

Kodaikanal
Christian College



Kodaikanal Christian College

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BACHELOR OF BUSINESS ADMINISTRATION SYLLABUS -2020

DEPARTMENT OF BUSINESS ADMINISTRATION

PROGRAM OBJECTIVE

The objective of the BBA program is to provide the graduating students a broad based understanding of business procedures, functions and deliverables. This program aims at holistic development of students and focuses on knowledge plus application based learning. Students are introduced to the functioning of each department and also the inter-department activities that lead to an efficient organization. Students will not only understand the history and development of the management thought but will also understand it contextually in today's dynamic business environment.

The curriculum is designed in such a way that it is relevant and up-to-date with a focus on preparing students for higher studies, employment or entrepreneurship. The methodology adopted throughout this program ensures that every student develops the ability and knowledge to decide the field in which they want to specialize. The projects and assignments are designed with the intention of taking their interest and aptitude and encouraging them to go beyond the conventional syllabus. This enables them to get a firsthand knowledge of the field of their choice. They also get an understanding in detail of all aspects of real life business operations.

SEMESTER – I

Part	Course Code	Course	Title	Hours/Week	Continuous Marks	Final Marks	Total Marks	Credit
I	20ULT01/	Language – I	General Tamil – I /	3	40	60	100	3
	20ULF01		General French – I					
II	20UEB01	English – I	Business English (Professional Communication Skills)	3	40	60	100	3
III	20BAC11	Core-I	Business Environment	5	40	60	100	5
	20BAC12	Core-II	Managing Financial Resource And Decisions	5	40	60	100	5
	20BAC13	Core – III	Principles of Management	5	40	60	100	5
IV	20BAA10	ALLIED - I	Organizational Behavior.	3	40	60	100	3
	20BAA11	ALLIED - II	Business Strategy & Corporate Governance	3	40	60	100	3
		Total		27				27
V	16BANAA	Non Major Elective – I*	Essentials of Management	2	40	60	100	2

* For students of other majors who opt for the course “General Tamil – I”

Prerequisites for Language – I and Non Major Elective – I

- Students who have studied Tamil in school till Standard XII, can opt for the course „General Tamil – I” / „Introduction to French – I”

Those opting for the course „General Tamil – I”, should choose a „Non Major Elective – I” offered by any other department.

Those opting for the course „Introduction to French – I”, should choose the course „Advanced Tamil – I” as Non Major Elective – I.

Students who have not studied Tamil in School, should opt for the course „Introduction to French – I” (Language – I) and „Basic Tamil – I” (Non Major Elective – I)

SEMESTER – II

Part	Course Code	Course	Title	Hours/week	Continuous Marks	Final Marks	Total Marks	Credit
I	16ULT02 / 16ULF02	Language – II	General Tamil – II / Introduction to French – II	3	40	60	100	3
II	16UEB02	English – II	Communication Skills for Business	3	40	60	100	3
III	16BAC21	Core-IV	Aspects of Contract and Negligence for Business	5	40	60	100	5
	16BAC22	Core-V	E-Business operations	5	40	60	100	5
IV	16BAA20	ALLIED- III	Principles of Marketing	3	40	60	100	3
	16BAA21	ALLIED- IV	Human Resource Management	3	40	60	100	3
Total				22				22

V	16BANA B	Non Major Elective – II*	Entrepreneurship Development	2	40	60	100	2
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* For students of other majors who opt for the course “General Tamil – II”

Note

Prerequisite for „General Tamil – II“ is „General Tamil – I“

Prerequisite for „Introduction to French – II“ is „Introduction to French – I“

Prerequisite for „Basic Tamil – II“ is „Basic Tamil – I“

Prerequisite for „Advanced Tamil – II“ is „Advanced Tamil – I“

SEMESTER – III

Part	Course Code	Course	Title	Hours/week	Continuous Marks	Final Marks	Total Marks	Credit
	16BAC31	Core-VI	Business Statistics & Decision Making	5	40	60	100	5
	16BAC32	Core- VII	Business Law	5	40	60	100	5
	16BAC33	Core-VIII	Cost Accounting	5	40	60	100	5
	16BAA31	ALLIED- V	Business Economics	3	40	60	100	3
	16BAA32	ALLIED-VI	Computer Application in Business	3	40	60	100	3
	16BTNAA/ 16ATNAA	NME	Basic Tamil-I/ Advanced Tamil – I	2	40	60	100	2
			Total	23				23

* BBA students opt for Non Major Electives offered by other Departments

** Course offered by the BBA Department for students of other majors

SEMESTER – IV

Part	Course Code	Course	Title	Hours/ week	Continuous Marks	Final Marks	Total Marks	Credit
	16BAC40	Core- IX	Quantitative Techniques	5	40	60	100	5
	16BAA41	Core- X	Financial System and Auditing	5	40	60	100	5
	16BAC42	Core-XI	Company Law & Secretarial Practice	5	40	60	100	5
	16BAC43	Core-XII	Entrepreneurship & New Venture Planning & Development	5	40	60	100	5
	16BAA41	ALLIED-VII	Quality Management in Business	3	40	60	100	3
	16BAA42	ALLIED-VIII	Business Events Management	3	40	60	100	3
	16BAA43	ALLIED- IX	Management Accounting	3	40	60	100	3
	16BTNAB/ 16ATNAB	NME	Basic Tamil – II/ Advanced Tamil - II	2	40	60	100	2
			Total	26				26

* BA students opt for Non Major Electives offered by other Departments

** Course offered by the BBA Department for students of other majors

SEMESTER – V

Part	Course Code	Course	Title	Hours/week	Continuous Marks	Final Marks	Total Marks	Credit
		Core- XIII	Research Methodology	5	40	60	100	5
		Core- XIV	Export Documentation and Procedure	5	40	60	100	5
		Core- XV	Operational Management	5	40	60	100	5
		ALLIED -X	Retail Management	3	40	60	100	3
		ALLIED- XI	Administrative Management & Systems	3	40	60	100	3
		ALLIED -XII	Environmental Sciences	2	40	60	100	2
			Total	23				23

SEMESTER – VI

Part	Course Code	Course	Title	Hours/week	Continuous Marks	Final Marks	Total Marks	Credit
		Core- XVI	International Business Management	5	40	60	100	5
		Core-XVII	Materials Management	5	40	60	100	5
		Core- XVIII	Logistics and Supply Chain Management	5	40	60	100	5
		Core- XIX	Managing Organizational Change & Sustainability	5	40	60	100	5
		Allied XIII	Value Education	2	40	60	100	2
		Core- XIX	Research Project	10	40	60	100	5
			Total	27				27

Total Credits = 155

SEMESTER – I

16ULT01

nghJj;jkpo;-I (GENERAL
TAMIL-I)

Semester-I

Credits :
3

Hours : 5

,f;fhy ,yf;fpak;

OBJECTIVE

To introduce students to the linguistic patterns of Tamil and to teach them the appropriate Tamil usage for communicating technical information. This course also prepares students for competitive examinations.

jhs; : 1. ,f;fhy ,yf;fpak;

nghJj; jkpOf;Fhpaghlj;jpl;lmikg;GKiw :

ghlNehf;fk; : ,g;ghlj;jpl;l;jpd; Nehf;fk; ftpijj; jkpo; fl;Liuuj;jkpopd; jdpr;rpwg;Gf;fs; kw;Wk; fl;Liuuj; jkpopd; gad;ghLfs; Nghd;wtw;iwmwpTWj;jNy ,g;ghlj;jpl;l;jpd; Nehf;fk; MFk;. NgRtjw;Fk; vOJtjw;Fk; gad;gLk; tifapy; ,yf;fzk; gad;ghl;Lj; jkpo; tpsq;FtJld; jkpofmuRelj;Jk; nghJj; Njh;Tfspy; gq;Fngw;Wkhzhf;fh; gadilAk; tifapy; ,g;ghlj;jpl;lKiwMike;Js;sJ.
Fwpg;G : [*Njh;e;njLf;fg;gl;lghly;fs; (ftpjthpfs;) kw;Wk; fl;Liuufs; kl;Lk;*]

gFjp 1 ,f;fhy ,yf;fpak;

ghlj;jpd; gFg;GKiw

myF : 1 kuGf;ftpjifs;

- ghujpahh; - jkpo;ehL-nre;jkpo; ehL 1- 7 ghly; thpfs;
- ghujpjhrd - Gjpacyfk; - cyfxw;Wik -1-15g hly;fthpfs;
;
- ftpkz - ftpkzp -Mrpa N[hjp-Gj;jUk; Vior;rpWtDk;
P
- ehkf;fy; ftpQh; - Njrpag; ghly;fs; -210tJghly;(fj;jpapd;wpuj;jkpd;wp)
- gl;Lf;Nfhl;ilfy;ahzRe;judhh; - tptrhak; -fhNtup

myF : 2 GJf;ftpjifs;

- mg;Jy;uFkhd; - nfhLf;fpNwd;....(Myhgid)
- K.Nkj;jh - Ra jhprdk; (fz;zPh;g+f;fs;)
-55 tJftpj(jkpo; ehL ,jopy; 14.10.1962
- kPuh ,y;ntspte;jJ
- eh. fhkuhrd;; - Cik (fWg;Gkyh;fs;)
- gokya; - mk;kh-tJftpj (rdq;fspd; fij)

myF : 3. fl;Liuuj; jkpo;

1. jkpo; gz;ghL - lhf;lh; nj.ngh.kPdhl;rpRe;judhh;
2. jkpOk; tpQ;QhdKk; - eh. thdkhkiy
3. vq;Fk; vjpYk; mwptpay; - kzit K];jgh.
4. mwptpay; jkpo; - njh. Gukrptd;
5. ,yf;fpag; gilg;gpy; mwptpay; jkpo; nra;jp - kzit K];jgh.

myF : 4. ,yf;fzk;

- Kjy; vOj;Jf;fs;
- rhh;GvOj;Jf;fs;
- nkhopKjy; vOj;Jf;fs;
- nkhop ,WjpvOj;Jf;fs;
- ty;ypdk; kpFk; ,lq;fs;
- ty;ypdk; kpfh ,lq;fs;
- GJf;ftpjapy; gbkk; FwpaPL

myF : 5. gad;ghl;Lj; jkpo;

m. nkhopngah;g;G

- fiyr;nrhw;fs;
- gj;jpnkhopngah;g;G

M. gpioaw;wnjhliuj; Njh;e;njLj;jy;>xypNtWghLfSk; kw;Wk; nghUs;NtWghLfSk;.

ghlE}y;

1. nra;As;

njhFg;Gjkpo;j;Jiw

nfhilf;fhdy; fpwpj;Jtf;fy;Y}up –

jd;dhl;rpnfhilf;fhdy;

2. fl;Liu;j;njhFg;G

jkpo;j;Jiw

nfhilf;fhdy; fpwpj;Jtf;fy;Y}up –jd;dhl;rp

nfhilf;fhdy;

3. ,yf;fzk; -

njhFg;Gjkpo;j;Jiw

nfhilf;fhdy; fpwpj;Jtf;fy;Y}up –

jd;dhl;rpnfhilf;fhdy;.

ghh;it E}y;fs; kw;Wk; gupe;Jiu E}y;fs;

1. ghujpahh; ftpijfs; njhFg;G

2. ghujpjhrd; ftpijfs; njhFg;G

3. ftpkzpNjrpftpehafk;gps;is - Mrpa N[hjp

4. ehkf;fy; ftpQh;. Nt. ,uhkypq;fk;gps;is–ftpijj; njhFg;G

5. fz;zPh; g+f;fs; - K.Nkj;jh>

Fkud; gjpg;gfk;> 19>

fz;zjhrd; rhiy> (ghyh[p fy;ahzkz;lgk; mUfpy;)

jp.efh;>nrd;id– 600017.

