



PERIYAR UNIVERSITY

PERIYAR PALKALAI NAGAR

SALEM - 636 011

**DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION
CHOICE BASED CREDIT SYSTEM**

SYLLABUS FOR B.B.A.

**FOR THE STUDENTS ADMITTED FROM
THE ACADEMIC YEAR 2012 – 2013 ONWARDS**

REGULATIONS AND SYLLABUS

1. ELIGIBILITY FOR ADMISSION

Candidates seeking admission to the first year of the degree of Bachelor of Business Administration shall be required to have passed the Higher Secondary Examination (Academic or vocational stream) conducted by the Government of Tamil Nadu or any examination accepted as equivalent there to by the syndicate of Periyar University. Preference will be given to those who have taken commerce as a subject in the qualifying examination.

2. ELIGIBILITY FOR AWARD OF DEGREE

A candidate shall be eligible for the award of the degree only if he / she has undergone the prescribed courses of study in a college affiliated to the university for a period of not less than three academic years comprising six semesters and passed the examinations prescribed and fulfilled such conditions as have been prescribed there for.

3. COURSE OF STUDY

a). Objectives of the Programme :

- i. To provide the basic and essential knowledge regarding various activities undertaken and necessary to run socially responsible business organization ;
- ii. To impart certain basic skills and aptitude which will be useful in taking up any particular activity in a business ;
- iii. To furnish global view of the several industries and other organizations and their functions which support the business system ;
- iv. To develop the personality so as to become responsible citizen with greater awareness about the Indian society and its culture.

- b). The programme of study shall consist of Foundation courses, Core courses, Allied courses Skill Based Elective Courses (SBEC) and Non Major Elective Courses (NMEC).

Note : Modern or classical languages :

- i. Indian - Telugu, Kannada, Malayalam, Urdu and Hindi
- ii. Foreign - French
- iii. Classical - Sanskrit, Arabic & Persian

4. OTHER REQUIREMENTS

- i. As a part of BBA curriculum a minimum of 2 factory visits per year must be arranged for the students.
- ii. Industrial training report : For Industrial training. The students are expected to have a practical training in any business unit or undertaking to enable them to acquaint himself / herself with the procedure, practice and working of companies.

- iii. Each student should undergo industrial training for a minimum period of two weeks during the third semester vacation.

5. REQUIREMENTS FOR PROCEEDING TO NEXT SEMESTER

Candidates shall be eligible to go to next semester, only if they satisfy the conditions prescribed by the syndicate from time to time.

6. PASSING MINIMUM

A candidate shall be declared to have passed in each courses if he / she secures not less than 40% prescribed for the examination. He / She shall be declared to have passed the whole examination if he / she passed in all the course as per the scheme of examination.

7. CLASSIFICATION OF SUCCESSFUL CANDIDATE

Successful candidate passing all the examinations securing the credits in the aggregate of the marks prescribed for core allied SBEC & NMEC courses together shall be declared to have passed the examination in first and second class respectively. All other successful candidates shall be declared to have passed in the examination to the third class.

Candidates who obtained 75% of marks and above any course shall be deemed to have passed that course with distinction provided they passed the examination at the first appearance.

8. RANKING

Candidates who pass all the examinations prescribed for the course in the **first appearance** only are eligible for ranking.

9. MAXIMUM DURATION FOR THE COMPLETED OF THE UG PROGRAMME

The maximum duration for completion of the UG programme shall not exceed twelve Semesters.

10. COMMENCEMENT OF THIS REGULATION

The regulations shall take effect from the academic year 2008-2009 i.e., for students who are admitted to the first year of the programme during the academic year 2008-2009 and thereafter.

11. TRANSITORY PROVISION

Candidates who were admitted to the UG programme of study before 2012 -2013 shall be permitted to appear for the examinations under those regulations for a period of three years i.e., up to and inclusive of the examination of April / May 2015. Thereafter, they will be permitted to appear for the examination only under the regulations there in force.

SEMESTER – I

PART	STUDY COMPONENTS	COURSES	HOURS / WEEK	CREDITS
Part - I	Languages	Tamil or anyone of the modern (Indian or foreign) or classical Languages - I	6	3
Part - II	Languages	English – I	6	3
Part - III	Core Course-I	Principles of Management	5	4
	Core Course-II	Business Communication	5	4
	Allied Course-I	Business Mathematics and Statistics – I	5	4
Part -I V	NON MAJOR			
	Environmental Studies	Environmental Studies	1	-
	Value Education	Yoga	2	2
			30	20

SEMESTER – II

PART	STUDY COMPONENTS	COURSES	HOURS / WEEK	CREDITS
Part - I	Languages	Tamil or anyone of the modern (Indian or foreign) or classical Languages – II	6	3
Part - II	Language	English – II	6	3
Part - III	Core Course – III	Organisational Psychology	6	5
	Elective Course –I	Business Environment (or) Entrepreneurial Development	6	5
	Allied Course – II	Business Mathematics and Statistics – II	5	4
Part – IV	Environmental Studies	Environmental Studies	1	2
			30	22

SEMESTER - III

PART	STUDY COMPONENTS	COURSES	HOURS / WEEK	CREDITS
III	Core Course - IV	Introduction to Operations Research - I	6	4
	Core Course - V	Financial Accounting	6	4
	Core Course - VI	Business Law	6	4
	Allied Course – III	Business Economics	4	3
IV	SBEC - I	1. Functional English for Executive	2	2
		2. Elements of Insurance	2	2
		3. Business Process Outsourcing	2	2
	NMEC - I	1 Principles of Management	2	2
			30	23

SEMESTER - IV

PART	STUDY COMPONENTS	COURSES	HOURS / WEEK	CREDITS
III	Core Course - VII	Introduction to Operations Research – II	6	4
	Core Course - VIII	Management Accounting	6	4
	Core Course - IX	Company Law	6	4
	Allied Course – IV	Money Banking and Global Business	4	3
IV	SBEC - II	1. Practice of Public Relations	2	2
		2. Export and Import Document & Procedures	2	2
		3. Inplant Training	2	2
	NMEC - II	1. Human Resource Management	2	2
			30	23

SEMESTER - V

PART	STUDY COMPONENTS	COURSES			HOURS / WEEK	CREDITS	
III	Core Course - X	Financial Management			5	4	
	Core Course - XI	Human Resource Management			5	4	
	Core Course - XII	Marketing Management			5	4	
	Core Course - XIII	Production and Material Management			5	5	
	Core Course - XIV	Management Information System			4	4	
	GROUP-A	GROUP - B	GROUP-C	GROUP-D			
ELECTIVES -II	Service Marketing	Training and Development	Investment Management	Total Quality Management	6	5	
					30	26	

SEMESTER - VI

PART	STUDY COMPONENTS	COURSES		HOURS / WEEK	CREDITS
III	Core Course - XV	Business Policy & Strategic Management		5	4
	Core Course - XVI	Financial Institutions and Services		5	4
	Core Course - XVII	Marketing Research		5	4
	Core Course - XVIII	Project Work		3	5
	Core Course - XIX	Computer Application in Business-Theory		4	2
		Computer Application in Business-practical		4	2

	GROUP - A	GROUP - B	GROUP - C	GROUP - D		
ELECTIVES - III	Retail Marketing	Industrial Relations	Management of Fund	Logistic and Supply and Chain Management	4	4
V	Extension Activities				-	1
					30	26
	OVER ALL TOTAL				180	140

Note : Modern or classical languages:

- i. Indian – Telugu, Kanada, Malayalam, Urudu and Hindi
- ii. Foreign – French
- iii. Classical - Sanskrit, Arabic & Persian

PART – III Core Course – I

Principles of Management

Unit – I

Management – Definition – Importance – Scope - -- Management Process – Functions - Principles of Management — Management Thoughts – Contributions of F.W. Taylor. Henry Fayol.

Unit – II

Planning – Importance – Advantage – Steps in planning – Decision Making – Definition – Types of decision – Process of decision making – Management By Objectives (MBO) – Steps – Process – Merits – Limitations.

Unit – III

Organisation – Definition – Need for Organisation – Process – Organisational Structure – Line Functional, Line & Staff Organisation – Span of Management – Delegation of Authority – Centralisation Vs Decentralisation – Staffing – Nature & Purpose of Staffing – Components of Staffing.

