

**கற்பகம் உயர்கல்வி கலைக்கழகம்**  
**தமிழ்த்துறை**  
**பகுதி - I தமிழ்ப் பாடத்திட்டம் (2017 - 2018)**  
**முதல்பருவம்**  
**(இளநிலை கலையியல் பட்ட வகுப்புகளுக்குரியது)**  
**(For I-UG Arts Degree Classes) 17LAU101**

**பாடத்திட்டப் பொதுநோக்கம்**

- கற்றல் வழி சிந்தனைத் திறனையும், கருத்து வெளிப்பாட்டுத் திறனையும், மேம்படுத்துதல்.
- ஆய்வுநோக்கை மேம்படுத்துதல்.
- இலக்கியங்கள் உணர்த்தும் வாழ்வின் நுட்பமான பகுதிகளை உணர்த்துதல்.
- மனித மனத்தினைப் பக்குவப்படுத்துதலில் இலக்கியம் தரும் பங்கினை உணர்த்துதல்.
- வளர்ந்து வரும் சமூகத்தில் அறஉணர்வு, பண்பாடு போன்றவை குறித்து அறிவூட்டல்.
- அரசுத் தேர்வுகளுக்கு மாணவர்களை ஆயத்தமாக்குதல்.

**பாடத்திட்டப் பயன் விளைவு**

1. இந்திய குடியுரிமைப் பணி முதலான போட்டித் தேர்வுகளில், விருப்பப் பாடமாக இடம்பெறுகின்ற, 'தமிழ் இலக்கிய வரலாறு' குறித்த முழுமையான அறிமுகம் பெற்றிருத்தல்.
2. கல்வெட்டியல், ஓலைச்சுவடியியல் மற்றும் தொல்லியல் சார்ந்த ஆவணத் தேடலுக்குரிய ஆய்வுமனப்பான்மையுடன், இலக்கியங்களை அணுகுதல்.
3. தமிழின் வளர்ச்சித் துறையாகிய, 'அறிவியல் தமிழ்' ; 'இணைய தமிழ்' குறித்த பன்னோக்கு அணுகுமுறையிலான ஆய்வுச் சிந்தனை மேம்பாடு.
4. வேலைவாய்ப்புக்குரிய சுயதிறன் மேம்பாட்டுடன், படைப்பாக்கத்திறன் மேம்பாடும் பெற்றிருத்தல் .
5. சமுதாய மற்றும் வாழ்வியல் மதிப்புகளைப் பேணுவதற்குக் கருவியாக இலக்கியங்களை நாடுகின்ற மனப்பான்மை வளர்ச்சி.
6. மொழிபெயப்புத் துறைசார்ந்த வேலைவாய்ப்புத் திறன் பெற்றிருத்தல்

**தாள்கள் வரிசையும் தேர்வுச் செயல்திட்டமும் பகுதி-I தமிழ்**

பருவம்	தாள்	கற்பிக்கும் நேரம்/வாரம்	தேர்வு மணிகள்	மதிப்பெண் அக/எழுத்து	மொத்தம்	மதிப்பீடு
ஒன்று	I	6	3	40 / 60	100	4

**அலகு - I :இக்காலஇலக்கியம்:**

**(20 மணிநேரம்)**

**கல்வி:** மகாகவிபாரதியார் - சுயசரிதை - ஆங்கிலக் கல்வி.

**இன்றைய நிலை :** கவிமணிதேசிய விநாயகம் -ஒற்றுமையே உயிர்நிலை

**: கவிஞர் அப்துல்ரகுமான் - கால வழி**

**மனிதநேயம்:**கவிஞர்சிற்பிபாலசுப்பிரமணியன் - மலையாளக்

காற்றுகவிஞர் தாமரை- மழைக்குறிப்பு  
சூழலியல்:கவிஞர் வைதீஸ்வரன் -விரல் மீட்டிய மழை  
பெண்ணியம் :கவிஞர் சுசந்தி சுப்பிரமணியம் - புதையுண்ட  
வாழ்க்கைகவிஞர் வைரமுத்து - அம்மா  
வாழ்க்கை:கவிஞர் தருமசிவராம்- வாழ்வுப் பாடல்  
இயற்கை:பாவேந்தர்பாரதிதாசன் - அழகின்சிரிப்பு - வான்.

**அலகு - II :அறஇலக்கியம்: (15 மணிநேரம்)**

கொன்றை வேந்தன்: 1 - 50 பாடல்கள்  
திருக்குறள்: பண்புடைமை, வினைத்திட்டம் -20 குறள்கள்  
பழமொழி நானூறு: 5 பாடல்கள்  
வேதநாயகம்பிள்ளை நீதிநூல்: 74 -78 பாடல்கள்  
பெருவாயின் முள்ளியார் ஆசாரக்கோவை: 5 பாடல்கள்

**அலகு - III :சிற்பிலக்கியம்: (15 மணிநேரம்)**

மூவருலா: 1-26 கண்ணிகள்  
திருச்செந்தூர் முருகன் பிள்ளைத்தமிழ்: 2 பாடல்கள்  
குற்றாலக்குறவஞ்சி: 5 பாடல்கள்  
முக்கூடற்பள்ளு : 5 பாடல்கள்  
கலிங்கத்துப் பரணி: போர்பாடியது- 9 பாடல்கள்

**அலகு - IV :கட்டுரை: (10 மணிநேரம்)**

1. உயர்தனிச் செம்மொழி- பரிதிமாற்கலைஞர்
2. கட்டிடக்கலை- அ.இராசமாணிக்கனார்
3. வாழ்க்கை-இளவழகனார்
4. ஆளுமைத்திறன் அறிவோம் - ஸ்ரீகண்ணன்
5. மணற்கேணி - நெ.து.சுந்தரவடிவேலு

**அலகு- V :மொழிப்பயிற்சி: (12 மணிநேரம்)**

1. படைப்பிலக்கியப் பயிற்சிகள் (கதை, கவிதை, கட்டுரை, உரைநடை)
2. மொழிபெயர்ப்பு
3. எழுத்து, சொல், பொருள் இலக்கணப் பயிற்சிகள்

<b>BBA</b>		<b>2017 - 2018</b>
<b>17ENU101</b>	<b>ENGLISH – I</b> (For all undergraduate students admitted from 2017 onwards)	<b>Semester - I</b> <b>4H – 4C</b>

Instruction Hours / week L: 4 T: 0 P : 0

Marks: Internal: 40 External: 60 Total: 100  
End Semester Exam: 3 Hours

### Course Objectives:

- To help students enhance their Language skills
- To introduce different kinds of literary works
- To familiarize different genres of Literature
- To instruct moral values through literature.
- To improvise their productive and receptive skills
- To strengthen the basic knowledge about grammar

### Course Outcome:

1. Develop the four types of skills
2. Reading and comprehending literary works
3. Genres of literature to provide moral education
4. Develop communication skills in business environment
5. Interpersonal skills will be developed.
6. Betterment of language competence

### UNIT I

**Prose:** Google Guys (Extract) – Richard L Brandt  
**Poetry:** The Blind Pedlar – Osbert Sitwell  
**Short Story:** A Garden So Rich – Christie Craig  
**Vocabulary:** Prefix, Antonyms, Sentence Completion  
**Grammar:** Article, Adverb, Pronoun

### UNIT II

**Prose:** Happiness 101 – Geeta Padmanabhan  
**Poetry:** An Old Woman – Arun Kolatkar  
**Vocabulary:** Suffix, Analogies  
**Grammar:** Noun, Adjective

### UNIT III

**Prose:** Structured Procrastination – John Perry  
**Short Story:** The Umbrella Man – Roald Dahl

**One-Act Play:** The Boy Who Stopped Smiling – Ramu Ramanathan

**Vocabulary:** Synonyms, Euphemisms, Word Definitions

**Grammar:** Verb, Conjunction and Interjection, Indirect/Reported Speech

#### UNIT IV

**Poetry:** No Sentence – Anjum Hassan

**One-Act Play:** While the Auto Waits- O' Henry

**Vocabulary:** Words Often Confused, Anagrams

**Grammar:** Preposition, Voice- Active and Passive

#### UNIT V

**Short Story:** The Bird – Amar Jalil

**One-Act Play:** The Cellphone Epidemic – Claudia I. Haas

**Vocabulary:** Portmanteau Words, One Word Substitution

**Grammar:** Question, Pronunciation

#### Prescribed Text:

Rao, G. Chandralekha et al. *Spring* 2013. Emerald Publishers: Chennai.

#### Suggested Reading:

Shyamala, V. *English for Communication*. 2006. Emerald Publishers: Chennai

## Semester - I

17BAU101	FUNDAMENTALS OF MANAGEMENT AND ORGANIZATIONAL BEHAVIOUR	L 4	T -	P -	C 4
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Instruction Hours / week L: 4 T: 0 P: 0

Marks: Internal: 40 External: 60 Total: 100  
End Semester Exam: 3 Hours**COURSE OBJECTIVES:**

To make the student

- To demonstrate the concepts of management.
- To compose the knowledge in the functions of management.
- To identify human behaviour concepts
- To infer the knowledge on various factors involved in human behaviour
- To interpret about the organizational climate
- To analyze individual and group behavior in organizations

**COURSE OUTCOMES:**

Learners should be able to

1. Demonstrate the concepts of management and the functions of management and organizational behavior.
2. Compose the managerial functions of planning, organizing and controlling in a variety of circumstances.
3. Assess the impact of the personality traits and their perception in day to day performance.
4. Exhibit the leadership skills whenever required and work in groups and teams by motivating and resolving conflict arising in groups and adapting to change.
5. Assess insight to the students regarding individual and group behaviour in organizations.
6. Understand and exhibit the communication skills to convey the thoughts and ideas to the individuals and group.

**UNIT I**

Basic forms of Business Ownership - Special forms of ownership - Franchising -Licensing- Leasing- Choosing a form of Business ownership - Corporate Expansion -mergers and acquisitions -Diversification, forward and backward integration -Jointventures, Strategic alliance - Evolution of Management Theory - Managerial functions and Roles. Insights from Indian practices and ethos.

**UNIT II**

Overview of Planning - Types of Plans and The planning process - Decision making: Process - Types and Techniques - Control - Functions, Process and types of Control; Principles of organizing - Common organisational structures - Delegation and Decentralization- Factors affecting the extent of decentralization - Process and Principles of delegation- Line and Staff Function.

### **UNIT III**

Importance of organizational Behaviour - Perception and Attribution - Concept, Nature, Process, Personality: Personality - Learning - Concept and Theories of Learning, Reinforcement, Motivation - Concepts and their application, Need, Content and Process Theories, Contemporary Leadership issues: Charismatic, Transformational Leadership. Emotional Intelligence.

### **UNIT IV**

Groups and Teams - Definition, Difference between Groups and teams - Stages of Group Development - Group Cohesiveness - Types of teams - Analysis of Interpersonal Relationship: Transactional Analysis - Johari Window Organisational Power and Politics - Nature of organisational politics.

### **UNIT V**

Conflict: Concept, Sources- Types, Stages of conflict - Management of conflict, Organisational Change: Concept, Resistance to change, Managing resistance to change, Implementing Change -Kurt Lewin Theory of Change - Managing Stress: Insights from Indian ethos.

### **SUGGESTED READINGS:**

#### **TEXT BOOKS**

1. Dinkar Pagare. (2015). *Principles of Management*. New Delhi: S.Chand and Co Ltd.
2. Aswathappa, K. (2014). *Organizational Behaviour*. Mumbai: Himalaya Publishing House.

#### **REFERENCES**

1. Gilbert. (2011). *Principles of Management*. New Delhi: Tata McGraw Hill Publishers Pvt. Ltd.
2. Jerald Greenberg. (2011). *Behavior in Organizations*. New Delhi: Pearson Prentice Hall of India.
3. Vijay Kumar Kaul. (2011). *Business Organization and Management: Text and Cases*. New Delhi : Pearson Education India.
4. Vijay Kumar Kaul. (2017). *Principles and Practices of Management*. New Delhi: Vikas Publication.
5. Kavita Singh. (2015). *Organizational Behaviour: Text and Cases* (3<sup>rd</sup> ed.). New Delhi: Vikas Publications.
6. Koontz., & Heinz Weihrich. (2010). *Essential of Management*. New Delhi: McGraw Hill.
7. Fred Luthans. (2005). *Organizational Behaviour* (10<sup>th</sup> ed.). New Delhi: Tata McGraw - Hill Education.
8. Mc Shane, L., Steven, Glinow Mary Ann Von & Sharma Radha, R. (2008). *Organisational Behaviour*. New Delhi: Tata McGraw Hill Publishers Pvt. Ltd.
9. Newstrom John, W. (2006). *Organisational Behaviour* (12<sup>th</sup> ed.). New Delhi: McGraw Hill Higher Education.
10. Richard L., Daft. (2008). *Principles of Management* (8<sup>th</sup> ed.). New Delhi: Cengage Learning India.
11. Robbins Stephen, P. (2014). *Organisational Behaviour* (7<sup>th</sup> ed.). New Delhi: Pearson Prentice Hall of India.

12. Stephen P Robbins., David, A., DeCenzo, Mary Coulter & Ian Anderson, (2013). *Fundamentals of Management* (7<sup>th</sup> ed.). New Delhi: Pearson Education.
13. Bhushan, Y.K. (2013). *Fundamentals of Business Organization and Management* (19<sup>th</sup> ed.). New Delhi: Sultan Chand and Sons.

**BBA**

**2017 - 2018**

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**Semester I**

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<b>17BAU102</b>	<b>CORE –STATISTICS FOR BUSINESS DECISIONS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>5</b>	<b>-</b>	<b>-</b>	<b>5</b>

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**Instruction Hours / week L: 5 T: 0 P : 0**

**Marks: Internal: 40 External: 60 Total: 100**  
**End Semester Exam: 3 Hours**

**COURSE OBJECTIVES:**

**To make the students**

- To understand the concept of statistics
- To acquire the knowledge of summary statistics
- To know the concepts of central tendency and dispersion
- To understand the correlation and regression concepts
- To be aware of the index numbers and trend analysis
- To be aware on time series analysis

**COURSE OUTCOMES:**

**Learners should be able to**

1. Utilize the concept of statistics to solve business problems
2. Calculate and apply the measure of central tendency and dispersion in decision making.
3. Evaluate the relationship and association between variables to formulate the strategy in business.
4. Apply the concept of index numbers and trend analysis in business decisions.
5. Demonstrate capabilities as problem-solving, critical thinking, and communication skills related to the discipline of statistics.
6. Exhibit the knowledge on Index and time series analysis

**UNIT I**

Measures of Central Value: Characteristics of an ideal measure; Measures of Central Tendency - mean, median, mode, harmonic mean and geometric mean. Merits, Limitations and Suitability of averages. Relationship between averages. Measures of Dispersion: Meaning and Significance. Absolute and Relative measures of dispersion - Range, Quartile Deviation, Mean Deviation, Standard Deviation, Coefficient of Variation, Moments, Skewness, Kurtosis.

**UNIT II**

Correlation Analysis: Meaning and significance. Correlation and Causation, Types of correlation. Methods of studying simple correlation - Scatter diagram, Karl Pearson's coefficient of correlation, Spearman's Rank correlation coefficient, Regression Analysis: Meaning and significance, Regression vs. Correlation. Linear Regression, Regression lines (X on Y, Y on X) and Standard error of estimate.

### **UNIT III**

Analysis of Time Series: Meaning and significance. Utility, Components of time series, Models (Additive and Multiplicative), Measurement of trend: Method of least squares, Parabolic trend and logarithmic trend.

### **UNIT IV**

Index Numbers: Meaning and significance, problems in construction of index numbers, methods of constructing index numbers-weighted and un weighted, Test of adequacy of index numbers, chain index numbers, base shifting, splicing and deflating index number.

### **UNIT V**

Probability: Meaning and need. Theorems of addition and multiplication. Conditional probability. Bayes' theorem, Random Variable- discrete and continuous. Probability Distribution: Meaning, characteristics (Expectation and variance) of Binomial, Poisson, and Normal distribution. Central limit theorem.

### **SUGGESTED READINGS:**

#### **TEXT BOOKS**

1. Gupta, S.P. *Statistical Methods*(34<sup>th</sup> ed.).New Delhi: Sultan Chand & Sons.
2. Richard Levin & David Rubin . *Statistics for management*. New Delhi: Prentice Hall.
3. Anderson, Sweeny,& Williams. *Statistics for Business and Economics*. South Western.

#### **REFERENCES**

1. Navnitham , P.A .( 2004). *Business Mathematics and Statistics*. Trichy: Jai Publications.
2. Pillai, R.S.N., &Bagavathi , V.(2002). *Statistics* . New Delhi: S. Chand & Company Ltd
3. Srivastava, T N., & Shailaja Rego.(2012).*Statistics for Management*. New Delhi: Mc Graw Hill Education .
4. Amir, D., Aczel & Jayavel Sounder pandian. (2012).*Complete Business Statistics*(7<sup>th</sup> ed.).New Delhi: Mc Graw Hill Education.
5. Dr.Arora, P.N. (1997).*A foundation course statistics*. New Delhi: S.chand & Company Ltd.



