

**Vels Institute of Science, Technology and Advanced Studies
Pallavaram, Chennai 600 117**

SCHOOL OF MANAGEMENT STUDIES & COMMERCE

Department of Business Administration

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.

Programme offered: BBA

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
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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

Bachelor of Business Administration

Curriculum

Total number of credits: 135

Category	Code. No	Course	Hours/Week			Credit
			Lecture	Tutorial	Practical	
Semester – I						
Core	15LTA001	Tamil – I	6	0	0	4
Core	15LHN001	Hindi – I				
Core	15LFR001	French – I				
Core	15LEN001	English – I	6	0	0	4
Core	15BBA001	Management Principles	6	0	0	4
Core	15BBA002	Fundamentals of Financial Accounting	2	4	0	4
DSE	-----	Discipline Specific Elective 1	6	0	0	4
TOTAL			26	4	0	20

Category	Code. No	Course	Hours/Week			Credit
			Lecture	Tutorial	Practical	
Semester – II						
Core	15LTA002	Tamil – II	6	0	0	4
Core	15LHN002	Hindi – II				
Core	15LFR002	French – II				
Core	15LEN002	English – II	6	0	0	4
Core	15BBA003	Business Environment	6	0	0	4
Core	15BBA004	Financial Services	6	0	0	4
DSE	-----	Discipline Specific Elective 2	6	0	0	4
TOTAL			30	0	0	20

Category	Code. No	Course	Hours/Week			Credit
			Lecture	Tutorial	Practical	
Semester – III						
Core	15BBA005	Marketing Management	5	0	0	4
Core	15BBA006	Business Maths & Statistics	2	3	0	4
Core	15BBA007	Business Law	5	0	0	4
DSE	-----	Discipline Specific Elective 3	5	0	0	4
GE	-----	Generic Elective 1	5	0	0	4
AECC	15BBA201	English For Communication	3	0	0	2
SEC	-----	Skill Enhancement Course 1	2	0	0	2
TOTAL			27	3	0	24

Category	Code. No	Course	Hours/Week			Credit
			Lecture	Tutorial	Practical	
Semester – IV						
Core	15BBA008	Human Resource Management	5	0	0	4
Core	15BBA009	Operations Research	2	3	0	4
Core	15BBA010	Organisational behaviour	5	0	0	4
DSE	-----	Discipline Specific Elective 4	5	0	0	4
GE	-----	Generic Elective 2	5	0	0	4
AECC	15EVS201	Environmental Studies	3	0	0	2
SEC	-----	Skill Enhancement Course 2	2	0	0	2
TOTAL			27	3	0	24

Category	Code. No	Course	Hours/Week			Credit
			Lecture	Tutorial	Practical	
Semester – V						
Core	15BBA011	Financial Management	2	3	0	4
Core	15BBA012	Research Methodology	5	0	0	4
Core	15BBA013	Business Taxation	5	0	0	4
DSE	-----	Discipline Specific Elective 5	5	0	0	4
DSE	-----	Discipline Specific Elective 6	5	0	0	4
GE	-----	Generic Elective 3	5	0	0	4
TOTAL			27	3	0	24

Category	Code. No	Course	Hours/Week			Credit
			Lecture	Tutorial	Practical	
Semester – VI						
Core	15BBA014	Management Accounting	2	3	0	4
Core	15BBA015	Entrepreneurial Development	5	0	0	4
Core	15BBA016	Project	0	0	5	3
DSE	-----	Discipline Specific Elective 7	5	0	0	4
DSE	-----	Discipline Specific Elective 8	5	0	0	4
GE	-----	Generic Elective 4	5	0	0	4
TOTAL			22	3	5	23

List of Discipline Specific Elective Courses

15BBA101	Managerial Economics
15BBA102	Behavioural Finance
15BBA103	Capital Markets
15BBA104	International Finance
15BBA105	Security Analysis & Portfolio Management
15BBA106	Human Resource Development
15BBA107	Emotional Intelligence & Managerial Effectiveness
15BBA108	Change Management
15BBA109	Production & Supply Chain Management
15BBA110	Materials Management
15BBA111	Customer Relationship Management
15BBA112	Service Marketing
15BBA113	Retail Management
15BBA114	Advertising & Brand Management
15BBA115	Personal Selling & Sales Force Management
15BBA116	Selling & Negotiation Skills

List of Generic Elective / Inter- Disciplinary Courses

15BBA151	Company law
15BBA152	Office management
15BBA153	Practical auditing
15BBA154	Industrial economics
15BBA155	International Trade
15BBA156	E-Business
15BBA157	Computer Applications in Business
15BBA158	Information Security Management

List of Skill Enhancement Courses

15GPD251	Personality Development
15EVB261	Ethics & Values
15NSS255	National Service Scheme (NSS)
15BBA254	Business Ergonomics

School of Management Studies & Commerce

Department of BBA

Detailed Syllabus

15LTA001

தமிழ்மொழி, இலக்கியவரலாறு –அறிமுகம்

6 0 0 4

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

அலகு 1

தமிழ்மொழிவரலாறு

15

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-ஐம்பெருங்காப்பியங்கள்மற்றும்ஐஞ்சிறுங்காப்பியங்கள்அறிமுகம்-
காப்பியஇலக்கணம் - சிலப்பதிகாரம்-மணிமேகலை - சீவகசிந்தாமணி - வளையாபதி -
குண்டலகேசி.

அலகு 4 பக்திஇலக்கியங்களும்சிறிலக்கியங்களும் 20

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 20

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

மொத்தம்: 90 மணிநேரம்

பார்வைநூல்கள்

1. அகத்தியலிங்கம். ச., "திராவிடமொழிகள்தொகுதி
1",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.

15LHN001

HINDI I

6 0 0 4

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 20

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 20

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

Unit IV Gadya aur Samanya Patra 20

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 : 90 Hours

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

15LFR001

French I

6 0 0 4

Course Objective:

To introduce French Language and to enable the students to understand, 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 Leçons 1- 3 20

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

Unit III Leçons 4- 6 20

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

Unit IV Leçons 7- 9 20

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

Unit V 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: 60 HOURS

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

15LEN001

ENGLISH I

6 0 0 4

Course Objective

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

Unit I	Detailed Poems I	15
	<ol style="list-style-type: none">1. On His Blindness - John Milton2. The Village Schoolmaster - Oliver Goldsmith3. The Daffodils - William Wordsworth	
Unit II	Detailed Poems II	15
	<ol style="list-style-type: none">4. Night And Death - Joseph Blanco White5. The Ballad Of Father Gilligan - W.B. Yeats	
Unit III	Prose	20
	<ol style="list-style-type: none">1. Martin Luther King Jr. - Coretta S King2. Albert Schweitzer - Norman Wymar3. Stanley Finds Livingstone - Lawrence Wilson4. Srinivasa Ramanujan - C.P. Snow5. My Days - R.K. Narayan	
Unit IV	Grammar	20
	<ol style="list-style-type: none">1. Articles2. Prepositions	

3. Tenses
4. Wh - Questions
5. Synonyms And Antonyms
6. One Word Substitution

Unit V

Composition

20

7. Reading Comprehension
8. Filling Up Forms
9. Railway Reservation/ Cancellation Forms
10. Bank-Chalan
11. Convocation Form
12. Money Order Form

Total 90 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.

Unit V Decision Making: Significance**12**

Decision making: Concept, Nature, Importance, and Process - Types of decisions, Problems in decision

Total 90 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 Wehrich and Mark V Cannice, 'Management -A global perspective, Prentise hall, 2005
3. Stephen Robbins, Business Management, pearson Education pub, 2008

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

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.

15LTA002

தமிழிலக்கியம்

6 0 0 4

நோக்கம்:

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

அலகு 1 செவ்வியல்இலக்கியங்கள்

20

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

அலகு 2 காப்பியங்கள் 20

சிலப்பதிகாரம்- கனாத்திறம் உரைத்தக்காதை முழுவதும். மணிமேகலை-
பவத்திறம் அறுகளனப்பாவை நோற்றகாதை முழுவதும். கம்பராமாயணம்-
மந்தரைச்சூழ்ச்சிப்படலம் (தேர்ந்தெடுக்கப்பட்ட ஒன்பது பாடல்கள்).

அலகு 3 கவிதையும் புதுக்கவிதையும் 20

பாரதிதாசனின் 'தமிழியக்கம்' - (i) நெஞ்சுபதைக்கும் நிலை - (ii)
இருப்பதை விட இறப்பது நன்று - இரண்டுகவிதைகள். ஈரோடு தமிழன்பனின்,
“அந்தநந்தனை எரித்த நெருப்பின் மிச்சம்”
என்னும் தொகுதியில் இடம்பெற்றுள்ள 'விடிகிறது' என்னும் புதுக்கவிதை.

அலகு 4 சிறுகதைகள் 15

தி.ஜானகிராமனின் 'சக்திவைத்தியம்' கி.ராஜநாராயணனின் 'கதவு' - இரண்டுகதைகள்

அலகு 5 உரைநடை 15

வைரமுத்து எழுதிய 'சிற்பியே உன்னைச் செதுக்குகிறேன்' முழுவதும்

மொத்தம்: 90 மணிநேரம்

பாடநூல்கள்

1. இரவிச்சந்திரன். சு.(ப.ஆ), “செய்யுள்திரட்டு”, வேல்ஸ்பல்கலைக்கழகம், முதற்பதிப்பு, 2008.
2. வைரமுத்து. இரா., “சிற்பியே உன்னைச் செதுக்குகிறேன்”, திருமகள்நிலையம், பதினேழாம் பதிப்பு, 2007.