7 . fWg;Gkyh;fs; - eh.fhkuhrd;>

10

Fkud; gjpg;gfk;> 19>

fz;zjhrd; rhiy> (ghyh[p fy;ahzkz;lgk; mUfpy;)

jp.efh;>nrd;id- 600017.

8. kPuh -jkpo; ehL ,jopy; 14.10.1962
,y;ntspte;jJ

9. gokya; -rdq;fspd; fij

10. kzit. K];jgh. - jkpopy; mwptpay; gilg;gpyf;fpak;

11. lhf;lh;. nj.ngh. kPdhl;rpRe;juk;> - jkpOk; gpwgz;ghLk;

mk;khGf; nrd;lh;> 2-A>fPo; Mtdp %y tPjp>

kJiu- 625001. Nghd; 623984.

12. jkpoh; tuyhWk; gz;ghLk;

(Muha;r;rpf;fl;Liufs;) eh. thdkhkiy>

epa+ nrQ;RhpGf; `T]; gpiuNtl; ypkpnll;>

41 - gp>rpl;Nfh ,z;l];bhpay; v];Nll;>

13. GjpaNehf;fpy; jkpo; ,yf;fpatuyhW-jkpoz;zy;>

epA+nrQ;RhpGf; `T]; gpiuNtl; ypkpl;>41- gp>

rpl;Nfh. v];Nll;>nrd;id -98.

14. ed;D}y; vOj;Jmjpfhuk; -

fofntspaPL>irtrpj;jhe;jffofk;>jpUney;Nt

yp.

15. njhy;fhg;gpak; vOj;Jmjpfhuk; -

fofntspaPLirtrpj;jhe;jffofk;>jpUney;Ntyp>

16. ehs;kyh;fs; - njh. gukrptd;>

ghitgg;spNfrd;];> 142>

[hdp [hd; fhd;NuhL ,uhag;Ngl;il>

nrd;id- 600014.

,izaKfthp :

1. Tamil virtual university.com.
2. Chennai library.com

16ULF01
Hours: 3

GENERAL FRENCH – I

I
Semester
Credit :3

OBJECTIVE

The objective of the introductory course in French is to acquaint the student with the basic linguistic patterns of the language, and to drill these patterns into the formation of language skills appropriate to an elementary course. These skills are stated as follows:

- Auditory Comprehension
- Comprehensible Pronunciation
- Formation of self generated sentences of simple to medium complexity.
- Recognition and manipulation of the grammatical structures used in reading and writing.

METHODOLOGY

Strong emphasis will be placed on listening and speaking skills. The formal study of grammar, reading and writing will be developed conjointly in the measure that comprehension and oral skills have been adequately mastered.

At the initial stage of learning, the methodology employed will use classroom exercises that build from the recognition and reproduction of isolated sounds, to the larger configuration of words and their grouping into the grammatical (rhythmic) patterns that make meaning. Vocabulary lists and simple sentences of common usage will be drilled, often as dialogue.

Formal study will begin with the written passages, grammar, and exercises from the course textbook, and these will be analyzed and tested orally and in writing.

Reading aloud, dictation, and role play will aim to maintain an interactive class.

LEARNING OUTCOMES

An elementary understanding of spoken and written French, and the ability to use the basic language patterns that have been studied

UNIT – I

Phonetics: French vowels and consonants – Nasal vowels – Semi Vowels – Distinct consonants – Distinction and Pronunciation exercises – Vocabulary – Common Expressions – Role Playing – Phonetic Alphabet – Spelling Equivalents.

UNIT – II

Vocabulary: Common expressions – Simple sentence patterns – Phonetic alphabet and spelling equivalents – Grammatical groups – Role Playing – Reading aloud – Dictation –

Elementary grammatical patterns – Essential Verbs.

UNIT – III

Textbook: Selections from Text – Reading aloud – Dictation – Exercises (Oral)
– Grammar: Nouns and their determinants – Verbs and their nominative pronouns

UNIT – IV

Textbook: Selection from Text – Interrogative, Possessive, Demonstrative
Adjectives – Vocabulary building – Comprehension and oral exercises – Role Playing –
Irregular Verbs

UNIT – V

Textbook: Selections from Text – Reading and translation – Imperative –
Future – Sentence construction – Dictation

TEXT

Madanagobalane K, *Synchronie I and Pronunciation CD*, Chennai, Samhita
Publications, 2007

REFERENCE

1. MathurinDondo Ph.D., *Modern French Course*, New Delhi, Oxford University
Press, 1985
2. Siréjols / Renaud, *LeNouvelEntrenez-Vous*, Paris, CLE International.

16UEB01

BUSINESS ENGLISH-I

I Semester

Hours: 3

Credit :3

OBJECTIVE

The objective of this course is to fine-tune students' understanding of English structures and to improve their abilities to use English meaningfully and correctly.

UNIT – I

Sentence: Sentence word order – Simple, Compound and Complex Sentences – Nouns – Articles – Pronouns – Quantity

UNIT – II

Adjectives – Adverbs – Prepositions, Adverb particles and Phrasal Verbs – Verbs, Verb Tenses and Imperatives – Be, Have, Do – Modal auxiliaries and related verbs

UNIT – III

Passive and the Causative – Questions, answers and negatives – Conditional Sentences – Direct and Indirect Speech – The infinitive and the „-ing“ form.

UNIT – IV

Vocabulary: Synonyms and antonyms; Phrases and idioms; appropriate use of business terms and jargons.

UNIT – V

Reading Comprehension – Précis Writing – Essay Writing – Expansion of ideas

TEXT

Pillai R.G, *English Grammar and Composition*, Chennai, Emerald, 2002

REFERENCE

1. McArthur T, *The Oxford Companion to the English Language*, OUP 1992
2. Lester, M, *Grammar in the Classroom*, New York, Macmillan, 1990
3. Ober, *Contemporary Business English*, New Delhi, Dreamtech Press, 2005

BUSINESS STRATEGY & CORPORATE GOVERNANCE

Hours : 3

Credit : 3

OBJECTIVE

The aim of this unit is to give learners the knowledge and understanding of how a business unit can strategically organize and plan for likely future outcomes in order to be successful. It also examines the principles and practice of corporate governance and the role to ensure company's business operations are compliant with accepted governance principles and code of practice.

UNIT-I : BUSINESS STRATEGY & POLICY

Introduction to Business Strategy: Introduction, Concept of Business Strategy, Need for Business Strategy, Essentials of Effective Strategy, Effects of Inadequate Strategies, Functions of Business Strategies.

Business Policy: Introduction, Definition of Business Policy, Factors influencing Business Policy, Business Policy vs. Strategy, Policy decisions and their impact on Business Strategies.

UNIT-II : STRATEGIC MANAGEMENT and PROCESS

Introduction to Strategic Management: Introduction, Strategic Management – Definition, Meaning and Role, Objectives of Strategic Management, Benefits of Strategic Management, Importance of Strategic Management, Causes for failure of Strategic Management.

Strategic Management Process: Introduction, Strategic Management Process, Strategic Vision and the role of a Strategist, Criteria for Effective strategy, Role of Strategic Management in Policy Making.

UNIT-III : STRATEGY FORMULATION & IMPLEMENTATION

Strategy Formulation: Introduction, Types of Strategies, Steps in Strategy Formulation, Core Competencies and their Importance in Strategy Formulation, **Strategic Planning and Implementation:** Introduction, Strategic Planning Process, Types of Strategies, Stability, Expansion or Growth, Mergers and Acquisitions, Activating Strategy, Issues in Strategy Implementation, Integrating the Functional Plan and Policies.

UNIT-IV : STRATEGIC LEADERSHIP & COMPETITIVE ADVANTAGE

Strategic Leadership: Introduction, Leadership Functions, Leadership Traits, Leadership Styles, Strategic Leadership and Competitive Advantage

UNIT-V : CORPORATE GOVERNANCE

Meaning, Purpose and need for effective Corporate Governance – Development of Corporate Governance Theory – Evaluating Corporate governance codes of practice – The impact of good corporate governance on corporate performance.

Reference Books:

1. AzharKazmi, Business Policy and Strategic Management, Tata McGraw-Hill.
2. Charles W.L. Hill & Gareth R.Jones, Strategic Management Theory : An Integrated approach, Houghton Mifflin Company.
3. Arthur A. Thompson Jr, A.J. Strickland III and John E.Gamble, Crafting and Executing strategy: The quest for competitive advantage- Concepts and Cases-Tata McGraw-Hill.
4. Fred R. David, Strategic Management: Concepts and Cases, Pearson Education.

BUSINESS ENVIRONMENT

Hours : 5

Credit : 5

OBJECTIVE :-

The aim of this unit is to develop the learners understanding of national and global business environment and the internal and external circumstances in which the business operate.

UNIT-I

Business Environment: An Introduction-Introduction, Concept of Business, Levels of the Business Environment, Understanding the Environment. **Economic Environment:** Introduction, Economic Environment of Business, the Global Economic Environment, Economic Policies, Business and Economic Policies. **Socio Cultural Environment:** Introduction, Business and Society, Business and Culture, Indian Business Culture. **Market Environment:** Impact of the Supply and Demand on prices of goods and services in markets – Possible interventions in the market place and impact on Organizations.

UNIT-II

Political Environment: Introduction, Political Environment and the Economic system, Types of Political Systems, Indian Constitution and Business, Changing Profile of Indian Economy Business Risks Posed by the Indian Political System. **Economic Systems:** Introduction, Capitalist Economy, Socialist Economy, Mixed Economy. **Financial Environment:** Introduction, An Overview of the Financial System, Components of Financial System, Financial Institutions and their Roles, Financial Institutions in India, Role of Foreign Direct Investment.

UNIT-III

Legal Environment: Introduction, Legal Environment, Laws Impacting Industry in India, Intellectual Property Rights, and Major Regulations Pertaining to Business. **Economic Role of Government:** Introduction, Regulatory Role of Government, Promotional Role of Government, Participatory Role of Government, Conciliatory and Judicial Role of Government, Impact of India's Industrial Policy on Economic Reforms. **New Economic Policy :** Introduction, Industrial Policy, The crisis of June, 1991, Objectives of New Economic Policy – 1991, Emphasis of NEP on Liberalization, NEP and Privatization, NEP effect on Globalization, Positive and Negative effects of New Economic Policy – **Economic Nature** affecting Organizations - Role of Monetary and Fiscal Policy and the impact on organizations and their activities.

UNIT-IV

Privatization: Introduction, Meaning of Privatization, Objectives of Disinvestment, Privatization / Disinvestment in India, Problems with Privatization. **Globalization:** Introduction, Meaning of Globalization, Future of Globalization, Organizations to facilitate globalization. India, WTO and **Trading Blocs:** Introduction, Levels of Economic Integration/Trading Blocs, Effects of Economic Integration, Major Regional Trading Blocs, Commodity Agreement, World Trade Organization, WTO and India

UNIT-V

Corporate Social Responsibility: Introduction, Meaning and Definition, Need for social responsibility of business, Social responsibility of business towards different groups, Barriers to social responsibility, Social responsibility of business in India. **Public, Private, Joint and Cooperative Sectors:** Introduction, Public sectors, Organization of public sector enterprises, Private Sector, Joint sectors, Formation of Joint sector enterprise, Cooperative sectors.

