1. Effective public relations and media strategy by C.V. Narasimha Reddy; PHI learning India PVT Ltd., Email : phi@phindia.com, 2009.

**References:**

1. Public Relations principles and practices with solution manual by Iqbal S.2010
2. Sachdeva Oxford University Press, Chennai.2010
3. Public relations practices by Allen H.Center and Partick Jackson - case studies and problems - India Edition - PHI learning India PVT Ltd.2010
4. Public Management - maximize efficiency and effectiveness by Sukumar Chatterjee, Global India Publications, New Delhi. 2009.

Sem. V  
14UBU530302A

Hours/Week: 4  
Credits: 4

**Core Elective-II:  
ENTREPRENEURIAL SKILLS DEVELOPMENT**

**Objectives**

- To enable the students in the entrepreneurial skills Development.
- *To motivate the students to become an entrepreneur.*

**UNIT-I: CONCEPTUAL FRAMEWORK (8 Hours)**

Entrepreneur - Entrepreneurship - Entrepreneurship versus Management - Entrepreneur Vs Intarpreneur - Role of Entrepreneurship in Economic Development - Functions of entrepreneur in relation to new venture creation - women entrepreneur in India.

**UNIT-II: ENTREPRENEURIAL DEVELOPMENT PROGRAMME (8 Hours)**

Development and training of entrepreneurs - Entrepreneurial Development Programme (EDP) - Role of Government in organizing EDPS Cultural and Social environment in promoting entrepreneurship - Entrepreneurial competencies - entrepreneurial motivation - performance and rewards.

**UNIT-III: INSTITUTIONS ASSISTING ENTREPRENEURS (8 Hours)**

Institutional service to entrepreneurs - DIC, SIDCO, NSIC, MSMEDI - SSIC, SIDCO - ITCOT, IIC - KVIC. Institutional finance to entrepreneurs: IFCI - SFC, IDBI, ICICI, TIIC, LIC and GIC, UTI, SIPCOT - SIDBI commercial Bank venture capital ( Students are advised to visit the institution and know about the schemes available).

**UNIT-IV: INNOVATION AND BUSINESS IDEA (8 Hours)**

Opportunity Scouting and Idea generation - Role of creativity & innovation and business research - sources of business ideas - Entrepreneurial opportunities in contemporary business environment- Feasibility of the business idea & preparation of business plan- marketing feasibility - Marketing methods

Action Plan: 1 Preparation of dummy Business Plan 2. Develop dummy product launching 3. Role play an entrepreneur 4. To visit various Business Enterprise 5. Conduct Trade Exhibition.

**UNIT-V: COMPREHENSIVE BUSINESS PLAN (8 Hours)**

Entrepreneurial since in India - Successful entrepreneurs - Identification of potential entrepreneurs - Prepare a report on experiential learning of successful / unsuccessful entrepreneur

**Action Plan:**

1. Students may be advised to develop a structured instrument questionnaire for conducting survey of the various aspects of entrepreneurs / enterprise.
2. Prepare a comprehensive Business plan / project report
3. Practiccal approach for self employment
4. Self help group Exhibition

**Text Book:**

1. Dr. C.B Gupta & Dr. N.P Srinivasan; Entrepreneurial Development; Himalya Publishing House; New Delhi.

**References**

1. Dr. Vasant Desai Dynamics ; Entrepreneurial Developmen; Himalya Publishing House; New Delhi.
2. Entrepreneurial Development; E.Gordon & K.Natarajan.-Himalya Publishing House; Chennai-2012.

Sem. V  
14UBU530302B

Hours/Week: 4  
Credits: 4

**Core Elective-II:  
E-COMMERCE**

**Objectives**

- \* *To enable students to get exposed to fundamental aspects of E-commerce.*

**Unit I : E - Commerce (12 hrs)**

Definitions - Needs and Importance - E-commerce Vs Traditional Commerce - Advantages, Impact of Internet on Business - Evolution and Growth in India - Environment and opportunities - Classifications.