பார்வைநூல்கள்

1. பாலச்சந்திரன். சு., “இலக்கியத்திறனாய்வு”, நியூசெஞ்சுரிபுக்ஹவுஸ், பத்தாம் பதிப்பு, 2007.
2. மாதையன். பெ., “தமிழ்ச்செவ்வியல்படைப்புகள்”, நியூசெஞ்சுரிபுக்ஹவுஸ், முதல்பதிப்பு, 2009.

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

15LHN002

HINDI II

6 0 0 4

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 IIEkanki Aur Kahani

15

.Vaapasi, Akeli, . Akbhari Vigyapan

Unit III Kahani Aur Anuvad

20

Sharandatha - Anuvad Anuched Angreji Se Hindi Me Karne Ke Liye.

Unit IV Ekanki Aur Anuvad

20

Raat Ke Raahi Main Bhi Maanav Hoon Anuvad Anuched Angreji Se Hindi Me Karne Ke Liye.

Unit V Kahani ,Ekanki Aur Anuvad

20

Parda - Yeh Meri Janma Bhoomi Hai -Anuvad Anuched Angreji Se Hindi Me Karne Ke Liye.

Total : 90 Hours

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

15LFR002

FRENCH II

6 0 0 4

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 **20**

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 **20**

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 **20**

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 : 90 Hours

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 Internationale , 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

15LEN002

ENGLISH II

6 0 0 4

Course Objective: To enable the students to develop their communication skills effectively. To make students familiar with the English Language. To enrich vocabulary in English. To develop communicative competent

Unit I	Prose-I	15
	<ol style="list-style-type: none">1. On Saying ‘Please’ - A.G. Gardiner2. Women, Not The Weaker Sex - M.K. Gandhi3. The Sky Is The Limit - Kalpana Chawla	
Unit II	Prose-II	15
	<ol style="list-style-type: none">4. Polluting The World - Edgar I. Baker5. Dimensions Of Creativity - Dr. A. P. J. Abdul Kalam6. The Message Of Visva - Bharati	
Unit III	Short Stories	20
	<ol style="list-style-type: none">1. Open Window - H. H. Munro (Saki)2. The Lion’s Share - Arnold Bennett3. The Sparrows - K.A. Abbas	

Course Objective: This aims to provide a basic knowledge of the financial services market and understand financial services offered by financial intermediaries such as nonbanking finance companies, banks and financial institutions.

Unit I Introduction to Financial Services 20

Indian financial system components, meaning of financial markets, financial institutions, financial intermediaries and Financial Services, types of financial services, its contribution towards economic development

Unit II Merchant Banking 20

Merchant banking – functions of merchant banks – special reference to the role of merchant banks in New Issue management – managing of new issues – Underwriting of shares. Regulations of merchant Bankers.

Unit III Capital Markets 20

Capital Market, meaning and functions, SEBI – Objectives, functions, powers and role of SEBI in marketing of services and protection of Investors’ interest – Stock exchanges – listing arrangements.

Unit IV Leasing & Hire Purchase 15

Leasing, concepts & features, types of leasing, leasing & Hire purchase. Factoring, functions of Factor. Personalized banking , ATM, Tele –banking, E-Banking, Credit & Debit cards.

Unit V Insurance 15

Insurance, principles of Insurance, types of insurance, life, marine, fire, motor, health, pension plan – Laws & Regulations regulating Insurance (IRDA)

Total : 90 Hours

Course Outcome:

CO – 1: Students learn how to manage investments and financial risks in order to assist clients with meeting their financial goals.

CO – 2: Students develop the interpersonal skills necessary for success in the personal finance field by actively engaging with peers, faculty and professionals.

Text Books:

1. Santhanam. B, “Financial Services”, Margham Publications, Chennai 2003.
2. Khan. M.Y, “Financial Services”, TataMcGraw Hill Publications.2004
3. S.Gurusamy, “Financial Services”, TataMcGraw Hill Publications2009

Reference Books:

1. Machiraju, “Indian financial system”, Vikas publishing house 2nd edition 2002
2. Pathak, Bharati V, “Indian Financial System”, Pearson education.2011

15BBA005**MARKETING MANAGEMENT****5 0 0 4****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**15**

Marketing Meaning – Concept – Functions – Marketing Planning & Implementing Marketing Programmes – Marketing Environment Market Segmentation and Consumer Behaviour – Marketing Research and Market Information System.

Unit II	Product Mix	15
Product: Meaning – Product Planning – Policies – Positioning – New Product Development – Product Life Cycle – Branding, Packing, Labeling. Price : Pricing Objectives – Factors, Methods and Procedure.		
Unit III	Promotion Mix	15
Promotion : Promotion Mix – Advertisement – Message – Copywriting – Advertisement Budgeting – Measuring Advertisement Effectiveness – Media Strategy – Sales Promotion – Personal Selling and Publicity.		
Unit IV	Distribution Channels	10
Physical Distribution : Distribution Mix – Managing Channel – Intermediaries – Transport and Warehousing – Distribution Strategies – Distribution Cost Analysis.		
Unit V	Marketing Strategies	25
Marketing Strategies – Tools for Competitive Differentiation of Product – Strategies for Competitors – Leaders, challenges, follower & niches – Marketing of Services – Consumerism. Recent concepts: Internal marketing, Social marketing, Not-for-Profit Marketing, Viral Marketing, Guerilla marketing, experiential marketing, sports marketing, Personal and employer branding.		

Total : 75 Hours

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

15BBA006

BUSINESS MATHS & STATISTICS

2 3 0 4

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- Cramer's rule.

Unit III 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 IV 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.

Unit V Consumer Protection Act 15

Meaning - type and scope of Consumer Protection Act - Grievance Redressal Procedure –
Consumer Protection Councils – Consumer Disputes redressal agencies.

Total : 75 Hours

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: 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**15**

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**20**

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- Recruitment process outsourcing (RPO)

Unit III Training and Development**15**

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**10**

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

Unit V Contemporary Issues**15**

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 : 75 Hours

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

15BBA009

OPERATIONS RESEARCH

2 3 0 4

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 : 75 Hours

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 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 Behavioural Dynamics 15

Behaviour Dynamics: Interpersonal behaviour, Communication, Transaction Analysis, The Johari Window, Leadership, Its Theories and Prevailing Leadership styles in Indian Organisations..

Unit IV Groups in Organisation 15

Group Behaviour: Definition and classification of Groups, Types of Group Structures, Group decision making, Teams Vs Groups, Contemporary issues in managing teams, Inter group problems in organizational group dynamics, Management of conflict.

Unit V Change Management 15

Management of Change: Change and Organisational development, Resistance to change, Approaches to managing organizational change, Organisational effectiveness, Organisational culture, Power and Politics in Organisational Quality of work life, Recent advances in OB.

Total : 75 Hours

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, Organisational 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

10

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

20

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

20

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

10

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 : 75 Hours

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: The course is to introduce students to understand quantitative and qualitative 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 Foundations of Research**15**

Scientific thinking; Reasoning and Scientific attitude. What is Research? Research Process; Research need, Formulating the problem, designing, sampling, Pilot testing, data collection, analysis and interpretation and report. Research design : Exploratory, Descriptive, Causal, Formulation of hypothesis – Types.

Unit II Measurement & Sampling**15**

Measurement: Nature, Scales, Sources and Characteristics of Sound measurement tool. Scaling : Nature, methods and Scale construction techniques. Sampling : Nature, Simple, Probability and complex probability; Non-probability samples.

Unit III Collection of Data**15**

Sources and collection of data; Primary and secondary sources, survey observation, experimentation – details and evaluation. Analysis and presentation: Coding, data entry, tabulation & cross tabulation. Hypothesis testing Statistical significance, statistical testing procedure. Tests of significance: Types and selection of tests.

Unit IV Data Analysis**15**

Measures of Parametric and Non-parametric tests, Assumptions, Computation and testing of product moment correlation – Mean difference tests, Non-parametric tests: X² tests, Rank order correlation, U test, Sign test.

Unit V Report writing**15**

Presenting results: Written and oral reports, The written research report, preparatory items, Introduction, methodology, finding and conclusions. Writing the report: Pre-writing concerns, writing the draft to presentation, Consideration. Presentation of statistics, Text, semi tabular, Tabular graphic, presentation, oral presentation : Preparation, delivery and audiovisuals.

Total : 75Hours

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. Reasearch Methodology: Methods and Techniques : C.R.Kothari: New Age International, 2004

15BBA013

BUSINESS TAXATION

5 0 0 4

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 10

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 10

Excise duty – customs duty – Advalorem duty and specific duties – entry tax – service tax.

Unit IV Central Sales Tax act and TNGST 20

Central sales tax – Important definitions and sec 3,4,5 & 6 – TNGST – Definitions and charging sections.

