BBA
CHOICE BASED CREDIT SYSTEM (CBCS)

Syllabus
2017-2018

DEPARTMENT OF MANAGEMENT
FACULTY OF ARTS, SCIENCE AND HUMANITIES
17LAU101: 6-H, 6-C
(கார்பாகம் கல்வியளர் பள்ளி கல்விச்சுழறு)

அது – I: சிற்றாரா சிவகாசியம்: (20 மணிக்குறிச்சியில்)

கல்வி: மாணவி பாரம்பரிய - காத்யங்கூறு - துறைகளில் கல்வி.

பிரபலமய துறை: கல்விக்கான விளக்கம் மற்றும் வகைப்பாடு துறைகில்
: கல்வி அற்புதமான பங்களித்தது - காத அழுத்த

முதிர்க்கல்: கல்வியளர் பாரம்பரியப் பாட்டுச்செயல்கள் - மேலன்றால்
அது கல்வி தொழில் - மக்கள்க்கு செய்யப்பட்டு

முன்னாள் பாடல்: கல்வியளர் தொழிலியல் - மற்றும் பாடல் மையம்

மையமாட்சிகள்: மாணவி துறைகளில் மற்றும் பாடல் மையம்

இயக்காட்சி: பாடலிடப்பட்ட பாரம்பரிய - துறைகளில் தொழில் - மையம்.

அது – II: அரே சிவகாசியம்: (15 மணிக்குறிச்சியில்)

செயலாராய் கொள்கை: 1 - 50 பாடல்கள்

துறைக்காட்சி: பாடல்பாடுகள், மேலாண்மையம் -20 பாடல்கள்

பாடல் மையம்: 5 பாடல்கள்

முன்னாள் பாடல்பாடுகளுக்கான துறையியல்: 74 -78 பாடல்கள்

முன்னாள் மையம் பாடலிடம் स्वायत्त शक्तियों: 5 பாடல்கள்

அது – III: சிவகாசியம்: (15 மணிக்குறிச்சியில்)

சொல்லாளர்: 1-26 கல்விக்காட்சி

துறைக்காட்சி: பாடல் பாடல்பாடுகளில்: 2 பாடல்கள்

துறைக்காட்சி: மற்றும்: 5 பாடல்கள்

பாடல்பாடுகள்: 5 பாடல்கள்

கல்வியளர் பாடல்: சொல்லாளர்பாடு - 9 பாடல்கள்

Bachelor of Business Administration (2017 Batch), Karpagam Academy of Higher Education, Coimbatore
அழை - IV: கல்வியறை: (10 மணிக்குறியாண்டு)
1. மாணவின் விரும்பாயன் - பெருமைப்பொருள்வாரங்கள்
2. ஆசிரியர்கள் - அமைதி மாணவைப்பாடுகளுக்கான
3. மேல்வகுத்தொழிலங்கள்
4. புதுச்சூழ்தொழியில் அறிசுவரம் - புரட்சிகள்
5. எழுத்துவகை - எழுத்துக்கலைப் பொருள்

அழை - V: பொருளாயன்: (12 மணிக்குறியாண்டு)
1. பொருளாயனம் பொருளாயன் (கல்வி, அளிபொழுது கல்வி, புரட்சி)
2. பொருளாயனம் பொருள்
3. மாணவர், மாணவி, பொருளாயன் பின்னர் பொருளாயன்

மாணவர்: குழந்தைக் கலையால் - தமிழ் தமிழ். குழந்தை பிறந்ததற்குப் பின் தம் வாழ்வு அலைப்பு.

Objectives: To train students in acquiring proficiency in English by reading different genres in literature and learning grammar
To provide aesthetic pleasure through literature

UNIT I: PROSE
1. Morals in the Indian Context - Francis Nicholas Chelliah
2. How Comic Books help us to relive our Childhood - Benoit Peeters
3. Let’s Do What India Needs From Us - Dr. A.P.J. Abdul Kalam

UNIT II: POEM
1. The Stolen Boat - William Wordsworth
3. The Sailor - Safaa Fathy

UNIT III: SHORT STORIES
1. Rapunzel - Brothers Grimm
2. The Romance of a Busy Broker - O. Henry
3. The Nightingale and the Rose - Oscar Wilde

UNIT IV: GRAMMAR
1. Tenses
2. Auxiliaries (Primary and Modal)
3. Articles
4. Tag Questions

UNIT V: FUNCTIONAL ENGLISH
1. Filling the blanks with the suitable form of verb in a conditional sentence.
2. Dialogue Writing
3. Changing positive to negative without altering the meaning
4. Fill in the blank with suitable modal
5. Framing a question to a statement
6. Rewrite the sentences changing the underlined word as directed

Prescribed Text: Reminisce, Published by the Department of English, Karpagam University.

