S.N.R SONS COLLEGE

(An Autonomous Institution)
Affiliated to Bharathiar University
Approved by Government of Tamilnadu, AICTE and UGC New Delhi
Reaccredited with 'A' Grade by NAAC, An ISO 9001:2008 certified institution
SNR College Road, Coimbatore - 641006

Department of
MANAGEMENT SCIENCES (UG)

Syllabus
BBA (CA)
(2015 - 2018)

S.N.R. SONS COLLEGE (Autonomous)

(Affiliated to Bharathiar University)
(Re-Accredited with 'A' Grade by NAAC)
(An ISO 9001:2000 Certified Institution)
S.N.R. College Road, Coimbatore-641 006, Tamil Nadu, India.
Phone: (0422) 2562788; 2560838 Fax: (0422) 2560387 Website: www.snrsonscollege.org

"Scheme of Examination along with Distribution of Marks and Credits"

BBA CA Degree Course

(For the students admitted during the academic year 2015 -2016 and onwards)

MODEL SCHEME OF EXAMINATIONS: **CBCS PATTERN**

(WITH 2 SEM LANGUAGE PAPERS)

Part	Subject code	Study Components and Course Title	Instructional Hours/ Week	CIA	Comprehensive Exam	Total	Credit
		SEMESTER I					
I	15T01/15F01/15H01/15M01	Language-I Tamil-1, French-1, Hindi-1,Malayalam-1	5	25	75	100	3
II	15E01	English-I	5	25	75	100	3
III	15BM101	**CORE - I** Business Organization& Management	**6**	**25**	**75**	**100**	**4**
III	15BM102	**CORE II** Business Communication	**6**	**25**	**75**	**100**	**4**
III	15M103	ALLIED PAPER- I Business Mathematics and Statistics	**6**	25	75	100	4
IV	15ES01	Environmental Studies	**2**	50		50**	2
		TOTAL	**30**			500	20
		SEMESTER II					
I	15T02/15F02/15H02/15M02	Language-II Tamil-1, French-1, Hindi-1,Malayalam-1	5	25	75	100	3
II	15E02	English-II (Communication Skills)	5	25	75	100	3
III	15BM201	**CORE III** Business Economics	**6**	**25**	**75**	**100**	**4**
III	15BM202	**CORE IV**Computer practical (MS-OFFICE)	**3**	**40**	**60**	**100**	**4**
III	15BM203	ALLIED PAPER –IIOperation Research	5	25	75	100	4
		Supportive Course -I	4	25	75	100	4

		Computer Application In Business					
IV	15VE01	Value Education – Human Rights	**2**	50	-	50**	2
		TOTAL	**30**			600	24
	SUBCODE	**SEMESTER III**					
III	15BM301	**Core – V** Financial Accounting (common)	**6**	25	75	100	**4**
III	15BM302	**Core VI** Business Environment	**6**	25	75	100	**4**
III	15BM303	**Elective-I** Production & Materials Management (common)	**6**	25	75	100	4
III	15BM304	**Allied : III**Income Tax	**5**	25	75	100	4
III	15 BM 305	Skill based Subject 1 Customer Relationship Management	**5**	25	75	100	3
IV	15BCT0/15 AT01/15N M01	Tamil @ / Advanced Tamil # (OR) Non-major elective - I(Yoga for Human Excellence) # / Women's Rights #/ Constitution of India#	2	-	75	75**	2
		TOTAL	30			500	21
		SEMESTER IV					
III	15BM401	**Core –VII** Human Resource Management(Common)	**6**	**25**	**75**	**100**	**4**
III	15BM402	**Core – VIII** Marketing Management(Common)	**6**	**25**	**75**	**100**	**4**
III	15 BM403	**Core –IX**Research Methods for Management	**6**	**25**	**75**	**100**	**3**
III	15CB202	**Supportive Course -II** Management Information System (Common)	**4**	**25**	**75**	**100**	**4**
III	15BM 404	**Allied : IV**Tally Practicals –Lab (Common)	3	40	60	100	4
III	15 BM 405	**Skill based Subject : 2** Banking Theory - Law & Practice	5	25	75	100	3
III	15 BM 406	Institutional Training	2	-	100	100	1
IV	15BCT0/15 AT02/15N M02	Tamil@/Advanced Tamil # (OR) Non-major elective -II (General Awareness #)	2	-	75	75**	2
		TOTAL	34			700	25

		SEMESTER V					
III	15 BM 501	**Core – X**Cost and management accounting (Common)	**6**	**25**	**75**	**100**	**4**
III	15 BM 502	**Core – XI**Organization Behavior (Common)	**6**	**25**	**75**	**100**	**4**
III	15 BM 503	**Core - XII**Global Business Management(Common)	**5**	**25**	**75**	**100**	**4**
III	15 BM 504	**Core XIII**Insurance Principles and Practices (Common)	**5**	**25**	**75**	**100**	**4**
III	15 BM 505	**Elective –II**Business law	5	25	75	100	4
III	15 BM 506	**Skill based Subject : 3** Advertising and Sales Promotion	5	25	75	100	3
		Total	32			600	23
	SUB CODE	**SEMESTER VI**					
III	15 BM 601	**Core – XIV**Financial Management(Common)	**6**	**25**	**75**	**100**	**4**
III	15 BM 602	**Core-XV**Strategic Management(Common)	**5**	**25**	**75**	**100**	**4**
III	15 BM 603	**Core XVI**Entrepreneurship & Project Management(Common)	**5**	**25**	**75**	**100**	**4**
III	15 BM 606	**Core XVII**Interpersonal Relationship (Common)	**5**	**25**	**75**	**100**	**3**
III	15 CB302	**Supportive Course –III**Brand Management (Common)	4	25	75	100	4
	15 BM 605	**Core XVIII**Project & Viva Voce	6	80	20	100	4
III	15 BM 604	**Skill based Subject : 4** Logistics & Supply chain Management	4	25	75	100	3
V	15A01	Extension Activities @		50*	-	50**	1
		Total	35			700	27

@ No Comprehensive Examinations. Only Continuous Internal Assessment (CIA)

 # No Continuous Internal Assessment (CIA). Only Comprehensive End Semester Examinations.

**** No marks will be awarded. Only grade points.**

List of Elective papers (Can choose any one of the paper as electives) SUPPORTIVE COURSE		
Supportive Course – I	**A**	Computer application for business
	B	Creativity for quality management
	C	Innovation management
Supportive Course– II	**A**	Knowledge management
	B	Management Information system
	C	Business Ethics and Corporate Social Responsibility
Supportive Course – III	**A**	Total quality management
	B	Brand Management
	C	Project management

Elective

List of Elective papers (Can choose any one of the paper as electives)		
Elective – I	**A**	**Production & Materials Management**
	B	**Training & development**
	C	**Office Management**
Elective – II	**A**	**Investment Management**
	B	**Business Law**
	C	**Performance Management**

Summary							
Part	Subject	Papers	Credit	Total credits	Papers	marks	Total marks
Part I	Languages	2	3	6	2	100	200
Part II	English	2	3	6	2	100	200
Part III	Core	18	3/4	70	18	100	1800
	Supportive	3	4	12	3	100	300
	Allied	4	4	16	4	100	400
	Electives	2	4	8	2	100	200
Part III	Skill Based	4	3	12	4	100	400
Part III	Institutional Training	1	1	1	1	100	100
				131			**3600**
Part IV	**Lang. & Others**	**4**	**2**	**8**	**4**		
Part V	**Extension**	**1**	**1**	**1**	**-**		
	Total			**9**			
	Grand Total			**140**			**3600**

CIA: Continuous Internal Assessment
CE: Comprehensive Examination

Total Marks for the Programme: 3600
Total Credits for the Programme: 140

Chairperson, Board of studies in BBA
S.N.R. Sons College, Coimbatore-06

Other Requirements: (common to BBA & BBA CA)

1.**Institutional Training** :

An institutional training for a period of 15 days to be completed at the end of IV semester in anindustrial establishment/organization approved by the concerned staff. The student isalso required to maintain a work diary and submit a report during the V semester, which willbe followed, by a internal viva voce and CE exam marks are awardedFor BBA it will be considered for end semester examination..