**Unit II: Technologies and Models for electronic commerce (12 hrs)**

Electronic market place technologies - Electronic data interchange - Http, TCP/IP - HTML - XML- electronic commerce with WWW \ internet.

**Unit III : Approaches to safe E-commerce (12 hrs)**

Overview - safe transport protocols - secure transactions - secured electronic payment protocol - SET certificates for authentication - Security on web servers and enterprise networks - conclusion.

**Unit IV: E -cash and payment schemes (12 hrs)**

Internet monetary payment and security requirements - payment and purchase order process - online electronic cash.

**Unit V: Security (12 hrs)**

Need for computer security - specific intruder approaches - security strategies and tools - Encryption - Enterprise networking and access to internet - Anti virus programs - security teams .

**TEXT BOOKS**

1. Web commerce technology handbooks - Daniel Minoli, Emma Minoli.

**BOOKS FOR REFERENCE**

2. E-Commerce - Kamlesh K Bajaj and Debjani Nag

**Sem. V**  
**14UBU530302C**

**Hours/Week: 4**  
**Credits: 4**

**Core Elective-II:**  
**BUSINESS CORRESPONDENCE**

**Objective**

- To help the students to learn the principles and practices of effective business communication.
- *To enable the students to learn the tactics, techniques and tools of effective communication.*

**UNIT I**

Business Communication - Introduction - Objectives - Media of Communication -Principles of Communication - Non-Verbal Communication- Barriers to Communication. (12 Hours)

**UNIT II**

Organizational Communication - Downward - Upward - Horizontal -Informal Communication - Email as a means of Communication. (12 Hours)

**UNIT III**

Need - Functions and kinds of Business Letter - Essentials of an effective business letter - layout - Enquiries and replies - Complaints -Collection letter - Circular letter -Sales letter - Bank correspondence -Insurance correspondence. (12 Hours)

**UNIT IV**

Report Writing - Meaning - Importance of reports - Characteristics of a good report -Preparation of report - Report by individual - Report by Committee. (12 Hours)

**UNIT V**

Presentation Skills - Introduction - Objective - Planning - Preparation- Practice and rehearsal - Making the presentation. (12 Hours)

**TEXT BOOK**

1. Rajendra Pal, J.S. Kolharlli, (2008), Essentials of Business Communication, Sultan Chand & Sons, New Delhi

**BOOKS FOR REFERENCES**

1. Sharma, Business Correspondence & Report Writing, (2008), Tata Mcgraw-hill Education (India) Ltd., New Delhi.
2. G.S.R.K. BabuRao, (2005), Business Communication and Report Writing, Himalaya Publishing House, New Delhi.
3. AshaKaul, (2000), Effective Business Communication, Prentice Hall of India, New Delhi.
4. Access series 2011 communication for business, mcgraw-Hill management, New Delhi.
5. Monippally 2013-14 business communication, Mcgraw- Hill management, New Delhi.

**Sem. V**  
**14UBU540601**

**Hours/Week: 2**  
**Credits: 2**

**Skill Based Elective-I (BS)**  
**PERSONALITY DEVELOPMENT**

**Objectives**

1. To identify some of the essential soft skills needed for effective management
2. To help the students to discover his potential and adopt an assertive behaviour

**Unit I: Introduction of personality (4 Hours)**

Introduction to Personality a) Basic of Personality (Factors affecting one's personality) c) Theories in Personality d) Motivation.

**Unit II : Communication Skills (4 Hours)**

Communication skills and Personality Development a) Intra personal communication and Body Language b) Inter personal Communication and Relationships c) Leadership Skills d) Team Building and public speaking

**Unit III :Techniques of personality (4 Hours)**

Techniques in Personality development I a) Self confidence b) Mnemonics c) Goal setting d) Time Management and effective planning

**Unit : IV Stress management (4 Hours)**

Techniques in Personality Development II a) Stress Management b) Meditation and concentration techniques c) Organizing & Negotiating d) Self acceptance and self growth

**Text Books**

1. Alex, K; Soft Skills,S.Chand & Co. Ltd.; NewDelhi, 2009

**References**

1. McGrath, E.H: Basic Managerial Skills for All Prentic Hall, New Delhi, 2007.
2. Francis Thamburaj: Communication Soft Skills. Grace Publishers, Trichy.
3. Chaturvedi, P.D and Mukesh Chaturved: Business Communication. New Delhi, 2008.

