

UNIVERSITY OF MADRAS
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
(Effective from the academic year 2008-09)

I SEMESTER

SCHEME OF EXAMINATION:

Course Components/ Title of the Course	Credit	Ins. Hours	Maximum Marks		
			Int. Marks	Ext. Marks	Total
Language	3	6	25	75	100
English (Incl. Skill based subject)	3	6	25	75	100
Core Subject – Financial Accounting	4	5	25	75	100
Core Subject - Principles of Management	4	5	25	75	100
Allied - Managerial Economics	5	6	25	75	100
PART – IV *Basic Tamil/Advanced Tamil/ Non Major Elective	2	2	25	75	100
Soft Skill I	2	-			

II SEMESTER

Course Components/ Title of the Course	Credits	Ins. Hours	Maximum Marks		
			Int. Marks	Ext. Marks	Total
Language	3	6	25	75	100
English (Incl. Skill based subject)	3	6	25	75	100
Core Subject – Business Communication	4	5	25	75	100
Core Subject – Management Accounting	4	5	25	75	100
Allied – International Trade	5	6	25	75	100
PART – IV *Basic Tamil/Advanced Tamil/ Non Major Elective	2	2	25	75	100
Skill based subject (English Dept)	2	-			

* Non-Major Elective – Any one of the following (Semester-wise)

I Semester

1. Basics of Computer
2. Basics of Retail Marketing
3. An Overview of ISO
4. Basics of Health care Mgt.

II Semester

1. Consumer Production and Consumer Rights
2. Basics of Business Insurance
3. Fundamentals of Disaster Mgt.
4. Concept of Self Help Group

- * a) Students who have not studied Tamil upto XII std. and taken any language other than Tamil in Part-I shall take Basic Tamil comprising of Two Courses.
- b) Students who have studied Tamil upto XII Std., and taken any language other than Tamil in Part –I shall take Advanced Tamil comprising of Two Courses.
- c) Students who have studied Tamil upto XII Std. and also taken Tamil in Part -I shall taken Non-Major Elective comprising of Two Courses.

THIRD SEMESTER
Modified Scheme Of Examination
(w.e.f.2015-16- applicable for the batch of candidates admitted to the course for the academic year 2015-16 and thereafter)

Course Components / Title of the Paper	Credit	Ins. Hrs/ Week	Maximum Marks		
			Int. Marks	Ext. Marks	Total
Core –V- Financial Mgt.	4	5	25	75	100
Core –VI- Organisational Behaviour	4	5	25	75	100
Core –VII -Computer Application in Business	4	6	25	75	100
Core –VIII-Marketing Management	4	5	25	75	100
Allied –III- Business Mathematics and Statistics	4	6	25	75	100
Soft Skill III	3	2	40	60	100
Environmental Studies		1	<i>(Examination will be held in Semester IV)</i>		

*the nomenclature of the paper-Business Statistics be changed as Business Mathematics and Statistics.

FOURTH SEMESTER

Modified Scheme of Examination
(w.e.f.2015-16- applicable for the batch of candidates admitted to the course for the academic year 2015-16 and thereafter)

COURSE COMPONENTS / Title of the Paper	Credit	Ins. Hrs/ Week	Maximum Marks		
			Int. Marks	Ext. Marks	Total
Core –IX- Human Resource Management	4	5	25	75	100
Core –X-Business Regulatory Frame Work	4	5	25	75	100
Core –XI-Financial Services	4	6	25	75	100
Core –XII-Management Information System	4	5	25	75	100
Allied –IV- Operations Research	4	6	25	75	100
Soft Skill IV	3	2	40	60	100
Environmental Studies	2	1	25	75	100

*Core paper – Human Resource Management be incorporated in the place of Business Taxation

FIFTH SEMESTER
Modified Scheme of Examination

(w.e.f.2015-16- applicable for the batch of candidates admitted to the course for the academic year 2015-16 and thereafter)

Course Components / Title Of The Paper	Credit	Ins. Hrs/Week	Maximum Marks		
			Int. Marks	Ext. Marks	Total
*Core Paper –XIII - Advertising Management and Sales Promotion	4	5	25	75	100
• Core Paper –XIV - Research Methodology	4	6	25	75	100
❖ Core Paper –XV - Operation Management	4	6	25	75	100
Core –XVI-Material Management	4	6	25	75	100
Elective – I :	5	6	25	75	100
(1) Entrepreneurial Development OR (2) Logistics Management			25	75	100
Value Education		1			

- * New core paper –Advertising and Salesmanship be incorporated in the place of Business Ethics and Values and Business Ethics and Values only Corporate Social Responsibility (CSR) to become part of the Principles of Management
- New core paper – Research Methodology be incorporated in the place of Marketing Research
- ❖ New core paper – Operations Management be incorporated in the place of Production Management
- New Elective paper – Logistics Management be incorporated in the place of Visual Basic Programming

SIXTH SEMESTER

Modified Scheme of Examination

(w.e.f.2015-16- applicable for the batch of candidates admitted to the course for the academic year 2015-16 and thereafter)

Course Components / Title of The Paper	Credit	Ins. Hrs/ Week	Maximum Marks		
			Int. Marks	Ext. Marks	Total
Core Paper –XIX - Business Taxation	4	5	25	75	100
Core –XVIII-Services Marketing	4	6	25	75	100
Core –XIX-Human Resource Mgt.	4	6	25	75	100
Elective – II :	5	6	25	75	100
(1) Customer Relationship Mgt.					

OR			40	60	100
(2) E- Business					
Elective – III : Project Work (Group)	5	6	20	80	100
Extension Activities	1				

- Core paper – Business Taxation be incorporated in the place of Human Resource Management
- ❖ New Elective paper – E-Business be incorporated in the place of Visual Basic Practical.

UNIVERSITY OF MADRAS
BACHELOR OF BUSINESS ADMINISTRATION(BBA)
(Effective from the academic year 2008-09)
SYLLABUS
I SEMESTER
Core I- FINANCIAL ACCOUNTING(Core Subject)
Theory 20 : Problems 80

UNIT I

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

UNIT II

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

UNIT III

Average Due date – Account Current

Classification of errors – Rectification of errors – Preparation of Suspense Account.

