

SYLLABUS AND REGULATIONS
DEPARTMENT OF B.B.A

Subject	Subject code	No. of Papers	CA	ESE	Maxm. Marks	No. of Credits per Paper	Exam Duration	Total No. of Credits	No. of Teaching hours per Paper
I SEM									
Paper I Language	FTA1	1	25	75	100	4	3 hrs	4	90
Paper I English	FEN1	1	25	75	100	4	3hrs	4	90
Major I Financial Accounting	BAMA	1	25	75	100	4	3hrs	4	100
Major II Managerial Economics	BAMB	1	25	75	100	4	3 hrs	4	100
Allied I Business Communication	YBCA	1	25	75	100	4	3hrs	4	70
II SEM									
Paper II Language	FTA2	1	25	75	100	4	3hrs	4	90
Paper II English	FEN2	1	25	75	100	4	3hrs	4	90
Major III Management Principles	BAMC	1	25	75	100	4	3hrs	4	100
Major IV Management Information System	BAMD	1	25	75	100	4	3hrs	4	100
Allied II Business Environment	YBEA	1	25	75	100	4	3hrs	4	70

I SEMESTER
CORE PAPER - I
FINANCIAL ACCOUNTING

UNIT I

Meaning and scope of Accounting, Basic Accounting Concepts and Conventions - Objectives of Accounting - Accounting Transactions - Double Entry Book Keeping - Journal, Ledger, Preparation of Trial Balance - Preparation of Cash Book – An overview of Accounting standard AS 1 TO AS 6 (Only Theory) (15 Hours)

UNIT II

Preparation of Final Accounts of a Sole Trading Concern - Adjustments - Closing Stock, Outstanding and Prepaid items, Depreciation, Provision for Bad Debts, Provision for Discount on Debtors, Interest on Capital and Drawings - Preparation of Receipts and Payments Account, Income & Expenditure Account and Balance Sheet of Non Trading Organizations (simple problems) (30 Hours)

UNIT III

Classification of errors - Rectification of errors - Preparation of Suspense Account. Bank Reconciliation statement (only simple problems) (20 Hours)

UNIT IV

Depreciation - Meaning, Causes, Types - Straight Line Method - Written Down Value Method (Change in Method excluded). Insurance Claims – Average Clause (Loss of stock only) (20 Hours)

UNIT V

Single Entry - Meaning, Features, Defects, Differences between Single Entry and Double Entry System - Statement of Affairs Method - Conversion Method (Only simple problems). (15 Hours)

Recommended texts :

1. R.L.Gupta & V.K.Gupta ,1994, Advanced Accounting, Sultan Chand & Sons, New Delhi
2. T.S.Reddy & A.Murthy, 1998, Financial Accounting , Margham Publications Chennai-17

CORE PAPER - IV

MANAGERIAL ECONOMICS

UNIT I

Nature and scope of managerial economics – definition of economics – important concepts of economics – relationship between micro, macro and managerial economics – nature and scope – objectives of the firm (15 Hours)

UNIT II

Demand analysis – Theory of consumer behavior – Marginal utility analysis – indifference curve analysis Meaning of demand – Law of demand – Types of demand – Determinants of demand – elasticity of demand – Demand forecasting (20 Hours)

UNIT III

Production and cost analysis – Production – Factors of production – Production function – Concept – Law of variable proportion – Law of return to scale and economies of scale – cost analysis – Different cost concepts – Cost output relationships – Short run and long run – Revenue curves of firms – Supply analysis (35 Hours)

UNIT IV

Pricing methods and strategies – Objectives- Factors – General consideration of pricing – methods of pricing - Dual pricing – Price discrimination (10 Hours)

UNIT V

Market classification – Perfect competition – Monopoly – Monopolistic competition – Duopoly – Oligopoly (10 Hours)

Recommended Books

1. Dr S Shankaran, 2005, Managerial Economics, 3rd Edition , Margram Publication, Chennai.
2. P.L Mehta, 1997, Managerial Economics, 4th Edition, Sultan Chand Publications, New Delhi