**Sem. V**  
**14UBU540701**

**Hours/Week: 2**  
**Credits: 2**

**IDC:**  
**SOFT SKILLS**

**Objectives**

\* *This course is aimed at introducing the students to the nuances of developing the basic skills that required of an educated youth; and to train them to present the best of themselves as job seekers.*

**Module-1: Effective Communication & Resume Writing**

Basics of communication - definition of communication, Barriers of Communication, Non-verbal Communication; Effective Communication - Johari Window, The Art of Listening, Conversation Techniques, Good manners and Etiquettes.

**Module-II: Resume Writing & Interview skills**

Resume Writing: What is resume? Types of Resume - Chronological, Functional and Mixed Resume, Steps in preparation of Resume. Interview Skills: Common interview questions, Attitude, Body Language, The mock interviews, Phone interviews, Behavioral interviews.

**Module-III: Group Discussion**

Group Discussion Basics, GD Topics for Practice, Points for GD Topics. Personal Effectiveness: Self Discovery; and Goal Setting

**Module-IV: Numerical Ability**

Average, Percentage; Profit and Loss, Simple Interest, Compound Interest; Time and Work, Pipes and Cisterns; Time and Distance, Problems on Trains, Boats and Streams; and Calendar, Rations and Proportions.

**Module-V: Test of Reasoning**

Verbal Reasoning: Series Completion, Analogy; Data Sufficiency, Assertion and Reasoning; and Logical Deduction. Non-Verbal Reasoning: Series; and Classification

**References**

1. Aggarwal, R.S. 2010. *A Modern Approach to Verbal and Non Verbal Reasoning*. S.Chand, New Delhi.
2. Covey, Stephen. 2004. *7 Habits of Highly effective people*, Free Press.
3. Egan, Gerard. (1994). *The Skilled Helper* (5th Ed). Pacific Grove, Brooks/ Cole.
4. Khera, Shiv 2003. *You Can Win*. Macmillan Books , Revised Edition.
5. Murphy, Raymond. 1998. *Essential English Grammar*. 2nd ed., Cambridge University Press. Sankaran, K., & Kumar, M. *Group Discussion and Public Speaking*. M.I. Pub, Agra, 5th ed., Adams, Media.
6. Trishna's 2006. *How to do well in GDs & Interviews*, Trishna Knowledge Systems.
7. Yate, Martin. 2005. *Hiring the Best: A Manager's Guide to Effective Interviewing and Recruiting*.



**Sem. VI**  
**14UBU630213**

**Hours/Week: 7**  
**Credits: 4**

## **CAPITAL MARKET AND FINANCIAL SERVICES**

### **Objectives**

1. To know the basic ideas on recent developments and to impart the knowledge of capital market and financial services
2. To know the structure and functioning of capital market and financial service Industry in India.

### **UNIT-I: FINANCIAL SYSTEM (12 Hours)**

Finance - Meaning and definition - Classification of Finance - Importance and Functions of Financial System - Structure and Constituents of Indian Financial System - Financial Market - Capital and Money Market - Recent trends in Indian capital Market. Financial Instrument and services - Financial System and in Economic Development.

### **UNIT-II: FINANCIAL INSTITUTIONS (12 Hours)**

Financial Institutions- Banking - Commercial Banking - Central Banking - Special Financial Institutions - IFCI - IDBI - ICICI - IIBI - EXIM Bank - NABARD - SIDBI - NHF - SFC - LIC - GIC- UTI.

### **UNIT-III: FINANCIAL SERVICES (12 Hours)**

Meaning and definitions of Financial Services - Importance -Types - Financial Services in India- Lease Financing- Types of Leasing - Hire purchase Companies - Factoring -Factoring Mechanism- Types of factoring- Factoring in India. Merchant Banking and Investment Banking. Non-Banking Financial Companies(NBFCs) - Functions - Norms for NBFCs.