2. **Major project**:

During the end of semester V, the students will be allotted to a staffcoordinator who will be the guide and internal examiner for the project work. Eachstudent should select a topic and the same to be approved by the guide. The fieldworkhas to be done during the December vacation and during the beginning of semester VI,.The student should submit the project report on or before the last date specified forsubmission. The student submitting the report after the last date of submission will berejected and the same will be treated as "Not completed"

The components of Marks for project work will be as follows:

INTERNAL EVALUATION (CIA)

S.No	Components	Evaluation	Max. Marks
1	**I Review**	Selection of the field of study, Topic & research	**25**
2	**II Review**	Literature & Data Collection	**30**
3	**III Review**	Analysis & Conclusion: Preparation of rough Draft	**25**
		Total	**80**

Total : 80 Marks

END SEMESTER EXAMINATION (ESE)

S.No	Evaluation	Max. Marks
1	**Evaluation of the Project**	**80 Marks**
2	**Viva Voce (External)**	**20 Marks**

CIA: Continuous internal assessment

ESE: End semester examination

SEMESTER – I

BUSINESS ORGANISATION AND MANAGEMENT

Course Code: 15BMC101 **(INSTRUCTION HOURS PER WEEK -6)**

OBJECTIVE: -

To provide a basis of understanding to the students with reference to working of business organization through the process of management

UNIT – I:

Business Organistaion : Meaning,- Definition-Objectives-Importance-Steps- Principles – Requisites of an efficient business organization – Nature and scope of business organization– Organization of business house – Internal organization and external organization– Features - Merits and demerits.

UNIT – II:

Business Combinations And Concentration: Meaning – Causes – Types – Merits and Demerits – Forms of business combinations – Simple association – Trade association – Trade union – Chamber of commerce – Informal Agreement and Compound Association – Federations – Consolidations its Features – Functions – Merits and Demerits.

UNIT – III:

Management: Meaning – Definitions – Nature or Characteristics – Objectives - Management as a profession - Importance – Is Management Science or art or a profession? – Distinction between Management and Administration – Levels of management. Henry Fayol's principles of management.

UNIT – IV:

Planning: Meaning –Types – Steps – Merits and demerits. Organising: Meaning – Definition – Characteristics – Nature – Steps – Organization Structure – Formal and Informal Organizations – Organization Chart and advantages Departmentation: Meaning – Need and Significance – Process involved in Departmentation – Methods – Influencing Factors – Limitations.

UNIT – V:

Centralization: Factors determining – merits and demerits. Decentralization – merits and demerits.
Delegation: Definition - Elements-principles-types – factors determining delegation of authority – Importance – Guidelines for Making Delegation Effective – Difficulties Involved in Delegation.
Controlling: Definition – Characteristics – Steps in controlling process – Requirements of a control system – Advantages and limitations.

TEXT BOOK

Business Organization and Management – R.K. Sharma & Shashi K. Gupta 2007 Edition

REFERENCE BOOK:

1. Principles Of Management – Dinkar Pagare - Sultan Chand and Sons 2007 Edition
2. Business Organisation – Y.K. Bhushan - Sultan And Sons
3. Business Organization And Management – M.C.Shukla - S.Chand
4. Management – A.F.Stoner – Hph5th Edition 1994

SEMESTER – I

BUSINESS COMMUNICATION

Course Code :15BMC102 **(INSTRUCTION HOURS PER WEEK-6)**

OBJECTIVE –

To enable the students to understand the principles, types and modes of communication, concepts, process and importance of Communication in business.

UNIT-I

Communication - Meaning - Process - Objectives - Principles - Importance of Business communication- Methods of communication - Types - Barriers.

UNIT-II

Communication through letters - Layout of a letter-business enquiries - Offers and Quotations - Order - Execution of orders - Cancellation of orders - Letters of complaints - Collection letters - Status enquiries - Bank correspondence.

UNIT – III

Correspondence of Company Secretary with share holders and directors - Agenda -Minutes - Preparation.

UNIT – IV

Communication through reports : Types - Importance contents - Reports by individuals -Committees - Annual report - Application for appointment - Reference and appointment orders.

UNIT – V

Internal Communication: Short speeches - Memo - Circulars Notices - Explanations to superiors - Communication media - Merits of various devices – Intercom, Telephone - Fax – Internet,E-mail.

Text book.

1. Essentials of Business Communication - RajendraPal & Korla Halli , R.Chand – 11th Edition 2008

<u>Reference Books</u>

1. Varinder Kumar and Bodh Raj, Business Communication Kalyani publishers
2. Ramesh M. S. and Pattan Shetty C. C., Effective Business English and Correspondence - R.Chand

3.Krishna mohan and Meera banerji -Developing communication skills- McMillan publications – 2006 Edition

SEMESTER I

ENVIRONMENTAL STUDIES

COURSE CODE: 15ES01(INSTRUCTION HOURS PER WEEK - 2)

Comprehensive Examination:40 marks

UNIT: I The multi disciplinary nature of environmental studies.

UNIT: II Eco systems

UNIT: III Bio –Diversity and its consideration

UNIT: IV Environmental pollution.

UNIT: V Social issues and the environment.

TEXT BOOK

Environmental studies for undergraduate courses-Bharathiar University

REFERENCE BOOKS.

Environmental education-V.K.Nandha

A Text book of Environmental Studies- A.Thangaramani, T.Shyam

SEMESTER – II

BUSINESS ECONOMICS

Course Code: 15BMC201 **(Instruction Hours Per Week -6)**

OBJECTIVE

On successful completion of this course the students should be well versed in the concepts. Tools and in the filed of economic and business management.

UNIT -1

Objectives of business firm – Profit Maximisation – Social responsibilities of Business firm – Demand analysis – Law of Demand – Elasticity of demand- Law of Supply.

UNIT – II

Production function – Factors of production – Laws of diminishing returns - Law of variable proportions – Cost and Revenue Curves- Economies of scale – Laws of Returns- Break – Even-Point analysis.

UNIT-III

Market structure and pricing – perfect competition – Monopoly – Price discrimination – Monopolistic competition – Oligopoly.

UNIT-IV

Factor Pricing of Marginal Productive theory – Rent- Recardian theory of Rent-Interst – Keyne's Liquidity preference theory – Theories of profit – Dynamic theory of Profit – Risk Theory – Uncertainty theory.

UNIT – V

Government and Business – National income, Business cycle – Inflation and Deflation-New economic policy.

Text book.

1. S. Sankaran Business Economics , Margham publication,2008

Reference Books

1. D.M.Mithani,GK Murthy Business Economic -,HPH,16TH Revised edition
2. M.L.Jhingan Advanced economic theory –,Vrinda publication,12th edition

SEMESTER – II
COMPUTER PRACTICAL – I

Course Code: 15BMC202 **(Instruction Hours Per Week -3)**

MS-WORD

Type a paragraph and perform the following:

a. Change the font size
b. Bold, italics and underline
c. Line spacing
d. Changing the background colour and text colour
e. Inserting footers and header.

2. Type a document
   a. Alignment – left, right, justified, center.
   b. Change the text in newspaper column layout
   c. Check spelling and grammar
   d. Bullets and numbering list items
   e. Find and replace
3. Perform mail merger operation and preparing labels.
4. Prepare the department time-table
5. Prepare a job application letter enclosing your bio-data.
6. Demonstrate OLE concept by linking an excel worksheet into a word document.

MS.EXCEL Entering and printing worksheet

7. Worksheet using formulas.
8. Worksheet manipulation for electricity bill preparation.
9. Drawing graphs to illustrate class performance.
10. An excel worksheet contains monthly sales details of five companies. Find the monthly and quarterly average sales of each company.

MS.ACCESS

With simple commands perform sorting on name, place and pin code of students database and address printing using label format.

12. Payroll processing.
13. Mark sheet preparation
14. Inventory control
15. Report preparation.

MS POWER POINT

Prepare a power point presentation with at least three slides for department inaugural function.

17. Draw an organizational chart with minimum three hierarchical level.
18. Design an advertisement campaign with minimum three slides.
19. Insert an excel chart into a power point slide.

TEXT BOOK

1. MS OFFICE complete – Vikas Gupta - BPB publishers, 1999

REFERENCE BOOKS

1. 1. Introduction to Computers and Ms-Office - Saxena - Vikash Publishing House,1999
2. Office 2000 The Complete Reference – Nelson Tata Mcgraw Hill 1999
3. Using Microsoft Office 2000 – Ed Bott Prentice Hall India 1999
4. Ms Excel – Singh Asian Books Pvt Ltd; 1999
5. Complete Idcots Guide To Ms Powerpoint –Gertler Phi, 1999.

Supportive Course (CBCS)

SEMESTER-II

COMPUTER APPLICATION IN BUSINESS

(Instruction Hours Per Week - 4 Hours)

OBJECTIVES –

To understand how to use computer applications in business.