Bank Reconciliation Statement

UNIT IV

Depreciation – Meaning, Causes, Types – Straight Line Method – Written Down Value Method Insurance Policy Method, Sinking Fund Method & Annuity Method. Insurance claims – Average Clause (Loss of stock & Loss of Profit)

UNIT V

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

Recommended Texts

1. R.L.Gupta & V.K.Gupta, Advanced Accounting - Sultan Chand & Sons - New Delhi.
2. Jain & Narang, Financial Accounting - Kalyani Publishers - New Delhi.
3. T.S. Reddy & A.Murthy, Financial Accounting - Margham Publications - Chennai – 17.
4. Shukls & Grewal, Advanced Accounting – S Chand - New Delhi.
5. P.C. Tulsian, Financial Accounting
6. S.Parthasarathy and A.Jaffarulla, Financial Accounting - Kalyani Publishers - New Delhi.

REVISED SYLLABUS
(w.e.f. 2013 – 2014 i.e. for the candidate admitted to the course from the
academic year 2013-14 onwards)

I SEMESTER
Core Paper I FINANCIAL ACCOUNTING
(Theory : 15 Marks Problems : 60 Marks)

UNIT I

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

UNIT II

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

UNIT III

Partnership Accounts-Final accounts of partnership firms – Basic concepts of admission, retirement and death of a partner including treatment of goodwill - rearrangement of capitals. (Simple problems on Partnership Accounts).

UNIT IV

Depreciation – Meaning, Causes, Types – Straight Line Method – Written Down Value Method, Insurance Policy Method, Sinking Fund Method & Annuity Method. Insurance claims – Average Clause (Loss of stock & Loss of Profit)

UNIT V

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

Recommended Texts

1. R.L.Gupta & V.K.Gupta, Advanced Accounting – Sultan Chand & Sons - New Delhi.
2. Jain & Narang, Financial Accounting – Kalyani Publishers - New Delhi.
3. T.S. Reddy & A.Murthy, Financial Accounting -Margham Publications –Chennai-17.
4. Shukla & Grewal, Advanced Accounting – S Chand -New Delhi.
5. Nirmal Gupta, Financial Accounting-Ane Books India– New Delhi.
6. S.Parthasarathy and A.Jaffarulla, Financial Accounting- Kalyani Publishers – New Delhi.

Core -II- PRINCIPLES OF MANAGEMENT (Core Subject)
(w.e.f.2008-09)

UNIT I

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

UNIT II

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

UNIT III

Organizing: Types of Organisations – Organisation Structure – Span of Control and Committees – Departmentalisation – Informal Organisation.

UNIT IV

Authority – Delegation – Decentralisation – Difference between Authority and Power – Responsibility – Recruitment – Sources, Selection, Training – Direction – Nature and Purpose.

UNIT V

Co-ordination – Need, Type and Techniques and requisites for excellent Co-ordination – Controlling – Meaning and Importance – Control Process.

Recommended Texts

1. C.B.Gupta, Management Theory & Practice - Sultan Chand & Sons - New Delhi.
2. L.M.Prasad, Principles & Practice of Management - Sultan Chand & Sons - New Delhi.
3. P.C. Tripathi & P.N Reddy, Principles of Managements - Tata Mc.Graw Hill - New Delhi.
4. Wehrich and Koontz, Management – A Global Perspective
5. N.Premavathy, Principles of Management - Sri Vishnu Publication - Chennai.
6. J.Jayasankar, Business Management - Margham Publication - Chennai.

REVISED SYLLABUS
(With effect from the Academic year 2015-16 onwards)
First Year –First Semester
Core Paper-II - PRINCIPLES OF MANAGEMENT

UNIT I

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

UNIT II

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

UNIT III

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

UNIT VI

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

UNIT V

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

Recommended Texts

1. C.B.Gupta, Management Theory & Practice - Sultan Chand & Sons - New Delhi.
2. L.M.Prasad, Principles & Practice of Management - Sultan Chand & Sons - New Delhi.
3. P.C. Tripathi & P.N Reddy, Principles of Managements - Tata Mc.Graw Hill - New Delhi.
4. Wehrich and Koontz, Management – A Global Perspective
5. N.Premavathy, Principles of Management - Sri Vishnu Publication - Chennai.
6. J.Jayasankar, Business Management - Margham Publication - Chennai.

Allied-I- MANAGERIAL ECONOMICS (Allied Subject)

UNIT I

Nature and scope of managerial economics – definition of economics – important concepts of economics – relationship between micro, macro and managerial economics – nature and scope – objectives of firm

UNIT II

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

UNIT III

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

UNIT IV

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

UNIT V

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

Recommended Texts

1. Dr. S.Shankaran, Managerial Economics - Margram Publication - Chennai
2. P.L Metha, Managerial Economics - Sultan Chand Publications - New Delhi
3. RL Varsheny and K L Maheshwari, Managerial Economics - Sultan Chand Publications - New Delhi.
4. Joel Dean, Managerial Economics - Prentice Hall of India Pvt. Ltd.,- New Delhi.
5. Spencer M H, Contemporary Economics - Worth publishers - New York.
6. VI Mote Samuel Paul G.S Gupta, Managerial Economics – concepts and cases - Tata McGraw Hill - New Delhi.

NON MAJOR ELECTIVE SYLLABUS FOR I SEMESTER

1. BASICS OF COMPUTER

INTRODUCTION - UNIT – I

1. Introduction to computers
2. Input Devices
3. Output Devices
4. Operating System

MS WORD – UNIT - II

5. Text Manipulations
6. Usage of Numbering, Bullets, Footer and Headers
7. Usage of Spell check, Find & Replace
8. Text Formatting
9. Picture insertion and alignment
10. Creation of documents, using templates
11. Creation templates
12. Mail Merge Concepts
13. Copying Text & Pictures from Excel

MS-EXCEL - UNIT – III

14. Cell Editing
15. Usage of Formulae and Built-in Functions
16. File Manipulations
17. Data Sorting (both number and alphabets)
18. worksheet Preparation
19. Drawing Graphs
20. Usage of Auto Formatting

MS-POWER POINT – UNIT – IV

21. Inserting Clip arts and Pictures
22. Frame movements of the above
23. Insertion of new slides
24. Preparation of Organization Charts
25. Presentation using Wizards
26. Usage of design templates

INTERNET – UNIT – V

27. Introduction to Internet
28. WWW
29. E-Mail

REFERENCE BOOKS :

1. A first Course in Computers, Sanjay Saxena, Vikas Publishing House Pvt. Ltd.,
2. Microsoft Office in Easy steps, Stephen Copestake, Comdex Computer Publishing
3. Teach yourself, MS Office for Windows, Corey Sandler, Tom Bedgelt, Jan Weingarten, BPB Publication.