### **UNIT-IV: FINANCIAL ISSUES (12 Hours)**

Mutual Funds - Importance of mutual funds- Mutual funds in India - Mechanism - Mutual funds schemes- Recent Development. Venture Capital - Origin - Features - Steps - Venture capital finance in India. Project Management.

### **UNIT-V: FINANCIAL MARKET (12 Hours)**

Stock Exchange - Definition - Functions of Stock Exchange - Stock Exchange in India- BSE - NSE - OTCEI - Primary and Secondary Market reference . SEBI - Objectives - Functions and powers of SEBI.( Recent changes and development of Financial market).

### **Text Book**

1. M.Y. Khan, "Indian Financial System", Tata Mc-Graw Hill.
2. Clifford Gomez, "Financial Markets, Institutions and Financial Services", PHI Learning Private Limited, New Delhi-2009.

### **References**

1. R.P.Rustagi, "Financial Analysis and Financial Management".
2. L.C. Gupta, "Export Study of Tracking in Shares and Stock exchange".
3. Report on Currency and Finance - RBI.
4. P.N. Varshney, D.K.Mittal , "Indian Financial System", Sulthan Chand & Sons
5. H.R.Machiraju, "Indian Financial System", Vikas Publishing House.

**Sem. VI**  
**14UBU630214**

**Hours/Week: 7**  
**Credits: 4**

## **FINANCIAL MANAGEMENT**

### **Objectives**

- To enable the students to aware of the financial plans that are to be drawn for good governing.
- To Know the financial plans for practical decision making for manager

### **Unit-1: MEANING AND SCOPE (12 Hours)**

Important of finance - Meaning of Financial Management - Objectives of Financial Management - Profit maximization - wealth maximization - Scope of Financial Management - Methods of Financial Management - Importance of Financial Management - Organization of the Finance Function - Time value of Money.

### **Unit-2: FINANCIAL PLANNING & FORECASTING (12 Hours)**

Meaning - Principles governing financial plan - Estimating capital requirements - fixed capital - working capital - capitalization - methods of forecasts - Cash Budget.

### **Unit-3: CAPITAL CONCEPT (12 Hours)**

Concept of cost of capital - Importance of cost of Capital - Classification of Cost of Capital - Approach of cost of Capital - Determination of Cost of Capital - Computation of cost of Capital - Cost of Debt- Cost of Preference Share Capital - Cost of equity capital - Cost of Retained Earnings - Weighted Average cost of Capital.

**Unit-4: CAPITAL STRUCTURE (12 Hours)**

Meaning of Capital Structure - Capital Structure & Financial Structure - Patterns of Capital Structure - Optimum Factors for Determining Capital Structure - Capital Structure Theories - NI Approach, NOI Approach, MM Approach - Traditional Approach - Capital Structure Practice in India.

**Unit-5: CAPITAL BUDGETING (12 Hours)**

Concept of Capital Budgeting - Importance of Capital Budgeting - Factors affecting Capital Investment Decision - Capital Budgeting Appraisal Method - Pay back Period Method-NPV method - Accounting Rate of Return Method - Discounted cash flow method.

**Text Book**

1. S.N. Maheshwari, Elements of Financial Management Sulthan Chand & Sons New Delhi 2010.

**REFERENCE**

1. Prasanna Chandra: Financial Management Theory and Practice -Tata McGraw Hill New Delhi.
2. M.Y.Khan and P.K.Jain: Financial Management -Tata McCraw Holl,New Delhi.
3. I.M.Pondy: Financial Management - Vani Educational Books,Chennai.

**(Theory-40% & Problem-60%)**

**Sem. VI  
14UBU630215**

**Hours/Week: 6  
Credits: 4**

**INTERNATIONAL BUSINESS**

**Objective**

- The purpose of this paper is to enable the students learn nature scope and structure of International Business,
- *To understand the influence of various environmental factors on international business operations.*

**UNIT-1: INTRODUCTION TO INTERNATIONAL BUSINESS (10 Hours)**

Importance nature and scope of International business. Environmental Context of International Business: Framework for analyzing international business environment - Domestic, foreign and global environments and their impact on international business decisions.