17BAU111

CORE - MS OFFICE (PRACTICAL)

L	T	P	C
-	-	4	2

Instruction Hours / week L: 0 T: 0 P : 4

Marks:

Internal: 40 External: 60 Total: 100

End Semester Exam: 3 Hours

**COURSE OBJECTIVES:****To make the students**

- To compose the knowledge in MS Office to manage the business.
- To identify the MS-Excel function and its application
- To be aware of the MS-Power point and its usage.
- To demonstrate the usage of MS-Access and its applications
- To develop skill in basic file management
- To Indicate the names and functions of the Word interface components

**COURSE OUTCOMES:****Learners should be able to**

1. Demonstrate an insight into the basic knowledge on MS Office.
2. Preparation of word documents, excel sheet and power point presentation.
3. Exhibit the fundamentals of managing and administering business through the knowledge of MS office, so as to improve the effectiveness of managing organization.
4. Design the presentations for the business meetings
5. Store, retrieve data and make decisions based on the information
6. Exhibit the communication skills to convey the outputs produced.

**WORD**

1. Type Chairman's speech/ Auditor's report / Minutes/ Agenda and perform the following operations:  
Bold, Underline, Font Size, Style, Background color, Text color, Line spacing, Spell Check, Alignment, Header & Footer, Inserting pages and page numbers, Find and Replace.
2. Prepare an invitation for the college function using Text boxes and Clip Art.
3. Design an invoice and Account sales by using Drawing tool bar, Clip Art, Word Art, Symbols, Borders and Shading.
4. Prepare a Class Time Table and perform the following operations:  
Inserting the table, Data Entry, Alignment of Rows and Columns, Inserting and Deleting the Rows and Columns and Change of Table Format.
5. Prepare a Shareholders meeting letter for 10 members using mail merge operation.
6. Prepare Bio-Data by using Wizard/Templates.

**MS EXCEL**

1. Prepare a mark list of your class (minimum of 5 subjects) and perform the following operations:  
Data Entry, Total, Average, Result and Ranking by using arithmetic and logical functions and sorting.

2. Prepare Final Accounts (Trading Account, Statement of Profit & Loss and Balance Sheet) by using formula.
3. Draw the different type of charts (Line, Pie, Bar) to illustrate year-wise performance of sales, purchase, profit of a company by using chart wizard.
4. Prepare a statement of Bank customer's account showing simple and compound interest calculations for 10 different customers using mathematical and logical functions.
5. Prepare a Product Life Cycle which should contain the following stages:  
Introduction, Growth, Maturity, Saturation, Decline.

### **MS POWERPOINT**

1. Design presentation slides for a product of your choice. The slides must include name, brand name, type of product, characteristics, special features, price, special offer etc. Add voice if possible to explain the features of the product. The presentation should work in manual mode.
2. Design presentation slides for organization details for 5 levels of hierarchy of a company by using organization chart.
3. Design slides for the Headline News of a popular TV Channel. The Presentation Should contain the following transactions: Top down, Bottom up, Zoom in and Zoom out. - The presentation should work in custom mode.
4. Design presentation slides about an organization and perform frame movement by interesting clip arts to illustrate running of an image automatically.
5. Design presentation slides for the Seminar/Lecture Presentation using animation effects and perform the following operations: Creation of different slides, changing background color, font color using word art.

### **MS ACCESS**

1. Prepare a payroll for employee database of an organization with the following Details:  
Employee id, Employee name, Date of Birth, Department and Designation, Date of appointment, Basic pay, Dearness Allowance, House Rent Allowance and other deductions if any. Perform queries for different categories.
2. Create mailing labels for student database which should include at least three Table must have at least two fields with the following details: Roll Number, Name, Course, Year, College Name, University, Address, Phone Number.
3. Gather price, quantity and other descriptions for five products and enter in the Access table and create an invoice in form design view.
4. Create forms for the simple table ASSETS.
5. Create report for the PRODUCT database.

### **TEXT BOOKS**

1. Taxali,R.K. (2010).*P.C.Software Made Simple*.New Delhi: Tata McGraw-Hill Publishing Company Ltd.

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**17BAU112      CORE –STATISTICAL PACKAGE USING  
SPSS(PRACTICAL)**


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<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
-	-	3	1

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Instruction Hours / week L: 0 T: 0 P : 3

Marks: Internal: 40

External: 60

Total: 100

End Semester Exam: 3 Hours

**COURSE OBJECTIVES:****To make the students**

- To understand the concept of statistics
- To acquire the knowledge of summary statistics
- To know the concepts of central tendency and dispersion
- To understand the correlation and regression concepts
- To be aware of the index numbers and trend analysis
- To be aware on time series analysis

**COURSE OUTCOMES:****Learners should be able to**

1. Utilize the concept of statistics to solve business problems
2. Calculate and apply the measure of central tendency and dispersion in decision making.
3. Evaluate the relationship and association between variables to formulate the strategy in business.
4. Apply the concept of index numbers and trend analysis in business decisions.
5. Demonstrate capabilities as problem-solving, critical thinking, and communication skills related to the discipline of statistics.
6. Exhibit the knowledge on Index and time series analysis

**LIST OF PRACTICALS**

1. Introduction to SPSS Package
2. Working with windows of SPSS
3. Defining variables in variable view window in SPSS
4. Drawing of Simple and multiple bar diagrams in SPSS Package
5. Drawing of Histogram and Pie diagram
6. Calculation of Mean for individual, discrete series using SPSS Package.
7. Mean for continuous series using SPSS Package.
8. Median for individual and discrete series using SPSS Package..
9. Median for continuous series using SPSS Package..

10. Mode for individual and discrete series using SPSS Package..
11. Standard deviation for individual and discrete series using SPSS Package.
12. Coefficient of variation for individual and discrete series using SPSS Package.
13. Karl Pearson's Correlation using SPSS Package.
14. Rank Correlation Coefficient using SPSS Package.

17AEC101	BUSINESS COMMUNICATION	L	T	P	C
		4	-	-	4

Instruction Hours / week L: 4 T: 0 P : 0

Marks: Internal: 40 External: 60 Total: 100  
End Semester Exam: 3 Hours**COURSE OBJECTIVES :****To make the students**

- To equip students effectively to acquire skills in reading, writing, comprehension and communication, as also to use electronic media for business communication.
- To acquire knowledge on the different business correspondence used in organization
- To build aware of the different types of reports prepared for the organization.
- To illustrate the importance of vocabulary in business communication
- Identify key principles in business communication
- 6.To put in use the basic mechanics of Grammar

**COURSE OUTCOMES:****Learners should be able to**

1. Demonstrate and communicate effectively with the optimal mix of verbal and nonverbal communication mitigating the barriers.
2. Draft business correspondence for the organization requirement.
3. Draft the resume and develop skills to face the interview
4. Exhibit the communication skills to convey the thoughts and ideas to the individuals and group.
5. Prepare business reports for organization needs and use appropriate technology for business communication.
6. Assess the importance of ethical communication Ethics in Business communication

**UNIT I**

Nature of Communication: Process of Communication, Types of Communication (verbal & Non Verbal), Importance of Communication, Different forms of Communication; Barriers to Communication Causes, Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barriers

## **UNIT II**

Business Correspondence: Letter Writing, presentation, Inviting quotations, Sending quotations, Placing orders, Inviting tenders, Sales letters, claim & adjustment letters and social correspondence, Memorandum, Inter -office Memo, Notices, Agenda, Minutes.

## **UNIT III**

Report Writing: Business reports, Types, Characteristics, Importance, Elements of structure, Process of writing, Order of writing, the final draft, and check lists for reports.

## **UNIT IV**

Application Letters – Preparation of Resume – Interview: Meaning – Objectives and Techniques of various types of interviews – public speech – Characteristics of a good Speech- Business Report Presentations.

## **UNIT V**

Oral Presentation: Importance, Characteristics, Presentation Plan, Power point presentation, Visual aids.

## **SUGGESTED READINGS:**

### **TEXT BOOKS**

1. Rajendra Pal, J.S. Korlhalli, (2008), Essentials of Business Communication, Sultan.Chand & Sons, New Delhi.

### **REFERENCES**

1. Bovee, and Thill, Business Communication Today, Pearson Education
2. Shirley Taylor, Communication for Business, Pearson Education
3. Locker and Kaczmarek, Business Communication: Building Critical Skills, TMH
4. Leena Sen, Communication Skills, PHI Learning

கற்பகம் உயர்கல்வி கலைக்கழகம்  
**தமிழ்த்துறை**  
**பகுதி - I தமிழ்ப் பாடத்திட்டம் (2017 - 2018)**  
**இரண்டாம் பருவம்**  
**(இளநிலை அறிவியல் பட்ட வகுப்புகளுக்குரியது)**  
**(For I-UG Arts Degree Classes) 17LAU201**

**பாடத்திட்டப் பொதுநோக்கம்**

- கற்றல் வழி சிந்தனைத் திறனையும், கருத்து வெளிப்பாட்டுத் திறனையும், மேம்படுத்துதல்.
- ஆய்வுநோக்கை மேம்படுத்துதல்.
- இலக்கியங்கள் உணர்த்தும் வாழ்வின் நுட்பமான பகுதிகளை உணர்த்துதல்.
- மனித மனத்தினைப் பக்குவப்படுத்துதலில் இலக்கியம் தரும் பங்கினை உணர்த்துதல்.
- வளர்ந்து வரும் சமூகத்தில் அறஉணர்வு, பண்பாடு போன்றவை குறித்து அறிவூட்டல்.
- அரசுத் தேர்வுகளுக்கு மாணவர்களை ஆயத்தமாக்குதல்.

**பாடத்திட்டப் பயன் விளைவு**

1. இந்திய குடியரிமைப் பணி முதலான போட்டித் தேர்வுகளில், விருப்பப் பாடமாக இடம்பெறுகின்ற, 'தமிழ் இலக்கிய வரலாறு' குறித்த முழுமையான அறிமுகம் பெற்றிருத்தல்.
2. கல்வெட்டியல், ஓலைச்சுவடியியல் மற்றும் தொல்லியல் சார்ந்த ஆவணத் தேடலுக்குரிய ஆய்வுமனப்பான்மையுடன், இலக்கியங்களை அணுகுதல்.
3. தமிழின் வளர்ச்சித் துறையாகிய, 'அறிவியல் தமிழ்' ; 'இணைய தமிழ்' குறித்த பன்னோக்கு அணுகுமுறையிலான ஆய்வுச் சிந்தனை மேம்பாடு.
4. வேலைவாய்ப்புக்குரிய சுயதிறன் மேம்பாட்டுடன், படைப்பாக்கத்திறன் மேம்பாடும் பெற்றிருத்தல் .
5. சமுதாய மற்றும் வாழ்வியல் மதிப்புகளைப் பேணுவதற்குக் கருவியாக இலக்கியங்களை நாடுகின்ற மனப்பான்மை வளர்ச்சி.
6. மொழிபெயப்புத் துறைசார்ந்த வேலைவாய்ப்புத் திறன் பெற்றிருத்தல்

**தாள்கள் வரிசையும் தேர்வுச் செயல்திட்டமும் பகுதி-I தமிழ்**

பருவம்	தாள்	கற்பிக்கும் நேரம்/வாரம்	தேர்வு மணிகள்	மதிப்பெண் அக/எழுத்து	மொத்தம்	மதிப்பீடு
இரண்டு	II	6	3	40 / 60	100	4

**அலகு - I : பக்தி இலக்கியம்**

**(10 மணிநேரம்)**

சைவ, வைணவ இலக்கியங்கள் - தோற்றம் ,வளர்ச்சி, வரலாறு

1.சைவம்-பெரியபுராணம் - திருமூலநாயனார் புராணம்.

2.வைணவம்- பெரியாழ்வார் திருமொழி: 10 பாடல்கள்

அலகு - II :சங்கஇலக்கியம் : (25 மணிநேரம்)

சங்க இலக்கியங்கள் அறிமுகம்

அ). எட்டுத்தொகை

நற்றிணை :1. பிரசம் கலந்த - பாலை-110

2.தடமருப்பு எருமை- மருதம்-130

குறுந்தொகை : 1.கருங்கட்டாக் கலை - குறிஞ்சி- 69

2.

உள்ளது

சிதைப்போர்- பாலை-283

ஐங்குறுநூறு :1. நெய்தல்-தொண்டிப்பத்து: திரைஇமிழ் இன்னிசை-171

2. அன்னாய் வாழி வேண்டன்னை-203

பதிற்றுப்பத்து: 1. சிதைந்தது மன்ற-27

2. மீன்வயின் நிற்ப-90

பரிபாடல்: பரிபாடல் திரட்டு-மதுரை நகர்ச்சிறப்பு:

உலகம்ஒரு நிறையாத்தான்-6, மாயோன் கொப்பூழ்-7, செய்யாட்கு

இழைத்த-9, கார்த்திகை காதில்-10, ஈவாரைக் கொண்டாடி-11.

கலித்தொகை:1.குறிஞ்சிக்கலி-சுடர்தொட -15

2. முல்லைக்கலி-தீம்பால் -11

அகநானூறு:1.அன்னாய் வாழி வேண்டன்னை-குறிஞ்சி-17

புறநானூறு :1. யாதும் ஊரே யாவருங் கேளிர்-பொதுவியல்-192

2.கெடுக சிந்தை கடிதிவள் துணிவே-279

ஆ).பத்துப்பாட்டு

திருமுருகாற்றுப்படை - பழமுதிர்ச்சோலையின் சிறப்பு

முருகன் இருப்பிடங்கள்: சிறுதினை மலரொடு:218-275.

முருகன் அருள்புரிதல்: 286-295.

அலகு - III :காப்பியம்

(12 மணிநேரம்)

சிலப்பதிகாரம்:

மங்கல வாழ்த்துப் பாடல்: (21-29)- கண்ணகியின் சிறப்பு: 'நாகநீள் நகரொடு' என்பதிலிருந்து தொடங்கி, 'கண்ணகி என்பாண் மன்னோ' என்பது வரையிலான தொடர்கள்.

நடுகற்காதை: (207-234)- சேரன் செங்குட்டுவன் கண்ணகிக்குக் கோயில் எடுத்தல்:

'அருந்திறலரசர்' என்பதிலிருந்து தொடங்கி, 'மன்னவரேறென்' என்பது வரையிலான தொடர்கள்.

வாழ்த்துக்காதை: (482-485)- செங்குட்டுவனுக்குக் கண்ணகி காட்சியளித்தல்:'என்னே'

என்பதிலிருந்து தொடங்கி, 'விசும்பில் தோன்றுமால்' என்பது வரையிலான தொடர்கள்.

வழக்குரை காதை:பத்தினிப் பெண்டிர் எழுவர் கதை: 'நீர்வார் கண்ணை' என்பதிலிருந்து

தொடங்கி, 'புகாரென் பதியே' என்பது வரையிலான தொடர்கள்.



வஞ்சினமாலை: 'வன்னி மரமும்' என்பதிலிருந்து தொடங்கி, 'பதிப்பிறந்தேன்' என்பது வரையிலான தொடர்கள்.

சூளாமணி: மந்திர சாலைச் சருக்கம் (தேர்ந்தெடுக்கப்பெற்ற 25 பாடல்கள்)

அலகு – IV : சிறுகதை (15 மணிநேரம்)

1. குளத்தங்கரை அரசமரம் – வ.வே.சு.ஐயர்
2. காட்டில் ஒரு மான் - அம்பை
3. நாற்காலி – கி.ராஜநாராயணன்
4. நகரம் – சுஜாதா
5. எஸ்தர் – வண்ண நிலவன்
6. மரப்பாச்சி – உமா மகேஸ்வரி

அலகு- V : மொழிப்பயிற்சி (10 மணிநேரம்)

படைப்பிலக்கியப் பயிற்சிகள் (கதை, கவிதை, கட்டுரை, உரைநடை)  
மொழிபெயர்ப்பு

**Part II - English II**

(For all undergraduate students admitted from 2017 onwards)

4H – 4C

Instruction Hours / week L: 4 T: 0 P : 0

Marks: Internal: 40 External: 60 Total: 100  
End Semester Exam: 3 Hours**Course Objectives:**

- To enable the learners to acquire English language skills.
- To familiarize them with English literature.
- To attain basic knowledge on Grammar .
- To help learners imbibe cultural values.
- To gain knowledge of making correct sentences.
- To reflect originality on the application of soft skills and express in writing their views.

**Course Outcome:**

1. Acquire to enjoy the ecstasy of literature.
2. The select literary pieces will develop the confidence level of the learners.
3. Develop the social values.
4. Recognize the importance of communication
5. Get sound knowledge in English
6. Communicate well for business purpose.

**UNIT I****Prose:** The Unexpected- Robert Lynd**Poetry:** The Village Schoolmaster – Oliver Goldsmith**Short Story:** The Lion's Share – Arnold Bennett**Vocabulary:** Homonyms**Grammar:** Irregular Verb**UNIT II****Prose:** Travel by Train – J. B. Priestley**Poetry:** The Gift of India – Sarojini Naidu**Grammar:** Sentence pattern**UNIT III****Prose:** Women's Education is Almost More Important than the Education of Boys and Men – Indira Gandhi**Short Story:** The Necklace – Guy De Maupassant**One-Act Play:** The Referee – W.H. Andrews and Geoffrey Dearmer**Vocabulary:** Similes**Grammar:** Discourse Markers

#### **UNIT IV**

**Poetry:** Ozymandias – P.B. Shelley

**One-Act Play:** The Pot of Broth- W.B. Yeats

**Vocabulary:** Collective Noun

**Grammar:** Correction of Sentences

#### **UNIT V**

**Short Story:** The Silver Butterfly– Pearl S. Buck

**One-Act Play:** The Bear – Anton Chekov

**Vocabulary:** Acronym

**Grammar:** Question Tag

#### **Prescribed Text:**

*Wings of Communication* 2014. Board of Directors. Emerald Publishers: Chennai

#### **Suggested Reading:**

Syamala, V. *English for Communication*. 2006. Emerald Publishers: Chennai.