ALLIED PAPER - I **BUSINESS COMMUNICATION**

UNIT I

Definition – Methods _Types – Principles of effective Communication – Barriers to Communication – Business Letter - Layout. (8 Hours)

UNIT II

Kinds of Business Letters: Interview – Appointment – Acknowledgement – Promotion – Enquiries – Replies – Orders – Sales – Circular – Complaints. (12 Hours)

UNIT III

Bank Correspondence – Insurance Correspondence – Agency Correspondence – Correspondence with Shareholders, Directors. (22 Hours)

UNIT IV

Reports Writing – Agenda, Minutes of Meeting - Memorandum - office order – Circular – Notes. (20 Hours)

UNIT V

Modern Forms of Communication: Fax – Email – Video Conferencing – Internet – Websites and their use in Business. (8 Hours)

Recommended texts

1. Rajendra Pal & J.S. Korlahalli. 1997Essentials of Business Communication. 5th Edition. Sultan Chand & Sons. New Delhi.
2. Shirley Taylor. 2004. Communication for Business. 2nd Edition. Pearson Publications. New Delhi.

**II SEMESTER
CORE PAPER - III
MANAGEMENT PRINCIPLES**

UNIT I

Introduction: Concept, nature, process and significance of management; Managerial roles and Skills; Development of management thought; Classical and neo- classical systems; Contingency approaches: - Robert Owen, Taylor Fayol, and Elton Mayo. (13 Hours)

UNIT II

Planning - Nature – Importance – Forms – Types – Steps in planning – Objectives – Policies – Procedures and Methods – Nature and Types of policies – Decision Making – Process of decision making- Types of decisions – Problems involved in decision-making (20 Hours)

UNIT III

Organizing – Types of Organization (Line and Staff, Committees, Projects, Matrix), Informal Organisation - Organizational structure - Departmentation – Span of Control Delegation – Authority – uses of authority – Differences between Authority and Power, Responsibility. Decentralisation – Distinction between Centralisation and Decentralisation. (35 Hours)

UNIT IV

Staffing – Meaning and Functions -Directing - Nature, purpose and scope- Leadership – Traits and Types (15 Hours)

UNIT V

Co-ordination - Need for Co-ordination – Types – Techniques – Distinction between co-ordination and co-operation – Requisites for excellent Co-ordination.

Controlling – Meaning, importance and Types of controls – Control Process. (17 Hours)

Recommended Texts:

1. L.M.Prasad. 1984 Principles & Practice of Management. 7th Edition. Sultan Chand & Sons. New Delhi.
2. C.B.Gupta. 1992. Management Theory & Practice. 4th Edition. Sultan Chand & Sons. New Delhi.

CORE PAPER -IV
MANAGEMENT INFORMATION SYSTEM

UNIT I

Definition of Management Information System- MIS support for planning, Organizing and controlling - Structure of MIS-Information for decision – making. (8 Hours)

UNIT II

Concept of System-Characteristics of System-Systems classification –Categories of Information Systems - Strategic information system & competitive advantage (18 Hours)

UNIT III

Computers and Information Processing – Classification of computer – Input Devices – Output devices – Storage devices – Batch and online processing. Hardware - Software. Database management Systems. (37 Hours)

UNIT IV

System Analysis and design – SDLC – Role of System Analyst - Functional Information system – Personnel, production, material, marketing. (18 Hours)

UNIT V

Decision Support Systems – Definition. Group Decision Support Systems - Business Process Outsourcing – Definition and function (19 Hours)

Recommended Text Books:

1. Gordan B. Davis, Margrephe.H. Olson - Management Information System, 2nd Edition, Tata McGraw – Hill Publishing company Limited, India
2. CSV Murthy - 2000 - Management Information Systems - Himalaya publications, India
3. Sadagopan - Management Information Systems” –Prentice – Hall of India
4. Management Information Systems” – CSV Murthy – Himalaya publications

ALLIED PAPER - II **BUSINESS ENVIRONMENT**

UNIT I

The concept of Business Environment – Its nature and significance – Brief overview of political – Cultural – Legal – Economic and social environments and their impact on business and strategic decisions. (5 Hours)