**UNIT-2: GLOBAL TRADING ENVIRONMENT (10 Hours)**

World trade in goods and services - Major trends and developments; World trade and protectionism - Tariff and non- tariff barriers.

**UNIT-3: INTERNATIONAL FINANCIAL ENVIRONMENT (10 Hours)**

Foreign investments - pattern, structure and effects, movements in foreign exchange and interest rates and then impact on trade and investment flows.

**UNIT-4: INTERNATIONAL ECONOMIC INSTITUTIONS AND AGREEMENTS (12 Hours)**

WTO, IMF, World Bank UNCTAD, and other international agreements; International commodity trading and agreements, Regional Economic Groupings in Practice: Regionalism vs multilateralism, Structure and functioning of EC and NAFTA; Regional economic cooperation.

**UNIT-5: MULTINATIONAL CORPORATIONS AND THEIR INVOLVEMENT IN INTERNATIONAL BUSINESS (12 Hours)**

Issues in foreign investments - technology transfer - pricing and regulations; International collaborative arrangements and strategic alliances, Emerging Developments and other Issues; growing concern for ecology - counter trade - IT and international business.

**Text Books**

1. Bennet, Roger; International Business; Financial Times Pitman Publishing; London, 1990.
2. Bhattacharya. B Going International; Response strategies of the Indian Sector; Wheeler Publishing; New Delhi, 1996.
3. Czinkota, Michael R.,et.al.,; International Business, the Dryden Press, Fortworth, 1999.
4. Danoes, John.D and Radebaugh, Lee H., International Business: Environment and Operations, 8th edition Addison Wesley, Readings, 1998.

**References**

1. Griffin, Ricky W. and Pustay, Michael W, International Business: A Managerial Perspective, Addison Wesley, Readings, 1999.
2. Hill, Charles W.L., International Business, McGraw Hill, New York, 2000.

Sem. VI  
14UBU630303

Hours/Week: 4  
Credits: 4

### Core Elective-III

#### MODERN MANAGEMENT CONCEPTS & PRACTICES

##### Objectives

1. To provide the students for fundamental knowledge and exposure to the concepts, theories and practices in the field of management.
2. To motivate the students to become a manager in future

##### UNIT-I: CONCEPTS OF MANAGEMENT (8 Hours)

Management - Definition - Nature - Scope and Functions - Evolution of management thought - Contributions of FW Taylor, Henri Fayal, Elton Mayo and Peter F. Drucker - Approaches to the study of Management - Relevance of management to different types of organization.

##### UNIT-II: PLANNING AND DECISION MAKING (8 Hours)

Nature, importance and planning process - Planning premises - Components of planning as Vision, Mission, Objectives, Goals, Policies, Strategies, Procedures, Methods, Rules, Projects and Budgets Decision Making - Meaning - Types - Decision Making process under Conditions of Certainty and Uncertainty.

Action Plan: (You are going to start a own organization, plan your vision, mission, objectives, goal and strategies which you are going to follow).

##### UNIT-III: ORGANIZING (8 Hours)

Nature, purpose and kinds of organizing - Structure - Principles and theories of organization- Departmentalization - Span of Control - Line and staff functions - Authority and responsibility - Centralization and decentralization - Delegation of authority - Committees - Informal organization.

Action Plan: (Change the organization structure for our college- which type of structure will be suitable).

##### UNIT-IV: STAFFING AND DIRECTING (8 Hours)

General principles of Staffing - Importance and techniques of Directing - Motivation, Meaning - Importance - Theories: Maslow, Herzberg, McGregor(X & Y). Communication: Meaning - Types - Process - Barriers; Leadership: Significance, Types Styles and Theories -Trait Contingency, Situation, Path-Goal And Tactical, Transactional and Transformational Leadership - Leadership Grid.

Action Plan: (Develop a staffing process for a new textile shop with leadership grid).