UNIT: 1

Introduction to Computers

Definition, Characteristics, Importance, Various Applications of Compilers:-Scientific and Business Applications-Classification of Computers-Basic Principles of Operation of Digital Computer.

UNIT: 2

Data processing:

Data Processing Concepts-Objectives of Data Processing-Data Processing Operations-Data Bank-Data Base-Methods of Data Processing:-Single User System, Batch Processing, Online Processing, Real-Time Processing, Multi Programming.

UNIT: 3

Network Types-Network Structures-Bus Network, Star Network, Ring Network, Hierarchical Network. Local Area Network-Features, LAN Connections, Its Applications-Wide Area Networks.

UNIT: 4

Internet: Working Of a Network-Intranet-E-Mail-Data Structures-File Organization-File Maintenance.

UNIT: 5

Programming: Problem Solving and Programming-Concepts of Programming-Programming Tools:-Algorithm, Flowchart, Pseudo code, Decision Table, Decision Tree, Data Dictionary.

Text book:-

Computer Application in Business - R.Parameswaran.

REFERENCE BOOK:-

1. Computers in Business-Donald H. Sanders.

2. Fundamentals of Computers-V.Rajaraman.

3. Computer Application in Business-Ananthi Seshasaayee.

Supportive course CBCS

SEMESTER-II

CREATIVITY FOR QUALITY MANGEMENT

(Instruction Hours Per Week - 4)

OBJECTIVE –

This course provides an introduction to the creative process and the use of that process in the development of self-awareness and empathetic relationships with others.

UNIT – 1 THE NEED FOR CREATIVE THINKING

Driving forces of creativity – Challenges to creativity – Creativity and innovation: Definition – Theories of mechanisms of min – Role of perception memory and judgement in creative thinking – Heuristics and models

UNIT – II: TOOLS OF DIRECTED CRETIVITY

Tools that support creative thinking – Basic principles of creative thinking – Classification of tools : Pausing and notieing – Seeing other points of view – Refocusing a topic – looking closer and analyzing – Searching for analogies – Creating new worlds.

UNIT – III: TOOLS THAT STIMULAT E IMAGINATION

Activities and Heuristics that support imagination. Tools for imagination: Brainstorming – Using analogies – Provoking imagination directly – Combining concepts systematically – Organzing and displaying ideas – Activities and Heuristics that support development and action – Models for Organizational change

.

UNIT – IV: CREATIVITY AND QUALITY MANAGEMENT

Reengineering – Redesing process – Customer needs in quality management – Creativity tools in customer needs analysis.

UNIT – V: INNOVATION AND CREATIVE PROBLEM SOLVING

Quality management in the design of new product services – Creative Vs analytical methods – Stuck thinking directed – Creativity tools in problem solving and incremental improvement – Future directions in the application of creative thinking.

TEXT BOOK:

Annual E.Plsek, Creativity Innovation and Quality, New Delhi Prentice Hall of India Limited, 2003.

REFERENCES:

1. Gardner H. Creating minds New york : Basic Books, 1993.
2. Ray M.L. and R. Myers, Creative in Business, New York: Doubliary , 1986.
3. Vangundy X.. Creative problem Solving, New York Quorum Books, 1987.
4. Grosssman Rodger - Unlocking creativity in the workplace - Jaico publishing

Supportive Course CBCS

SEMESTER-II
INNOVATION MANAGEMENT

(Instruction Hours Per Week -4)

OBJECTIVES –

This course is designed to lead the student through the tasks that are required to successfully build a business around an innovation.

UNIT – 1

Introduction – Innovation principles – Mindset – Competitive advantage- Boost stock Price – Accountability Passion for innovation – Innovation Insight s – Innovation an art or a Science – Rush to failure – See Beyond and Act – Requirement to instill innovation – Trust – Recognition and respect – Positive.

UNIT – II

Innovation strategy – Strategic power – Power roles of innovation – Competitive Advantage Protection – Shareholder, Employee, Customer satisfaction – Benefits of innovation – Gaining new product benefits – Developing an innovation strategy – Growth gap – strategic roles – Requisite role functions – Expansive role function – Screening criteria.

UNIT – III

Innovation mindset – CEO Factor – Efficiency and effectiveness – Seven initiatives of innovation mind setters – The future of innovation. Innovation Platforms – The Eight Building Blocks – Vision and Blueprint – Develop cams – Reward system – Progress and returns measurement – Norms and values.

UNIT - IV

Innovation Gospol – Sustaining innovation – Conviction counts – Innovation as a value – personal rationale for accelerating innovation – Reading and writing – about innovation – Schedule Regular innovation Lunches – Innovate Yourself – The innovation Creed.

UNIT – V

Innovation Summit – Planning the summit – Summit Agenda – Conducting the innovation Summit. Results – The shared Leadership team – Celebrate the failures and party – crating and contouring innovation indices – Ten innovation indices.

TEXT BOOK:

Innovation – Thomas D. Kuczmarski – Tata McGrew Hill Edition.

REFERENCE BOOK:

1.Creativity innovation and quality – paul E. - PLSEK- Prentice Hall India

2.Managing technology and innovation for creativity – Narayanan - Pearson education

3.Innovation the missing dimension – Lester - Viva publishers

4.Innovation for corporate Renaissance – AIMA- Excell books

SEMESTER –II

VALUE EDUCATION

Course code: 15VE01 **(Instruction Hours Per Week -2)**

OBJECTIVE

CE:40 Marks

To inculcate the values in the student community and to know the stages of emotions in the human life.

UNIT: 1

Value education-Meaning and Nature of Values – Basic characteristics of values-Essential components of values-Classification of values –Sources of values-Value education –concept and meaning – Need for value education-objectives of value education.

UNIT: II

Inculcation of values –Methods –Dialogue –Writing –Though great personalities –Religious –Emotional development-Different stages of emotions in human life and emotional maturity

UNIT: III

Value education for social order-School state and community-The school and religious freedom-Equality and quality in education –Education and social reconstruction

UNIT: IV

Value education and national goal – Communication, work, service and citizenship – National integration towards united and secular India.

UNIT: V

Yoga-meaning –Importance – Yoga and health –yoga and holistic health-Joint exercises and Yogasanas-Pranamaya(Any ten basic Yogasanas)

REFERENCE BOOKS:

Value oriented education:- D.Dayakara Reddy

Value education-Dr.N.Venkataiah

Free yourself from tension with Yoga- K.R.Ganesh Babu

SEMESTER – III
FINANCIAL ACCOUNTING

Course Code: 15BMC301 **(Instruction Hours Per Week -6)**

OBJECTIVE –

- ✓ To enable the students to acquire knowledge of accounting principles and practices to be followed in the organization.

UNIT-I

Basic Accounting Concepts – Kinds of Accounts – Double Entry Book Keeping –Journals – Ledger – Subsidiary Books – Cash Book – Purchase Book – Sales Book – Sales return and Purchase return books.

UNIT-II

Trial Balance – Errors – Verification of errors – Bank reconciliation statement.

UNIT-III

Manufacturing – Trading – Profit and Loss Account – Balance Sheet.

UNIT –IV

Accounting for non-trading institutions – Income & Expenditure Account – Receipts and Payment Accounts and Balance Sheet.

UNIT-V

Accounting for depreciation – Preparation of accounts from incomplete records.

(Theory and problems are in the ratio of 20% and 80% respectively)

TEXT BOOK

Financial Accounting – Jain & Narang Kalyani publishers 2002 Edition

REFERENCE BOOKS.

1. Grewal T.S, Double Entry Book Keeping-S.Chand And Sons
2. Shukla and Grewal Advanced Accountancy -S.Chand and Sons 4th Edition,1999
3. Gupta and Radhaswamy, Advanced Accountancy- Sultan chand and sons
4. Gupta.. R. L. Advanced Accountancy -Sultan chand and sons
5. Samuel.C.Weaver and J.Fred - Finance and accounting- Tata McGrawhill Weston

SEMESTER – III
PRODUCTION AND MATERIALS MANAGEMENT

Course Code: 15BMC303 **(Instruction Hours Per Week -6)**

OBJECTIVES:

- To Introduce the basic concept of production and Materials Management and itsapplications and familiarize the applications in basic material planning and qualityconcepts

UNIT – 1 **(14Hours)**

Production Management: Meaning —Nature, importance and scope – Basic Functions of Production Management– Productivity, Efficiency and Effectiveness – Plant Location-

Importance – Problems - Advantages and Disadvantages of Urban, Suburban, Rural locations – Factors. Plant Layout - Principles - Types and Hybrid layouts –Pros and Cons.