UNIT II

Political Environment-Economic Systems - functions– Production Possibility Curve and Schedule – law of increasing opportunity cost- an overview types of Economic System – Government and Business relationship in India – Provisions of Indian constitution pertaining to business. (15 Hours)

UNIT III

Social environment – Cultural heritage – Social attitudes – Impact of foreign culture – Castes and communities – Joint family systems – Linguistic and religious groups – Types of social organization – Social responsibilities of business. (15 Hours)

UNIT IV

Economic Environment – Economic systems and their impact of business – Macro economic parameters like GDP – Population Growth rate –Urbanisation –Fiscal deficit – Investment Plan - Per capita income and their impact on business decisions –Five Year Planning. (18 Hours)

UNIT V

Financial Environment – Financial system – Commercial banks – Financial Institutions - RBI -Stock Exchange – IDBI – Non Banking Financial Companies NBFCs (17 Hours)

Recommended texts

1. Francis Cherunilam, 2000, Business environment, Himalaya Publishing House, 11th Revised Edition, India.
2. Aswathappa.k. 1996, Business Environment for Strategic Managers, Himalaya Publishing House, 6th Edition, India.

DEPARTMENT OF BBA
SYLLABUS AND REGULATIONS

Subject	Subject code	No. of Papers	CA	ESE	Maxm Marks	No. Of Credit per Paper	Exam Duration	Total No of Credit	No. of Teaching hours per Paper
III SEM									
Major V Human Resource Mgt	BAME	1	25	75	100	4	3hrs	4	90
Major VI Mgt Accounting	BAMF	1	25	75	100	4	3hrs	4	90
Major VII Cost Accounting	BAMG	1	25	75	100	4	3hrs	4	90
Practical I Computer Application in Business (Lab Based)	BA3	1	25	75	100	4	3 hrs	4	90
Allied III Business Statistics - I	YBSA	1	25	75	100	4	3hrs	4	90
IV SEM									
Major VIII Marketing Mgt	BAMH	1	25	75	100	4	3hrs	4	90
Major IX Financial Mgt	BAMI	1	25	75	100	4	3hrs	4	90
Major X Production & Materials Mgt	BAMJ	1	25	75	100	4	3hrs	4	90
Major XI Business Maths	BAMK	1	25	75	100	4	3hrs	4	90
Allied IV Business Statistics - II	YBSB	1	25	75	100	4	3hrs	4	90

III SEMESTER

CORE PAPER –V **HUMAN RESOURCE MANAGEMENT** COMMON TO BBA & BSC(ISM)

UNIT I 25 HOURS

Nature And Scope Of Human Resource Management – Differences Between Personnel Management And HRM – Environment Of HRM – Human Resource Planning – Recruitment – Selection – Methods Of Selection – Uses Of Various Tests – Interview Techniques In Selection.

UNIT II 20 HOURS

Placement - Induction – Training – Methods, Techniques And Identification Of The Training Needs- Training And Development.

UNIT III 15 HOURS

Performance Appraisal – Transfer – Promotion - Career Development – Retirement Benefits

UNIT IV 15 HOURS

Remuneration – Components Of Remuneration (Wages And Salaries)– Incentives – Motivation – Benefits – Welfare And Social Security Measures

UNIT V 15 HOURS

Human Resource Audit – Nature – Benefits – Scope – Approaches

REFERENCE BOOKS :

HUMAN RESOURCE MANAGEMENT – C B GUPTA
HUMAN RESOURCE MANAGEMENT – ASHWATHAPPA
HUMAN RESOURCE MANAGEMENT – P.C.TRIPATHI

CORE PAPER VI
MANAGEMENT ACCOUNTING
COMMON TO BBA & BSC(ISM)

UNIT – I 15 HOURS

Management Accounting – Meaning, Nature, Scope And Functions Need, Importance And Limitations – Management Accounting Vs. Cost Accounting - Management Accounting Vs Financial Accounting.