17BAU201	CORE –MANAGERIAL ECONOMICS	L	T	P	C
		8	-	-	6

Instruction Hours / week L: 6 T: 2 P : 0

Marks: Internal: 40 External: 60 Total: 100

End Semester Exam: 3 Hours

**COURSE OBJECTIVES :****To make the students**

- Develop the students skills in managing capital and profit
- Equip the students with the knowledge of pricing under different market conditions
- Impart students knowledge in national income analysis
- Integrate the basic concepts of economics with the tools of mathematics and statistics
- Give insight into how markets function.
- Develop the ability to apply the concepts, tools and techniques of economics .

**COURSE OUTCOMES:****Learners should be able to**

1. Apply the demand and supply concept in managerial decisions
2. Formulate the pricing strategies based on the market structure.
3. Demonstrate capabilities as problem-solving, critical thinking, and communication skills.
4. Gain familiarity on the macro level business components
5. Calculate the Cost, Revenue and breakeven point and apply it in decision making process.
6. Analyze operations of markets under varying competitive positions

**UNIT I**

Demand, Supply and Market equilibrium: Individual demand, Market demand -Individual supply -Market supply - Market equilibrium - Elasticities of demand and supply - Price elasticity of demand, income elasticity of demand, cross price elasticity of demand, elasticity of supply; Theory of consumer behavior: cardinal utility theory, ordinal utility theory(indifference curves, budget line, consumer choice, price effect, substitution effect, income effect for normal, inferior and giffen goods) - revealed preference theory.

**UNIT II**

Producer and optimal production choice: optimizing behavior in short run(Geometry of product curves, law of diminishing marginal productivity, three stages of production), Optimizing

behavior in long run (isoquants, isocost line, optimal combination of resources) Costs and scale : Traditional theory of cost ( short run and long run, geometry of cost curves, envelope curves) - Modern theory of cost (short run and long run) -Economies of scale - Economies of scope.

### **UNIT III**

Theory of Firm and Market Organization : Perfect Competition (Basic features, short run equilibrium of firm/industry, long run equilibrium of firm/industry, effect of changes in demand, cost and imposition of taxes) - Monopoly (Basic features, short run equilibrium, long run equilibrium, effect of changes in demand, cost and imposition of taxes, comparison with perfect competition, welfare cost of monopoly) – Price discrimination, multi plant monopoly; Monopolistic Competition (Basic features, demand and cost, short run equilibrium, long run equilibrium, excess capacity) - Oligopoly(Cournot's model, kinked demand curve model, dominant price leadership model, prisoner's dilemma)

### **UNIT IV**

Factor Market : Demand for a factor by a firm under marginal productivity theory(Perfect Competition in the product market, monopoly in the product market) -Market Demand for a factor - Supply of labour - Market supply of labour - Factor Market Equilibrium.

### **UNIT V**

National Income Analysis - Theories of Income, Output and Employment - Classical - Keynesian theory - Theory of Trade Cycle-Concept and Causes of Trade Cycle -Measures to Control Trade Cycle - Macro Economic Policy - Monetary and Fiscal -Theories of Inflation- Causes and Control of Inflation.

### **SUGGESTED READINGS:**

#### **TEXT BOOKS**

1. Maheshwari, Y. (2012) .*Managerial Economics*(3<sup>rd</sup> ed.). New Delhi:PHI Learning Pvt., Ltd.

#### **REFERENCES**

1. Dominick Salvatore. (2009).*Principles of Micro Economics*(5<sup>th</sup> ed.). Mumbai: Oxford University Press.
2. Richard, G.,&Lipsey, K., Alec Chrystal. (2007).*Economics*. Mumbai: Oxford University Press.
3. Pindyck, Rubinfeld,& Mehta. (2009).*Micro Economics*(7<sup>th</sup> ed.).New Delhi: Pearson Prentice Hall of India.
4. Sundaram, K.P., & Sundaram, E. (2008). *Business Economics*. New Delhi: Sultan Chand & Sons.

17BAU202

CORE –BUSINESS ACCOUNTING

L	T	P	C
4	-	-	4

Instruction Hours / week L: 4 T: 0 P : 0

 Marks: Internal: 40 External: 60 Total: 100  
 End Semester Exam: 3 Hours
**COURSE OBJECTIVES :****To make the students**

- Exhibit the concepts and conventions of accounting and basic accounting framework
- Expose the students to the fundamentals of accounting procedure
- To compose the inventory valuation techniques.
- To acquire the knowledge of the partnership accounting.
- To comprehend the difference between capital and revenue expenditure.
- To acquire knowledge on preparing the reconciliation statement

**COURSE OUTCOMES:**

Learners should be able to

1. Comprehend the accounting concepts, principles and to comply the accounting standards.
2. Prepare and Analysis the final accounts.
3. Calculate the asset depreciation using different methods
4. Evaluate the inventory value using different methods.
5. Demonstrate capabilities as problem-solving, critical thinking, and communication skills related to the accounting discipline.
6. Analyze and solve business problems and to take advantage of business opportunities

**UNIT I**

Accounting - Meaning - Definition - Concepts - Conventions - Accounting as an Information System- Importance -Scope- Limitations - Users of Accounting Information - Generally accepted Accounting Principles - Accounting Equation - Nature of Accounts - Rules of Debit and Credit - Recording Transactions in General Journal - Ledger - Trial balance- Subsidiary Books.

**UNIT II**

International Financial Reporting Standards (IFRS) – Understanding Accounting Standards issued by the ICAI related to Disclosure of Accounting Policies. Depreciation Accounting -

Revenue Recognition - Methods of charging Depreciation-Straight-line Method - Written-down-value Method- Bank Reconciliation Statement.

### **UNIT III**

Final Accounts - Preparing Trading Account, Statement of Profit and Loss and Balance Sheet for a Sole Proprietor - Understanding contents of Financial Statements of a Joint Stock Company as per Companies Act 2013 - Understanding the contents of a Corporate Annual Report.

### **UNIT IV**

Analyzing Financial Statements - Objectives of Financial Statement Analysis - Sources of Information - Standards of Comparison - Techniques of Financial Statement Analysis - Horizontal Analysis - Vertical Analysis - Ratio Analysis - Meaning and Usefulness of Financial Ratios - Analysis of Financial Ratios from the perspective of different Stakeholders like Investors- Lenders - Short-term Creditors - Profitability Ratio -Solvency Ratio - Liquidity Ratio -Turnover Ratio - Limitations of Ratio Analysis.

### **UNIT V**

Partnership Accounts: Past adjustments and guarantees- Basic concepts of Admission, Retirement and death of a partner including treatment of goodwill.

**Note: Distribution of marks between problems and theory shall be 80% and 20%.**

### **SUGGESTED READINGS:**

#### **TEXT BOOKS**

1. Gupta, R.L., & Gupta, V.K. (2014).*Financial Accounting*. New Delhi: Sultan Chand & Sons.
2. Jain, S.P.,& Narang.(2007).*Financial Accounting*. Ludhiana: Kalyani Publishers.

#### **REFERENCES**

1. Maheshwari, S.N., Suneel, K., Maheshwari, & Sharad, K., Maheshwari. (2013).*An Introduction to Accountancy* (11<sup>th</sup> ed.). New Delhi:Vikas Publishing House Pvt., Ltd.R. Narayanaswamy, R. (2011).*Financial Accounting: A Managerial Perspective* (4<sup>th</sup> ed.). New Delhi: PHI Learning Pvt. Ltd.
2. Charles,T., Horngren, Gart, L., Sundem, John, A., Elliott, & Donna, R., Philbrick. (2013).*Introduction to Financial Accounting*, (11<sup>th</sup> ed.). New Delhi: Pearson Prentice Hall of India.
3. Monga, J.R. (2002).*Financial Accounting: Concepts and Applications*(11<sup>th</sup> ed.). Second Volume. New Delhi: MayurPaperbacks.
4. Ghosh, T.P. (2014).*Financial Accounting forManagers* (4<sup>th</sup> ed.). New Delhi: Taxmann Allied Services PvtLtd.
5. Vinayakam, N. (2011). *Financial Accounting*. New Delhi: S.Chand and Company Ltd.
6. Grewal, T.S. (2010). *Introduction to Accountancy*. New Delhi: S.Chand and Company Ltd.
7. Grewal, T.S., Gupta, S.C., & Shukla, M.C. (2013).*Advanced Accountancy*. New Delhi: Sultan Chand and Sons.

8. Narang, K.L.& Maheswari, S.N. (2012). *Advanced Accountancy*, Ludhiyana: Kalyani Publishers.

BBA		2017 - 2018 Semester – II			
17BAU211	CORE –TALLY (PRACTICAL )	L	T	P	C
		4	-	-	2
Instruction Hours / week L: 0 T: 0 P : 4		Marks: Internal: 40 External: 60 Total: 100 End Semester Exam: 3 Hours			

### COURSE OBJECTIVES :

#### To make the students

- To infer the practical knowledge about the accounting package
- To acquire knowledge in computerization of accounts
- To interpret the inventory valuations methods available in the software
- To understand various financial statements that are built in the software
- Create vouchers by understanding the reason for posting under different heads
- Calculate valuation of assets using the software

### COURSE OUTCOMES:

#### Learners should be able to

1. Compose the different knowledge of accounting package.
2. Create vouchers by understanding the reason for posting under different heads
3. Calculate valuation of assets using the software
4. Prepare and Analyse the financial statements and retrieve ratios
5. Apply the knowledge of quantitative tools & techniques in the interpretation of data for managerial decision making.
6. Develop computer skills of recording financial transactions, preparation of annual accounts and reports.

#### Practical List

1. Create a new company in integrate accounts mode and account with inventory mode
2. Create a primary and sub groups using single or multiple ledger mode
3. Create minimum 10 ledgers using single or multiple ledger, and alter and delete any 2 ledger



4. Enter the following voucher
  - Payment vouchers
  - Receipt
  - Purchase
  - Sales
  - Credit note
  - Debit note
  - Journals
  - Memo
  - Optional
5. Create stock, stock groups and enter the vouchers
6. Prepare inventory statements using (calculate inventory using all methods)
  - FIFO
  - LIFO
  - Simple Average Method
  - Weighted Average Method
7. Prepare the following ratio analysis
  - Financial ratio
  - Operating ratio
  - Investment ratio
8. Prepare the following
  - Cash flow statement
  - Fund flow statement
9. Preparation of reports for the following
  - Trial Balance
  - Profit & Loss A/c
  - Balance sheet
  - Bank reconciliation statement
  - Back up and restore the company information

## TEXT BOOKS

1. Nellai Kannan. (2010). *Tally*. New Delhi : Nels Publishing Company.

17AEC201

ENVIRONMENTAL STUDIES

L	T	P	C
4	-	-	4

Instruction Hours / week L: 4 T: 0 P : 0

Marks: Internal: 40 External: 60 Total: 100

End Semester Exam: 3 Hours

**COURSE OBJECTIVES:****To make the students**

- To create the awareness about environmental problems among people.
- To develop an attitude of concern for the environment.
- To motivate the public to participate in environment protection and improvement.
- To be aware of the different pollution that affects the environment.
- To demonstrate the social issues prevailing in the environment.
- To understand and address complex environmental issues

**COURSE OUTCOMES:****Learners should be able to**

1. Understand the awareness among the people to know about various renewable and non renewable resources of the region, enables environmentally literate citizens.
2. Preserve the non – renewable energy and effectively utilize the renewable energy.
3. Illustrate to prevent pollution in the environment
4. Assess to appropriate judgments and decisions for the protection and improvement of the earth.
5. Demonstrate an integrative approach to environmental issues with a focus on sustainability;
6. Understand and evaluate the global scale of environmental problems

**UNIT-I:** Environment Definition, scope and importance, components, Ecosystem Definition, Concept, Scope, importance, Structure and functions of ecosystem. Energy flow, Ecological succession Food chains and food webs. Classification of ecosystem.

**Unit II: Natural Resources - Renewable and Non-renewable Resources:** Natural resources and associated problems. Forest resources, Water resources, Mineral resources, Food resources, Energy resources, Land resources: Use and over-utilization, exploitation. Role of an individual in conservation of natural resources. Equitable use of resources for sustainable lifestyles. Ill-effects of fire works.

**Unit III: Biodiversity and Its Conservation:** Introduction, definition: genetic, species and ecosystem diversity. Bio geographical classification of India. Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values. Biodiversity at global, National and local levels. India as a mega-diversity nation. Hot-spots of biodiversity. Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts. Endangered and endemic species of India. Conservation of biodiversity: in-situ and ex-situ conservation of biodiversity.

**Unit IV: Environmental Pollution** - Definition, Causes, effects and control measures of Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, Nuclear hazards, Solid waste management: Causes, effects and control measures of urban and industrial wastes. Role of an individual in prevention of pollution. Pollution case studies. Disaster management: Floods, earthquake, cyclone and landslides.

**Unit V: Social Issues and the Environment:** 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. 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. 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.

#### **SUGGESTED READINGS:**

##### **TEXT BOOKS**

1. Tripathy, S.N., & Sunakar Panda. (2004). *Fundamentals of Environmental Studies* (2<sup>nd</sup> ed.). New Delhi: Vrianda Publications Private Ltd.
2. Arvind Kumar. (2004). *A Textbook of Environmental Science*. New Delhi: APH Publishing Corporation.
3. Verma, P.S., & Agarwal, V.K. (2001). *Environmental Biology (Principles of Ecology)*. New Delhi: S.Chand and Company Ltd.
4. Anubha Kaushik & Kaushik, C.P. (2004). *Perspectives in Environmental Studies*. New Delhi: New Age International Pvt. Ltd. Publications.

##### **REFERENCES**

1. Singh, M.P., Singh, B.S., & Soma S., Dey. (2004). *Conservation of Biodiversity and Natural Resources*. New Delhi: Daya Publishing House.
2. Daniel B Botkin, & Edward A Keller. (1995). *Environmental Science*. New York: John Wiley and Sons, Inc.
3. Uberoi, N.K., (2005). *Environmental Studies*. New Delhi : Excel Books Publications of India.

17ENU301

ENGLISH-III - COMMUNICATIVE ENGLISH

L	T	P	C
8	-	-	6

Instruction Hours / week L: 4 T: 0 P : 4

Marks: Internal: 40 External: 60 Total: 100

End Semester Exam: 3 Hours

**Course Objectives:**

- To develop confidence to respond in English during situations where the use of English is imperative.
- To develop fluency in actual conversation in the English language.
- To develop knowledge about business communication.
- To develop knowledge about business writing.
- To acquire knowledge on communication for different purpose.
- To get knowledge to communicate in day to affairs.

**Course Outcome:**

1. Students learnt the basics and purposes of listening skill.
2. Students will know the importance of speaking.
3. Students developed the speaking skills on telephone, business and also in travel
4. Acquired knowledge on effective vocabulary learning strategies.
5. Students will able to communicate clearly and effectively and handle their day to day affairs well with their knowledge of language skills.
6. Develop communication skills in business environment.

**UNIT I: Listening**

Listening and its types, Basic Listening Lessons, Critical Listening Lessons, Advanced Listening Lessons, and Note Taking

**UNIT II: Speaking**

Basics of speaking, Regular English, Business English, Interview English, and Travel English

**UNIT III: Reading**

Reading and its purposes, Types of Reading, Reading Techniques, Reading Comprehension, Note Making

#### **UNIT IV: Writing**

Writing defined, Types of Writing, Components of Writing, Writing Contexts, Language and Style with accordance to the contexts

#### **UNIT V: Vocabulary Enrichment**

Synonyms, Antonyms, Homonyms, Phrasal Verbs, Idioms and Phrases, One Word Substitutes, and Affixes

#### **Suggested Reading:**

Learning to Learn: Study Skills in English Cambridge, 2015

Advanced Skills; Simon Harennes – CUP. 2015

Business Results, Woodward, OUP. 2015

Function in English. Jonathan Middlemiss et al, OUP

17BAU301

**CORE –PRINCIPLES OF MARKETING**

L	T	P	C
8	-	-	6

Instruction Hours / week L: 6 T: 2 P : 0

Marks: Internal: 40 External: 60 Total: 100

**End Semester Exam: 3 Hours****COURSE OBJECTIVES:****To make the students**

- To compose knowledge in the concepts and functions of marketing
- To acquire knowledge in the strategies of marketing
- To exhibit knowledge on promotional steps in marketing
- To understand the 'Marketing mix' elements and the strategies
- To comprehend the knowledge of marketing process and segmentation
- To be aware on the brand and branding strategies

**COURSE OUTCOMES:****Learners should be able to**

1. Understand the Principles of Marketing represent the marketing environment, consumer behaviour and product life cycle.
2. Assess the results in developing best products in terms of goods and services that brings consumer satisfaction. This paper presents the marketing functions.
3. Demonstrate knowledge of the individual components of a marketing mix.
4. Identify the organisational processes involved in the planning, implementation and control of marketing activities.
5. Understand the marketing terminology and concepts.
6. Demonstrate knowledge of key business communication strategies within the marketing field.