2. BASICS OF RETAIL MARKETING

UNIT – I

Retailing – Definition – Retail Marketing – Growth of organized retailing in India – Importance of retailing

UNIT – II

Functions of Retailing – characteristics of Retailing – Types of Retailing – store retailing – Non-store retailing

UNIT – III

Retail location factors – Branding in retailing – private labeling – Franchising concept.

UNIT – IV

Communication tools used in Retailing – Sales promotion, e-tailing- window display

UNIT - V

Supply chain management – definition – importance – Role of information Technology in retailing.

Reference Books:

1. Modern Retail Management – J.N.Jain & P.P.Singh Regal Publications , New delhi
2. Retail Management – Suja Nair, Himalaya Publishing house.

3. AN OVERVIEW OF ISO

UNIT-I

An Introduction to ISO 9000, 9001,9002,9003. The Quality systems to be certified- Meaning of ISO- Benefits of ISO 9001- Certification- General Scheme of ISO 9001.

UNIT-II

QMS (Quality Management Systems). Meaning- Principles of ISO 9001-2000- Preparing a specimen QMS – future of ISO? – QMS Documentation- QMS Process & Measurement.

UNIT-III

ISO 9001-2000 Requirements- Explanation of main clauses – Time Line and cost Implication of Implementing.

UNIT-IV

ISO 9001-2000 and QIS- Comparison of ISO 901 and the capability Maturity Model for software. Certification bodies operating Multinationals.

UNIT-V

ISO and how to hire an ISO 9000 Consultant- What is Internal Quality Auditing.

REFERENCE BOOKS

1. guide to ISO 9001-2000.
A.K.Chakraborty
P.K.Basu
S.C.Chakravarthy

PUBLICATIONS: Asian Books Pvt. Ltd.

4. BASICS OF HEALTH CARE MANAGEMENT

UNIT – I PERSONAL (SELF) HEALTH CARE

Personal Hygiene – Personal Diet pattern – Self health maintenance by yoga and other spiritual practice – Drills

UNIT – II FAMILY HEALTH CARE

Family hygiene – group health care by vaccination – propitiation and prevention – Sanitation and diet patterns

UNIT - III COMMUNAL HEALTH CARE

Mass – Hygiene (Social Hygiene) – Environmental Hygiene - Communal health care centres – Hospitals – Statistical bodies - Government and Non government organizations (NGO) for propagation of nutritious diet patterns - maintained by voluntary health organizations and government schemes.

UNIT – IV HEALTH AWARENESS

Health awareness programme organized by governmental and non governmental agencies. Communal amenity programme.

UNIT – V HEALTH DISASTER MANAGEMENT

First Aid – Disaster management techniques like epidemic eruption control, management and eradication.

Books for reference :

Text books on

1. Social and preventive Medicine, K. Park, Brimnot publishers

II SEMESTER

Core Paper III- BUSINESS COMMUNICATION (Core Subject) (w.e.f.2008-09)

UNIT I

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

UNIT II

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

UNIT III

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

UNIT IV

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

UNIT V

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

Recommended Texts

1. Rajendra Pal & J.S. Korlahalli, Essentials of Business Communication - Sultan Chand & Sons - New Delhi.
2. Shirley Taylor, Communication for Business - Pearson Publications - New Delhi.
3. Bovee, Thill, Schatzman, Business Communication Today - Peason Education Private Ltd. - New Delhi.
4. Penrose, Rasbery, Myers, Advanced Business Communication - Bangalore.
5. Simon Collin, Doing Business on the Internet - Kogan Page Ltd.- London.
6. Mary Ellen Guffey, Business Communication – Process and Product - International Thomson Publishing - Ohio.

Core Paper IV- MANAGEMENT ACCOUNTING (Core Subject) (w.e.f.2008-09)

Theory : 15 Problems : 60

UNIT I

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

UNIT II

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

UNIT III

Ratio Analysis – Interpretation, benefits and limitations. Classification of ratios- Liquidity, Profitability, turnover, capital structure and Leverage.

UNIT IV

Funds flow and Cash flow analysis. Budgets and budgetary control – Meaning, objectives, merits and demerits.

UNIT V

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

Recommended Texts

1. SN Maheswari, Management Accounting - Sultan Chand & Sons.
2. RSN Pillai & Bagavati, Management Accounting - S Chand & Co Ltd - New Delhi.
3. Horngren Sunderu Stratton, Introduction to Management Accounting - Pearson Education.
4. T. S. Reddy and Hari Prasad Reddy. Management Accounting, Maegham Publication.

II SEMESTER

Core Paper – 4 MANAGEMENT ACCOUNTING

(w.e.f-2013-14)

Theory : 15 Problems : 60

UNIT I

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

UNIT II

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

UNIT III

Ratio Analysis – Interpretation, benefits and limitations. Classification of ratios- Liquidity, Profitability, turnover, capital structure and Leverage.

UNIT IV

Funds flow and Cash flow analysis. Budgets and budgetary control – Meaning, objectives, merits and demerits.

UNIT V

Investment decisions; brief introduction of cost of capital; methods of capital budgeting; Average Rate of Returns (ARR), Pay Back Period (PBP), Net present Value (NPV) and Internal Rate of returns (IRR), capital rationing (simple problems on capital budgeting methods).

Recommended Texts

1. SN Maheswari, Management Accounting - Sultan Chand & Sons.
2. Jhamb, Fundamentals of Management Accounting – AneBooks India - New Delhi.
3. Horngren Sunderu Stratton, Introduction to Management Accounting - Pearson Education.
4. T. S. Reddy and Hari Prasad Reddy-Management Accounting, Maegham Publication.

Allied II-INTERNATIONAL TRADE (Allied Subject)
(w.e.f.2008-09)

UNIT I

Difference between Internal and International trade – Importance of International Trade in the Global Context

UNIT II

Theories of Foreign Trade – Absolute, Comparative, Equal cost differences (Adam Smith, Ricardo, Haberler's, Heckscher – Ohlin theories only)

UNIT III

Balance of Trade, Balance of Payment Concepts, causes of disequilibrium methods to correct disequilibrium: Fixed and floating exchange rates

UNIT IV

International Monetary system:- IMF – International Liquidity – IBRD

UNIT V

WTO and its implications with special reference to India

Recommended Texts

1. Cherunilam Francis, International Trade and Export Management - Himalaya Publishing House - Mumbai.
2. T.T. Sethi, Money Banking & International Trade - S.Chand & Co., - Delhi.
3. Paul.R.Krugman and Maurice Obstfeld, International Economics (Theory and Policy) - Pearson Education Asia - Addison Wesley Longman (P) Ltd. - Delhi-92.
4. Robert J.Carbaugh, International Economics - Thomson Information Publishing Group - Wadwon Publishing Company - California.
5. H.G. Mannur, International Economics – Vikas Publishing House (P) Ltd.- New Delhi – 14.