SCOPE

Fundamentals of Management and Organizational Behaviour represents the basic concepts in understanding the business organization. It gives a brief overview of the managerial functions of planning, organizing, staffing, directing and controlling (including decision making). It also represents the basic concepts in understanding the human behaviour aspects in achieving the organizational goal. It gives an insight to the students regarding individual and group behaviour in organizations.

OBJECTIVES

- To make the students understand the concepts of management.
- To enlighten the student to gain the knowledge in the functions of management.
- To make the students know the human behaviour concepts
- To enlighten the students knowledge with various factors involved in human behaviour
- To make the students understand about the organizational climate

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 - Joint ventures, Strategic alliance - Evolution of Management Theory - Managerial functions and Roles. Insights from Indian practices and ethos.

UNIT II

UNIT III

UNIT IV
UNIT V
Conflict: Concept, Sources - Types, Stages of conflict - Management of conflict,
Organisational Change: Concept, Resistance to change, Managing resistance to change,

SUGGESTED READINGS:

TEXT BOOKS

REFERENCES
OBJECTIVES: To familiarize the students with various Statistical Data Analysis tools that can be used for effective decision making. Emphasis will be on the application of the concepts learnt.

UNIT I

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

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

UNIT V

SUGGESTED READINGS:
TEXT BOOKS
REFERENCES

CORE - MS OFFICE (PRACTICAL)

SCOPE
It provides insight into the basic knowledge on MS Office. This practical enables the students to know about the preparation of word documents, excel sheet and power point presentation. To acquaint the students with the fundamentals of managing and administering business through the knowledge of MS office, so as to improve the effectiveness of managing organization.

OBJECTIVES
- To gain the practical knowledge about the computer package
- The students can gain the knowledge in MS Office to manage the business.

MS 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.

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**

17BAU112  CORE – STATISTICAL PACKAGE USING SPSS (PRACTICAL)  

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.. 
12. Coefficient of variation for individual and discrete series using SPSS Package. 
OBJECTIVE: To equip students effectively to acquire skills in reading, writing, comprehension and communication, as also to use electronic media for 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

UNIT V

SUGGESTED READINGS:

TEXT BOOKS

REFERENCES
1. Bovee, and Thill, Business Communication Today, Pearson Education
2. Shirley Taylor, Communication for Business, Pearson Education
4. Leena Sen, Communication Skills, PHI Learning
17LAU201: Bachelor of Business Administration

(10 marks)

1. Marketing Management - Marketing Management - 10 marks
2. Marketing Management - 10 marks

(25 marks)

1. Tamil Business Calculus

(a). Calculations

1. Profit Loss - 110
2. Total Sales - 130

(b). Calculations

1. Average Cost - 69
2. Total Cost - 283

(c). Calculations

1. Total Sales - 171
2. Average Cost - 203

2. Tamil Business Statistics

1. Mean - 27
2. Median - 90

3. Tamil Business Statistics

1. Average Sales - 6, Variance - 7, Standard Deviation - 9, Median - 10, Mode - 11

4. Tamil Business Statistics

1. Average Sales - 15
2. Median - 11

5. Tamil Business Statistics

1. Average Sales - 17.
புத்தகங்கள்:

1. பாதுகாப்பு மாற்றங்கள் துணைச்சாலை-192
2. கீழ்வழி தோற்றம் கலைநய் -279

அர்த்த - III: கருப்பிள்ளை

(12 மாணவிகள்)

இளம்பிள்ளைகள்:

மந்தவ மருத்துவ பள்ளியில் (21-29) - கல்விகளின் கீழ்: 'நான் குறைந்தது' உணவுக்கு உரியது தந்துகொண்டிருக்கு, 'கல்விகள் நூற்றாண்டு மாணவர்கள்' சான்று மதுரைப்பள்ளியில் உரிய குழு.