**UNIT I**

Introduction: Nature, Scope and Importance of Marketing - Evolution of Marketing - Core marketing concepts - Company orientation - Production concept -Product concept - Selling concept - Marketing concept - Holistic marketing concept -Marketing Environment -Demographic-Economic- Political- Legal - Socio cultural -Technological Environment - Portfolio approach – Boston Consultative Group (BCG) matrix.

**UNIT II**

Segmentation - Targeting and Positioning - Levels of Market Segmentation -Basis for Segmenting Consumer Markets - Difference between Segmentation -Targeting and Positioning.

**UNIT III**

Product and Pricing Decisions - Concept of Product Life Cycle (PLC) – PLC marketing strategies - Product Classification - Product Line Decision - Product Mix Decision - Branding Decisions -

Packaging and Labeling - New Product Development -Pricing Decisions - Determinants of Price - Pricing Methods - Adapting Price.

#### **UNIT IV**

Promotion Mix - Factors determining promotion mix - Promotional Tools -Basics of Advertisement - Sales Promotion - Public Relations and Publicity and Personal Selling - Place (Marketing Channels) - Channel functions - Channel Levels - Types of Intermediaries - Types of Retailers - Types of Wholesalers.

#### **UNIT V**

Marketing of Services - Unique Characteristics of Services - Marketing strategies for service firms - 7Ps - Customer Relationship Management (CRM) - Consumer Protection Act -E- Marketing.

#### **SUGGESTED READINGS:**

##### **TEXT BOOKS**

- 1.Rajan Nair. (2005).*Marketing Management*. New Delhi: Sultan Chand & Sons.

##### **REFERENCES**

1. Kotler, P.,& Keller, K. L. (2009).*Marketing Management*(13<sup>th</sup> ed.). New Delhi: Pearson Prentice Hall.
2. Kotler, P., Armstrong, G.,Agnihotri, P. Y., &UlHaq, E. (2010).*Principles of Marketing: A South Asian Perspective*(13<sup>th</sup> ed.). New Delhi: Pearson India.
3. Ramaswamy,V.S.,&Namakumari,S. (2009). *Marketing Management: Global Perspective- Indian Context* (13<sup>th</sup> ed.). New Delhi: Macmillan Publishers India Limited .
4. Grahame Robert Dowling M. (2004).*The Art and Science of Marketing* (1<sup>st</sup> ed.).Chennai: Oxford University Press.
5. Varshney, R.L. & Bhattacharya, B. (2007).*International Marketing Management*. New Delhi. Sultan Chand and Sons.
6. Mamoria , C.B.& Satish Mamoria. (2013).*Marketing Management*. Patna: Kitab Mahal.
7. Philip Kotler, & Gary Armstrong. (2011).*Principles of Marketing*. New Delhi. Prentice Hall of India Pvt. Ltd.

17BAU302

CORE –MANAGEMENT ACCOUNTING

L	T	P	C
8	-	-	6

Instruction Hours / week L: 6 T: 2 P : 0

Marks: Internal: 40

External: 60

Total: 100

End Semester Exam: 3 Hours

**COURSE OBJECTIVES:****To make the students**

- To acquire knowledge in the concepts of cost and management accounting
- To Impart the knowledge in financial statement analysis and budget preparations
- To examine the fund flow and cash flow statement
- To solve the problems and take decisions based on the result.
- To communicate orally and in written form the concepts and solutions.
- To Understand the preparation of financial statement for decision making

**COURSE OUTCOMES:****Learners should be able to**

1. Understand the nature and scope of management accounting, difference between cost and management accounting and various elements of cost.
2. Acquire the knowledge of marginal costing, budgetary control, cash flow and fund flow statement.
3. Comprehend on the contemporary issues relevant to accounting concepts.
4. Analyse the alternatives using appropriate tools and techniques.
5. Solve the problems and take decisions based on the result.
6. Communicate orally and in written form the concepts and solutions

**UNIT I**

Management Accounting - Meaning - Definition - Nature - Scope of Management Accounting - Comparison of Management Accounting with Cost Accounting and Financial Accounting. Cost concepts - Meaning - Scope - Objectives - Importance of Cost Accounting - Cost - Costing - Cost Control, and Cost Reduction - Elements of Cost -Components of total Cost - Classification of Costs - Fixed Variable -Semi Variable -Step Costs - Product - Period Costs - Direct - Indirect Costs-Preparation of Cost Sheet in Lieu with Cost Accounting Standard.

**UNIT II**

Cost Volume Profit Analysis - Contribution - Profit Volume Ratio - Margin of safety – Cost Break-even Point - Composite Break-even Point - Cash Break-even Point - Key Factor -Break-even



Analysis - Relevant Costs - Decision Making - Pricing - Product Profitability -Make or Buy - Exploring new markets - Export Order - Sell or Process Further - Shut down Vs. Continue.

### **UNIT III**

Budgets and Budgetary Control - Meaning - Types of Budgets - Steps in Budgetary Control -Fixed and Flexible Budgeting - Cash Budget - Responsibility Accounting- Concept -Significance - Different responsibility centers - Divisional performance – Financial measures - Transfer pricing.

### **UNIT IV**

Standard Costing and Variance Analysis - Meaning of Standard Cost – Standard Costing, Advantages -Limitations and Applications - Material - Labour - Overhead and Sales variances. Introduction to Target Costing - Life Cycle Costing - Quality Costing - Activity Based Costing.

### **UNIT V**

Funds Flow Statement - Schedule of Changes in Working Capital - Calculation of Funds from Operation - Sources and Applications of Funds. Cash Flow Statement - Cash from Operation - Inflow and Outflow of Funds.

**Note: Distribution of marks between problems and theory shall be 80% and 20%.**

### **SUGGESTED READINGS:**

#### **TEXT BOOKS**

1. Maheswari,S.N. (2009).*Management Accounting*. New Delhi: Sultan Chand & Sons.

#### **REFERENCES**

1. Horngren, C.T., Gary, L., Sundem, Jeff, O., Schatzberg, & Dave Burgstahler. (2008).*Introduction to Management Accounting*, (10<sup>th</sup> ed.). New Delhi: Pearson Prentice Hall.
2. Arora, M.N. (2009). *A Textbook of Cost and Management Accounting*(8<sup>th</sup> ed.). New Delhi:Vikas Publishing House Pvt Ltd.
3. Khan, M.Y.,& Jain, P.K. (2013).*Management Accounting: Text Problems and Cases*(6<sup>th</sup> ed.). Mumbai: Tata McGraw-Hill Education.
4. Maheshwari, S.N., & Maheshwari, S.K. (2009).*A Textbook of Accounting for Management* (1<sup>st</sup> ed.).New Delhi: Vikas Publishing House Pvt. Limited.

## 17BAU303A SEC - 1 FINANCIAL MANAGEMENT

L	T	P	C
6	-	-	4

Instruction Hours / week L: 5 T: 1 P : 0

Marks: Internal: 40 External: 60 Total: 100

End Semester Exam: 3 Hours

**COURSE OBJECTIVES:****To make the students**

- To enable the students to acquire knowledge in financial management
- To Impart the knowledge in finance functions, cost of capital, capital structure, capital budgeting and leverage.
- To access the concept of cost of capital and capital structure.
- To understand the importance of financial data in preparing report
- To Provide an in-depth view of the process in financial management of the firm.
- To Develop knowledge on the allocation of resources.

**COURSE OUTCOMES:****Learners should be able to**

1. Understand the funds are managed and their reflections on the fundamental decisions to be taken by the corporate world.
2. Apply the basics of Finance functions and working capital management.
3. Demonstrate an understanding of the overall role and importance of the finance function.
4. Communicate effectively using standard business terminology.
5. Demonstrate basic finance management knowledge.
6. Observe and interpret financial markets to uncover potential opportunities

**UNIT I**

Financial Management - Finance and related disciplines - Scope of Financial Management - Functions of Finance -Traditional and Modern Approach in Finance Decisions, Investment Decision and Dividend Decision - Objectives of Financial Management - Profit Maximization - Wealth Maximization- Organisation of Finance Function - Concept of Time Value of Money - Present Value - Future value - annuity - Risk and Return - Historical return - Expected return - Absolute return - Holding period return -Annualized return - Arithmetic and Geometric return - Systematic Risk - Unsystematic risk - Sources and Measures.

**UNIT II**

Long term investment decisions: Capital Budgeting - Principles and Techniques – Nature and meaning of capital budgeting - Estimation of relevant cash flows and terminal value -Evaluation techniques - Accounting Rate of Return - Net Present Value - Internal Rate of Return and MIRR - Net Terminal Value -Profitability Index Method.

### UNIT III

Cost of Capital - Explicit and Implicit costs – Measurement of cost of capital - Cost of debt - Cost of perpetual debt - Cost of Equity Share - Cost of Preference Share - Cost of Retained Earning - Computation of overall cost of capital based on Historical and Market weights.

### UNIT IV

Capital Structure - Approaches to Capital Structure Theories - Net Income approach – Net Operating Income approach - Modigliani-Miller (MM) approach - Traditional approach -Capital Structure and Financial Distress - Trade-Off Theory - Dividend Policy Decision - Dividend and Capital - The Irrelevance of dividend - General, MM hypothesis - Relevance of dividend - Walter's Model - Gordon's Model -Leverage Analysis - Operating and Financial Leverage - EBIT /EPS analysis – Combined Leverage.

### UNIT V

Working Capital Management -Determination of Working Capital - Management of Cash - Preparation of Cash Budgets-Cash management technique -Receivables Management -Objectives - Credit Policy - Cash Discount – Debtors Outstanding and Ageing Analysis - Costs - Collection Cost - Capital Cost - Default Cost -Delinquency Cost - Inventory Management -Techniques - ABC Analysis – Minimum Level - Maximum Level - Reorder Level - Safety Stock- EOQ.

### SUGGESTED READINGS:

#### TEXT BOOKS

1. Maheswari, S.N. (2014).*Financial Management*. New Delhi: Sultan Chand and Sons.

#### REFERENCES

1. Khan, M.Y.,& Jain, P.K. (2007).*Financial Management Text Problem and Cases*(5<sup>th</sup> ed.). New Delhi: Tata McGraw Hill Publishing Co. Ltd.
2. Rustogi, R. P. (2011).*Financial Management: Theory Concepts and Practices*(5<sup>th</sup> ed.). New Delhi: Taxmann Publication.
3. Pandey,I.M. (2009).*Financial Management: Theory and Practices*(19<sup>th</sup> ed.).New Delhi: Vikas Publishing House Pvt Ltd.
4. Brealey,R.A.,Myers, S.C.,Allen,F.,&Mohanty,P. (2002).*Principles of Corporate Finance*(17<sup>th</sup> ed.).New Delhi: Tata McGraw Hill Publications.
5. Horne,J.V., & Wachowicz,J.M. (2009).*Fundamentals of Financial Management*, (13<sup>th</sup> ed.).New Delhi: Prentice Hall of India Publication.
6. Kulkarni, P.V. (2011).*Financial Management*. Mumbai: Himalaya publishing house.

<b>17BAU303B</b>	<b>SEC - 1 MANAGEMENT INFORMATION SYSTEM</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>6</b>	<b>-</b>	<b>-</b>	<b>4</b>

Instruction Hours / week L: 5 T: 1 P : 0

Marks: Internal: 40 External: 60 Total: 100  
End Semester Exam: 3 Hours**COURSE OBJECTIVES :****To make the students**

- To impart the management information systems and their applications in Management.
- To demonstrate the knowledge in telecommunication revolution
- To develop the applications of MIS in various fields
- To provide the theoretical models used in database management systems
- To describe the role of information technology and decision support systems in business.
- To Understand at how to use and manage information system

**COURSE OUTCOMES:****Learners should be able to**

1. An Exposure to the concepts, theories and practices in the field of MIS.
2. Acquire the relationship among and between information systems and management, analyze how technology can be used to synthesize complex data to make sound business decisions.
3. Critically analyse and evaluate the use of DSS, AI in supporting management decision
4. Communicate orally and in written form the understanding of the usage of information system in management decision.
5. Understand the security and ethical issues pertaining to use of information technology in management decision making.
6. Demonstrate Knowledge of Information Systems and Business

**UNIT I**

Introduction to Information Systems - Definition - Features - Steps in Implementation of MIS - Need for Information - Information System for Decision making- MIS as Competitive Advantages – MIS Structures.

**UNIT II**

MIS - Strategic Information System - MIS Support for Planning - Organising - controlling - MIS for Specific Functions - Personnel - Finance - Marketing Inventory Production Data Base Management System Models - Hierarchical - Network - Relational - Modular.

**UNIT III**

Computer Hardware - Description of Electronic Computers - CPU Operations - Classification of Computers - Main - Mini - Workstations - Micro Computers - Super Computers - Personal Computers. Computer Software - Types of Software - Data Representation in Computers - Introduction to Client-Server.

#### **UNIT IV**

Input Devices - Mouse - Touch Screens - MICR - OCR - Keyboard - Pen Based Input - Digital Scanners - Voice Input Devices - Sensors. Output Devices - Impact Printers - Non-Impact Printers - Video Display Terminals - Plotters - Voice Output Devices. Secondary Storage Devices - Magnetic Disk, Floppy, Magnetic Tape, Optical Disk Storage - DROM

#### **UNIT V**

Telecommunication Revolution - Introduction to Email- Internet - Intranet - Teleconferencing - www Architecture - Introduction to E-Commerce - Models B\_B, B\_C, and EDI, EDI Applications in Business - Electronic Payment Cash - Smart Cards - Credit Cards - Fundamentals of ERP-Information Technology Act, 2000.

#### **SUGGESTED READINGS:**

#### **TEXT BOOKS**

1. James O Brien, (2014). *Management Information System*. New Delhi: Tata Mc Grew Hill.

#### **REFERENCES**

1. Kenneth Laudon,& Jane Laudon . (2011).*Management Information System- A contemporary perspective*. New Delhi: Pearson Prentice Hall of India.
2. Gordon B Davis. (2012). *Management Information System*. New Delhi. Tata Mc Grew Hill.
3. Sudalaimuthu S. (2014).*Computer applications in business*. Mumbai: Himalaya Publishing House Pvt. Ltd.

**ENGLISH IV (THEORY & PRACTICAL)**

L	T	P	C
8	-	-	6

**(Communication Lab/BEC/IELT) EC-4****(For all undergraduate students admitted from 2017 onwards)****Instruction Hours / week L: 4 T: 0 P : 4****Marks: Internal: 40 External: 60 Total: 100****End Semester Exam: 3 Hours****Course Objectives:**

- To train students in understanding the concepts of communication.
- To be familiar with the four basic skills of English.
- To train students in developing their written communication.
- To train students in developing their presentation skills.
- To acquire the skill of making grammatically correct sentences.
- To reflect originality on the application of soft skill views and express in writing their views.

**Course Outcome:**

1. Students have acquired proficiency in communication.
2. Students have become adept in written communication and presentation skills.
3. Developed the skill of writing in English and that of public speaking.
4. Establish and maintain social relationships.
5. Develop communication skills in business environment.
6. Enhanced communication competency through LSRW skills.

**UNIT I: Integrated Skills**

Development of speaking, listening and grammar skills.

**UNIT II: Advanced Reading Skills**

Outcomes include improved reading speed, increased reading fluency and increased vocabulary.

**UNIT III: Advanced Writing Skills**

Planning and writing complex tasks

#### **UNIT IV: News and World Affairs**

Newspapers, magazines, the Internet, TV and radio are used to develop listening, reading and discussion skills.

#### **UNIT V: Project Work**

The class works together to write and produce a group project. This class is particularly useful for building confidence in using English and improving pronunciation.

#### **Suggested Reading:**

In Business; CUP

Oxford Handbook of Writing: St. Martins handbook of Writing

Sound Business. Julian Treasure OUP

17BAU401

CORE - BUSINESS RESEARCH

L	T	P	C
8	-	-	6

Instruction Hours / week L: 6 T: 2 P : 0

Marks: Internal: 40 External: 60 Total: 100

End Semester Exam: 3 Hours

**COURSE OBJECTIVES:****To make the students**

- To impart knowledge in the concept of research methodology.
- To exhibit in sampling techniques
- To impart student's knowledge in writing a good research report.
- To familiarize students with basic of research and the research process.
- To comprehend the knowledge of social research
- To familiarize the concept of report writing,

**COURSE OUTCOMES:****Learners should be able to**

1. Understand the concept of research process, research design, sampling techniques
2. Assess the various research tools and techniques in order to facilitate the research work
3. Calculate and apply the measure of central tendency and dispersion in decision making
4. Understand and Exhibit the statistical tools applied in research
5. Analyse the research problem and design the blue print to capture data and analyse the same using appropriate statistical techniques and apply the learning lifelong.
6. Design a report to communicate the findings and suggestion to make business decision

**UNIT I**

Research - Role of Research indecision making - Applications of Research – Types of Research – The Research process - Steps in the research process - the research proposal – Problem Formulation- Review of Literature - Management decision problem Vs. Marketing Research problem.