UNIT – II 15 HOURS

Analysis And Interpretation Of Financial Statements – Nature, Objectives Essentials And Tools. Methods – Comparative Statements, Common Size Statement And Trend Analysis.

UNIT – III 25 HOURS

Ratio Analysis – Interpretation, Benefits And Limitations. Classification Of Ratios – Liquidity, Profitability, Turnover, Capital Structure And Coverage

UNIT – IV 20 HOURS

Funds Flow And Cash Flow Analysis.

Budgets And Budgetary Control – Meaning, Objectives, Merits And Demerits. Types Of Budgets – Production, Cash And Flexible Budgets.

UNIT – V 15 HOURS

Marginal Costing (Excluding Decision Making) Absorption Costing And Marginal Costing – CVP Analysis – Breakeven Analysis – Breakeven Chart.

Proportionate ratio for theory & problems : 20 :80

REFERENCE BOOKS :

MANAGEMENT ACCOUNTING - DR. MAHESWARI S.N – SULTAN CHAND -2000
MANAGEMENT ACCOUNTING – T.S REDDY AND HARIPRASAD REDDY –
MARGHAM PUBLICATION - 2000
MANAGEMENT ACCOUNTING – PILLAI AND BHAGAWATHI

CORE PAPER VII **COST ACCOUNTING**

UNIT I 15 HOURS

Cost Accounting – Meaning, Nature, Objectives, Significance & Limitations – Differences Between Cost And Financial Accounting – Cost Unit – Cost Center – Profit Center – Investment Center – Preparation Of Cost Sheets And Tenders.

UNIT II 25 HOURS

Materials; Stores Records; Purchase Order – Goods Received Note – Bin Card – Stores Ledger

Inventory Control; ABC Analysis, EOQ, Maximum, Minimum, Reorder Level, Average Stock Level & Danger Level , JIT

Methods Of Pricing Issues; FIFO, LIFO

UNIT III 15 HOURS

Labour; Importance Of Labour Cost Control – Various Methods Of Wage Payments – Calculation Of Wages – Methods Of Incentive (Bonus) Schemes – Recording Labour Time – Treatment Of Overtime & Idle Time – Labour Turnover.

UNIT IV 15 HOURS

Overheads; Classification – Allocation – Apportionment & Reapportionment – Principles Of Absorption And Absorption Of Overheads.

UNIT V 15 HOURS

Methods Of Cost Accounting; Process Costing —Contract costing (simple problems) Joint And By - Product Costing.

Proportionate ratio for theory & problems : 20 :80

REFERENCE BOOKS:

COST ACCOUNTING – T.S.REDDY&HARIPRASAD REDDY – Margham - 2000

COST ACCOUNTING –JAIN &NARANG.

COST ACCOUNTING – S.P. IYENGAR.

COST ACCOUNTING – REDDY & MURTHI.

COST ACCOUNTING – S.N.MAHESWARI – SULTAN CHAND - 2002

PRACTICAL I – BA3
COMPUTER APPLICATIONS IN BUSINESS

UNIT – I 20 HOURS

MS-WORD : Files – Folders – Creating Files And Folders – Renaming Files And Folders – Deleting- Copying Files Into Folders – Creating A New Document – Opening – Save & Save as – Page Setup- Edit Command Options – Header & Footer – Footnote & Endnote- Autocorrect – Autoformat – Symbols – Inserting Tables – Pictures – Bullets & Numbering – Borders & Shading- Columns – Drop cap – Spelling & Grammar – Mail Merge

UNIT – II 15 HOURS

MS-EXCEL: Cell Definition – Opening, Closing – Formula Bar – Entering Formula – Relative Vs Absolute References – Edit Command Options – Inserting Rows & Columns – Charts – Pie Chart – Line Chart – Bar Chart – Column Chart – XY Chart – Mathematical Functions – Text Functions – Logical Functions – Statistical Functions – Financial Functions - Sorting – Subtotal – Conditional Formatting – Data Validation – Filter – Auto Filter & Advanced Filter – Goal Seek – Solver – Scenarios – Pivot Table