தேசியக் கூடம்: (207-234) - மாணவர் நிகழ்ச்சிகள் கல்விகளின் உரியவை தேர்க்கு: 'அழுத்துக்கொள்ளோ' மாணவி செய்திகள் நீர்த்தல், 'புனேலானிகள்' சான்று மதுரைப்பள்ளியில் உரிய குழு.

மாணவிகள் கூடம்: (482-485) - இளம்பிள்ளைகள் கல்விகள்

சாலையின் கீழ்: 'நான் நடந்துகொண்ட உணவுக்கு உரியது தந்துகொண்டி', 'பிறந்து விளக்கும் நூற்றாண்டு' சான்று மதுரைப்பள்ளியில் உரிய குழு.

மூலத்திய கூடம்: பாதுகாப்பு போன்ற கொள்கலன் தேர்க்கு: 'இந்த கொள்கலன்' சான்றியடைந்த நீர்த்தல், 'புனேலான் போன்று' சான்று மதுரைப்பள்ளியில் உரிய குழு.

அழுத்துக்கொண்டிருக்கு: 'நான் அழுத்துக்' சான்றியடைந்த நீர்த்தல், 'பிறந்து விளக்கும்' சான்று மதுரைப்பள்ளியில் உரிய குழு.

தரமானத்: மருத்துவ மாணவர் குழுக்கள் (மாணவிகளின் இடையே 25 பாதுகாப்புக்கு)}
அழு - IV : நிகழ்த்தை (15 மணிக்குறிகள்)
1. குலக்கணவன் ஆசையம் - விஜயநாதன்
2. காரணம் நிறுத்தும் - அம்மன்
3. நாகராஜன் - திருச்சுருவாலனாலன்
4. தூது - குருகை
5. வாழ்க்கை - ஆண்டத்தின் மிதம்
6. மகராசர் - அமர் பாலாஜி

அழு- V : மீதமுள்ளும் (10 மணிக்குறிகள்)
மகராசரின் மீதமுள்ள (ஆசை, குருகை, பாலாஜி, மிதம்)
மீதமுள்ளும்

மாநூல்: குலக்கணவன் - துர்கோ ராஜி. குலக்கணவன் பாலாஜிக்கு நிறுத்தும் துவார நேரத்தில்.

Objectives: To enable the learners acquire English language skills and familiarize them with English Grammar.

To help learners imbibe cultural values

UNIT - I : PROSE
1. I Have a Dream - Martin Luther King, Jr.
2. ‘First human’ discovered in Ethiopia - Pallab Ghosh
3. Students ‘cannot multi-task with mobiles and study’ - Sean Coughlan

UNIT - II : POEM
1. When Nothing Entices Nothing - Pierre Alferi
2. God Is a Medicine Cabinet - Cynthia Atkins
3. A Prayer for my daughter - W.B. Yeats

UNIT - III : SHORT STORIES
1. The Tell Tale Heart - Edgar Allan Poe
2. Professor Panini - Matthew Grigg
3. The Little Match-Seller - Hans Christian Andersen

UNIT - IV
GRAMMAR : 1. Voice
2. Interrogatives (Yes or No, ‘Wh’ questions)
3. Word Class

UNIT - V
FUNCTIONAL ENGLISH
1. Filling the blanks with the suitable passive form of verb - Tense and aspect indicated
2. Frame an answer to a question
3. Give the nominal forms of two words
4. Completing a dialogue
5. Use of a phrasal verb in sentences
6. Change a phrase into a clause / Clause into phrase

Prescribed Text: Twilight, Published by the Department of English, Karpagam University.

SCOPE

Managerial Economics represents the economic theory, the concept of demand, supply, market equilibrium, production functions and market structure. This paper provides the knowledge of economic concepts which is most important for managerial decisions.

OBJECTIVES

- Equip the students with the knowledge of pricing under different market conditions
- Develop the students skills in managing capital and profit
- Impart students knowledge in national income analysis

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, multiplant 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

SUGGESTED READINGS:

TEXT BOOKS

REFERENCES
SCOPE
Business Accounting represents the basic concepts underlying the accounting practices and its techniques with special reference to Sole Proprietorship. It also touches upon the various aspects of accounting related to Non trading Concerns. This paper gives the principles of financial accounting and their applications in business organizations.