Unit V Tax Audit 15

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

Total : 75Hours

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

15BBA014**MANAGEMENT ACCOUNTING****2 3 0 4**

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 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 III Budgets and Budgetary Control**15**

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

Unit IV Ratio Analysis**15**

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

Unit V Marginal Costing

20

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

Total : 75 Hours

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

15BBA015 ENTREPRENEURIAL DEVELOPMENT 5 0 0 4

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 15

Need, Scope and Characteristics-Types of Entrepreneurship-Achievement Motivation-Importance of Environmental Consideration-Municipal Bye Law And Insurance Coverage

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 15

Criteria For Principles Of Product Selection And Development- Institutions Financing Procedures And Financial Incentives SIPCOT, SSI, TIDCO, TIIC.

Unit IV Project Feasibility 15

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 : 75Hours

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).

15BBA016

PROJECT

0 0 5 3

- 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

15BBA101

MANAGERIAL ECONOMICS

5 0 0 4

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	15
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	15
Cost Concepts – Cost Output relationship in the short run and long run – Revenue Analysis – Break Even Analysis	
Unit IV Production Analysis	15
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 : 75 Hours	

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

15BBA102

BEHAVIOURAL FINANCE

5 0 0 4

Course Objectives: To help students identify persistent or systematic behavioral factors that influence investment behavior and introduce them to rational models of investment.

Unit I Investment Decision Cycle 10

Judgment under Uncertainty: Cognitive information perception - Peculiarities (biases) of quantitative and numerical information perception- Asymmetric perception of gains and losses.

Unit II Utility/ Preference Functions 15

Expected Utility Theory - [EUT] and Rational Thought : Decision - making under risk and uncertainty - Expected utility as a basis for decision-making - Theories based on Expected Utility Concept - Decision-making in historical prospective.

Unit III Behavioural Factors and Financial Markets 10

The Efficient Markets Hypothesis - Fundamental Information and Financial Markets - Information available for Market Participants and Market Efficiency -Market Predictability

Unit IV External Factors and Investor Behaviour 20

Weather, Emotions, and Financial Markets: Sunshine, Geomagnetic Activity - Mechanisms of the External Factor influence on risk perception and attitudes - Connection to human

psychophysiology and emotional regulation - Misattribution as a mechanism for externals factors influence - Emotional content of news articles and their correlation with market dynamics - Social trends and market dynamics: music, fashion, demographics - Active portfolio management – the source of the systematic underperformance.

Unit V Emotions and Decision-Making

20

Personality traits and risk attitudes in different domains - Evolutionary prospective and emotions. Making decisions with “play” and real money - Modulating altruistic behaviour by utilizing the essentials of the specific proximal mechanisms - Emotions and rationality.

Total : 75 Hours

Course Outcome:

CO – 1: Understand and critically discuss the differences between a behavioural finance perspective and a traditional finance perspective.

CO – 2: Understand and critically discuss the cognitive biases and errors of judgment that affect financial decisions.

CO – 3: Critically evaluate behavioural influences involving individual investment decisions.

CO – 4: Critically evaluate behavioural influences involving corporate (executive) financial decisions.

CO – 5: Critically discuss important developments in this new area and the associated practical insights they provide.

CO – 6: Have developed a critical understanding of the main principles of cognitive psychology as applied in behavioural finance.

CO – 7: Have developed their ability to understand complex lines of argument and reasoning in behavioural finance.

CO - 8: Be able to develop the links between behavioural finance theory and professional practice.

Text Books:

1. William Forbes, “ *Behavioural Finance*”, Wiley India Ltd,2009
2. Sulphrey MM, “ *Behavioural Finance*”, Publishing House of India,2009
3. Ackert, L., and R. Deaves, “*Behavioral Finance: Psychology, Decision-Making and Markets*”, Cengage Learning, India,2009

Reference Books:

1. Nofsinger, J. R., “*Investment Madness*”, Prentice Hall,2001
2. Parag Parikh, “*Value Investing And Behavioral Finance: Insights Into Indian Stock Market Realities*”, Tata McGraw Hill,2009

15BBA103**CAPITAL MARKETS****5 0 0 4**

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**15**

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**10**

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**15**

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 : 75Hours**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

15BBA104**INTERNATIONAL FINANCE****5 0 0 4**

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**15**

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**15**

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 15

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 15

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 : 75 Hours

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

15BBA105 SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT 5004

Course Objective: This course aims at providing the students a comprehensive introduction to the areas of security analysis and portfolio management and equipping them with advanced tools and techniques for making profitable investment decisions.

Unit I Introduction to Investment and Security Analysis 15

Meaning of investment – Investment objectives – The investment process – Security Analysis – Meaning of security – Types of securities – Meaning of security analysis – Risk and Return – Computation of return – Meaning and definition of risk – Types: (Systematic risk- Market risk, Purchasing power risk, Interest rate risk, Unsystematic risk- Business risk (Internal, External), Financial risk)

Unit II Fundamental Analysis 15

Economic analysis: Factors in Domestic and International economy – Economic forecasting and stock-investment decisions – Types of economic forecasts – Forecasting techniques. **Industry analysis:** Industry classification schemes – Classification by product and according to business cycle – Key characteristics in industry analysis – Industry life cycle – Sources of information for industry analysis. **Company analysis:** Sources of information for company analysis (Internal, External) – Factors in company analysis – Operating analysis – Management analysis – Financial analysis – Earnings quality.

Unit III Technical Analysis 15

Meaning and Assumptions of technical analysis – Trend lines and their significance – Market indicators – The Dow theory – Market indices – Price indicators – Support and Resistance levels – Moving averages of stock prices – Volume indicators- Price-volume relationship – Short selling – Breadth of market (Advance/Decline) – Odd lot trading – Oscillators – Relative

Strength Index (RSI) – Rate of Change (ROC) –Charting – Types of price charts – Price patterns.

Unit IV Securities Return And Valuation Analysis **15**

Fixed-Income Securities – Overview of fixed-income securities – Risk factors in fixed-income securities (Systematic and unsystematic) – Bond analysis – Types of bonds – Major factors in bond rating process – Bond returns – Holding period return - Concept of yield – Current yield – Yield-to-Maturity – Price-yield relationship –Valuation of preference shares. Stock Return and Valuation – Anticipated returns, Present value of returns, Constant Growth model, Two-Stage Growth model, The Three-Phase Model, Valuation through P/E ratio.

Unit V Portfolio Management **15**

Meaning of portfolio – Reasons to hold portfolio – Diversification analysis – Markowitz’s Model – Assumptions – Specific model – Risk and return optimization – Efficient frontier – Efficient portfolios – Leveraged portfolios – Corner portfolios – Sharpe’s Single Index model – Portfolio evaluation measures – Sharpe’s Performance Index – Treynor’s Performance Index – Jensen’s Performance Index.

Total : 75 Hours

Course Outcome:

CO – 1: Understand the characteristics of different financial assets such as money market instruments, bonds, and stocks, and how to buy and sell these assets in financial markets.

CO – 2: Possess the knowledge and skills to select and employ base level tools for financial analysis using time value of money, cost of capital and interest rates.

CO – 3: Possess the knowledge and skills to analyze companies for investment purposes.

CO – 4: Know how to apply different valuation models to evaluate fixed income securities, stocks, and how to use different derivative securities to manage their investment risks.

CO – 5: Understand the benefit of diversification of holding a portfolio of assets, and the importance played by the market portfolio.

Text Books

1. Fischer & Jordan, “Security Analysis and Portfolio Management”, Prentice Hall India.1995
2. P Unithavathy Pandian, “Security Analysis and Portfolio Management”, Vikas Publishing House Pvt. Ltd. 2009
3. I. M. Pandey, “Financial Management”, Vikas Publishing House Pvt. Ltd.2009

Reference Books

1. Martin Pring, “Technical Analysis Explained”, McGraw Hill. 2014
2. V. A. Avadhani, “Investment and Securities Market in India”, Himalaya Publishing House.2008

15BBA106

HUMAN RESOURCE DEVELOPMENT

5 0 0 4

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

10

Human Resource Development – concept, scope, significance and Human Resource Development efforts in India

Unit II Human Resource Policy

15

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

10

Leadership; Communication and delegation of authority in context of HRD

Total 75Hours

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

15BBA107 EMOTIONAL INTELLIGENCE & MANAGERIAL EFFECTIVENESS

5 0 0 4

Course Objective: This course offers students the opportunity to investigate emotional intelligence theory and practice as a means for professional success and to engage the students in assessments to recognize areas for professional growth. It helps the students to learn best practices in feeling, thinking, and behaving in an emotionally intelligent manner.

Unit I Introduction 20

Emotions and the Tripartite Brain, Emotional Competencies, Executive EQ, Emotions and Enneagram, Rational Emotive Therapy, Emotional Transformation, Measuring Emotional Intelligence, Emotions and Childhood, Role of Emotions, Emotions and Attitudes

Unit II Individual & Organizational Learning 15

Theories of Learning, Learning Processes, Kolb's Learning Styles, How to create a learning organization

Unit III Emotional Intelligence 15

Fundamentals of Emotional Intelligence, The Emotional Competence Framework, Benefits of Emotional Intelligence

Unit IV Managerial Effectiveness 15

Challenges faced by Organizations & expectations from practicing Managers

Unit V Improving Effectiveness 15

Understanding Organizational goals, Creativity, Optimizing resources, Execution Skills

Total : 75 Hours

Course Outcome:

CO – 1: Understand emotional intelligence and why it is important to personal and professional success.