Non Major Electives for II Semester
Paper – I
CONSUMER PROTECTION AND CONSUMER RIGHTS

UNIT - I

Introduction of consumer protection act 1986-other amendments-salient features

UNIT – II

Definitions of the terms- : consumer - appropriate laboratory - complainant - consumer dispute -complaint-restrictive trade practice.

UNIT - III

The various consumer rights:-right to safety, Right to information, Right to choose, - right to be heard -Right against exploitation -Right to consumer education

UNIT - IV

Consumer protection councils:-Central - State.

UNIT - V

Consumer disputes redressal agencies:-Direct forum-state commission-national commission

REFERENCE BOOKS:

1. LECTURES ON TORTS AND CONSUMER PROTECTION LAWS BY DR.REGA SURYA RAO--ASIA LAW HOUSE. HYDRABAD.
2. CONSUMER PROTECTION LAWS --BY PROF.RAKESH KHANNA--CENTRAL LAW AGENCY.

Paper II

BASICS OF BUSINESS INSURANCE

Unit – I

Introduction to Insurance – Type of Insurance – Principles of Insurance.

Unit – II

Salient features of IRDA Act – Administration of IRDA Act – Regulatory measures of IRDA

Unit – III

Life insurance products – Term, Whole life, Endowment.

Unit – IV

Introduction to general Insurance – fire, marine and motor insurance.

Unit – V

Government and insurance companies – LIC India- private players in Insurance in India.

Text Books Recommended:

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

References

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

PAPER – III **FUNDAMENTALS OF DISASTER MANAGEMENT**

Objectives

1. To develop an understanding of the process of Disaster Management.
2. To understand the mitigation programmes of Disaster Management.
3. To develop an understanding of the Disaster Management poling and legislation.

UNIT I

Meaning, definition, basic aspects and types of disasters.

UNIT II

Stages IN Disaster - Pre, during and post disaster.

UNIT III

Disaster Mitigation – guiding principles of Mitigation. Formulation and implementation of Mitigation programmes.

UNIT IV

Disaster training – Utilisation of resources, training and public awareness.

UNIT V

Disaster Management policy and legislation; Disaster Management – Strategy in India.

Books for Reference

1. “Disaster Management” , I sundar, T. Sezhiyan 1st Edition, Sarup and Sons, New Delhi, 2007.
2. “Disaster Management” , A Disaster Manager’s Hand boob; Carter.W, ASTAN Development Bank, Manila.
3. Natural Disaster Management, Destruction, Safety and Pre cautions, S. Prasad, Mangalam publishers and Distributors, New Delhi – 2007.
4. Challenge and Response; K.D.Gangrade, S.Dhadde, Delhi, Rachna publications, 1973.

Paper -IV
CONCEPT OF SELF HELP GROUPS

Objectives of the course

1. To develop an understanding of the basic concepts of SHGS.
2. To enable the students Understand the operative mechanisms of SHGS
3. To Help the students to know about the various activities undertaken by SHGS
4. To help the students to understand the concept of women empowerment through SHGS
5. To develop an understanding of the role of govt. & NGO's for the development of SHGS.

UNIT - I	Meaning, Concept and Functions of SHGS
UNIT - II	Women empowerment through SHGS
UNIT - III	Micro finance through SHGS
UNIT - IV	Social Development through SHGS
UNIT -V	Role of Govt. and NGO's in fostering SHGS

Bibliography

1. "Clinical approach to promotion of entrepreneurship" ED.Setty, Anmol publications Pvt., Ltd, New Delhi 2004.
2. "India economic Empowerment of Women", V.S. Ganesamurthy, New Century publications, New Delhi, 1st published – May 2007.
3. "Readings in Microfinance", N. Lalitha Dominant publishers and Distributors, New Delhi, 1st Edition 2008.
4. "Rural Credit and Self Help Groups, Micro finance needs & concepts in India", K.G.Karmakar, Sage publications, New Delhi, 1999.
5. "Rural empowerment through, SHGS, NGO's & PRI's S.B.Verma, Y.T. Pavar, Deep & Deep publications, New Delhi 2005.
6. "Women's Own; the Self help movement of Tamil Nadu". C.K. Gariyali, S.K. Vettivel, Vetri publishers, New Delhi, 2003.

Journals

1. Yoja na, A Development Monthly, Chief Editor Anurag Misra, Published by Ministry of information and Broad casting.
2. Kurukshetra, A Journal on Rural Development, Montly Journal, Editors; Kapil kumar, Lalitha Khurane published by Ministry of Rural Development.

Websites :

1. www.shg-india.net
2. www.tnruralbazaar.com

III SEMESTER
Core Subject : V - FINANCIAL MANAGEMENT
(w.e.f.2008-09)

Theory : 15
Problems : 60

UNIT I

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

UNIT II

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

UNIT III

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

UNIT IV

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

UNIT V

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

Reference Books :

1. Financial Management - I.M. Pandey
2. Financial Management – Prasanna Chandra
3. Financial Management – S.N. Maheswari
4. Financial Management – Y. Khan and Jain

Core Subject : VI - ORGANISATIONAL BEHAVIOUR

UNIT I

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

UNIT II

Motivation - Financial and non -Financial motivational techniques - Job satisfaction - meaning - Factors - Theories -Measurement -Morale - Importance - Employee attitudes and behavior and their significance to employee productivity.

UNIT III

Work environment -Good house keeping practices - Design of work place - Fatigue - Causes and prevention and their importance - Leadership -Types and theories of leadership

UNIT IV

Group dynamics -Cohesiveness - Co-operation - Competition - Resolution - Sociometry - Group norms - Role position status

UNIT V

Organizational culture and climate - Organizational Development

Recommended Books

1. Uma Sekaran, Organisational Behaviour Text & cases, 2nd edition, Tata McGraw Hill Publishing CO.Ltd
2. Gangadhar Rao, Narayana, V.S.P Rao, Organisational Behaviour 1987, Reprint 2000, Konark Publishers Pvt.Ltd, 1st edition
3. S.S. Khanka, Organisational Behaviour, S.Chand & Co, New Delhi.
4. J.Jayasankar, Organisational Behaviour, Margham Publications, Chennai. 3.