Unit – IV

Directing – Meaning, Importance, Principles – Leadership – Styles of Leadership – Motivation – Theories of motivation – Maslow's need hierarchy theory, Herzberg's two factor theory and their comparison – Communication – Barriers of Communication – Effective Communication.

Unit – V

Co-ordinating – need – Principles – Approaches to achieve effective Co-ordination. Controlling – Meaning – Elements and significance – Steps in control process.

TEXT BOOKS

1. C.B. Gupta, Business Organization & Management, Sultan Chand & Sons.
2. Ramasamy. T, Principles of Management, Macmillan India Ltd.,
3. L.M. Prasad, Principles of Management, Sultan Chand & Sons.

REFERENCE BOOKS

1. Tripathi P.C. & P.N. Reddy, Principal of Management, TMH
2. Dingar Pagare, Business Management, Sulthan Chand & Sons
3. Bhusan Y.K. Business Organization and Management, McGraw Hill
4. Koontz and O.Donnel, Essentials of Management, McGraw Hill
5. Basu, Organisation & Management, S. Chand
6. M.C. Shukla, Business Organisation and Management, S.Chand
7. Rustom Davar, Management Process, Progressive Corporation Pvt., Ltd
8. J. Jayashankar, Principal of Management, Margham Publications.

Core Course - II
Business Communication

Unit – I

Communication – meaning – objectives – types – principles of communication – layout of Business letters.

Unit – II

Business enquires and replies – offers – quotations – orders – complaints and adjustments – collection letters – circular letters – status enquires.

Unit – III

Bank correspondence – insurance correspondence – agency correspondence – letters to the editors – applications for appointment.

Unit – IV

Company correspondence – Secretary and his duties – correspondence with directors, Shareholders, government departments and others.

Unit – V

Report writing – meaning – importance – characteristics of a good report – report by individuals – report by committees – precise writing passages relating to business and management.

TEXT BOOK

1. Rajendrapal & Koralahalli J.S. Essentials of Business Correspondence Sulthan Chand & Sons.

REFERENCE BOOKS

1. Ramesh M.S. & Pattan Shetty, Effective Business English & Correspondence RC Publications.
2. Balasubramanian, Business Communication, Vikas Publishing House Pvt., Ltd.,
3. US Rai, SM Rai, Business Communication, HPH
4. RSN Pillai, Bagavathi, Commercial Correspondence & Office Management.
5. N.S. Rashunathan and B.Santhanam, Business Communication, Margham Publications
6. Chanturvedi, Business Communication Concepts, Case and Applications, Pearson Education.

ALLIED COURSE - I

Business Mathematics and Statistics – I

Unit – I

Series : Sequence – Series – Arithmetic Progression – Geometric Progression – Harmonic Progression (Simple Problems Only)

Unit – II

Matrices : Fundamental ideas about matrices and their operational rules – matrix addition and multiplication – inverse of square matrices of not more than order third – solving Simultaneous equations.

Unit – III

Description statistics : Meaning and definition of statistics – scope and limitations statistical survey – source and collection of data – classification and tabulation – presentation of statistical report.

Unit – IV

Diagrams and graphs – measures of central tendency – arithmetic, geometric, Harmonic mean – Mean – median – mode – combined mean.

Unit – V

Measures of variations – absolute and relative measures – range – mean deviation – standard deviation. Measures of variations – absolute and relative measures – range – mean deviation – quartile deviation – standard deviation. Measures of skewness – Kurtosis – Lorenz curve.

TEXT BOOKS

1. Gupta S.P., Statistical methods – Sulthan Chand.
2. P.R.Vittal, Business Mathematics and Statistics, Margham Publications.

REFERENCE BOOK

1. Stafford, Business Mathematics - Tata Mc Graw Hill
2. Sundharsan, An Introduction to Business Mathematics, Sultan Chand & Company
3. Pillai R.S.N. & Mrs. Bagavathi, Statistics – Sulthan Chand & Company
4. Dr. P.R. Vittal, Business Mathematics and Statistics, Tata Mc Graw Hill
5. Sharma, Business Statistics – Margham Publications.
6. Dr. S.P. Gupta & Dr. M.P. Gupta, Business Statistics, Sulthan & Chand Sons
7. RSN Pillai & V. Bagavathi, Statistics, S. Chand.

Core Course - III
Organizational Psychology

Unit - I

Meaning & Scope of organizational physiology – organizational behavior of individual – inter personal – group and inter group – Theories of organization – classical – neo classical and modern theories.

Unit - II

Individual behavior – personality – attitude – Group behavior – meaning – type of groups – formation – group dynamics – group cohesiveness – group decision making.

Unit - III

Morale – meaning – benefits – measurements, job satisfaction – meaning and factors – managing stress.

Unit - IV

Hawthorne experiments and their importance – Power – types – distribution – concentration – Authority – sources – limits.

Unit - V

Organizational change – meaning – nature – causes of change – resistance to change – overcoming the resistance – counseling – types of counseling.

TEXT BOOKS

1. L.M. Prasad, Organizational Behavior, Sultan Chand & Sons
2. Khanka, Organizational Behavior, S. Chand.

REFERENCE BOOKS

1. Fred Luthans, Organizational Behavior, McGraw Hill.
2. Keith Devis, Johyn W. Newstrom, OB – Human Behavior at work, TMH
3. M.L. Blum, Industrial Psychology & it social foundations.
4. J. Jayasankar, Organizational Behavior, Margham Publications
5. P. Subba Rao, Managemetn & Organization Behavior – HPH
6. Robbins, Stephen P. Organizational Behavior, - Prentice Hall, New Delhi.

ELECTIVE COURSE - I
BUSINESS ENVIRONMENT

Unit – I

Business environment Meaning – various environments affecting Business – social economic political and legal, culture, competitive, demographic, technological and international environment.

Unit – II

Business and culture : Culture – elements of culture – impact of foreign culture traditional values and its impact – change and resistance to change – castes and communities – linguistics religious groups – joint family system.

Unit – III

Business and society : Social responsibilities of Business – responsibilities to share holders, customer, community, the government –Business Ethics – population – demographic pattern changes – standard of living – urbanization – migration.

Unit – IV

Business and Government : State regulations on business – industrial licensing policy – technology – indigenous technology – import of technology – impact of technological changes in business.

Unit – V

Economic system : Socialism – capitalism – mixed economy – their impact of business – public sector, private sector, joint sector – objectives, growth, achievements and failures of public sector in India.

TEXT BOOK

1. Francis Cherrunilam, Business Environment
2. Aswathappa, K. Essentials of Business Environment.

REFERENCE BOOKS

1. Sankaran, S., Business and Society
2. Lakshmirattan, Business and Society
3. Adhikary, M. Economic Environment of Business
4. Sampath, Mukerji, Economic Environment of Business
5. Ghosh P.K., Business and Government

ELECTIVE COURSES - I
ENTREPRENEURIAL DEVELOPMENT

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Unit – I

Entrepreneurship : Concepts, types and functions of entrepreneurs – Entrepreneurial Development in India – Role of entrepreneurs in economic development – Entrepreneurial Development Programme – Phases of Entrepreneurial Development Programme – influence of environmental factors – Training and development of entrepreneurs

Unit – II

Business ideas : Project identification and formulation – classification of project feasibility studies – project appraisal methods – project design, network analysis Financial analysis.

Unit – III

Financing Entrepreneurs – Institutional finance to entrepreneurs – Role of IFC, IDBI, ICICI, IRCI, SIDB, LIC, SFC, TIIC and commercial banks in financing entrepreneurs.

Unit – IV

Promoting enterprises – SSI – MSME – Role and growth of SSI – Regulations governing SSI – incentives and concessions for SSI units – sickness in SSI – causes and remedies

Unit – V

Institutions and development of entrepreneurs – Role of DIC, SISI, SIDCO, NSIC, MAYE, KVIC, TCO'S, ITCOT and Entrepreneurial Guidance Bureau – incentives and subsidies to entrepreneurs – problems and prospects of entrepreneurs – Developing women and rural entrepreneurs – entrepreneurs motivation.

TEXT BOOK

1. Gupta, C.B. and Srinivasan N.P., Entrepreneurial Development

REFERENCE BOOKS

1. Khanha, Entrepreneurial Development
2. Vasanth Desai, Organisation and Management of Small Industries
3. Saravanavel, P., Entrepreneurship Development
4. Tandon, B.C., Environment and Entrepreneurship
5. Rao T.V., and Udaipareek, Developing Entrepreneurship

ALLIED COURSE - II
BUSINESS MATHEMATICS AND STATISTICS – II

Unit – I

Mathematics of finance : Simple and compound interest – annuity – present value of annuity – sinking fund – percentage – discounts.