CO – 2: Recognize four domains of EI you can work on to increase your level of emotional intelligence.

CO – 3: Listen to and employ your emotions for better decision making.

CO – 4: Show you care, and build trust by displaying sensitivity and concern.

CO – 5: Use your energy and enthusiasm to motivate others.

Text Books:

1. Working with Emotional Intelligence – Daniel Goleman1998
2. Jack Welch on Leadership: Executive Lessons from the Master CEO by John A. Byrne, Jack Welch Crown Publishing Group2003
3. Leadership: The Power of Emotional Intelligence by Daniel Goleman2011
4. The Emotionally Intelligent Manager: How to Develop and Use the Four Key Emotional Skills of Leadership by David R. Caruso and Peter Salovey2007

Reference Books:

1. Caruso, D. R. and Salovey P., The Emotionally Intelligent Manager. Jossey-Bass, San Francisco CA (2004)
2. Weisinger, H. *Emotional Intelligence at Work*. John Wiley & Sons, San Francisco, CA,1998.
3. Emotional Intelligence: Key Readings on the Mayer and Salovey Model by John D. Mayer (Editor), Marc A. Brackett (Editor), Peter Salovey (Editor)1995.
4. Primal Leadership: Realizing the Power of Emotional Intelligence by Daniel Goleman, 2002

Course objective: This course focuses on planning and managing change and provides frameworks and tools to implement it. It helps the students to analyse and understand personal and organizational approaches to dealing with change through case studies and extensive group activity.

Unit I Basics of Change Management**10**

Meaning, nature and Types of Change - change programmes - change levers - change as growth - change as transformation - change as turnaround - value-based change.

Mapping change

The role of diagramming in system investigation - basic flow diagramming techniques -systems relationships - systems diagramming and mapping, influence charts, multiple cause diagrams- a multidisciplinary approach.

Unit II Learning organization**10**

The relevance of a learning organization - kindling learning processes in organizations- strategies to build a learning organization

Unit III Organisation Development (OD)**15**

Meaning, Nature and scope of OD - Dynamics of planned change - Person-focused and role-focused OD interventions -Planning OD Strategy - OD interventions in Indian Organizations - Challenges to OD practioners.

Unit IV Negotiated change**15**

Change in the labour – management relations in the post-liberalised India - a review of the response of collective bargaining strategy to the challenges of Globalisation and the restructuring of enterprises in India - Changes in the legal frame work of collective bargaining, negotiated flexibility, productivity bargaining, improved work relations, public sector bargaining and social security.

Unit V Team Building**25**

Nature and Importance of Teams - Team vs Groups - Types of teams - Characterstics of Virtual teams - Team building life cycle - role of managers as linking pins-team building- Perspectives on effectiveness of Team working.

Virtual teams

High performance teams- self managing teams –building team relationships - empowered teams - leadership on teams - Managing cross -cultural diversity in teams - Group think as a decision making process - effective decision making techniques for teams and groups - role of change consultant-- contemporary issues in managing teams.

Total : 75 Hours

Course Outcome:

CO-1: An appreciation of the impact of organizational change on people.

CO-2: Identified ways they can positively lead and motivate people through cultural or organizational change.

CO-3: Developed skills for effectively communicating change.

CO-4: Identified ways they can help team members cope with change.

Text Books:

1. C.S.Venkataratnam: Negotiated Change – collective Bargaining, Liberalisation and Restructuring in India, Response Books, New Delhi.2003
2. V.Nilakant and S.Ramnarayan: Managing Organisational Change, Response Books, New Delhi.1998
- 3.John P Kotter, Leading Change.,2012
4. The Heart of Change: Real-Life Stories of How People Change Their Organizations, by John P. Kotter and Dan S. Cohen, 2012

References Books:

1. Change-Friendly Leadership: How to Transform Good Intentions into Great Performance, by Rodger Dean Duncan and Stephen M. R. Covey, 2012
2. HBR's 10 Must Reads on Change Management, by Harvard Business Review, 2011
3. Switch: How to Change Things When Change Is Hard, by Chip Heath and Dan Heath, 2010
4. The Theory and Practice of Change Management: Third Edition, by John Hayes, 2010

Course Objectives: To understand the production and operation function and familiarize students with the technique for planning and control.

Unit I Production Management 15

Introduction, objectives, importance of production management, meaning and types of Production System; plant location; factors affecting locations, plant layout; meaning, objectives, types.

Unit II Production Planning and Control 20

Meaning, Objectives, Scope, Importance & Procedure of Production Planning, Routing scheduling, factors affecting scheduling, Dispatch & Follow up, Production Control-Meaning, objectives, Factors affecting Production Control.

Unit III Productivity & Maintenance 15

Productivity Meaning, Importance, Factors affecting Productivity, Quality Control-meaning, objectives, control charts(mean chart, range chart only)
Maintenance-meaning, objectives, types.

Unit IV Supply Chain Management 10

Meaning and definition- Objectives of SCM- components of SCM, SCM process, Factors driving the SCM –supply chain planning, push/pull strategy, bullwhip effect.

Unit V Logistics Management 15

Meaning and definition – significant of logistics –concepts of logistics management – objectives of logistics management – elements of logistics management – logistics management v/s supply chain management.

Total : 75 Hours

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: Evaluate the potential contribution of suppliers and effective purchasing and supply management to corporate or organizational strategy and objectives.

CO – 4: Identify and analyze major decisions and problems facing managers in supply management and to apply the appropriate concepts, tools and techniques in their resolution.

CO – 5: Recognize strengths and weaknesses of existing suppliers, purchasing and supply management organizations, policies and practices

Text Books:

1. Mahadevan B, “Operations Management Theory & Practice”, Pearson Education, 2nd Edition, New Delhi,2010
2. Heizer Jay and Render Barry , Production & Operations Management, Pearson Education, 2013.
3. Chase R B, Aquilano N J , Jacobs F R and Agarwal N, “Production & Operations Management Manufacturing and Services”, Tata McGraw Hill,2007

Reference Books:

1. Saravanel & Sumathy, “Production and operations management”, Margham Publications-chennai, 2011
2. Sunil chopra, “Essentials of supply chain management”, Pearson publications, New Delhi, Fifth edition,2012

15BBA110 MATERIALS MANAGEMENT

5 0 0 4

Course Objectives: 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 I Introduction to Materials Management

15

Definition and meaning of Materials Management – Objectives of Materials Management – Importance of Materials Management – Who is Materials manager.

Unit II Management of Materials

15

Integrated Materials Management – Definition – Materials demand forecasting – Replenishment Stock – MRP-EBQ –EOQ – Other inventory control

Unit III Purchasing Of Materials **15**
Purchasing Principles and Procedures – Make or buy Decisions – Legal aspects of purchasing – Import substitution – International purchase – Import purchase procedure

Unit IV Store Keeping **15**
Objectives, Functions and Importance of store keeping – Who is store keeper – Duties and responsibilities of store keeper – Location of store room – Centralized store room – Protection and prevention of store room.

Unit V Materials Handling And Vendor System **15**
Definition and importance of Materials handling – Receipt of materials – Inspection – Preservation – Issue of Materials and its procedures – Vendor rating –Buyer seller relationship.

Total : 75 Hours

Course Outcome:

- CO – 1: 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 – 2: Provide a basic knowledge of the issues and methods involved in the production of goods and services
- CO – 3: Investigate management issues in receiving, stores, traffic and transportation, warehousing and physical distribution
- CO – 4: 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

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.

Course Objectives: To create insight and new learning in the area of customer relationship management. To equip students with both a conceptual understanding and the knowledge pertaining to practical application of critical skills necessary for building and managing partnering relationships with customers and suppliers. To discuss the conceptual foundations of relationship marketing and its implications for further knowledge development in the field of business.

Unit I Introduction to CRM **10**

CRM Definitions, Emergence of CRM practice, CRM cycle, Stakeholders in CRM, Significance of CRM, Types of CRM, Success Factors in CRM, CRM Comprehension, CRM Implementation

Unit II Customer Satisfaction: **20**

Meaning, Definition, Significance of Customer Satisfaction, Components of Customer Satisfaction, Customer Satisfaction Models, Rationale of Customer Satisfaction, Measuring Customer Satisfaction, Customer satisfaction and marketing program evaluation, Customer Satisfaction Practices.

Unit III Service Quality **15**

Concept of Quality, Meaning and Definition of Service Quality, Factors Influencing customer expectation and perception, Types of Service Quality, Service Quality Dimensions, Service Quality Gaps, Measuring Service Quality, Service Quality measurement Scales

Unit IV Technology Dimensions **15**

E- CRM in Business, CRM: A changing Perspective, Features of e-CRM, Advantages of e-CRM, Technologies of e-CRM, Voice Portals, Web Phones, BOTs, Virtual Customer Representative, Customer Relationship Portals, Functional Components of CRM.