**UNIT II**

Research Design - Exploratory- Descriptive- Causal - Secondary Data Research - Advantages and Disadvantages of Secondary Data - Criteria for evaluating secondary sources - Secondary sources of data - Syndicated Research - Sampling - Sampling techniques - Determination of sample size.



### UNIT III

Primary Data Collection - Survey Vs. Observations - Comparison of self administered -telephone - Mail - email techniques. Qualitative Research Tools – Depth Interviews focus groups and projective techniques - Measurement and Scaling – Primary scales of Measurement-Nominal - Ordinal - Interval and Ratio. Scaling techniques paired comparison - Rank order - constant sum - Semantic differential - Itemized rating -Likert Scale – Questionnaire.

### UNIT IV

Hypothesis - Meaning - Sources Types - Formulation - Data Analysis -Z test (mean, diff. of mean, diff. of proportion) - t-test (mean) - Paired t-test - Chi square test -Introduction to theoretical concept of ANOVA - Factor Analysis and Discriminant Analysis.

### UNIT V

Interpretation - Meaning - Techniques of Interpretation - Report writing - Significance - Report Writing - Steps in Report Writing - Layout of report - Types of Reports - Oral Presentation - Executive Summary - Mechanics of Writing Research Report - Precautions for Writing Report - Norms for using Tables - Charts - and Diagrams - Appendix - Norms for using Index and Bibliography.

### SUGGESTED READINGS:

#### TEXT BOOKS

1. Kothari, C.R. (2009) *Research Methodology*. New Delhi: Wishwa Prakashan, Publications.

#### REFERENCES

1. Zikmund, Babin, & Carr. (2009).*Business Research Methods*(8<sup>th</sup> ed.).New Delhi: South-Western.
2. Naresh Malhotra. (2012).*Basic Marketing Research: Integration of Social Media*. New Delhi: Pearson Publisher.
3. Mark, N.K., Saunders, Philip Lewis,& Adrian Thornhill. (2015).*Research Methods for Business Students*.(7<sup>th</sup> ed.).Vikas Publisher.
4. Rao, K.V. (2012) *Research methods for management and commerce*. Sterling Publishers Pvt., Ltd., Mumbai: Himalaya Publishing house.
5. Donald R.Cooper, &Pamela S. Schindler. (2008).*Business Research Methods*. New Delhi: Tata McGraw Hill.
6. Uma Sekaran. (2007).*Research Methods for Business*. New Delhi: Wiley Publications.

17BAU402

CORE -HUMAN RESOURCE MANAGEMENT

L	T	P	C
8	-	-	6

Instruction Hours / week L: 6 T: 2 P : 0

Marks: Internal: 40 External: 60 Total: 100

End Semester Exam: 3 Hours

**COURSE OBJECTIVES:****To make the students**

- To exhibit knowledge in the functions of personnel management
- To compose the wage and salary administration and trade union
- To realize the importance of groups and teamwork and managing of conflict between the members of the organization
- To apply the understanding of Human Resource Management, Human Resource Planning, Recruitment, performance appraisal and employee relations in lifelong practice.
- To understand and apply wage and salary principles and policies
- To gain knowledge on induction and training and Development

**COURSE OUTCOMES:****Learners should be able to**

1. Understand the roles and responsibilities of HR professionals, the primary functional aspect of the broader business strategy.
2. Gain familiarity on manpower planning, performance appraisal and industrial relations.
3. Analyse the case studies, HR process and apply the theoretical learning into lifelong practice.
4. Critically evaluate the appropriate alternatives methods for HR practices and select the best methods suiting the situation.
5. Communicate in oral and written form and prepare report
6. Exhibit the knowledge of Human Resource Strategy and Planning

**UNIT I**

Human Resource Management - Concept - Functions- Roles -Skills and competencies - HRD- Definition -Goals and challenges - The changing environment of HRM -Globalization - Cultural Environment - Technological advances - Workforce Diversity - Corporate Downsizing - Changing skill requirement - HRM support for improvement programs Work life balance - HR role in strategy formulation and gaining competitive advantage - HRM issues in Indian Organizations.

**UNIT II**

Human Resource Planning - Process - Forecasting demand and supply - Skill inventories Human Resource Information System (HRIS) succession planning - Job analysis - Uses, methods, Job description and Job specifications - HR accounting and Human Resource Development (HRD)

audit concept. Recruitment, Selection and Orientation - Internal and External sources, E-recruitment - Selection process - Orientation process.

### **UNIT III**

Training - Concept - Needs - Systematic approach to training - Methods of training -Management Development - Concept and Methods - Performance Management System -Performance Appraisal - Performance Management Methods -Factors that Distort appraisal - Appraisal Interview.

### **UNIT IV**

Career Planning - Career Anchors - Career Life Stages -Compensation - Steps of determining compensation - Job evaluation -Components of pay structure - Factors influencing compensation levels - Wage differentials and incentives – Profit sharing -Gain sharing -Employees’ stock option plans -Social Security -Health -Retirement - other benefits.

### **UNIT V**

Industrial Relations - Introduction to Industrial Relations - Trade unions role -Types -Functions - Problems - Industrial dispute - Concept - Causes and Machinery for settlement of disputes - Grievance, Concepts, Causes and grievance redressal machinery – Discipline concept, aspect of discipline and disciplinary procedure, Collective Bargaining - Concept -Types, Process- Problems - Essentials of Effective Collective Bargaining.

## **SUGGESTED READINGS:**

### **TEXT BOOKS**

1. Memoria, C.B. (2014). *Personnel Management and Industrial Relations*. Mumbai: Himalaya Publishing House.

### **REFERENCES**

1. De Cenzo, D.A.,& Robbins. (2012).*Fundamentals of Human Resource Management* (11<sup>th</sup> ed.). New York: John Wiley and Sons.
2. Dessler, G. (2011).*Human Resource Management* (12<sup>th</sup> ed.).New Delhi: Pearson India.
3. Arun Monappa, MirzaSaiyadain. (2001).*Personnel Management* (2<sup>nd</sup> ed.).New Delhi: Tata McGraw Hill.
4. Rao, V.S.P. (2013).*Human Resource Management- Text and Cases*. New Delhi: Excel Books. Konark Publishers Pvt. Ltd.
5. Wayne Mondy, R., & Rober M Noe. (2015). *Human Resource Management*(10<sup>th</sup> ed.).New Delhi: Pearson.
6. Nair,N.G., & Latha Nair. (2004). *Personnel Management and Industrial Relations* New Delhi: S.Chand and Company Ltd.
7. Kapoor, N.D. (2015). *Elements of Industrial Law*. New Delhi: Sultan Chand and Sons.
8. Tripathy. (2013). *Personnel Management and Industrial Relations*. New Delhi: Sultan Chand and Sons.

17BAU403A	SEC -2 INSURANCE PRINCIPLES AND PRACTICE	L	T	P	C
		6	-	-	4

Instruction Hours / week L: 5 T: 1 P : 0

Marks: Internal: 40 External: 60 Total: 100

End Semester Exam: 3 Hours

**COURSE OBJECTIVES:****To make the students**

- To enhance the knowledge in insurance mechanism
- To enlighten the knowledge towards the principles and practice of insurance
- To be aware of various claim available in insurance.
- To provide a basic understanding of the Insurance Mechanism.
- To understand the technological development of insurance agencies
- To comprehend the knowledge of insurance law

**COURSE OUTCOMES:****Learners should be able to**

1. Understand the concept of risk and uncertainty
2. Apply the laws relevant to insurance
3. Calculate the various insurance claims.
4. Apply the Concept of insurance, its products in lifelong practice.
5. Gain knowledge of various types of insurance and insurance business in India.
6. Aware of insurance legislation in India

**UNIT I**

Risk and Uncertainty - Definition - Classification of risk - Sources of Risk - External and Internal Insurance - Meaning - Nature - Significance - Essential Requirements and Principles of Risk Insurance - Reinsurance - Privatization of Insurance Business in India - Insurance Regulatory Development Authority - Recent Developments in the Insurance Sector.

**UNIT II**

Life Insurance - Law Relating to Life Insurance - General Principles of Life Insurance Contract - Proposal and Policy - Assignment and Nomination - Title and claims - Concept of trust in life policy - LIC - Role and Functions.

**UNIT III**

General Insurance - Law relating to general insurance - Different types of general insurance - General Insurance Vs Life Insurance - Nature of Fire Insurance - various types of Fire Policy subrogation - Double Insurance - Contribution - Proximate cause - Claims of Recovery - Accident

and Motor Insurance - Nature, Disclosure, Terms and Conditions Claims And Recovery - Third Party Insurance - Compulsory Motor Vehicle Insurance - Accident Insurance.

#### **UNIT IV**

Deposit and Credit Insurance - Nature - Terms and Conditions - claim - Recovery etc., Public Liability Insurance - Emergency Risk Insurance Structure and Power, function of General Insurance Corporation of India - Deposit Insurance and Credit Guarantee Corporation.

#### **UNIT V**

Marine Insurance - Law relating to Marine Insurance - Scope and Nature - Types of Policy - Insurable Interest - Disclosure and Representation - Insured Perils - Proximity Cause - Voyage - Warranties - Measurement - Subrogation - Contribution - Under Insurance.

#### **SUGGESTED READINGS:**

##### **TEXT BOOKS**

1. Mishra, M.N. (2012). *Insurance Principles and Practices*. New Delhi: S.Chand and Co.

##### **REFERENCES**

1. Kapoor ,N.D. (2010). *Elements of Business Law*. New Delhi: Sulthan Chand & Sons.
2. Murthy. (2012). *Principles and Practices of Insurance*. Mumbai: Margham Publications.
3. Senth Jyotsna, & Bhatia Nishwa. (2008). *Elements of Banking and Insurance*. New Delhi: PHI India Pvt., Ltd.
7. Periyasamy , P. (2010). *Principles and Practices of Insurance*. New Delhi: Himalaya Publishing house.

17BAU403B

SEC - 2 E -COMMERCE

L	T	P	C
3	-	-	3

Instruction Hours / week L: 3 T: 0 P : 0

Marks: Internal: 40 External: 60 Total: 100

End Semester Exam: 3 Hours

**COURSE OBJECTIVES :****To make the students**

- To compose the knowledge in the fundamental concepts of E-Commerce
- To examine various concepts regarding Business-to-Business Model
- To realize the importance of CRM in E commerce
- To gain knowledge of various types of E commerce
- To aware the technological developments of Ecommerce
- To gain knowledge of E Retailing

**COURSE OUTCOMES:****Learners should be able to**

1. Understand the concept of electronic commerce and B2B Model
2. Analyze the applications of intranet and extranet and electronic marketing.
3. The underlying used technologies with emphasis on Internet Technologies
4. Demonstrate the knowledge of different types of E commerce
5. Exhibit the knowledge of Internet marketing techniques
6. Apply the understanding of Business to Business e-commerce

**UNIT I**

Introduction to e-commerce - Meaning -Concept of e-commerce -e-commerce Vs e-business - Advantages and Disadvantages of e-commerce-Value chain in e-commerce -Porter's value chain model - Competitive advantage and competitive strategy –Different types of e-commerce like B2B - B2C - C2C - C2B -G2C.

**UNIT II**

Technology in e-commerce - An overview of the internet - Basic network architecture and the layered model -Internet architecture -Network hardware and software considerations -Intranets and extranets - The making of world wide web -Web system architecture - ISP -URL's and HTTP - Cookies.

**UNIT III**

Building and Hosting website - Choosing an ISP - Registering a domain name – Web promotion - Internet marketing techniques - e-cycle of internet marketing -Personalization -Mobile agents - Tracking customers - Customer service - CRM and E-value - Web page design using HTML and

CSS - Overview of HTML -Basic structure of an HTML document -Basic text formatting- Links - Images- Tables - Frames - Form and introduction to CSS.

#### **UNIT IV**

Security Threats - Security in cyberspace - Kinds of threats and crimes - Client threat - Communication channel threat - Server threat - Other programming threats - Frauds and Scams Basic cryptography for enabling security in e-commerce -Encryption - Public and Private key encryption - Authentication and trust using digital signature and digital certificates -Internet security using VPN –Firewalls – SSL -Internet payment systems - Features of payment methods - 4C payment methods –Electronic money - ACID and ICES test - Payment gateway - SET protocol for credit card payment -Electronic payment media - e-cash and e-wallet - E-check, Credit card - Debit card - Smartcard - EFT and ACH

#### **UNIT V**

Business to Business e-commerce - Meaning - Benefits and opportunities in B2B, B2Bbuilding blocks and their relationship to supply chain management - Key B2B models and their main functions, EDI as a B2B tool -Consumer oriented e-commerce: traditional retailing and e-retailing - Benefits and key success factors for e-retailing - Models for e-retailing like specialized and generalized e-stores -e-mall - Direct selling by manufacturer -Supplementary distribution channel - e-broker and e-services like web-enabling services - Matchmaking services -Information selling on the web -Entertainment services and auction services -e-core values - ethical issues - Legal issues - Taxation issues and international issues.

#### **SUGGESTED READINGS:**

##### **TEXT BOOKS**

1. Joseph, P. T. (2012).*E-Commerce: An Indian Perspective*(4<sup>th</sup> ed.).New Delhi: PHI learning Pvt. Ltd.
2. Ravi Kalakota, &Andrew Winston. (2009).*Frontiers or Electronic Commerce*. New Delhi: Addison Wesley.

##### **REFERENCES**

1. Dave Chaffey.(2013).*E-Business and E-Commerce Management: Strategy, Implementation and Practice*. New Delhi: Pearson Education.
2. Turban, E fraim, King, David, Lang, &Judy (2009).*Introduction to Electronic Commerce*(6<sup>th</sup> ed.).New Delhi: Prentice Hall.
3. Kalyanam, Kirthi, Hanson, & Ward A. (2012).*Internet Marketing &E-Commerce* (2<sup>nd</sup> ed.).New Delhi: Thomson Learning.
4. Debjani Nag. (2005).*E-Commerce: The Cutting Edge of Business* (2<sup>nd</sup> ed.). New Delhi: Mcgraw Hill Education.
5. Jaiwal, S. (2010).*E – Commerce*. New Delhi: Galgota Publications Pvt. Ltd.
6. Geg Holden. (2007).*Starting an E-Commerce Business for Dummies*. New Delhi: IDG Books India Pvt. Ltd.

17BAU411

SEC – 2 E-COMMERCE (PRACTICAL)

L	T	P	C
3	-	-	1

Instruction Hours / week L: 0 T: 0 P : 3

Marks: Internal: 40 External: 60 Total: 100

End Semester Exam: 3 Hours

**COURSE OBJECTIVES:****To make the students**

- To impart the application of e-Commerce for Business administration.
- To develop numerical abilities of students.
- To inculcate writing skills and business correspondence.
- To Gain knowledge of online business transactions
- To aware of procedures of booking of train tickets and air tickets.
- To impart knowledge of HTML

**COURSE OUTCOMES:****Learners should be able to**

1. Acquire practical skills related with banking and other business.
2. Produce employable E-Commerce designers and Practical experience of designing E-Commerce software.
3. Understand theoretical and practical issues of conducting business over the internet and the Web
4. Apply basic terms of integration in solving practical problems field of as of business
5. Understand the process of e-mail communication & minutes of meeting
6. Exhibit knowledge of modern computing infrastructures from the perspective of the internet and organisations

**Practical List**

1. Prepare Electronic Commerce Catalogs or directories with consumer data interface.
2. Create advertisement and prepare marketing process based through network
3. Procedures for e-payment through Smart card, Credit card, Debit card and e-money
4. Wireless delivery technology and switching methods



5. Online business Transaction - Online Shopping
6. Procedures for online share trading
7. Procedures for booking Railway/Air tickets
8. Desktop video conferencing
9. Create an e-mail id in your name.
10. Search and Download the Business Information / Reports.
11. Online Application Form Filling for RTGS / NEFT
12. Procedure for Fund Transfer through RTGS / NEFT
13. Create Web page designing using HTML
14. Create text formatting, Tables and images
15. Create Hypertext Links to pages

17BAU501A	DSE - 1: INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT	L	T	P	C
		8	-	-	6

Instruction Hours / week L: 6 T: 2 P : 0

Marks: Internal: 40 External: 60 Total: 100  
End Semester Exam: 3 Hours**COURSE OBJECTIVES :****To make the students**

- To expose knowledge about various investment alternatives.
- To stress the need of portfolio management and its application.
- To impart knowledge in the fundamentals of valuation of securities.
- To aware the concept of EIC framework
- To understand the investor profile in decision making
- To comprehend knowledge of various types of charts

**COURSE OUTCOMES:****Learners should be able to**

1. Understand the determinants and behavior of asset prices,
2. Exhibit the financial theory and the analytical tools needed to make good investment decisions, and to model the relationship between risk and return, optimal portfolio selection.
3. Characterize the implications of the market efficiency evidence on active portfolio management
4. Analyse the EIC framework make decisions based on investing in different avenues.
5. Critically evaluate the risk return parameters and select the best alternative.
6. Communicate in written form and prepare report

**UNIT I**

Investment - Meaning - Importance - Investment Vs. Speculation – Investment Alternatives -Basics of risk and return -Concept of returns - Application of standard deviation – Coefficient of variation -Beta - Alpha - Bonds - Present value of a bond - Yield to maturity - Yield to call -Yield to put - Systematic risk - Price risk - Interest rate risk - Default risk - Yield curve and theories regarding shape of yield curve - Unsystematic risk and non-risk factors that influence yields - Duration and modified duration - Immunization of a bond portfolio.