UNIT – 2 **(13 Hours)**

Production Planning and Control – Functions – Master Production Schedule (MPS) – Material Requirement Planning (MRP) – Bill of Materials – Maintenance: Meaning, Objectives and Types of maintenance – Work study: Method study, Time study – importance – procedure – types.

UNIT – 3 **(13 Hours)**

Quality Control: Definition, concepts, objectives, Importance and advantages of quality control system, Inspection: Meaning and Kinds of inspection, Control charts-types. Total Quality Management: Core concepts & Elements of TQM, -Steps in implementing TQM.

UNIT – 4 **(13 Hours)**

Materials Management: Meaning, Objectives and Importance – Material Requirement Planning – Concept– Purchasing principles – Purchase procedure – Vendor Rating and Vendor Evaluation, Inventory Control – Types of inventory – EOQ- Safety Stock - Re-order Point – KANBAN – JIT– Outsourcing. Material Handling: meaning – principles - categories of Material Handling equipments.

Function of Inventory - Importance Tools - ABC, VED, FSN Analysis - EOQ - Reorder point - safety stock, Lead time analysis.

UNIT – 5 **(19 Hours)**

Recent Trends: An introduction to ERP–Total Productive Maintenance (TPM) - Six Sigma – concept, benefits, usage – Types and roles of Six Sigma Belts, 1SO 9000 systems – Lean manufacturing and World class Manufacturing.

Text Books:

1. O.P. Khanna - Industrial Eng & Management Dhanpat Rai & Co Pvt Ltd 2004
2. Gopala Krishnan - Materials Management PHI 2 nd Edition, 1997
3. M. M. Varma : Materials Management - Sultan Chand and Sons, 2010

Reference books:

1. Chunawalla & Patel Production and Operations Management Himalaya Publishing House. 2005
2. Elwood S Buffa and Rakesh K Sarin Modern Production and Operations Management Johan Willey and Sons, Singapore Eighth Edition 2009
3. B.K.Hedge and others: Production management Text and cases - PHI

SEMESTER-III
NON MAJOR ELECTIVE
PERSONALITY DEVELOPMENT
EFFECTIVE FROM 2012-13 ONWARDS(NON-MAJOR-1)

COURSE CODE: 15NM01 (INSTRUCTION HOURS-2)

OBJECTIVES

- To understand the concept, process and importance of personality.
- To gain a knowledge on the dynamics and techniques of personality development
- To have insight into self development and environmental factors affecting personality development.

UNIT-1

Personality-definition –social and self concepts of personality – Can personality be developed?-Traits and Patterns of personality –Social classification of personality. Factors affecting personality- Environmental factors-Physical factors-Intellectual factors-Emotional factors-Values-Groups skills. Dynamics of personality formation - prenatal stage- Nursery stage- Adolescent stage- Adult stage- Old age.

UNIT-II

Successful personality- Meaning - Acquisition and qualities of successful personality -Barrier to successful personality - Removing barriers to personality development. Scope, techniques and principles of personality development- Personality development strategy.

UNIT-III

Self development-Approach –Aims and Objectives-Self Appraisal-Analysis of social environment-Selection, Formulation and Execution of a plan for self development. \Communication-Importance –Objectives –Methods-Principles and Application of communication for personality development

UNIT-IV

Intricacies of dressing up-purpose and factors to consider while dressing up-Forms and codes of dress-Approach to dressing up for personality projection.

Social etiquettes - Participation in social events- Interpersonal etiquettes- Meal service and eating manners-Social graces and customs.

UNIT-V

Interview-classification- self projection in a selection board for interview, group discussion, group task, telecommunication, video conference and public addresses.

TEXT BOOKS

1. The dynamics of personality development and projection by J.R.Bhatti -Pearson Education 2010

REFERENCE BOOKS:

1. R.M.Omkar, Personality Development and career management- A Pragmatic prospective by -Sultan chand 2008

2. Developing soft skills by Robert.M.Sherfiled , Rhodnda.J.Montgomert and Patricial.G.Moody - Pearson Education 2010

3. How to succeed in Group discussion and personal interview by Dr.S.K.Mandal – Jaico Publishing House 2005

4. Personality development by Dr.T.Bharathi-Neelkamal Publication Pvt Ltd 2008

SEMESTER – IV

HUMAN RESOURCE MANAGEMENT

Course Code: 15BMC401 **(Instruction Hours Per Week -6)**

OBJECTIVE –

- ✓ To enable the students to acquire knowledge of Human Resource Planning and Management.

UNIT -1

Human Resource Management: Concept, Characteristics, Objectives, importance, functions, scope – Role and status of Human resource manager - Human resource policies: Concept, nature, need, types, scope, essentials, formulation of Human resource policies.

UNIT – II

Human resource planning: Concept, objectives, need, process of Human resource planning – job analysis- Recruitment: meaning, process, sources- selection : meaning, steps in selection process – Placement, induction.

UNIT – III

Employee training: concept, need, importance, types, objectives, methods, techniques - Career planning: meaning, objectives, process, advantages, Limitations - Career development..

UNIT-IV

Performance appraisal: Concept, objectives, importance, process, limitations. Employee welfare: meaning, significance, types of welfare services.

UN1T-V

Stress: concept, sources, consequences, coping - Quality of Work Life (QWL): concept, measure, dimensions, principles, Techniques

.

Text Book

C.B..Gupta Human Resource Management –Sultan Chand and Sons, 8^{th} Revised Edition 2007

REFERENCE BOOKS

1. Werther William and Kazmi –Human Resource &Personnel management - McGraw hill
2. William B.Werther – Human Resource &Personnel management - McGraw Hill
3. Venkat Ratnam – Personnel Management & HR -Tata McGraw Hill
4. Wayne F.Cascio – Managing Human Resources – McGraw Hill International

SEMESTER – IV

MARKETING MANAGEMENT

Course Code: 15BMC402 **(Instruction Hours Per Week - 6)**

OBJECTIVE –

- ✓ To study and critically analyse the basic concepts in marketing to cater the needs of marketing industries.
- ✓ To have an insight into the importance and role of marketing in business world and to have an understanding of the characteristics of marketing mix and the various marketing decisions.

UNIT I

Introduction to Marketing: Meaning and Nature of Marketing - Market – Objectives and

Characteristics- Marketing Functions- Factors influencing Marketing functions- Marketing Management- Role of Marketing in Economic Development- Analyzing Consumer Markets- Consumer Behavior- Factors influencing Buyer Behavior.

UNIT II

Market segmentation: Bases- Effective Segmentation criteria- Marketing Segmentation Strategy. Product: Definition, Characteristics and Product Policy- Product Classification-Product Positioning-Product Life Cycle and its implications- New Product Development.

UNIT III

Branding and Packaging: Brand Identity- Brand Image-Brand Equity- Types of Brand-Objectives and Functions of Packaging- Purpose of Labeling.Pricing: Pricing Objectives- Factors affecting Pricing Decisions- Pricing Methods.

UNIT IV

Channel of Distribution: Channel Objectives-Channel Functions- Types of Channel-Channel Selection- Factors affecting Selections of Marketing Channel- Marketing Research- Objectives and Elements of Marketing Research-Importance and Limitations of Marketing Research.

UNIT V

International Marketing: Definition of International Marketing- International Market Entry Strategies- Significance of International Marketing- Risks in International Marketing.