Unit V Emerging Perspectives: **15**

Employee - Organization relationship, Employee- Customer Linkage, Factors effecting employee's customer oriented behavior, Essentials of building employee relationship, Employee customer orientation, Service Failure, Service Recovery Management, Service Recovery Paradox, Customer Life time value, customer profitability, customer recall management, customer experience management, Rural CRM, , customer relationship management practices in retail industry, hospitality industry, banking industry, telecom industry, aviation industry

Total : 75 Hours

Course Outcome:

- CO – 1: To understand comprehensively the concept of customer relationship management and know the determinants and their implication on service quality of service companies
- CO – 2: To understand the behavioural dimension of CRM programs on customers and apply the conceptual framework of customer satisfaction in business
- CO – 3: To contemplate the relationship of customer satisfaction with other business dimensions and the advantages of customer satisfaction for business organization and develop the ability of designing different customer satisfaction measurement methods
- CO – 4: To understand the significance of service quality outcomes for service organization
- CO – 5: To develop diverse e-CRM software's and formats of e-CRM applications and understands the different e-CRM technologies
- CO – 6: To develop perspective of the benefits accrued to these companies on account of CRM implementation, and critically analyze the CRM practices of these companies from customer perspective to learn the innovations made by companies for superior customer service

Text Books:

1. Alok Kumar Rai, "Customer Relationship Management-Concepts and Cases", PHI Learning Pvt. Ltd, 2012.

Reference books:

1. Bhasin, "Customer Relationship Management", Wiley Dream tech publishers, 2012
2. Chaturvedi, "Customer Relationship Management", Excel Books, 2009.
3. Sheth J N, Parvatiyar A. and Shainesh G,"Customer relationship management-Emerging Concepts, Tools, & Applications", Tata McGraw-Hill Education , 2009

Course Objectives: To understand the marketing principles and to impart knowledge about how market the service product and enable to connect their experience in the service sector.

Unit I Introduction **15**

Growth of service sector – Definition, features and types of services – designing of service – Blue printing technology – Service mapping

Unit II Service Marketing Mix **15**

Seven P's – Product mix – Price mix – pricing methods and strategies – Promotional mix – Place mix – Additional P's – People, Physical evidence and process

Unit III Service Strategy **15**

Matching demand for and supply of services – Service strategy for an effective demand – Service strategy for supply – market segmentation – Internal marketing of service – External vs. Internal orientation of service strategy.

Unit IV Service Gaps **15**

Quality gap – the customer expectation vs. actual services – Technique to augment the gap – Performance gap – Promise vs. Delivery - Strategy for augmenting the gap – Communication gap – Customer vs. service provider.

Unit V Application In Marketing Of Services **15**

Financial services – Health services – Hospitality services – Travels and Restaurant – Professional services – Public utility services – Educational services.

Total : 75 Hours

Course Outcome:

CO – 1: Appreciate the challenges facing the services marketing in traditional commercial marketing, e-marketing and non commercial environments

CO – 2: Appreciate the difference between marketing physical products and intangible services, including dealing with the extended services marketing mix, and the four unique traits of services marketing;

CO – 3: Recognise the challenges faced in services delivery as outlined in the services gap model.

Text Books

1. S.M. Jha, “Service Marketing” Himalaya Publishing House. 2012
2. B Santhanam, “Service Marketing” Margham Publications, 2014

Reference Books

1. Adrian Payne, “The Essence Of Service Marketing” Prentice Hall of India Pvt Ltd.,1993
2. Christopher Lovelock “Service Marketing” Pearson Education, 7th edition 2010
3. K. Douglas, Hoffman, John E.G. Bate Son “Essentials of Service Marketing” Dryden Press Series, 1997
4. Helen Woodroffe – “Services Marketing” Macmillan publications, 1997

15BBA113

RETAIL MANAGEMENT

5 0 0 4

Course Objective: The primary objective of the course is to have students develop marketing competencies in retailing and retail consulting. The course is designed to prepare students for positions in the retail sector or positions in the retail divisions of consulting companies. Besides learning more about retailing and retail consulting, the course is designed to foster the development of the student’s critical and creative thinking skills.

Unit I Introduction to Retailing

15

Introduction to Retailing, Definition, Characteristics, Evolution of Retailing in India, Retailing in India, Emerging Trends in Retailing, Factors Behind the change of Indian Retail Industry.

Unit II Retail Formats and operations

20

Retail Sales by ownership, On the basis of Merchandise offered, non store Based retail mix & Non traditional selling. Retail Operation: Elements/Components of Retail Store Operation, Store Administration, Store Manager –Responsibilities, Inventory Management, Management of Receipts, Customer Service, Management of Retail Outlet/Store, Store Maintenance, Store Security.

Unit III Store Planning: 15

Design & Layout, Location Planning and its importance, retailing image mix, Effective Retail Space Management, Floor Space Management.

Unit IV Retail Marketing: 15

Advertising & Sales Promotion, Store Positioning, Retail Marketing.Mix, CRM, Advertising in Retailing.

Unit V Retail Merchandising and Merchandise Pricing: 10

Buying function, Markups & Markdown in merchandise management, shrinkage in Retail merchandise management. Concept of Merchandise Pricing, Pricing Options, Pricing Strategies, Pricing Objectives, Types of Pricing.

Total : 75 Hours

Course Outcome:

CO – 1: To Understand basic marketing theories, principles, practices and terminology related to each functional area of business

CO – 2: To understand the ways that retailers use marketing tools and techniques to interact with their customers and perform basic functions appropriate to each functional area of business

CO – 3: To study the contribution of retailers to the product value chain; consumer motivations, shopping behaviours, and decision processes for evaluating retail Offering and purchasing merchandise and services; corporate objectives, competitor analysis, and competitive strategy;

CO –4: To understand how retailers differentiate their offering as an element in their corporate strategy and factors affecting strategic decisions involving investments in locations, supply chain and Information systems, and customer retention program

CO – 5: To understand Customer service methods for extracting profit from a retail offerings.

CO – 6: To understand how retailer’s communicate with their customers; and tactics related to pricing, merchandise assortment, store management, visual merchandising.

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

15BBA114

ADVERTISING AND BRAND MANAGEMENT

5 0 0 4

Course Objective: To equip the students with the nature, purpose & complex constructions in the planning and execution of a successful advertising program. The course will expose student to issues in brand management, faced by firms operating in competitive markets.

Unit I Advertising need & importance

15

Definition & growth of modern advertising, advertising & the marketing mix, types & classification of advertisement, advertising spiral; Social & economic aspects of advertising; Marketing communication models: AIDA, hierarchy of effect, innovation adoption model, action first model, quick decision model; Planning framework of promotional strategy

Unit II How advertising works

15

Exposure, salience, familiarity, low involvement, central route & peripheral route & cognitive learning; Positioning strategies ; Associating feelings with a brand; Developing brand personality ; Creating copy strategies:, different types of copy; Art & layout of an advertisement: Principles of design, layout stages, difference in designing of television, audio & print advertisement

Unit III Media planning & scheduling 15

Introduction to broadcast & non -broadcast media; Budgeting decision rule: percentage of sales method, objective to task method, competitive parity, & all you can afford; Key factors influencing media planning; Media decisions: media class, media vehicle & media option; Scheduling: flighting, pulsing, & continuous.

Unit IV Management of sales promotion 15

Importance & need for sales promotion, planning for consumer schemes & contests, different types of consumer schemes.

Unit V Introduction to brands and brand management 15

Concept of a brand, brand evolution, branding challenges and opportunities, Strategic brand management process.

Total : 75Hours

Course Outcome:

CO-1: Understand key principles of branding.

CO-2: Explain branding concepts and ideas in their own words.

CO-3: Understand and conduct the measurement of brand equity and brand performance.

CO-4: Practically develop a brand, including positioning and communication.

CO-5: Prepare a professional, logical and coherent report in the form of a brand audit.

CO-6: Identify advertising decision areas.

CO-7: Apply marketing communications functions such as advertising, direct marketing, the Internet, interactive media, and sales promotion.

CO-8: Research and evaluate a firm's marketing and promotional situation.

CO-9: Develop effective marketing communication strategies and programs.

CO-10: Understand the implications of current trends in advertising and promotion.

CO-11: Use critical marketing factors that influence advertising decisions.

CO-12: Develop an advertising campaign plan that reflects an integrated marketing communications (IMC) perspective.

Text Books:

1. Aaker, Myers &Batra : Advertising Management , Prentice Hall,1992

2. Wells, Moriarity & Burnett : Advertising Principles & practices , Prentice Hall,2005

Unit-V Sales Territory Coverage

10

Sales Territory Concept, Reasons for establishing sales territories, procedures for selling up sales territories. Motivating the sales force.

Total 75Hours

Course Outcome:

- Co – 1: Will know the functions of sales
- Co – 2: Will know the qualities of effective selling
- Co – 3: Will understand process of selling
- Co – 4: Will acquire the knowledge about competitive market and prospects
- Co – 5: Will know the opening and closing of sales
- Co – 6: Will know sales presentation and will handle the objections
- Co – 7: Will know how will manage the sales
- Co – 8: Will understand the role of a sale manager
- Co – 9: Will know the territories for selling
- Co – 10: Will motivate the sales force

Text Books

1. Still, Cundiff & Govani: Sales Management, Prentice Hall of India,1976
2. Charles Futrell: Fundamentals of Selling, McGraw Hill,1984
3. Roulh E.Anderson: Personal selling and sales promotion, Excel Publications,1991
4. Charles Dowly: Personal Selling, Oxford University Press,2011

Reference Books

- 1.Bednarz, Shirley. "The Selling Blues: Myths That Sabotage Positive Sales Outcomes." American Salesman. September 1998.
- 2 Cannon, Joseph P., and William D. Perreault, Jr. "Buyer-Seller Relationships in Business Markets." Journal of Marketing Research. November 1999.
3. Comer, Lucette B., and Drollinger. "Active Empathetic Listening and Selling Success." Journal of Personal Selling and Sales Management. Winter 1999.
- 4 .Kimball, Bob. AMA Handbook for Successful Selling. NTC, 1994.