Unit – II

Basics of Calculus – limits – rules of differentiation – maxima and minima (single variable case only) – simple application problems in maxima and minima cost lot size (instantaneous production, no shortage).

Unit – III

Linear simple correlation – scatter diagram - Karl Pearson's coefficient of correlation – rank correlation coefficient – regression lines

Unit – IV

Time series Analysis : Components of time series – measures of trend – free hand curve – semi and moving average – methods of least squares – measures of seasonal variation – simple average – ratio of trend – ratio of moving average.

Unit – V

Index numbers – definition - construction of index numbers – weighted and unweighted methods – fixed and chain index numbers – test for index numbers – cost of living index number – constructio

TEXT BOOK

1. Naveneetham P, Business Mathemaitcs, Jai Publications.

REFERENCE BOOKS

1. Dharmapadam, Business Mathematics, S. Viswanathan Publications
2. Gupta S.P. Statistical methods, Sultan Chand & Co.
3. Sundharsan & Jayaseelan, An Introduction to Business Mathematics, Sulthan Chand & Co
4. Pillai R.S.N. & Bagavathi V, Statistics, Sultan Chand & Co
5. Dr. P.R. Vittal, Business Mathematics and Statistics, Margham Publications

CORE COURSE – IV
INTRODUCTION TO OPERATIONS RESEARCH-I

UNIT - I

Operations research – meaning – scope – uses – operations research in India – models in operations research – limitations of model – general methods for solving operations research models.

UNIT - II

Linear programming problems – requirements – formulation of L.P.P. by graphical method – simplex method (simple problem only).

UNIT – III

Transportation problems – obtaining initial basic feasible solution – various methods of solving transportation problems.

UNIT-IV

Assignment problems – formulation and solution assignment problems.

UNIT-V

Decision theory – types of decision making criteria statement of Baye's theorem – application of Bay's theorem – use of probability – decision tree.

Note : Questions in theory and problems carry 30% and 70% of marks respectively.

TEXTBOOK

1. Kapoor V.K. Operations Research, Sultan Chand.

REFERENCE BOOKS

1. Prem Kumar Gupta, Operations Research – Sultan Chand & Co.
2. P.K. Man Mohan, Operations Research – Sultan Chand & Sons.
3. Vohra N.D., Quantitative techniques in Management, Tata Mc Graw Hill
4. Agarawl B.M. Quantitative Methods, New Academic Publication.
5. Vital P.R. Introduction to Operations Research, Margham Publications.

CORE COURSE – V
FINANCIAL ACCOUNTING

UNIT - I

Basic accounting concepts and convention – Accounting equations – Meaning of accounting – Groups interested in accounting information – Journal, Ledger, Subsidiary books – Trial balance – Final Accounts – (Simple Problems Only). Bank reconciliation statement – Average due date – Accounts current.

UNIT – II

Accounting standard – meaning and scope – features – Development of standards – Procedure for issuing accounting standard – Applicability of accounting standard – Formation of accounting standard board – Objectives and functions of accounting standard board an overview.

UNIT- III

Hire purchase – methods of calculation of interest Entries in the books of hire purchaser and hire vendor – Hire purchase trading account – Installment purchase – Entries in the books of purchaser and seller.

UNIT-IV

Bills of Exchange – Meaning – entries in the books of drawer and drawee – Dishonor – noting and protest – Renewal – Accommodation bill.

UNIT- V

Depreciation accounting – Meaning - Types of depreciation – Advantages and disadvantages.

TEST BOOK :

1. Gupta R.L., Advanced Accountancy – Sultan Chand.
- 2.

REFERENCE BOOKS

1. Shukla RL., Grewal, T.S., Advanced Accountancy Vol. – I.S. Chand.
2. Tulsian P.C., Advanced Accountancy – Tata McGrawHill.
3. Amitabha Mukerjee Mohammed Anif – Modern Accounting – Tata McGrawHill.
4. T.S. Grewal, Double Entry Book – Keeping, S. Chand.
5. T.S. Reddy, A. Moorthy, Cost Accounting, Margam Publication.

CORE COURSE – VI
BUSINESS LAW

UNIT - I

Business Law – Meaning, Objectives – Sources – law of contract – meaning – types – essential elements of a valid contract.

UNIT - II

Discharge of contract – remedies for breach of contract – agreement not declared void – agreement expressly declared void – wagering agreements.

UNIT – III

Bailment – pledge – indemnity – guarantee – mortgage.

UNIT-IV

Law of sale of goods – sale and agreements to sale – their distinctions – types of goods – conditions and warranties – CAVEAT EMPTOR – transfer of property – sale b non – owners – performance – remedies for breach – unpaid seller – auction sale.

UNIT-V

Law of agency – creation of agency – classification of agents – duties and rights of an agent and principal – termination of an agency.

TEST BOOK :

1. Kapoor N.D, Business Law, Sultan Chand & Sons

REFERENCE BOOKS

1. RSN Pillai, Bagavathi, Business Law, S. Chand.
2. Shukla M.C., Mercantile Law, S. Chand.
3. P.C. Tulsian, Business Law, TMH.

ALLIED COURSES - III
BUSINESS ECONOMICS

UNIT - I

Meaning and scope of business economics – objectives of profit maximization – social responsibilities of business.

UNIT - II

Demand analysis – elasticity of demand – demand forecasting – business cycles – types of business cycles – phases of business cycles.

UNIT - III

Cost curve – revenue curves – break even analysis.

UNIT-IV

Market structure and pricing – pricing under perfect competitions monopoly and monopolistic competitions – price discrimination – oligopoly – duopoly.

UNIT-V

Profit – Theories, concepts – pricing in public utilities.

TEST BOOK :

1. Sundaram K.P.M., Business Economics – Sultan Chand & Sons.

REFERENCE BOOKS

1. Dr. S. Sankaran, Business Economics – Margham Publication, Madras.
2. Maheswari S.N., Management Economics – Sultan Chand.
3. Gupta, Managerial Economics – Tata McGrawHill Publishing Company Ltd., New Delhi - 110 008.

IV - SBEC

FUNCTIONAL ENGLISH FOR EXECUTIVES - I

UNIT – I

Enhancing the reading ability of students (at a speed of minimum 150 words per minute with appropriate stress, voice modulation and correct pronunciation). Students should be exposed to the practice of reading news papers viz., The Hindu, Indian Express, Business Line, Economic Times etc., and magazines like business world, etc.,

UNIT – I

Enhancing the spontaneous writing skill of the students – writing articles on simple topics given – preparing speeches – preparing reports on various events / functions held in the college.

UNIT – III

Enhancing the spontaneous speaking skill of the students – self introduction at various forums and during interviews – Effective Public Speaking (EPS) – Role playing. Mock interviews for recruitment – mock press meets.

UNIT – IV

Enhancing the presentation skill of the students – Individual seminar presentation and Group seminar presentation (Students may be organized into groups, which will prepare papers on current issues pertaining to trade, commerce and industry or any social issue and present the same to audience). Each group may consist of 3 or 4 students.

UNIT – V

Enhancing the interpersonal communication skill of the students – Group Commission (Students may be organized into 4 and 5 groups). All the groups may be given a management problem relating to real life experiences of trade and industry in the country or the world. They will be asked to find group solution through discussion and the group leader will present the same to the audience in the class.

REFERENCE BOOKS

1. Namrata Palta, The art of Effective Communication, Lotus Press, New Delhi, 2007.
2. S.K. Mandal, Effective Communication and Public Speaking, Jaico Publishing.
3. V. Sasikumar, P. Kiranmai Dutt, Geetha Rajeevan, A. Course in Listening and Speaking II, Cambridge University Press, 2007.

IV – SBEC
ELEMENTS OF INSURANCE - II

UNIT – I

Definition of Insurance – Classification of contracts of insurance – Marine and Non-Marine Insurance.

UNIT – II

Life Assurance – Objects of Life assurance – Principles of Life Assurance – Assignment and Nomination – Lapses and Revivals – Surrender values and loans – Claims – Double Insurance.

UNIT – III

Marine – Insurance – Principles of Marine insurance – Functions of marine insurance – Types of marine policies – Warranties – kinds of marine Losses.

UNIT – IV

Fire Insurance – Principles of law as applied to fire insurance. Fire waste – Hazard Types of fire policies.