UNIT – III 10 HOURS

MS – POWERPOINT: Creating & Opening A Presentation – Auto Content Wizard – Blank Presentation – Design Template – Creating New Slide – Lay Out-Inserting Slides Animation Effects – Custom Animation – Inserting Tables – Organisational Chart

UNIT – IV 20 HOURS

MS-ACCESS: Tables – Creating Tables By Datasheet View – Design View – Chart Wizard –Look Up Wizard – Primary Key – Data Validation – Relationship

UNIT – V 25 HOURS

Queries – Simple Query Wizard, Delete Query, Update Query, Cross Tab Query – Append Query – Make Table Query - Forms – Design View – Chart Wizard – Reports – Design View – Chart Wizard

REFERENCE BOOKS:

COMPUTER APPLICATIONS IN BUSINESS – ANANTHA SHESAYEE

ALLIED PAPER - III
BUSINESS STATISTICS – I
COMMON TO BBA & BSC(ISM)

UNIT- I 15 HOURS

Introduction ; Origin And Development Of Statistics – Definition Of Statistics – Importance And Scope Of Statistics – Limitations Of Statistics

UNIT- II 15 HOURS

Collection Of Data – Classification And Tabulation Of Data – Types And Importance

Frequency Distribution – Frequency Table – Discrete And Continuous Series.

UNIT- III 20 HOURS

Measures Of Central Tendency – Types Of Averages : Arithmetic Mean, Geometric Mean, Harmonic Mean – Median – Mode

UNIT- IV 15 HOURS

Measures Of Dispersion - Range, Quartile Deviation , Mean Deviation, Standard Deviation – Combined Mean & Standard Deviation.

Skewness – Meaning, Definition And Types – Karl Pearson's Co-Efficient Of Skewness And Bowley's Co-Efficient Of Skewness.

UNIT –V 25 HOURS

Correlation Analysis : Meaning ,Significance And Types Of Correlation- Scatter Diagram, Karl Pearson's Co-Efficient Of Correlation And Spearman's Rank Correlation.

Regression Analysis: Meaning And Importance – Regression Equations.

REFERENCE BOOKS :

STATISTICAL METHODS – S.P.GUPTA

ELEMENTS OF BUSINESS STATISTICS – S.P.GUPTA

STATISTICS – R.S.N.PILLAI AND BHAGAVATHY

BUSINESS STATISTICS – DR.P.R.VITTAL

CORE PAPER VIII
MARKETING MANAGEMENT
COMMON TO BBA & BSC(ISM)

UNIT – I 15HOURS

Fundamentals Of Marketing – Role And Importance Of Marketing — Marketing Environment - Functions Of Marketing- Concept Of Marketing Mix
buyer behavior – factors influencing buyer behaviour– buying motives .
market segmentation – need and basis of segmentation – targeting – positioning.

UNIT – II 10 HOURS

The Product – Characteristics – Benefits – Classifications – Consumer Goods – Industrial Goods – New Product Development Process – Product Life Cycle- Branding –Labelling - Packaging

UNIT – III 15 HOURS

Pricing – Factors Influencing Pricing Decisions – Pricing Objectives – Pricing Policies And Procedures. – Different Methods Of Pricing
Physical Distribution : Importance – Various Kinds Of Marketing Channels – Distribution Problems

UNIT – IV 25 HOURS

Promotion : An Overview Of Sales Promotion- Personal Selling - Publicity – Advertising – Kinds - Advertising Copy- Advertising Budget – Effectiveness Of Advertising – Public Relations

UNIT – V 15 HOURS

Customer Relationship Management and Relationship Marketing – Acquisition – retention – loyalty - partnering

REFERENCE BOOKS:

1. PHILIP KOTLER AND ARMSTRONG – MARKETING MANAGEMENT
2. PHILIP KOTLER – MARKETING MANAGEMENT.

CORE PAPER – IX
FINANCIAL MANAGEMENT
COMMON TO BBA & BSC(ISM)

UNIT – I 15 HOURS (Theory Only)

Financial Management; Definition, Meaning, Objective And Scope – Functions Of Finance Manager.