##### UNIT-V: COORDINATION AND CONTROLLING (8 Hours)

Coordination: Concept, Need and technique; Controlling: Objectives and Process of control - Devices of control - Integrated control - Special control techniques - Contemporary Perspectives in Management: Strategic alliance - Core competence - Business process reengineering - Total quality management - Six Sigma - Bench marking - Balanced Score - Card.

Action Plan: (Develop a Business Process Reengineering model for Seeking)

##### Text Books

1. Ricky W Griffin, Management , South-Western College Publication, 2010.
2. Stephen P. Robbins and Mary Coulter, Management 9th Edition, 2006.

##### References

1. Peter F. Drucker, Management, 2008
2. Gareth Jones and Jennifer George, Contemporary Management, Tata McGraw- Hill/Irwin, 2010.
3. Gene Burton and Manab Thakur, Management Today: Principles and Practice, TMH, 2009.
4. Wehrich and Koontz, Management: A Global perspective, McGraw Hill, 1988
5. Kaplan and Norton, The strategy - Focused Organisation: How Balanced Scorecard Companies Thrive in the New Business Environment, HBP, 2009.

Sem. VI  
14UBU630303

Hours/Week: 4  
Credits: 4

### Core Elective-III

#### CUSTOMER RELATIONS MANAGEMENT

##### Objectives

- To understand how information technology can be aligned with business practices.
- To provide means for successful delivery of CRM program.

##### Unit-I (12 hrs)

Introduction to CRM - Cost of Acquiring Customers - Customer Acquisition to Customer Loyalty - CRM and Business Intelligence.

##### Unit II (12 hrs)

CRM Approach -drawbacks - emerging challenges in the marketing front- Relationship marketing-definition-concepts -relevance of relationship

marketing approach-significance - building customer loyalty, Developing relationship strategies for different types of business under different competitive environment.

**Unit III (12 hrs)**

CRM and Customer Service - Call centre and customer Care - Automation of Contact Center - Call Routing - Web Based Self Service - Call Scripting - Cyber Agents - Work force Management - Customer Service - Automation. CRM in e-business, CRM - multi-channel , CRM on B2B, ERP - SCM - Supplier Relationship Management - Partner Relationship Management - e-Business Checklist for Success.

**Unit IV (12 hrs)**

Analytical CRM - CRM and the Data Ware House - Enterprise CRM - OLAP - Data Mining in CRM - Personalization and Collaborative Filtering - Delivering CRM - Defining CRM Success - Preparing Business Plan - Understanding Business Process - Choosing your CRM Tool.

**Unit V (12 hrs)**

CRM and sales force Automation - Objectives - features - benefits - Implementation Issues - Sales process activity management - Sales and territory management - Contact management - load management.

**Books for study**

1. Dyche J, (2002), The CRM Handbook, Pearson Education, New Delhi.

**Reference Books**

1. Sheth J N., Parvatiar A, Shainesh G, (2001), Customer Relationship Management - Emerging Concepts, Tools and Applications, Tata McGraw Hill, New Delhi.
2. Gosney JW & Boehm T P, (2001), Customer Relationship Management Essentials, Prentice Hall of India, New Delhi.

**Sem. VI**  
**14UCO630303**

**Hours/Week: 4**  
**Credits: 4**

**Core Elective-III**  
**SECRETARIAL PRACTICE**

**Objectives**

- To enable the students to understand the principles and procedures of Company Law.
- To enable them to acquire skills needed for socially relevant and good corporate governance

**Unit I**

Introduction to company - company Formation Procedure for formation Registration, Re-registration & Consequences of Non- Registration, Company - Meaning, Definition, Features & Types ,Conversion of Public & Private company & Reconversion of Private & Public Company. Filing of Periodical Returns & Penalties therein. Procedure for getting compliance certificate. Specimens. (12 hours)

**Unit II**

Company Secretary - Who is a Secretary? Importance - Types - Positions - Qualities - Qualifications - Appointments and dismissals - Powers - Rights - Duties - Liabilities. Role of Company Secretary as a Statutory Officer, as a coordinator and as a Administrative Officer. (12 hours)