UNIT – V

Cover Notes – Surveys and Inspections Average – Reinsurance Renewals.

REFERENCE BOOKS

- 1.Sharma R.S. - Insurance : Principles and Practices (1960 Vora,
Bombay)
- 2.Arifkhan M- Theory and Practice of Insurance (1976)
Education Book House, Aligarh
- 3.Srinivasan M.N. - Principles of Insurance Law (1977) Ramanuja
Publishers,Bangalore.
- 4.Dr. B. Varadharajan Insurance: Vols. I and II (1979) Tamil Nadu Text
Book SocietyIV - SBEC

IV – SBEC

BUSINESS PROCESS OUTSOURCING – III

UNIT – I

BPO – Meaning – Definition – Evaluation & Recent Development – Insourcing – Outsourcing – Needs – Technical requirement – Eligibility.

UNIT – II

Call Centers – Functions – Processes – classifications – Telemarketing – Tele selling – Preparing for a Job – Approach – Preparation – Training – Selection Process.

UNIT – III

Improving Efficiency – Handling Calls – Team Player – Pleasing the Customers – Converse efficiently – Reducing stress.

UNIT – IV

Numerical aptitude – Basic Computer Skills – Type Master – Written Test – Interviews – Telephonic Interviews.

UNIT – V

Good Communicator – Ability to lead – Pleasing personality – Physical fitness – Dress Consciousness – Other Personality development.

REFERENCE BOOKS

- i). Fundamentals of Computer Science & Communication engineering by Alexis Leon, Mathew Leon.
- ii). Quantitative Aptitude by R.S. Agarwal
- iii). English Conversation Practice by Grand Tailor
- iv). English Course by Lingua Phone
- v). Adult Faculty by Kev Nair

NMEC
BUSINESS MANAGEMENT

UNIT – I

The Development of Management Thought – Contributions of F.W. Taylor, Henri Fayol – Elton Mayo and Mary Parker Follet.

UNIT – II

Planning – Nature – Purpose – Steps – Types – Merits and Demerits of Planning – MBO.

UNIT – III

Organising – Nature – Purpose → Departmentation – Span of Control – Delegation – Centralisation and Decentralisation – Line and Staff – Committees. Staffing – Nature and Purpose of Staffing – Components of Staffing.

UNIT – IV

Directing – Principles of Directing – Leadership – Motivation – Communication – Process of Communication – Barriers of Communication – Effective Communication.

UNIT – V

Controlling – Concept of Control – Methods of Controlling. Co-ordinating – Need – Principles – Approaches to Achieve Effective Co-ordination.

TEST BOOK : 1.L.M. Prasad - Principles of Management

REFERENCE BOOKS

- 1.Harold Koontz and O'Donnel : Principles of Management
- 2.Newman and Warrann: The Process of Management
- 3.Peter F. Drucker: Te Practice of Management
- 4.Lious A. Allen: Management and Organisation

IV SEMESTER
INTRODUCTION TO OPERATIONS RESEARCH II
CORE COURSE - VII

UNIT - I

Game Theory – Basic Terminologies – Two person Zero Sum Game – Games with Saddle Point (Minimax and Maximum Principle) Simple Problems.

UNIT - II

Queuing System – Elements – Characteristics – Application of Various Models (Only Theory) – Single Server Systems M / M / 1 : FIFO Simple Problems.

UNIT - III

Network Analysis – Construction of Network – Time and Critical path Calculations – CPM and PERT applications.

UNIT- IV

Replacement Problems – Replacement of items that deteriorates with time (without change in money value) – replacement of items that deteriorates with time (Money value changes) – Staff replacement Problems.

UNIT-V

Inventory models – economics lot size models – Economics order quantity with uniform demand – Production inventory model – Back order – inventory model with quantity discounts – Problem (No derivation – simple problems).

NOTE : Questions in Theory and Problems carry 30% and 70% of marks respectively.

TEST BOOK :

1. Kapoor V.K, Operations Research – Sultan Chand.

REFERENCE BOOKS

1. Prem Kuma Gupta Hira D.S, Operations Research – Sultan Chand & Company.
2. Kant Swarup Gupta, P.K. Manmohan, Operations Research – Sultan Chand & Sons.
3. Vohra N.D., Quantitative Techniques in Management, Tata McGrawHill.
4. Dr. Vittal P.R, Introduction to Operations Research, Margham Publications.

MANAGEMENT ACCOUNTING

CORE COURSE - VIII

UNIT - I

Management Accounting – Meaning – Objectives – advantages – limitations – management accounting Vs Financial accounting – management accounting Vs cost accounting.

UNIT - II

Fund flow analysis – preparation of schedule of changes in working capital and fund flow statement.

UNIT – III

Cash flow analysis – preparation of cash flow statement – distinctions between cash and fund flow statement.

UNIT-IV

Accounting Ratios – Meaning – types calculation of ratios – construction of balance sheet (simple problems only).

UNIT-V

Budget and budgetary control – meaning – types – materials and production budget – flexible budget – cash budget – sales budget.

NOTE : Questions in Theory and Problems carry 30% and 70% of marks respectively.

TEST BOOK :

1. Maheswari S.N. Principles of Management Accounting – Sultan Chand.

REFERENCE BOOKS

1. Man Mohan & Goyal, S.M., Principles of Management Accounting – Sathiya.
2. Reddy T.S., & Hariprasad Reddy. Y, Management Accounting, Margham Publication.
3. R.S.N. Pillai and Bagavathi, Management Accounting – Sultan Chand.
4. Dr. P. Periyasamy, Financial & Management Accounting – Himalaya Publications.
5. Dr. V.R. Palanivelu, “Accounting for Management”- University Science Press.

COMPANY LAW
CORE COURSE – IX

UNIT - I

Meaning and definition of joint stock companies – characteristics – lifting on corporate veil – kinds of companies – privileges enjoyed by private companies – difference between private and public companies.

UNIT - II

Formation of company – role of promoters – incorporation – memorandum of association – its contents – alteration – doctrine of ultra vires – articles of association – contents – doctrine of indoor management – constructive notice – certificate of incorporation – certificate commencement of business.

UNIT – III

Prospectus – contents – statement – in – lieu – of prospectus – misstatement in prospectus – its consequences – shares – kinds – debentures – kinds – allotment of shares – transfer of shares – differences between shares, debentures and stock.

UNIT- IV

Company management – appointment – rights, duties and liabilities of managerial personnel – meetings – its requisites – agenda – notice – quorum – voting – types of resolutions – membership – rights and liabilities of members – termination of membership.

UNIT-V

Winding up of a company – types of winding up – compulsory winding up – voluntary winding up – liquidator – his powers, duties and liabilities – statement of affairs – committee of inspection – consequences of winding up.

TEST BOOK : N.D. Kapoor, Company Law, Sultan chand & Sons.

REFERENCE BOOKS

1. S.M. Shukla, RN Saxena, Indian Company Law, SBD Publishers.
2. Shukla M.C., Commercial Law, S. Chand.
3. P.C. Tulsian, Business Law, TMH
4. Ashok K. Bagrial, Company Law, Vikas Publishing House Pvt., Ltd.,

MONEY, BANKING AND GLOBAL BUSINESS

ALLIED COURSE - IV

UNIT - I

Banking – Evolution – meaning and definition of banking – classification of banks – unit and branch banking functions of commercial banks – role of commercial banks in economic development – functions of central bank in economic development – functions of central bank (with reference to RBI) – credit creation and credit control.

UNIT - II

Recent Trends in Indian Banking – Types of financing – repayment methods – bank NET – Automatic Teller Machines – (ATM) – phone banking – credit cards – E-banking – reforms in banking sector.

UNIT - III

Inflation & Deflation – Inflation – types of inflation – cost push and demand pull inflation – control of inflation – deflation – stagflation – control of deflation – phases of trade cycle.

UNIT- IV

Money market – London – New York & India n money market – capital market – functions of capital market – difference between money and capital market – monetary policy.

UNIT-V

Exchange – Determination of exchange rate – devaluation of money – exchange control – flow of foreign capital – euro currency- GATT & WTO.

TEXT BOOK :

1. R. Parameswaran & S, Natarajan, Indian Banking – S. Chand.

REFERENCE BOOKS

1. Methane D.M., Money Banking And International Trade, Himalaya Publishing House.
2. Ashok Desai, Indian Banking, Himalaya Publishing House.
3. M.L. Jhingan, Money Banking and International Trade, S. Chand, New Delhi.