TEXT BOOKS:

1. C.N.Sontaki Marketing Management Kalyani Publishers 2006
2. Ramasamy and S. Namakumari Marketing Management Mc Million Ltd., 2006

REFERENCE BOOKS:

1. Philip Kotler and Kevin Lane Keller A Framework for Marketing Management Third edition, Pearson Education, New Delhi. 2007
2. Marketing Management - Dr. C. B. Gupta & Dr. N. Rajan Nair S.Chand and sons
3. Sherlaker, Marketing Management , HPH, 13TH Edition,2006
4. C.B.Mamoria, R.K.Suri and Satish mamoria, Kitab mahal Marketing Management – 5th Edition, 2003
5. Dr.R.L.Varshneyn and Dr.S.L.Gupta Marketing Management-S.Chand sons
6. V.S.Ramaswamy and S.Namakumari Marketing Management–McMillan 3rd Edition, 2002

SEMESTER – IV

COMPUTER PRACTICAL

TALLY

Course Code: 15BMC 404 **(INSTRUCTION HOURS PER WEEK- 3)**

Programme List

1. Company creation, creation of ledgers and vouchers
2. Preparation of Trial
3. Preparation of Final accounts without adjustments.
4. Preparation of Final accounts with Adjustments.
5. Stock Valuation – Creation of stock category, stock group and stock item.
6. Ratio analysis and its interpretation.
7. Funds Flow analysis
8. Cash Flow analysis Cost Center.
9. Budgets.
10. Preparation of reports – Inventory report

TEXT BOOK

1. TALLY – Accounting software – S.Palanivel, Margham Publications 2007

REFERENCE BOOKS

1. Financial accounting on computers using Tally – Namrata Agarwal Dream tech **, press India pvt ltd , 1999.**
2. Using Tally Sathyapal- Khanna Publishers, 1998
3. Accounting With Tally – Nandhani - Bpb Publishers, 1999
4. Tally More Simple and More Flexible – Nellai Kannan. - General 2004

GENERAL AWARENESS

EFFECTIVE FROM 2012-13 AND ONWARDS-NON MAJOR-II

COURSE CODE: 15NM 02 **(INSTRUCTION HOURS PER WEEK - 2)**

(To be taught during the second year study of every undergraduate course 2 hours every week)

COURSE CONTENT:

Important events/dates in the history of the world in general and in Indian in particular importance is also to be given to the local history (History of Tamilnadu)

World personalities:

Great authors and their important works: Inventions and discoveries: honors and awards

Sports, education, General science, Geography, Important technologies, Indian Constitution, National movements.

Skills in the following areas:

- Logical reasoning
- Mental ability
- Numerical ability and general intelligence.

TEXT BOOK:

Foundation course-A: General Awareness-Bharathiar University.

REFERENCE BOOKS:

Objective Arithmetic - Ravi Chopra

Objective General Knowledge-Bright and Phull

Manorama year book

Competition success review and general knowledge - Monthlies.

Supportive Course (CBCS)

SEMESTER-IV

KNOWLEDGE MANAGEMENT

(INSTRUCTION HOURS PER WEEK- 4)

OBJECTIVES

- ✓ To give students a solid foundation covering the major problems, challenges, concepts and techniques dealing with the organization and management of knowledge with the help of computers.

Unit I

Knowledge management – meaning of knowledge – basic types of knowledge – knowledge and wisdom-evolution – need for knowledge management – value of knowledge – knowledge management imperatives – the need for organizational knowledge management – key benefits and organizational benefits

UNIT II

The key drivers for organisational knowledge management- Knowledge based drivers- Technology drivers – Intra organisational drivers – Human resource drivers – Process drivers – Economic drivers.

UNIT III

Approaches to organizational knowledge management-Repository model approach – Communities of practice(COP) approach – continuous learning approach – Management structures – Organizational knowledge management strategies – components and functions – Knowledge creation – Identification ,collection, organisation, sharing, adoption, usage- Learning organization – skill development

UNIT IV

Quality methodologies- control charts – lot sampling - process capability- value analysis- Six sigma - Artificial intelligence – Business re-engineering –business process reengineering (BPR) – Emerging business paradigms – E business and knowledge management – Knowledge organisation.

UNIT V

Organisational knowledge : capital – Organisation knowledge classification – Knowledge life cycle-Organizational knowledge sources – Organisation knowledge processes-organisational knowledge hierarchy-organizational intellectual/human capital- organizational Meta knowledge-key knowledge management process.

TEXT BOOK

Sudhir Warier, Knowledge management , Vikas publishing house pvt limited 2003 edition

SUPPORTIVE COURSE (CBCS)

SEMESTER-IV

BUSINESS ETHICS AND SOCIAL RESPONSIBILITY

(INSTRUCTION HOURS PER WEEK- 4)

OBJECTIVE

- To strengthen the ability to anticipate, critically analyse, appropriately respond to ethical issues in enterprise.

UNIT – I ETHICS IN ORGANIZATION

Introduction – Ethics and Business ethics – The concept of new Ethics – Values and Ethics Development of Ethical corporate Behaviour – Ethical Leadership.

UNIT – II ETHICAL CHOICES IN BUSINESS

Ethical Decision making – Structure – How to use ethical reasoning – Problems in ethical decision making. Ethical Decision making – Structure – How to use ethical reasoning – Problems in ethical decision making. Ethical Dilemma – Meaning - Definition – Salient features of ethical Dilemma.

UNIT – III CORPORATE SOCIAL RESPONSIBILITIES

Social responsibility – Meaning – Definition – Why business should be socially responsible. Corporate governance – Historical background. Important issues of corporate governance – Corporate governance in India – How to achieve good corporate governance.

UNIT – IV ETHICS IN DIFFERENT MANAGEMENT PRACTICE

Ethics in marketing – Ethics in finance – Ethics in human resource management.

UNIT – V BUSINESS AND SOCIETY

Environmental ethics – meaning – Pollution role of ethics in environmental protection. Corruption – Mechanism – causes – impact of corruption – corruption. An ethical involvement.

TEXT BOOK

Manisha Paliwal 2006, Business Ethics –, edition, New Age, International (P) Ltd publishers, New Delhi.

SUPPORTIVE COURSE (CBCS)

SEMESTER -IV

MANAGEMENT INFORMATION SYSTEM

(INSTRUCTION HOURS PER WEEK- 4)

OBJECTIVE -

- To enable the students to understand the MIS support for the functions of Management.

UNIT-I

Management Information System (MIS)-concept – Definition – role of MIS- MIS and computer – MIS and Academics – MIS and user.

UNIT –II

Decision making – Concepts – Methods – Tools procedures – Behavioral concept – Information – Concept – Clarifications – Value – Organization and information – System – Concept- Types – Handling system complexity.

UNIT –III

Data base management system - Decision Support System – System analysis and design – Determining information requirement - Deployment and implementation of MIS.

UNIT IV

Applications in manufacturing sector – Applications in service sector – Enterprise management systems.

UNIT V

Object oriented technology (OOT) - Client server architecture – Networks- Business Process Reengineering (BPR) - Need – process – Relevance of information technology.

TEXT BOOK

1. Management Information System – W. S. JAWADEKARS Tata McGRAW hill 1998,3RD Edition 2008

REFERENCE BOOKS

1. James A.O'Brien, Management Information System, Tata McGRAW hill 2002,6th Edition 2004
2. Gordan B. Davis, Management Information System - - McGRAW hill 1989
3. Henry C. Lucas, Management Information System - - McGRAW 1985
4. Murdick & Ross, Information system for modern management –- PHI 1994
5. C S V Murthy, Management Information System –- HPH 1999.

SEMESTER – V
COST AND MANAGEMENT ACCOUNTING

Course Code: 15BMC501
OBJECTIVE –

- To impart the knowledge of basic cost concepts, methods and techniques of costing.
- The Objective of this paper is to explain elements of cost, preparation of cost sheet, methods of costing and the use of technique of Management accounting.

UNIT I : Cost accounting – Basic Concepts (Theory & problems)

Meaning – Definition-scope-Objectives-Function-Merits and demerits of Cost and Management Accounting-distinction between Cost. Management and Financial accounting – Elements of Cost-Cost Concept – Cost classification. Preparation of cost sheet Relationship of costing department with other departments.

UNIT II Elements of Cost & Stores control (Theory & Problems) .

Material Cost: direct and indirect material cost, Inventory control techniques-stock levels, EOQ-Maximum, Minimum. Issue of materials to production- pricing methods-FIFO, LIFO with base stock, average and standard price methods. Labour cost: direct and indirect labour cost-methods of payment of wages including incentive plans -Halsey and Rowan plans, Tailors Piece Rate method.

UNIT III Financial statement analysis (Problems only)

Financial statement analysis -features, limitations. Need, Meaning, objectives, and process of financial statement analysis-Methods and techniques of analysis (Theory Only)

Preparation of comparative and common size statements-analysis and interpretation. Ratio analysis-Classification of ratios-Liquidity, profitability, solvency, ratios and its interpretations..

UNIT IV : Costing Techniques for Decision making (Problems only)

Marginal Costing-Meaning - Importance - Marginal cost Equation - Difference between Marginal costing and Absorption costing - Applications of Marginal costing –Cost Volume profit analysis & Break Even Analysis-Meaning and Importance - Break even chart and different formulas (Simple problems). Funds flow statement – Income statement and Balance sheet – preparation.

UNIT V Standard Costing & Budgeting (Problems only)

Standard costing-variance analysis-material and labour variances. Budget and Budgetary control-classification - preparation of various budgets.(Production Budget, Sales budget, Flexible Budget, Cash Budget)

(Theory carries 20 % and problems carry 80 %)

TEXT BOOK:

Management Accounting – Sharma & Sasi.k.Gupta Kalyani publishers-10th Revised & enlarged 2005.