OBJECTIVES
- To make the students learn the concepts and conventions of accounting and basic accounting framework
- To expose the students to the fundamentals of accounting procedure

UNIT I

UNIT II

UNIT III

UNIT IV
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 READING:

TEXT BOOKS


REFERENCES

SCOPE
It provides insight into the basic knowledge on accounting package. This practical enable the students to know about the voucher preparation and various accounting statements.

OBJECTIVES
- To gain the practical knowledge about the accounting package
- The students would be able to gain knowledge in computerization of accounts

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
   - Simple Average Method
   - LIFO
   - 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

SCOPE
The study creates awareness among the people to know about various renewable and nonrenewable resources of the region, enables environmentally literate citizens (by knowing the environmental acts, rights, rules, legislation, etc.) to make appropriate judgments and decisions for the protection and improvement of the earth.

OBJECTIVES
- Creating the awareness about environmental problems among people.
- Developing an attitude of concern for the environment.
- Motivating public to participate in environment protection and improvement.


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 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: Foods, earthquake, cyclone and landslides.

SUGGESTED READINGS:

TEXT BOOKS


REFERENCES

**ENGLISH-III**

**Communicative English**

**Objective:** 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.

**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 Harenes – CUP. 2015

Business Results, Woodward, OUP. 2015

Function in English. Jonathan Middlemiss et al, OUP
SCOPE

Principles of Marketing represent the marketing environment, consumer behaviour, marketing mix and product life cycle. It provides the results in developing best products in terms of goods and services that brings consumer satisfaction. This paper presents the marketing functions.

OBJECTIVES

- To make the students know about the concepts and functions of marketing
- To make the students understand the strategies of marketing
- To enlighten the students knowledge on promotional steps in marketing

UNIT I

UNIT II

UNIT III

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

REFERENCES
SCOPE

Management Accounting represents the nature and scope of management accounting, difference between cost and management accounting and various elements of cost. This paper provides a brief overview in marginal costing, budgetary control, cash flow and fund flow statement.

OBJECTIVES

- To make the students understand the concepts of cost and management accounting
- To Impart the students knowledge in financial statement analysis and budget preparations

UNIT I

UNIT II

UNIT III

UNIT IV

UNIT V

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

TEXT BOOKS


REFERENCES

SCOPE

Financial Management represents how the funds are managed and their reflections on the fundamental decisions to be taken by the corporate world. This paper presents the basics of Finance functions, cost of capital, Capital structure, Dividend policy and working capital management.

OBJECTIVES

- To enable the students to acquire knowledge in financial management
- Impart the knowledge in finance functions, cost of capital, capital structure, capital budgeting and leverage.

UNIT I

UNIT II

UNIT III

UNIT IV
UNIT V

SUGGESTED READINGS:

TEXT BOOKS

REFERENCES
SCOPE

Management Information System represents the knowledge and exposure to the concepts, theories and practices in the field of MIS. It explains the relationship among and between information systems and management, analyze how technology can be used to synthesize complex data to make sound business decisions. This paper presents the basic understanding of information systems and its operations.

OBJECTIVES:

- To enable the students to learn the management information system and their applications in Management.
- To create awareness among students in telecommunication revolution

UNIT I

UNIT II

UNIT III

UNIT IV

UNIT V
SUGGESTED READINGS:

TEXT BOOKS


REFERENCES

OBJECTIVE:
To train the students in understanding the concepts of communication.
To train the students in developing their written communication and presentation 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.

Reference
In Business; CUP
Oxford handbook of Writing: St. Martins handbook of Writing
Sound Business. Julian Treasure OUP
SCOPE

Business Research represents the concept of the research process, research design, sampling techniques and testing of hypothesis by applying parametric and non parametric test. This paper presents the various research tools and techniques in order to facilitate the research work.

OBJECTIVES

- To make the students understand the concept of research methodology.
- Enlighten the students knowledge in sampling techniques
- Impart student’s knowledge in writing a good research report.

UNIT I

UNIT II

UNIT III

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
SUGGESTED READINGS:

TEXT BOOKS

REFERENCES
SCOPE
Human Resource Management provide an in depth overview in the field of Human Resource Management, the roles and responsibilities of HR professionals, the primary functional aspect of the broader business strategy. This paper presents the functions of HR manager, manpower planning, performance appraisal and industrial relations.