**UNIT II**

Fundamental analysis - EIC framework - Economic Analysis- Leading lagging and coincident macro-economic indicators - Expected direction of movement of stock prices with macroeconomic variables in the Indian context - Industry analysis -Stages of life cycle -Porter's five forces model - SWOT analysis - Financial analysis of an industry – Company analysis.

**UNIT III**

Share Valuation - Dividend discount models- No growth - Constant growth - Two stage growth model - Multiple stages - Relative valuation models using P/E ratio - Book value to market value- Technical analysis - Meaning - Assumptions - Difference between technical and fundamental

analysis - Price indicators- Dow theory - Advances and declines –New highs and lows - Circuit filters - Volume indicators - Dow Theory - Small investor volumes -Other indicators - Futures, Institutional activity - Trends - Resistance - Support - Consolidation - Momentum - Charts - Line chart - Bar chart - Candle chart, point and figure chart. Patterns- Head and shoulders, Triangle – Rectangle – Flag - Cup and Saucer - Double topped - Double bottomed –Indicators - Moving averages - Efficient market hypothesis - Concept of efficiency -Random walk - Three forms of EMH and implications for investment decisions. (Nonnumerical in EMH and technical analysis)

#### UNIT IV

Portfolio Analysis -Portfolio risk and return - Markowitz portfolio model - Risk and return for 2 and 3 asset portfolios - Concept of efficient frontier and optimum portfolio – Market Model - Concept of beta systematic and unsystematic risk - Investor risk and return preferences - Indifference curves and the efficient frontier - Traditional portfolio management for individuals - Objectives - Constraints - Time horizon - Current wealth – Tax considerations - Liquidity requirements and anticipated inflation - Asset allocation – Asset allocation pyramid - Investor life cycle approach - Portfolio management services - Passive - Index funds -Systematic investment plans - Active - Market timing - Style investing.

#### UNIT V

Capital Asset Pricing Model (CAPM) - Efficient frontier with a combination of risky and risk free assets - Assumptions of single period classical CAPM model - Characteristic line -Capital Market Line - Security market Line - Expected return - Required return – Overvalued and undervalued assets - Mutual Funds - Introduction - Calculation of Net Asset Value(NAV) of a Fund - Classification of mutual fund schemes by structure and objective -Advantages and disadvantages of investing through mutual funds - Performance Evaluation using Sharpe's Treynor's and Jensen's Measures.

#### SUGGESTED READINGS:

##### TEXT BOOKS

1. Preethi Singh. (2015). *Investment Management*. Mumbai: Himalaya Publications.

##### REFERENCES

1. Singh, R. (2009). *Security Analysis and Portfolio Management* (1<sup>st</sup> ed.). New Delhi: Excel Books.
2. Nagarajan, K., & Jayabal, G. (2011). *Security Analysis and Portfolio Management* Edition (1<sup>st</sup> ed.). Kochi: New Age International Publisher.
3. Frank K Reilly, & Keith C Brown. (2011). *Investment Analysis and Portfolio Management* (10<sup>th</sup> ed.). New Delhi: Cengage India Pvt. Ltd.
4. Avadhani. (2014). *Investment Management*. Mumbai: Himalaya Publications.
5. Jack Clark Francis. (2001). *Investments Analysis and Management*. Singapore: Mc Graw Hill International Edition.
6. Srivatsava, R.M. (2010). *Management of Indian Financial Institution*. Mumbai: Himalaya Publishing House.
7. Bhalla, V.K. (2010). *Investment Management*. New Delhi: Sultan Chand and Sons.

**17BAU501B DSE – 1: INVESTMENT BANKING AND FINANCIAL SERVICES**

L	T	P	C
8	-	-	6

Instruction Hours / week L: 6 T: 2 P : 0

Marks: Internal: 40 External: 60 Total: 100  
End Semester Exam: 3 Hours**COURSE OBJECTIVES:****To make the students**

- To exhibit the knowledge about the structure and functioning of money market and capital market
- To impart the growth and functioning of financial institutions in India
- To understand the importance of venture capital
- To gain knowledge of IRDA
- To expose and aware the concept of leasing and hire purchase
- To comprehend knowledge of responsibilities of lead managers

**COURSE OUTCOMES:****Learners should be able to**

1. Understand the General structure of various institutional structure
2. Develop and employ theoretical valuation methods to price these financial instruments.
3. Exhibit the importance of credit rating agency
4. Apply financial concepts, theories and tools in financial decision making
5. Evaluate the legal, ethical and economic environment related to financial services.
6. Acquire the skills necessary to participate in managing a financial services company

**UNIT- 1**

Indian Financial System - Investment Banking in India -Recent Developments and Challenges ahead - Institutional structure and Functions of Investment/ Merchant Banking - SEBI guidelines for Merchant Bankers- Registration -Obligations and responsibilities of Lead Managers - Regulations regarding Continuance of Association of Lead Manager with an issue.

**UNIT II**

Issue Management - Public Issue - Classification of companies - Eligibility - Issue pricing - promoter's contribution -Minimum public offer - Prospectus -Allotment – Preferential allotment - Private placement - Book Building process - Designing and pricing - Green Shoe Option - Right Issue - Promoter's contribution - Minimum subscription- Advertisements -Contents of offer document - Bought out Deals - Post issue work and obligations – Investor protection, Broker - Sub broker and underwriters.

**UNIT III**

Leasing and Hire Purchase - Concepts of leasing - Types of leasing - Financial and operating lease - Direct lease and sales and lease back - Advantages and limitations of leasing – Lease rental

determination - Finance lease evaluation problems – Hire Purchase interest and Installment - Difference between Hire Purchase and Leasing – Choice criteria between Leasing and Hire Purchase mathematics of HP - Factoring - Forfeiting and its arrangement - Housing Finance - Meaning and rise of housing finance in India – Fixing the amount of loan– Re pricing of a loan - Floating Vs. Fixed rate - Practical problems on housing finance.

#### **UNIT IV**

Venture Capital - Concept -History and evolution of venture capital - Venture Investment Process - Various steps in venture financing -Incubation financing -Insurance - Concept - Classification - principles of insurance - IRDA and different regulatory norms -Operation of General Insurance - Health Insurance - Life Insurance -Credit Ratings – Introduction - Types of credit rating - Advantages and disadvantages of credit ratings - Credit rating agencies and their methodology - International credit rating practices.

#### **UNIT V**

Securitization- Concept - Securitization as a funding mechanism - Traditional and Non traditional Mortgages - Graduated-Payment Mortgages (GPMs) - Pledged-Account Mortgages (PAMs) - Centralized Mortgage Obligations (CMOs) - Securitization of nonmortgage assets - Securitization in India.

#### **SUGGESTED READINGS:**

##### **TEXT BOOKS**

1. Meir Kohn. (2013) . *Financial Institutions and Markets*. New Delhi: Tata McGraw Hill Publication.

##### **REFERENCES**

1. Khan, M.Y. (2015).*Financial Services*(8<sup>th</sup> ed.).New Delhi: Tata McGraw - Hill.
2. Machiraju. (2010).*Indian Financial System*(4<sup>th</sup> ed.).New Delhi:Vikas Publishing House.
3. Bhole, L M. (2006).*Financial Institutions and Markets*. New Delhi: Tata Mcgrah Hill Publication.
4. Vasantha desai . (2002).*The Indian Financial System*. New Delhi: Himalaya Publishing House.
5. Khan, M .Y.(2004). *Indian Financial System*. New Delhi : Tata Mcgrah Hill Publication.
6. Varshney ,P. N., & Mittal, D.K . (2010). *Indian Financial System*. New Delhi : Sulthan Chand and Sons.
7. Gardon, E., &Natarajan, K. (2004).*Financial Markets and Services*. New Delhi : Himalaya Publishing House.

17BAU502A

DSE – 2: ADVERTISING AND BRAND MANAGEMENT

L	T	P	C
8	-	-	6

Instruction Hours / week L: 6 T: 2 P : 0

Marks: Internal: 40 External: 60 Total: 100

End Semester Exam: 3 Hours

**COURSE OBJECTIVES:****To make the students**

- To aware about the advertisement functions.
- To demonstrate various types of advertisements
- To aware teams and exhibit leadership skills.
- To understand the media planning and selection in business
- To access the consumer perspective and value
- To acquire the knowledge in brand management and sales promotional strategies

**COURSE OUTCOMES:****Learners should be able to**

1. Analyze advertising and branding techniques and apply them to a variety of different issues;
2. In calculate and prepare presentations on advertising and brand management issues.
3. Examine knowledge in development and management of customer-based brand equity.
4. Examine advertising and its functions in relation to brand success
5. Evaluate the criteria for the best advertisements and brands and apply in lifelong practice.
6. Work in teams and exhibit leadership skills.

**UNIT I**

Advertising - Need and importance - Definition and growth of modern advertising –Advertising and the marketing mix - Types and classification of advertisement - Advertising spiral - Social and 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 - Exposure - Salience - Familiarity - Low involvement - Central route and Peripheral Route and Cognitive Learning - Positioning strategies - Associating feelings with a brand - Developing brand personality - Creating copy strategies - Rational and emotional approaches - Selection of an endorser -Creative strategy and style - Brand image - Execution -USP - Common touch and entertainment -Message design strategy - Format and formulae for presentation of appeals (slice of life, testimonials, etc.,) - Different types of copy - Art and layout of an advertisement - Principles of design - Layout stages - Difference in designing of television -Audio and print advertisement.

### UNIT III

Media planning and scheduling - Introduction to broadcast and non broadcast media -Budgeting decision rule - Percentage of sales method - Objective to task method -Competitive parity and all you can afford - Key factors influencing media planning – Media decisions - Media class - media vehicle and media option- Scheduling - Flighting -Pulsing and continuous.

### UNIT IV

Management of sales promotion - Importance and need for sales promotion -Planning for consumer schemes and contests - Different types of consumer schemes -Introduction to brands and brand management - Concept of a brand - Brand evolution -Branding challenges and opportunities - Strategic brand management process.

### UNIT V

Identifying and establishing brand positioning and values - Brand building – Brand positioning and values brand repositioning -Designing and implementing brand strategies - Brand extension - Brand hierarchy Kapfrer -Brand equity - Brand personality - Brand image - Managing brands overtime - Integrating advertising and brand management.

### SUGGESTED READINGS:

#### TEXT BOOKS

1. Sontaki, C.N. (2007). *Advertising and Sales Management*. Ludhiana: Kalyani Publishers.

#### REFERENCES

1. Aaker, Myers,& Batra. (2002).*Advertising Management*(5<sup>th</sup> ed.). New Delhi: Prentice Hall.
2. Wells, Moriarity,& Burnett.(2007). *Advertising Principles and practices*(7<sup>th</sup> ed.). New Delhi: Prentice Hall.
3. Ronald Lane WKane,Whitehill king,& Thomas Russell,J. (2008). *Kleppner's Advertising Procedure*(17<sup>th</sup> ed.).New Delhi: Pearson Education.
4. George E.Belch & Michael A., Balch. (2011).*Advertising and Promotion*(17<sup>th</sup> ed.). New Delhi: Tata McGraw - Hill Education.
5. Kazmi, S.H.H., & SatishK.Batra. (2008).*Advertising and sales promotion*(3<sup>rd</sup> ed.). New Delhi: Excel books.
6. Jean Noel Kampferer. (2012).*Strategic Brand Management*(5<sup>th</sup> ed.). Mumbai: Kapferer Free Press.
7. David Aaker. (2002). *Brand Leadership*.( Canadian Edition). Noida : Simon and Schuster.
8. Wright, winter, Ziegler. (2009).*Advertising*(2<sup>nd</sup> ed.).New Delhi: Atlantic Publishers and Dist.
9. Chunawalla, Reddy, Appanaiah. (2014). *An Introduction to Advertising and Marketing Research*. Mumbai: Himalaya Publishing House.
10. Chunuwalla,S.A.,& Sethia. (2011). *Foundations of Advertising Theory and Practice*.Mumbai : Himalaya Publishing House.
11. Julian Cummins. (2010). *Sales Promotion*.New Delhi: Universal Book Stall.
12. Sandage Fryburger Rotzoll. (2013). *Advertising Theory and Practice*. New Delhi: A.I.T.B.S Publishers and Distributors.

17BAU502B

DSE - 2: RETAIL MANAGEMENT

L	T	P	C
8	-	-	6

Instruction Hours / week L: 6 T: 2 P : 0

Marks: Internal: 40 External: 60 Total: 100

End Semester Exam: 3 Hours

**COURSE OBJECTIVES :****To make the students**

- To exhibit the features of retailing
- To develop the knowledge in the theories of retail development
- To understand the concept on retail space management
- To be aware on retail market segmentation.
- To comprehend knowledge of Retail Outlet
- To compose the knowledge in global retail markets.

**COURSE OUTCOMES:****Learners should be able to**

1. Assess the understand the ways that retailers use marketing tools and techniques to ...
2. Develop an in-depth understanding of retail and services management as well as non-store retailing
3. Use foundational skills knowledge to remain current with marketing and management strategies and trends and employ them in new business environments.
4. Understand the functions of retail business and various retail formats and retail channels.
5. Exhibit the knowledge of design, implementation, and assessment of retailing strategies based on consumer needs.
6. Critically analyse and evaluate the criteria for the functioning of the retail store and growth of retail sector in India.

**UNIT I**

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 - Retail Sales by ownership - On the basis of Merchandise offered – Non store Based retail mix and Non traditional selling.

**UNIT III**

Store Planning - Design and Layout - Location Planning and its importance - Retailing image mix - Effective Retail Space Management - Floor Space Management.

**UNIT VI**

Retail Marketing - Advertising and Sales Promotion - Store Positioning - Retail Marketing -Mix - CRM - Advertising in Retailing -Retail Merchandising - Buying function - Markups and Markdown in merchandise management -Shrinkage in Retail merchandise management.



## UNIT V

Merchandise Pricing - Concept of Merchandise Pricing - Pricing Options – Pricing Strategies - Pricing Objectives - Types of Pricing -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.

## SUGGESTED READINGS:

### TEXT BOOKS

1. Swapna Pradhan. (2014).*Retailing Management*(4<sup>th</sup> ed.).New Delhi: The Mc GrawHill Companies.

### REFERENCES

1. Cullen,& Newman. (2006).*Retailing – Environment and Operations*(1<sup>st</sup> ed.). New Delhi: Cengage Learning EMEA.
2. Berman,& Evarv. (2012).*Retail Management*(12<sup>th</sup> ed.). New Delhi: Prentice Hall.
3. Bajaj, Tuli,& Srivastava. (2010).*Retail Management*.(2<sup>nd</sup> ed.). New Delhi: Oxford University Publications.
4. Gibson G Vedamani. (2012).*Retail Management: Functional Principles and Practices*. (4<sup>th</sup>ed.). New Delhi: Jaico Publishing House.
5. Harjit Singh. (2011).*Retail Management*.(2<sup>nd</sup>ed.). New Delhi: S. Chand Publication.
6. Burman barry, & Joel Evan. (2006). *Retail Management*. New Delhi: Macmillan.
7. Geroge H. Lucas., Robert P. Bush, & Larry G. Gresham. (2004). *Retailing*. New Delhi: All India Publishers.

17BAU503A

SEC – 3 TAXATION - I

L	T	P	C
6	-	-	4

Instruction Hours / week L: 5 T: 1 P : 0

Marks: Internal: 40 External: 60 Total: 100

End Semester Exam: 3 Hours

**COURSE OBJECTIVES :****To make the students**

- To interpret the knowledge in direct tax
- To familiarize the concept of Income tax law
- To infer the concepts of tax authorities
- To gain knowledge of GST
- To aware of income tax authorities
- To gain knowledge of procedures for collection of tax

**COURSE OUTCOMES:****Learners should be able to**

1. Understand the income tax laws in India and be able to do tax planning.
2. Interpret and exhibit the assessment procedure of individuals and computation of tax liability.
3. Formulate the Income Tax calculations by critically analyzing the assessee's situation under various income heads and deductions and acquire a Lifelong practice for computation of Tax under various income heads and deductions for any assessee
4. Comprehend on the assessment of the GST
5. Communicate orally and in written form the income tax, GST and customs law and computations of IT.
6. Understand with the laws pertaining to the Income Tax and apply it lifelong.

**UNIT I**

Income Tax Act - Definition - Income - Agricultural Income - Assessee - Previous year - Assessment year - Residential status - Scope of Total Income - Exempted Incomes -Heads of income.

**UNIT II**

Computation of Income from Salaries - Allowances -Perquisites - Deductions out of gross salary - Income from House Property - Annual value - Net annual value.

### **UNIT III**

Computation of Profits and Gains of Business or Profession - Capital Gain- Long term Capital Gain - Short term Capital Gain - Exempted Capital Gain.