Course Objective: 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 Nature and role of selling **15**

Importance of Selling. Role in the context of organization – survival and growth. Types of Selling : Differences in selling situations, New business versus service selling, Newton's classification of sales types, McMurry & Arnold's classification of selling types, Consumer indirect selling, Industrial Selling, Missionary, Sales Team/group selling Merchandising, Telesales, Franchise selling, International selling.

Unit II Attributes of a Salesperson **15**

Attributes of a Good Salesperson : Personality & physical characteristics, Enthusiasm, Confidence, Intelligence, Self-worth, Knowledge product , Competition, organization, market, customer, territory; Communication skills, Persuasive skills. (To be supplemented by live exercises on personal selling)

Unit III Personal Selling Skills **15**

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 **15**

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 : 75Hours

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. Selling & Sales Management by Geoffrey Lancaster & David Jobber, Macmillan India Ltd., 2001
2. Negotiation: Communication for diverse settings by Michael L Spangle and Myra Isenhardt, Sage South Asia Edition.2011
3. The Sales Bible: The Ultimate Sales Resource by Jeffrey Gitomer, Wiley India, 2001.
4. Sales Management by Bill Donaldson, Palgrave Publications,2001

Reference 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

Course Objective: To familiarize the concept of company law concept, fundamentals, tools, techniques and its significance in the liberalized business environment. Students can learn the law and legal principles in various subject areas.

Unit I Companies Act 1956-Introdcution **15**

Nature and Definition of Joint Stock Company – Kinds of Companies – Formation of Company – Mode of Incorporating a Company – Condition to be Complied with the Registrar for Incorporation – Promoter – Legal Status of a Promotor – Duties of the Promoter – Remuneration of a Promoter.

Unit II Memorandum and Articles of Association M/A & A/A **15**

Memorandum of Association – Contents and Alteration doctrine of Ultravires – Articles of Association – Contents and Alteration – Difference Between Articles and Memorandum of Association – Doctrine of Indoor Management Prospectus – Contents of Prospectus – Statement in Lien of Prospectus – Statement in Prospectus and Remedies.

Unit III Share Capital **15**

Share Capital – shares – Kinds of Shares – Voting Rights – Borrowing Powers of Companies – Company Management – Legal Position – Appointment, Removal, Rights, Duties and Power of Directors.

Unit IV Company Meetings and Resolution **15**

Company Meetings – Classification of Meeting – Statutory Meeting – Annual General Meeting – Extra-Ordinary General Meeting – Resolutions – Kinds of Resolutions.

Unit V Winding up of a Company **15**

Winding Up of Company – Meaning – Modes of Winding up – Winding up By the Court – Voluntary Winding up – Types of Voluntary Winding up- Procedure – Duties of the Liquidator.

Total :75 Hours

Course Outcome:

Co – 1: Will know about formation of company and joint stocks

Co – 2: Will know about entire information of promoter

Co – 3: Will acquire knowledge about articles and association of memorandum

- Co – 4: Will know about the doctrines, prospectus and remedies
- Co – 5: Will know about shares, rights and duties of directors
- Co – 6: Will know the about the meeting and resolutions
- Co – 7: Will know about the winding and its types
- Co – 8: Will know about the procedure, duties of liquidator

Text Books;

1. N.D.Kapoor-Sultan CVhand & Sons- Company law –13th edition,latest reprint,2015
2. Avtar Singh-Sultan Chand & Sons- Company Law-16th edition,2015

Reference Books:

1. Tandon-Company Law And Secretarial Practice- Sultan chand & Sons,2003
2. P.K. Ghosh -Company Law and Secretarial Practice-S.Chand & Sons-14th edition,2013

15BBA152

OFFICE MANAGEMENT

5 0 0 4

Course Objective: To enable the students learn about the Office management and its functions and make them to apply in the practical manner in the company. To understand how to organise their office and maintain it.

Unit I Office Management Introduction

15

Office and office Management –meaning of office, function of office, primary and administrative functions, importance of office. Relation of office with other departments of business Organization. Concept of paperless office, virtual office, back and front office, open and private office. Definition and elements of office management, duties of an Office Manager.

Unit II Filing System

15

Filing and Indexing –Meaning and importance of filing, essential of good filing system. Centralized and decentralized filing system. Meaning, need and types of indexing used in the business organization.

Unit III Office Forms

15

Office forms–Meaning and types of forms used in business organization, advantages, forms controls, objectives, form designing, principles of forms designing and specimens of forms used

in office. Office Record Management –Meaning, importance of record keeping management, principles of record management and types of records kept in a business organization.

Unit IV Office Machines and Equipments **15**

Office Machines and equipments –Importance, objectives of office machines. Office Safety and Security –Meaning, importance of office Safety, safety hazards and steps to improve office safety. Security hazards and steps to improve office security.

Unit V Measurement of Office Work: **15**

Measurement of Office Work –Importance, purpose, difficulty in measuring office work. Different ways of measurement, setting of work standards, benefits of work standards. Techniques of setting standards. Office Manuals –Meaning, need, types of office manuals and steps in preparing of office manuals.

Total : 75Hours

Course outcomes:

- Co – 1: Students will be able to support management in office administration.
- Co – 2: Students will be able to prepare business documents.
- Co – 3: Students will be able to manage records and files. Students will be able to demonstrate business communication skills.
- Co – 4: Students will be able to utilize appropriate office technology. Students will be able to execute the duties of an office administrator.
- Co – 5: To understand the role of management in the workplace.
- Co – 6: To examine the levels and functions of management.

Text Books:

1. S.P.Arrora -Office organization and management- Vikas publishing house- nov,2009
2. Chopra-Office management-Vikas publishing house 2nd revised edition,2015

Reference Books:

1. M.E. Thukaram Rao-Office management and organization-atlantic publishers and distributers,2000
2. Ranjan Nangia -Office management- - Neha Publisherscrescent publishing corporation,2012

Course Objective: To gain knowledge of the principles and practice of auditing. Students can learn the true and fairness of results presented by accounting statements.

Unit I Auditing-Introduction: 15

Auditing – Meaning – Definition – Objectives – Scope – Types – Qualification and Qualities of An Auditor – Appointment of an Auditor – Powers, Duties, Rights, and Liabilities of an Auditor – Auditors Remuneration.

Unit II Preparation of Audit 15

Preparation of Audit – Audit planning – Audit Programme – Test checking – Audit Note Book – Audit Working Papers.

Unit III Internal Control in Audit 15

Internal Control – Meaning – Importance – Limitations – Internal Check – Meaning – Criteria For Goods Internal Check System – Internal Check System for Cash Receipts, Cash Payments and Wage Payments – Internal Audit – Distinction Between Internal Audit And Statutory Audit.

Unit IV Vouching 15

Vouching – Meaning – Importance – Voucher – Vouching of Cash Books – Vouching of Credit Purchase and Credit Sales – Verification and Valuation of Assets – Meaning – Importance – Verification and Valuation of Different Kinds of Assets and Liabilities

Unit V EDP Audit 15

EDP Audit – Impact of Computerization on Audit Approach – Principles of EDP Audit - Advantages and Limitations of EDP Audit – Different Approaches to EDP Audit – Areas Where Computer can be used – Design and Procedural Aspects of EDP System – Auditor and EDP Control – Computer – Assisted Audit Techniques

Total : 75Hours

Course Outcome:

CO – 1: Understand the qualities required of an auditor including how to behave to avoid conflict and gain audited acceptance of findings

CO – 2: Be able to initiate and conduct an audit

CO – 3: Be able to create a structure audit programme

CO – 4: Understand how to conduct an opening and closing meeting be able to create a checklist of questions to ask have the skills to write an audit report

Text Books:

1. Sharma, Sahitya, Bhawan, Agra –Auditing-s.chand & co ltd., 4th.2.2007
2. Dr.N.Premavathy-Practical Auditing-Sri Vishnu Publications, Chennai-margham publication ; 2nd edition 2012

Reference Books:

1. B.N. Tandon -Practical Audit-s.chand & co ltd;4th edition 2007
2. Dinkar Pargare-Principles And Practice Of Auditing –Auditing – T.R. Sharma-sahitya bhawan publication- 1st edition 2015.

15BBA154

INDUSTRIAL ECONOMICS

5 0 0 4

Course Objectives: To provide knowledge to the students on the basic issues like productivity, efficiency, capacity utilization and debates involved in industrial development.

Unit I Framework Of Industrial Economics

15

Concept And Organization Of A Firm -Ownership Control And Objectives Of A Firm - Passive And Active Behavior Of Firm - Size, Growth, Profitability, Productivity, Efficiency And Capacity Utilization - Concept And Measurement -Role Of Industrialization In Economic Development
-Factors For And Against Industrial Development.