OBJECTIVES
- To make students understand the functions of personnel management
- To enlighten the students knowledge in wage and salary administration and trade union

UNIT I

UNIT II

UNIT III

UNIT IV

UNIT V
SUGGESTED READINGS:

TEXT BOOKS


REFERENCES

SCOPE

Insurance principles and practice represents the concept of general insurance, life insurance, and marine insurance. This paper represents the importance of deposits and credit insurance mechanism.

OBJECTIVES

- To enhance the students knowledge in insurance mechanism
- To enlighten the students  knowledge towards the principles and practice of insurance

UNIT I


UNIT II


UNIT III


UNIT IV


UNIT V

SUGGESTED READINGS:

TEXT BOOKS

REFERENCES


SCOPE
E-Commerce represents the concepts of electronic commerce, B2B model, advertisement in EC, applications of intranet and extranet and electronic marketing. This paper provides the fundamentals of electronic commerce.

OBJECTIVES
- To enrich the students knowledge on the fundamental concepts of E-Commerce
- To make the students learn the various concepts regarding Business-to-Business Model

UNIT I

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
UNIT V

SUGGESTED READINGS:

TEXT BOOKS

REFERENCES
OBJECTIVES: To enable the students to understand the application of e-Commerce for Business administration.

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.
SCOPE

Investment analysis and portfolio management represents the investment process, risk and return relationship, company and portfolio analysis. This paper provides knowledge regarding the securities market, investment options, fundamentals of investment and securities, portfolio construction and portfolio management.

OBJECTIVES

- To expose the students about the various investment alternatives.
- To stress the need of portfolio management and its application.
- To impart students knowledge in the fundamentals of valuation of securities.

UNIT I


UNIT II


UNIT III

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

REFERENCES
SCOPE

Investment Banking and Financial Services represents the role of financial institutions and money market. It also represents the functions of commercial banks, regulatory frame work of financial institutions and importance of banking innovations.

OBJECTIVES

- To enhance the students knowledge about the structure and functioning of money market and capital market
- To enlighten the students knowledge about the growth and functioning of financial institutions in India

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


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 Nontraditional Mortgages - Graduated-Payment Mortgages (GPMs) - Pledged-Account Mortgages (PAMs) - Centralized Mortgage Obligations (CMOs) - Securitization of non mortgage assets - Securitization in India.

SUGGESTED READINGS:

TEXT BOOKS


REFERENCES

SCOPE
Advertising and Brand Management represents the importance of advertising media and role of advertising agency. This paper provides the overview of brand positioning, sales force management and advertising budget.

OBJECTIVES
- To create awareness among students about the advertisement functions.
- To enhance the students knowledge in various types of advertisements
- To enlighten the students knowledge in brand management and sales promotional strategies

UNIT I

UNIT II

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

REFERENCES
SCOPE
Retail Management represents the concepts of retailing, types of retail outlet, merchandise and supply chain management. This paper provides the strategies, ethics in retailing and trends in international retailing.

OBJECTIVES
- To make the students understand the features of retailing
- To enhance the students knowledge in the theories of retail development
- To enlighten the students knowledge in global retail markets.

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 - Nonstore 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
SUGGESTED READINGS:

TEXT BOOKS


REFERENCES

SCOPE

Taxation represents the history of Income Tax Act, computation of gross total income and total income. Basis of charge explains the residential status of an individual, HUF and all other persons. An individual five heads of income namely income from salary, income from house property, profits and gains of business or profession, capital gain and income from other sources. This paper gives the assessment procedure of individuals and computation of tax liability.

OBJECTIVES

- To enlighten the students knowledge in direct tax
- To familiarize the students with the Income tax law
- To make the students understand the concepts of tax authorities

UNIT I


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


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


REFERENCES

SCOPE

Company Law and Secretarial Practice represent the fundamental knowledge and exposure of creation of company, company meetings and rights and duties of company secretary. This paper presents the formation of companies, writing of minutes and agenda, appointment and removal of directors.