IV – SBEC - II

PRACTICE OF PUBLIC RELATION - I

UNIT – I

Public Relations – definition – essentials of good public relations – public relations for commercial organization.

UNIT – II

Public Relations officer's (PRO'S) role – responsibilities – press relation – preparation of material for the media – news and news reporting – editorial reviews – articles – public relations department.

UNIT – III

Training of public relations officers – PR society of India – Indian institute of mass communication – Indian press – Trade fair authority of India.

UNIT – IV

Book Publications in India – Role of publishers, distributors and booksellers – electronic media – radio – television – house journals – documentary films – mobile film shows – film censorship – guidelines.

UNIT – V

Exhibition and trade fair – consumer and marketing fair – photography – folk dance – sponsorship programme – music festivals.

TEXT BOOK

Management of Public relations – S. Senguptha , vikas publishing house

REFERENCE BOOKS

1. Lecture on applied public relations – Prof.K.R. Balan, Sulthan chand &sons Delhi.
2. Public relations problems and prospects with case studies – Anil baby, Space age publications, New Delhi.
3. Hand book of PR in India – D.S. Menta, allied publisher (p) Ltd New Delhi.
4. The practice of public relations – Frason p. Seital, Charler E Merial Publishing Company , Columbus.

IV - SBEC

EXPORT – IMPORT DOCUMENTATION AND PROCEDURES - II

UNIT – I

Documentation Framework – EXIM Documentation – Instruments and methods of Financing Exports – Credit and Collections.

UNIT – II

Foreign Exchange Regulations and Formalities – Pre – Shipment ; Inspection and Procedures – Role of Clearing and Forwarding Agents.

UNIT – III

Custom Clearance of Export and Import Cargo – Regulatory Documents – Bill of Lading – Export License – Bill of Exchange.

UNIT – IV

Processing of an Export Order, World Shipping, Structure, Liners and Tramps – Containerization.

UNIT – V

Import Documentation – Import Procedure, guidelines, key documents used in Importing – Import Licensing and other incentives.

Text Books

1. Francis Cherunilam : International Trade and Export Management Mumbai, Himalaya Publishing House, 2002.
2. TAS Balagopal, Export Management Mumbai, Himalaya Publishing House, 2000.
3. Government of India Handbook of Import – Export Procedures, New Delhi, Anupam Publishers, 2002.

IV - SBEC
INPLANT TRAINING - III
NMEC - II

- I. The students are expected to have a practical training in any business unit or undertaking to enable them to acquaint himself / herself with the procedure, practice and working of companies.
- II. Each student should undergo industrial training for a minimum period of two weeks during the third semester vacation.
- III. He / She shall undergo the above training in the institutions like banks, insurance companies, mutual funds, transport undertakings, private limited and public limited companies, hotels and hospitals, travel and tourist industries and financial institutions.
- IV. Students may make their own arrangements in fixing the companies for candidates should submit a report in not less than 25 type written pages.
- V. Candidates should submit the attendance certificate from the institution for having attended the training for 2 weeks.
- VI. Industrial training reports shall be prepared by the students under the supervision of the faculty of the department.
- VII. Industrial training report must contain the following:
 - Cover page
 - Copy of training certificate
 - Profile of the business unit
 - Report about the work undertaken by them during the tenure of training
 - Observation about the concern
 - Findings
- VIII . Industrial training certificate shall be forwarded to the university, one month before the commencement of the fourth semester university examinations.
- IX. Practical viv – voce examination will be conducted with internal & external examiners at the end of the 4th semester and the credits will be awarded.

HUMAN RESOURCES MANAGEMENT - I

UNIT – I

Introduction – Meaning and Definition, Nature, Scope objectives and Importance of HRM – Functions of HRM.

UNIT – II

Human Resource Planning – Manpower planning Nature, Importance and Objectives of Manpower Planning – Process of Manpower Planning – Uses and Benefit of Manpower Planning.

UNIT – III

Recruitment and Selection – Source of Recruitment Selection of Employee – Difference between recruitment and selection.

UNIT – IV

Procedures for selection – tests – interviews – types of interview – Process of conducting interview - checking of references – final selection.

UNIT – V

Performance Appraisal — modern methods – Training and Development – Importance of training employee – Types of training – Methods of training

TEXT BOOK

J. Jayasankar, Human Resource management, Margham Publications.

REFERENCE BOOKS

1. G.R. Bassotia, Human Resources Management, Mangal Deep Publications.
2. K. Aswathappa, Human Resources and Personnel Management, TMH, New Delhi.
3. Kaushal Kumar, Human Resources Management – ABD Publishers.
4. Keith Davis, Human Relations at work – TMH.
5. C.B. Mamoria, Personnel Management – Humalaya publications house.
6. S.S. Khanka, Human Resource Management, S. Chand.

V SEMESTER
FINANCIAL MANAGEMENT CORE COURSE - X

UNIT - I

Financial management – meaning – definition – objectives – importance – functions – organization – structure of financial management – role of a financial manager.

UNIT - II

Capital budgeting – ranking of projects – methods of evaluating a project investment proposal – importance of capital budgeting (simple problems only).

Leverages – meaning types – importance and significance of leverages (simple problems only).

UNIT - III

Capital structure theories – Net income Approach – Net operating income approach – Modigliani Miller Approach – factors determining capital structure (theory only).

UNIT- IV

Cost of capital – concept cost of capital – determinants of cost of capital – simple and weighted average cost of capital (simple problems only).

UNIT-V

Working capital management – meaning – importance – types – factors determining working capital, estimation of working capital (simple problems only).

Management of cash, inventory, accounts receivables and accounts payable (theory only).

NOTE : Theory - 50% of Marks Problem - 50% of
Marks

TEXT BOOK: Dr. S.N. Maheswari, Principles of Financial Management,
Himalaya Publishing House.

REFERENCE BOOKS

1. I.M. Pandey, Financial Management – Vikas.
2. M.C. Kuchal, Financial Management – Vikas.
3. Kulkarni & Sathya Prasad, Financial Management – Himalaya
4. Dr. Srivastava, Financial Management, HPH.
5. Dr. V.R. Palanivelu, Financial Management – S. Chand & co.

CORE COURSE – XI
HUMAN RESOURCES MANAGEMENT

UNIT – I

Introduction – Meaning and Definition, Nature, Scope objectives and Importance of HRM – Functions of HRM.

UNIT – II

Human Resource Planning – Manpower planning Nature, Importance and Objectives of Human Resource Planning – Process of Human Resource Planning – Uses and Benefit of Manpower Planning.

UNIT – III

Recruitment and Selection – Source of Recruitment Selection of Employee – Difference between recruitment and selection – Procedures for selection – Tests Interviews – Types of Interview – Process of conducting interview – checking of references – final selection – Induction and orientation.

UNIT – IV

Performance Appraisal – need – techniques of performance Appraisal – modern methods – developing of administrating appraisal programmes – Training and Development – Importance of training employee – Types of training – Methods of training – Management development – Importance of Management development – Objectives – Methods of management development.

UNIT – V

Concept of Quality of Work Life (QWL) concepts – stress management. Promotion, Transfer and Termination – Career planning, promotions policy – Internal promotional system – Security Vs Merit – Benefit of effective promotion policy – transfer – Objectives of transfer – employee termination – Dismissal.

TEXT BOOK : J. Jayasankar, Human Resource management, Margham Publications.

REFERENCE BOOKS :

1. G.R. Bassotia, Human Resources Management, Mangal Deep Publications.
2. K. Aswathappa, Human Resources and Personnel Management, TMH, New Delhi.
3. Kaushal Kumar, Human Resources Management – ABD Publishers.
4. Keith Davis, Human Relations at work – TMH.
5. C.B. Mamoria, Personnel Management – Humalaya publications house.
6. S.S. Khanka, Human Resource Management, S. Chand.

CORE COURSE - XII
MARKETING MANAGEMENT

UNIT – I

Marketing – Definition – Scope – functions – Importance – Concept of marketing – Marketing Environment.

UNIT – II

Market segmentation – Bases – Pre – requisites, consumer Behaviour – Factors – Stages in buying decision process.

UNIT – III

Marketing Mix – Elements – Product mix – classifications of product – New product Development – Product Life cycle – Pricing Strategies – Methods of pricing.