### **UNIT IV**

Computation of Income from other sources - Set-Off and Carry Forward of Losses - Deduction from Gross Total Income - Assessment of Individuals

### **UNIT V**

Income Tax Authorities - Procedures for assessment - Collection of Tax

**Note: Theory and problems shall be distributed at 40% and 60% respectively.**

### **SUGGESTED READINGS:**

#### **TEXT BOOKS**

1. Gaur,& Narang. (2017).*Income Tax Law and Practice*.Ludhiana: Kalyani Publishers.

#### **REFERENCES**

1. Dingare Pagare. (2017).*Business Taxation*. New Delhi: Sultan Chand & Sons.
2. Dinkar Pagare.(2017).*Law and Practice of Income Tax*. New Delhi: Sultan Chand & Sons.
3. Bhagavathi Prasad. (2017).*Income Tax Law and Practice*. New Delhi: Wishwa Prakshan Publishers.
4. Manoharan, T.N. (2017). *Students Handbook on Income Tax Law*. Mumbai: Snow White Publications Pvt. Ltd.

17BAU503B

SEC - 3 COMPANY LAW AND SECRETARIAL PRACTICE

L	T	P	C
6	-	-	4

Instruction Hours / week L: 5 T: 1 P : 0

Marks: Internal: 40 External: 60 Total: 100

End Semester Exam: 3 Hours

**COURSE OBJECTIVES****To make the students**

- To compose knowledge on formation of company, Documents required and company meetings.
- To impart students knowledge in the area of secretarial practice
- To examine the role and responsibilities of company secretary.
- To gain knowledge on Companies Act
- To comprehend knowledge about the concept of secretarial practice
- To analyse the powers of company secretary

**COURSE OUTCOMES****Learners should be able to**

1. Understand the companies requirements as a company secretary
2. Practices according to the law in companies
3. Exhibit the importance of company secretary in formation of a company
4. Develop the knowledge about the concept and procedures of secretarial practice
5. Understand the role and functions of the company secretary
6. Gain knowledge on formation of company, documents required and Acts pertaining to it.

**UNIT I**

Companies Act 1956 Vs Companies Act 2013 - Formation of Companies - Promotion - Meaning - Promoters - Functions - Duties of Promoters - Incorporation - Meaning - Certificate of Incorporation - Memorandum of Association - Meaning - Purpose - Alteration of Memorandum - Doctrine of Ultra virus - Articles of Association - Meaning - Forms - Contents - Alteration of Articles.

**UNIT II**

Directors - Qualification and Disqualification of Directors - Appointment of Directors - Removal of Directors - Director's remuneration - Powers of Directors – Duties of Directors - Liabilities of Directors.

**UNIT III**

Company Meetings - Kinds - Board of Directors Meeting - Statutory Meeting - Annual General Meeting - Extra Ordinary General Meeting - Drafting of Correspondence - Relating to the Meetings - Notices - Agenda - Chairman's Speech - Writing of Minutes.

#### **UNIT IV**

Company Secretary - Meaning - Definition - Types - Positions - Qualities - Qualifications - Appointment and Dismissal - Power - Rights - Duties - Liabilities of a Company Secretary - Role of a Company Secretary

#### **UNIT V**

Accounts of Companies - Audit and Auditors' - Prevention of Oppression and Mismanagement - Winding up - Official Liquidators - National Company Law Tribunal.

#### **SUGGESTED READINGS:**

##### **TEXT BOOKS**

1. Kapoor, N.D. (2010). *Elements of Company Law*. New Delhi: Sultan Chand & Sons.

##### **REFERENCES**

1. Shukla, M.C., & Gulshan, S.S. (2010). *Principles of Company Law*. New Delhi: S.Chand and Co.
2. Kuchhal, M.C. (2008). *Secretarial Practice*. New Delhi: Vikas Publications.
3. Avtar Singh. (2014). *Introduction to Company Law*. New Delhi: Eastern book Company.

17BAU504A

GE-1 ENTREPRENEURSHIP DEVELOPMENT

L	T	P	C
8	-	-	6

Instruction Hours / week L: 6 T: 2 P : 0

Marks: Internal: 40 External: 60 Total: 100

End Semester Exam: 3 Hours

**COURSE OBJECTIVES****To make the students**

- To compose awareness among the students about the concepts of Entrepreneurship.
- To develop the skills of entrepreneurship and project management
- To impart knowledge about the financial Institutions and financial markets.
- To develop the knowledge of business and management principles
- To apply basic terms of integration in solving practical problems field entrepreneurship
- To acquire knowledge on skill of entrepreneurship

**COURSE OUTCOMES****Learners should be able to**

1. Understand the Concept of entrepreneurship, entities of business, creating ideas, mobilizing funds and support from government.
2. Communicate orally and in written form the Concept of entrepreneurship, types of entrepreneurs, entities of business, creating ideas, mobilizing funds and support from government.
3. Apply the understanding of entrepreneurship, types of entrepreneurs, entities of business, creating ideas, mobilizing funds and support from government in lifelong practice.
4. Exhibit with the skills of entrepreneur
5. Preparation and evaluation of business plan and Project formulations
6. Develop and implement advanced knowledge and skills of project and programme management in establishing a new enterprise.

**UNIT I**

Entrepreneurial Management - The evolution of the concept of entrepreneurship - John Kao's Model on Entrepreneurship - Idea Generation - Identifying opportunities and Evaluation - Building the Team /Leadership -Strategic planning for business - Steps in strategic planning - Forms of ownerships - Sole proprietorship - Partnership - Limited liability partnership and corporation form of ownership - Advantages/Disadvantages - Franchising - Advantages/ Disadvantages of franchising - Types of franchise arrangements - Franchise contracts - Franchise evaluation checklist - Financing entrepreneurial ventures - Managing growth - Valuation of a new company - Harvesting and Exit Strategies - Corporate Entrepreneurship.

**UNIT II**

Entrepreneurship - Creativity and Innovation - Stimulating Creativity - Organisational actions that enhance/hinder creativity – Managerial responsibilities - Creative Teams - Sources of Innovation in Business – Managing Organizations for Innovation and Positive Creativity.

**UNIT II**

Social Entrepreneurship - Introduction to Social Entrepreneurship - Characteristics and Role of Social Entrepreneurs - Innovation and Entrepreneurship in a Social Context - Start-Up and Early Stage Venture Issues in creating and Sustaining a Non-profit Organization – Financing and Risks; Business Strategies and Scaling up.

#### UNIT IV

Family Business and Entrepreneurship -The Entrepreneur - Role and personality - Family Business: Concept - Structure and kinds of family firms - Culture and evolution of family firm - Managing Business -Family and shareholder relationships - Conflict and conflict resolution in family firms – Managing Leadership - Succession and continuity - Women's issues in the family business - Encouraging change in the family business system.

#### UNIT V

Financing the Entrepreneurial Business -Arrangement of funds - Traditional sources of financing - Loan syndication – Consortium finance - Role played by commercial banks - Appraisal of loan applications by financial institutions - Venture capital - MSMED Act.

#### SUGGESTED READINGS:

##### TEXT BOOKS

1. Vasant Desai. (2013). *Dynamics of Entrepreneurial Development and Management*. Mumbai:Himalaya Publishing House.

##### REFERENCES

1. Burns, P. (2011).*Entrepreneurship and Small Business*(4<sup>th</sup> ed.). Chennai: New Jersey: Palgrave.
2. Drucker, P. F. (2007). *Innovation and entrepreneurship: Practice and Principles*. Gurgaon: USA: Elsevier.
3. Hisrich, R.,& Peters, M. (2002). *Entrepreneurship*. New Delhi: Tata McGraw Hill.
4. Holt, D. H. (2008). *Entrepreneurship new venture creation*. New Delhi: Prentice Hall of India.
5. Kaplan, J. (2009). *Patterns of entrepreneurship* (3<sup>rd</sup> ed.).New Delhi: John Wiley and Sons.
6. Khandwalla, P. (2003). *Corporate creativity*. New Delhi. Tata McGraw Hill .
7. Mullins, J. (2014). *New business Road Test* (4<sup>th</sup> ed.).New Delhi. Prentice Hall.
8. Nicholls, A. (2006). *Social Entrepreneurship New Models of Sustainable Social Change*. New Delhi: Oxford University Press.
9. Prahalad, C. K. (2014). *Fortune at the bottom of the Pyramid: Eradicating Poverty through Profits* (5<sup>th</sup> ed.).New Delhi: Pearson Education.
10. Scarborough,& Zimmerer, (2011).*Effective Small Business Management*(10<sup>th</sup> ed.).New Delhi: Pearson Education.
11. Stevenson,H.(2007).*Perspective on Entrepreneurship*. Mumbai: Boston: Harvard Business Press.
12. Khanka, S.S. (2012). *Entrepreneurial Development*. New Delhi: Sultan Chand and Sons.
13. Gupta, C.B.,& Srinivasan, N.P. (2007). *Entrepreneurial Development*. New Delhi: Sultan Chand and sons.
14. Saravanavel,P. (2001). *Entrepreneurial Development*. Madras: Ess Pee Kay Publishing House.
15. Gangadhara Rao, M. (2001).*Entrepreneurship and Entrepreneurial Development*. New Delhi. Kanishka publishing house.

**17BAU504B GE-1 PRODUCTION AND OPERATIONS MANAGEMENT**

L	T	P	C
8	-	-	6

Instruction Hours / week L: 6 T: 2 P : 0

Marks: Internal: 40 External: 60 Total: 100

**End Semester Exam: 3 Hours****COURSE OBJECTIVES****To make the students**

- To understand the concepts and functions of production and operations management
- To impart the knowledge in the concept of inventory
- To develop the knowledge in purchase procedure and quality control
- To be aware of technological **practices** and relevant social issues
- To gain knowledge of applying a quality management TQM tools to improve organizational effectiveness
- To acquire knowledge on methods of production and operations management

**COURSE OUTCOMES****Learners should be able to**

1. Analyze the entire process of manufacturing a product or a service
2. Understand the concept of optimum utilization of resources and minimization of cost
3. Exhibit and Understand the materials management, concept of inventory and quality control.
4. Critically evaluate the project completion cycle using operation techniques and solve the problem.
5. formulate the production planning and control systems and ensure efficient scheduling for production
6. Obtain the knowledge of applying a quality management TQM tools to improve organizational effectiveness.

**UNIT I**

Introduction to Production and Operations Management – Definition - Need - Responsibilities -Key decisions of OM -Goods Vs. Services - Operations as a key functional area in an organization - Operation Strategies-Definition- Relevance - Strategy formulation process - Order qualifying and order winning attribute. Maintenance Management - Need of maintenance management - Equipment life cycle(Bathtub curve) - Measures for maintenance performance (MTBF, MTTR and availability) -Lean production - Definition of lean production - Lean Demand Pull logic - Waste in operations - Elements that address elimination of waste - 2 card Kanban Production Control system.

**UNIT II**

Forecasting - Definition - Types - Qualitative (grass roots, market research and Delphi method) and quantitative approach (simple moving average method, weighted moving average and single exponential smoothing method) - Forecast error - MAD -Scheduling - Operation scheduling - Goals of short term scheduling - Job sequencing (FCFS,SPT, EDD, LPT, CR) and Johnson's rule on two machines - Gantt charts.



### **UNIT III**

Process Selection - Definition - Characteristics that influence the choice of alternative processes (volume and variety) - Type of processes - Job shop - Batch - Mass and Continuous -Product-Process Design Matrix and Services Design Matrix -Technology issues in process design - Flexible Manufacturing Systems (FMS) - Computer Integrated Manufacturing(CIM).

### **UNIT IV**

Layout Decision - Layout planning - Benefits of good layout -Importance - Different types of layouts (Process, Product, Group technology and Fixed position layout). Assembly line balancing by using LOT rule - Location Decisions and Models - Facility Location -Objective - Factors that influence location decision -Location evaluation methods – Factor Rating Method. Capacity Planning - Definition - Measures of capacity (input and output) - Types of planning over time horizon - Decision Tree Analysis.

### **UNIT V**

Aggregate Planning - Definition- Nature - Strategies of aggregate planning - Methods of aggregate planning - Statistical Quality control - Variations in process- Control charts - Total Quality Management - Total Productive Maintenance - KAIZEN Concept

### **SUGGESTED READINGS:**

#### **TEXT BOOKS**

1. Khanna, O.P. (2010).*Industrial Engineering and Management*. New Delhi: Dhanpat Rai Publications Pvt. Ltd.

#### **REFERENCES**

1. Mahadevan, B. (2015).*Operations Management Theory and Practice*(3<sup>rd</sup> ed.).New Delhi: Pearson Education.
2. Heizer Jay,& Render Barry. (2017).*Production and Operations Management*(3<sup>th</sup> ed.). New Delhi: Pearson Education.
3. Gupta, S.P. (2012).*Statistical methods*(28<sup>th</sup> ed.). New Delhi: Sultan Chand and Sons.
4. Adam, E.E.,& Ebert. (2009).*Production and operations Management*(5<sup>th</sup> ed.).New Delhi: Prentice Hall of India.
5. Chary,S.N. (2013). *Production and Operations Management*(5<sup>th</sup> ed.).New Delhi: Tata McGraw Hill.
6. Buffa E S., &Sarin R K. (2007).*Modern Production / Operations Management*(8<sup>th</sup> ed.).New Delhi: John Wiley publication.
7. Gupta,P. K., Man Mohan,& KantiSwarup. (2014).*Operations Research*.New Delhi: Sultan Chand and Sons.
8. Kapoor,V. K. (2006).*Operations Research*. New Delhi: Sultan Chand and Sons.
9. Banga,T.R. (2007). *Industrial Engineering and Management Science*.New Delhi: Khanna Publishers.

17BAU601A

DSE – 3: HRD: SYSTEMS AND STRATEGIES

L	T	P	C
8	-	-	6

Instruction Hours / week L: 6 T: 2 P : 0

Marks: Internal: 40 External: 60 Total: 100  
End Semester Exam: 3 Hours**COURSE OBJECTIVES****To make the students**

- To acquire the knowledge in the concepts and functions of HRD
- To identify the principles and practices of developing human resources
- To access the qualities of HR manager
- To gain knowledge of implementation of HR
- To be aware of International HRM
- To comprehend knowledge of HR Audit

**COURSE OUTCOMES****To learn the students**

1. Exhibit the role of and effectiveness of HR
2. Understand the emerging trends in HRD
3. Analyze the HR experiences in India
4. Collaborate with others, in the development, implementation, and evaluation of organizational and health and safety policies and practices.
5. Research and analyze information needs and apply current and emerging information technologies to support the human resources function.
6. Develop, implement, and evaluate organizational development strategies aimed at promoting organizational effectiveness.

**UNIT I**

Human Resource Development (HRD) - Concept - Origin and Need -Relationship between human resource management and human resource development -HRD as a Total System - Activity Areas of HRD - Training - Education and Development -Roles and competencies of HRD professionals.

**UNIT II**

HRD Process - Assessing need for HRD - Designing and developing effective HRD programs - Implementing HRD programs - Evaluating HRD programs.

### UNIT III

HRD Interventions - Integrated Human Resource Development Systems -Staffing for HRD - Physical and Financial Resources for HRD - HRD and diversity management - HRD Climate - HRD Audit.

### UNIT IV

HRD Applications - Coaching and mentoring - Career management and development - Employee counselling - Competency mapping - High Performance Work Systems - Balanced Score Card - Appreciative inquiry - Integrating HRD with technology.

### UNIT V

Evaluating the HRD Effort - Data Gathering - Analysis and Feedback -Industrial relations and HRD - HRD Experience in Indian Organizations – International HRD experience - Future of HRD.

### SUGGESTED READINGS:

#### TEXT BOOKS

1. Rao,V.S.P. (2011).*Human Resource Development*. New Delhi : I K International Publishing House Pvt. Ltd.

#### REFERENCES

1. Rao, T.V. (2000).*Reading in human Resource Development*. Mumbai: Oxford IBH Publication Ltd.
2. Kapur.,& Sashi.(2008).*Human resource Development and Training in Practice*. New Delhi : Beacon Books.
3. Lynton Rolf P.,& Pareek Udai. (2011).*Training for Development*. New Delhi: Vistaar publication.
4. Mankin, D . (2009).*Human Resource Development*. New Delhi: Oxford University Press India.
5. Halдар, U. K. (2009).*Human Resource Development*. New Delhi: Oxford University Press India.
6. Rao, T.V. (2009). *Future of HRD*. New Delhi: Macmillan Publishers India.
7. Kandula, S.R. (2004).*Strategic Human Resource Development*. New Delhi: Prentice Hall Publications.
8. Pareek Udai., & Rao,T.V. (2011).*Designing and Managing Human Resource Systems*. New Delhi: Oxford and IBH.
9. ILO. (2013).*An introductory course in Teaching and Training Methods for Management Development*. New Delhi: Sterling Publishers Private Limited.

17BAU601B	DSE – 3:	MANAGEMENT OF INDUSTRIAL RELATIONS	L	T	P	C
			8	-	-	6

Instruction Hours / week L: 6 T: 2 P : 0

Marks: Internal: 40 External: 60 Total: 100  
End Semester Exam: 3 Hours**COURSE OBJECTIVES****To make the students**

- To acquaint knowledge with concepts of Industrial Relations
- To impart knowledge about trade union act.
- To infer legislations related to Labour Welfare and Industrial Relations.
- To aware of the present state of Industrial relations in India.
- To understand and apply the concept of industrial relations and the system in which it operates.
- To demonstrate the understanding of legal aspects pertaining to industrial relations and labour welfare.