Core Subject :VII - COMPUTER APPLICATION IN BUSINESS

UNIT – I

Word Processing: Meaning and role of word processing in creating of documents, Editing, formatting and printing documents using tools such as spell check, thesaurus, etc., in word processors (MS Word), Electronic Spreadsheet, Structure of Spread sheet and its applications to accounting, finance, and marketing functions of business; Creating a dynamic/ sensitive worksheet; Concept of absolute and relative cell – reference; Using built – in functions; Goal seeking and solver tools; Using graphics and formatting to worksheet; Sharing data with other desktop applications; Strategies of creating error – free worksheet (MS Excel)

UNIT – II

Programming under a DBMS environment : The concept of data base management system; Data field, records, and files, Sorting and Indexing data; Searching records. Designing queries, and reports; Linking of data files; Understanding programming environment in DBMS; Developing menu driven applications in query language (MS – Access).

UNIT – III

Electronic Data Interchange (EDI) : Introduction of EDI - Basics of EDI; edi standards; Financial EDI (FEDI) FEDI for international trade transaction; Applications of EDI, Advantages of EDI; Future of EDI.

UNIT – IV

The internet and its basic concepts: Internet concept, History, Development in India: Technological foundation of internet; Distributed computing; Client – server computing; internet protocol suite; Application of distributed computing; Client server computing; Internet protocol suite in the internet environment; Domain Name System (DNS); Generic Top – Level Domain (gTLD); Country code Top Level Domain (ccTLD) – India; Allocation of second level domains; IP addresses, Internet protocol; Applications of Internet in business, Education, Governance, etc.

UNIT – V

Information System Audit : Basic idea of information audit; - Difference with the traditional concepts of audit; Conduct and applications of IS audit in internet environment.

Reference Books:

1. Agarwala Kamlesh N and Agarwala Deeksha – Business on the Net – Introduction to E-Commerce
2. Goyal – Management Information System.
3. Minoli Daniel, Minoli Emma – e Commerce Technology Handbook.
4. Kanter – Managing with informations.

Core Subject :VIII - MARKETING MANAGEMENT

UNIT I

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

UNIT II

Buyer Behavior - Consumer goods and Industrial goods - Buying motives - Factors influencing buyer Behaviour

Market segmentation - Need and basis of Segmentation -Targeting - positioning.

UNIT III

The Product - Characteristics - benefits - classifications - consumer goods - industrial goods - New Product Development process - Product Life Cycle - Branding -Packaging.

UNIT IV

Physical Distribution: Importance - Various kinds of marketing channels - distribution problems.

Sales management: Motivation, Compensation and Control of salesmen.

UNIT V

A brief overview of: Advertising - Publicity - Public Relations - personal Selling - Direct selling and Sales promotion.

Recommended Texts

1. Philip Kotler, 2003, Marketing Management, 11th edition, Pearson Education (Singapore) Pte Ltd, New Delhi.
2. V.S. Ramaswamy & S.Namakumari, 1994, Principles of Marketing, first edition, S.G. Wasani / Macmillan India Ltd, New Delhi.
3. Crrainfield, Marketing Management, Palgrave Macmillan
4. Sontakki . C.N , Marketing Management, Kalyanni Publishers, Ludhiana
5. Gary Armstrong & Philip Kotler, 2003, Marketing -An Introduction, sixth edition, Pearson Education (Singapore) Pvt Ltd, New Delhi
6. R.S.N. Pillai and Bagavathi ,Modern Marketing , S.Chand & Co , New Delhi.
7. Jayasankar, Marketing, Margham publications, Chennai.

Allied :III - BUSINESS STATISTICS

(w.e.f.2008-09)

(the Nomenclature of the paper Business Statistics be changed as Business Mathematics and Statistics-w.e.f.2015-16 and thereafter)

UNIT – I

Introduction – meaning and definition of statistics – collection and tabulation of statistical data – presentation of statistical data – graphs and diagram – measures of central tendency – Arithmetic mean, median, mode, harmonic mean and geometric mean.

UNIT – II

Measures of variation – standard deviation, mean deviation – Quartile deviation – skewness and kurtosis – Lorenz curve. Simple correlation – scatter diagram – Karl pearson’s correlation – Rank correlations – regressions.

UNIT – III

Analysis of Time series – methods of measuring trend and seasonal variations.

UNIT – IV

Index number s- consumer's price index and cost of living indices – statistical quality control.

UNIT – V

Sampling procedures – simple, stratified and systematic.

Hypothesis testing – Fundamental ideas – Large sample Test – small sample test –t, F, Chi – square (without proof) – simple applications.

REFERENCE BOOKS

1. P.R Vittal, Business mathematics & statistics
2. S.C.Gupta & V.K.Kapoor.

IV SEMESTER

Core Subject : IX - BUSINESS TAXATION

(w.e.f.2008-09)

(Human Resource Management be incorporated in the place of Business Taxation-from the academic year 2015-16 and thereafter)

UNIT – I

Objectives of Taxation – Canons of Taxation – Tax system in India – Direct and Indirect Taxes – Meaning and Types.

UNIT – II

Central Excise Duty – Classification – Levy and Collection of Excise duty – Clearance of excisable goods- Exemption from excise duty – Excise and Small Scale Industries – Excise and Exports – Demand, Refund, Rebate of Central Excise duty – Offences and Penalties – Settlement – Appellate Provisions.

UNIT – III

The Customs duty – Levy and Collection of customs duty – Organisation of the customs department – Officers of the customs – Powers – Appellate machinery – Infringement of the law – offences and penalties – Exemption from duty – customs duty drawback – duties free zones.

UNIT - IV

Central Sales Tax Act – Levy and Collection of CST -Important Definitions - Sales Purchase in the course of export or import- Liability of Tax – Registration of dealers – Goods of Special Importance – Offences and penalties.

UNIT- V

Value added tax – objectives – Levy of VAT – Arguments in favour of VAT – Difficulties in administering VAT – Set off / Input Tax credit – Carrying over of Tax credit – Registration – TIN – Returns – Assessment of VAT Liability – Declaration form – Service Tax – Tax on different services – Rate of Service Tax.

REFERENCE BOOKS

1. Central Excise Act.
2. Customs Act
3. Central Sales Act
4. Practical Approach to Income Tax – Ahuja Girish and Gupta Ravi
5. Students Guide to Income Tax by Dr. Vinod K. Singhania and Monica Singhania.
6. Indirect Taxes – Datty
7. Business Taxation – T.S. Reddy & Dr. Y. Hariprasad Reddy .

Core Subject : X - BUSINESS REGULATORY FRAME WORK

UNIT I

Brief outline of Indian Contracts Act - Special contracts Act - Sale of goods Act - Contract of Agency

UNIT II

Brief outline of Indian Companies Act 1956.