Unit II Industrial Location And Regional Development

15

Determinants Of Industrial Location-Technical, Economic, Infrastructural And Other Factors - Theories Of Industrial Location -Weber, August Losch, Sargent Florence -Development Of Backward Regions - Government Policy And Approach For The Development Of Backward Regions - Recent Programs For Development Of Backward Regions.

Unit III Industrial Structure

15

Alternative Patterns Of Industrialization - Hoffman's Hypothesis Of Capitalistic Economies - Simon Kuznet's Interpretation - Industrialization And Planned Economies - Cheney's Patterns Of Industrial Changes.

Unit IV Industrial Productivity And Trends**15**

Industrial Productivity In India Labour Productivity - Factors Influencing The Labor Productivity -Productivity Trends In India - Classification Of Industries -Industrial Policies And Industrial Legislations In India -Role Of Public And Private Sectors -Recent Trends In Mnc And Lpg, Fdi, And Joint Ventures - Issues In Industrial Proliferation And Environmental Preservation - Pollution Control Policies

Unit V Industrial Finance**15**

Role, nature, volumes, types of institutional finance -IDBI, IFCI, ICICI, SFCs, NIDC, SIDCS, UTI, LIC, General Insurance Corporations and Commercial Banks -Financial Statement analysis.

Total :75 Hours**Course Outcome:**

- Co – 1: Explain and analyse the main issues and debates in the field of industrial economics
- Co – 2: Describe the workings of different market structures
- Co – 3: Critically evaluate different policy approaches to industry
- Co – 4: Analyse the value and the limitations of existing theory in the area of industry economics
- Co –5: Explain the economic behaviour of different industries, firms and markets in relation to their output and pricing decisions
- Co – 6: Analyse and provide policy recommendations about monopolies, cartels, non-cooperative oligopolies and other forms of imperfect competition
- Co – 7: Critically evaluate the relationship between industrial structure and performance and the various approaches to innovation, entrepreneurship and industry policy

Text Book:

1. Ahluwalia, I.J: “Industrial Growth in India: stagnation since Mid-sixties” Oxford University Press, New Delhi, 1985
2. Desai B: Industrial Economy in India,3rd Edition,Himalaya Publishing House, Mumbai. 1999
3. Barthwal, R.R: Industrial Economics, Wiley Eastern Ltd, New Delhi, 1991

Reference Books:

1. Cherunilam F, "Industrial Economics: Indian Perspective" 3rd Edition, Himalaya Publishing House, Mumbai, 1994
2. Divine P.J & R.M Jones N Lee and W J Tyson, " An Introduction to Industrial Economics (George Allen and Unwin Ltd, London.1976
3. Kuchhal S.C, "Industrial Economy of India " 13th Edition, Chaitanya Publishing House, Allahabad.1978

15BBA155 INTERNATIONAL TRADE 5 0 0 4

Course Objectives: To provide the students adequate knowledge in basic concepts in foreign trade and enable them to connect their experience with international finance.

Unit I Introduction 15

Difference Between Internal And International Trade - Importance Of International Trade In The Global Context.

Unit II Theories Of International Trade 15

Theories Of Foreign Trade – Absolute, Comparative And Equal Cost Differences (Adamsmith, David Recardo, Habeler's And Heckshin – Ohlin Theories)

Unit III Exchange Rates 15

Balance Of Trade, Balance Of Payment – Concepts, Causes Of Disequilibrium - Methods To Correct Disequilibrium – Fixed And Floating Exchange Rates.

Unit IV International Finance 15

International Monetary System – International Monetary Fund (Imf) – International Liquidity – International Bank For Reconstruction And Development (Ibrd).

Unit V International Trade Relation 15

World Trade Organisation (WTO) and its implication with special reference to India. Trade Related Intellectual Property rights (TRIPS) & Trade Related Investment Measures (TRIMS)

Total : 75 Hours

Course outcomes:

- Co- 1: Understand the major models of international trade and compare and contrast them.
- Co – 2: Understand the principle of comparative advantage, including its formal expression.
- Co – 3: Analyze the linkages between trade, labour and capital movements, international fragmentation of production, economic well-being and the income distribution and to identify and critically examine policy implications of these linkages.
- Co – 4: Apply equilibrium models to analyze the economic effects of policy interventions including tariffs, quotas, export subsidies, anti-dumping duties, countervailing duties and the creation of preferential trading agreements.
- Co – 5: Critically analyze these policy interventions in terms of their costs and benefits, including their implications for economic well-being, performance and competitiveness.
- Co – 6: Understand major recent developments in the world trading system and comment critically on their effects on individual economies and on the wider international community.

Text Books:

1. Gupta K.R, “International Economics” Atlantic Publishers & Distributors (P) Ltd., 6th Edition 2009
2. Jingan M.L, “International Trade” Vrinda Publication, 6th Edition, 2009

Reference Book:

A K Cairncross, “International Trade and Economic Development”, Neha Publishers & Distributors, 2010

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**15**

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**15**

Developing e- Business Frame work: 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:**15**

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**15**

Understanding of Key terms of E- Commerce: Electronic Commerce & Banking, Electronic Payment Systems, Electronic Payment Technology, On-line credit card, E- Commerce Security.

Unit V Virtual Existence**15**

Virtual existence- concepts, working advantages and pitfalls of virtual organizations, workface, work zone and workspace and staff less organization; designing on E-commerce model for a middle level organization: the conceptual design, giving description of its transaction handling, infrastructure and resources required and system flow chart; security in e-commerce: digital signatures, network security, data encryption secret keys, data encryption

Total 75 Hours

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

15BBA157**COMPUTER APPLICATION IN BUSINESS****4 0 1 4**

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**15**

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

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

15BBA158

INFORMATION SECURITY MANAGEMENT

5 0 0 4

Course Objectives: To Understand The Information Security And To Impart Knowledge About The Information Risk And Enable To Connect Their Experience With ISM. To design a security policy in collaboration with the customers and suppliers aligned with the needs of the business.

Unit I Information Security Management Principles

15

Concepts And Definitions Of Information Security - Types, Uses And Purposes Of Controls - Importance Of Information Security Of Business Assets - Company Security Policy - Need For A Security Policy - Role Of Information Security In Countering Cyber Crime.

Unit II Information Risk

15

Threats To, And Vulnerabilities Of Information Systems– Threat And Vulnerability Categorization Types Of Accidental And Deliberate Threats- Business Impact. Risk Management - Risk Management Process - Dealing With Risks - Types Of Controls - Information Security Framework – Objectives, Policies, Standards And Procedures - Legal Framework National And International.

Unit III Organisation And Responsibilities

15

The Organisation's Management Of Security - Information Security Roles - Placement In Organisation Structure - Board/Director Responsibilities - Responsibilities Across The Organisation - Need Functions And Levels - Information Security Governance - Review, Evaluation And Revision Of Security Policy - Security Audits - Checks For Compliance - Reporting On Compliance Status. Legal Framework - Employment Issues And Employee Rights - Intellectual Property Rights, E.G. Copyright - Cryptography Technology

Unit IV People Security Controls

15

Organisational Culture Of Security - Screening Of Employees And Contractors Prior To Employment/Engagement - Disciplinary Process - Rights, Responsibilities, Authorities And Duties Of Individuals - Codes Of Conduct - User Access Controls – Authentication And Authorisation Mechanisms - Data Ownership Rights - Communication, Training And Awareness - Cbt And Formal Training Courses - Developing Positive Security Behaviour

Unit V Technical Security Controls

15

Protection From Malicious Software -Threats From Malware - Impact On Networks - Types Of Malicious Software – Trojans, Botnets, Viruses, Worms, Active Content - Methods Of Control – Networks And Communications - Entry Points – Role Of Firewalls, Routers, Proxy Servers - Common Protocols & Techniques Https, Pki, Ssl, Vpn, Ipv6, - Controlling Access And External Connections - Cloud Computing - Legal Implications For Cloud Computing Ipr And Related Issues.

Total : 75 Hours

Course Outcome:

CO – 1: Have acquired knowledge of a representative sample of security threats, issues, technologies and theories.

CO – 2: Be aware of legal and social contexts where they impinge on computer security.

CO – 3: Be aware of the variety of problems affecting system and people centred security.

CO – 4: Know who the current leaders are in the field of Computer Security, the current trends and latest issues.

CO – 5: Be aware of certification standards and concerns. Manage software development projects from start to finish

CO – 6: Design and manage complex systems that require integration and interoperability of hardware and software components

CO – 7: Assess existing and emerging information technologies in business applications

CO – 8: Use existing information technologies to integrate the enterprise

CO – 9: Plan an integrated information systems structure

CO – 10: Apply organizational theories to technology management

CO – 11: Identify and consider appropriate management principles for technology project implementation

Text Books

1. Nina Godbole, “Information Systems Security-Security Management Metrics, Frameworks And Best Practices” Wiley India Pvt. Ltd, Newdelhi. 2008
2. Harold F. Tipton, Micki Krause. “Information Security Management Handbook”, 6th Edition, Volume 6, Crc Press, 2008.

Reference Book

1. David Alexander , Amanda Finch , David Sutton And Andy Taylor, “Information Security Management Principles” Bcs Learning And Development Limited, 2013

15BBA201

ENGLISH FOR COMMUNICATION

3 0 0 2

Course Objective: To train the students in the use of the English language and to teach them soft skills and strength their foundation in grammar and composition and to elevate their comprehension skills.