TEXT

Cherunilam Francis, *International Business: Text and Cases*, New Delhi, PHI, 2010

REFERENCE

1. Paras Ram, *International Business Management*, New Delhi, Anupam, 2007.
2. Dutta Bholanath, *International Business Management*, New Delhi, Excel Books, 2010.
3. Venkateswaran N., *International Business Management*, New Delhi, New Age International Publishers, 2006.

MANAGING FINANCIAL RESOURCES & DECISIONS

Hours: 5

Credit: 5

Objective

The unit aim is to provide learners with an understanding of where and how to access sources of finance for a business, and the skills to use financial information for decision making.

UNIT-I SOURCES

Range of sources- retained earnings; loans; third-party investment - hire purchase and leasing; working capital stock control; cash management; debtor factoring - Implications of choices - legal, financial and dilution of control implications; bankruptcy - Choosing a source: advantages and disadvantages- suitability for purpose.

UNIT-II COSTS

Finance costs-tangible costs - opportunity costs- tax effects. Financial planning: the need to identify shortages and surpluses; implications of failure to finance adequately; overtrading. Decision making. **Accounting for finance-** different types of finance and financial statements.

UNIT-III DECISIONS

Budgeting decisions: analysis and monitoring of cash and budgets - Costing and pricing decisions: calculation of unit costs, pricing decisions; sensitivity analysis -Investment appraisal: payback period; accounting rate of return; discounted cash flow techniques - Nature of long-term decisions: nature of investment importance of true value of money- advantages and disadvantages of each method

UNIT-IV FINANCIAL TERMINOLOGIES

Terminology: introduction to debit, credit, books of prime entry, accounts and ledgers, trial balance, final accounts and international equivalents under the **International Accounting Standards (IAS)** - Financial statements: basic form, structure and purpose of main financial statements - changes to reporting requirements under the International Accounting Standards (IAS)- distinctions between different types of business -Interpretation: use of key accounting ratios for profitability, liquidity, efficiency and investment.

UNIT-V FUNDS & BONDS

Stock Market,Equity mutual funds - Balanced fund- Bonds offered by the Government and Corporate.

TEXT:

Business economics & managerial decision making- Trefor jones, willey publication.

ORGANISATIONAL BEHAVIOUR

Hours : 3

Credit : 3

OBJECTIVES:

The aim of this unit is

To give learners an understanding of Organisation, its Structure and Culture

To examine leadership, learning and development methods and the theories of motivation..

To examine the management of individuals and team work in an organizations.

UNIT - I ORGANISATION AND ITS STRUCTURE

Organisation : Meaning, Types, Purposes and the Responsibilities of Organisations – **Organisation Structure** – Different types of Organisational Structure and Culture – functions of different departments in Organisational Structure and their interrelationship; functional, product-based, geographically based, multi-functional and multi-divisional structures, matrix, centralisation and de-centralisation

Organisational Charts- spans of control; internal and external network structures; flexible working – How structure and culture influence the behavior of individuals and teams at work

UNIT – II : MANAGEMENT, LEADERSHIP, LEARNING AND DEVELOPMENT

Scientific management - classical administration - Functions of management - Types of Managerial roles - Power – authority – responsibility – delegation – Conflict Management –

Leadership - meaning and types - Frames of reference for leadership activities: opportunist; diplomat; technician; achiever; strategist; magician; pluralistic; transformational; change

Learning and Development different methods and the basis for their selection by individuals and organizations – different Learning and Development used in practice by organizations – Approaches used in the Management of People.

UNIT - III MOTIVATIONAL THEORIES IN ORGANISATIONS

Motivation theories: Maslow's Hierarchy of Needs; Herzberg's Motivation – Hygiene theory; McGregor's Theory X and Y; Vroom and Expectancy theories. Motivation and performance: rewards and incentives; motivation and managers; monetary and non-monetary rewards – Importance of Motivation and Morale for Individual Performance in Organisations.

UNIT – IV DEVELOPING EFFECTIVE TEAMWORK IN ORGANISATIONS

Teams and team building: groups and teams; informal and formal groups; purpose of teams; selecting team members; team roles; Belbin's theory; stages in team development; team building; team identity; team loyalty; commitment to shared beliefs; multi-disciplinary teams.

Team dynamics: group norms; decision-making behaviour; dysfunctional teams; cohesiveness. Impact of technology on team functioning: technology; communication; change; networks and virtual teams; global and cross-cultural teams.

Teamwork : Nature and Importance, Approaches used in Management of teams, the stages of group development and factors influencing effective team performance – Relationship between Group roles and effective team performance.

UNIT – V VARIOUS THEORIES

Perception - Impression management - Personality – Attitudes that affect individual behaviour at Organisations

TEXT:

Organizational Behaviour - Stephen Robbins

REFERENCE:

Jayasankar J, *Organisational Behaviour*, Chennai, Margham Publishers, 2008.

PRINCIPLES OF MANAGEMENT

Hours : 3

Semester 1
Credit Hour 3

OBJECTIVE

The objective of this course is to

- ❖ Enable the students to understand the principles, concepts and functions of Management.
- ❖ Develop knowledge and understanding of Leadership and Communication in the Organisations

UNIT – I : INTRODUCTION

MANAGEMENT :Characteristics and Functions of Management.**ORGANIZATION** : Meaning, Definition, Characteristics, Kinds of Organizations. Pioneers of Scientific Management -.W.Taylor, Henri Fayol, Elton Mayo, Chester Bernard - Douglas McGregor- Functional areas of Management- Difference between management and administration

UNIT – II : PLANNING

Meaning, Definition, Objectives and Characteristics of planning- Nature of planning- Importance and Advantages of planning- Steps in planning process-Methods of planning- limitations of planning- Essentials of a good planning- Obstacles of planning- **Management by Objectives** – Introduction- Meaning – Features of objectives-Advantages of objectives- Features of MBO- Process of MBO- Benefits of MBO- Problems and Limitations of MBO– **Decision Making**- Meaning- Definition- Characteristics of Decision making-Elements of Decision making- Decision making process- Types of Decisions.

UNIT – III: ORGANIZING

Organization : Introduction- Definition- Functions - Principles of Organization- Nature or characteristics of Organization- Importance and Advantages of Organization- Classification of organization- Formal organization- Advantages of formal Organization- Informal Organization-Advantages of informal organization-Difference between formal and informal organization – Introduction and meaning of Authority- Characteristics of Authority- Sources of Authority-Meaning and definition of Decentralization- Advantages and disadvantages of decentralization-Meaning of **Departmentation**- Need and importance of Departmentation- Advantages and disadvantages of departmentation.

UNIT – IV : STAFFING & CONTROLLING

Introduction- Meaning and definition of **Staffing**- Functions of staffing- Process of Staffing- Advantages of staffing- Meaning and definition of performance appraisal-Introductory concepts of **Performance Appraisal**- Training and Development- Introductory concepts of Training- Meaning and Definition of Job Evaluation and Job Analysis- Introductory concepts of Job Evaluation and **Job Analysis**- Meaning and Definition of Direction- Importance of Direction- Techniques of direction.

CONTROLLING:Meaning and definition of controlling- Steps in control process-Techniques of control- advantages and Disadvantages of controlling

UNIT – V: LEADERSHIP & COMMUNICATION

Meaning and definition of **LEADERSHIP** - Need and importance of leadership- Approaches or theories of leadership- Functions of a leader- qualities of a leader- types of leader-

techniques of leadership- leadership styles— International Management Practices: Cultural and Country Differences- Recent trends in management.

Meaning and Definitions of **COMMUNICATION**, the Channels of Communication in the Organizations and their effectiveness – Factors that impact on work place communication – Effective use of communication skills in work place and their effectiveness

TEXT

Koontz, Weihrich, Aryasri, *Principles of Management*, New Delhi, TMH, Recent edition

REFERENCE

1. Prasad L. M, *Principles of Management*, New Delhi, Sultan Chand & Sons, 2006.
2. Koontz and Weihrich, *Essentials of Management*, New Delhi, TMH, 2004.
3. Stoner, Freeman & Gilbert, *Management*, New Delhi, PHI, 1999.
4. Gupta C.B, *Management: Theory and Practice*, New Delhi, Sultan Chand & Sons, 2009.
5. Bose C, *Principles of Management*, New Delhi, PHI, 2006
6. Satya, *Management: Text & Cases*, New Delhi, PHI, 2008

NME ESSENTIALS OF MANAGEMENT
Hours: 2

I semester
Credits: 2

OBJECTIVE

To provide students of other majors an introduction to the basic concepts of business administration highlighting the functions of management.

UNIT – I INTRODUCTION

Meaning of **Management**- Characteristics of management- Functions of Management- Pioneers of Scientific Management -W.Taylor, Henri Fayol, Elton Mayo, Chester Bernard -Douglas McGregor-Functional areas of Management- Difference between management and administration

UNIT – II PLANNING

Introduction-Meaning-Definition-Characteristics of planning- Objectives of planning- Nature of planning- importance of planning- Advantages of planning- Steps in planning process- methods of planning- limitations of planning- Essentials of a good planning- Obstacles of planning- **Management by Objectives**.

Decision Making-Meaning- Definition- Characteristics of Decision making- Elements of Decision making- Decision making process- Types of Decisions.

UNIT – III ORGANIZING

Introduction- Definition- Functions of Organization- Principles of Organization-Nature or characteristics of Organization- Importance and Advantages of Organization- Classification of organization- Formal organization- Advantages of formal Organization- Informal Organization- Advantages of informal organization-Difference between formal and informal organization.

UNIT – IV STAFFING

Introduction- Meaning and definition of **Staffing**- Functions of staffing- Process of Staffing- Advantages of staffing- Meaning and definition of performance appraisal- Introductory concepts of **Performance Appraisal**- Training and Development- Introductory concepts of Training- - Meaning and Definition of Direction- Importance of Direction- Techniques of direction.

UNIT – V CONTROLLING

Meaning and definition of **leadership**- Need and importance of leadership-Theories of leadership- Functions of a leader- qualities of a leader- types of leader-techniques of leadership- leadership styles-Meaning and definition of **controlling**- Steps in control process- Techniques of control- advantages and Disadvantages of controlling- International Management Practices: Cultural and Country Differences-Recent trends in management.

TEXT

Prasad L. M, Principles of Management, New Delhi, Sultan Chand & Sons, 2006.

REFERENCE

1. Gupta C.B, *Management: Theory and Practice*, New Delhi, Sultan Chand & Sons, 2009.
2. Satya, *Management: Text & Cases*, New Delhi, PHI, 2008
3. Koontz and Wehrich, *Essentials of Management*, New Delhi, TMH, 2004

SEMESTER – II

Hours: 3**Credits: 3****OBJECTIVE**

The aim of this course is to help students understand the situations and background of underprivileged people. This course also helps students to know about the realities behind scientific essays in Tamil. Further, this course enhances the knowledge in basic Tamil literature.

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ngnJj; jkpOf;Fhpaghlj;jpl;lmikg;GKiW :

ghlNehf;fk; : ,g;ghlj;jpl;l;j;jpd; %ykhf ,t;Tyfpy; ,d;iwa #oypy; tpspk;Gepiykhe;jh;fspd;
 tho;tpay; epiyfisg; gw;wpmwpe;Jnfhs;tJk;>jkpo; topapy; mwptpay;
 tpQ;QhduPjpahdfUj;Jf;ffisfl;Liuj; jkpo; thapyhfnjhpe;Jnfhs;tJk; kw;Wk;
 mbg;gilmofpayhdmzpf; Mfpaitfisg; gw;wpmwpe;Jnfhs;tJk; ,g;ghlj;jpl;l;j;jpd;
 Nehf;fkhFk;.

