



INSTITUTE OF SCIENCE, TECHNOLOGY & ADVANCED STUDIES (VISTAS)

(Deemed to be University Estd. u/s 3 of the UGC Act, 1956)

PALLAVARAM - CHENNAI

NAAC ACCREDITED WITH 'A' GRADE

Marching Beyond 25 Years Successfully

BBA BUSINESS ADMINISTRATION

Curriculum and Syllabus

**Effective from the Academic year
2018 - 2019**

**Department of Business Administration
School of Management & Commerce**

PROGRAM EDUCATIONAL OBJECTIVES (PEO)

- PEO1: The executive's graduates ought to be solid and steady for effective work and be occupied with picking up, understanding and comprehensive utilization of the board hypothesis and practice for genuine critical thinking in an undeniably worldwide, innovation arranged, different and changing business condition.
- PEO2: Display practical knowledge, identify and find solutions on research problems related to the latest trends in communication technology such as cognitive radio, Software defined systems and Software controlled systems, etc.
- PEO3: Graduates will give headway of theoretical and pragmatic information in the field of business the executives to add to the country building while at the same time maintaining moral practices.
- PEO4: Understudies will show basic speculation aptitudes to address assorted business difficulties and opportunities. Model business polished methodology and exhibit successful composed and oral relational abilities.
- PEO5: Understudies will have the option to recognize and characterize issues and opportunities. Students will show critical thinking abilities by social event and evaluating fitting information. Students will exhibit utilization of proper procedures to successfully oversee business challenges.

Programme outcome (PO)

PO – 1: At the end of the three year Bachelors in Business Administration program, students would gain a thorough grounding in the fundamentals of business management.

PO – 2: The industry and entrepreneurship oriented curriculum offers a number of specializations and practical exposures which would equip the student to face the contemporary challenges in the field.

PO – 3: The holistic outlook of the program with a number of value based and personality development courses ensures that students are groomed into up-to-date, assertive and effective business executives with strong leadership skills and social consciousness.

PO-4 Creating Social Sensitivity and Understanding CSR, Ethical and Sustainable Business Practices Demonstrate sensitivity to social, ethical and sustainability issues

PO-5- To foster thinking minds that are sensitive to societal needs and issues thus making them good human beings and responsible members of the society

Program Specific Outcome (PSO)

PSO – 1: Students will acquire and demonstrate analytical and problem solving skills within various disciplines of management, business, accounting, economics, finance, and marketing.

PSO – 2: Students will be able to identify characteristics and roles of leader, managers, group roles, which will help students to possess effective communication skills and to respond appropriately when confronted with moral and ethical dilemmas and exhibit rational behaviour.

PSO–3: Students will be able to demonstrate proficiency with the ability to engage in critical thinking by analyzing situations and constructing and selecting viable solutions to solve problems and apply appropriate problem solving and decision making skills in business decisions.

PSO – 4: Students will acquire the communication, research and technological skills needed to analyze a business situation (problem and opportunity) and prepare and present a management report and take strategic decisions.

PSO – 5: Students will engage in at least one internship or service learning experience to demonstrate relevancy of foundational and theoretical knowledge of their academic major and to gain career related experiences.

PSO – 6: Students will develop critical thinking abilities and a foundation of ethical principles that allows them to work respectfully, ethically and professionally with people of diverse cultural, gender backgrounds

Board of Studies Members of Bachelor of Business Administration (UG)

| Sl.No. | Member Name & Address | Designation |
|----------|--|-----------------|
| 1 | Dr.M.Thaiyalnayaki M.Com, M.Phil Ph.D NET B.Ed Associate Professor & Head, Department of Business Administration, Vels University, Chennai – 600117 Mob: 9841875556 Email ID: hodbba@velsuniv.ac.in | Chairperson |
| 2 | Dr.S.Vasantha M.Com, M.Phil MBA Ph.D Professor , Department of MBA Vels University, Chennai – 600117 Mob: 9176132279 Email ID: vasantha.sms@velsuniv.ac.in | Internal member |
| 3 | Dr.S.Usha MBA Ph.D Assistant Professor, Department of Business Administration, Vels University Chennai – 600117 Mob: 9841238474 Email ID: susha.sms@velsuniv.ac.in | Internal member |
| 4 | Mr.M.Prabhakar Christopher David MBA NET (PhD) Assistant Professor, Department of Business Administration , Vels University, Chennai – 600117 Mob: 9962323513 Email ID: prabhakar.sms@velsuniv.ac.in | Internal member |
| 5 | Dr.S.Panneerselvam MBA M.Com M.Phil P.hD Professor, Department of Management Studies St.Peter’s University, Chennai – 600054 Mob: 9840807360 Email ID: dr.s.panneerselvam@gmail.com | External member |
| 6 | Mr. A . T. Bojarajan MBA Assistant General Manager St. John Freight Systems Ltd. (Sipping & Logistics) Chennai – 600035 Mob: 9500060501 Email ID: boj_rajana@yahoo.com | External member |
| 7 | Mr.Gopi.S, MBA Brand Executive Hatsun Agro Products Ltd. Karapakkam, Chennai. Mob: 9940424350 Email ID: gopinath.sn@hatsun.com | Alumni |

VELS INSTITUTE OF SCIENCE, TECHNOLOGY AND ADVANCED STUDIES (VISTAS)
B.B.A DEGREE COURSE
COURSES OF STUDY AND SCHEME OF ASSESSMENT
(CREDITS TO BE EARNED: 140)

| Code No. | Course | Hours/Week | | | Credits | Maximum Marks | | |
|-------------------|---|------------|----------|-----------|---------|---------------|-----|-------|
| | | Lecture | Tutorial | Practical | | CA | SEE | Total |
| SEMESTER 1 | | | | | | | | |
| LANG | Language Tamil - I / Hindi - 1 / French - I | 5 | 0 | 0 | 5 | 40 | 60 | 100 |
| ENG | English - I | 5 | 0 | 0 | 5 | 40 | 60 | 100 |
| CORE | Management Principles | 5 | 0 | 0 | 5 | 40 | 60 | 100 |
| CORE | Business Environment | 5 | 0 | 0 | 5 | 40 | 60 | 100 |
| CORE | Managerial Economics | 4 | 0 | 0 | 4 | 40 | 60 | 100 |
| | | 24 | 0 | 0 | 24 | | | |
| SEMESTER 2 | | | | | | | | |
| LANG | Language Tamil - II / Hindi - II / French - II | 5 | 0 | 0 | 5 | 40 | 60 | 100 |
| ENG | English - II | 5 | 0 | 0 | 5 | 40 | 60 | 100 |
| CORE | Business Law | 5 | 0 | 0 | 5 | 40 | 60 | 100 |
| CORE | Fundamentals of Financial Accounting | 5 | 0 | 0 | 5 | 40 | 60 | 100 |
| CORE | Management Information System | 2 | 0 | 0 | 2 | 40 | 60 | 100 |
| | | 22 | 0 | 0 | 22 | | | |

CA - Continuous Assessment
SEE - Semester End Examination

VELS INSTITUTE OF SCIENCE, TECHNOLOGY AND ADVANCED STUDIES

Programme: B.B.A DEGREE COURSE

| Code No. | Course | Hours/Week | | | Credits | Maximum Marks | | |
|-------------------|-----------------------------------|------------|----------|-----------|---------|---------------|-----|-------|
| | | Lecture | Tutorial | Practical | | CA | SEE | Total |
| SEMESTER 3 | | | | | | | | |
| CORE | Marketing Management | 4 | 0 | 0 | 4 | 40 | 60 | 100 |
| CORE | Organizational Behaviour | 5 | 0 | 0 | 5 | 40 | 60 | 100 |
| CORE | Financial Management | 5 | 0 | 0 | 5 | 40 | 60 | 100 |
| CORE | Business Mathematics & Statistics | 5 | 0 | 0 | 5 | 40 | 60 | 100 |
| AECC | Business Communication | 2 | 0 | 0 | 2 | 40 | 60 | 100 |
| SEC | Paper – I | 2 | 0 | 0 | 2 | 40 | 60 | 100 |
| | | 23 | 0 | 0 | 23 | | | |

SEMESTER 4

| | | | | | | | | |
|------|---------------------------|----|---|---|----|----|----|-----|
| CORE | Human Resource Management | 4 | 0 | 0 | 4 | 40 | 60 | 100 |
| CORE | Research Methodology | 5 | 0 | 0 | 5 | 40 | 60 | 100 |
| CORE | Management Accounting | 5 | 0 | 0 | 5 | 40 | 60 | 100 |
| CORE | Operations Research | 5 | 0 | 0 | 5 | 40 | 60 | 100 |
| AECC | Environmental Studies | 2 | 0 | 0 | 2 | 40 | 60 | 100 |
| SEC | Paper – II | 2 | 0 | 0 | 2 | 40 | 60 | 100 |
| | | 23 | 0 | 0 | 23 | | | |

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VELS INSTITUTE OF SCIENCE, TECHNOLOGY AND ADVANCED STUDIES

Programme: B.B.A DEGREE COURSE

| Code No. | Course | Hours/Week | | | Credits | Maximum Marks | | |
|-------------------|--------------|------------|----------|-----------|---------|---------------|-----|-------|
| | | Lecture | Tutorial | Practical | | CA | SEE | Total |
| SEMESTER 5 | | | | | | | | |
| DSE | Paper – I | 6 | 0 | 0 | 6 | 40 | 60 | 100 |
| DSE | Paper – II | 6 | 0 | 0 | 6 | 40 | 60 | 100 |
| DSE | Paper – III | 6 | 0 | 0 | 6 | 40 | 60 | 100 |
| GE | Paper - I | 4 | 0 | 0 | 4 | 40 | 60 | 100 |
| SEC | Paper – III | 2 | 0 | 0 | 2 | 40 | 60 | 100 |
| | | 24 | 0 | 0 | 24 | | | |
| SEMESTER 6 | | | | | | | | |
| DSE | Paper – IV | 6 | 0 | 0 | 6 | 40 | 60 | 100 |
| DSE | Paper - V | 6 | 0 | 0 | 6 | 40 | 60 | 100 |
| GE | Paper – II | 4 | 0 | 0 | 4 | 40 | 60 | 100 |
| SEC | Paper - IV | 2 | 0 | 0 | 2 | 40 | 60 | 100 |
| DE | Project Work | 3 | 0 | 6 | 6 | 40 | 60 | 100 |
| | | 24 | 0 | 0 | 24 | | | |

CA - Continuous Assessment
 SEE - Semester End Examination

LIST OF CORE COURSES

| S.NO. | REG.NO. | NAME OF THE COURSE |
|--------------|----------------|--------------------------------------|
| 1. | 18CBBA11 | MANAGEMENT PRINCIPLES |
| 2. | 18CBBA12 | BUSINESS ENVIRONMENT |
| 3. | 18CBBA13 | MANAGERIAL ECONOMICS |
| 4. | 18CBBA21 | BUSINESS LAW |
| 5. | 18CBBA22 | FUNDAMENTALS OF FINANCIAL ACCOUNTING |
| 6. | 18CBBA23 | MANAGEMENT INFORMATION SYSTEM |
| 7. | 18CBBA31 | MARKETING MANAGEMENT |
| 8. | 18CBBA32 | ORGANIZATIONAL BEHAVIOUR |
| 9. | 18CBBA33 | FINANCIAL MANAGEMENT |
| 10. | 18CBBA34 | BUSINESS MATHEMATICS & STATISTICS |
| 11. | 18CBBA41 | HUMAN RESOURCE MANAGEMENT |
| 12. | 18CBBA42 | RESEARCH METHODOLOGY |
| 13. | 18CBBA43 | MANAGEMENT ACCOUNTING |
| 14. | 18CBBA44 | OPERATIONS RESEARCH |

LIST OF DISCIPLINE SPECIFIC ELECTIVES (DSE)

| S.NO. | REG.NO. | NAME OF THE COURSE |
|--------------|----------------|--|
| 1. | 18DBBA01 | ADVERTISING & SALES PROMOTION |
| 2. | 18DBBA02 | BRAND MANAGEMENT |
| 3. | 18DBBA03 | RETAIL MANAGEMENT |
| 4. | 18DBBA04 | INDUSTRIAL RELATIONS |
| 5. | 18DBBA05 | HUMAN RESOURCE DEVELOPMENT |
| 6. | 18DBBA06 | COUNSELLING & NEGOTIATION SKILLS |
| 7. | 18DBBA07 | ENTREPRENEURIAL DEVELOPMENT |
| 8. | 18DBBA08 | BUSINESS TAXATION |
| 9. | 18DBBA09 | INTERNATIONAL FINANCE |
| 10. | 18DBBA10 | CAPITAL MARKETS |
| 11. | 18DBBA11 | COMPUTER APPLICATION IN BUSINESS |
| 12. | 18DBBA12 | FUNDAMENTALS OF LOGISTICS |
| 13. | 18DBBA13 | INTRODUCTION TO SHIPPING |
| 14. | 18DBBA14 | TRANSPORTATION & DISTRIBUTION MANAGEMENT |
| 15. | 18DBBA15 | PRODUCTION & MATERIALS MANAGEMENT |

LIST OF ABILITY ENHANCEMENT COMPULSORY COURSE (AECC)

| S.NO. | REG.NO. | NAME OF THE COURSE |
|--------------|----------------|---------------------------|
| 1. | 18AECC31 | BUSINESS COMMUNICATION |
| 2. | 18AECC41 | ENVIRONMENTAL STUDIES |

LIST OF GENERIC ELECTIVES (GE)

| S.NO. | REG.NO. | NAME OF THE COURSE |
|--------------|----------------|--|
| 1. | 18GBBA01 | CONSUMER AFFAIRS |
| 2. | 18GBBA02 | DISASTER MANAGEMENT |
| 3. | 18GBBA03 | ETHICS & CORPORATE SOCIAL RESPONSIBILITY |
| 4. | 18GBBA04 | E-MARKETING |

LIST OF SKILL ENHANCEMENT COURSES (SEC)

| S.NO. | REG.NO. | NAME OF THE COURSE |
|--------------|----------------|-------------------------------|
| 1. | 18SBBA01 | SOFT SKILLS - I |
| 2. | 18SBBA02 | SOFT SKILLS - II |
| 3. | 18SBBA03 | STOCK MARKET OPERATIONS |
| 4. | 18SBBA04 | NATIONAL SERVICE SCHEME (NSS) |
| 5. | 18SBBA05 | E-COMMERCE |
| 6. | 18SBBA06 | PERSONALITY DEVELOPMENT |

18LTAM11

தமிழ்மொழி,இலக்கியவரலாறு -அறிமுகம் 5005

நோக்கம்:தமிழ்மொழிமற்றும்இலக்கியத்தின்வரலாற்றைஅறிமுகம்செய்யும்நோக்கில்இப்பாடம்வடிவமைக்கப்பட்டுள்ளது.தமிழ்மொழியின்வரலாற்றைஅறிவியல்கண்ணோட்டத்துடனும்மொழிக்குடும்பங்களின்அடிப்படையிலும்விளக்குகிறது.சங்கஇலக்கியம்தொடங்கி,இக்காலஇலக்கியம்வரையிலானதமிழிலக்கியவரலாற்றைஇலக்கியவரலாறுஅறிமுகப்படுத்துகின்றது.அரசுவேலைவாய்ப்பிற்கானபோட்டித்தேர்வுகளுக்குப்பயன்படும்வகையிலும்இப்பாடம்அமைந்துள்ளது.

அலகு 1 தமிழ்மொழிவரலாறு

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மொழிக்குடும்பம் - இந்தியமொழிக்குடும்பங்கள் - இந்தியஆட்சிமொழிகள் - திராவிடமொழிக்குடும்பங்கள் - திராவிடமொழிகளின்வகைகள் - திராவிடமொழிகளின்சிறப்புகள் - திராவிடமொழிகளின்வழங்கிடங்கள் - திராவிடமொழிகளுள்தமிழின்இடம் - தமிழ்மொழியின்சிறப்புகள் - தமிழ்பிறமொழித்தொடர்புகள்.

அலகு 2 சங்கஇலக்கியம்

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சங்கஇலக்கியம் - எட்டுத்தொகை - நற்றிணை - குறுந்தொகை - ஐங்குறுநூறு - பதிற்றுப்பத்து - பரிபாடல் - கலித்தொகை - அகநானூறு - புறநானூறு - பத்துப்பாட்டு - திருமுருகாற்றுப்படை - சிறுபாணாற்றுப்படை - பெரும்பாணாற்றுப்படை - பொருநராற்றுப்படை - மலைபடுகடாம் - குறிஞ்சிப்பாட்டு, முல்லைப்பாட்டு, பட்டினப்பாலை-நெடுநல்வாடை - மதுரைக்காஞ்சி.

அலகு 3 அறஇலக்கியங்களும்காப்பியங்களும்

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களப்பிரர்காலம்விளக்கம் - நீதிஇலக்கியத்தின்சமூகத்தேவை - பதினெண்கீழ்க்கணக்குநூல்கள்அறிமுகம் - திருக்குறள்,நாலடியார். காப்பியங்கள் -ஐம்பெருங்காப்பியங்கள் மற்றும் ஐஞ்சிறுங்காப்பியங்கள் அறிமுகம்-காப்பியஇலக்கணம் - சிலப்பதிகாரம்-மணிமேகலை - சீவகசிந்தாமணி - வளையாபதி - குண்டலகேசி.

அலகு 4 பக்திஇலக்கியங்களும்சிறிலக்கியங்களும்

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தமிழகப்பக்திஇயக்கங்கள் - பக்திஇலக்கியங்கள் - சைவஇலக்கியம் - நாயன்மார்கள்அறுபத்துமூவர் - சமயக்குரவர்நால்வர் - வைணவஇலக்கியம் - பன்னிருஆழ்வார்கள் - முதல்மூன்றுஆழ்வார்கள். சிறிலக்கியக்காலம் - சிறிலக்கியங்கள் - வகைகள் - பரணி - கலிங்கத்துப்பரணி - குறவஞ்சி - குற்றாலக்குறவஞ்சி - பிள்ளைத்தமிழ் - மீனாட்சியம்மைப்பிள்ளைத்தமிழ் - தூது - தமிழ்விடுதூது - கலம்பகம் - நந்திக்கலம்பகம் - பள்ளு - முக்கூடற்பள்ளு.