REFERENCE BOOKS:

1. Jain and Narang, Costing -Kalyani publishers,18th revised 2005.
2. Nigam and Sharma, Cost Accounting- Himalaya publishing house
3. S.N. Maheswari, Management Accounting S.Chand,15th Editio,2006,Reprint 2009
4. Peter Atrill and eddle McLancy, Management Accounting- Prentice hall of India

SEMESTER – V

ORGANISATIONAL BEHAVIOUR

Course Code:15BMC 502 **(INSTRUCTION HOURS PER WEEK- 6)**

COURSE OBJECTIVE

- To develop an understanding on basic elements that shape human behavior.
- To provide an in-depth look at key factors essential for the successful execution of managerial roles and responsibilities.
- To learn the implication of OB in today's organization work life.

UNIT-1 ORGANIZATIONAL BEHAVIOR-INTRODUCTION

Level of Knowledge: BasicMeaning, Definition of Organizational Behavior, Evolution of OB as a discipline, Contribution from other disciplines, OB Framework, Emerging issues in organization behavior-Individual Behavior

UNIT-2 PERSONALITY, PERCEPTION, LEARNING

Level of Knowledge: BasicDefinition, Determinants of personality, Approaches to understanding personality – Personality – Types – Factors Affecting Personality – Perception – Importance – Factors influencing Perception – Learning – Types of Learning Styles – The Learning Process Meaning of learning – Importance and barriers to learning, Theories of learning- Principles of learning

UNIT-3 ATTITUDES & VALUES, LEADERSHIP

Level of Knowledge: BasicMeaning, Formation of attitudes, ABC model, Changing our attitudes and others, Values- Relationship between Attitudes and Values. Leadership – Types, Trait Perspective of Leadership – Behavioral Perspective of leadership - Ohio & Michigan Studies - Managerial Grid; Contingency Perspective of Leadership - Situational Leadership and Path & Goal of leadership,

UNIT-4 GROUP DYNAMICS

Level of Knowledge: BasicMeaning – Types of groups – Functions of groups, Stages of Group formation, Group Processes- Group Norms, Group Roles, Group Cohesiveness, Group Size; Threats to group effectiveness; Evolution of groups into teams. Conflicts-Types-Levels.

UNIT-5 MOTIVATION, ORGANIZATIONAL CHANGE

Level of Knowledge: AnalyticalMeaning – Basic Motivation Process, Motivation –Types-Importance – Theories- Organizational change-Meaning – Importance of Change- Nature of work change - Planned & Unplanned External change- Lewin's Force Field analysis model, Resistance to Change- Overcoming Resistance to Change.

COURSE OUTCOME

- To discuss the development of the field of organizational behaviour.
- To analyze and compare different models used to explain individual behaviour.
- To identify the processes used in developing communication and resolving conflicts.
- To explain group dynamics and demonstrate skills required for working in groups. (team building)
- To identify the various leadership styles and the role of leaders in a decision making process.
- To explain organizational culture and describe its dimensions and to examine various organizational designs

Total Periods = 66 hrs (T)

Text Books:

Singh, K. (2014). Organizational Behaviour: Text and Case. New Dehli: Pearson Education.

Recommended Reading:

Aswathappa, K. (2010). Organizational Behaviour(Text, Cases and Games). Bangalore: Himalaya Publication.
Greenberg, J., & Baron, R. A. (2008). Behaviour in Organizations. Pearson Prentice Hall.
Nelson, D. L., & Quik, J. C. (2008). Organization Behaviour. Thomson South Western.
Robbins, S. P., Judge, T. A., & Vohra, N. (2011). Organizational Behaviour. Pearson Education Asia.
Fincham, Robin; Rhodes, Peter; (2010). Principles of Organizational Behaviour, Oxford University Press

SEMESTER – V

GLOBAL BUSINESS MANAGEMENT

Course Code: 15BMC503
OBJECTIVE-

To impart knowledge and skill of analyzing operational processes of business between nations. The course focuses imparting knowledge and skills on-

- History, evolution, growth & development of International Business.
- Reasons for existence of MNC s and their strategies.
- Government policies & procedures applicable for International Business.

UNIT-1 Introduction to International Trade

International Trade: Meaning, Objectives, Features, Types, Need and importance, Limitations – Recent trends in India's foreign trade. Multinational Corporations and their involvement in Global Business:

UNIT II Global Environmental context

Environmental Context of International Business: Framework for analyzing international business environment – Domestic, foreign and global environments and their impact on international business decisions. Global Trading Environment: World trade in goods and services – Major trends and developments; World trade and protectionism – Tariff and non-tariff barriers; Counter trade.

UNIT-III Institutional assistance

Indian institutional assistance for export promotion - Export policy - Features -Infrastructure set-up and Aids - Export Promotion Council - Commodity Board - Trade Development Promotion Council - Board of Trade - IIFT, Export Inspection Council, STC, Star Export houses etc.

UNIT-IV Export Procedure and Documentation

Export procedures - Offer and receipt of confirmed orders - Production - Shipment and banking procedure - Negotiation - Documents for export trade - Export incentives.

UNIT-V Export Financing & International Agencies

Export financing - Procedure for pre shipment credit - Post Shipment Credit - Letter of credit - Features - Medium term loans - Long term loans - Exchange control regulations –ECGC – SEZ (Special Economic Zones).
International agencies and agreements - IMF - World Bank - Functions and features - WTO – Features.

TEXT BOOKS:

1. Tas Balagopal - Export Management Himalaya publishing house 2011- 21st Edition
2. Francis Cherunilam - International trade and export management HPH 2010-16th Edition

REFERENCE BOOKS.

1. Kumar. Export & Import management. Excell books
2. Sumati Varma. (2013). *International Business* 1st ed. Pearson.
3. Charles Hill. (2011). *International Business: Text & Cases.* New Delhi: Tata McGraw Hill.
4. Warren J. Keegan. (2010). *Global Marketing Management 9th ed*, New Delhi: Prentice Hall of India.
5. Daniel and Radebaugh. *International Business.* 10th ed. Pearson Education

SEMESTER – V
ADVERTISING AND SALES PROMOTION

Course Code: 15BMC506
OBJECTIVE –

- To enable the students to acquire knowledge of sales promotional measures.

UNIT-I Introduction to advertising **10**

Advertising: Meaning - Importance - objectives - Media - Forms of media – Indoor and Out door advertising - Radio and television advertising - Exhibition - Trade fair - Transportation advertising. Advertising types, techniques, techniques for testimonials, Advertising and Marketing - Factors that Affect Marketing and advertising.**.** Advertising Objective-kinds - DAGMAR Approach to Setting Objectives and Measuring, Advertising Effectiveness; The Advertising Communication System. ***The exciting world of Indian Advertising:*** Emerging Areas of Growth, Shifting patterns of consumption;

UNIT –II Advertising Agencies **11**

Structure of an Advertising Agency: Introduction, Overview of an Advertising Agency; Departments of an Advertising Agency, Creative department, Media department, Client servicing department, Marketing research department; Ancillary Services; Interfacing with Client's Organisation; Integration of Services. Advertising Budget - advertising appeals - Advertising copy - Objectives - Essentials - Types - Elements of copy writing. Advertising campaign-steps. Advertising Budget - Advertising organisation

UNIT-III Digital strategies of Advertising **11**

Digital strategies- Website planning- Social Media marketing-Email marketing for business-Google plus for business-Google analytics. Digital Advertising: Electronic Bill board-Web based marketing-Audio advertising-Pay per click (PPC) advertising-Interactive advertisements-Advertisement on the internet-advantages & disadvantages

UNIT – IV Introduction to Sales Promotion **11**

Scope and role of sale promotion – Definition – Objectives of sales promotion - sales promotion techniques – Trade oriented and consumer oriented. Advertising techniques of sale promotion - Consumer and dealers promotion. Tools of Sales Promotion- After sales service - Personal selling -: objectives – Steps in of personal selling - Types of salesman.

UNIT-V Sales Promotion Campaign **12**

Developing sales promotion programme, pre-testing implementing, evaluation of results and making necessary modifications Sales promotion – Requirement identification – Designing of sales promotion campaign – Involvement of salesmen and dealers – Out sourcing sales promotion national and international promotion strategies – Integrated promotion – Coordination within the various promotion techniques – Online sales promotions. Ethical and legal aspects of sales promotion

TEXT BOOKS

1. Sontaki C. N , Advertising and Sales Management Kalyani publishers 3rd Edition, 2006.

REFERENCE BOOKS.