UNIT III

Brief outline of FEMA - Consumer Protection Act

UNIT IV

The laws of Trade Marks - Copyright - Patents - Designs - Trade related Intellectual Property Rights. (TRIPS) RTP -IDRA -an overview

UNIT V

Brief outline of Cyber Laws

Recommended Text books

1. N.D.Kapoor, 1993, Business Laws, Sultan Chand, New Delhi
2. K.S.Anantharaman, 2003 Business and Corporate Laws ,Sitaraman&co. Pvt.Ltd.
3. Chandrasekaran ,2004 Sitaraman&co Pvt Ld , Intellectual Property Law
4. Bare Acts- FEMA , Consumer Protection Act
5. Acharya -2004, Intellectual Property Rights Asia Law House Publication,

Core Subject : XI - FINANCIAL SERVICES

UNIT I

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

UNIT II

Merchant Banking – Functions – Issue management – Managing of new issues – Underwriting – Capital market – Stock Exchange – Role of SEBI

UNIT III

Leasing and Hire purchase – Concepts and features – Types of lease Accounts. Factoring – Functions of Factor

UNIT IV

Venture Capital – Credit Rating – Consumer Finance

UNIT V

Mutual Funds : Meaning – Types – Functions – Advantages – Institutions Involved – UTI

REFERENCE BOOKS

1. Financial Services – M.Y.Khan
2. Financial Services – B.Santhanam
3. Law of Insurance – Dr.M.N. Mishra
4. Indian Financial System – H.r. Machiraju
5. A Review of current Banking Theory and Practice – S.K. Basu.

Core Subject : XII - MANAGEMENT INFORMATION SYSTEM

UNIT I

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

UNIT II

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

UNIT III

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

UNIT IV

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

UNIT V

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

Recommended Books:

1. Mudrick & Ross , "Management Information Systems", Prentice - Hall of India .
2. Sadagopan , "Management Information Systems" - Prentice- Hall of India 3. CSV Murthy -"Management Information Systems" Himalaya publishing House .
4. Dr. S.P. Rajagopalan , "Management Information Systems and EDP " , Margham Publications , chennai .

Allied :IV - OPERATIONS RESEARCH

UNIT – I

Introduction to OR – Meaning and scope – Characteristics – models in OR.LPP-
Formulation graphical method – Simplex method- Big M Method application in Business
– merits and Demerits.

UNIT – II

Transportation model – basic feasible solution – formulation, solving a TP. Assignment
models – formulation – solution.

UNIT – III

Network analysis – work break down analysis – construction – numbering of event.

Time Calculation – critical path, slack, float – application.

UNIT – IV

Queuing models- elements of queuing system – characteristics of queuing model.

UNIT – V

Decision theory – statement of Baye’s theorem application. Probability – decision trees.

Game theory meaning and characteristics – saddle point – Dominance property.

RECOMMENDED TEXTS / REFERANCE BOOKS

1. P.R. Vittal & V.Malini, Operative Research – Margham Publications –
Chennai – 17.
2. P.K.Gupta & Man mohan, Problems in Operations Research – Sultan
Chand & sons – New Delhi
3. V.K.Kapoor, Introduction to operational Research – Sultan chand &
sons – New Delhi
4. Hamdy A Taha, Operation Research – An Introduction prentice Hall of
India- New Delhi.

V SEMESTER

Core Subject :XIII - BUSINESS ETHICS AND VALUES **(w.e.f.2008-09)**

UNIT I

Role and importance of Business Ethics and Values in Business - Definition of Business
ethics - impact on business policy and Business strategy - Role of CEO - Impact on the
Business culture.

UNIT II

Types of Ethical issues - Bribes - Coercion - Deception - Theft - Unfair Discrimination

UNIT III

Ethics internal - Hiring - Employees - Promotions -Discipline -Wages - Job Description - Exploitation of employees

UNIT IV

Ethics External - Environment Protection - Natural - Physical -Society - Relationship of values and Ethics - Indian Ethos - Impact on the performance.

UNIT V

Social Responsibilities of Business

Recommended Texts

- 1.Dr.S.Sankaran, Business Ethics and Values, Margham Publication, Chennai .
2. Mamoria & Mamoria, Business Planning & Policy, Himalaya Publication House, Mumbai
3. D.Senthil Kumar & Dr. A.Senthil Rajan, Business Ethics and Values, Himalaya Publication House, Mumbai - 4.

Core Paper-XIII - ADVERTISING MANAGEMENT AND SALES PROMOTION

(w.e.f.2015-16 and thereafter)

UNIT I

Advertising: Advertising, objectives, task and process, market segmentation and target audience – Message and copy development

UNIT II

Media: Mass Media - Selection, Planning and Scheduling – Web Advertising – Integrated programme and budget planning.

UNIT III

Implementation: Implementing the programme coordination and control – Advertising agencies – Organization and operation.

UNIT IV

Sales Promotion: Why and When Sales promotion activities, Consumer and sales channel oriented – planning, budgeting and implementing and controlling campaigns.

UNIT V

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

ReferenceBooks

1. Bhatia, T.K., Advertising and Marketing in Rural India, 2ndEdition, Macmillan India Ltd., 2007.
2. Hackley, C., Advertising and Promotion: An integrated communications approach, 2nd Edition, Sage Publications, 2010.

3. Jefkins, F., Advertising, 4th Edition, Pearson, 2002.
4. Wells, W.D., Burnett, J. and Moriarty, S., Advertising: Principles and Practice, 7th Edition, Pearson, 2007.

Core Subject : XIV - MARKETING RESEARCH
(w.e.f.2008-09)

UNIT I

Introduction - Definition of Marketing Research - Nature and Scope - Marketing Research as aid to rational decision-making.

Marketing Research Methodology

UNIT II

Sampling techniques - Random - Stratified - Area - Quota

Questionnaire - Interview techniques - Interviewing skills on the part of Investigator.

UNIT III

Motivation Research - Product Research

UNIT IV

Consumer Survey - Sales Control Research

UNIT V

Media Research - Various Techniques - Measuring advertising effectiveness - Analysis and reporting research findings to the management.

Recommended Texts

1. D D Sharma , Marketing Research -Principles, Application and Cases , Sultan Chand Publications ,New Delhi
2. Suja R Nair ,Marketing Research , Himalaya Publications ,New Delhi
- 3 . C R Kothari-1990-Research Methodology Methods and Techniques- Second Edition- Wishwa Prakasham Publications-New Delhi
4. G. C. Beri-1993-Marketing Research-Second Edition- Tata Mc-Graw Hill Publication- New Delhi
5. Gupta Sunil ,Bansal .S.P. & Verma O.P.,Marketing Research , kalyanni Publishers, Ludhianna .