அலகு 5 இக்காலஇலக்கியங்கள்

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நவீனகாலம் - நவீனஇலக்கியம் - உள்ளடக்கம் - புதுக்கவிதை -
தோற்றமும்வளர்ச்சியும்- நாவல் - முதல்மூன்றுநாவல்கள் - நாவலின்வகைகள் -
பொழுதுபோக்குநாவல்கள் - வரலாற்றுநாவல்கள் - சமூகநாவல்கள் -
இக்காலநாவல்கள் - மொழிபெயர்ப்புநாவல்கள் - சிறுகதை-
வகைகளும்வளர்ச்சியும்- நாடகம்-காலந்தோறும்நாடகங்கள் -
புராணஇதிகாசநாடகங்கள் - சமூகநாடகங்கள் - வரலாற்றுநாடகங்கள்-
மொழிபெயர்ப்புநாடகங்கள் -நகைச்சுவைநாடகங்கள்.

மொத்தம்: 75 மணிநேரம்

பார்வைநூல்கள்

- 1.அகத்தியலிங்கம்.ச.,“திராவிடமொழிகள்தொகுதி”,மணிவாசகர்பதிப்பகம்,முதற்பதிப்பு, 1978.
2. சக்திவேல். ச., “தமிழ்மொழிவரலாறு”, மணிவாசகர்பதிப்பகம், முதற்பதிப்பு 1998.
- 3.பூவண்ணன்,“தமிழ்இலக்கியவரலாறு”,சைவசித்தாந்தநூற்பதிப்புக்கழகம், முதற்பதிப்பு, 1998.
4. வரதராசன். மு.,”இலக்கியவரலாறு”,சாகித்யஅகாதெமி, ஒன்பதாம்பதிப்பு, 1994.
- 5.விமலானந்தம். மது.ச., “இலக்கியவரலாறு”, பாரிநிலையம், மறுபதிப்பு, 2008.

Course Objective: To train the students in the use of Karyalayin Basha. To enable the students to develop the communication skill in Hindi language .

Unit I Gadya aur Karyalayin Basha 15

Mamata, -Yogyatha evam vyavasay kaa Chunaav Paribashik shabdavalil prashasanik vakyansh,padanam,

Unit II Gadya aur Sarkari Patra 15

Rajneethi kaa Bhantwara, , Samanya sarkari patra,gyapan,karyalay gyapan

Unit III Gadya aur Sarkari Patra 15

Computer nayi krantee kee dastak, Karyalay aadesh,Ardha sarkari patra paripatra,Adhisoochana

Unit IV Gadya aur Samanya Patra 15

Raspriya, Samanya patra- chutti patra,sampadak ke naam patra, shikayati patra, pustak vikretha ke naam patra

Unit V Vyavasaayik patra 15

Bankon mein bach khaata kholne ke liye – chek buk ke liye, run lene hetu, chek buk gum ho jane hetu, kitaabon kaa krayadesh

Total : 75H

Course Outcomes:

Co -1: Students can understand the situation of country during Mughal period.

Co -2: enables the students to understand the importance of selecting a profession according to one's own interest

Co -3: enables the students to describe the present situation Politian's behavior & their self oriented activities

Co -4: enables the students to explain the importance of computer in daily life in all the fields.

Co -5: This story helps the students to understand the Writing style of writer "Fanishwarnath renu" who Is well-known for his village type Stories.

Co -6: Training them different types of letters& technical words will help the students to understand the official work in Hindi.

Text Book

1. Gadya Aur Prayojanmulak Hindi ed by Dr.N.Lavanya Mayura Publishers, edition 2008.

Course Objective:

To introduce French Language. To enable the students to understand and to acquire the basic knowledge of French. Language with the elementary grammar.

Unit I Introduction**15**

Introduction - Alphabet – Comment Prononcer, Ecrire Et Lire Les Mots- Base : Les Prénoms Personnel De 1^{er}, 2^{ème} Et 3^{ème} Personnes – Conjugaisons Les Verbes Etre Et Avoir En Forme Affirmative, Négative Et Interrogative

Unit II Leçons1- 3**15**

Leçons 1.Premiers Mots En Français,- 2. Les Hommes Sont Difficiles,- 3 Vive La Liberté- Réponses Aux Questions Tirés De La Leçon - Grammaire : Les Adjectives Masculines Ou Féminines – Les Articles Définis Et Indéfinis - Singuliers Et Pluriels

UnitIII Leçons4-6**15**

Leçons

4. L'heure, C'est L ;Heure,- 5. Elle Va Revoir Sa Normandie,- 6 .Mettez –Vous D'accord Groupe De Nom - Réponses Aux Questions Tirés De La Leçon - Grammaire : A Placer Et Accorder L'adjectif En Groupe De Nom- Préposition De Lieu –A Ecrire Les Nombres Et L'heure En Français

UnitIV Leçons7- 9**15**

Leçons7.

Trois Visage De L'aventure,- 8. A Moi, Auvergne,- 9. Recit De Voyage - Réponses Aux Questions Tirés De La Leçon - Grammaire : Adjectif Possessif – Les Phrases Au Présent De L'indicatif - Les Phrases Avec Les Verbes Pronominaux Au Présent

UnitV Composition**15**

A Ecrire

Une Lettre A Un Ami L'invitant A Une Célébration Différente Ex : Mariage – A Faire Le Dialogue - A Lire Le Passage Et Répondre Aux Questions

Total : 75H**Course Outcomes:**

Co-1: The content of the unit 1 aids the students to explore the basics of the new foreign language.

Co-2: The content of unit 2 to experience the basic formations of words and its basic grammar by differentiating with English.

Co-3: This imparts the additional information in terms of general in the sense of geographical and culture.

Co-4: Enable students for framing the basics sentence

Co-5: Making the students community to know the French format of letter writing and essay writing

Text Book :

1. Jacky Girarder & Jean Marie Gridlig, « Méthode De Français Panorama », Clé Internationale , Goyal Publication, New Delhi., Edition 2004

Reference Books

1. Dondo Mathurin , “ Modern French Course”, Oxford University Press., New Delhi., Edition 1997

2. Nitya Vijayakumar, “Get Ready French Grammar – Elementary”, Goyal Publications, New Delhi., Edition 2010

COURSE OBJECTIVE:

- To enable students to develop their communication skills effectively. To make students familiar with the English Language.
- To enrich their vocabulary in English
- To develop communicative competency

Hours
15**UNIT I - Preparatory Lesson**

1. Competition Matters

Suzanne Sievert

2. A Personal Crisis May Change History

Dr. A.P.J. Abdul Kalam

3. Why Preserve Biodiversity

Prof. D. Balasubramanian

15**UNIT II -Prose**

1. The Unexpected

Robert Lynd

2. My Greatest Olympic Prize

Jesse Owens

3. If You are wrong, admit it

Dale Carnegie

15**UNIT III -Poetry**

1. The Night of the Scorpion

Nissim Ezekiel

2. Pulley or The Gift of God

George Herbert

3. La Bella Dame Sans Merci

John Keats

UNIT IV- Short Story

1. The Gift of Magi

O Henry

2. Three Questions

Leo Tolstoy

15**UNIT V - One Act Play**

1. The Shirt

Francis Dillion

2. The Pie and the Tart

Hugh Chesterman

15**Total: 75 Hours****Course Outcomes:**

Co -1: To enable the students the aware of the pronunciations, rhyme schemes

Co -2: To make students learn about the varieties of figure of speech

Co -3: To make students come out with creative interpretation which make them more interesting on poetical context.

Co -4: It enables the students to know more about the flow of language which includes proper grammar and perfect sentence structure unlike the rhythmic structure which is followed in the

traditional poetry

Co-5: It also enables the students know more about the life history of great personalities which inspire them in great way

Co -6: The dialogues involved in the prose makes the student learn about how the conversations are exchanged and to know more about the pause, stress in the sentences while they speak

Co -7: Learning grammar has become one of the important tool for readers to understand what they read.

Co -8: Studying grammar makes the students cognizant of sentence –structure which is an aid to talk and write English fluently..

Co -9: The main purpose of learning grammar exercises is the more they are aware of how it works, the more they can monitor the meaning and effectiveness of the language usage

Co -10: The grammar exercises each makes the students get used to the rules of how to construct and use the words in a proper way.

Co -11: To give the students the basics of formal and informal understanding of how to write a letter

Co- 12: To make them aware of the basic skills which is mandatory for day to day life

Reference Books:

1. Confluence - Anu Chithra Publications
2. Mahadevan, Usha. *Empower with English, Sun Beams - 1*. Emerald Pub: Chennai. 2012. Print.

Course Objective: To inculcate the students with the Knowledge and Understanding of the principles of management to enable the student manager to gain valuable insight into the working of business. The course will review the evolution of management thought, function and practice to focus on Indian experiences, approaches and cases.

Unit I Introduction: Concept, Nature, Process and Significance of Management: Managerial Roles and Skills: Development of Management thought: Classical and Neo-classical systems: Contingency Approaches: Robert Owen, Taylor, Fayol and Elton Mayo. **15**

Unit II Planning-Nature-Importance-Forms-Types-steps in Planning-Objectives-Policies-Procedures and Methods-Nature and Types of Policies-Decision making-Process of Decision making- Types of decisions- Problems involved in Decision making **15**

Unit III Organizing-Types of Organization (line and Staff, committees, projects, Matrix)- Organizational Structure-Span of Control-Departmentalization –Informal Organization **15**

Unit IV Authority- Delegation- Decentralization- Difference between Authority and Power-Uses of Authority- Distinction between Centralization and Decentralization -Responsibility-Meaning and functions of Staffing, Nature, Purpose and scope of Directing. **15**

Unit V Coordination - Need for Co-ordination-types -Techniques-Distinction between coordination and cooperation-Requisites for excellent coordination-Controlling-meaning, importance and types of controls-control process. **15**

Total: 75 Hours

Course Outcomes:

CO – 1: Examine and communicate the management evolution and how it will affect future managers.

CO – 2: Practice the process of management's four functions: planning, organizing, leading, and controlling.

CO – 3: Assess global situation, including opportunities and threats that will impact management of an organization.

CO – 4: Integrate management principles into management practices.

CO – 5: Demonstrate critical thinking when presented with managerial problems and express their views and opinions on managerial issues in an articulate way.

CO – 6: Identify and explain the importance of the management process and identify some of the key skills required for the contemporary management practice.

Text Books:

1. Stephen P. Robbins and Mary Coulter, 'Management', Prentice Hall of India, 8th edition. 2005

2. Charles W L Hill, Steven L McShane, 'Principles of Management', Mcgraw Hill Education, Special Indian Edition, 2007.
3. Shejwalkar and Ghanekar, Practices of Management, Everest publications, 2005
4. Gilbert, Principles of Management, Tata McGraw Hill, New Delhi, 2004

Reference Books:

1. Hellriegel, Slocum & Jackson, ' Management -A Competency Based Approach', " Thomson South Western, 10th edition, 2007.
2. Harold Koontz, Heinz Weihrich and Mark V Cannice, 'Management -A global perspective, Prentise hall, 2005
3. Stephen Robbins, Business Management, pearson Education pub, 2008

Course Objective: The basic objective of the course is to develop understanding and provide knowledge about business environment to the management students. To promote basic understanding on the concepts of Business Environment and to enable them to realize the impact of environment on Business.

Unit I Introduction to Concept of Business Environment 15

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

Unit II Political Environment 15

Political Environment - Government and Business Relationship in India - Provisions of Indian Constitution Pertaining to Business

Unit III Social Environment 15

Social Environment - Cultural Heritage - Social Attitudes - Impact of Foreign Culture - Castes and Communities - Joint Family Systems - Religious Groups - Types of Social Organization

Unit IV Economic Environment 15

Economic Environment - Economic Systems And Their Impact of Business - Macro Economic Parameters Like GDP - Growth Rate - Population - Urbanization - Fiscal Deficit - Plan Investment - Per Capita Income And Their Impact on Business Decisions

Unit V Financial Environment 15

Financial System - Commercial Banks - RBI – IDBI-NBFC

Total 75H

Course Outcome:

CO – 1: To provide knowledge of the environment in which businesses operate, the economic operational and financial framework with particular application to the transaction of insurance business

CO – 2: At the end of the course, student should be able to outline how an entity operates in a

business environment.

CO – 3: Think logically and analytically about complex problems

CO – 4: Communicate effectively in business environments

CO – 5: Understand the human relationships involved in an organization

CO – 6: Be aware of the social and ethical responsibilities within management positions

Text Books:

1. Morrison J, *The International Business Environment*, Palgrave, 2006
2. Francis Cherunilam, *Business Environment*-Himalaya Publishing House, New Delhi, 2009
3. Aswathappa, *Essentials Of Business Environment*, Himalaya Publishing House, New Delhi, 2013
4. Mishra and Puri, *Indian Economy*, Himalaya Publishing House, New Delhi, 2005

Reference Books:

1. *Business Environment* Raj Aggarwal Excel Books, Delhi, 2002
2. *Strategic Planning for Corporate* Ramaswamy V McMillan, New Delhi, 2000
3. *Business and society* – Lokanathan and Lakshmi Rajan, Emerald Publishers, 2001
4. *Economic Environment of Business* – M. Adhikary, Sultan Chand & Sons, 2000

Course Objectives: To understand the micro economic principles and to impart knowledge about the behaviour of a individual business firm and enable to connect their experience with business practice.

Unit I Introduction

10

Managerial Economics – Meaning, Nature and Characteristics – Scope – Relationship with other Disciplines – Objectives of firms.

Unit II Demand And Utility Analysis

15

Laws of Demand – Elasticity of Demand Utility – Concepts – Law of Diminishing Marginal Utility – Concept of Consumer Surplus – Indifference Curve Analysis

Unit III Cost Analysis

10

Cost Concepts – Cost Output relationship in the short run and long run – Revenue Analysis – Break Even Analysis

Unit IV Production Analysis

10

Factors of Production – Law of returns – Law of variable proportions – Law of returns to scale – Economies of Large Scale Production.

Unit V Market Structure

15

Kinds of Market conditions – Price and Output determination under perfect competition, monopoly, oligopoly and monopolistic competition.

Total 60H

Course outcome:

Co – 1: To understand the basic elements of managerial economics aspects of firm
and
SSI

Co – 2: To understand the role of manager, so as to manage or organize FOP

Co – 3: To forecast demand for a product

Co – 4: To know what to produce, where to, when to, how to, for whom to

Co – 5: To frame policy for production to minimize the cost and maximum the profit

Co – 6: To construct the cost function

Co – 7: To understand the basics of market structures and their environment

Co – 8: To prepare capital budget

Co – 9: To know the basic theories related to business practices

Co – 10: To enable them to take a decision with given business situation in order to make effective management

Text Books

1. R L Varshney and K L Maheswari, “ Managerial Economics”, Sultan Chand & Sons, New Delhi, 22th Edition, 2014
2. S. Sankaran, “Managerial Economics”, Margham Publications Chennai, 5th Edition 2013

References Books:

1. P L Mehta “Managerial Economics –Analysis, Problem and Cases”, Sultan Chand & Sons, New Delhi, 20th revised and enlarged edition, 2014
2. V. Lokanathan, “Principles of Economics, Economic Analysis” –S. Chand publication 2010

நோக்கம்:

சங்ககாலம்தொடங்கிதற்காலம்வரையிலும்தமிழில்உள்ளபடைப்பிலக்கியங்களைஇப்பாடம்அறிமுகம்செய்கின்றது.

தமிழ்இலக்கியத்தில்தேர்ந்தெடுக்கப்பட்டமிகமுக்கியமானசெய்யுட்கள், கவிதைகள், கதைகள் உரைநடைஆகியவற்றைக்கொண்டு இப்பாடம் கட்டமைக்கப்பட்டுள்ளது. மாணாக்கரிடம்இலக்கியத்தேடலைஉருவாக்குவதும், தற்சார்புடையஅறிவைமேம்படுத்துவதும்இப்பாடத்தின்நோக்கமாகும்.

அலகு 1 செவ்வியல்இலக்கியங்கள்

15

திருக்குறள்- அன்புடைமை, ஒழுக்கமுடைமை, பெரியாரைத்துணைக்கோடல் - மூன்றுஅதிகாரங்கள்முழுமையும். புறநானூறு-பாடல்எண்: 18, 55, 182, 183, 192 - ஐந்துபாடல்கள். குறுந்தொகை- பாடல்எண்: 2, 167, 27, 202, 184 - ஐந்துபாடல்கள்.

அலகு 2 காப்பியங்கள்

15

சிலப்பதிகாரம்- கனாத்திறம்உரைத்தக்காதைமுழுவதும். மணிமேகலை- பவத்திறம்அறுகஎன்பாவைநோற்றகாதைமுழுவதும். கம்பராமாயணம்- மந்தரைச்சூழ்ச்சிப்படலம் (தேர்ந்தெடுக்கப்பட்டஒன்பதுபாடல்கள்).

அலகு 3 கவிதையும்புதுக்கவிதையும்

15

பாரதிதாசனின்‘தமிழியக்கம்’-(i) நெஞ்சுபதைக்கும்நிலை - (ii) இருப்பதைவிடஇறப்பதுநன்று -இரண்டுகவிதைகள். ஈரோடுதமிழன்பனின், “அந்தநந்தனைஎரித்தநெருப்பின்மிச்சம்” என்னும்தொகுதியில்இடம்பெற்றுள்ள‘விடிகிறது’என்னும்புதுக்கவிதை.