Fwpg;G : [Njh;e;njLf;fg;gl;lrpWfijfs;,,,,; >FWehty; kw;Wk; ciueilfs; kl;Lk;]

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ghlj;jpd; gFg;GKiW

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- . tpbAkh? - F.gh.uh
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flTSk; fe;jrhkpg;gps;isAk; -GJikg;gpj;jd;

el;rj;jpuf;Foe;ijfs; - gp.v]; uhikah

Njq;fha;j;Jz;Lfs; -lhf;lh;. K.tujuhrdhh;

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: jkpoh;
: jpUehs; -lhf;lh;. nj.ngh.kPdhl;rpRe;judhh;
:
: ey;yE}y; - lhf;lh;. K.tjuhrdhh;
: jkpOk; gpwgz;ghLfSk; -lhf;lh;.
: nj.ngh.kPdhl;rpRe;judhh;

5. ngz;fs; - ghNte;jh; ghujpjhrd;
rkj;Jtk;
myF : ,yf;fzk;
4.

1. ehd;Ftifr; nrhw;fs;

- ngah;r;nrhy;
- tpidr; nrhy;
- ,ilr;nrhy;
- chpr;nrhy;
- Ntw;Wikfs;
- mzpfs;
- ctikfs;
- cUtfk;

myF : 5. ,yf;fpatuyhWk; >gad;ghl;Lj; jkpo;

- rpWfijapd; Njhw;wk; tsh;r;rp
- Gjpdk; Njhw;wk; tsh;r;rp
- ciueilapd; Njhw;wk;

tsh;r;rp m. gilg;ghw;wy;

rpWfijgilj;jy;

fl;Liugilj;jy;

ghlE}y; : - (Text books)

4. rpWfij -

njhFg;Gjkpo;j;Jiw

nfhilf;fhdy; fpwpj;Jtf;fy;Y}up -

jd;dhl;rpnfhilf;fhdy;

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jkpo;j;Jiw

nfhilf;fhdy; fpwpj;Jtf;fy;Y}up -jd;dhl;rp

nfhilf;fhdy;

6. ,yf;fzk; -

njhFg;Gjkpo;j;Jiw

nfhilf;fhdy; fpwpj;Jtf;fy;Y}up -

jd;dhl;rpnfhilf;fhdy;.

ghh;it E}y;fs; kw;Wk; gupe;Jiu E}y;fs;(Reference books)

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41 -gp>rpl;Nfh ,z;l];bhpay; v];Nll;>

18. GjpaNehf;fpy; jkpo; ,yf;fpatuyhW-jkpoz;zy;>

epA+nrQ;RhpGf; `T]; gpiuNtl; ypkpl;> 41- gp> 28

rpl;Nfh. v];Nll;>nrd;id -98.

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yp>

20. njhy;fhg;gpak; vOj;Jmjpfhuk; -

fofntspaPLirtrpj;jhe;jffofk;>jpUney;Ntyp>

,izaKfthp :

1. Tamil virtual university.com.

2. Chennai library.com

GENERAL FRENCH – II

16ULF02
Hours: 3

II
Semester
Credits: 3

OBJECTIVE

The basic objectives of semester I, comprehension, speaking, and reading skills, will be continued in semester II. The methodology employed will be incorporated into a broader range of vocabulary usage and grammatical skills. Analysis of written passages will include more intense work with the rhythmic groups that constitute the basic grammatical patterns of meaning in the language.

UNIT – I

Revision and exercises of comprehension – speaking, vocabulary and grammatical patterns covered to date

UNIT – II

Textbook: Reading and grammatical analysis from Text – Irregular Verbs – Object Pronouns

– Imperative – Interrogative adverbs – Dictation

UNIT – III

Textbook: Reading from Text – Role playing – Dictation – Grammar – Revision of Future, Irregular Verbs – Introduction of Partitive article

UNIT – IV

Textbook: Selected texts – Reading aloud – Questions (Oral) – Dictation – Grammar: Past tense; object pronouns; Direct and Indirect; Transformation exercises

UNIT – V

Textbook: Selections from text – Exercises as above – Revision of all material covered – Grammar: Past tense of pronominal verbs – Intransitive verbs of motion – Intensive comprehension and oral drills

TEXT

Madanagobalane K, *Synchronie I and Pronunciation CD*, Chennai, Samhita Publications, 2007

REFERENCE

1. MathurinDondo Ph.D., *Modern French Course*, New Delhi, Oxford University Press, 1985
2. Siréjols / Renaud, *LeNouvelEntrenez-Vous*, Paris, CLE International.

Professional Communication Skills I

(Part II English)

Hours: 3 Course Credit: 3

Course Objective: This course intends to assist the learners to achieve competence in communication in English. Literary texts will be used to help the learner achieve key skills like reading, writing, speaking and listening. Classroom activities will be learner-centered and interactive.

Unit I - Prose

My Greatest Olympic Prize - Jesse Owens

The Post Master - Rabindranath Tagore

Early Influences - Dr. A.P.J. Abdul Kalam

Unit II - Grammar

Articles

Parts of Speech

Modals

Tenses

Unit III- Communication Skills

Developing Conversational Skills

Reading and Listening Skills

Mother tongue interference

Vocabulary building

Fillers

Unit IV

Presentation skills–Content – Delivery – Body Language – Voice – Words

Using technology for presentations

Unit V

Letter Writing

Format, Types, Practical

Text Book: Modern Avenues: Harrows Publication.

References: Sahayam, John. Effective Communication skills in English:

Note: Handouts / online resources will be provided by the department.

16BAC21
Hours: 5

ASPECTS OF CONTRACT & NEGLIGENCE ACTII Semester

Credit: 5

Aim

The aim of this unit is to provide learners with an understanding of aspects of the law of contract and tort and the skill to apply them, particularly in business situations.

Unit 1

The essential elements of a valid contract in a business context

Essential elements: offer and acceptance; intention to create legal relations; consideration; capacity; privity of contract (**note vitiating factors are included in Unit 27: Further Aspects of Contract and Tort**)

Types of contract: face to face; written; distance selling; impact

Types of terms: condition; warranty; innominate term; express; implied; exclusion clauses and their validity

Unit 2

Be able to apply the elements of a contract in business situations

Elements: application of relevant principles and case law to business scenarios

Specific terms: contents of standard form business contracts; analysis of express terms, implied terms and exclusion clauses in a given contract

Effect of terms: breach of condition, warranty and innominate terms; legality of exemption clauses; outline of remedies; damages

Unit 3

Understand principles of liability in negligence in business activities

Negligence: differences to contract; duty of care; breach of duty; damage – causation and remoteness of damage; personal injuries; damage to property; economic loss; occupier liability

Liability: employer's liability; vicarious liability; health and safety issues

Unit 4

Be able to apply principles of liability in negligence in business situations

Negligence: application of the legal principles of negligence and relevant statutory and case law to business scenarios including: personal injuries, damage to property, economic loss, occupier liability; defences; contributory negligence; remedies

Unit 5

The importance of the essential elements required for the formation of a contract

Offer: This is a proposal made by one party to another. Hence this may be a requirement to do something.

Acceptance: This is a positive response towards an offer.

Consideration: As a result of a valid contract there is an exchange of some benefit between the contracting parties.

TEXT BOOK

Mercantile Law N.D. Kapoor Sultan Chand & sons

PRINCIPLES OF MARKETING

Hours : 5

Credit : 5

Objective :

This unit aims to provide learners with understanding and skills relating to the fundamental concepts and principles that underpin the marketing process.

UNIT-I CONCEPT OF MARKETING

Marketing: Meaning, Definitions, Scope – Marketing Concepts – Marketing Audit – Integrated Marketing – SWOT Analysis – Marketing Orientation and Building Competitive Advantage and Desired quality.

Customer: Meaning, Types and Needs; Customer Behavior and Decision Making Process, Concept of Buyer Readiness and Loyalty – Strategies that create delighted customers – Customer Service Strategy

Customer Service – Customer Care – Customer Relationship Marketing - Understanding the Marketing Environment

UNIT-II SEGMENTATION, TARGETING AND POSITIONING

Macro environment- Micro environment- Porter's competitive forces – Buyer behavior- Market Segmentation – Market Positioning - Segmentation of Consumer markets for a product or service.

UNIT-III MARKETING MIX

Product-Place-Price-Promotion- internet and online marketing- The shift from the 4Ps to the 7Ps – 8 Ps – Role of Marketing Mix in Decision- Making – Branding – Customer Value Concepts - Customer Centric Approach to Marketing Mix in Private Sector

UNIT-IV STRATEGIES AND INTERNATIONAL MARKET

Marketing Strategies used within organizations - Relationship between Sales and Marketing - Consumer markets- Organizational markets- Services- International market environment: market attractiveness; international marketing mix strategies – Social responsibility marketing

UNIT-V : E- MARKETING COMMUNICATIONS

E- MARKETING COMMUNICATION: Meaning, Characteristics, Techniques and the recent developments – Factors affecting e-marketing communication - criteria assessing the effectiveness of e-marketing communication – recent developments in e-marketing communication - Benefits of e-marketing for organizations – Design of a business website – Use of technology for successful Customer Relationship Management

TEXT:

1. Philip T. Kotler, Marketing management, Pearson publication 15th edition, 2015.

REFERENCES:

2. Philip Kortler and Kevin Lane Keller, Marketing Management, PHI 14th Edition, 2012
3. KS Chandrasekar, “Marketing management-Text and Cases”, Tata McGrawHill-Vijaynicole, First edition,2010 23 .
4. Paul Baines, Chris Fill and Kelly Page, Marketing, Oxford University Press, 2nd Eidition,2011
5. Lamb, hair, Sharma, Mc Daniel– Marketing – An Innovative approach to learning and teaching, A south Asian perspective, Cengage Learning — 2012

6. Lamb, hair, Sharma, Mc Daniel– Marketing – An Innovative approach to learning and teaching, A south Asian perspective, Cengage Learning — 2012

E – BUSINESS OPERATIONS

Hours: 5

Credit : 5

Objective:

This unit provides an understanding of the internet and how e-business can be used in the organizations, this will help the learners to develop the skill to use the transactions in a better way. The concept of Knowledge Management and its importance to the organizations operating in 21st century is also covered in this subjects which will help to gain and sustain competitive advantage.

UNIT-I : INTRODUCTION

E- BUSINESS : Meaning, Scope, Models, Benefits and Barriers to businesses on online presence – Assessing the Security and legislative issues facing an online business transactions – the modes of communication available to an e-business and their applications – Role of IT in business today – Impact on business of Digital communications technologies.

E – PURCHASE: purchase process – purchase decision – purchase sequences – B2B Buying transactions – problem recognition, supplier search, Professional buyers, variables in purchasing- strategic materials and capital equipment purchases; risk and perceived risk

UNIT-II : E- TRANSACTION

Electronic transactions: Meaning and different types. – Applications - servers and business processes execution platforms; comparison of paper-based transactions with electronic transactions; benefits of electronic -need to keep records.