OBJECTIVES

- To enhance student’s knowledge on formation of company, documents required and company meetings.
- To impart students' knowledge in the area of secretarial practice

UNIT I


UNIT II


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


SUGGESTED READINGS:

TEXT BOOKS

REFERENCES


SCOPE
Entrepreneurship Development represents the concepts of entrepreneurship, various financial institutions, family business and venture capital. It gives a brief understanding of functions of entrepreneur and financial Institutions.

OBJECTIVES
- To create awareness among the students about the concepts of Entrepreneurship.
- To impart students knowledge about the financial Institutions.

UNIT I

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 III
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

SUGGESTED READINGS:
TEXT BOOKS


REFERENCES

SCOPE

Production and Operation Management represents the whole process of manufacturing a product or a service, focusing on the concept of optimum utilization of resources and minimization of cost. It gives a brief understanding of the materials management, concept of inventory and quality control.

OBJECTIVES

- To make the students know the concepts and functions of production management.
- To enhance the students knowledge in the concept of inventory
- To enlighten the students knowledge in operations management.

UNIT I


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


UNIT IV

UNIT V

SUGGESTED READINGS:

TEXT BOOKS

REFERENCES
SCOPE

Human resource development provides an in depth overview of human resources development, potential appraisal, career planning and development. This paper presents the basics of organizational culture, HRD and emerging trends and its perspectives.

OBJECTIVES

- To enlighten the students knowledge in the concepts and functions of HRD
- To impart students knowledge in principles and practices of developing human resources

UNIT I


UNIT II

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

UNIT III


UNIT IV

HRD Applications - Coaching and mentoring - Career management and development - Employee counseling - 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

REFERENCES

SCOPE
Management of Industrial Relations represents the different aspects of industrial relations, role of trade unions, importance of collective bargaining, forums of settlement of disputes, benefits relating to payment of wages and provisions relating to health, safety and welfare measures.

OBJECTIVES
- To acquaint students knowledge with concepts of Industrial Relations
- To enlighten the students knowledge with legislations related to Labour Welfare and Industrial Relations.

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

UNIT IV

UNIT V
SUGGESTED READINGS:

TEXT BOOKS


REFERENCES

SCOPE

Global Business Environment provides an in depth overview of economic environment, trends in macro variables, Fiscal policy, monitory policy, industrial policy, productive and modernization, balance of payments, foreign trade and policy and regional integration.

OBJECTIVES:

- To get the students acquainted with the present economic environment in India and abroad.
- To enable the students understand the various issues involved in the macro management of the economy

UNIT I

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

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


REFERENCES

SCOPE

International Trade Policy and Strategy represents the basis of international trade, policy instrument, global institutional structure, regional trade blocks, industrialization strategy, IE Code, strategies of emerging economies and export control regulations.

OBJECTIVES

- To get the students acquainted with understanding of the basis for international trade and strategies.
- To enlighten the students knowledge in global institutional structure and trade strategies of developing countries and trade partners of India

UNIT I

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

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
SUGGESTED READINGS:

TEXT BOOKS


REFERENCES

SCOPE
Indirect Tax represents the concepts of central sales tax, VAT, customs duty and service tax. This paper provides the basics of understanding the existence of various indirect tax laws in India.

OBJECTIVES

- To enlighten the students' knowledge in indirect tax
- To impart students' knowledge in the fundamentals of indirect tax

UNIT I

UNIT II
Central Sales Tax Act - Definitions of Dealer, Registered dealer, Turnover, Business - Inter State Sales - Determination of taxable Turnover - Registration of Dealer under the CST Act.

UNIT III
Central Excise Act, 1944 - Levy and Collection - Purpose of charging excise duty - Excisable goods - Concepts of manufacturer - Exemption from Excise duty - Valuation of Excisable goods - Licensing provisions - CENVAT.

UNIT IV

UNIT-V
Service Tax - Concepts and general principles. Charge of service tax and taxable services.
SUGGESTED READINGS:

TEXT BOOKS


REFERENCES

SCOPE
Strategic management represents strategic planning, strategic decision framework, value chain, core competencies and application of 9 cell matrix. It gives a brief understanding of the strategic principles and practice.

OBJECTIVES
- To enable the students to learn the strategic principles and practice
- To enhance the students knowledge in culture and strategic advantages

UNIT I

UNIT II

UNIT III

UNIT IV

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
REFERENCES