அலகு 4 சிறுகதைகள்

15

தி.ஜானகிராமனின் ‘சக்திவைத்தியம்’ கி.ராஜநாராயணனின்‘கதவு’ - இரண்டுகதைகள்

அலகு 5 உரைநடை

15

வைரமுத்துஎழுதிய ‘சிற்பியேஉன்னைச்செதுக்குகிறேன்’ முழுவதும்

மொத்தம்: 75 மணிநேரம்

பாடநூல்கள்

1. இரவிச்சந்திரன். சு.(ப.ஆ), “செய்யுள்திரட்டு”,வேல்ஸ்பல்கலைக்கழகம், முதற்பதிப்பு, 2008.
2. வைரமுத்து. இரா., “சிற்பியேஉன்னைச்செதுக்குகிறேன்”, திருமகள்நிலையம், பதினேழாம்பதிப்பு, 2007.

பார்வைநூல்கள்

1. பாலச்சந்திரன்.சு., “இலக்கியத்திறனாய்வு”, நியூசெஞ்சுரிபுக்ஹவுஸ், பத்தாம்பதிப்பு, 2007.
2. மாதையன்.பெ., “தமிழ்ச்செவ்வியல்படைப்புகள்”, நியூசெஞ்சுரிபுக்ஹவுஸ்,

முதல்பதிப்பு, 2009.

3. வரதராசன்.மு., “குறள்காட்டும்காதலர்”, பாரிநிலையம், மறுபதிப்பு, 2005.

Course Objective: To Enable The Students To Have The Knowledge In Contemporary Literature Of The Modern Era. It Also Provides An Idea How Translation To Be Effectuated.

| | |
|--|--------------------|
| Unit I Kahani Aur Ekanki | 15 |
| Poos Kee Raat., - Duzhazar | |
| Unit II Ekanki Aur Kahani | 15 |
| .Vaapasi, Akeli, . Akbhari Vigyapan | |
| Unit III Kahani Aur Anuvad | 15 |
| Sharandatha - Anuvad Anuched Angreji Se Hindi Me Karne Ke Liye. | |
| Unit IV Ekanki Aur Anuvad | 15 Raat Ke |
| Raahi Main Bhi Maanav Hoon Anuvad Anuched Angreji Se Hindi Me Karne Ke Liye. | |
| Unit V Kahani ,Ekanki Aur Anuvad | 15 Parada - |
| Yeh Meri Janma Bhoomi Hai -Anuvad Anuched Angreji Se Hindi Me Karne Ke Liye. | |
| Total : 75H | |

Course Outcome :

Co -1: By translating the English passage into Hindi, students learn the rules which should be followed while translation

Co -2: This humorous story written by 'chiranchith' points out the problems occur due to Carelessness & lack of communication

Co -3: 'Vrajabhushan' shows the clear picture of cunning woman and creates Awareness

Co -4: students are described the kalinga war & reasons behind samrat Ashok's change of mind.

Co -5: 'Harikrishna premi' points out the patriotism of a british girl who Was born in India &also the country's condition at that time.

Text Book

1.Sankalan Kahani Evam Ekankied By Dr.N.Lavanya, Mayura Publishers,
Edition 2010

Course Objective: To Fortify The Grammar And Vocabulary Skills Of The Students. Enable The Students Have An Idea Of The French Culture And Civilization

| | |
|--|-----------|
| Unit I Leçons 10 – 11 | 15 |
| Leçons : 10. Les Affaires Marchent,- 11. Un Après Midi A Problemes- Réponses Aux Questions Tirés De La Leçon - Grammaire : Présent Progressif, Passé Récent Ou Future Proche - Complément D’objet Directe - Complément D’objet Indirecte . | |
| Unit II Leçons 12 – 13 | 15 |
| Leçons : 12. Tout Est Bien Qui Fini Bien,- 13. Aux Armes Citoyens – Réponses Aux Questions Tirés De La Leçon - Grammaire : Les Pronoms « En Ou Y » Rapporter Des Paroles - Les Pronoms Relatifs Que, Qui, Ou Où , | |
| Unit III Leçons 14 – 15 | 15 |
| Leçons 14. Qui Ne Risqué Rien N’a Rien,- 15. La Fortune Sourit Aux Audacieux – Réponses Aux Questions Tirés De La Leçon - Grammaire : Comparaison – Les Phrases Au Passé Composé | |
| Unit IV Leçons 16 – 18 | 15 |
| Leçons16 La Publicite Et Nos Reves 17 La France Le Monde 18 Campagne Publicitaire Réponses Aux Questions Tirés De La Leçon - Grammaire :- Les Phrases A L’ Imparfait - Les Phrases Au Future | |
| Unit V Composition | 15 |
| A Ecrire Une Lettre De Regret// Refus A Un Ami Concernant L’invitation D’une Célébration Reçue- A Ecrire Un Essaie Sur Un Sujet Générale - A Lire Le Passage Et Répondre Aux Questions | |

Total : 75H

Course Outcome:

Co -1: This enables students to learn the language without any grammatical errors.

Co -2: As a result of the content makes the students to known about the types of pronouns and their usage.

Co -3: This imparts the students in order to develop their basic writing skills

Co -4: Enable students for framing the basics sentence.

Co -5: Making the students community to know the French format of letter writing and essay writing.

Text Book

1. Jacky Girarder & Jean Marie Gridlig, « Méthode De Français
2. Panorama », Clé Intérrationale , Goyal Publication, New Delhi., Edition 2004

Reference Books

1. Dondo Mathurin, “ Modern French Course”, Oxford University Press, New Delhi., Edition 1997
2. Paul Chinnappane “ Grammaire Française Facile” , Saraswathi House Pvt Ltd, New Delhi, Edition 2010

18LENG21

ENGLISH II

5 0 0 5

COURSE OBJECTIVE:

1. To enable students to develop their communication skills effectively
2. To make students familiar with various sentence patterns of the English Language
3. To enrich their vocabulary in English
4. To develop communicative competency

Hours

UNIT-I Prose

15

1. The Words of Wisdom
Chetan Bhagat
2. Forgetting Robert Lynd
3. My Early Days Dr. A.P.J.
Abdul Kalam

UNIT II -Poetry

15

1. Ozymandias
Percy Bysshe Shelley
2. Mending Wall
Robert Frost
3. Where the Mind is Without Fear
Rabindranath Tagore

UNIT III -Short Story

15

1. Am I Blue?
Alice Walker
2. The Last Leaf O' Henry
3. The Selfish Giant
Oscar Wilde

UNIT IV - One Act Play

15

1. Soul Gone Home
Langston Hughes

UNIT V

15

1. Lexical Skills
2. Vocabulary
3. Communication and Grammar at the end of all lessons

Total 75H

Books Prescribed:

- Radiance - Emerald Publications

Course Objective: To acquaint the students with principles and legal aspects of various legislations like contract, agency, sale of goods act and Consumer Protection Act..

| | | |
|-----------------|---|-----------|
| Unit I | Indian Contract Act | 15 |
| | Contract Act –Definition, Classification –Essentials of a Contract –Offer and Acceptance– Consideration –Contractual Capacity –Free Consent –Legality of Object. | |
| Unit II | Performance & Remedies of Contract | 15 |
| | Performance of Contract –Modes of Discharge of Contract-Actual performance- Attempted performance- –Remedies for Breach of Contract - Quasi contract. | |
| Unit III | Indemnity & Guarantee and Bailment & Pledge | 15 |
| | Indemnity & Guarantee and Bailment & Pledge – Meaning and Definition – Distinction between contract of indemnity and contract of guarantee – Distinction between Indemnity & Guarantee and Bailment & Pledge - Rights of finder of goods. | |
| Unit IV | Law of Agency | 15 |
| | Law of Agency-Modes creation-Agency by Ratification-sub –Agent and Substituted Agent-Termination of Agency-Rights and Duties of Agent & Principal | |
| Unit V | Sale of Goods Act | 15 |
| | Sale of Goods Act –Definition, Price, Conditions and Warranties –Transfer of Property – Performance of Contract of Sale –Rights of an Unpaid Seller. | |

Total 75H

Course Outcome:

- CO 1: To know the primacy of contract, offer and acceptance
- CO 2: To know the factors to be included in contract to perform
- CO 3: To understand the methods of discharge of contracts
- CO 4: To know how to find the solution after breaking the contracts
- CO 5: To know the legal aspects for creating an agency
- CO 6: To understand the rights and duties of an agent and principal
- CO 7: To enhance the fundamentals of act of sale of goods
- CO 8: To provide the knowledge regarding performing of sales contract

Text Books:

1. N.D. Kapoor.Elements of Mercantile Law,Sultan Chand & co Ltd,2014
2. Rsn Pillai & Bhagavathy Business Law, Sultan chand & co Ltd,2011
3. Dr. V.K. Agarwal Law Of Consumer Protection, Bharath law house-2nd edition(2013)

Reference Books:

1. B.N. Tandon, Principles Of Mercantile Law -- Sultan chand & co,Ltd,2010
2. Davar ,Mercantile Law -- Sultan chand & co,Ltd ,2010
3. Pillai & Bhagavathi, Business Law -- Sultan chand & co,Ltd.2007
4. Mercantile Law –M.C.Shukla- Sultan chand & co,Ltd, .2010.

Course Objective: To impart students into basic accounting concepts and principles to prepare the students to have a strong hold in accounts. To impart the basic accounting knowledge as applicable to business.

Unit I Introduction 15

Meaning & Types of accounts - scope of accounting – Basic accounting concepts & conventions of accounting – accounting transactions – double entry system – journal , ledgers, trial balance - subsidiary book.

Unit II Final Accounts 15

Preparation of final accounts of sole trader with adjustments – Preparation of cash book, Petty cash book

Unit III Single entry system 15

Single entry system – Meaning – definition – salient features – difference between single & double entry system – ascertainment of profit – net worth method – conversion method

Unit IV Bank reconciliation & Average due date: 15

Bank reconciliation statement, Meaning, Preparation of reconciliation statement simple problems – Average due date, Meaning, advantages, Equated date Calculation of average due date with interest simple problems.

Unit V Depreciation 15

Depreciation - Meaning –concepts – features - accounting for depreciation – Methods –Straight line method – Written down value method (excluding change in methods)

Total 75H

Course Outcome:

CO – 1: Identify the underlying principles, characteristics and objectives of a set of financial statements.

CO – 2: Prepare ledger accounts using double entry bookkeeping and record journal entries accordingly

CO – 3: Explain the purpose of control within an accounting system, understanding the use of coding systems and internal and externals.

CO – 4: Prepare sections of accounting statements from incomplete data and apply basic ratio analysis

Text Books:

1. T.S.Reddy & A.Murthy-Margham publications.-6th edition,2012
2. Dr.S.N.Mageswari- Vikas Publishing house.-jan2012

Reference Books:

1. Shukla.MC, SC Gupta and PS.grewal – Sultan Chand & Sons-5th edition,2012
2. ByRajasekaran Financial Accounting V-dorling Kindersley-1st edition,2010
3. By Jain &Narang-kalyani Financial Accounting publishers;12th edition.2014.

Course Objective:

The objective of this course is to introduce the students to the Management Information Systems and its application in organizations. The course would expose the students to the managerial issues relating to information systems and help them identify and evaluate various options in Management Information Systems.

| | |
|--|----------|
| UNIT - I | 6 |
| Introduction to the basic concepts of MIS Evolution of computers and their role in MIS. | |
| UNIT - II | 4 |
| Hardware features – Software features. | |
| UNIT - III | 8 |
| Information concepts for MIS Data – information identification of Decision making and information needs. | |
| UNIT - IV | 6 |
| Mechanics of systems analysis – flow charting. Examples of MIS Design – concepts and case studies. | |
| UNIT - V | 6 |
| System concepts and system approach to management total system approach – Miscellaneous for MIS. | |

Total 30H

Course Outcome:

- CO – 1: Describe the role of information technology and information systems in business
 CO – 2: Record the current issues of information technology and relate those issues to the firm
 CO – 3: Reproduce a working knowledge of concepts and terminology related to information technology
 CO – 4: Appraise the knowledge previously acquired of Microsoft Office
 CO – 5: Analyze how information technology impacts a firm
 CO – 6: Interpret how to use information technology to solve business problems

Text Books:

1. Dr. Rajagopalan S.P., “ Management Information System” , Margham Publishing, 1998.

Reference Books:

1. Mudrick & Ross, “ Management Information Systems” , Prentice-Hall of India, 2007.

2. Gordon B. Davis, Margrethe H. Olson, "Management Information Systems" Mcgraw-hill, 1976

Course Objective:

This course aims to familiarize students with the marketing function in organizations. It will equip the students with understanding of the Marketing Mix elements and sensitize them to certain emerging issues in Marketing. The course will use and focus on Indian experiences, approaches and cases

Unit I Marketing Concepts

10 Marketing Meaning – Concept – Functions –Marketing Environment -Market Segmentation and Consumer Behaviour – Market Information System.

Unit II Product Mix

15

Product: Meaning – Product Planning – Policies – Positioning – New Product Development – Product Life Cycle – Branding, Packing, Labeling.

Unit III Price Mix

10

Meaning of Price – Factors influencing price – factors affecting pricing decisions – pricing policies – kinds of pricing.

Unit IV Promotion mix

15

Promotion: Promotion Mix – Advertisement – Measuring Advertisement Effectiveness – Media Strategy – Sales Promotion – Personal Selling and Publicity.

Unit V Place Mix

10

Physical Distribution: Distribution Mix – Managing Channel – Intermediaries – Transport and Warehousing – Distribution Strategies

Total 60H

Course Outcome:

CO – 1: The module introduces and develops the concepts of marketing in a critical way and focuses on the application of the marketing conceptual frameworks.

CO – 2: Describe key marketing theories and techniques for analyzing a variety of marketing situations.

CO – 3: Identify and demonstrate the dynamic nature of the environment in which marketing decisions are taken and appreciate the implications for marketing strategy determination and implementation.

CO – 4: Demonstrate the ability to carry out a research project that explores marketing planning and strategies for a specific marketing situation.

CO – 5: Produce a coherent written statement and oral presentation of the analysis of a complex business issue.

CO – 6: Acquire broad-based knowledge and skills necessary to fulfill their professional goals.

CO – 7: Identify strategic marketing problems or opportunities facing an organization and make recommendations on solving these strategic marketing problems and State the role and functions of marketing within a range of organization.

Text Books:

1. Kurtz and Boone – Principles of Marketing (Thomson India edition, 2007)
2. Kotler Philip, Keller Kevin Lane, Koshy Abraham and Jha Mithileshwar - Marketing Management: A South Asian Perspective (Pearson Education 12th Edition),2006
3. Ramaswamy V.S. and Namakumari S - Marketing Management: Planning, Implementation and Control (Macmillian, 3rd Edition),2002

Reference Books:

1. Kotler, P. & Keller, K. L.: Marketing Management,Pearson.,2014
2. Kotler, P., Armstrong, G., Agnihotri, P. Y., & Ul Haq, E.: Principles of Marketing: A South Asian Perspective, Pearson.,2013
3. Ramaswamy, V.S. & Namakumari, S.: Marketing Management: Global Perspective- Indian Context, Macmillan Publishers India Limited.,5th edition.,2013
4. Zikmund, W.G. & D' Amico, M.: Marketing, Ohio: South-Western College.,7th edition.,2002

Course Objective: The course is intended to help the students to gain a solid understanding of human behaviour in the workplace from an individual, group, and organizational perspective. To obtain frameworks and tools to effectively analyze and approach various organizational situations.

Unit I Introduction to Organisational Behaviour

15

Introduction, nature and scope of OB, Challenges and opportunities for OB, Organization Goals, Models of OB, Impact of Global and Cultural diversity on OB.

Unit II Foundations of Individual Behaviour

15

Individual Behaviour – Individual behaviour, Personality, Perception and its role in individual decision making, Learning, Motivation, Hierarchy of needs theory, Theory X and Y, Motivation- Hygiene theory, Vroom's Expectancy theory.

Unit III Conflict and change

15

Meaning and Process of conflict; causes, sources, consequences of conflict; conflict resolution strategies. Kinds of change; Identification of the problem and implementation of change; resistance to change, overcoming resistance to change.

Unit IV Organizational Effectiveness

15

The concept of organizational effectiveness; efficiency, effectiveness and productivity; approaches of organizational effectiveness; contributing factors of organizational effectiveness.

Unit V Groups in Organisation

15

Group Dynamics: The concept of groups, kinds and functions of groups, formal and informal groups, group cohesiveness, group thinking, transactional analysis.

Total 75H

Course Outcome:

CO-1: Define, explain and illustrate a range of organisational behaviour theories.

CO-2: Analyse the behaviour of individuals and groups in organisations in terms of organisational behaviour theories, models and concepts

CO-3: Apply organisational behaviour concepts, models and theories to real life management situations through case analysis

CO-4: Demonstrate a critical understanding of organisational behaviour theories and current empirical research associated with the topics covered in this course.

CO-5: Communicate effectively in oral and written forms about organisational behaviour theories and their application using appropriate concepts, logic and rhetorical conventions.

Text Books:

1. K. Ashwathappa, Organisational Behaviour, Himalaya Publishing House, 2005

2. Anjali Ghanekar ,Organisational Behaviour, Everest Publications, 2001
3. J.Jayashankar – Organisational Behaviour, Margham Publications, 2011

References Books:

1. Schermerhorn, Hunt and Osborn, Organisational behavior, John Wiley, 9th Edition, 2008.
2. Udai Pareek, Understanding Organisational Behaviour, 2nd Edition, Oxford Higher Education, 2004.
3. Mc Shane & Von Glinov, Organisational Behaviour, 4th Edition, Tata Mc Graw Hill, 2007.
4. Hellrigal, Slocum and Woodman, Organisational Behavior, Cengage Learning, 11th Edition 2007.
5. Ivancevich, Konopaske & Maheson, Oranisationl Behaviour & Management, 7th edition, Tata McGraw,2013

Course Objectives: To provide a theoretical framework for considering corporate finance problems and issues and to apply these concepts in practice. It serves as a foundation to topics in financial economics and corporate finance.