Internet Technology and its importance on e-business operations – Usage of intranets and extranets within business communication

Electronic Data Interchange (EDI) - EDI technology - standardization and EDI - advantages and limitations of EDI - Electronic Payment Systems - type of payment systems – Payment Service Providers (PSP) - Electronic Bill Presentment and Payment (EBPP); Models of EBPP - requirement metrics of a payment system

UNIT-III : E-Procurement

Components of **supply chain management** - scope of cooperation between firms in the supply chain - transportation and logistics - E-procurement - types of e-procurement; - Logistics services and international trade - the flow of demand information to back up the supply chain- Evaluate the benefits of electronic processes in the integration of supply chain management-Trends in supply chain management- **E-procurement** integrated into Purchase-to-Pay (P2P) value chain; SCM 2.0

UNIT-IV : Quality in E-Business

Quality control in e-business operations - **Total Quality Management (TQM)**; certification - Trust and security- impacts of delays and deferrals on trust between organizations - certification authority –cryptology- digital signatures- security protocols - Potential impact of e-commerce on organizations in the future – Impact of a well-designed website to an e-business.

UNIT-V : E-LEARNING & KNOWLEDGE MANAGEMENT STRATERGY

e-learning - Industry networks, portals and industry trends- development of industry networks either through extranets or portals for research reports; new product developments.

Knowledge Management - Meaning and Concepts, Models and Characteristics of Knowledge Management - How Knowledge can be used as competitive advantage by organizations – the Practice and impact of Knowledge Management on Business Strategy - knowledge dissemination; industry trends; trading marketplaces; vertical portals or portals - innovations include cloud computing, Service Oriented Architecture (SOA)- Service as a Software (SaaS).

TEXT:

- ❖ Logistics Management- Francis Cherunilam, 5th edition , Himalaya Publishing House, 2010.
- ❖ D. Chaffey. E-Business and E-Commerce Management, Strategy, Implementation and Practice, 4th or 5th edition

HUMAN RESOURCE MANAGEMENT

Objectives: To provide a framework of knowledge relating to the concepts and practices of Human Resources Management in the Indian Context. Relate the roles of personnel to overall business goals and to incorporate the recent contributions regarding HRM Functions, Industrial Relations and International Human Resource Management.

UNIT I: Introduction to Human Resource Management-Definition, Nature and scope – Functions and objectives -HRM in new millennium-HR Policies and practices –Roles and functions of HR manager –Influence of HR towards management functions-Strategic Human Resource Management ,Nature ,Model-Strategic management influencing Business process

UNIT II: HR Procurement and Planning - Job Analysis, Job Description. Job Specification HRD: Roles, objectives and Process-Recruitment and selection –Process and types HRD: Models, Learning theories, context of HRD in organizations

UNIT III: HR selection and Training:Definition of Training &Development,Nature and importance, process and types. Role of Performance Management and rewards-Job evaluation methods, PerformanceAppraisal –Process. Methods, Characteristics of effective Performance Appraisal –Potential Appraisal –Methods and Practices

UNIT IV : Industrial Relations and Compensation: Introduction –Definition. Objectives and importance, Factors affecting Industrial relation, causes of IR -Collective Bargaining – Definition, characteristics and Types-Workers participation in Management –Industrial Disputes

Compensation – Meaning, Needs and importance –Incentives, Pension schemes – Allowances and other Monetary benefits

UNIT V: International Human Resource Management & Global Scenario: Introduction to IHRM-IHRM Model, Functions-Recruitment- selection –training and development, objectives and needs-Factors affecting IHRM-International compensation-Repatriation-Reason for expatriate failure-Recent trends

BOOKS FOR REFERENCE

- ❖ M. Sharma "Personnel & HRM", Himalaya Publishing House 2005
- ❖ B. Gupta, Personnel Management, Sultan Chand and Company Limited, New Delhi
- ❖ Gary Dessler HRM, Prentice Hall Publication,
- ❖ ArunMonappa and MirzaSaiyadin, Human Resource Management, Tata Me Graw Hill Publishing Co.

16BANA
B Hours:

ENTREPRENEURSHIP
DEVELOPMENT

II Semester
Credits:2

OBJECTIVE

This course is designed to instruct students on how to formulate, plan, and implement a new venture.

UNIT – I

Entrepreneurship: Definition, Characteristics and Theories – Types of Entrepreneurs – Barriers to Entrepreneurship – Conceiving a Business Idea – Motivating Factors: Incentives and Subsidies

UNIT – II

Meaning of Project – Project Identification – Project Objectives – Project Life Cycle – Project Formulation – Project Report – Project Selection – Project Design

UNIT – III

Concept of Project Appraisal – Project Appraisal Methods – Methods of Minimizing Risk

UNIT – IV

Decision to become an Entrepreneur – Procedure and Formalities for Registration – Marketing Studies – Exports and Imports – Managerial Decision Making – Start ups

UNIT – V

Institutions assisting Small and Medium Entrepreneurs – Institutional Finance for Small and Medium Entrepreneurs-SFCs, , SIPCOT, SIDCO, DIC, Credit facilities from commercial Banks

TEXT

Guptha C. B., *Entrepreneurial Development*, New Delhi, Sultan Chand & Sons, 1999

REFERENCE

1. Desai V, *Dynamics of Entrepreneurial Development and Management*, Mumbai, Himalaya Publication, 2010.
2. Desai V, *Small Scale Industries Problems & Prospects*, Mumbai, Himalaya Publication, 2008.
3. Sengupta, *Government and Business*, New Delhi, Vikas Publications, 1995.
4. Phansalkar, *Making Growth Happen, Response*, New Delhi, Sage Publication, 1999.

SEMESTER – III

BUSINESS STATISTICS & DECISION MAKING

OBJECTIVE:

This course introduces business statistics and fundamental aspects of Decision making. It examines the aspects of business and management with regards to basic statistical analysis. The learner will also understand the theoretical concepts, tools and methods of statistics as well as the opportunity to work through example problems. This will also enable them to show their ability to utilize technologies relevant to contemporary business decision making. This will help them to become future-oriented decision makers, problem solvers and innovators.

UNIT - I : DATA & PRESENTATION OF DATA

Introduction to Statistics: Introduction to Business Statistics - Meaning – Scope – Limitations. **Data :** Meaning – Types – Methods of Data Collection – Presentation of Data – tabulation – Frequency distribution – Graphical representation of Data. **Data Classification:** Classification & Tabulation of Statistical data – **Data Storage:** Security of Information , Data protection Issues, Ethical Issues.

UNIT - II : TECHNIQUES TO ANALYZE DATA

Data Calculation: Use of quartiles, percentiles, correlation coefficient. Representative values: mean, median, mode; calculation from raw data and frequency distributions using appropriate software; using the results to draw valid conclusions, Measure of Central Tendency – Mean – Median – Mode - Measures of Dispersion – Standard Deviation – Measures of dispersion: standard deviation for small and large samples, Calculation: use of quartiles, percentiles, correlation coefficient

UNIT - III : STRATEGIC DECISION MAKING& INFORMATION SYSTEM

Role of Information systems for strategic decision making – alignment of information systems with Business Plans – How the information systems support business functions – contribution of quantitative techniques to business functions – **Decision Making Models**

UNIT - IV : SOFTWARE – GENERATED INFORMATION TO MAKE DECISIONS IN AN ORGANISATION

Management information systems: computers and information processing tools for operational, tactical and strategic levels of the organization, Project management: networking and critical path analysis, Gantt and Pert charts, Financial tools: net present value; discounted cash flow; internal rates of return

UNIT - V : EFFECTIVE BUSINESS DECISIONS

Role of Statistics in Business Decision Making - Making the decision - rational decision making process - Real time case studies

BOOKS FOR REFERENCE

1. Business Mathematics & Statistics, J. K. Thukral, Publisher: Mayur Paperbacks
2. Morris H. DeGroot, Mark J. Schervish Probability and Statistics, 3rd ed., Addison Wesley
3. Business Decision Making Hardcover –by Colin Gilligan

BUSINESS LAW

III Semester

Hours: 5

Credit: 3

OBJECTIVES

- ❖ To make the students to learn the elements of general contract and special contracts.
- ❖ To enable the students to understand and deal with various contracts in his day-to-day life, be it for his business or profession.
- ❖ To make the students to look ahead with confidence as to the future in the world of business and profession by understanding the various legislations.

UNIT-I LAW OF CONTRACT

Law of contract-Nature of contract-Offer and acceptance-Consideration-Capacity to contract-Free consent - Performance of contract-Discharge of contract.

UNIT-II QUASI CONTRACT & INDEMNITY & AGENCY

Quasi contracts-Remedies for Breach of contracts - Indemnity and Guarantee-Bailment and pledge- Contract of Agency

UNIT-III SALE OF GOODS

Sale of goods – Formation of contract – Conditions and Warranties – Transfer of property – Performance of the contract – Rights of an unpaid seller – Auction sales.

UNIT-IV INSURANCE

Contract of Insurance – General principles of Insurance – Kinds of policies under Life, Fire and Marine insurance.

UNIT-V CARRIAGE OF GOODS & CONSUMER PROTECTION ACT

Carriage of goods – Classification of carriers – Private and Common carrier – Rights and duties – Consumer protection – Objects – Unfair trade practice – Consumer Protection Council – Consumer Disputes Redressal Agencies – Appeal.

TEXT

N.D.Kapoor, Element of Mercantile Law, Sultan Chand Publishers, New Delhi,2001.

M.C.Sukla, Mercantile Law, Sultan Chand Publishers, New Delhi, 2002.

REFERENCES

Srinivasan, Business Law, Margham Publishers, Chennai, 2004

Kuchcal, Mercantile Law, Vikas Publishing house, New Delhi, 2003

16BAA31
Hours: 3

BUSINESS ECONOMICS

III Semester
Credit: 3

OBJECTIVES:

The unit is to enable learners to understand the behaviour of domestic firms, transnational organisations and governments through substantive micro and macro-economic theory and policies and apply these to current and past events that have had a significant economic impact on the world.

UNIT I MICROECONOMIC THEORY RELATING TO MARKETS

The basic economic problem of scarcity and resource allocation - The role of opportunity cost - concept of foregone benefit- costs in the short and long run- revenue-profit maximization- Equilibrium in a market- Differing market system: planned versus market-based economies- mixed economies - Importance of elasticity - demand and elasticity of supply Government Intervention in the Market: minimum and maximum pricing, black markets, indirect taxation, elasticity and the incidence of taxation

UNIT II MARKET POWER ON AN ECONOMY

Pricing behaviour of firms in markets - structure-conduct-performance
Market power, operations and economic environment: market structures

UNIT III Macroeconomic environment

Changes in structure of the economy Four possible economic objectives for government macro-economic policy, full employment, price stability, economic growth, balance of payments equilibrium Economic policy - Performance of economies in the global market

UNIT - IV Economic theories to the globalisation of trade

Economics of trade for development: Theory of comparative advantage, growth of global trade 1900 to present time, impact of emerging economies, Advantages and disadvantages of free trade for development: trade agreements, protectionism, impact of the economic union and trading blocks, e.g. EU, ASEAN, etc.

UNIT – V GLOBAL ENVIRONMENT

Global economic environment and internationalisation: Impact of transnational organisations, financial and money markets, emerging economies e.g. BRIC, MIST countries and emerging Africa Impact of domestic and global economic shocks: global financial crises, boom and bust economies, impact of recessions on individual firms.

TEXT

Economics, Organization & Management US edition – Paul Milgrom, John Roberts, Pearson publication.

OBJECTIVE

To introduce students to the basic cost concepts and the various methods used in cost ascertainment systems.