**Unit III**

Appointment of Director - Removal of Director - Rights - Liabilities . Law Governing Meetings - Requisites of valid meeting - Chairman of a meeting - Appointments - Duties and Powers - Notice - Agenda - Quorum - Motion - Resolution - Methods of Voting - Minutes. (12 hours)

**Unit IV**

Kinds of Company Meetings - Board of Directors meetings - Statuary meetings - Annual General meeting - Extraordinary General meeting - Duties of a Company secretary relating to the meetings. (12 hours)

**Unit V**

Drafting of Correspondence - Relating to the meetings - Notices - Agenda - Chairman's speech - Writing of minutes. (12 hours)

**TEXT BOOKS**

1. Kapoor, N.D, (Latest), 'Elements of Company Law', Sultan Chand & Sons, New Delhi.
2. Kuchhal, M.C, (Latest), 'Secretarial Practice' Vikas publishing house Pvt. Ltd., New Delhi.

**BOOKS FOR REFERENCES**

1. Prasanta K. Gosh and Balachandran, V, (Latest), Company Law and Practice - I &II, Sultan Chand & Sons, New Delhi.
2. Autar Singh, (Latest), 'Company Law', Eastern book Co., Lucknow.
3. Ashok K. Bagrial, (Latest), 'Company Law', Vikas publishing house Pvt. Ltd., New Delhi.
4. Bansal, CL, (2005), Corporate Governance-Law, Practice, procedures with case studies, Taxmann Allied services (P) Ltd.

Sem. VI  
14UBU640602

Hours/Week: 2  
Credits: 2

**Skill Based Elective-II**  
**PRACTICAL STOCK TRADING**

**Objectives**

1. To know the basic ideas and to impart the practical knowledge of Stock Trading.
2. To Know the Practical stock trading

**UNIT-I: THE PRIMARY & SECONDARY MARKET (5 Hours)**

Functions of New Issue Market - Methods of Floating of New Issues - Operators in the New Issue Market - Listing of Securities. Secondary Market- National Stock Market System - Over the Counter Markets - SHCIL - Depository System - Stock Exchange - Derivatives (Practical Work)

**UNIT-II: TRADING MECHANISM OF STOCK EXCHANGE (4 Hours)**

Classification of Stock Markets - Listed Shares - Procedure for Buying and Selling Shares - Steps in Buying and Selling - Types of Delivery - Transfer of Securities - Stock Market Reporting - Stock Market Index - Insider Trading.

**UNIT-III: OPTIONS & FUTURE (4 Hours)**

Option - Meaning - Types - Option Trading - Margins Valuation of options - Valuation of put option - Index option - Option Markets.  
Hedgers and speculators - Future contracts - Future Markets - Clearing house - Margins future positions - Spot prices- Forward prices Vs Future Prices- Future Vs Options.

**UNIT-IV: ACTION PLAN (Practical Work) (8 Hours)**

Practical Learning in the field of Capital and Money Market, Day-to-day Practices of Stock Market, Model Demo of Share Trading, Online Trading

**Text Book**

1. M. Y.Khan, "Indian Financial System", Tata Mc-Graw Hill.
2. Clifford Gomez, "Financial Markets, Institutions and Financial Services", PHI Learning Private Limited, New Delhi-2009.
3. V.K.Bhalla, Investment & Securities markets in India, Himalaya Publishing House, New Delhi.

**References**

1. R.P.Rustagi, "Financial Analysis and Financial Management".
2. L.C. Gupta, "Export Study of Tracking in Shares and Stock exchange".
3. Report on Currency and Finance - RBI.
4. P.N.Varshney, D.K.Mittal, "Indian Financial System", Sulthan Chand & Sons
5. H.R.Machiraju, "Indian Financial Sysem", Vikas Publishing House.
6. [Http://virtualstocks.icicidirect.com / Gamesite/ customer/ login.aspx](http://virtualstocks.icicidirect.com/Gamesite/customer/login.aspx).