Unit I Introduction **15**

Meaning, objectives, importance and types of Corporate Finance – Sources of long term and short term finance – Functions of financial management – Role of financial manager in Financial Management.

Unit II Capital Structure **15**

Capital structures planning – Factors affecting capital structures – Determining Debt and equity proportion – Capital structure theories-NI, NOI, traditional and M-M theories– Leverage concept.

Unit III Capital Budgeting **15**

Capital budgeting – Meaning – Scope – Appraisal criteria for capital budgeting decisions - NPV Vs IRR.- Multiple IRRs - Capital Rationing – Risk Analysis in Capital Budgeting – Measurement of Risk – Project variance – Expected NPV

Unit IV Dividend Decision **15**

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

Unit V Working Capital **15**

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

Total 75H

Course Outcome:

- CO – 1: Measure risk and return and explain the trade-off between risk and return
- CO – 2: Calculate the value of various financial assets
- CO – 3:List the primary sources of capital and incorporate their cost when making investment decisions.
- CO – 4 Estimate project cash flows to distinguish between value-creating and value destroying investments.
- CO – 5: Estimate cash flows from a project, including operating, net working capital, and capital spending.
- CO – 6: Estimate the required return on projects of differing risk and how to use the required return in evaluating investment decisions.
- CO – 7: Use the dividend growth model and capital asset pricing model to estimate equity costs
- CO – 8: Calculate yield to maturity to estimate bond costs
- CO – 9: calculator the weighted average cost of capital to estimate required rates on investments
- CO – 10: Apply the concepts of financial management to contemporary financial events.

Text Books:

1. 1.Pandey, I.M., “*Financial Management*”, Vikas Publishing House, New Delhi.1999
2. Khan M.Y. and Jain P.K., “*Financial Management*”, Tata McGraw Hill, New Delhi.1992

3. Kishore, R., *“Financial Management”*, Taxmans Publishing House, New Delhi. 2006

Reference Books

1. Chandra, Prasanna, *“Financial Management”*, TMH, New Delhi. 1997

2. Horn, Van, *“Financial management and Policy”*, Prentice Hall of India.1971.

Course Objective: To develop the skills of the students in the concepts of Mathematics and Statistics. The course will also serve as a prerequisite for post graduate and specialized studies and research.

Unit I Set theory and Matrices 10

Set theory: Introduction – Definitions – Operations on sets – Simple application of Venn diagram
Matrices: Definitions – Operations on Matrices - Inverse of matrix – Solution of linear equations-
Matrix method- Crammer’s rule.

Unit II Applications of Differentiation 20

Functions in economics and commerce - Demand function - Supply function - Cost function – Revenue function - Profit function - Elasticity - Elasticity of demand - Elasticity of supply - Equilibrium price - Equilibrium quantity - Relation between marginal revenue and elasticity of demand. Maxima and Minima: Maxima and Minima of Univariate functions: Application of Maxima and Minima in Business.

Unit III Statistical methods 15

Introduction – Scope and Limitations of Statistical methods- Diagrammatic and Graphical representation of data- Measures of Central tendency: Mean, Median, Mode– Measures of Dispersion- Range, Quartile Deviation, Mean Deviation, Standard Deviation and Coefficient of variation.

Unit IV Sampling and tests of significance 20

Concept of Sampling and Sampling Distribution –Parameter and Statistics- Standard error – Tests of Significance for small samples : t-test for Single mean - difference of means , F-test(variance – Ratio test) , Chi-Square tests for Goodness of Fit and test for independence of attributes in contingency table.

Unit V Correlation and regression analysis 10

Correlation: Types of Correlation-Methods of studying correlation- Scatter diagram method, Karl Pearson’s Coefficient of correlation, Spearman’s Rank Correlation Coefficient. Regression: Regression Lines and Regression equations and simple problems.

Total 75H

Course Outcome:

- CO – 1: Identify the axioms of a system of set theory
- CO – 2: Solve systems of linear equations by use of the matrix
- CO – 3: Be able to find the nature (maximum and minimum) of a turning point
- CO – 4: Understand the meaning of marginal revenue and marginal cost and their relevance for firm profitability.
- CO – 5: The student is able to collect, organise, and represent data, and be able to recognise and describe relationships.
- CO – 6: The student is able to understand and use the basic measure of central tendency.
- CO – 7: Construct and interpret confidence intervals to estimate means, standard deviations.
- CO – 8: Recognize and compute the sampling distributions, sampling distributions of means and variances (S^2) and the t- and F-distributions
- CO – 9: Recognize the basic concepts of simple linear regression and correlation
- CO – 10: Perform a regression analysis, and compute and interpret the coefficient of correlation.

Text Books:

1. S.P. Gupta (S.P.): "Statistical Methods", Sultan Chand & Sons, 34th Edition, 2007
2. Richard Levin & David Rubin, "Statistics for management", Prentice Hall, 2008.

Reference Books:

1. P.R.Vittal, "Business Mathematics", Margham publications 2nd edition, 2003.
2. P.R.Vittal, "Business Statistics" Margham publications 3rd edition, 2002
3. S.P. Rajagopalan and R. Sattanathan, business statistics and Operation Research, Tata Mcgraw-Hell publishing company Ltd., 2nd edition, 2009.
4. Beri G, Business statistics, Tata Mc Gram Hell Publishing company, limited, 2009.

Course Objective: Success in today's competitive business environment is increasingly the function of effective management of its resources, particularly, employee. Hence the students must aware of basic aspects of human resource management to understand the functioning of human resource management in an organizational setting. Therefore, this introductory course on Human Resource Management is designed to introduce the basic concepts, functions and processes of human resource management to students and to create an awareness of the role, functions and functioning of human resource department of the organizations.

Unit I Introduction to HRM**12**

Definition and concept of HRM – evolution from Personnel Management- Importance and functions of HRM – activities and role of HR manager – Challenges of HRM

Unit II Human Resources Planning**12**

Definition and objectives of Human Resource Planning- process of Human Resource planning factors influencing estimation of Human Resources. Concept of Recruitment-Recruitment policy- Sources of Recruitment-Selection procedure – Promotion and demotion policy.

Unit III Training and Development**12**

Meaning and Definition- Need-Objectives-Importance of Training-Training Methods-Evaluation of Training Programme Concept of Management Development Management Development Process and methods Evaluation of Management Development Programme.

Unit IV Performance Appraisal**12**

Concept and objectives of performance Appraisal- Process Performance Appraisal Methods- Uses and limitations of Performance Appraisal.

Unit V Contemporary Issues**12**

Talent management - Workplace Stress – women at work – violence at workplace – the Moonlight effect Flexibility and Change - Managing Knowledge and Learning - Managing an International Workforce - Developing HR Strategies – HR in electronic era.

Total 60H**Course Outcome:**

- CO – 1: Synthesize information regarding the effectiveness of recruiting methods and the validity of selection procedures, and make appropriate staffing decisions.
- CO -2: Design a training program using a useful framework for evaluating training needs, designing a training program, and evaluating training results.
- CO-3: Properly interpret salary survey data and design a pay structure with appropriate pay grades and pay ranges.
- CO-4: Evaluate a company's implementation of a performance-based pay system.
- CO-5: Demonstrate knowledge of employee benefit concepts, plan design, administrative considerations and regulations governing employee benefit practices.
- CO-6: Align HR systems with the strategic business objectives of a firm

Text Books:

- 1) V. P. Michael, Human Resource Management & Human Relations, Vikas Publishing House, 2007
- 2) P. C. Pardeshi, Human Resource Management. Nirali Prakashan pub, 2013
- 3) C. B. Mamoria, Personnel Management, Himalaya Publishing, 2005
- 4) Rao, V.S.P, Human Resource Management- Text and Cases, Excel Books, 2001

Reference Books:

1. Monappa & Saiyaddin: Personnel Management, McGraw Hill, 2011
2. Dessler.G: Human Resource Management, Pearson publisher, 2005
3. R.Wayne Mondy & Rober M.Noel: Human Resource Management, Pearson publisher, 2001

4. L.M.Prasad , Human Resource Management., sultan chand, 2nd edition, 2005

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RESEARCH METHODOLOGY

5 0 0 5

Course Objective:

The course is to introduce students to methods for conducting meaningful inquiry and research. They will gain an overview of research intent and design, methodology and technique, format and presentation, and data management and analysis informed by commonly used statistical methods.

UNIT I

15

Introduction: Meaning and Definition of Research - Characteristics of Research – Objectives of Research – Types of Research – Process and steps of Research.

UNIT II

20

Process of Selection and formulation of Research problem, Problem Selection / Identification of the problem – Sources of research problems – Criteria of a good research problem – Principles of research problem –Hypothesis – Meaning – Characteristics of good Hypothesis.

UNIT III

15

Research Design: Meaning of Research Design – Types of Research Design – Essential steps in preparation of Research Design – Evaluation of the Research Design – A Model Design.

UNIT IV

15

Data Collection and analysis and interpretation of data. Main forms of Data Collection responses – Methods of data Collection – Analysis of data – Types of analysis – Statistical tools and analysis – Interpretation of data – Need and Importance – Technique of interpretation.

UNIT V

10

Research Report: Meaning of Research Report – Steps in Organization of Research Report – Types of Report – Significance of Report Writing – Drafting of reports – Contents of a report.

Total 75H

Course Outcomes:

CO – 1: Become knowledgeable of the research process and its different approaches.

CO – 2: Apply a range of quantitative and / or qualitative research techniques to business and management problems / issues

CO – 3: Understand and apply research approaches, techniques and strategies in the appropriate manner for managerial decision making

CO – 4: Demonstrate knowledge and understanding of data analysis and interpretation in relation to the research process

CO – 5: Conceptualise the research process

CO – 6: Develop necessary critical thinking skills in order to evaluate different research approaches utilised in the Business.

Text Books:

1. Dr. T.N. Srivastava and Mrs. ShailajaRego,;Business Research methods ,Tata Mcgraw Hill. Co Chennai,2002
2. Alan Bryman and Emmabell, Business Research methods, – Oxford University press. Chennai.,2005
3. R. PanneerSelvam ,Research methodology, phi learning India PVT Ltd., New Delhi,2008

4. Mathukutty M. Monippally and Badrinarayanan Shankar Pawar, Academic writing, A guide for management students and Researchers, 2008

References Books:

1. Donald H. Mcburney and Theresa, Research methods Indian Edition ,Cengage learning, 2008
2. Zikmund, Babin & Carr: Business Research Method, South-Western., 2007
3. Cooper & Schindler: Business Research Methods McGraw-Hill Education, 2005
4. Research Methodology: Methods and Techniques : C.R.Kothari: New Age International, 2004

Course Objective: To acquaint students with role of Management Accounting in planning, control and decision-making.

Unit I Introduction**10**

Management Accounting: Nature and Scope, Financial Accounting Vs. Cost Accounting Vs. Management Accounting, Advantages and Limitations of Management Accounting, Role of Management Accountant.

Unit II Ratio Analysis**15**

Meaning and significance – Classification of ratios – capital structure ratio – liquidity ratio – turnover ratios – profitability ratios – limitations of ratio analysis.

Unit III Funds Flow statement and Cash Flow Analysis**15**

Meaning, advantages, limitations & preparation of Funds flow & Cash flow statements – distinction between funds flow & cash flow statements.

Unit IV Marginal Costing**20**

Meaning - Marginal cost - objectives – advantages – contribution – P/V ratio – break even analysis – computation of BEP (excluding decision making)

Unit V Budgets and Budgetary Control**15**

Concept of Budgets and Budgetary Control, Advantages and Limitations of Budgetary Control - Preparation of Cash and Flexible Budgets only.

Total 75H**Course outcomes:**

Co – 1: Apply managerial accounting and its objectives in a way that demonstrates a clear understanding of ethical responsibilities.

Co – 2: Prepare a master budget and demonstrates an understanding of the relationship between the components.

Co – 3: Enable students to be successful professional excel problem solving.

Co – 4: Enable to need for a balance between financial and non-financial information in decision making, control and performance evaluation applications of the management.

Co – 5: Enable students develop the ability to collect, analyze, and communication quantitative information to assist management in more effective planning and control decisions.

Co – 6: Prepare analyses of various special decisions, using relevant costing and benefits.

Co – 7: Outline and apply management tools and techniques such as the balanced scorecard, operational performance measures, quality and environmental cost management.

Text books:

1. Maheshwari, S.N.; Principles of Management Accounting, Sultan Chand & Sons,2012
2. M.N. Arora: A Textbook of Cost and Management Accounting, Vikas Publishing House Pvt. Ltd.2010
3. T.S.Reddy & Y.Hari Prasad Reddy; Management Accounting;Margham publishing House.2000

Reference Books:

1. Bhattacharya, S.K. &Dearden; Accounting for Management – Text and Cases-2nd edition-oxford publishing-2011
2. Pandey, I.M.; Management Accounting, Vikas Publishing House-3rd edition-2010

3. C.T. Horngren, Gary L. Sundem, Jeff O. Schatzberg, and Dave Burgstahler:
Introduction to Management Accounting, Pearson publishers-2008
4. S.N. Maheshwari, and S.N. Mittal, Cost Accounting: Theory and Problems, Shree
Mahavir Book Depot (Publishers)-vikas publishing-2012

Course Objective: To impart the knowledge of various concepts of Operations Research. This course will also serve as a prerequisite for post graduate and specialized studies and research.

Unit I Introduction to Operation Research**15**

Introduction: Definition- Scope of OR in Business - Linear Programming Problems –Formulation – Graphical method of solution- Simplex Method.

Unit II Transportation and Assignment problems**15**

Transportation: Initial basic feasible solution methods -Optimality test– MODI method. Assignment Problems – Hungarian method.

Unit III Sequencing problems**15**

Job Sequence: Introduction- Johnsons rule for n jobs through two machines- n jobs through three machines- n jobs through m machines- 2 jobs with K machines.

Unit IV Game Theory**15**

Game Theory: Introduction- Two person Zero sum game- pure and mixed strategy- Dominance Property- Graphical Method of $2 \times n$ and $m \times 2$ solving game.

Unit V Network Analysis**15**

Network Analysis: Introduction – Basic Terminologies – Critical Path Method-PERT-Float analysis.

Total 75H**Course Outcome:**

CO – 1: Define and formulate linear programming problems and appreciate their limitations.

CO – 2: To understand concepts and terminology of Linear Programming from formulation of mathematical models to their optimization using Simplex Method

CO – 3: To comprehend the concept of a Transportation Model and develop the initial solution for the same

CO – 4: The concept of a Assignment model and develop the optimum schedule and optimum cost.

CO – 5: Identify various inventory models Investigate network analysis on elements of scheduling by CPM and PERT techniques.

CO – 6: Use critical path analysis and programming evaluation production and review techniques for timely project scheduling and completion

CO – 7: Identify and select procedures for various sequencing problems

CO – 8: To Solve the problems with n-jobs and two machines, optimal sequence algorithm, problems with n-jobs and three machines, problems with n-jobs and m-machines, graphic solutions.

CO – 9: Model competitive real world phenomena using concepts from game theory.

CO – 10: Elucidate the potential or proven relevance of game theory and its impact in many fields of human endeavour which involve conflict of interest between two or more participants.

Text Books:

1. N. D. Vohra, "Quantitative Management", Tata McGraw Hill, 2006.
2. P. K. Gupta, Man Mohan, KantiSwarup: "Operations Research", Sultan Chand, 2008.
3. V. K. Kapoor: "Operations Research", Sultan Chand & Sons, 2006
4. J. K. Sharma: Operations Research Theory & Applications, Macmillan India Limited, fifth edition.2013

Reference Books:

1. Hamdy Taha, Operations Research, 8th Edition, Pearson Education, 2009.
2. Sharma J.K, Operations Research, 3rd Edition, Macmillan Business Books, 2009.
3. Sundaresan V, Ganapathy K.S, Ganesan K, Resource Management Technique- Lakshmi Publications, 2003.
4. Kanti swaroop, Gupta P. K, Man Mohan, Operations Research, 14th Edition, Sultan Chand & Sons, 2008.
5. Kalavathy S, Operations Research, 2nd Edition, Vikas Publications, 2009.

Course objectives: This subject provides a concise, practical guide to communicating effectively in the world of business. This course offers a direct, concrete approach and an opportunity for hands-on application of effective communication strategies. It includes a review of business letters, formal and informal reports, and oral presentation. There is discussion on other strategies in the flow of communication with an emphasis on verbal and non-verbal cues.

Unit I: Basic Principles of Communication & the Nature of Business Communication

6

Introduction, - meaning-definition-Understanding Communication, the Communication Process, Barriers to Communication, the Importance of Communication in the Workplace. Types of Business Communication, Communication Network in Organizations

Unit II: Types and Channels of Communication & the Importance of Listening

Introduction, Types of Communication, Classification of Communication Channels. Introduction to listening- Barriers to Listening, Strategies for Effective Listening, Listening in a Business Context

Unit III: Read, Written, Oral Business Communication and report writing

6

Introduction to reading - Types of reading, Introduction, General Principles of Writing, Principles of Business Writing, Introduction, Advantages of Oral Communication, Oral Business Presentations. Reports – Structure - Formal Report, Informal report - Checklist for compiling reports - Executive Summary – Comprehension - Agenda, Minutes of Meeting - Compiling a Press Release.

Unit IV: Internal Business Communication and External Business Communication

6

Guidelines for Meetings: Introduction, Types of Meetings, Before the Meeting, During the Meeting, After the Meeting, and Common Mistakes made at Meetings- Writing Memos, Circulars and Notices.

Writing Business Letters: Introduction, Principles of Business Letter Writing, Types of Business Letters, Format for Business Letters- Communication with Media through News Releases, Communication about the Organization through Advertising

Unit V: Employment Communication

6

Resumes and Cover Letters: Introduction, Writing a Resume, Writing Job Application Letters, Other Letters about Employment- Group Discussions and Interviews.