1. BELCH EVANS, Advertising and Promotion - TMH Publication
2. Kazmi, Advertising and Sales promotion - Excel books
3. David A.Aaker, Advertising management – PHI Publication
4. John R.Rossiter, Advertising and promotion management - McGraw hill

SEMESTER – VI
FINANCIAL MANAGEMENT

Course Code: 15BMC601

OBJECTIVE –

- To enable the students to acquire knowledge about the techniques of managing finance in business for decision making .

UNIT-I Objectives of firm & Financial Planning (THEORY ONLY)

Introduction to Finance Functions: Meaning - Scope of finance functions - Financial Manager's role- Objectives of financial management - Financial Goal : Profit versus wealth, Conflict of Goals, Management Versus owners. Profit maximization and wealth maximization, share holders wealth maximization (SWM) - Sources of finance –External and internal sources - Short term - Bank sources - Long term - shares - preferred stock - debt. Retained earnings as an internal source of fund

UNIT - II Financing Decisions (SIMPLE PROBLEMS ONLY)

Financing Decision: Cost of capital - cost of specific sources of capital - Equity -Preferred stock debt - weighted average cost of capital ***Financial and Operating Leverage* –** Introduction; Meaning of Financial Leverage; Measures of Financial Leverage; Calculation of Earnings Per Share (EPS) and Return on Equity (ROE) ; Financial and Operating Leverages & Combined leverages.

UNIT – III Capital Structure & Dividend policy (THEORY ONLY)

Capital structure - Introduction; Relevance of Capital Structure Theories - Factors influencing capital structure - Features of an appropriate Capital Structures, Optimal capital structure -Dividend and Dividend policy: Meaning, Classification - Sources available for dividends – Kinds of dividends - Determinants of dividend policy- dividend theories.

UNIT - IV Working Capital management (THEORY ONLY)

Working Capital Management – Meaning, nature and need for working capital, operating cycles, optimum level of working capital, factors determining working capital level, Computation of working capital level, estimation of current assets and liabilities

Cash management: Motives for holding cash - objectives and Strategies of cash management.

Receivable Management: Objectives - Cost of credit Extension, Benefits - Credit policies -Credit terms - Collection policies.

UNIT – V Capital Budgeting (THEORY & PROBLEMS)

Capital Budgeting – meaning, nature and significance of capital budgeting decision, importing evaluation techniques – discounted cash flow techniques profitability Index (PI) net present value (NPV), and internal rate of return (IRR), non discounted cash flow techniques – pay back (PB) method. Average rate of return (ARR

(Theory carries 80 %, Problems carry 20 %)

Text Book:
R. K. Sharma & Shashi.k.Gupta , Financial Management -Kalyani publishers, 8th revised & enlarged 2014.

Reference books:

1. P.V. KulKarni ,B.G.Sathyaprasad, Financial Management -Himalaya Publishing house,2014
2. Khan and Jain , Financial Management - A Conceptual Approach -Tata McGraw hill,6th edition 2011
3. I M. Pandey, Financial Management -Vikash publishing house,2nd revised 1990,reprint 2010
4. S. N. Maheswari, Management Accounting- S.Chand,15th edition 2006,reprint 2009
5. James. C.Vanhorne, Financial Management and policy -Prentice hall of India (P) Ltd.

SEMESTER – VI
STRATEGIC MANAGEMENT
Course Code: 15BMC602

OBJECTIVE -

- This course helps the students to craft a strategy and choose a superior competitive position by analyzing and exploring conceptual framework and models to gain practical knowledge and application in management and execution arena.

UNIT -1

Introduction – Difference between Strategic Management and Operation Management – Need for Strategic Management – Strategic decision making –Role of Strategic Management in business organization – Importance of Strategic Management in Business Organization – Limitations of Strategic Management.

UNIT-II

Vision – Mission – Corporate Appraisal – Nature and Role – Techniques of Corporate Appraisal – Internal , Analysis – Value Chain Analysis – Factor Analysis **-** SWOT Analysis – 7s Frame work – BCG Matrix – Experience Curve.

UNIT-III

Types of Strategies – Stability – Growth – Turnaround – Retrenchment – Combination – Diversification – Mergers and Acquisitions – Factors for Successful Mergers – Types of Mergers.

UNIT – IV

Strategy Implementation – Issues in Strategy Implementation – Process of Strategy Implementation – Structural Determinants of Implementing Strategy – Organization Structure – Organization Leadership and Strategy Implementation..

UNIT-V

Strategic Review and Control – Introduction – Purpose of Review and Control – Process of Strategic Evaluation – Characteristics of Effective evolution and Control System – Importance of Information in Strategic Control.

TEXT BOOK.

1. S.Sankaran, Business Environment Policy and Strategic Management, Margham Publications, Chennai 2010 Edition

REFERENCE BOOKS

1. R.M.Srivatsava and Divya Nigam, Corporate Strategic Management, Pragati Prakashan, Meerut.
2. Ramasamy V.S. and NamaKumari, Strategic Planning Formulation of Corporate Strategy, McMillan New Delhi, Edition-1999,Reprint 2007
3. R.Srinivasan Strategic Management – The Indian Context – Prentice Hall of India (pvt) Limited, New Delhi**.,** 3 rd edition -2008

SEMESTER VI

ENTREPRENEURSHIP & PROJECT MANAGEMENT

COURSE CODE:15BMC603

OBJECTIVE

- The course will help the students in knowing entrepreneurship and searching for business ideas and new ventures.
- Knowing project management will help them in preparation of projects and guidelines for preparation of projects.

UNIT-I : Entrepreneurship

Entrepreneurship: Meaning – Characteristics- classification of entrepreneurship –- functions – types – Nature and importance of entrepreneurs, Entrepreneurs Vs Professional managers, traits of a true entrepreneur – behavioural patterns of entrepreneur – environmental factors affecting entrepreneurship. socioeconomic impact of entrepreneurship

UNIT-II : Business Venture

Search for business ideas – sources of ideas – idea processing and selection – project – objectives – project life cycle – entrepreneurial process identification and classification – Internal and external constraints. Entrepreneurial development training – importance of training, objectives of training - methods of training, benefits of training process–entrepreneurship development program

UNIT –III : Project Management

Project Categories – Project life cycle phases – Project identification – Contents of a project report – Guidelines for project formulation –project evaluation- preparation of project report – guidelines – procedure and formalities for registration. Market & demand analysis

UNIT – IV: Project Estimation & Evaluation

Critical path method – Principles – Construction of network – project activity - Critical path – Resource allocations- Resource smoothing – Manpower planning. Programme evaluation and review technique – Timescale analysis – Critical path Project cost analysis : project estimation – task – classification – Estimation forms. Finance: Source of finance for project – Criteria for evalution pay back – NPV method comparison of projects.

UNIT – V :Small Business management & Financing

Starting a small industry – Decision – Steps – procedure and formalities for registration – meaning of incentives and subsidies – incentives, subsidies and Taxation benefits. Source of finance for a project – Institutional finance – Role of DIC's, SISI, SIDCO, SIPCOT, TIIC, NIESBUD, IDBI, ICICI, IRCI and Commercial Banks.

TEXT BOOK

1. C.B.Gupta and N.P.Srinivasan - Entrepreneurial Development, VIth edition, Reprint: 2002 – Sultan chand and sons
2. Vasant Desai, Project management, , Himalaya Publication ,3 rd revised Edition 2007

REFERENCE BOOKS

1. Vasanth Desai, Organisation and management of small scale industries-HPH
2. C.B.Gupta, Entrepreneurial Development - Sultan chand
3. Batra G.S, Development of entrepreneurship – Deep and Deep publication
4. Varma and Agarwal -Entrepreneurship development – King publishers

SEMESTER VI
INTERPERSONAL RELATIONSHIP

COURSE CODE: 15BMC604

OBJECTIVE

- This is a self and Personality development course to be integrated with exercises and experiential learning which will help the students to prepare for job life.

UNIT I : Self

Self : Definition and Perception. Self Schemes, Gaining Self Knowledge, Self Knowledge, Self awareness, Self effectiveness, Self presentation motives and Strategies, Self monitoring, Impression Management.

UNIT II Communication

Communication : Communication and language, models of - oral - Qualities and profile of a good speaker, written - clarity, responsibility, simplicity, style, brevity Interpersonal Communication - Barries - ways of over coming - Nonverbal Communication - Paralanguage, Eye Contract, Facial expression, Kinersics, Body language, Deception, and Detecting deception.