Financial Planning – Sources Of Long Term Finance.

UNIT – II 20 HOURS (Theory only)

Capital Structure; Factors Influencing Capital Structure – Importance Of Capital Structure–Financial, Operating And Combined Leverage.

UNIT – III 15 HOURS (simple problems)

Cost Of Capital – Basic Concepts, Rational And Assumptions – Cost Of Equity Capital – Cost Of Debt – Cost Of Preference Capital – Cost Of Retained Earnings – Weighted Average Cost Of Capital.

UNIT –IV 25 HOURS

Capital Budgeting Decisions; Nature Of Investment Decisions – Investment Evaluation Criteria – Payback Period – Accounting Rate Of Return – Discounted Payback Period – Net Present Value – Internal Rate Of Return

UNIT – V 15 HOURS (theory only)

Working capital management; sources of short term finance – concept of operating/working capital cycle – determinants of working capital – estimation of working capital.

Proportionate ratio for theory & problems : 80 :20

REFERENCE BOOKS :

FINANCIAL MANAGEMENT – PRASANNA CHANDRA

FINANCIAL MANAGEMENT - KHAN AND JAIN

FINANCIAL MANAGEMENT- PANDEY I M

CORE PAPER – X
PRODUCTION AND MATERIALS MANAGEMENT

UNIT – I 20 HOURS

Production Management – Scope & Significance – Responsibility & Function Of Production Manager – Relation With Other Functional Areas – Plant Location – Factors Affecting Plant Location – Urban – Rural – Plant Layout – Principles Of Good Layout – Types Of Layout

UNIT – II 15 HOURS

Production Planning & Control – Routing – Scheduling – Dispatching – Maintenance Management – Types Of Maintenance

UNIT – III 25 HOURS

Work Study – Need, Advantages Of Work Study – Method Study – Objectives Of Method Study – Steps Involved In Method Study
Work Measurement – Objectives Of Work Measurement – Quality Control – TQM

UNIT – IV 15 HOURS

Materials Management – Definition & Function – Importance Of Materials Management- Inventory Control- Classification – Objectives – Inventory Models – EOQ- ABC - VED – FSN Analysis

UNIT – V 15 HOURS

Store Keeping – Objectives – Functions – Purchasing Procedures – Buying Techniques – Receipt & Issue Of Materials – Codification Of Materials

REFERENCE BOOKS:

PRODUCTION & MATERIALS MANAGEMENT – SARAVANAVEL & SUMATHI
MATERIALS MANAGEMENT – M.M.VARMA
PRODUCTION MANAGEMENT - BUFFA

CORE PAPER – XI
BUSINESS MATHS

UNIT – I 10 HOURS

Sets – Theories Of Sets – Set Operations – Relations & Functions Of Sets

UNIT – II 15 HOURS

Co-Ordinate Geometry – Slope Intercept – Forms Of Equations of Straight Lines

UNIT – III 15 HOURS

Matrices – Inversion Of A 3rd Order Square Matrix

UNIT – IV 30 HOURS

Calculus: Differentiation – Various Derivatives – Function Of A Function Rule – Maxima & Minima – Logarithmic Differentiation – Point Of Inflexion – Simple Application

Integration: Definite & Indefinite Integration – (Except Trigonometric Functions) – Integration By Substitution & By Parts – Simple Applications

UNIT – V 20 HOURS

Simple Interest – Compound Interest – Discount On Bills & Present Value

REFERENCE BOOKS:

BUSINESS MATHEMATICS & STATISTICS – P.R. VITTAL

ALLIED PAPER IV
BUSINESS STATISTICS - II
COMMON TO BBA & BSC(ISM)

UNIT- I 15 HOURS

Time Series Analysis – Meaning, Need & Components Of Time Series –Different Methods: Simple Average Method, Freehand, Semi-Average, Moving Average & Least Square Method – Seasonal Indices

UNIT –II 15 HOURS

Index Numbers – Definition, Uses, Methods Of Construction Of Index Number – Types – Unweighted And Weighted Index Numbers, Simple Aggregate, Price Relative Method – Laspeyre’s Method, Paasche’s Method, Bowley’s Method & Fisher’s Index Numbers – Time & Factor Reversal Tests – Cost Of Living Index.