Course Outcomes:

CO 1- To write business letters in a proper, formal format

CO 2 -To identify the types of reports that are required in business situations

CO 3- To demonstrate the methods of oral presentation both in a formal and informal environment

CO 4- To review the importance of communication relative to securing employment, with emphasis on using both verbal and non-verbal communication and their impact

CO 5- To prepare the student with the communication tools-verbal, non-verbal and written communication.

Total 30H

Text books:

1. Business communication- K Sundar and A Kumara Raj, Vijay Nicole, Chennai
2. Business Communication- N.S.Raghunathan and B.Shanmugam, Margham Publications
3. Essentials of Business Communication- Rajendra Pal & J.S. Koralahalli

Reference Books

1. Effective Business Communication – Asha Kaul, PHI Learning Pvt. Ltd, 2014
2. Business Communication Today – Bovee Courtland.L, Pearson Education India, 2008
3. Communication for Business – Shirley Taylor.
4. Advanced Business Communication- Penrose, Rasberry, Myers
5. Business Communication- Process and Product- Mary Ellen Guffey

alternate energy sources, Case studies.

- f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.
- Role of an individual in conservation of natural resources.
 - Equitable use of resources for sustainable lifestyles.

Unit III EcoSystem

5

Concepts Of An Ecosystem - Structure And Functions Of An Ecosystem - Procedures, Consumers And Decomposers - Energy Flow In The Ecosystem - Food Chains, Food Webs And Ecological Pyramids.

Introduction, Types, Characteristics Features - Structures and Functions of the Following Ecosystem:

- a) Forest Ecosystem
- b) Grass Land Ecosystem
- c) Desert Ecosystem
- d) Aquatic Ecosystem.

Unit IV Biodiversity and Its Conservation

5

Introduction – Definition:

Genetic, Species and Ecosystem Diversity - Bio-Geographical Classification of India

Value of Bio-Diversity:

Consumptive use, productive use, social, ethical, aesthetic and option values

Bio-Diversity At Global, National And Local Levels - India as a Mega-Diversity Nation - Hot-Spots Of Diversity.

Threats to Diversity: Habitats Loss, Poaching Of Wild Life, Man Wild Life Conflicts - Endangered and Endemic Species of India.

Conservation of Biodiversity:

In-situ and Ex-situ Conservation of Bio-Diversity.

Unit V Environmental Pollution and Human Rights

5

Definition

Causes, Effects And Control Measures Of:

Air Pollution, Water Pollution, Soil Pollution, Marine Pollution, Noise Pollution, Thermal Pollution, Nuclear Hazards.

Soil Pollution Management:

Causes, Effects And Control Measures Of Urban And Industrial Wastes - Role Of An Individual In Prevention Of Pollution – Pollution Case Studies.

Disaster Management:

Flood, Earthquakes, Cyclone of Landslides.

Unit VI Social Issues and the Environment

5

- From Unsustainable to Sustainable development
- Urban problems related to energy
- Water conservation, rain water harvesting, watershed management
- Resettlement and rehabilitation of people; its problems and concerns. Case
- Studies
- Environmental ethics: Issues and possible solutions.

- Climate change, global warming, acid rain, ozone layer depletion, nuclear
- Accidents and holocaust. Case Studies.
- Wasteland reclamation.
- Consumerism and waste products.
- Environment Protection Act.
- Air (Prevention and Control of Pollution) Act.
- Water (Prevention and control of Pollution) Act
- Wildlife Protection Act
- Forest Conservation Act
- Issues involved in enforcement of environmental legislation.
- Public awareness.

Unit VII Human Population and the Environment

3

- Population growth, variation among nations.
- Population explosion – Family Welfare Programme.
- Environment and human health.
- Human Rights.
- Value Education.
- HIV/AIDS.
- Women and Child Welfare.
- Role of Information Technology in Environment and human health.
- Case Studies.

Unit VIII Field work

- Visit to a local area to document environmental assets - river/ forest/grassland/hill/mountain
- Visit to a local polluted site-Urban/Rural/Industrial/Agricultural
- Study of common plants, insects, birds.
- Study of simple ecosystems-pond, river, hill slopes, etc. (Field work Equal to 5 Lecture hours)

Total: 30H

Course Outcomes:

Co -1: Articulate the interdisciplinary context of environmental issues.

Co- 2: Demonstrate a general understanding of the breadth and interdisciplinary nature of environmental issues

Co -3: Identify and justify key stakeholders in the natural sciences that need to be a part of sustainable solutions.

Co -4: Formulate an action plan for sustainable alternatives that integrates science, humanist, and social perspectives

Reference Books:

1. Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.

2. Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad – 380 013, India, Email:mapin@icenet.net (R)
3. Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc. 480p
4. Clark R.S., Marine Pollution, Clarendon Press Oxford (TB)
5. Cunningham, W.P. Cooper, T.H. Gorhani, E & Hepworth, M.T. 2001, Environmental Encyclopedia, Jaico Publ. House, Mumabai, 1196p
6. De A.K., Environmental Chemistry, Wiley Eastern Ltd.
7. Down to Earth, Centre for Science and Environment (R)
8. Gleick, H.P. 1993. Water in crisis, Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute Oxford Univ. Press. 473p
9. Hawkins R.E., Encyclopedia of Indian Natural History, Bombay Natural History Society, Bombay (R)
10. Heywood, V.H & Waston, R.T. 1995. Global Biodiversity Assessment. Cambridge Univ. Press 1140p.
11. Jadhav, H & Bhosale, V.M. 1995. Environmental Protection and Laws. Himalaya Pub. House, Delhi 284 p.
12. Mckinney, M.L. & School, R.M. 1996. Environmental Science systems & Solutions, Web enhanced edition. 639p.
13. Mhaskar A.K., Matter Hazardous, Techno-Science Publication (TB)
14. Miller T.G. Jr. Environmental Science, Wadsworth Publishing Co. (TB)
15. Odum, E.P. 1971. Fundamentals of Ecology. W.B. Saunders Co. USA, 574p
16. Rao M N. & Datta, A.K. 1987. Waste Water treatment. Oxford & IBH Publ. Co. Pvt. Ltd. 345p.
17. Sharma B.K., 2001. Environmental Chemistry. Geol Publ. House, Meerut
18. Survey of the Environment, The Hindu (M)
19. Townsend C., Harper J, and Michael Begon, Essentials of Ecology, Blackwell Science (TB) XI
20. Trivedi R.K., Handbook of Environmental Laws, Rules Guidelines, Compliances and Stadards, Vol I and II, Enviro Media (R)
21. Trivedi R. K. and P.K. Goel, Introduction to air pollution, Techno-Science Publication (TB)
22. Wanger K.D., 1998 Environmental Management. W.B. Saunders Co. Philadelphia, USA 499p

(M) Magazine

(R) Reference

(TB) Textbook

Course objective: This course covers the elements of advertising and sales promotion in the business environment. Topics include advertising and sales promotion appeals, selection of media, use of advertising and sales promotion as a marketing tool, and means of testing effectiveness. Upon completion, students should be able to demonstrate an understanding of the concepts covered through application.

Unit I: Introduction to advertising

20

Concept and definition of advertisement – Social, Economic and Legal Implications of advertisements – setting advertisement objectives – Ad Agencies – Selection and remuneration – Advertisement campaigns.

Unit – II Advertisement Media

15

Media plan – Type and choice criteria – Reach and frequency of advertisements – Cost of advertisements - related to sales – Media strategy and scheduling

Unit – III Design And Execution Of Advertisements

20

Message development – Different types of advertisements – Layout – Design appeal – Copy structure – Advertisement production – Print – Radio. T.V. and Web advertisements – Media Research – Testing validity and Reliability of ads – Measuring impact of advertisements – case studies.

Unit – IV Introduction To Sales Promotion

15

Scope and role of sale promotion – Definition – Objectives of sales promotion - sales promotion techniques – Trade oriented and consumer oriented.

Unit – V Sales Promotion Campaign

20

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.

Total 90H

Course Outcomes:

CO 1- Explain use of advertising and sales promotion as a marketing tool.

CO 2 -Describe advertising and sales promotional appeals.

CO 3 - Explain appropriate selection of media.

CO 4 - Discuss means of testing effectiveness of advertising and sales promotion.

Text Books:

1. Wells, Moriarty & Burnett, Advertising, Principles & Practice, Pearson Education 7th Edition, 2007.

2. Kenneth Clow. Donald Baack, Integrated Advertisements, Promotion and Marketing communication, Prentice Hall of India, New Delhi, 2003.

Reference Books:

1. S. H. H. Kazmi and Satish K Batra, Advertising & Sales Promotion, Excel Books, New Delhi, 2001.

2. George E Belch and Michel A Belch, Advertising & Promotion, McGraw Hill, Singapore, 1998.

3. Julian Cummings, Sales Promotion, Kogan Page, London 1998.

4. E.Betch and Michael, Advertising and Promotion, McGraw Hill, 2003.

5. Jaishri Jefhwaney, Advertising Management, Oxford, 2008.

Course Objectives

To understand key principles of branding and focus the students to understand the concepts in brand management and analytical techniques commonly used by brand managers. Expose students to the situations and challenges frequently encountered by brand managers in ethical issues and to understand brand performance through brand positioning and communication

UNIT - 1 INTRODUCTION**18**

Basic Understanding of Brands- Definitions – Branding Concepts- Functions of Brand- Significance of Brands- Different Types of Brands- Co-Branding- Store Brands

UNIT – II BRAND STRATEGIES**18**

Strategic Brand Management process- Building a strong brand- Brand positioning- establishing Brand values- Brand vision- Brand elements

UNIT – III BRAND COMMUNICATIONS**18**

Brand image building- Brand loyalty programmes – brand promotion methods- Role of brand Ambassadors, celebrities- online brand promotions

UNIT – IV BRAND EXTENSION**18**

Brand adoption practices- different type of brand extension –factors influencing decision for extension- rebranding and re-launching

UNIT – V BRAND PERFORMANCE**18**

Measuring brand performance- brand equity management – role of brand managers – branding challenges & opportunities – case studies

Total 90H**Course outcomes:**

- CO 1. Demonstrate Knowledge of the nature and processes of branding and brand management
- CO 2. Appraise the key issues in managing a brand portfolio and making strategic brand decision
- CO 3. Formulate and justify brand development decisions and develop appropriate strategies and initiatives
- CO 4. Prepare a professional and coherent report in the form of a brand audit

Text books:

1. Mathew, Brand Management – Text & cases, MacMillan, 2008.
2. Kevin Lane Keller, Strategic Brand Management: Building, Measuring and Managing, Prentice Hall, 3rd Edition, 2007.

Reference books

1. Tyboust and Kotter, Kellogg on Branding, Wiley, 200
2. Lan Batey, Asain Branding – A Great way to fly, PHI, Singapore, 2002.
3. Paul Tmepoal, Branding in Asia, John Willy, 2000.
4. Ramesh Kumar, Managing Indian Brands, Vikas Publication, India, 2002.
5. Jagdeep Kapoor, Brandex, Biztranza, India, 2005

18DBBA03

RETAIL MANAGEMENT

6 0 0 6

Course Objective: The main objective for the curriculum is providing insights on retail operations. This will enable the students to become good retail planners and decision makers and help focus to change and adaptation to change. The course intends to provide the learner with an overview of the retail industry, concepts and processes and an opportunity to understand the areas of accountability for a retail manager. The learner will also be able to determine a level of interest in pursuing a career in retail management.

UNIT I: Introduction to Retailing

15

Concept of retailing- Functions of retailing- Terms & Definition -Retail formats and types - Retailing Channels -Industry in India -Importance of retailing -changing trends in retailing.

UNIT II: Understanding the Retail Consumer

15

Retail consumer behavior- Factors influencing the Retail consumer- Customer decision making process -Types of decision making - Market research for understanding retail consumer.

UNIT III: Retail Market Segmentation and Strategies & Retail Location Selection 20

Market Segmentation and its benefits- Kinds of markets -Definition of Retail strategy, Strategy for effective market segmentation- Retail value chain. Retail Location Selection: Importance of Retail locations- Types of retail locations, Factors determining the location decision -Steps involved in choosing retail locations.

UNIT IV: Merchandise Management & Retail Operations and Retail Pricing 20

Meaning of Merchandising- Factors influencing Merchandising -Functions of Merchandising Manager- Merchandise planning -Merchandise buying, Retail Operations and Retail Pricing: Store administration- Inventory Management- Store Management- Receipt Management -Customer service -Retail Pricing- Factors influencing retail prices- Pricing strategies

UNIT V: Retail Space Management and Marketing & Emerging trends in retailing 20

Definition of Space Management- Store layout and Design- Visual Merchandising- Promotions Strategy- Relationship Marketing Strategies- CRM- Retail Marketing Mix- Retail Communication Mix-POP Displays. Emerging trends in retailing: Changing nature of retailing- Organized retailing- Modern retail formats- E-tailing-Challenges faced by the retail sector

Total 90H

Course Outcomes:

- CO 1- Become familiar with hoe retail industry works
- CO 2- Understand how to create a shopping experience that builds customer loyalty
- CO 3- Learn how to receive, present and maintain merchandise. To learn how to identify, hire, retain and build retail talent
- CO 4- Learn the functions that support service and sales and understand the areas of accountability for retail management
- CO 5- Understand how to drive sales growth.

Text Books:

1. Cullen & Newman: Retailing – Environment & Operations, Cengage Learning EMEA,2001
2. Berman & Evarv: Retail Management, Perntice Hall.,2005
3. Bajaj, Tuli & Srivastava: Retail Management- Oxford University Publications,2001
4. Gibson G Vedamani: Retail Management: Functional principles & practices, Jaico Publishing House.2014
5. Harjit Singh: Retail Management, S. Chand Publication,2011

Reference Books:

1. Newman A.J. and Cullen P - Retailing : Environment and Operations (Vikas, 1st Ed.),2002
2. Berman B and Evans J.R - Retail Management (Pearson Education, 9th Ed.),2010
3. Michael Levi M and Weitz BW - Retailing Management (Tata McGraw Hill, 5th Ed.),1992
4. Dunne Patrick M., Lusch Robert F. and Griffith David A - Retailing (Cengage Learning, 4th Ed.),2013

COURSE OBJECTIVES:

Understanding of the legal framework is important for the efficient decision-making relating to man management and industrial relations. The course aims to provide an understanding, application and interpretation of the various labour laws and their implications for industrial relations and labour issues with Latest Case Laws.

UNIT 1 – Introduction**15**

Overview of Industrial Relations : Concept of Industrial Relations; Nature of Industrial Relations; Objectives of IR; Evolution of IR in India ; Role of State; Trade Union; Employers' Organisation; ILO in IR.

UNIT 2 - Trade Union Concepts**20**

Trade Unionism : Trade Union : origin and growth, unions after independence, unions in the era of liberalization; concept, objectives, functions and role of Trade Unions in collective bargaining; problems of Trade Unions. Labour problems: Discipline and misconduct; Grievance Handling Procedure; Labour turnover; Absenteeism; Workers' participation in management.

UNIT 3 – Strategic Problems**18**

Technological Change in IR-Employment issues, Management Strategy, Trade Union Response, Human Resource Management and IR- Management Approaches, Integrative Approaches to HRM; International Dimensions of IR.

UNIT 4 – Employees Securities Law & various acts**17**

Social Security Laws – Laws Relating to Workmen's Compensation, Employees State Insurance, Provident Fund, Maternity, Benefit.

UNIT 5 – Wages & Factories act**20**

Wages and Bonus Laws – The Law of Minimum Wages, Payment of Wages, and Payment of Bonus act- Labour laws- Laws relating to Factories Act-Industrial Disputes Act.

Total 90H**Course Outcomes:**

CO-1: To understand and explain the main theoretical approaches to the study of employee relations.

CO-2: To identify and analyse the institutions, actors, and characteristics of employee relations in India with respect to political, economic, social and legal contexts.

CO-3: Students can analyse and evaluate various skills, processes and outcomes of employee relations including handling disciplines, grievances, labour disputes, negotiation, and employee communication and involvement.

CO-4: To integrate the learned principles so as to make recommendations to organisations to develop effective and ethical employee relations policies and practices.

CO-5: To learn the legal issues relating to labour laws, Industrial disputes.

Text Books:

1. Malhotra, O.P. The Law of Industrial Disputes Vol.I and II. Bombay, N.M. Tripathi, 1999.
2. Malik, P.L. Handbook of Industrial Law, Lucknow, Eastern Book, 1995.
3. Saini, Debi S Labour Judiciary, Adjudication and Industrial Justice, New Delhi Oxford, 1995.
4. Saini, Debi S.Redressal of Labour Grievances, Claims and Disputes.New Delhi Oxford & IBH, 1994.

5. Seth, D D Industrial Dispute Act, 1947. Vol I & II Bombay, N M Tripathi,1995
6. Srivastava S C Industrial Relations and Labour Law. New Delhi, Vikas, 1999
7. C.B.Gupta, Human Resource Management – Sultan Chand & Sons, 1994.

Reference Books:

1. C.B. MAMORIA,Personnel Management, Himalaya Publishing House.1995
2. L. NATARAJAN –Human Resource Management Margam Publications,1994
3. S.M. SHAW-Human Resource Management Himalaya Publishing House.4th Edition 2013.
4. K.K. AHUJA Personnel Management and Industrial Relations –, Kalyani Publishers,2004
5. P.C. TRIPATHI,Personnel Management and Industrial Relations Sultan Chand& Sons,1994
6. S.S. Khanka -Human Resource Management Himalaya publishing House,1995

Course Objective: The course gives an overview of the need for HRD and HRD practices which can develop and improve an Organization's systems and strategies leading to an optimal HRD climate

| | |
|--|-------------------|
| Unit I Introduction | 15 |
| Human Resource Development – concept, scope, significance and Human Resource Development efforts in India | |
| Unit II Human Resource Policy | 20 |
| Manpower planning; staffing for human resource development; staffing practices Resources for staffing HRD activities; Formulation of human resource policy | |
| Unit III Strategies for HRD | 20 |
| Individual learning; Group learning; Organisational Development; Transactional Analysis; Behaviour Modelling; Self directed learning; Executive Development Programs; Training methods | |
| Unit IV Organisational Support for HRD | 20 |
| Organisational involvement (infrastructure facilities); Human Resource Accounting (cost systems), Evaluating the HRD effort | |
| Unit V Control | 15 |
| Leadership; Communication and delegation of authority in context of HRD | |
| | Total 90 H |

Course Outcome:

CO-1: The nature of HRD, its history, origins and national and international context.