UNIT – IV

Channel of distribution – factors – kinds of middle man – types of channel. Channels of distribution – Factors – Kinds of Middle men.

UNIT – V

Promotion mix – sales promotion – publicity - Advertising – Advertising Effectiveness – Appropriation – Agency – Personnel Selling. – Selection and operation of Sales forces – Recent trend in marketing – e-business – Telemarketing – Relationship marketing – Virtual Advertising.

TEXT BOOK

Rajan Nair N, Marketing Managemetn, Sultan Chand & Sons.

REFERENCE BOOKS

1. Philip Kotler, Marketing Managemetn, Millennium Edition, PHI.
2. Ramasamy V.S. and Namakumary S, Handbook of Marketing Management, Macmillan.
3. Rajagopal, Marketing Management, Vikas Publishing House Pvt., Ltd.,
4. S. Jayachandran, Marketing Management, Excel Books.
5. Rajan Saxena, Marketing Management, TMH.
6. Sherlakar, S.A., Marketing Management, HPH.
7. R.S.N. Pillai, Marketing Management, S. Chand.

CORE COURSE - XIII

PRODUCTION AND MATERIAL MANAGEMENT

UNIT - I

Introduction – Production Function – Design of Production – Systems – Types of Process – Productivity – Ergonomics.

Plant Location and layout – Factors Influencing Plant Location – Relocation – Types of Layouts – Process and Product Layout – Layout of Service Facilities – Office Layout.

UNIT - II

Production Planning and Control – Planning – Routing – Scheduling – Despatching – Inspection – Control Charts – Gantt Chart – Make or Buy Decisions.

UNIT - III

Maintenance – Objectives – Concept – Need of Adopting Material Management – Concept – Purchasing Department – Selection of Materials and Vendors – Purchasing organisations.

UNIT - IV

Stores Management – Functions – Stores – Stores Location – Stores Layout- Essential of a Good Layout – Stocks verification.

Inventory Management – Inventory Management and Control – ABC Analysis – EOQ – Reorder Point – Safety Stocks – Lead Time Analysis – Kardex Systems.

UNIT - V

Work Study – As a tool of a Job Study – Work Standardisation – Method Study – Technique used in Design of work place layout – work measurement – techniques used.

TEXT BOOK

P. Saravanel, Sumathi Production and Materials management

REFERENCE BOOKS

E.S. Buffa	Modern Production Management
J.L. Lundy	Effective Industrial Management
Bunga and Sharma	Production Management
Samuel Elion	Production Management

ELECTIVE - II GROUP - A
SERVICE MARKETING

UNIT - I

Importance of services sector – Nature and types of services – Difference between services and goods marketing – services marketing triangle.

UNIT - II

Environment for services marketing – macro and micro environments – understanding service customers – models of service consumer behavior – customer expectations and perception – service quality and GAP model.

UNIT - III

Market segmentation and selection – Service market segmentation – Targeting and Positioning.

UNIT- IV

Services marketing Mix – Need for expanded marketing mix – planning for services offer – pricing – promotion and distribution of services – management of people – process and physical evidence – matching demand for and supply of services.

UNIT- V

Service marketing applications – Marketing of financial, hospitality, hospital, tourism and educational services – international marketing of services and GATS.

TEXT BOOK

Sharma D.D. Marketing Research, Himalaya Publishing

REFERENCE BOOKS

1. Christopher, H. Lovelock, Services Marketing, Pearson Education India
2. Adrian Payne, Services Marketing, PHI
3. Zeithaml, V.A. & M.J. Bitner, Services Marketing
4. Rao, Services Marketing, Pearson Education India
5. Sinha, P.K. and Sahoo S.C. Services Marketing, HPH.
6. Ravishankar, Services Marketing, Lalvani.

ELECTIVE - III**GROUP - B****TRAINING AND DEVELOPMENT****UNIT - I**

Concepts of training and development – Identifying training needs – Types of training – Organisation for training – Objectives, structures and functions of Training Department – Execution of Training Programmes – Evaluation of Training Programmes.

UNIT - II

Techniques of on-the-job training – coaching – Apprenticeship – Job rotation – Job instruction – Training by Supervisors – Techniques of off-the-job Training, Case studies, Role playing Programmed Instructions, T-Group training – simulations.

UNIT - III

Leader central Techniques of Management Development - Lecturers, coaching, Student centred Techniques ; Discussions - Case studies – Conferences – Workshops – Syndicate – Brain storming – Role playing – Psycho drama – Simulation – inbasket Games.

UNIT - IV

Sensitivity Training, Self – learning techniques, Planned reading – Correspondence Courses – Programmed instructions – Audio Visual lessons – Manuals and Hand-outs.

UNIT - V

Counseling - Assistant to position – Under – study – Junior Board, Committee Assignments – Relative merits and limitations of M.D. Techniques.

TEXT BOOK : M.C. Larney, William J : Management Training : Cases and Principles, Richard, D. Irwin, Illinois.

REFERENCE BOOKS : 1. M.C. Gehee, William and Tahayer, Paul W. Training in Business and Industry, John Wiley & Sons, New York.

2. Sikula, A.F. Personnel Administration and Human Resources Development, John Wiley, New York.
3. Hacoon, R.J. Management Training : Aims and Methods, English Universities Press, London.
4. Ahmed, Abad : Management and Organisational Development, Rachana Prakasham, New Delhi.
5. Memoria, C.B. Personnel Management, Himalayas Publishing House, Bombay.
6. Rudra Baswaraj : Personnel Administration Practice in India – Vaikunta Lal Mehta Institute of Co-operative Management Poona
7. Muniramappa C.M. Shankaraiah, A adn Kamaraju Panthulu ; Personnel Management and Industrial Relations, Excel Publications, New Delhi, 1991.

ELECTIVE – II GROUP – C
INVESTMENT MANAGEMENT

UNIT – I

Meaning of investment – Nature and scope of investment management - factors favourable for investments – features of an investment programme.

UNIT – II

Investment avenues – Real assets – Financial assets – Fixed income and variable income securities – mutual fund – derivatives etc.,

UNIT – III

Risk- Return concept – Return measurement - Basic valuation models – equity valuation, Preference share and bond valuation .

Risk - risk classification – systematic and unsystematic risk - measurement of risk.

UNIT – IV

New issue market and stock exchange – kinds of trading – Securities and Exchange Board of India.

UNIT – V

Sources of Investment informations – Credit rating agencies – CARE – CRISIL – ICRA – credit rating methodology – Indices.

TEXT BOOK

1. Investment mgt – Preeti singh, Himalays publishing house.
2. Investment mgt – V.K.Bhalla.

REFERENCE BOOKS

1. Investment mgt – V. Avadhani - Himalays publishing house.
2. Investment mgt – Punithavathy pondian, PHI

ELECTIVE – II GROUP - D
TOTAL QUALITY MANAGEMENT (TQM)

UNIT - I

Concept of Quality – Quality as customer delight – Quality as meeting. Standards – Introduction to total Quality – Concept of total Quality – Design, inputs, process and output – Quality as business performance – Attitude and involvement of top management.

UNIT - II

Quality Management – Fundamentals – Evolution and objectives – Planning for Quality – Quality Process – Statistical Process Control (SPC) – Quality Assurance – Total Quality management.

UNIT – III

Quality Management System – ISO 9000 series – Techniques of TQM – 5 S Concepts – 7Q tools – Cause – Effect Analysis stratification, Pareto diagram Histogram, Control charts (SQC) check sheet & Pie Chart - Scatter diagram (Theory Only).

UNIT- IV

Bench marking – Essence of Bench Marketing – Benefits and Strategic Bench marking – Global bench marking – Business Process Re-engineering.

TEXT BOOK

1. Armond V. Feigerbaum, Total Quality Control McGraw Hill.
2. John Bark, Essence of TQM, PHI, Delhi.

REFERENCE BOOKS

- 1 Joel, E. Ross, Total Quality Management
- 2 Ron Collard, Total Quality, Jaico, Delhi
- 3 Willborn & T.C: Edwin Cheng, Global Management of Quality Assurance systems, McGraw Hill.
- 4 J.M.Juran, Juran On leadership for Quality – An Executive Hand Book.
- 5 ISO Manuals.

CORE COURSE - XIV
MANAGEMENT INFORMATION SYSTEM

UNIT - I

Introduction – environment of organizations – management information system – information flow – need and sources – management decisions – importance and role.