Core paper XIV-RESEARCH METHODOLOGY

(w.e.f.2015-16 and thereafter)

UNIT-I

Introduction to Business Research - Research in Business – Research Process- Research need, formulating the problem, designing, sampling, pilot testing .

UNIT -II

Research Design- Exploratory, Descriptive, Casual, Formulation of hypothesis - types.

Measurement- characteristics of sound measurement tool, Scaling methods and sampling techniques.

UNIT –III

Sources and Collection of Data- : Primary and secondary sources, survey observation, experimentation- details and evaluation. - Questionnaires – schedules, data entry, tabulation & cross tabulation-and Graphic presentation . Data.

UNIT –IV

Analysis and Preparation: Hypothesis testing – statistical significance, statistical testing procedure. Tests of significance- -Simple Correlation -Regression .

UNIT –V

Presenting results and writing the report: - The written research Report.

REFERENCE

1. Donald R Cooper, Business Research Methods 7th Ed, McGraw Hill, 2001
2. Krishnaswami OR, M.Ranganatham, Methodology of Research for Social Science, Himalaya, Mumbai, 2001.
3. Anderson J. et.al, Thesis and Assignment writing, Wiley Eastern
4. Research Methodology by C.R. Kothari

Core Subject : XV - PRODUCTION MANAGEMENT **(w.e.f.2008-09 and thereafter)**

UNIT I

Production system – Introduction – Production –Productivity -Production management – Objectives – Functions – Scope Relationship with other functional areas.

UNIT II

Production planning and control – Routing and scheduling –Dispatching – Maintenance management – Types of maintenance-Breakdown – Preventive – Routine – Maintenance scheduling.

UNIT III

Plant location – Introduction need for selecting a suitable location – Plant location problems – Advantages of urban, semi – urban and rural locations – Systems view of locations – Factors influencing plant location.-Plant layout – Plant layout problems – Objectives – Principles of plant layout – Factors influencing layout – Types of layout.

UNIT IV

Work and method study – Importance of work study –work study procedures –Time study –Human considerations in work study –Introduction to method study – Objectives of method study – Steps involved in method study.-Work measurement – Objectives of work, measurement – Techniques of work measurement –Computation standard time- Allowance – Comparison of various techniques.

UNIT V

Quality control – Types of inspection – Centralized and decentralized – P chart – X- Chart –Construction – Control – TQM.

Recommended Texts

1. P Khanna, Industrial Engineering & Management, Danpat Rai Publishing House
2. Martand T Telsang, , “Production Management”, S.Chand & Co, New Delhi.
3. Sharma Gagan Deep ,Gursharnjit , Harpreet Singh, Production and Operations Management”, Kalyani Publishers , Ludhiana
4. R.Senapati, 2002, ”Production and Materials Management”,ARS Publications, Arpakkam, T.N.

Core Paper-XV-OPERATIONS MANAGEMENT

(w.e.f.2015-16 and thereafter)

UNIT – I

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

UNIT – II

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

UNIT – III

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

UNIT – IV

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

UNIT – V

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

ReferenceBooks

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

Core Subject : XVI - MATERIAL MANAGEMENT
(w.e.f.2008-09 and thereafter)

UNIT I

Materials management -Definition and function - Importance of materials management

UNIT II

Integrated materials management - The concept - Service function advantages - inventory control - Function of inventory -Importance - Replenishment stock -Material demand forecasting -MRP - Basis tolls - Inventory control- ABC - VED - FSN analysis-Inventory control of spares and slow moving items - EGO -ESQ -Stores planning

UNIT III

Purchase management - Purchasing - Procedure – Dynamic Purchasing - Principles - import substitution -International purchase- Import purchase procedure

UNIT IV

Stock keeping and materials handling - Objectives - Function store keeping - Stores responsibilities -Location of store house -centralized store room - Equipment - security measures - Protection and prevention of stores

UNIT V

Vendor rating - Vendor management - Purchase department -Responsibility - Buyer - seller relationship - Value analysis - ISO -Types.

Recommended Texts:

1. Sumathi & Saravanel, Production & Materials management, Margham Publications,Chennai.
2. M.M. Varma, 1999, Materials Management,4th Edition, Sultan Chand & Sons, New Delhi
3. Hill, Operations management ,Palgrave Macmillan

ELECTIVE – I

(1) ENTREPRENEURIAL DEVELOPMENT
(w.e.f.2008-09 and thereafter)

UNIT I

Concept of Entrepreneurship

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

UNIT II

Entrepreneurial Development – Agencies

Commercial Banks – District Industries Centre – National Small Industries Corporation – Small Industries Development Organisation – Small Industries Service Institute. All India Financial Institutions – IDBI – IFCI – ICICI – IRDBI

UNIT III

Project Management

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

UNIT IV

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

UNIT V

Economic development and entrepreneurial growth

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

REFERENCE BOOKS :

1. Srinivasan N.P. – Entrepreneurial Development
2. Saravanavel – Entrepreneurial Development
3. Vasant Desai – Project management
4. Jayashree Suresh – Entrepreneurial development
5. Holt – Entrepreneurship – New Venture Creation
6. J.S. Saini & S.I. Dhameja – Entrepreneurship and small business.
7. P.C. Jain – Handbook for New Entrepreneurs
8. Dr. C.B. Gupta & Dr. S.S. Khanka – Entrepreneurship and Small Business.

(2) VISUAL BASIC PROGRAMMING **(2008-09 and thereafter)**

Theory

UNIT I

Data Types – String - Numbers – Variables – Text Boxes – Labels – Creating Controls – Tool Box – Name Property Command button – Access keys – Image controls message Boxes Grid Editing tools.

UNIT II

Displaying Information - Determinate Loops – Indeterminate Loops – Conditional Built in Functions – Customizing a Form – Writing Simple Programs.

UNIT III

Functions and Procedures – Lists – Arrays – Control Arrays – Combo Boxes – Grid control – Do Events and Sub Main.

UNIT IV

Event Handling – Module – Monitoring Mouse Activity – Dialog Boxes – Common controls – Menus.

UNIT V

MDI Forms – Database connectivity using Data control and DAO.

Note : Theory only

Reference Books

1. Visual Basic 6 – The complete Reference – Noel Jerke – Tata MC Graw Hill 1999.
2. Visual Basic from the Ground Up – Gary Cornell - Tata MC Graw Hill 1999.