CO-2: The nature of corporate learning strategy and its part in planned organizational change.

CO-3: The integration of HRD with other areas of HRM and overall business strategy.

CO-4: The language and terminology of HRD and the need to be able to place HRD in the overall context of the organization.

CO-5: The wide range of approaches and interventions which comprise HRD and which impact on all categories of employees.

CO-6: The identification and uses of competencies in the process of determining development and potential.

CO-7: Understand the historical significance of organization development, its interventions and effectiveness.

CO-8: How modern HRD philosophies such as the learning organization, continuous development and based learning and development can contribute to individual and organization development.

CO-9: The main components and variations in management development systems within organizations.

Text Books:

1. Dwivedi R S & Dwivedi G K, Human Resource Development, Galgotia Publishing, 2002

2. Sen A K, Human Resource: Development, Planning & Deployment, Asian Books,1990
3. Rolf P Lynton, Training for Development, Sages Publication, 1990
4. Dayal, Management Training in Organisation, Prentice Hall of India, 1970

References Books:

1. Jon M.Werner, Randy L.DeSimone, Human Resource Development, sixth Edition, South Western,2012
2. Nadler, Leonard: Corporate human Resource Development, Van Nostrand Reinhold / ASTD, New York, 1980
3. Rao T.V.: Reading in human Resource Development, Oxford IBH Publication .Ltd,1991
4. Rao, T.V.: Future of HRD, Macmillan Publishers India,2003

Course Objective:

This course helps the participants to understand human behaviour at different stages and recognize behavioural problems and examine strategies for positive behavior Management identify different types of exceptionalities and relate counselling theory to issues in counselling and develop an ethical approach to counseling. The course covers such complex areas as analyzing and assessing negotiation scenarios, preparing for a negotiation, power and influence strategies, coalitions, and resolving buyer-seller disputes/conflicts.

UNIT I: BASIC OF COUNSELLING**15**

Basis of Counseling -Definition of counseling- Difference between guidance and counseling- Goals of counseling- Professional and ethical issues

UNIT II: COUNSELLING RELATIONSHIP**20**

Steps in the counseling process-Portrait of an effective counsellor- Counseling Interview - Essential aspects of interviewing- Nonverbal communication in interview- Counselee-counselor relationship- Interviewing techniques in counseling - Characteristics of an Effective Counselor- Personal challenges as a Counselor.

UNIT III COUNSELING AND PERSONAL SKILLS**20**

Fundamental counseling skills: the client –counselor relationship – the counselor as a role model- the counselor’s needs- counselor objectivity and subjectivity- emotional involvement – counselor limits in practice

The opening – Need & problem identification – The presentation & demonstration – Dealing with objections – Negotiations –closing the sale – Follow up (To be supplemented by live exercises on personal selling)

UNIT IV NEGOTIATION SKILLS**20**

Goal , Collaborative / Win –Win not compromise, Pyramid of success: Power, Time, and Information. Opponent : Visceral or Idea. (To be supplemented by live exercises on personal selling)

UNIT V DIFFERENT PHASES OF NEGOTIATION**15** Pre-

negotiation – opening – information sharing – problem solving – agreement. Breakdown in negotiation – barriers that create impasse – overcoming barriers – people problem – mediation – arbitration – ethics.

Total 90H**Course Outcome:**

Co – 1: Will know the importance of selling and its types

Co – 2: Will acquire knowledge about consumer based selling

- Co – 3: Will know attributes of salesperson
- Co – 4: Will be well-versed in skills
- Co – 5: Will acquire the skills of presentation and dealing
- Co – 6: Will know about the negotiation and closing of sales
- Co – 7: **Will know a about the power of negotiation**
- Co – 8: **Will acquire knowledge about power , time and information**
- Co – 9: **Will know about information sharing and agreement**
- Co – 10: **Will know how will tackle the barriers**

Text Books:

1. Lewicki, Saunders & Barry - Negotiation ,Tata Mc Graw Hill, 5th Ed.,2000
2. Cohen S - Negotiation Skills for Managers Tata Mc Graw Hill, 1st Ed.,2001
3. Rao S.L. - Negotiation Made Simple Excel Books, 1st Ed. ,2011
4. Rao S N - Counseling and Guidance, Tata Mc Graw Hill, 2nd Ed.,2001

References Books:

1. Gelso, C. J. Fertz, B. R. (1995): Counselling Psychology, 1995, Prism Books Pvt. Ltd, Bangalore.
2. Dryden, W. (1998). Handbook of Individual Therapy. ND: Sage Publications.
3. Kottler, J.A. and Brown, R.W. (2000). Introduction to Therapeutic Counseling. NY:
4. U.S. Brooks/ Cole. Wills, F. (2008). Skills in Cognitive Behavior Counseling and Psychotherapy. ND : Sage Publications.
5. Lapworth, P. and Sills .C (2008). Integration in counselling and psychotherapy.ND: Sage publications

18DBBA07

ENTREPRENEURIAL DEVELOPMENT

6 0 0 6

Course Objective: The objective of the course is to make the students aware of the importance of entrepreneurship opportunities available in the society for the entrepreneur and to acquaint them with the challenges faced by the entrepreneur.

Unit I Fundamentals of Entrepreneurship **20**

Need, Scope and Characteristics-Types of Entrepreneurship-Achievement Motivation-Importance of Environmental Consideration.

Unit II Project Identification and Formulation **15**

Special Scheme for Technical Entrepreneurs-Identification of Opportunities-Market Need Scope and Approaches for Project Formulation.

Unit III Financing of Enterprises **20**

Criteria for Principles of Product Selection and Development- Institutions Financing Procedures and Financial Incentives SIPCOT, SSI, TIDCO, THIC.

Unit IV Project Feasibility **20**

Creativity And Innovation- Problem Solving Approach- Strength Weakness Opportunity And Threat (SWOT) Techniques- Techno- Economic Feasibility of The Projects-Licensing-Registration Procedures.

Unit V Project Evaluation **15**

Critical path method (CPM)-Project Evaluation Review Techniques (PERT)as planning tools for establishing-SSI.

Total 90H

Course Outcome:

CO – 1: Demonstrate the ability to provide a self-analysis in the context of an entrepreneurial career

CO – 2: Demonstrate the ability to find an attractive market that can be reached economically

CO – 3: The Concept of entrepreneurship entrepreneurial culture, socio-economic origin of entrepreneurship, factors affecting entrepreneurship, conceptual model of entrepreneurship, traits of a good entrepreneur, entrepreneur, intrapreneur and manager.

CO – 4:Create appropriate a business model

CO – 5:Articulate an effective elevator pitches to gain support for the venture

CO – 6:Develop a well-presented business plan that is feasible for the student

Text Books:

1. Vasanta Desai: Dynamics of entrepreneurial development and management, Himalaya Publishing House, 2001
2. Vasanta Desai: Entrepreneurial development; Himalaya Publishing House, 2001
3. Peter F. Drucker: Innovation and development; Harper Business publications, 2006

Reference Books:

1. Sexton, D.L., & Lanstrom, H. (Eds.).Handbook of entrepreneurship. Oxford: Blackwell Business.(2000)

2. Trulsson, P. Strategies of entrepreneurship: Understanding industrial entrepreneurship and structural change in Northern Tanzania. Linkoping, Sweden (1997).
3. Mead, D.C. & Liedholm, C. The dynamics of micro and small enterprises in developing countries.(1998).
4. Harper, M. & Soon, T.T. Small enterprises in developing countries: Case studies and conclusions. London: Intermediate Technology. (1979).

Course Objective: To introduce to the various canons of taxation and make them aware of various acts in a concise manner and to give them peep into tax audit.

Unit I Introduction

15

Objectives of taxation – canons of taxation – tax system in India – Direct and Indirect taxes – Meaning and types.

Unit II Income tax act 1961

20

Income tax Act of 1961- Basic concepts and definitions – Income , assessee, person, previous year, assessment year, Gross total income. Meaning of Permanent Account Number, Return of Income, TDS, Advance tax, rates of taxation, assessment procedure

Unit III: Excise and Customs Act & Central Sales Tax act

20

Excise duty – customs duty – roles and responsibilities of customs officer. Offences and penalty- customs duty drawbacks and duty free zones. Entry tax – service tax-

Unit IV Goods and Service Tax (GST)

20

GST- Concepts and definitions – advantages and limitations of VAT- Process and preparation of GST – Comprehensive models of GST – Salient features of GST-Goods that come under GST- Interstate GST - Cross Utilization of central and state GST- Refund and adjustment – collections and returns under GST – registration number – audit and assessment .

Unit V Tax Audit

15

An overview of Tax audit – Tax incentives and Export promotions, deductions & exemptions.

Total 90 H

Course outcomes:

- Co – 1: Provide an overview of the Indian taxation system
- Co – 2: Provide an overview of the basic principles of Indian taxation law
- Co – 3: Examine in detail selected topics in Indian income tax law
- Co – 4: Provide an general idea of the Central Excise Act and Customs Act
- Co – 5: To study the concepts of TNGST
- Co – 6: To provide an overview of the Tax Audit concepts

Text Books:

1. T.S.Reddy & Y.Hari Prasad Reddy; Management Accounting; Margham publishing House-8th edition,2012
2. Business Taxation – Dr.Radha- Prasanna Publishers & Distributors-2012

Reference Books:

1. Business Taxation – T.S Reddy & Y. Hariprasad Reddy-merghem publishing-8th edition-2012

2. Business Taxation – Senthil & Senthil-himalayan books,2010

Course Objective: The objective of this paper is to equip the students with the techniques that can help them in managing the financial issues in international environment. This course will help them to manage MNCs in more effective manner.

Unit I Introduction

15

concept of International trade, International Business, International Finance and differences among them. Balance of payments (of India) International Monetary System: Different types of Exchange rate mechanisms- the gold standard, the gold exchange standard, The Bretton Woods System, Current monetary system, European Monetary Union.

Unit II Foreign Exchange Management

18

Forex market – Wholesale and Domestic market, Quotations- direct, indirect and cross currency; various kinds of transactions and their settlement dates, forward rates, Swaps, Quotes for various kinds of Merchant transactions; Early delivery, extension or cancellation of Forward contracts Exchange Rate determination and Forecasting: Purchasing power parity and Interest rate parity, relationship between PPP and IRP

Unit III Foreign Exchange Exposures

20

Financial Accounting and Foreign Exchange, Measuring and managing Economic Exposure- Foreign Exchange Risk and Economic Exposure, Identifying Economic Exposure, Calculating Economic Exposure, Operational Measure of Exchange Risk. Multinational Financial System- Value of the Multinational Financial System, Intercompany Fund- Flow Mechanisms: Cost and Benefits, Designing a Global Remittance Policy, Transfer Pricing and Tax Evasion. Issue of GDR, ADR Euro bonds and Foreign bonds.

Unit IV International Investment Management

17

International project appraisal- IRR and APV methods; Managing Political Risk- Measuring Political Risk, Country Risk Analysis, Managing Political Risk, Postexpropriation Policies. Multinational Working Capital Management: Current Asset Management for the Multinational- International Cash Management, Accounts Receivables Management, Inventory Management.

Unit V International Foreign Exchange Markets

20

Euro Currency Market - Origin and reasons for the growth of Euro currency (off shore) markets, their characteristics and components, Euro-currency deposit, loans, bonds and notes market, Concept of off shore banking as a form of globalization of the Euro currency concept, its introduction in India, tax havens

International Equity Markets - Concept of Depository Receipt, Global Depository Receipt- characteristics, mechanism of issue, participants involved American Depository Receipt – types and characteristics, Foreign Currency Convertible Bonds and Foreign Currency Exchangeable Bonds Foreign Direct Investment and Foreign Portfolio Investment, Participatory notes

Total 90 H

Course Outcome:

CO – 1: Apply theories of currency market movements.

CO – 2: Assess historical and contemporary international financial systems, and compare their relevance to markets.

CO – 3: Identify key factors that influence foreign direct investment and its drivers.

CO – 4: Determine how capital flows to international markets and how internationalization of markets drives portfolio construction

Text Books:

1.PG Apte, “International Finance”, TataMcgraw Hill.2008

2.Alan C. Shapiro, “Multinational Financial Management”, Prentice Hall.2002

3.Maurice D. Levi “International Finance - The Markets and Financial Management of Multinational Business”, Mcgraw Hill.1996

Reference Books:

1.Adrian Buckley, “International Finance”, Pearson Education.2012

2.Alan Shapiro, “Foundations of Multinational Finance”, Wiley India Ltd.1999

Course Objectives: To expand candidates' awareness and understanding of the process of investment management, financial markets, products offered and the interplay of macroeconomics on asset market movements and valuation

Unit I Indian Securities Market 20

An overview of Indian Securities Market, Meaning, Functions, Intermediaries, Role of Primary Market – Methods of floatation of Capital – problems of New Issues Market –IPO's –Investor protection in primary market – recent trends in primary market – SEBI measures for primary market.

Unit II Secondary market 15

Meaning, Nature, Functions of Secondary Market – Organisation and Regulatory Framework for stock exchanges in India – Defects in working of Indian stock exchanges – SEBI measures for secondary market – Overview of major stock exchanges in India

Unit III Listing of Securities 15

Meaning – Merits and Demerits – Listing requirements, procedure, fee - Listing of rights issue, bonus issue, further issue – Listing conditions of BSE and NSE – Delisting

Unit IV Indian Stock Exchanges 20

BSE – Different trading systems – Share groups on BSE –BOLT System – Different types of settlements – Pay –in and Pay out – Bad Delivery – Short delivery – Auction - OTCEI –Need – Features –Participants – Listing procedure – Trading and Settlement – Market making – Factors inhibiting growth of OTCEI.

Unit V Risk Management 20

Risk Management system in BSE &NSE – Margins – Exposure limits – Surveillance system in BSE & NSE – Circuit breakers. Meaning , Purpose and Consideration in developing index –Stock market indices in India – BSE Sensex – Scrip selection criteria.

Total 75H

Course Outcome:

CO – 1: Have an understanding of the three basic ideas underpinning finance: the time value of money; diversification; and, arbitrage and their application to corporate financial decision-making; investment decisions and portfolio management; derivatives and risk management; portfolio construction;

corporate valuation; and debt markets.

CO – 2: Understand the role of lending and risk management decisions of banks and financial intermediaries in financial markets

CO – 3: Understand the pricing and hedging of options, futures and other contingent claims and their role in risk management.

CO – 4: Have an understanding of investments theory, as well as knowledge of the issues associated with the application of this theory in a practical setting, in particular, how it applies to portfolio construction.

CO – 5: Have the knowledge and skills to apply discounted cash flow analysis to corporate investment, financing, dividend and merger and acquisition decisions.

CO – 6: Understand and apply finance theory to company valuation in a practical setting

CO – 7: Develop the skills necessary to work independently and collaboratively to collect, process, interpret and communicate the outcomes of financial problems.

Text Books:

1. Peter S. Rose, *“Money and Capital Markets”*, Tata McGraw –Hill.2000
2. Bodie, Kane, and Marcus, *“Investment”*, Tata McGraw –Hill.2009

Reference Books:

1. V. A. Avadhani, *“Investment and Securities Market in India”*, Himalaya Publishing House.1999
2. Prasanna Chandra, *“Security Analysis and Portfolio Management”*, Tata McGraw –Hill.2001

Course Objective: To make the student to identify, describe and discuss the basic hardware and software components of a computer system and to explain the impact of computers on society and demonstrate proficiency in basic operating system functions. To access useful information on the internet.

Unit I Introduction to Computers

17

Types Of Computers- Characteristics – Classification Of Digital Computer Systems- Microcomputers- Minicomputers- Super Computers – Functions And Components Of Computers- Central Processing Unit.

Unit II Word Processing

20

Meaning And Role Of Word Processing In Creating Documents, Editing ,Formatting And Printing Documents Using Tools Such As Spell Check, Thesaurus Etc., In Word Processors, Mail Merge, Macro.(Ms Word), Electronic Spreadsheet, Structure Of Spread Sheet , Built-In Functions.

Unit III Programming Under A DBMS Environment

18

The Concept Of Database Management System: Data Field, Records, Sorting And Indexing Data; Searching Records, Designing Queries And Reports; Linking Of Data Files; Understanding Programming Environment In DBMS.

Unit IV Electronic Data Interchange (EDI)

15

Introduction to EDI- Basics Of EDI: EDI Standards; Financial EDI (FEDI); FEDI For International Trade Transaction; Applications Of EDI, Advantages Of EDI; Future Of EDI.

Unit V The Internet and Its Basic Concepts

20

Internet concept, History of internet, Technological foundation of internet; Distributed computing; Client – server computing; Internet protocol suite; Applications of distributed computing and client-server computing; Domain Name System (DNS); Generic Top Level Domain(GTLD); Country Code Top Level Domain(CCTLD); Ip Addresses; Internet protocol; TCP\IP; FTP; HTTP; Telnet; Gopher; Wais; WWW; e-mail; browsers; Application of internet in business, education and governance.

Total 90 H

Course Outcomes:

Co – 1: Gain familiarity with the concepts and terminology used in the development, implementation and operation of business computer applications.

Co – 2: Explore various methods where Information Technology can be used to support existing businesses and strategies.

Co – 3: Investigate emerging technology in shaping new processes, strategies and business models.

Co – 4: Achieve hands-on experience with productivity/application software to enhance business activities.

Co – 5: Accomplish projects utilizing business theories, teamwork, Internet resources and computer technology.

Co – 6: Work with simple design and development tasks for the main types of business systems.