UNIT - II

Characteristics of computer information system – importance of computer – role of the computer – types of computer – Software – Hardware – CPU – MU – Input – Output – application and operations.

UNIT - III

System classification – concept characteristics – elements – feedback control – boundary – function and operations – system design – function of system analyst assignment and investigation – implementation – evaluation and maintenance of MIS.

UNIT- IV

Transactions processing information systems – information systems for managers – intelligence system – decision support system – integration – data collection and preparation – database – components – utility of the operation of the data base technology.

UNIT-V

Functional Management information systems – production, marketing, accounting, personnel, financial, relationship – impact and their role in the managerial decision – making.

TEXT BOOK:

1. CVS Murthy, Managements, Information System, HPH.
2. Davis & Olson, Management Information System, MGH.

REFERENCE BOOKS

1. R. Senapathi, MIS, Lakshmi Publications.
2. Lucas, The analysis, design and implementation of information system, MGH.
3. G.M. Scott, Principles of management information system, MGH.
4. Dr. S.P. Rajagopalan, Management information system, Margham publications.
5. S. Sadagoban, Management information system, PHI

SEMESTER - VI

BUSINESS POLICY AND STRATEGIC MANAGEMENT

CORE COURSE - XV

UNIT - I

Business policy – meaning – features – classification – process of policy – making objectives of business policy.

UNIT - II

Business strategy – meaning – features – importance – strategic management process – SWOT analysis – ETOP analysis – TOWS matrix – BCG matrix. 7'S' approach to quality – Motorola quality concept.

UNIT - III

Major Business policies – personnel policy – production policy – marketing policy – financial policy.

UNIT - IV

Strategic business unit – Major business strategies – stability – growth retrenchment – disinvestment – mixed strategies.

UNIT - V

Society and business – ethics – social responsibilities business – social audit.

TEXT BOOK

Azha Kazmi, Business policy and strategic management – Tata Mcgraw Hill.

REFERENCE

1. P. Subba Rao, Business Policy & Strategic Management.
2. Mamoria – Mamoria – Subba Rao, Business Planning and Policy.
3. Thomas, L. Wheelen, J. David Hunger, Concepts. In Strategic Management & Business Policy.
4. Francis Cherunilam, Business & Strategic Management (Text and Cases) – Himalaya.
Dr. S. Sankaran, Policy and Strategic management Himalaya.

FINANCIAL INSTITUTIONS AND SERVICES
CORE COURSE - XVI

UNIT - I

Indian Financial system – financial system and economic development – Banks as financial intermediaries – Reserve bank of India, Commercial Banks, and Co-operative Banks – functions.

UNIT - II

Non – Banking financial intermediaries – Unit trust of India – Mutual Funds – Hire Purchase Finance Companies – Lease Finance Companies – National Housing Bank – Housing Development Finance Corporation – Housing Urban Development Corporation Functions and Services.

UNIT – III

Special financial institutions – IDBI, ICICI, IFCI – EXIM Bank – SFCS – SIDCS – functions and services.

UNIT- IV

National Stock Exchange (NSE) – OTCEI – SEBI – Powers and function – Discount and Finance House of India (DFHI).

UNIT-V

Merchant banking – functions and services underwriting – credit rating agencies in India.

TEXT BOOK:

Gorden and Natarajan, Financial Institution and Services, HPH.

REFERENCE BOOKS

1. Bhole L.M. Financial Institutions and Market, TMH.
2. Avadhani V.A., Investment and Securities markets in India, HPH.
3. KulKarni P.V., Corporate Finance – HPH
4. Khan M.Y. Financial Services, TMH.
5. Bhatia & Batra, Management of financial services, Deep & Deep.

MARKETING RESEARCH
CORE COURSE - XVII

UNIT - I

Definition of Marketing Research – Nature and Scope – Marketing Research as an aid to rational decision making – Marketing Research process.

UNIT - II

Date collection – primary data – Secondary data – Methods – Survey method – Questionnaire and interview Schedule – Interview – technique – Scaling techniques – observation method.

UNIT – III

Sampling Methods – probability Sampling – Non – probability sampling – Sampling problems.

UNIT- IV

Product Research – Advertising Research

UNIT- V

Motivation Research – Sale Control Research – Preparation of a Research Report.

TEXT BOOK

Sharma D.D. Marketing Research

REFERENCE BOOKS

- | | | |
|------------------------|---|--------------------|
| 1. Boyd and west fall | - | Marketing Research |
| 2. Mc. Gown | - | Marketing Research |
| 3. Green Paul and Full | - | Marketing Research |
| 4. Majumdor | - | Marketing Research |

CORE COURSE – XVIII PROJECT WORK

Specimen – I

TITLE

A project report submitted to the periyar university in partial fulfillment of the requirements for the award of the degree of BACHELOR OF BUSINESS ADMINISTRATION By

Name of the student

Reg. No.....

Under the guidance of

Name of the guide

Department, College Name and place

Month and year of submission

Specimen – II

CERTIFICATE

This is to certify that the project entitled, “ TITLE”, is a bonafide work carried out by Reg. No.under my supervision and guidance during the academic year in partial fulfillment of the requirements for the award of the degree of BACHELOR OF BUSINESS ADMINISTRATION and the work is an original one and has not formed basis for the award of any degree, diploma, associateship, fellowship of any other similar title.

GUIDE SIGNATURE

HOD SIGNATURE

Project work evaluation viva – voce examination conducted on By

INTERNAL EXAMINER

EXTERNAL EXAMINER

Specimen – III

DECLARATION

I hereby declare that this project work entitled “ TITLE” submitted to the PERIYAR UNIVERSITY, SALEM in partial fulfillment of the requirements for the award of BACHELOR OF BUSINESS ADMINISTRATION is an original one and has not been submitted earlier either to this university or to any other institution for the award of any degree / diploma.

Date :

Candidate signature

Place:

ELECTIVE - III GROUP - A
RETAIL MARKETING MANAGEMENT

UNIT - I

Definition of Retail Marketing – Evolution of Retail Marketing – Features of Modern Retail Marketing – Importance of Retail Marketing – Retail Marketing Mix.

UNIT - II

Function of Retail Marketing – Buying – Assembling – Selling Transporting.

UNIT - III

Storage and Warehousing – Risk Bearing – Retail Market Information – Grading and Standardization – Retail Market Function.

UNIT - IV

Buyer Behavior – Consumer Goods and Industrial Goods – Buyer Behavior Model – Factors Influencing Buyer Behavior - Market Segmentation – Need and Basis – Targeting – Positioning.

UNIT - V

Retail Sale Forecasting – Methods – Analysis and Application – Products – Classification – New Product Development Process – Product Life Cycle – Product Portfolio Analysis- product Line and Product Mix Decision.

TEXT BOOK

Retail marketing management – David gilbert, Perason Education

REFERENCE BOOKS :

Global Marketing Management – Warren J. Keejan , PHI

ELECTIVE - III GROUP - B
INDUSTRIAL RELATIONS

UNIT - I

Industrial Relation system – meaning – objectives – scope – Dunlop Model of Industrial Relations – Industrial Relations in India – State and Industrial Relations. Labour Policy – Tripartite Consultations – Indian Labour Conference.

UNIT - II

Industrial Disputes – concepts – causes of industrial disputes – Dynamics of Industrial disputes – Forms of industrial disputes – prevention of industrial disputes – settlement of industrial disputes – preventive and settlement machinery of industrial disputes in India.

UNIT - III

Collective bargaining – objectives – methods – Managements for negotiations – Union organisation for bargaining – Negotiation Process – Recommendation of National Commission on Labour.

UNIT - IV

Trade Unionism – Theories of Trade Unionism – Principles, Philosophy and Policies of Indian Laour – Growth of trade unionism in India – Management of Trade unions – Problems of trade unions.

UNIT - V

Grievances – meaning – causes – procedure – disciplinary action – procedures for punishment - types of punishment.

TEXT BOOK :

Memoria, C.B., “Dynamics of Industrial Relations in India”, Himalaya Publishing House, Bombay, 1992.