UNIT-I

Cost Accounting: Concepts, Objectives, Advantages and Limitations – Difference between Financial and Cost Accounting – Cost Unit & Cost Centre

UNIT-II

Elements of Cost: Material, Labor and others – Classification and Types of Costs – Preparation of Cost Sheet

UNIT-III

Methods and Techniques of Costing: Job Costing – Meaning, Features, Advantages and Limitation; Contract Costing – Basic Concepts; Process Costing - Meaning, Features, Normal and Abnormal Loss/Gains; Operation Costing – Meaning, Features & Objectives

UNIT-IV

Budget and Budgetary Control: Definition, Objectives of Budgetary control – Advantages and Disadvantages of Budgetary Control – Types of Budget

UNIT-V

Marginal Costing: Meaning, Concepts – Fixed Cost, Variable Cost, Contribution, P/V Ratio, Break Event Point, Margin of Safety – Standard Costing: Definition, Concepts, Advantages and Limitations – Material and Labor Variance Analysis

TEXT

Maheswari S. N., *Cost Accounting*, New Delhi, Sultan & Chand Publications,

2010. REFERENCE

1. Jain and Narang, *Cost Accounting*, New Delhi, TMH, 2009
2. Banerjee, Bhabatosh, *Cost Accounting: Theory and Practice*, New Delhi, PHI, 2009.
3. Bhar, *Cost Accounting: Methods and Problems*, Kolkata, Academic Publishers, 2010.

OBJECTIVE

Computer Application in Business teaches students to use relevant Microsoft Office technology, prepare accurate business correspondence, and communicate effectively and professionally in business settings.

UNIT I

Introduction to Computers: Definition–Characteristics and Capabilities of Computers–Generation of Computers – Classification of Computers – Types of Computers

– Block diagram of Computer – Hardware – CPU – Memory (Primary and Secondary) – Input Devices – Output Devices – Software – System Software – Application software – Operating System – Definition and Types of Operating System.

UNIT II

MS- Word: Introduction to Word Processing and MS-Word–Components of Word Opening Screen – Creating Word Documents – Entering, Editing, Creating bulleted and Numbered lists – Types of views – Spell checker and grammar – Applying Fonts and Font styles – Aligning and Formatting Text – Creating tables – Working with Tables – Mail Merge.

UNIT III

MS-Excel: Introduction to Spread Sheet–Components of EXCEL opening screen– Entering data in worksheet – Inserting and deleting cells, rows and columns – using auto-fill – creating and working with formula – functions in Excel – Graphs and Charts – Types of Charts – Elements of a Chart – Creating a Chart.

UNIT - IV

MS-PowerPoint: Meaning and Features–Presentation: Creating a presentation using Autocontent Wizard, Design templates and Blank presentation – Types of views – Opening an Existing presentation – Editing, Saving and closing a presentation – Enhancing presentation,

SEMESTER – IV

**16BAC41
SEMESTER**

FINANCIAL SYSTEMS AND AUDITING

IV

Hours: 5

Credit : 5

OBJECTIVE:

The aim of this unit is to enable learners to develop understanding and skills in the management of business accounting systems and the conduct and reporting of audits.

UNIT-I ACCOUNTING SYSTEMS WITHIN A BUSINESS

Accounting records: books of prime entry - accounts and ledgers - trial balance; final accounts - Fundamental accounting concepts: accruals; prudence; consistency; going concern; materiality; business entity -Accounting systems: manual and computerised; effect of business size and structure

UNIT-II MANAGEMENT CONTROL SYSTEMS OF A BUSINESS

Business risk: types - identification of risk and responsibility for risk management; influences on corporate governance - Control: control systems and procedures within the business e.g. segregation of duties, authorisation - Fraud: types; implications; detection

UNIT-III PLANNING AND CONDUCT OF AN AUDIT ASSIGNMENT

Regulatory environment: legal duties and status of auditors; liability of auditors; auditing standards and guidelines -Role of the auditor: internal and external audit and the relationship between the two- responsibilities of management as opposed to auditors

Audit planning: scope; materiality; risk -Audit testing: systems based (compliance) and substantive testing; sampling methods - Records: audit files and working papers; checklists and programmes; flow charts and questionnaires

UNIT-IV AUDIT REPORTS

Statutory reports: purpose; content (opinion of auditor), qualified and unqualified, types of qualification - Management letters: purpose and content

UNIT-V PUBLIC SECTOR AUDIT ACTIVITY

Organizational independence -A Formal mandate

TEXT BOOK

1. B.N.Tandon, (2000), Principles of Auditing, S.Chand& Company, New Delhi.
2. Ravinder Kumar and Virender Sharma, (2009), Auditing principles and practice, PHI learning Pvt.Ltd. Revised Edition, New Delhi.

REFERENCE BOOK

1. Ghatalaia, Spicer and Pegler's Practical Auditing, S.Chand& Co, New Delhi

QUANTITATIVE TECHNIQUE Semester: IV

16BAA40

Hours: 5

Credits: 5

OBJECTIVE

To encourage the students to gain knowledge in Numerical Aptitude since it is an asset to those who plan to appear in competitive examinations.

UNIT – I

Introduction – Numbers - HCF and LCM of numbers – Decimal Fractions

UNIT – II

Square roots and Cube roots, Average, Ratio & Proportion

UNIT – III

Problems on numbers, Problems on ages

UNIT – IV

Percentage – Profit and Loss – Simple Interest and Compound Interest

UNIT – V

Time and work – Time and Distance

TEXT

Aggarwal R. S., *Quantitative Aptitude*, New Delhi, Sultan Chand Publication, 2008

REFERENCE

1. Vittal P.R., *Business Mathematics*, Chennai, Margham Publications, 2010.
2. Aditham B. Rao, *Numerical Ability and Mathematical Aptitude*, Mumbai, Jaico Publishing, 2004.
3. Sinha, *The Pearson Guide to Quantitative Aptitude for the CAT*, New Delhi, Pearson, 2010.

COMPANY LAW & SECRETARIAL PRACTICE

16BAC42

IV SEMESTER

Hours: 5

Credits: 5

Course Objectives:

1. To make the students understand the significant provisions of the Companies Act.
2. To help student understand the secretarial aspects relating to Drafting.

Unit 1: Company – An overview

Company - Definition – Characteristics – Kinds of companies – Private and public- Privileges enjoyed by a private company – Holding and subsidiary company – Government company – Foreign company - NCLT.

Unit 2: Formation of a Company

Formation of company – Preliminary contracts – Promotion – Memorandum of Association – Contents – Alteration of memorandum – Doctrine of ultra vires. Articles of Association – Content of articles – Alteration of articles – Doctrine of constructive notice and indoor management

Unit 3: Books of Accounts

Statutory and other books - Period of preservation of records - Returns to be filed with the registrar - Secretarial duties regarding maintenance of statutory and other books

Unit 4: Board of Management

Director- qualification, disqualification, appointment, legal position, number of directorship removal, Resignation of Director, duties, liabilities, powers of board of directors - Managing Director – qualification, appointment. Company Meetings - quorum, resolution, Minutes; Winding up – modes, Grounds for compulsory and voluntary winding up

Unit 5: Drafting

Practical aspects of drafting – general principles – Drafting of notice and resolutions – Drafting of minutes and Chairman Speech.

Course Texts

1. **N.D. Kapoor**, Company Law and Secretarial Practice, Bookwell Publishers, New Delhi, 1984
2. **Srinivasan**, Company Law & Secretarial practice, Margham Publishers, Chennai, 2005

Course References

1. **Ramiah**, Company Law, Wadha & Co., New Delhi (13th Edition, 2000)
2. **Atwar Singh**, Company Law, Bookwell Publishers, New Delhi, 1989

16BAA41
Hours: 3

QUALITY MANAGEMENT IN BUSINESS SEMESTER IV
Credit: 3

OBJECTIVES:

To Provide a thorough understanding of QM Principles, ISO 9000 Certification and the importance of QM functions in the global scenario.

UNIT I - INTRODUCTION

Introduction - Need for quality - Evolution of quality - Definition of quality - Dimensions of manufacturing and service quality - Basic concepts of QM - Definition of QM – QM Framework - Contributions of Deming, Juran and Crosby – Barriers to QM.

UNIT II- QM PRINCIPLES

Leadership – Strategic quality planning, Quality statements - Customer focus – Customer orientation, Customer satisfaction, Customer complaints, Customer retention - Employee involvement – Motivation, Empowerment, Team and Teamwork, Recognition and Reward, Performance appraisal - Continuous process improvement – PDSA cycle, 5s, Kaizen - Supplier partnership – Partnering, Supplier selection, Supplier Rating.

UNIT III- QM TOOLS:

The seven traditional tools of quality – New management tools – Six-sigma: Concepts, methodology, applications to manufacturing, service sector including IT – Bench marking – Reason to bench mark, Bench marking process – FMEA – Stages, Types.

UNIT IV- QM TECHNIQUES:

Quality circles – Quality Function Deployment (QFD) – Taguchi quality loss function – TPM – Concepts, improvement needs – Cost of Quality – Performance measures.

UNIT V-QUALITY SYSTEMS

Need for ISO 9000- ISO 9000-2000 Quality System – Elements, Documentation, Quality auditing- QS 9000 – ISO 14000 – Concepts, Requirements and Benefits – Case studies of QM implementation in manufacturing and service sectors including IT.

TEXT BOOK:

Dale H.Besterfield, et al., “Total Quality Management”, Pearson Education Asia,3rd Edition, Indian Reprint (2006)

REFERENCES:

James R. Evans and William M. Lindsay, “The Management and Control of Quality”, 6th Edition, South-Western (Thomson Learning), 2005.

Oakland, J.S., “TQM – Text with Cases”, Butterworth – Heinemann Ltd., Oxford, 3rdEdition.

16BAA41

BUSINESS EVENT MANAGEMENT SEMESTER-IV

HOURS:3

CREDIT:3

OBJECTIVE:

The aim of this unit is to provide learners with a knowledge and understanding of different administrative functions and roles and to provide them with the skills to organize events and activities.

UNIT-I PLAN AN EVENT OR PROJECT:

Identification of the event or project- kind of event, key people involved, objectives and constraints, costs, likely problems, time required for event or project Preparing - Pre-planning meeting to discuss proposals, flexibility, contingency plans, allocating tasks and roles, critical path identification, estimating completion date – Monitoring - Reviewing plans

UNIT-II DOCUMENTATION & RESOURCING:

Documentation dispatch, storage and retrieval - internal and external, letters, memos, notes, emails, advertising, agendas, reports and feedback, working notes, Data Protection Act Resourcing: financial, human and physical, including refreshments, travel and accommodation.

UNIT-III ADMINISTER AN EVENT OR PROJECT

Setting-up tasks: responsibilities, coordination, negotiation, methods of communication - Estimating completion dates: available planning techniques and tools - Time management and prioritization: planning- and time-management aids -the importance of delegation - Supporting: the importance of communication -Supervising and monitoring –Evaluating

UNIT-IV TEAMWORK

Size of teams: optimum size needed for the task and method of working - Leadership: the importance of effective coordination - clear communication both orally- paper- Identifying the actions and resources needed to achieve agreed outcomes - Identify roles and responsibilities - Group cohesion - team building - Conflicts - methods and regularity of communication- team meetings

UNIT-V BUSINESS COMMUNICATION SYSTEM

Business documentation: letters, memos, reports, agendas, minutes - Information technology: internet, emails, video links, mobile phones, applications software - Producing information: method, type of production and regularity

CODE:16BAA43

MANAGEMENT ACCOUNTING SEMESTER-IV

HOURS:3

CREDIT-3

Objective:

The aim of this unit is to provide learners with an understanding and ability to use cost and budgeted information to support the management decision process within an organization.