Text Books:

1. Introduction to Information Technology, ITL ESL , Pearson Education,2005
2. Microsoft office for Windows 95 Bible Author Ed. Jones and Derek Sulton Publications
Comdex Computer Publication,2014

Reference Books:

1. TIAL Smart Accountant Book SMW Deva Publication, AVC Deva Publication,2011
2. Computerized Accounting under Tally Publication, Deva Publication,2014
3. Implementing Tally 5-4 Author A.K. Nadhani Publication BPB Publication,2008

Course Objectives:

1. The aim of this Lesson is to introduce to Logistics role in Economy / organizations in terms of effective logistics service to the customers.
2. To offer wide knowledge on the fundamentals of logistics business
3. The student is expected to understand the overall logistics services and during this process, he learns to plan / implement / control / cost effectiveness and storage. Thus fulfilling the objectives of Logistics

Unit I**15**

Logistics Role in the Economy/Organization - Definition of Logistics-Objectives of Logistics-Functions of Logistics. Logistics and Customer Service - Definition of Customer ServiceElements of Customer Service-Phases in Customer Service-Customer Retention

Unit II**20**

Procurement and Outsourcing - Definition of Procurement/Outsourcing-Benefits of Logistics Outsourcing-Critical Issues in Logistics Outsourcing. Inventory Role and Importance of Inventory - Introduction-Role of Inventory-Importance of Inventory-Functions of InventoryCosts for holding Inventory-Reasons for Carrying Inventories-Inventory Levels-Need for Inventory Control. Inventory Management - Characteristics of Inventory-Need for Inventory and its Control-Importance of Inventory Management in Supply Chain-Types of InventoryTypes of Selective Inventory Control Techniques- Inventory Planning Models-Improvement Inventory Management

Unit III**20**

Materials Management - Objectives of materials management-Materials Planning-Purchasing-Basic Materials of Material Handling-Types of Material Handling Equipments-LASH Transportation - Participants in Transportation Decisions-Modes of Transportation-Factors Influencing Transport Economics-Documents in Transport Decision Making.
Warehousing/Distribution - Functions of Warehouse-Benefits of Warehouse-ServiceWarehousing Alternatives-Warehouse Site Selection- Factors while initiating Warehouse Operations-Warehouse Management Systems

Unit IV**15**

Packing and Materials handling - Functions of Packaging-Communication-Packaging CostTypes of Packaging Material-Unitization-Containerization-Designing a Package-Factors affecting choice of Packaging Materials

Unit V**20**

Global Logistics - Global Supply Chain-Organizing for Global Logistics-Strategic Issues in Global Logistics-Forces driving Globalization-Modes of Transportation in Global LogisticsBarriers to Global Logistics-Markets and Competition. Logistics Strategy - Requirements for an Effective Logistics Strategy - Strategic Logistics Planning -Implementation of Strategy. Logistics Information Systems -

Functions of Logistics Information System (LIS)-LIS FlowRFID Principles of Logistics Information Organization for Effective Logistics Performance - Centralized and Decentralized Structures-Stages of Functional Aggregation in Organization. Financial Issues in Logistics Performance - Supply Chain Performance Measures-Steps in ABC Costing-Financial Gap Analysis. Integrated Logistics - Need for Integration-Activity Centers in Integrated Logistics. Role of 3PL&4PL - Principles of LIS

TOTAL 90H

Course Outcomes:

- CO -1: To explore the fundamental knowledge in logistics operation.
- CO – 2: Learners will know the impact of logistics in nation’s economy
- CO – 3: To explore the learners with more employment opportunities

Text Books:

1. Fundamentals of Logistics Management (The Irwin/Mcgraw-Hill Series in Marketing), Douglas Lambert, James R Stock, Lisa M. Ellram, McGraw-hill/Irwin, First Edition, 1998.
2. Vinod V. Sople (2009) Logistic Management (2nd Edn.) Pearson Limited.

Reference Books:

1. Logistics Management For International Business: Text And Cases, Sudalaimuthu& S. Anthony Raj, PHI Learning, First Edition, 2009.
2. Fundamentals of Logistics Management, David Grant, Douglas M. Lambert, James R. Stock, Lisa M. Ellram, McGraw Hill Higher Education, 1997.
3. Logistics Management, Ismail Reji, Excel Book, First Edition, 2008.

Course Objectives:

This course is designed as an introduction to the world of shipping Students will learn will learn:(a) Dealing with ships themselves (b) Shipping markets (c) Will explore the geography of maritime and commercial world (d) Legal aspects of shipping business (e) Commerce concerned with money (f) Basic accounting & corporate structures

Unit I**20**

The reasons for Sea Transport – Introduction – Why Ships – Different Shipping markets – Who Trades - Conclusion. The Supply of Ships – Brief History – Supply of Shipping – Why operate Ships – Protectionism – Ship Registration – Port State Control – Ship Classification.

Unit II**10**

The Ship – Tonnage & Load lines – Types of Ships The Dry Cargo Chartering market – Introduction – Chartering – Chartering Negotiations

Unit III**20**

Liners – Introduction – The Development of Tankers & the Tanker Market – Types of tankers – Tanker Charter Parties - Negotiating Charter. Brief History of Liners – Containerization – Conferences & Freight Tariffs – Liner Documentation - Bill of Lading Terms & Conditions.

Unit IV**20**

The Practitioners in Shipping Business – The Institute of Chartered Ship Brokers – Ship Sale & Purchase – Ship Management. Maritime Geography – Introduction – Ocean & Seas – Ports – Geography of trade.

Unit V**20**

Accounts – Introduction – Accounting – Capital – Credit- management accounting – Cash Flow- Costs – Different types if Companies- Exchange Rates- Company accounts Law of Carriage – Introduction – Fundamentals of English Law – Arbitration – The Contract – Remedies for breach of Contract – TORT- Contracts Relating to the carriage of goods by sea – Liner Bill of Lading – the Hague Visby Rules – Hamburg rules – Agency- Breach of Warranty of Authority – Protection & Indemnity Associations

TOTAL 90H**Course Outcomes:**

- CO -1: To get knowledge in Shipping Markets and its legal aspects.
- CO -2: Learners of this course know about the basic shipping operations
- CO – 3: Learners will be benefitted with the various shipping accounting concepts which enables them to fetch global placements

Text Books:

1. Introduction to Shipping, Institute Of Chartered Shipbrokers, Witherby Seamanship International Ltd, 2nd Revised edition, 2009.

- Shipping Biography Introduction: Jacob Kamm, Sean Connaughton, Gustaf Erikson, Robert Moran, Sir George Renwick, 1st Baronet, Llc Book, 1994.

Reference Book:

- Lambert M Surhone, Miriam T. Timpledon, Susan F. Marseken (2010) VdmVerlagDr.Mueller Ag & Co Ka.

18DBBA14 TRANSPORTATION & DISTRIBUTION MANAGEMENT 6 0 0 6

Course Objectives:

The main aim of this course is to understand role of distributors – designing various distribution channels – networking the role of transportation Will effectively be able to manage transportations – inventory warehousing – various distribution channels – costs and value measures.

Unit I

10

Role of Distribution in Supply Chain – Designing Distribution Channels

Unit II

15

Distribution Networks – Factors Influencing Distribution Network Decisions – Network Design & Optimization Approach and Techniques

Unit III

25

Role of Transportation in Supply Chain – Factors influencing Transportation Decisions – Modes of Transportation – Transportation mode Selection Process. Transportation Principles and Participants – Transportation Participants Transportation Modes, Performance Characteristics and Selection

Unit IV

20

Transportation Performance, Costs and Value Measures – Factors driving Transportation Costs – Categories of Transportation Costs – Transportation Routing Decisions

Unit V

20

Transit Operation Software – Benefits of Transportation Software – Advanced Fleet Management System – Inter modal Freight Technology – Transportation Security Initiatives and Role of Technology.

TOTAL 90H

Course Outcomes:

- CO- 1: To get knowledge in transportation and distribution management.
- CO -2: To have a in depth knowledge about the various transportation cost and technologies used in transportation and distribution management.

Text Books:

- Management of Modern City Transportation System, M Mustafa K KDewan, Deep & Deep

Publications Pvt. Ltd., First Edition, 2004.

Reference Books:

1. Transportation Management – Imperatives and Best Practices, S. Jaya Krishna, ICFAI University Press, 2007.
2. Marine Transportation Management, Henry S. Marcus, Auburn House Pub. Co.,1986.
Management of Transportation, Bardi Edward J., Cengage Learning (Thompson), 6th Edition 2006 [International Edition]

18DBBA15

PRODUCTION & MATERIALS MANAGEMENT

6 0 0 6

Course Objective: To understand the production and operation function and familiarize students with the technique for planning and control. To impart knowledge about purchasing, storing and distributing the materials and enable to connect their experience with corporate business. Students can gain the skills needed to make production systems more efficient

Unit 1 Introduction to Production Management 10

Meaning, Nature and Scope of Production Management, Production Planning and control, Selection of sites for locating plants, Layout Planning.

Unit II Production Planning and Control 20

Routing, Scheduling, Dispatch and Follow up Operations for Jobbing, batch and mass production, New product design and product planning – Control charts.

Unit III Introduction to Materials Management 20

Definition and Meaning – Objectives of Materials management – Scope and Importance of Materials Management- Role of Materials Manager.

UNIT IV Purchase Management 20

Concept and scope of purchasing management, Principles and objectives of purchasing, purchasing procedure: requisitioning, selecting source of supply - Make-or-buy Decisions.

Unit V Inventory Management 20

Meaning and functions, Inventory Planning and Control, E.O.Q. Minimum and maximum Level, Re-order level, ABC analysis.

TOTAL 90H

Course Outcome:

CO – 1: Apply analytical models, frameworks, tools and techniques relevant to production management

CO – 2: Critical evaluation of production management strategy

CO – 3: Describe the importance of materials management function in an organization,

and how it can help in integrating various plans and reduce the material related costs

CO – 4: Investigate management issues in receiving, stores, traffic and transportation, warehousing and physical distribution

CO – 5: Develop a master production schedule and, by using materials requirements planning (MRP), determine material needs and order release dates.

Text Books:

1. M.M. Verma, “Materials Management” Sultan Chand,& Sons New Delhi, 2010
2. P Saravanavel and S Sumathi “ Production and materials Management”, Margham Publications, 2013
3. Mahadevan B, “Operations Management Theory & Practice”, Pearson Education, 2nd Edition, New Delhi,2010
4. Heizer Jay and Render Barry , Production & Operations Management, Pearson Education, 2013.
5. Chase R B, Aquilano N J , Jacobs F R and Agarwal N, “Production & Operations Management Manufacturing and Services”, Tata McGraw Hill,2007

References Books:

1. DATTA. A.K . “Materials Management, Procedures, Text and Cases”: Prentice Hall of India Pvt. Ltd., New Delhi, 2nd Edition, 2006
2. P. GOPALAKRISHNAN’ “Purchasing and Materials Management” Tata McGraw Hills, New Delhi, 20th Edition 2006.

- I. Each student has to undertake a project as a group of maximum 3 students under the supervision of a faculty.
- II. The students must undergo with their project work in the V semester vacation in any of the private limited and public limited companies.
- III. The candidates should submit the confirmation certificate from the organisation for having undertaken the project work for a minimum period of 30 days.
- IV. The project report must be typed and hard bound.
- V. The project report must be submitted by the end of VI semester.
- VI. Failure to submit the Project Report or failure to appear at the Viva-voce Examination will be treated as "Absent" in the Examination. He /she has to submit the Project Report and appear at the Viva-Voce Examination in the subsequent years.
- VII. No marks will be allotted on the Project Report unless a candidate appears at the Viva-Voce Examination. Similarly, no marks will be allotted on Viva-Voce Examination unless a candidate submits his/her Project Report.
- VIII. Evaluation of the Project Work to be done jointly by one internal expert and one external expert with 40:60 weightage.
- IX. A candidate has to qualify in the Project Work separately, obtaining a minimum marks to qualify for the degree.
- X. Marking Scheme for Project Report and Viva-Voce Examination:

Project Report (50 marks)

Chapter 1: Introduction – 10 marks

Chapter 2: Conceptual Framework/ National/International Scenario – 5 marks

Chapter 3: Presentation, Analysis & Findings -- 25 marks

Chapter 4: Conclusion & Recommendations -- 10 marks

Viva-Voce (50 marks)

In course of Viva-Voce Examination, the question may be asked in the following areas. Importance / relevance of the Study, Objective of the Study, Methodology of the Study / Mode of Enquiry.....15 marks

Ability to explain the analysis, findings, concluding observations, recommendation, limitations of the Study..... 25 marks

Overall Impression (including Communication Skill).....10 marks

Course Outcome:

CO -1: Students will understand a general definition of research design. Students should be able to identify the overall process of designing a research study from its inception to its report

CO -2: Students should know the primary characteristics of quantitative research and qualitative research. Students should be able to identify a research problem stated in a study.

CO -3: Students will be familiar with how to write a good introduction to an educational research

study, should be familiar with conducting a literature review for a scholarly educational study

CO -4: Students shall understand how to design a good quantitative purpose statement and good quantitative research questions and hypotheses.

CO -5: Students should be able to design a good qualitative purpose statement and a good central question in qualitative research. Students should know the steps in the process of quantitative data collection.

CO -6: Students should know the various types of quantitative sampling and which ones present the most rigorous approach to use.

CO -7: Students should understand the link between quantitative research questions and data collection and how research questions are operationalized in educational practice.

CO -8: Students should be familiar with the steps involved in identifying and selecting a good instrument to use in a study

CO -9: Students shall enhance their domain knowledge and practical experience in their specialized domain of business

Objective: This paper seeks to familiarize the students with their rights and responsibilities as a consumer, the social framework of consumer rights and legal framework of protecting consumer rights. It also provides an understanding of the procedure of redress of consumer complaints, and the role of different agencies in establishing product and service standards. The student should be able to comprehend the business firms interface with consumers and the consumer related regulatory and business environment.

Unit 1: Conceptual Framework

15

Consumer and Markets: Concept of Consumer, Nature of markets: Liberalization and Globalization of markets with special reference to Indian Consumer Markets, E-Commerce with reference to Indian Market, Concept of Price in Retail and Wholesale, Maximum Retail Price(MRP), Fair Price, GST, labeling and packaging along with relevant laws, Legal Metrology.

Consumer buying process, Consumer Satisfaction / dissatisfaction – Grievances – complaint, Consumer Complaining Behavior: Alternatives available to Dissatisfied Consumers, Complaint Handling Process: ISO 10000 suite.

Unit 2: The Consumer Protection Law in India

15

Consumer rights and UN Guidelines on consumer protection, Consumer goods, defect in goods, spurious goods and services, service, deficiency in service, unfair trade practice and restrictive trade practice. Advisory Bodies: Consumer Protection Councils at the Central, State and District Levels; Adjudicatory Bodies: District Forums, State Commissions, National Commission: Their Composition, Powers, and Jurisdiction (Pecuniary and Territorial), Role of Supreme Court under the CPA with important case law.

Unit 3: Grievance Redressal Mechanism under the Indian Consumer Protection Law

10

Grounds of filing a complaint; Limitation period; Procedure for filing and hearing of a complaint; Disposal of cases, Relief/Remedy available; Temporary Injunction, Enforcement of order, Appeal, frivolous and vexatious complaints; Offences and penalties. Leading Cases decided under Consumer Protection law by Supreme Court/National Commission: Medical Negligence; Banking; Insurance; Housing & Real Estate; Electricity and Telecom Services; Education; Defective Products; Unfair Trade Practices.

Unit 4: Role of Industry Regulators in Consumer Protection

10

Banking: RBI and Banking Ombudsman, Insurance: IRDA and Insurance Ombudsman, Telecommunication: TRAI, Food Products: FSSAI, Electricity Supply: Electricity Regulatory Commission, Real Estate Regulatory Authority.

Unit 5: Contemporary Issues in Consumer Affairs

10

Evolution of Consumer Movement in India, Formation of consumer organizations and their role in consumer protection, Misleading Advertisements and sustainable consumption, National Consumer Helpline, Comparative Product testing, Sustainable consumption and energy ratings. Voluntary and Mandatory standards; Role of BIS, Indian Standards Mark (ISI), Ag-mark, Hallmarking, Licensing and Surveillance; Role of International Standards: ISO an Overview.

Total 60H

Text Books:

1. Khanna, Sri Ram, Savita Hanspal, Sheetal Kapoor, and H.K. Awasthi. (2007) Consumer Affairs, Universities Press.
2. Choudhary, Ram Naresh Prasad (2005). Consumer Protection Law Provisions and Procedure, Deep and Deep Publications Pvt Ltd.
3. G. Ganesan and M. Sumathy. (2012). Globalisation and Consumerism: Issues and Challenges, Regal Publications.
4. Suresh Misra and Sapna Chadah (2012). Consumer Protection in India: Issues and Concerns, IIPA,

New Delhi.