**COURSE OUTCOMES****Learners should be able to**

1. Demonstrate descriptive knowledge of the field of industrial relations.
2. Apply the essential concepts of industrial relations and their interrelationship at the personal, organizational and national levels.
3. Investigate solutions to industrial relations and labor problems based on legal code.
4. Communicate your knowledge of industrial relations in both written and verbal formats.
5. Understand critique the concept of employee engagement
6. Developing role of human resources in the global arena

**UNIT I**

Concept of Industrial Relations -Aspects of industrial relations - Conflict and cooperation - Parties in industrial relations - Workers employers and government –Trade unions - Objectives collective bargaining.

**UNIT II**

Workers Participation in Management - Levels of participation - Mode of participation Works Committee - Joint Management councils - Worker Director – Grievance Procedure - Quality Circles.

### **UNIT III**

Trade Union Act 1926 - Immunity granted to Registered Trade Unions -Recognition of Trade Unions - The Industrial Employment (Standing Orders) Act 1946 -Scope - Coverage - certification process- Modification - Interpretation and Enforcement - The Industrial Disputes Act 1947 - Forum for settlement of disputes - Instruments of economic coercion - Strikes, lockouts and closure.

### **UNIT IV**

Salient Features - Coverage of employees and employers - Rules and benefits relating to the Payment of Wages Act 1936 - The Payment of Gratuity Act 1972 – The Minimum Wages Act 1948 - The Payment of Bonus Act 1965 - Provident Fund

### **UNIT V**

The Factories Act 1948- Definition- Approval - Licensing and registration – Health, Safety and Welfare measures - Employment of women and young persons - Leave with wages and weekly holidays - Employees Compensation Act, 1923.

### **SUGGESTED READINGS:**

#### **TEXT BOOKS**

1. Srivastava, . S C. (2012).*Industrial Relations and Labour Laws*. New Delhi: Vikas Publishing House.

#### **REFERENCES**

1. Chhabra,T. N. (2007).*Industrial Relations and Labour Laws*. New Delhi: Dhanpat Rai PublishingHouse
2. Nair, N.G., & Latha Nair. (2004).*Personnel Management and Industrial Relations*. New Delhi: S.Chand and Company Ltd.
3. Kapoor, N.D. (2015).*Elements of Industrial Law*. New Delhi: Sultan Chand and Sons.
4. Tripathy. (2013).*Personnel Management and Industrial Relations*. New Delhi: Sultan Chand and Sons.

17BAU602A DSE – 4: GLOBAL BUSINESS ENVIRONMENT

L	T	P	C
8	-	-	6

Instruction Hours / week L: 6 T: 2 P : 0

 Marks: Internal: 40 External: 60 Total: 100  
 End Semester Exam: 3 Hours
**COURSE OBJECTIVES****To make the students**

- To interpret the present economic environment in India and abroad.
- To acquire knowledge on issues involved in the macro management of the economy
- To infer knowledge in trade and fiscal policy
- To gain knowledge of fiscal and monetary policy
- To be aware of WTO
- To comprehend knowledge of BOP

**COURSE OUTCOMES****Learners should be able to**

1. Infer knowledge on economic environment
2. Access the trends in sustainable development
3. Exhibit in various trade policy
4. Understand the knowledge of Industrial policy
5. Assess issues in Indian Economy
6. understand the concept of WTO and IMF

**UNIT I**

Introduction - Concept of Economic Environment - Nature and scope - Macro variables - Income - Employment - Money Supply - Price Level - Interest rates - Saving and Investment - Movement and Interrelationship between different variables - Trends in Macro variables in India.

**UNIT II**

Institutional Framework of Economic Environment - Role of state - State Vs Markets - Fiscal Policy - Concept and Implications - Monetary Policy – Concept and Implications - Commercial Policy - Concept and Implications

**UNIT III**

Structure of Indian Economy - Growth Strategy in plans - Industrial Policy - Public sector and Private sector Monetary Policy - Fiscal Policy - Infrastructure Development - Issues in Indian

Economy - Poverty- Unemployment - Regional Dimensions – Productivity and Modernisation, Environment and Sustainable Development - Human Resource Development

#### **UNIT IV:**

Open Economy Management - Balance of Payments -Role of Foreign Trade and Policy –Role of Foreign Capital and Policy -Exchange Rate Policy and Exchange Controls – External Debt - International Linkages -Globalization - Concept- Implications- Policy – Regional Integration - EU, etc.

#### **UNIT V**

World Trade Organization -World Bank - IMF, etc., - Other Emerging Economies - China, Brazil, Russia. Global Orientation of Indian Economy - Growth and Evolution of Indian MNC's - Current crises in US/Europe/Asia and its impact on economic growth of India - SAARC, ASEAN and India.

#### **SUGGESTED READINGS:**

##### **TEXT BOOKS**

1. Bimal Jalan. (2004).*The Indian Economy; Problems and Prospects*. Gurgaon: Penguin Books.

##### **REFERENCES**

1. Puri,V.K. (2014).*Indian Economy*.Bengaluru: Himalya Publishing House.
2. Janet Morrison. (2011).*The Global Business Environment* (3<sup>rd</sup> ed.). Chennai: Palgrave Macmillan.
3. Andrew Harrison. (2014).*Business Environment in Global Content*.(2<sup>nd</sup>ed.). New Delhi: Oxford University Press.
4. Marianne M. Jennings. (2012).*Business: Its Legal, Ethical, and Global Environment* (10<sup>th</sup>ed.). New Delhi: Cengage Learning Publisher.
5. Janet Morrison. (2006).*International Business Environment: Global and Local Marketplaces in a Changing World* (2<sup>nd</sup> ed.).Chennai: Palgrave Macmillan.

17BAU602B	DSE – 4: INTERNATIONAL TRADE POLICY AND STRATEGY	L	T	P	C
		8	-	-	6

Instruction Hours / week L: 6 T: 2 P : 0

Marks: Internal: 40 External: 60 Total: 100

End Semester Exam: 3 Hours

**COURSE OBJECTIVES**

- To interpret the basis of international trade policy and strategies.
- To relate global institutional structure and trade strategies of developing countries
- To define the trade partners of India
- To gain knowledge of WTO
- To be aware of Export and Import strategies
- To understand guidelines towards Trade policy.

**COURSE OUTCOMES****Learners should be able to**

1. Infer knowledge on fundamentals of trade theory and its application to policy.
2. Examine international trade laws and regulations
3. Analyse the trends in India's Export and Import.
4. Understand the Concept of Export, EXIM strategies, custom clearance and Export incentive schemes.
5. Communicate orally and in written form the understanding of Export, EXIM strategies, custom clearance and Export incentive schemes.
6. Apply the understanding of Export, EXIM strategies, custom clearance and Export incentive schemes.

**UNIT I**

Review of Economic Theory on International Trade - Basis for international trade -Gains from trade -Distributional issues - Policy instruments and their impact –Political economy -Trends in Global Trade and Balance of Payments with special reference to India -Historical roots of today's international trade – Composition -Origin and destination of global exports and imports - Trade in invisibles - Balance of payments - Current account and Capital account - Capital flows and foreign exchange revenues - External Debt.

**UNIT II**

The Global Institutional Structure - GATT (General Agreement on Trade and Tariffs) - WTO (World Trade Organization) - Regional Trade Blocks and Trade Agreements.

**UNIT III**

India's Industrialization Strategy and International Trade - Review of Economic planning strategies and issues - Early phase; the 1970s and 1980 - Policies since 1991 -Exim policy - Structure of



tariffs and restrictions -Currency depreciation and convertibility -Export Promotion Zones, Special Economic Zones, Importer and Exporter Code (IE Code).

#### **UNIT IV**

Experience of Select Developing Countries - Analysis of the trade strategy and the policy framework in two select large countries and comparison with India - Impact of trade on growth - agriculture - inequality - poverty and other developmental indicators – Case Studies on Trade Strategies of Emerging Economies- China and ASEAN (Association of South East Asian Nations).

#### **UNIT V**

Exchange Control Regulations - RBI Guide Lines - Authorized Dealers -FEMA, Permitted Currencies - ACU - Export Realization - Procedure and Related documents - Trends in India's Exports and Imports.

#### **SUGGESTED READINGS:**

##### **TEXT BOOKS**

1. Balagopal, T.A.S .(2010).*Export Management*. Mumbai : Himalaya Publications.

##### **REFERENCES**

1. Srinivasan,T. N., & Suresh D Tendulkar. (2003).*Reintegrating India with the World Economy*. Washington: Institute for International Economics.
2. Connor & David, E. O. (2006). *Encyclopedia of the Global Economy: A guide for students and researchers*. New Delhi: Academic Foundation.
3. Bibek Debroy,& Debashis Chakraborty. (2007).*The Trade Game: Negotiation trends at WTO and concerns of developing countries*. New Delhi: Academic Foundation.
4. Paul R., Krugman, Maurice Obstfeld.,& Marc Melitz. (2017).*International Economics: Theory and Policy* (10<sup>th</sup>ed.).New Delhi: Pearson Education.
5. Rajiv Sikri. (2013).*Challenge and Strategy: Rethinking India's Foreign Policy*. New Delhi: SAGE Publication India Pvt., Ltd.
6. Francis Cherunilam. (2013). *International Trade and Export Management*. Mumbai: Himalaya Publications.
7. Varma & Agarwal. (2006).*Foreign Trade Management: Forward Book Depot*. New Delhi: Academic Foundation.
8. Manab Adhikary, (2011).*Global Business Management*. New Delhi: Macmillan India Limited.

17BAU603A

SEC-4 TAXATION - II

L	T	P	C
6	-	-	4

Instruction Hours / week L:5 T: 1 P : 0

 Marks: Internal: 40 External: 60 Total: 100  
 End Semester Exam: 3 Hours
**COURSE OBJECTIVES****To make the students**

- To infer knowledge in indirect tax
- To acquire knowledge in the fundamentals of indirect tax
- To compose the procedures of taxation of India
- To understand the concept of forward charge mechanism, reverse charge mechanism
- To gain expert knowledge of the principles of the indirect tax laws
- To familiarize the concept of VAT ands TIN

**COURSE OUTCOMES****Learners should be able to**

1. Interpret the concepts in central sales tax and VAT
2. Computation of taxation with procedures
3. Infer knowledge in central and customs act
4. Analyse and evaluate the effect of an indirect tax on consumers and producers.
5. Gain expert knowledge of the principles of the indirect tax laws and the relevant rules.
6. Understand various concepts of Goods & Service Tax.

**UNIT I****OVERVIEW OF GST**

Overview of GST – GST international Scenario – GST in India – History of GST – GST Council – Framework of GST – Registration of GST – Introduction to CGST Act, 2017 – Important Definitions – Levy of GST – Liability under GST.

**UNIT – II****SUPPLY**

Supply – Characteristics of supply – Schedule I under CGST – Schedule II under CGST – Activities which are not supply – Composite and Mixed Supply – Composition levy – Meaning – Condition & Restriction – Time of Supply of Services – Time of supply in case of change in rate of tax – Value of supply.

**UNIT III**

## **ITC & REGISTRATION**

Input Tax Credit – Meaning – Input Tax Credit Restrictions – Job work – Accounts and Records – Tax Invoice, Credit and Debit Notes – Registration – Persons liable to register – Persons not liable to register – Returns – Payment – Utilization of ITC – Refunds.

## **UNIT IV**

### **IGST**

Introduction to IGST Act, 2017 – Important definitions – Nature of Supply – Inter State Supply –

Intra State Supply – Suppliers in Territorial waters – Place of Supply of goods – Place of Supply

of Services – Union Territory Goods and Services Act, 2017 – Introduction to GST (Compensation to States) Act, 2017.

## **UNIT V**

### **CUSTOMS ACT, 1962**

Customs duty – Prohibition and exportation of goods detection of illegally imported and exported goods and their prevention – Levy and exemption from custom duty – Valuation of goods under Customs Act – Clearance of imported goods and exports goods – Draw back – Conditions and procedure of availing of draw back – Powers on Customs Officers – Search and seizure – Confiscation of goods – offences and penalties appeals – E-way bill.

### **SUGGESTED READINGS:**

#### **TEXT BOOKS**

1. Dingare Pagare. (2014). *Business Taxation*. New Delhi: Sultan Chand & Sons.

#### **REFERENCES**

1. Datey, V.S. (2015). *Indirect Taxes Law and Practices*. New Delhi: Taxmann Publications(P) Ltd.
2. Balachandran. (2014). *Indirect Taxation*. New Delhi: Sultan Chand and Sons.
3. Gupta, R.L., Gupta, V.K. (2012). *Indirect Tax*. New Delhi: Sultan Chand and Co.
3. Dhingra Joy. (2014). *Indirect Taxes*. New Delhi: Kalyani Publication.
4. Amit Arora, C.A. (2010). *Indirect Taxes*. New Delhi: Bharat Law House Pvt. Ltd.

17BAU603B

SEC-4 STRATEGIC MANAGEMENT

L	T	P	C
6	-	-	4

Instruction Hours / week L: 5 T: 1 P : 0

Marks: Internal: 40 External: 60 Total: 100

End Semester Exam: 3 Hours

**COURSE OBJECTIVES****To make the students**

- To interpret the strategic principles and practice
- To impart knowledge in culture and strategic advantages
- To access the concept of core competency
- To be aware of Strategy formulation process and frameworks
- To demonstrate the knowledge and abilities in formulating strategies and strategic plans
- To gain knowledge of practical and integrative model of strategic management

**COURSE OUTCOMES****Learners should be able to**

1. Understand the strategic decisions that organisations make and have an ability to engage in strategic planning.
2. Exhibit the strategic management practices used by top management
3. Analyze the matrix in strategic management
4. Impart and implement strategic principles and practice
5. Exhibit the basic concepts, principles and practices associated with strategy formulation and implementation
5. Understand the principles of strategy. formulation, implementation and control in organizations.

**UNIT I**

Introduction-concept of Strategy - Need - Dimensions - Strategic Planning – Process- Benefits - McKinsey's 7S Model - Strategic vision - Corporate Mission - Objectives - Goals - Social Responsibility - Business ethics - Linking Strategies with ethics - Social audit.

## **UNIT II**

Environmental analysis - Need - Scanning - Approaches - Forecasting - Techniques - Internal Analysis - Need - SWOT analysis - Value Chain - Functional Analysis - Grid approach - Criteria for evaluating internal capabilities.

## **UNIT III**

Strategic Decision Framework - Developing alternatives - Strategy Options - Diversification strategies - Retrenchment Strategy - Factors Influencing Strategy - generic strategy - Cultural context of strategy - Comparing alternatives - BCG Model.

## **UNIT IV**

Implementation - Role of top management - Process - Matching Structure of Strategy - Resource allocation - Planning and Controlling system. Evaluation - Criteria - Quantitative and Qualitative factors - Feedback and Information - Industry attractiveness - Application of 9 Cell Matrix.

## **UNIT V**

Core Competencies - Building core competencies - Building Strategic Supportive Corporate Culture Strategic advantage - Managing Strategic Change - Strategic Change Process -Diagnosing change need.

## **SUGGESTED READINGS:**

### **TEXT BOOKS**

1. Ghosh,P.K. (2013).*Strategic Planning and Management*. New Delhi: Sultan Chand and Sons.

### **REFERENCES**

1. Ramaswamy, V.S.& Namakumari,S. (2007).*Strategic Planning – Formulation of Corporate Strategy*.New Delhi: Macmillan Business Books.
2. John A Pearce, Richard B Robinson. (2006).*Strategic Management*. New Delhi: AITBS Educational Books.
3. Micheal E Porter. (2004).*Competitive Strategy*. New Delhi: Prentice Hall Publications.

17BAU691

**PROJECT**

L	T	P	C
8	-	-	6

Instruction Hours / week L: 0 T: 0 P : 8

**COURSE OBJECTIVES:**

To make the students

- To identify an issue to be analysed and to be solved in a business setup or real time scenario using primary or secondary data collection.
- To understand the application of Research process in the area of accounting/Finance/Marketing/HR/International business etc.
- To analyse the data and critically evaluate the result and formulate the suggestion for the problem identified.
- To apply the theoretical and practical learning of doing research into lifelong practice.
- To Communicate in oral and written form and prepare report
- To Work in team and exhibit leadership skills
- To utilize the IT application for analysis and preparation of report.

**COURSE OUTCOMES:**

Learners should be able to

1. Identify an issue to be analysed and to be solved in a business setup or real time scenario using primary or secondary data collection.
2. Understand the application of Research process in the area of accounting/Finance/Marketing/HR/International business etc.
3. Analyse the data and critically evaluate the result and formulate the suggestion for the problem identified.
4. Apply the theoretical and practical learning of doing research into lifelong practice.
5. Communicate in oral and written form and prepare report
6. Work in team and exhibit leadership skills
7. Utilize the IT application for analysis and preparation of report.

The students should select a problem in Accounting, Finance, Marketing, Human Resource Management, international business or any other areas.

Report should contain

- Introduction
  - Introduction about the industry
  - Introduction about the Company
  - Review of literature – Minimum 10 papers from referred journal

- Need for the Study
  - Objectives
- Research Methodology
  - Research Design
  - Sampling Design
  - Sources of Data Collection
  - Tools used for analysis
  - Limitation
- Data analysis and interpretation
- Findings and Suggestions
- Conclusion
- Bibliography (APA format)