UNIT – III 20 HOURS (Theory Only)

Sampling And Sample Design – Census Method -Sampling Methods : Simple, Restricted, Stratified , Systematic, Judgement, Convenient, Quota Sampling – Sampling Errors

UNIT- IV 25 HOURS (simple problems)

Chi- square test – conditions for application of Chi –square – uses of chi-square test & cautions while applying chi-square test

UNIT - V 15 HOURS (simple problems)

Analysis of variance – assumption on analysis of variance – one-way classification – two-way classification

REFERENCE BOOKS:

STATISTICAL METHODS – S.P.GUPTA
ELEMENTS OF BUSINESS STATISTICS – S.P.GUPTA
BUSINESS STATISTICS – R.S.N. PILLAI & BHAGAVATHI
BUSINESS STATISTICS – P.R. VITTAL

III YEAR

UNIVERSITY SYLLABUS

V SEMESTER

PAPER XXI

HUMAN RESOURCE MANAGEMENT

UNIT – I

Nature And Scope Of Human Resources Management- Differences Between Personnel Management And HRM – Environment Of HRM – Human Resource Planning – Recruitment – Selection – Methods Of Selection – Uses Of Various Tests – Interview Techniques In Selection And Placement

UNIT – II

Induction – Training – Methods – Techniques- Identification Of The Training Needs- Training And Development. Performance Appraisal – Transfer – Promotion And Termination Of Services – Career Development.

UNIT – III

Remuneration – Components Of Remuneration – Incentives – Benefits – Motivation – Welfare And Social Security Measures.

UNIT – IV

Labour Relation – Functions Of Trade Unions – Forms Of Collective Bargaining – Workers' Participation In Management – Types And Effectiveness – Industrial Disputes And Settlements(Laws Excluded).

UNIT – V

Human Resource Audit – Nature- Benefits – Scope - Approaches

REFERENCE BOOKS:

C.P.MEMORIA – PERSONNEL MANAGEMENT

L.M.PRASAD – HUMAN RESOURCE MANAGEMENT

V SEMESTER
PAPER XXII

FINANCIAL MANAGEMENT

UNIT I

Meaning And Objective And Scope-Relationship Between Management Accounting, Cost Accounting And Financial Accounting-Financial Statements-Tools For Analysis And Interpretation

UNIT II

Financial Planning And Control-Break-Even Analysis-Operating Leverage –Cost – Volume –Profit Analysis

UNIT III

Cost Of Capital-Basic Concepts, Rational And Assumptions –Cost Of Equity Capital-Cost Of Debt- Cost Of Preference Capital –Cost Of Retained Earnings.

UNIT IV

Capital Structure Decision Of The Firm – Composition And Sources Of Long-Term Funds-Financial Leverage- Factors Determining Funds Requirements.

UNIT V

Financial Information Systems

REFERENCE BOOKS:

S.N.MAHESWARI – FINANCIAL MANAGEMENT
KHAN AND JAIN - FINANCIAL MANAGEMENT

V SEMESTER
PAPER XXIII

MATERIALS MANAGEMENT

UNIT I

Materials Management-Definition And Function-Importance Of Materials Management

UNIT II

Integrated Materials Management-The Concept-Service Function Advantages –Inventory Control-Function Of Inventory-Importance-Replenishment Stock-Material Demand Forecasting-Material Requirement Planning MRP-Basis-Tools Of Inventory Control-ABC -VED –FSN Analysis –Inventory Control Of Spares And Slow Moving Items-EOQ and EBQ etc-Stores Planning.

UNIT III

Purchase Management- Purchasing –Procedure-Dynamic Purchasing –Principles-Import Substitution-International Purchase-Import Purchase Procedure.

UNIT IV

Store Keeping And Materials Handling-Objectives-Function Store Keeping –Stores Responsibilities-Location Of Store House- Centralised Store Room-Equipment-Security Measures-Protection And Prevention Of Stores

UNIT V

Vendor Rating-Vendor Development-Purchase Department-Responsibility-Buyer-Seller relationship-Value Analysis-ISO-Types.