5. Rajyalaxmi Rao (2012), Consumer is King, Universal Law Publishing Company.

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|---|-----------------------------|------------------|
| 18GBBA02 | DISASTERS MANAGEMENT | 4 0 0 4 |
| UNIT I - Introduction to Disasters: | | 10 |
| Concepts and definitions (Disaster, Hazard, Vulnerability, Resilience, Risks). | | 15 |
| UNIT II - Disasters: Classification Causes, Impacts (including social, economic, political, environmental, health, psychosocial etc.). Differential impacts - in terms of caste, class, gender, age, location, disability Global trends in disasters: urban disasters, pandemics, complex emergencies, Climate change. | | |
| UNIT III - Approaches to Disasters Risk reduction: | | 10 |
| Disaster cycle – its analysis, Phases, Culture of safety, prevention, mitigation and preparedness, community based DRR, Structural – non structural measures, roles and responsibilities of community, Panchayat Raj Institutions/Urban Local Bodies (PRIs/ULBs), states, Centre and other stake-holders. | | |
| UNIT IV - Inter-relationship between Disasters and Development: | | 10 |
| Factors affecting Vulnerabilities, differential impacts, impact of Development projects such as dams, embankments, changes in Land-use etc. Climate Change Adaptation. Relevance of indigenous knowledge, appropriate technology and local resources. | | |
| UNIT V - Disaster Risk Management in India | | 15 |
| Hazard and Vulnerability profile of India - Components of Disaster Relief: Water, Food, Sanitation, Shelter, Health, Waste Management Institutional arrangements (Mitigation, Response and Preparedness, DM Act and Policy, Other related policies, plans, programmes and legislation). | | |
| | | TOTAL 60H |

Text Books:

1. Alexander David, Introduction in 'Confronting Catastrophe', Oxford University Press, 2000.
2. Andharia J. Vulnerability in Disaster Discourse, JTCDM, Tata Institute of Social Sciences Working Paper no. 8, 2008.
3. Blaikie, P, Cannon T, Davis I, Wisner B 1997. At Risk Natural Hazards, Peoples' Vulnerability and Disasters, Routledge.
4. Coppola P Damon, 2007. Introduction to International Disaster Management.
5. Carter, Nick 1991. Disaster Management: A Disaster Manager's Handbook. Asian Development Bank, Manila Philippines.

Course Objective: This subject introduces students to contemporary issues in the relationship between business and ethics. In the modern world, there is a range of views on how business should relate to society and how managers' decisions can relate to ethical concerns. Students thus learn how to think through the complex problems of business ethics and consider how ethical principles could influence management decisions. The ideas discussed include critical evaluation of corporate social responsibility strategies and concepts of the firm as an organization of stakeholders.

Unit I Introduction **10**

Ethics in Business – meaning & concept; nature of business ethics, sources of ethics, myths about ethics, importance of ethics in business, ethical dilemmas, current issues in corporate ethics

Unit II Principles & Models of Ethical Issues **10**

Moral standards & ethical decision making; Consequentialist & NonConsequentialist Principles; Egoism, Utilitarianism, Right & Justice principles; Trusteeship theory of Mahatma Gandhi

Unit III Value & Ethics **10**

Ethical & unethical behavior, benefits of managing ethics in organization, essential features, types & relevance of values in ethical business; Importance of values in formulation of an ethical organization like TATA Steel

Unit IV Code of Ethics **15**

Meaning and concept; conditions for making codes effective, code of conduct, establishing priority between norms & beliefs; the ethical responsibilities of senior management; code of conduct of ethics for professional areas like: HRM, Marketing & Advertising, Environment & Ecology, Accounting etc.

Unit V Corporate Social Responsibility of Business **15**

Historical background, meaning & concept, why business should assure social responsibility, changing vies of management's responsibility, the social Page | 14 responsibility of business involves ethics; the stakeholder engagement: a key to success

Reference Books:

TOTAL 60H

1. Business Ethics – Daft.
2. Business Ethics – Manuel G. Velasquez
3. Business Ethics & Managerial Values – S.K.Bhatia
4. Corporate Social Responsibility - C. Gopalkrishna
5. Ethics in Business & Management – R.P.Banerjee

Course Objectives:

Understand the basics of the digital marketing tool kit, and the impact of technology on the traditional marketing mix. Understand how to reach your online target market and develop basic digital marketing objectives To understand and follow the practical success factors to improve results from digital marketing

UNIT 1 E-MARKETING-AN OVERVIEW**10**

Introduction, Objectives, Definition, Features of E-Marketing, Scope of E-Marketing, Benefits of E-Marketing, Problems in E-Marketing,

UNIT 2 TYPES OF E-MARKET**10**

Definition of E-market, E-Malls, E-Storefront, E-Marketplace, E-marketing Techniques, 4Ps in E-Marketing.

UNIT 3 E-MARKETING TOOLS**10**

E-Mail Marketing, Creating a Website, Social Media Marketing, Pay-Per-Click Advertising, Search Engine Optimization or Paid Search Engine Listing Search Engine Marketing, Blogging and Classified Advertising

UNIT -4 APPLICATIONS OF E-MARKETING**15**

Introduction, Objectives, Online Advertising, Direct Response Medium, Role of Distribution in E-Marketing, Sales Promotion, Public Relations ,Sponsorship Techniques, Direct Marketing Techniques, Merchandising Techniques, Online Seminar Techniques, Word-of-Mouth Marketing Techniques

UNIT 5 E-METRICS**15**

Introduction, Objectives, E-Metrics: An Overview, Monitoring E-Marketing Activities, User Surveys and Usability Testing, Tracking and Site Analysis Tools, Need for E-Business Legal Protection, Legal and Ethical Issues in E-Marketing, Privacy, Digital Property, Online Expression, Emerging Issues

TOTAL 60H**COURSE OUTCOME:**

1. Understand how they can use digital marketing to increase sales and grow their business
2. Understand how to reach your online target market and develop basic digital marketing objectives
3. To review and prioritize the strategic options for boosting customer acquisition, conversion and retention using digital marketing

Text book:

1. Online marketing- Lorrie Thomas- McGaw Hill
2. Digital Marketing: Strategy, Implementation and Practice – Dave Chaffey and Fiona Ellis Chadwied-Pearson

Reference Book

1. Web Analytics 2.0 – Avinash Kaushik – Wiley – 2nd edition(2013)
2. Digital Marketing Books and Marketing Strategy Book- Mohammed Azharuddin
3. Fundamentals of Digital Marketing – Puneet Singh Bhalia –Pearson
4. Art o Digital Marketing – Iandodson- Wiley
5. Marketing 4.0 – Philip Kotler, Hermawan Kartajaya Iwan Setiawan- Pearson

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|--|---|------------------|
| Unit I | Reading Comprehension and Vocabulary | 06 |
| Definitions of reading – types of reading – oral reading – silent reading – reading process – classification of reading – nature of reading – Filling in the blanks – Cloze Exercises –Vocabulary building – Reading and answering question. | | |
| Unit II | Listening and Answering Question | 07 |
| Listening process – speaker – hearer – types of listening – transitional listening – critical listening – recreational listening – listening for appreciation – selective listening – intensive listening- extensive listening – listening and sequencing sentences – filling in the blanks – listening and answering questions. | | |
| Unit III | Group Discussion | 05 |
| Introduction – Why GD Part of a selection process – Structure of a GD-Strategies in GD – Team work – body language – Debating various points of views – interaction with peers. | | |
| Unit IV | Conversations | 07 |
| Introducing oneself and others, narrating events – making telephonic conversation – Giving instruction – Giving instruction- Expressing purposes and functions- obligation and preferences, Accepting offers and Counseling Face to face Conversations | | |
| Unit V | Self – Introduction and Role Play | 05 |
| Introduction self and greetings- asking for information- offerings- requisitions- inviting – vocabulary building- asking for description. | | |
| | | Total 30H |

Text Books:

1. Barun K. Mitra, "Personality Development and Soft Skills". Oxford University Press. New Delhi. 2011.
2. S.P. Sharma, "Personalilty Development", Pustaq Mahal. New Delhi. 2010.

Reference Books:

1. Meenakshi Raman and Sangeetha Sharma, "Technical Communication", Oxford University Press. New Delhi, 2009.
2. A.S. Hornby: "Oxford Advanced Learner's Dictionary of Current English", Oxford University Press, 2007

18SBBA02

SOFT SKILL II

2 0 0 2

Unit I Presentation Skills

04

General presentation methods and developing presentation skill

Unit II Soft skills (Time Management, Stress Management and Body Language)

06

Time management: Importance, Plan and Execution, Default reason and rectification methods.

Stress Management: Stress Impacts over Efficiency and how to manage. Body Language: Its importance and need

Unit III Resume / Report / Letter Writing

08

Resume: Basic components of a resume, Preparation of a resume, Types of resume Report: How to prepare reports, reports components and structure Letter writing: types of letters, framing letters, basic structure, how to draft a letter

Unit IV Frequently asked Questions

06

Unit V Interview Skills

06

Aims of Interview expectations and how to fulfill, developing skills

Total 30 H

Text Books:

1. Barun K. Mitra, "Personality Development and Soft Skills". Oxford University Press. New Delhi. 2011.
2. S.P. Sharma, "Personality Development", Pustaq Mahal. New Delhi. 2010.

Reference Books:

1. Meenakshi Raman and Sangeetha Sharma, "Technical Communication", Oxford University Press. New Delhi, 2009.
2. A.S. Hornby: "Oxford Advanced Learner's Dictionary of Current English" Oxford University Press, 2007

COURSE OBJECTIVES: To familiarize the students about SEBI and its Rules and Understanding the activities and procedures of Security Market and its mechanism. To acquaint the knowledge about funds mobilized through various sources and instruments of Financial Market.

UNIT-1- An Overview of the Indian Securities Market **04**

Market Segments- Key Indicators of Securities Market- Products and Participants.-Market Segments and their Products- Reforms in Indian Securities Markets.

UNIT-2 - Trading Membership **08**

Stock Brokers - NSE Membership- Surrender of Trading Membership- Suspension & Expulsion of Membership- Declaration of Defaulter- Authorized Persons- Sub-Brokers- Broker-Clients Relations- Sub-Broker-Clients Relations- - Code of Advertisement.

UNIT-III –Trading **07**

Introduction- Neat System- Market Types-Trading System Users Hierarchy- Local Database.Market Phases. NEAT Screen. Invoking an inquiry Screen-Order Management. TradeManagement. Auction.Limited Physical Market.

UNIT-IV-Clearing, Settlement and Risk Management **05**

Introduction-Key Terminologies used in Clearing and Settlement Process.Settlement Agencies-Clearing and Settlement Process-Securities and Funds Settlement-Shortages Handling- Risks in Settlement-Risk Management.-International Securities Identification Number-Data and Report Downloads.

UNIT-V - Legal Framework **06**

SEBI (Intermediaries) Regulations, 2008.SEBI (Prohibition of Insider Trading) Regulations, 1992.- SEBI (Prohibition of Fraudulent And Unfair Trade Practices Relating to Securities Market) - Regulations, 2003. The Depositories Act, 1996.Indian Contract Act, 1872.Income Tax Act, 1961.

Total 30H

Course Outcomes:

CO-1:Having knowledge of trade practices relating to securities market.

CO-2: Having an understanding of investments theory, as well as knowledge of the issues associated with the application of this theory in a practical setting, in particular, how it applies to portfolio construction.

CO-3: Develop the skills necessary to work independently and collaboratively to collect, process, interpret and communicate the outcomes of financial problems.

CO-4: Develop the skills relating to Stock Exchange Board and Contract acts.

Text Books:

1. Dalton, John M, HOW THE STOCK MARKET WORKS, Prentice Hall, New Delhi.
2. Machi Raju, H.R, MERCHANT BANKING; Wiley Eastern Ltd.; New Delhi, 1995

3. Chanratre, KR, CAPITAL ISSUE, SEBI & LISTING; Bharat Publishing House, New Delhi-1995
4. PUNIDHAVADHI PANDIYAN - Security Analysis & Portfolio Management.1994

Reference Books:

1. V.K.BHALLA, S.Chand&Co - Investment Management &Portfolio Management-.2004
2. PREETI SINGH, Security Analysis –Himalaya Publishing House, 2004
3. V.A.AVADHANI- Investment and Securities Markets in India, 2005
4. E. GORDON & K. NATARAJAN-Financial Markets and Institutions –Himalaya Publishing House.1995
- 5.P.N.VARSHNEY- Indian Financial System, 2004

18SBBA04

NATIONAL SERVICE SCHEME

2 0 0 2

Course Objective: To create awareness among the students why social services are important to the society.

Unit I Environment Issues

6 Environment

conservation, enrichment and Sustainability - Climate change - Waste management - Natural resource management - (Rain water harvesting, energy conservation, waste land development, soil conservations and afforestation)

Unit II Disaster Management

6

Introduction to Disaster Management, classification of disasters - Role of youth in Disaster Management

Unit III Project Cycle Management

6 Project

planning - Project implementation - Project monitoring - Project evaluation: impact assessment.

Unit IV Documentation and Reporting

6

Collection and analysis of data - Preparation of documentation/reports - Dissemination of documents/reports.

Unit V Project work/ Practical

6

Workshops/seminars on personality development and improvement of communication skills.

Total 30H

Course Outcome:

Co – 1: Will know about the issues regarding environment and climate

Co – 1: Will know about managing the conservation of energy

Co – 1: Will know about managing disasters

Co – 1: Will know about the projects regarding environment.

Co – 1: Will know about the preparation of documents and reporting

Co – 1: Will know about the practical skills regarding workshops, seminars

Course Objective:

To enable the students encompasses the study of current management issues associated with electronic commerce strategies. Students can learn the marketing methods used in E-Business/ commerce.

Unit I E-Business-Introduction**6**

Framework for understanding e- business: Introduction to e- commerce, Environmental forces affecting planning and practice, Ethical, legal and social concerns.

Unit II E-Business Models**6**

Developing e- Business Framework: Developing e - Business Models, Introduction to Internet, www.Concepts, Building of e- commerce websites, software hardware and tools.

Unit III Planning, Controlling and financial planning of E-Business:**6**

Planning, implementing and controlling of e-Business: Creating the Marketing Mix, Organizational and Managerial issues, Financial Planning and Working with Investors, Implementation and Control of the e-Business Plan.

Unit IV Key terms of E-Com**6**

Understanding of Key terms of E- Commerce: Electronic Commerce & Banking, Electronic Payment Systems, Electronic Payment Technology, On-line Credit Card.

Unit V Security in E-Com**6**

Introduction to E- Commerce Security: Digital Signatures, Network Security, Data Encryption, Decryption and Secret Keys, Technology behind web – Security Threats : Network Security – Data and Message Security and the Web.

Total 30H

Course Outcome:

Co – 1: Characterizes basic business models on the web with examples of their implementation

Co – 2: Characterize basic marketing techniques and strategies on the internet, including analysis of their effectiveness

Co – 3: Characterize basic personalization mechanisms for websites and their roles in gathering marketing information

Co – 4: Analyze data on the activity of users in order to make informed decisions as to marketing and business management in the organization and development of the product / service.

Co – 5: Apply the basic techniques of positioning on the Internet in creating the marketing image of the organization as well as the product brand.

Text Books:

1. Murty, C.V.S., "E-Commerce", Himalaya Publications, New Delhi,2002
2. Kienan, "Managing Your E-Commerce Business", Prentice Hall of India, New Delhi,2001

Reference Books:

1. Kosiur, "Understanding E-Commerce", Prentice Hall of India, N.Delhi,1997
2. Kalakota, Whinston, "Frontiers of Electronic Commerce", Addison Wesley,1996

18SBBA06

PERSONALITY DEVELOPMENT

2 0 0 2

Course Objective: To Make Aware About The Importance Of Personality And Development In The Business World. To Make The Students Follow The Good Personality And Create A Good Relationship With Others.

Unit I Personality Development-Introduction:

6

The Concept Personality - Dimensions Of Personality - Term Personality Development - Significance. The Concept Of Success And Failure What Is Success? - Hurdles In Achieving Success - Overcoming Hurdles - Factors Responsible For Success – What Is Failure - Causes Of Failure - Do's And Don'ts Regarding Success And Failure.

Unit II Attitudes And Values

6 Attitude -

Concept - Significance - Factors Affecting Attitudes - Positive Attitude - Advantages -Negative Attitude - Disadvantages - Ways To Develop Positive Attitude – Difference between Personalities Having Positive And Negative Attitude.

Unit III Body language and Self esteem

6

Body Language - Assertiveness - Problem-Solving - Conflict And Stress Management - Decision-Making - Self-Esteem – Advantage - Positive And Negative Self-Esteem.

Unit IV Goals Setting

6.

Concept Of Goal-Setting - Importance Of Goals - Dream Vs Goal - Why Goal-Setting Fails? – Smart (Specific, Measurable, Achievable, Realistic, Time-Bound) Goals - Art Of Prioritization - Do's And Don'ts About Goals.

Unit V Leadership & work Ethics:

6

Positive And Creative Thinking - Leadership And Qualities Of A Successful Leader – Team Work - Time Management - Work Ethics - Good Manners And Etiquettes (Concept, Significance And Skills To Achieve Should Be Studied.)

Topics Prescribed For Workshop/Skill Lab: 12

- A) Group Discussion
- B) Presentation Skill
- C) Problem-Solving
- D) Decision-Making
- E) Creativity
- F) Leadership
- G) Time Management
- H) Body Language

Total 30H

Course Outcome:

Co – 1: Will know the origin of personality and its performance

Co – 2: Will know how the personality is helping in enhancing one behaviour when they face success and failure

Co – 3: Will understand the attitude and evaluate it

Co – 4: Will appraise their attitudes and develop the positive attitudes

Co – 5: Will be motivated by understanding different internal and external motives

Co – 6: Will know the demotivating factors

Co – 7: Will develop the personality with self-esteem

Co – 8: Will know the values of goal settings and prioritization

Co – 9: Will know will adopt the actual body language regarding the places

Co – 10: Will learn teaming and lateral thinking.

Text Books:

1. Organisational Behaviour - S. P. Robbins - Prentice-Hall Of India Pvt. Ltd., New Delhi-15th edition,2013
2. Communicate To Win - Richard Denny - Kogan Page India Private Limited, New Delhi-2009
3. Essentials Of Business Communication - Rajendra Pal And J. S. Korlhalli - Sultan Chand & Sons, New Delhi,1st edition,2012

Reference Books:

- 1) Business Communication - K. K. Sinha - Galgotia Publishing Company, New Delhi.-4th edition,2012
- 2) Media And Communication Management - C. S. Rayudu - Himalaya Publishing House,Bombay.2011
- 3) Business Communication - Dr. S.V. Kadvekar, Prin. Dr. C. N. Rawal And Prof. Ravindra Kothavade - Diamond Publications, Pune.2009
- 4) You Can Win - Shiv Khera - Macmillan India Limited.2012
- 5) Group Discussion And Public Speaking - K. Sankaran And Mahendra Kumar - M.I. Publications, Agra .2000.