REFERENCE BOOKS

1. John T. Dunlop : "Industrial Relations System", Henry Holt and Company, New York, 1958.
2. Flanders Allen : "Trade Unions", The English Languages Book Society, London, 1963.
3. Loyd G. Reynolds : "Labour Economics and Labour Relations", Prentice Hall of India PVT. Ltd., New York, 1978.
4. Denial Quinn Mills : "Labour Management Relations", MacGraw Hill Books Company, New York, 1978.
5. Marry. S, "Collective bargaining", Asia Publishing House, Bombay, 1980.
6. R. Stagner and H. Rosen ; "Psychology of Unions – Management Relations" Tavistock Publication Ltd., London, 1968.
7. R.C. Saxena ; "Labour Problems and Social Welfare", K. Nath & Company Meerut, 1990.
8. A.M. Sharma, "Aspects of labour Welfare and Social Security, "Himalaya Publishing House, Bombay, 1990. Memoria, C.B., "Dynamics of Industrial Relations in India", Himalaya Publishing House, Bombay, 1992.
9. T.N. Bhagoliwala : "Labour Economics and Labour Relations", Sahitya Bhavani Agra, 1991.
10. S.N. Sarma ; "Labour and Industrial" Allahabad law Agency, Allahabad, 1990.
11. Hopkin, R.R "A Hand Book of Industrial Welfare", Oxford & IBH Publishing Company, New Delhi, 1995.
12. Muniramappa C.M. Shankariah A and Kumaraju panmthulu, N., "Personnel Management and Industrial Relations" Excel Publications, New Delhi, 1991.

ELECTIVE – III GROUP – C
MANAGEMENT OF FUNDS

UNIT – I

Meaning and importance of funds – Benefits of effective allocation of funds – Dangers of misallocation – organization of Funds Management and its relationship with other functional areas of the enterprise.

Capitalization – Under capitalization and over capitalization – assessment of funds required for investment in fixed assets, current assets for new enterprises and existing enterprises – optimum capital structure changes in pattern of capital structures.

UNIT – II

Financial Analysis, Planning and Control – Allocation of funds of most profitable opportunity – methods of incorporating risk – risk adjusted rate of return (ROI) and certainly equivalent approach – sensitivity analysis – profitability analysis and decision making – capital rationing.

UNIT – III

Lease Financing – forms of lease financing – sale of lease back – direct leasing – service leasing – financial leasing – leveraged leasing – potentiality of leasing as a means of financing – leasing decision – lease financing in India.

UNIT – IV

Divisional Budgets : Implementing procedures – Human Resources Accounting for effective use of manpower – Rewarding the managerial staff on the basis of rate of return in the division – due point system to evaluate various divisions.

UNIT – V

Term Financing and Evaluation : Source of long – term financing – equity, preference shares, debentures and bonds, mutual funds, funds through adoption of non – banking private finance concepts in the large scale organisations – term loan and financial institutions – market for long term securities in India with specific reference to stock exchange.

TEXT BOOK:

I.M. Pondey - Financial Management 2. S.N. Maheswari - Financial Management

REFERENCE BOOKS:

1. Vinoth Kothari - Lease financing and hire purchase
2. M.Y. Khan , K.P.Jain - Financial management
3. N.P.Srinivasan, C.B.Guptha – Entrepreneurial development
4. M.Y. Khan , K.P.Jain - Management Accounting and financial analysis

ELECTIVE – III GROUP – D
LOGISTICS AND SUPPLY CHAIN MANAGEMENT

UNIT - I

Logistics Design – Logistics Management – Definition – Meaning – Types – Transportation – Inventory – Warehousing – Material Handling and Packaging – Organizational Structures.

UNIT - II

Logistics Network – Logistics Resources – Principles of Logistics Information – Application of Information Technologies – Barcode – Scanning.

UNIT - III

Logistics Demand – Forecasting – The Nature of Demand – Forecast Components – Forecast Technique – Forecast Error - Logistics Location Structure.

UNIT - IV

Supply Chain Management Models – Definition – Objectives – Applications – Types – Conceptual Models – Key issues in supply chain management.

UNIT - V

Supply Chain Management Strategy – Inventory Management – Push and Pull Systems – Demand and cash flow in supply chain management – Enterprise Resource Planning (ERP) – Supply chain management matrix.

Note : Theories and concepts only will be taught to the pupils.

Text Books

1. Donald J. Bolversox and Daavis J. Closs, Logistics Management. The integrated supply chain process Tata McGraw Hill, 2006.
2. David Simchi – Levi, Philip Kaminsky and Edith Simchi – levi, Designing and managing the supply chain concepts, strategies and case, 2nd Edition, Tata McGraw Hill, 2006.
3. David A. Taylor, Supply chain – A Manager’s Guide, Pearson Education, 2006.
- 4.

Reference Books

1. Rahul, V. Altekar, Supply chain Management, Concepts & Cases, PHI Learning, 2006.
2. Ailawadi, Rakesh Singh, Logistics Management, PHI Learning 2006.
3. Donald Waters, Palgrake, Logistics. An introduction to supply chain management, Macmillan, 22006.
4. Sarika Kulkarni, Ashok Sharma, Supply Chain Management, Tata McGraw Hill Publishing Company 2004.
5. Harold Dyckhoff, Springer, Supply Chain Management and Reverse Logistics, International Edition, 2004.
- 6.

CORE COURSE – XIX
COMPUTER APPLICATIONS IN BUSINESS
(Theory and Practical)

UNIT – I

Introducing to programming languages – meaning requisites, an overview of programming language – basic coding structures of a programming languages clarifications, comparison.

UNIT – II

Introduction to Microsoft Office – Ms Word – creating and editing documents – Menus, commands, tool bars and icons – formatting documents – creating tables – mail merge.

UNIT – III

MS Excel : Spread sheet overviews – menus, tools bars, icons – creating worksheet – Editing and formatting – excel formulas and functions – creating a chart – MS Power Point introduction – Menus – Tools bars – Text and formats – animations, art and sound – making and presentation templates.

UNIT – IV

Data processing – types of data – objectives of data processing techniques steps in developing a computer program for processing business data – operation of a computer assembler and Translator – file processing – editing and coding of data – data management.

UNIT – V

Internet concept – creating E-mail ID, Receiving and sending e-mail, Searching Information and Downloading – World Wide Web (www) – Domain Name Service.

NOTE: Theory – practical carry equal credits

TEXT BOOK

Sanjay Saxena, MS Office 2000 for everyone, (Vikas Publishing House Pvt., Ltd.,)

REFERENCE BOOKS

1. T.W. Pral, Programming languages, (Prentice hall of India)
2. V.K.Kapoor, Introduction to computer data, (Sultan Chand and Sons)
3. R.K. Taxali, Foxpro 2.5 made simple for dos & windows (BPB Publications).

COMPUTER PRACTICALS GUIDELINES

SPECIMEN – I

Periyar University

College Name

Address

Bachelor of Business Administration

COLLEGE EMBLEM

Computer Application in Business

(Ms office and Internet)

Record Note book

Department of Business Administration

Month and Year of submission

SPECIMEN – II

CERTIFICATE

Department of Business Administration

Practical record work in “Ms – office and Internet”

Name :

Register No :

Programme : Bachelor of Business Administration

Course : **COMPUTER APPLICATIONS IN BUSINES – Practical-I**

This is to certify to be a bonafide work done by the student in our college laboratory.

Signature of the staff incharge

(Seal)

Signature of HOD – BBA

Submitted for the practical examination held on

Internal Examiner

External Examiner

BBA
MODEL QUESTION PAPER SPECIMEN
SUBJECT NAME

TIME : 3 HOURS

MAXIMUM : 75 MARKS

PART – A (10 x 2 = 20 Marks)

Answer all Questions

Answer to each question shall not exceed six lines

1. From Unit – I
2. From Unit – I
3. From Unit – II
4. From Unit – II
5. From Unit – III
6. From Unit – III
7. From Unit – IV
8. From Unit – IV
9. From Unit – V
10. From Unit – V

PART – B (5 x 5 = 25 Marks)

Answer all Questions

Answer to each question shall not exceed three pages

11. a. From Unit – I
(or)
b. From Unit – I
12. a. From Unit – II
(or)
b. From Unit – II
13. a. From Unit – III
(or)
b. From Unit – III
14. a. From Unit – IV
(or)
b. From Unit – IV
15. a. From Unit – V
(or)
b. From Unit – V

PART – C (3 x 10 = 30 Marks)

Answer all Questions

Answer to each question shall not exceed six pages

16. a. From Unit – I
(or)
b. From Unit – I
17. a. From Unit – II
(or)
b. From Unit – II
18. a. From Unit – III
(or)
b. From Unit – III
19. a. From Unit – IV
(or)
b. From Unit – IV
20. a. From Unit – V
(or)
b. From Unit – V