Elective Paper- I – (2) LOGISTICS MANAGEMENT

(w.e.f.2015-16 and thereafter)

Unit I- Logistics Management: Origin and Definition – Types of Logistics – Logistics Management - Concepts in Logistics and Physical Distribution.

Unit II -Types of Inventory Control - Demand Forecasting - Warehousing and Stores Management – Routing - Transportation Management

Unit III- Supply Chain Management: Introduction and Development- Nature and Concept – Importance of Supply Chain - Value Chain - Components of Supply Chain - The Need for Supply Chain.

Unit IV -Role of a Manager in Supply Chain - Supply Chain Performance Drivers - Key Enablers in Supply Chain Improvement.

Unit V -Aligning the Supply Chain with Business Strategy –Outsourcing and 3PLs – Fourth Party Logistics – Bull Whip Effect and Supply Chain – Supply Chain Relationships.

Reference Book:

1. G Raghuram & N Rangaraj, Logistics and Supply Chain Management - Cases and Concepts. Mac Millan.
2. Martin Christopher, Logistics & Supply Chain Management: Creating Value-Adding Networks, FT Press.
3. Janat Shah, Supply Chain Management: Text and Cases, 1st Edition, Pearson.
4. V.V.Sople, Logistics Management, 4 th Edition Pearson.
5. Sunil Chopra, Peter Meindl & D.V.Kalra, Supply Chain Management, 5 th Edition, Pearson.
6. L.Natarajan, Logistics & Supply Chain Management, Margham Publications, Chennai, 2014.

VI SEMESTER

Core Subject :XVII - BUSINESS ENVIRONMENT

(w.e.f.2008-09 and thereafter)

UNIT I

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

UNIT II

Political Environment - Government and Business relationship in India

UNIT III

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

UNIT IV

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

UNIT V

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

Recommended Texts

1. Francis Cherunilam, 2000, Business environment, Himalaya Publishing House, 11th Revised Edition, India.
2. Dr.S.Sankaran , Business Environment, Margham Publications.
3. K Aswathappa , 1997, Essentials of Business Environment, Himalaya Publishing House, 6th Edition, India.
4. Joshi Rosy Kapoor Sangam, Business Environment, Kalyani Publishers, Ludhiana

Core Subject : XVIII - SERVICES MARKETING **(w.e.f.2008-09 and thereafter)**

UNIT I

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

UNIT II

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

UNIT III

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

UNIT IV

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

UNIT V

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

Recommended Texts

1. S.M. Jha, Services marketing, Himalaya Publishers, India
2. Baron, Services Marketing , Second Edition. Palgrave Macmillan
- 3 Dr. L. Natarajan Services Marketing, Margham Publications, Chennai.
4. Thakur .G.S. Sandhu supreet & Dogra Babzan , Services marketing , kalyanni Publishers, Ludhianna .
- 5.Dr. B. Balaji , Services Marketing and Management ,S. Chand & Co , New Delhi .

Core Subject : XIX - HUMAN RESOURCE MANAGEMENT

(w.e.f.2008-09 and thereafter)

(Business Taxation be incorporated in the place of Human Resource Management from the academic year 2015-16 and thereafter)

UNIT I

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

UNIT II

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

UNIT III

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

UNIT IV

Labour Relation – Functions of Trade Unions – Forms of collective bargaining-Workers’ participation in management – Types and effectiveness – Industrial Disputes and Settlements (laws excluded)

UNIT V

Human Resource Audit – Nature – Benefits – Scope – Approaches.

REFERENCE BOOKS :

1. Human Resource Management – V S P Rao
2. Human Resource Management – Ashwathappa
3. Human Resource Management – Garry Deseler
4. Human Resource Management – L M Prasad
5. Human Resource Management – Tripathi.

ELECTIVE - II

(1) CUSTOMER RELATIONSHIP MANAGEMENT

(w.e.f.2008-09 and thereafter)

UNIT-I

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

UNIT -II

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

UNIT -III

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

UNIT -IV

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

UNIT - V

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

Recommended Books

- 1.H.Peeru Mohamed & A. Sangadevan , Customers Relationship Management - A Step –by – step approach , Vikas Publishing House Private Limited , Noida .
2. Mukesh Chaturvedi Abhinav , Chaturvedi , Customers Relationship Management – An Indian Perspective , Excel Books , New Delhi .

(2) VISUAL BASIC – PRACTICAL-Elective II **(w.e.f.2008-09 and thereafter)**

VB Practicals

1. Develop simple calculator
2. Event handling using wring timer control
3. Performing cascading windows operation (horizontal & Vertical & tiles)
4. Changing the color, font and size of text.
5. Implementation of Drag and Dropevents using images.
6. Payroll Processing
7. Inventory Management
8. E-Banking
9. Work Flow Applications
10. Electricity Bill

Elective Paper – II – (2)-E- BUSINESS **(w.e.f.2015-16 and thereafter)**

UNIT I

Introduction to electronic business - meaning - value chains - the Internet and the web - infrastructure for e-business

UNIT II

Web based tools for e - business - e - business software - overview of packages

UNIT III

Security threats to e - business - implementing security for e - commerce and electronic payment systems.

UNIT IV

Strategies for marketing, sales and promotion - B2C and strategies for purchasing and support activities - B2B - web auction virtual - web portals

UNIT V

The environment of e-business - international - legal ethical - tax issues - business plan for implementing e-business

REFERENCE BOOKS:

1. Bajaj, K.K. and Nag, D., E-Commerce, 2nd Edition, Tata McGraw-Hill Education, 2005
2. Diwan, P. and Sharma, S., E-Commerce: A Manager's Guide to E-Business, Vanity Books International, 2002.
3. Kalakota, R. and Whinston, A., Frontiers of Electronic Commerce, Pearson, 2011.
4. Laudon, K.C., and Traver, C.G., E-Commerce: Business, Technology, Society, 4th Edition, Pearson, 2008.
5. Schneider, G.P., Electronic Commerce, Cengage Learning, 10thEdition, 2012.
6. Turban, E., Lee, J., King, D.,Liang, T.P. and Turban, D., Electronic Commerce 2010, 6th Edition, Pearson, 2012.

Elective - III : PROJECT WORK (GROUP)

A group of 3 students will be assigned a project in the beginning of the final year. The project work shall be submitted to the college 20 days before the end of the final year and the college has to certify the same and submit to the University 15 days prior to the commencement of the University Examinations.

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

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