UNIT-I INTRODUCTION TO BUDGETING PROCESS

Purpose of the budgeting process: benefits of budgeting - Nature of the budgeting process: links with organizational objectives and strategy; The budget manual - Budgets as planning, coordinating, motivation and control devices; behavioral consequences of budgets; padding the budget; spending to budget - Creative budgets.

UNIT-II COST INFORMATION

Different types of costs and classification: materials; labor; overheads; direct costs; indirect costs; fixed, variable and semi-variable costs - Costing methods - Calculation of costs: techniques - Analysis of cost data - Cost assessment to maximize profitability

UNIT-III PREPARING BUDGET

Budgeting methods - Budget preparation - preparation of sales budget; debtors' budget; creditors' budget - Production cost - Raw materials and finished goods budgets - Cash budget

UNIT-IV PERFORMANCE MONITORING

Variations: types; analysis; calculation; possible causes e.g. variations in Corrective action: relevant to business - Operating statement: identification of favorable or adverse variations against budget leading to the compilation of a Cost Reconciliation Statement - Reporting findings: identification of favorable or adverse variance from planned expenditure

UNIT-V PROFIT SETTING

Cost-volume-profit analysis for a business - Alternative cost and volume proposals: higher costs; lower costs; higher sales volume; lower sales volume - Break-even analysis: calculation of break-even point; margin of safety; target profit setting; use of graphs; use of break-even formula - Recommending action to improve financial performance: actions to improve profitability

ENTREPRENEURSHIP & NEW VENTURE PLANNING AND DEVELOPMENT

OBJECTIVE

This course is designed to instruct students on how to formulate, plan, and implement a new venture and to become an entrepreneur.

UNIT – I

Entrepreneurship: Definition, Characteristics and Theories – Types of Entrepreneurs– Barriers to Entrepreneurship – Conceiving a Business Idea – Motivating Factors: Incentives and Subsidies

UNIT – II

Meaning of Project – Project Identification – Project Objectives – Project Life Cycle – Project Formulation – Project Report – Project Selection – Project Design

UNIT – III

Concept of Project Appraisal – Project Appraisal Methods – Methods of Minimizing Risk

UNIT – IV

Decision to become an Entrepreneur – Procedure and Formalities for Registration – Marketing Studies – Exports and Imports – Managerial Decision Making

UNIT – V - NEW VENTURE PLANNING AND DEVELOPMENT:

Starting a new venture-understanding the startup of a small business enterprise-operations of a small business enterprise-expanding a small business enterprise-Determining the market potential of a new business venture –Legal forms of new business venture – developing a business plan - Securing fund for new business venture.

TEXT

Guptha C. B., *Entrepreneurial Development*, New Delhi, Sultan Chand & Sons, 1999

REFERENCE

1. Desai V, *Dynamics of Entrepreneurial Development and Management*, Mumbai, Himalaya Publication, 2010.
2. Desai V, *Small Scale Industries Problems & Prospects*, Mumbai, Himalaya Publication, 2008.
3. Sengupta, *Government and Business*, New Delhi, Vikas Publications, 1995.
4. Phansalkar, *Making Growth Happen, Response*, New Delhi, Sage Publication, 1999.

SEMESTER – V

16BAC51

RESEARCH METHODOLOGY

Hours: 5

Credits:5

OBJECTIVES

- ❖ To understand some basic concepts of research and its methodologies
- ❖ To identify appropriate research topics select and define appropriate research problem and Parameters.

UNIT – I INTRODUCTION

Research – Objectives of Research – Types of Research – Research Process – Selection and Formulation of Research Problem – Research Design

UNIT – II SAMPLING

Sampling Design – Characteristics of a Good Sample Design – Types of Sample Design - Measurement and Scaling – Important Scaling Techniques

UNIT – III DATA

Types of Data – Methods of Data Collection – Drafting Schedule and Questionnaire – Pilot Study – Interview and Observation Techniques – some other methods of Data Collection.

UNIT – IV INTERPERATION

Processing of Data – Classification – Editing – Coding – Tabulation – Interpretation – Diagrammatic and Graphical Representation – Use of Computer in Data Processing

UNIT – V REPORTING

Report writing – Types of Research Reports – Layout of a Research Report – Footnotes – Referencing – Bibliography – Ethics in Research.

COURSE TEXT

1. **Kothari C. R.**, *Research Methodology: Methods and Techniques*, New Delhi, NewAge International, 2005

COURSE REFERENCE

1. **Kumar Ranjit**, *Research Methodology: A Step By Step Guide for Beginners*, New Delhi, Pearson Education, 2008.
2. **Panneerselvam R.**, *Research Methodology*, New Delhi, PHI, 2009.
3. **Krishnaswamy K. N., Sivakumar AppaIyer, Mathirajan M.**, *Management Research Methodology: Integration of Principles, Methods and Techniques*, New Delhi, PHI, 2009

16BAC52 EXPORT DOCUMENTATION & PROCEDURES SEMESTER- V

Hours: V

Credits:5

OBJECTIVES

To introduce students to international trade procedures including import and export procedures, the documents involved, the funding procedures and the various organizations involved in export and import.

UNIT – I INTRODUCTION:

Setting up an Export/Import Business – Registration Procedures for Export/Import – Selection of Products and Suppliers for Export/Import – export and import contracts.

UNIT – II DOCUMENTATION:

Documentation of Import- documents of Export-financing for exports and imports- pre and post shipment credit - EXIM bank export credit guarantee corporation-Payment Terms and Methods.

UNIT – III CUSTOMS & ITS ASSISTANCE:

Customs duty incentives – marketing assistance – production assistance – recent trends.

UNIT – IV PROMOTIONAL MEASURES:

Export Promotion Measures – Export Promotion Organizations – Import Trade Organizations – export promotion council- commodity board – chamber of commerce, DGCI.

UNIT – V E-DOCUMENTATION:

Import and Export procedure -E-Documentation procedures - EXIM Policy 2015-2020, New FDI Policy

TEXT -

1. Francis Cherunilam, *International Trade and Export Management*, Mumbai, Himalaya Publication, 2006.

REFERENCE

1. R.L Varshney, *International Marketing Management*, New Delhi, Sultan Chand and Sons, 2001.

2. Jain K S, *Import Procedures and Documentation*, Mumbai, Himalaya, 2010.

3. Mahajan, *Import Policy, Procedures and Documentation*, Mumbai, Snow white, 2010.

4. K.K. Andley & V.J. Mattoo, *Foreign Exchange Principles and Practices*, New Delhi, Sultan Chand and Sons, 2000.
5. T.A.S. Balagopal, *Export Management*, Mumbai, Himalaya Publishing House, 2006.
6. Paul, Aserkar, *Export Import Management*, New Delhi, Oxford University Press, 2008.
7. Kumar Aseem, *Export and Import Management*, New Delhi, Excel Books, 2007.
8. Singh, *Export Management*, Delhi, Discovery Publishing, 2010.

Hours: 5**Credits:5****OBJECTIVE**

The objective of this course is to introduce students to the techniques in production and operations management which are required for maximizing productivity and profitability in businesses.

UNIT – I: INTRODUCTION

Operations Management – Meaning, Objectives, Functions – Types of Production Systems –Plant Location –Types of sites –Advantages and Disadvantages– Factors affecting plant location –Urban areas, Industrial estates — Techniques of Site Evaluation

UNIT – II: PLANT LAYOUT

Plant layout – Introduction – objectives of an ideal plant layout – factors affecting the plant layout decisions –Types of plant layout –Material flow system – material handling.

UNIT – III: INVENTORY MANAGEMENT AND STORES MANAGEMENT:

Inventory Management – Introduction, Meaning, Objectives, Principles – Purchasing procedure Introduction to Material Requirement Planning –Stores management – Introduction - Functions of stores – Stores Organization – Stores records – Issue of Materials – Replacement of materials-Waste Management.

UNIT – IV: WORK STUDY AND TIME STUDY

Work study – Definition, Meaning, Purpose – Method study – Introduction and Procedure – Types of charts - Time study –Introduction - Procedure – Methods of time study.

UNIT – V: MODERN OPERATION MANAGEMENT TOOLS

Modern Operation Management tools – Just in Time manufacturing – ISO series – Business Process Reengineering – Supply Chain Management –Enterprise Resource Planning – Quality control – Computer Integrated Manufacturing.

TEXT

Chunawalla, Patel, *Production and Operations Management*, Himalaya Publishing House, 2009

REFERENCE

1. Panneerselvam R., *Production and Operations Management*, New Delhi, PHI, 2010
2. Adam, Jr., Everett E., Ebert, Ronal J., *Production and Operations Management: Concepts, Models and Behavior*, New Delhi, PHI, 2001
3. Buffa, Elwood S., Sarin, Rakesh K., *Modern Production / Operations Management*,

GEMENT

Hours: 5

Credits:5

OBJECTIVE:

- ❖ To understand the concepts of effective retailing
- ❖ To manage the retail chains and understand the retail customer's behavior

UNIT I: INTRODUCTION

An overview of Global Retailing – Challenges and opportunities – Retail trends in India – Socio economic and technological Influences on retail management – Government of India policy implications on retails.

UNIT II: RETAIL FORMATS

Organized and unorganized formats – Different organized retail formats – Characteristics of each format – Emerging trends in retail formats – MNC's role in organized retail formats.

UNIT III: RETAILING DECISIONS

Choice of retail locations – Internal and External atmospherics – Positioning of Retail shops – Building Retail Store Image – Retail service Quality Management – Retail Supply Chain Management – Retail Pricing Decisions. Merchandising and Category Management – buying.

UNIT IV: RETAIL SHOP MANAGEMENT

Visual Merchandise Management – Space Management – Retail Inventory Management – Retail accounting and audits – Retail store brands – Retail advertising and promotions – Retail Management Information Systems – Online retail – Emerging trends.

UNIT V: RETAIL SHOPPER BEHAVIOUR

Understanding of Retail shopper behavior – Shopper Profile Analysis – Shopping Decision Process - Factors influencing retail shopper behavior – Complaints Management - Retail sales force Management -- Challenges in Retailing in India.

REFERENCES

1. Michael Havy ,Baston, Aweitz and Ajay Pandit, Retail Management, Tata Mcgraw Hill, SixthEdition, 2007
2. Ogden, Integrated Retail Management, Biztantra, India, 2008.
3. Patrick M. Dunne and Robert F Lusch, Retailing, Thomson Learning, 4th Edition 2008.
4. Chetan Bajaj, Rajnish Tow and Nidhi V. Srivatsava, Retail Management, Oxford University Press, 2007.