UNIT III : **Assertiveness**

Assertive Training Nature, importance & relevance to organizational life - Assertion and aggression , Assertive writing, preparing for assertive business writing - tools, tips, pitfalls, persuation. When to say Yes/No. Being assertive with oneself - cutting, rewriting, editing and How to enhance individual assertiveness?

UNIT IV : Transactional analysis

Transactional Analysis Introduction, Ego States, exclusion contamination, strokes, Life positions, Types of Transactions, Time Structures - Withdrawal, Rituals, Pastimes, activities, games - types, Stamps, Rackets and sweat shirts, scripts. Advantages and disadvantages of TA, TA tips for performance interviews, Development Planning with subordinates, TA tips for selection.

UNIT V : Counseling

Counseling Introduction - other interventions - steps Elements of Counseling - Counseling as a helping strategy and Significance Predicting People's Problems Journey into life space. Anxiety and stress Counseling to develop organisations, Check list for Counselors, Training for Counseling.

Text Book :

For Unit I and II Jerald Greenberg and Robert. A. Baron, Behaviour in Organisations By– PHI learning India PVT Chennai. E-mail :phi@phindia.com

REFERENCE BOOKS

1. Venkatapathy.R and Jackson.P.T. Managing Interpersonal Effectiveness, Adhithya Publishers, 2003.
2. Thomas Harris I'm okay, you're okay.
3. Fishert Uray Getting to Say yes: Negotiating an agreement without giving in AMA, 1993. 4. www. Ta Tutor. 5. Robert L.Gibson and Marianne H.Mitchell, Introduction to Counseling and Guidance, VI edition, PHI, 2005.

Semester VI
PROJECT AND VIVA VOCE

CODE 15 BMC 606

During the sixth semester each student shall undertake a project to be pursued by him / her under the supervision of an Internal Supervisor to be appointed by the department Head / Director / Principal. Both the subject and the name of the Supervisor will be approved by the Principal of the Institution. The Project Report in duplicate along with one soft copy in a CD will be submitted at least four weeks prior to the commencement of the End Term Examination of the Sixth Semester. Project Report shall carry 100 marks. These shall be evaluated by an External Examiner appointed by the College for 20 marks and for the rest of the 80 marks by an Internal Board of Examiners / Supervisor.

Instructional Hours :

BBA CA : 6 Hours

SUPPORTIVE COURSE (CBCS)
SEMESTER VI
TOTAL QUALITY MANAGEMENT

OBJECTIVE –

This course provides in depth understanding pf problems and issues in total quality mgt.

UNIT I

Total quality management- meaning-benefits-Basic concept of TQM- Guru's of TQM (W.Edward Deming, Joseph M.Juran, and W.G Ouchi) Historical review of quality control-Quality control (QC) – Statistical quality control (SQC)-Total quality control (TQC).

UNIT II

Quality assurance (QA)-Dimensions of quality –Quality planning-Principles of TQM-Quality council –Quality statements –Strategic planning – Communication Decision making

UNIT III

Leadership- Characteristics of quality leaders- 7 habit of highly effective4 people – Deming's philosophy – Role of TQM leaders – Implementation of TQM – Barriers to TQM implementation.

UNIT IV

Customer satisfaction –Introduction-Customer perception of quality – Service quality – Kano's model – Continuous process improvement – Input output process model – PDSA cycle – Problem solving Method – Kaizan – 5s tools – JIT.

Unit V

Quality circles –Advantages –TQM tools – Benchmarking- QFD – TPM, FMEA- Need for ISO 9000 and other quality system – Elements – Implementation of quality systems – Requirement and Benefits

Text Book

1. Prof. K .Krishnaswamy Prof. G Karmegam R.Somasundaram Total quality Management by, 2006 edition- R.K Publishers.

Reference Books:

1. TQM text and cases B.Janakirama and R.K Gopal Prentice hall of India-2007.
2. TQM by Dale H.Besterfield , Carol Bestefield Michna , Glem H Bestefield Infinity books third edition.
3. Applying TQM to customer responsive management by Frank W. Davis
   Karl B Manrodt.

SUPPORTIVE COURSE (CBCS)
SEMESTER VI
BRAND MANAGEMENT

OBJECTIVE

- To introduce the student to an understanding of the need to differentiate products and services in today's world of alternatives which provides consumer with the power of choice.

UNIT – I : BRAND – AN OVERVIEW

Concept of a brand – Evolution, perspectives, anatomy, types of brand names, brand name associations, Brands Vs Products, C Branding, Advantages of Brands to consumers & firms. Product success – product failure – Criteria for success of brands – failure, examples of successful brands Brand elements: Components & choosing brand elements, Branding challenges & opportunities

UNIT – II : BRAND EQUITY & POSITIONING

Brand Equity – Meaning – Brand Equity based on cost- models (Historical, replacement, market value, discounting cash flow method, Inter – brand method) – Brand Equity Management – Brand pricing: concept, importance and types. Brand positioning – Basic concepts – alternatives – risks – Brands & consumers –Strategies for positioning the brand for competitive advantage – Points of parity – Points of difference - Buying decision perspectives on consumer behaviour, Building a strong brand – Method & implications.

UNIT – III: BRAND IMAGE & EXTENSION

Brand Image, image dimensions, brand associations & image, Brand identity – perspectives, levels, and prisms. Managing Brand image – stages – functional, symbolic & experiential brands. Brand Loyalty & cult brands. Brand Extension: Leveraging Brands – Brand extensions, extendibility, merits & demerits, Line extensions, line trap – Co-branding & Licensing Brands. Reinforcing and Revitalisation of Brands – need, methods, Brand Architecture – product, line, range, umbrella & source endorsed brands. Brand Portfolio Management.

Unit – IV: BRAND PERSONALITY AND IMAGE

Brand personality importance, definitions – types (Ritualistic, symbol, heritage, exclusive, belonging and legendary brands). Brand image – definitions – provider driven, product driven and user driver image – brand image and celebrity, imagery and celebrity.

UNIT – V: BRAND VALUATION AND REPOSITIONING

Dimension of brand identity - AAKER'S Framework, KAPEFERER'S frame work. Positioning & Repositioning with examples – Re-launching. Brand valuation – Methods of valuation, implications for buying & selling brands. Applications – Branding industrial products, services and Retailers – Building Brands online. Indianisation of Foreign brands & taking Indian brands global – issues & challenges.

TEXT BOOK-

1. Brand management by Y.L.R Moorthy 2014 Edition, Vikas Publishing house Pvt, Ltd.,

REFERENCE BOOKS

1. Brand management, Harsh V.Verma -Excell books (2nd edition 2006)
2. Chunnawala, Compendium of brand management - - HPH,3 rd reprint
3. Jean Noel Kapferer Strategic brand management - Global business press
4. Strategic Brand Management – Kevin lane Keller – PHI, 3 rd edition 2008
5. Kevin Lane Keller, Strategic Brand Management, PHI/Pearson, New Delhi.
6.Harsh Varma, Brand Management, Excell Books, New Delhi

SEMESTER- VI
SUPPORTIVE COURSE (CBCS)

PROJECT MANAGEMENT

OBJECTIVES-

- To inculcate the students with the knowledge on the various techniques and evaluation to achieve project objectives.

UNIT – I

Project Management – Project Organisation – Establishing a new project – Defining Project Specification – Forecasting Techniques – Market and demand analysis – Sources of information survey – Demand forecasting.

UNIT – II

Critical path method – Principles – Construction of network – For project activity - Critical path – Resource allocations- Resource smoothing – Manpower planning.

UNIT – III

Programme evaluation and review technique – Timescale analysis – Critical path Project cost analysis : project estimation – task – classification – Estimation forms

UNIT –IV

Cost estimation – Material, labour – Production cost – Overhead cost – Project report: report working – Project cost report – Finding BEP of projects – Investment proposal .

UNIT –V

Finance: Source of finance for project – Criteria for evalution pay back – NPV method comparison of projects.

TEXT BOOK

1. Prasanna Chandra, Projects - Tata McGraw hill-2012.

REFERENCE BOOKS:

1. Project management, Himalaya Publication ,2nd Edition 2009
2. Project management, Vasant Desai, Himalaya Publication ,3 rd revised Edition 2007
3. Project management , R.Panneerselvam,P.Senthil kumar – PHI Learning Pvt Ltd -2009
4. Narendra Singh, Project management and control - Himalaya publishing house-3rd revised edition
5. C.B.Gupta and srinivasan, Entrepreneurial development - Sultan chand & sons