Unit I	9
What is Communication? - Objectives of Communication - Types of Communication	
Unit II	9
Importance and benefits of effective Communication - Communication at work place - Components and process of communication.	
Unit III	9
Barriers to Communication - Principles of Communication	
Unit IV	9
Report Writing - Writing Advertisements - Précis Writing - Letter Writing	
Unit V	9
Group Discussion - Better Public Speaking and Presentation - Preparing for Job interviews - Time Management	
	Total: 45 Hours

Course Outcomes:

Upon completion of this course, students will be able to

Co -1: Introduce themselves and talk about familiar, everyday conversation topics

Co- 2: Ask for opinions and either agree or disagree politely

Co -3: discuss various personal and ethical problems and solutions

Co -4: write an essay and submit it online

Co -5: conduct one cycle of academic research

Text Books:

1. Rajendra Pal and JS Korlaballi, “Essentials of Business Communication”, Sultan Chand & Sons, 2011
2. M. K. Sehgal, Vandana Khetarpal, “Business communication”, Excel Books India, 2008

Vision

The importance of environmental science and environmental studies cannot be disputed. The need for sustainable development is a key to the future of mankind. Continuing problems of pollution, loss of forest, solid waste disposal, degradation of environment, issues like economic productivity and national security, Global warming, the depletion of ozone layer and loss of biodiversity have made everyone aware of environmental issues. The United Nations Conference on Environment and Development held in Rio de Janeiro in 1992 and World Summit on Sustainable Development at Johannesburg in 2002 have drawn the attention of people around the globe to the deteriorating condition of our environment. It is clear that no citizen of the earth can afford to be ignorant of environment issues. Environmental management has captured the attention of health care managers. Managing environmental hazards has become very important. Human beings have been interested in ecology since the beginning of civilization. Even our ancient scriptures have emphasized about practices and values of environmental conservation. It is now even more critical than ever before for mankind as a whole to have a clear understanding of environmental concerns and to follow sustainable development practices. India is rich in biodiversity which provides various resources for people. It is also basis for biotechnology. Only about 1.7 million living organisms have been described and named globally. Still many more remain to be identified and described. Attempts are made to conserve them in ex-situ and in-situ situations. Intellectual property rights (IPRs) have become important in a biodiversity-rich country like India to protect microbes, plants and animals that have useful genetic properties. Destruction of habitats, over-use of energy resource and environmental pollution have been found to be responsible for the loss of a large number of life-forms. It is feared that a large proportion of life on earth may get wiped out in the near future. In spite of the deteriorating status of the environment, study of environment have so far not received adequate attention in our academic programmes. Recognizing this, the Hon'ble Supreme Court directed the UGC to introduce a basic course on environment at every level in college education. Accordingly, the matter was considered by UGC and it was decided that a six months compulsory core module course in environmental studies may be prepared and compulsorily implemented in all the University/Colleges of India. The experts committee appointed by the UGC has looked into all the pertinent questions, issues and other relevant matters. This was followed by framing of the core module syllabus for environmental studies for undergraduate courses of all branches of

Unit VI Social Issues and the Environment

7

- 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

6

- 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 : 45 Hours

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, Clanderson 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

15GPD251

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 Motivation

6

Concept Of Motivation - Significance - Internal And External Motives - Importance Of Self-Motivation- Factors Leading To Demotivation -Theories To Motivation

Unit IV Self Esteem And Smart**6**

Term Self-Esteem - Symptoms - Advantages - Do's And Don'ts To Develop Positive Self-Esteem – Low Self-Esteem - Symptoms - Personality Having Low Self Esteem - Positive And Negative Self-Esteem. Interpersonal Relationships - Teaming - Developing Positive Personality - Analysis of Strengths And Weaknesses. 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 Body Language, Stress Management & Time Management:**6**

Body Language - Assertiveness - Problem-Solving - Conflict And Stress Management - Decision-Making Skills - Positive And Creative Thinking - Leadership And Qualities Of A Successful Leader - Character-Building - Team-Work - Lateral Thinking - Time Management - Work Ethics – Management Of Change - 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 : 30 Hours**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
- 6) Basic Managerial Skills For All - Prentice-Hall Of India Pvt. Ltd., New Delhi-2011-E.H.mcgrath
- 7) 8 Habits - Stephen Covey-simon&schusker publisher-2007 edition.
- 8) Management Thoughts - Pramod Batra-HPB publisher-1st edition-2006
- 9) Produced By Prof. Rooshikumar Pandya - Creative Communication And Management Center, Bombay-R&E publisher kindle edition-2012.
- A) Assertive Training: Four Cassettes-hannah Richards-2012
- B) Self Hypnosis For Goal Achievement: Four Cassettes-kindle edition-ryan cooper-2012

Course Objective: To help the students understand the significance of ethics and values and the importance of practicing ethics and be socially responsible.

Unit I Introduction

6

Why Value Education – Ethical Reflections – What is Ethics? Swami Vivekananda

Unit II Approach to Life

6

Approach to Life - Happiness as Goal - Historical Perspective – Life in the Past and Present

Unit III Kinds of Values

6

Kinds of Values S.Ignacimuthu S.J – Living Excellence Anthony Robbins – Concern for Others – Student’s Definition why Concern.

Unit IV Goals and Human Rights

6

Use Goals to help you grow David J.Schwartz – essential Characteristics of Human Rights.
H. Victor Conde

Unit V Influence of Science and Technology in Human’s Social Life

6

Social Relevance of Science and Technology – Economic Awareness – Economic Features – Status of Women – Mass Media and Values.

Total : 30 Hours

Course outcomes:

Co – 1: Identify and analyze an ethical issue in the subject matter under investigation or in a relevant field

Co – 2: Identify the multiple ethical interests at stake in a real-world situation or practice

Co – 3: Articulate what makes a particular course of action ethically defensible

Co – 4: Assess their own ethical values and the social context of problems

Co – 5: Identify ethical concerns in research and intellectual contexts, including academic integrity, use and citation of sources, the objective presentation of data, and the treatment of human subjects

Co – 6: Demonstrate knowledge of ethical values in non-classroom activities, such as service learning, internships, and field work

Co – 7: Integrate, synthesize, and apply knowledge of ethical dilemmas and resolutions in academic settings, including focused and interdisciplinary research

Textbook:

1. Touchstone: Synergy of Values – University of Madras.
2. In harmony- Value Education at College Level- Dept. of Ethics and Religious Studies
Loyolla College, Madras.

Reference books:

1. Chakraborty, Human values for managers, Wheelers, 2003
2. Chakraborty, Management by values, Oxford,2004

15NSS255

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 : 30 Hours

Course Outcome:

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

Co – 2: Will know about managing the conservation of energy

Co – 3: Will know about managing disasters

Co – 4: Will know about the projects regarding environment.

Co – 5: Will know about the preparation of documents and reporting

Co – 6: Will know about the practical skills regarding workshops, seminars

15BBA254

BUSINESS ERGONOMICS

2 0 0 2

Course Objectives: To make the student to understand the man-machine system in the real life

Unit I Introduction **6**

Concepts Of Human Factors Engineering And Ergonomics – Man – Machine System And Design Philosophy – Physical Work – Heat Stress – Manual Lifting – Work Posture – Repetitive Motion.

Unit II Anthropometry **6**

Physical Dimensions Of The Human Body As A Working Machine – Motion Size Relationships – Static And Dynamic Anthropometry – Anthropometric Aids – Design Principles – Using Anthropometric Measures For Industrial Design – Procedure For Anthropometric Design.

Unit III Design Of Systems **6**

Displays – Controls – Workplace – Seating – Work Process – Duration And Rest Periods – Hand Tool Design – Design Of Visual Displays – Design For Shift Work.

Unit IV Environmental Factors In Design**6**

Temperature – Humidity – Noise – Illumination –Vibration – Measurement Of Illumination And Contrast – Use Of Photometers – Recommended Illumination Levels. The Ageing Eye – Use Of Indirect (Reflected) Lighting – Cost Efficiency Of Illumination – Special Purpose Lighting For Inspection And Quality Control – Measurement Of Sound – Noise Exposure And Hearing Loss – Hearing Protectors – Analysis And Reduction Of Noise – Effects Of Noise On Performance – Annoyance Of Noise And Interference With Communication – Sources Of Vibration Discomfort.

Unit V Work Physiology**6**

Provision Of Energy For Muscular Work – Role Of Oxygen Physical Exertion –Measurement Of Energy Expenditure Respiration – Pulse Rate And Blood Pressure During Physical Work– Physical Work Capacity And Its Evaluation.

Total : 30 Hours**Course outcomes:**

- Co – 1: Identify, explain and evaluate the impact of various personal attributes (anatomical, physiological, anthropometric and psychological) on proper safe working practice;
- Co – 2: Assess the effect of physical environment factors on comfort and performance;
- Co – 3: Apply principles of good ergonomic design of work areas and equipment to a range of occupational settings;
- Co – 4: Explain the influence of ergonomic principles on work organisation and culture.
- Co – 5: Identify environmental aspects of good ergonomic design

Text Book

1. Martin Helander, A Guide To The Ergonomics Of Manufacturing, East West Press, 1996

Reference Books:

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