5. Swapna Pradhan, Retail Management -Text and Cases, Tata McGraw Hill, 3rd Edition, 2009.

6. Dunne, Retailing, Cengage Learning, 2nd Edition, 2008

ADMINISTRATIVE MANAGEMENT & SYSTEMS

Hours:3

Credits:3

OBJECTIVES:

- ❖ To introduce the students the concept of Administration Management in organizations.
- ❖ To enable the students to be familiar with the communication tools necessary for the business function

UNIT 1: ADMINISTRATIVE MANAGEMENT

Administrative Management : Meaning, Definition; Theory of Administration – Classic Theory – Scientific Management Theory, **Administrative Thinkers**–Role of Administrative Management in the functions of Management – **Administrative Manager**

UNIT 2: ADMINISTRATIVE STRUCTURE & SYSTEMS

Features of Administrative Systems in different types of organizations –Integrated framework of systems in a specified organization – the role and procedures in meeting customer requirements

UNIT 3: ADMINISTRATIVE COMMUNICATION

Administrative Communication - Workplace correspondences – Reports – Oral and Written Presentations – Effective Business visuals – Business Reports and Newsletters – Business Proposals - the role of ICT in supporting administration - Communicating with Technology – Global Communication tools – tools and methods used for communication in the workplace – Managing Electronic Records and Mail - Impact of Information Technology in Administration

UNIT 4: ADMINISTRATIVE SKILLS

Administrative Skills – Attitudes – traits – Qualities; Critical – thinking, Decision-making, problem solving skills; Appearance – Communication Skills – Teamwork Skills – Management Skills – Work place team

UNIT 5: OFFICE MANAGEMENT & ENVIRONMENT

Principles of **Administrative Office Management** – Office Orientation – Records and Information Management – Reception and Hospitality – Management Principles –Qualities and Functions of Office Manager – **Elements of Office Environment** – Office forms and Stationary

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BOOKS FOR REDERENCE

- ❖ E. J. Ferreira, A. W. Erasmus, D. Groenewald Juta and Company Ltd
- ❖ Administrative Management: Setting People Up for Success 1st Edition by Susie VanHuss, Bob Kreitner

SEMESTER – VI

16BAC61

INTERNATIONAL BUSINESS MANAGEMENT

VI Semester

Hours: 5

Credits:5

OBJECTIVE

This course presents an integrated treatment of international business management issues by combining a strategic focus with coverage of functions that underpin global businesses.

UNIT – I INTRODUCTION

Introduction to International Business – International Operations Management – International Business Environment – International Trading Environment

UNIT – II INTERNATIONAL ORGANIZATION

GATT/WTO and Global Liberalization – International Monetary System and Foreign Exchange Market – International Banking and Eurocurrency Market – International Economic Organizations

UNIT – III INTERNATIONAL FLOWS

International Investment and Finance – Multinational Corporations – International Goods, Services and Financial Flows – Balance of Payments – Globalization

UNIT – IV INTERNATIONAL ENTRY

International Business Intelligence – Market Selection – Market Entry Strategies – Market Coverage Strategies – International Product, Pricing, Distribution and Promotion Decisions – International Organisation and HRM

UNIT – V INTERNATIONAL PROCEDURES

Trade Policy and Regulation in India – Export Promotion – Trade and BOP of India – India in the Global Setting – Globalization of Indian Business

TEXT

Cherunilam Francis, *International Business: Text and Cases*, New Delhi, PHI, 2010

REFERENCE

1. Paras Ram, *International Business Management*, New Delhi, Anupam, 2007.
2. Dutta Bholanath, *International Business Management*, New Delhi, Excel Books, 2010.
3. Venkateswaran N., *International Business Management*, New Delhi, New Age International Publishers, 2006.

MANAGING ORGANISATIONAL CHANGE & SUSTANABILITY

Objectives:

To introduce the students the concept of Organizational Change and enable the students to learn change management techniques and to keep it sustained for organizational growth and development

UNIT –I ORGANISATION & ITS ENVIRONMENT:

Meaning of Organisation – Need for existence - Organisational Effectiveness – Creation of Value – Measuring Organisational Effectiveness – External Resources Approach, Internal Systems, Approach and Technical approach - HR implications.

UNIT –II ORGANIZATIONAL DESIGN:

Organizational Design – Determinants – Components – Types - Basic Challenges of design – Differentiation, Integration, Centralization, Decentralization, Standardization, Mutual adjustment- Mechanistic and Organic Structures- Technological and Environmental Impacts on Design- Importance of Design – Success and Failures in design - Implications for Managers.

UNIT– III ORGANISATIONAL CULTURE:

Understanding Culture – Strong and Weak Cultures – Types of Cultures – Importance of Culture - Creating and Sustaining Culture - Culture and Strategy - Implications for practicing Managers.

UNIT –IV ORGANIZATIONAL CHANGE:

Meaning – Forces for Change - Resistance to Change – Types and forms of change – Evolutionary and Revolutionary change – Change process -Organisation Development – HR functions and Strategic Change Management - Implications for practicing Managers.

UNIT– V CHANGE SUSTAINABILITY:

Issues relating to sustainability on organisations-Legislation, regulation and guidance impact on the sustainability of organization-auditing sustainability of an organisation-Quality standards relating to organizational sustainability

COURSE TEXTS

1. Tripathy P.C., Organistional change and development, sultan chand, 2010.

COURSE REFERENCES:

1. Kavita Singh, Organisation Change and Development, Excel Books, 2010.
2. Kondalkar V. G, Organization Effectiveness And Change Management, PHI Learning, 2009.

16BAC63 MATERIAL MANAGEMENT SEMESTER- VI

Hours:5

Credits:5

UNIT-I BASIC PRINCIPLES AND PRACTICES:

Importance and scope of Materials Management– Supply Chain Management–Make or buy or Outstanding and Vendor Analysis–Value Analysis– Elements of general management–Business Correspondence– Application of Computers in Purchasing.

UNIT-II PURCHASE MANAGEMENT:

Purchasing Organizations– Purchasing Cycle and Contracts/ Purchase Orders– Ethical Concepts in Purchase– Tendering– Scrutiny of indents– preparation of tender documents, Evaluation of tenders and Award of order etc Economic Ordered quantity Lead Time Analysis,:

UNIT-III LEGAL ASPECT OF PURCHASING:

Tax– INCOTERMS– Letter of Credit– CVC Circulars / guidelines, Integrity Pact — Standard Operating Procedure–Competition Commission of India, E-procurement guidelines– Use of Digital signature certificate– Documentation & Process relating to Imports.

UNIT-IV STORE AND INVENTORY CONTROL MANAGEMENT:

Online Materials Management System – Standardization and Codification Stores function– Types of Stores– Storage Procedure– Safety and Security aspects– Disposal of unserviceable scrap including survey off and disposal activity – Stock verification and Store accounting – Materials handling packing and transportation systems, Inventories– Definition– Classification of Inventories– Need for Inventory–Inventory cost – Inventory control measures (ABC, XYZ).

UNIT-V: COMPUTER AWARENESS AND INFORMATION TECHNOLOGY:

Introduction to Computer Concepts–The Basic Computer Architecture– Database Management Systems– File: Concept of File–File Organization–Techniques– Sequential, File Handling–Functions– Sorting, Merging, Updating, Tabulation of data in Statistical Charts & Graphs–Introduction to Viruses and Vaccines– Computer Networks, Internet & Multimedia

16BAC64 LOGISTICS AND SUPPLY CHAIN MANAGEMENT SEMESTER- VI

Hours: 5

Credits:5

UNIT –I: INTRODUCTION TO LOGISTICS

Concepts - Importance of logistics management - Process – components of logistics management –functions of logistics management– logistical competitive advantage – Integrated logistics system.

UNIT-II: PURCHASING POLICIES AND ORDER PROCESSING:

Purchasing: Introduction – Nature and Scope – Importance – Quality Analysis – Cost consideration – Supplier Relationship – Outsourcing to third party – Supplier categories – Qualified Supplier – Certified supplier – Purchasing policies – make or buy – vendor rating – Rating Techniques – categorical plan – Order planning & processing – Transmittal – Order handling – Order delivery – elements of order processing cost

UNIT –III: TRANSPORTATION:

Meaning and Concepts – Position of Transportation in Logistics Management – Elements of Transportation Cost – Modes – Multi modal transport – International Transport System: Air Transport, Sea Transport, Rail transport, Road Transport – Trends in Logistics – selection of transportation mode.

UNIT-IV: PACKAGING:

Packaging – Concept – Logistical Function – Forms of protective Packaging – Problems in Packaging – Packaging Policy - Logistical Information System.

UNIT-V: WAREHOUSING

Concepts – Elements of Warehousing Cost – Storage– Distribution centre – Types of Warehouse – On the basis of ownership and services warehousing – Location of Warehouse- functions – Warehousing Strategy –Consolidation – Break bulk- Stockpiling – Value Added Services – Operational Functions

TEXT:

- Logistical management – Donald J.Bowersox – Tata McGraw hill

REFERENCES

- Logistics and supply chain management – DK Agrawal –Macmillan India Ltd

16UVE61
Hours: 2

VALUE EDUCATION

VI Semester
Credits:2

OBJECTIVES

- To sensitize the student towards value formation.
- To deepen the understanding, motivate and take responsibility with regard to making positive personal and social choices.
- To inspire individuals to choose their own personal, social, moral and spiritual values and be aware of practical methods for developing and deepening them.

UNIT – I VALUES AND THE INDIVIDUAL

Values: Meaning – The Significance of Values – Classification of Values – Need of Value Education – Values and the Individual: Self Discipline, Self Confidence, Self Initiative, Empathy, Compassion, Forgiveness, Honesty and Courage

UNIT – II VALUES AND RELIGION

Karmayoga in Hinduism – Love and Justice in Christianity – Brotherhood in Islam – Compassion in Buddhism – Ahimsa in Jainism and Courage in Sikhism – Need for Religious Harmony

UNIT – III VALUES AND SOCIETY

Definition of Society – Democracy – Secularism – Socialism – Gender Justice – Human Rights – Socio-Political Awareness – Social Integration – Social Justice

UNIT – IV PROFESSIONAL VALUES

Definition – Accountability – Willingness to Learn – Team Spirit – Competence Development – Honesty – Transparency – Respecting Others – Democratic Functioning – Integrity and Commitment

UNIT – V ROLE OF SOCIAL INSTITUTIONS IN VALUE FORMATION

Role of Family – Peer Group – Society – Educational Institutions – Role Models and Mass Media in Value Formation

REFERENCE

1. Subramanyam K., *Values in Education*, Madurai, Ramana Publications, 1995
2. Joseph K.P., *Peace and Value Education: A Creative Response to Consumerism and Communalism*, Hyderabad, National Institute of Peace and Value Education, 2003

3. BediKiran, *What went Wrong . . . and Continues*, Delhi, UBS Publishers and Distributors Pvt. Ltd., 2005
4. Tagore Rabindranath, *Personality*, New Delhi, Rupa and Co., 2002

PROJECT WORK

After acquiring knowledge of the core management subjects, it is important that students have an exposure to the problems and opportunities of the real business world. To achieve this, each student is required to undertake a project and pursue it during the sixth semester.

METHODOLOGY

Students are required to identify real-life problems relevant to a business organization or industry and provide scientific, logical solutions. In the beginning of the semester, students are to choose a research problem and register the same with the course teacher.

Each student will be assigned a faculty guide. Students are required to contact their faculty guide regularly and submit a weekly report.

When questionnaires / interview schedules / observation forms are constructed, the same should be approved by the guide before data collection. Data collection may be done during the vacation.

At the end of the semester, students should submit their project reports in not less than 50 type written pages. Two printed, hardbound copies of the report should be submitted along with a soft copy two weeks before the end of the Semester. The following should be the contents of the Project Report:

- a) Introduction
- b) Objectives
- c) Methodology
- d) Data Analysis
- e) Findings
- f) Suggestions

EVALUATION

The project will be evaluated on two major aspects: (i) understanding of the specific problem, the organization, and the findings (ii) communication ability as evident from proper structuring & precise presentation.

The Project Report will be evaluated by the faculty guide. This evaluation would constitute 40% weightage of the total marks. Students should also appear for a viva voce before a panel of examiners including the Head of the Department, the Faculty guide and a Faculty member. This evaluation would be assigned 60% weightage of the total marks.