REFERENCE BOOKS:

SARAVANAVEL AND SUMATHI – PRODUCTION AND MATERIALS MANAGEMENT
VARMA – MATERIALS MANAGEMENT

V SEMESTER

PAPER XXIV

MARKETING MANAGEMENT

UNIT I

Fundamentals of Marketing-Role of Marketing-Relationship of Marketing with other functional areas-Concept of marketing mix- marketing mgt of product services-marketing approaches-selling-various environmental factors affecting the marketing functions.

UNIT II

Buyer behavior-consumer goods & industrial goods-buying motives-buyer behaviour model-factors influencing buyer behavior.

Market segmentation-need & basis for segmentation-Marketing strategy-segmentation-targeting-positioning.

UNIT III

Sales forecasting-various methods of sales forecasting..

The Product-characteristics-benefits-classification-consumer goods-industrial goods-New Product development process-Product life cycle-Branding – Packaging.

UNIT IV

Pricing-factors influencing pricing decisions-pricing objectives-pricing policies & procedures-physical distribution-importance of various kinds marketing channels-distribution problems.

Sales management: Motivation, Compensation and Control of salesmen.

UNIT V

A brief overview of :Advertising – Publicity – Public Relations – Personal selling –Direct selling – Direct selling and promotion.

REFERENCE BOOKS:

RAJAN NAIR – MARKETING

PHILIP KOTLER – MARKETING MANAGEMENT

V SEMESTER
PAPER XXV

ENTREPRENEURIAL DEVELOPMENT

UNIT – I

Introduction – Understanding The Meaning Of Entrepreneurialship – Characteristics Of An Entrepreneur- Classification Of The Entrepreneurs – Entrepreneurial Scene In India- Factors Influencing Entrepreneurship

UNIT – II

Entrepreneurial Growth – Role Played By Government And Non-Government Agencies - EDP'S TIIC, SIDBI, PIPDIC, IDBI, IFCI ETC.

Problems And Prospects Of Women Entrepreneurs – Rural Entrepreneurs – Small Scale Entrepreneurs And Export Entrepreneurs

UNIT – III

How To Enter Into Market? Business Idea Generation Techniques – Identification Of Business Opportunities – Market Feasibility – Financial Feasibility – Technical – Legal – Managerial And Locational Feasibility.

UNIT – IV

Project Appraisal – Methods – Techniques – Preparation Of Business Plan - Content Of A Business Plan – Project Report

UNIT – V

How To Start An Enterprise? Franchising And Acquisition – Product Strategies – Pricing Strategies – Distribution Strategies – Promotional Strategies

Reference Books

1. Saravanel. 1987. Entrepreneurial Development. 2nd Edition. Ess Pee Kay. Chennai. Vasant Desai. 2002.
2. Dynamics of Entrepreneurial Development & Management. 9th Edition. Himalaya Publishing House. Mumbai

VI SEMESTER
PAPER XXVI

MARKETING RESEARCH

UNIT – I

Introduction – Definition Of Marketing Research – Nature And Scope – Marketing Research As Aid To rational decision making.

Marketing Research Methodology

UNIT – II

Sampling Techniques – Random – Stratified – Area – Quota – Questionnaire – Interview Techniques – Interviewing Skills On The Part Of Investigator.

UNIT – III

Motivation Research – Product Research

UNIT – IV

Consumer Survey – Sales Control Research

UNIT – V

Media Research – Various Techniques – Measuring Advertising Effectiveness – Analysis And Reporting Research Findings To The Management.

REFERENCE BOOKS:

D.D.SHARMA – MARKETING RESEARCH
TULL AND HAWKINS - MARKETING RESEARCH

VI SEMESTER
PAPER XXVII

BUSINESS ETHICS AND VALUES

UNIT I

Role and importance of Business Ethics and Values in Business – Definition of Business ethics – impact on business policy and Business strategy – Role of CEO – Impact on the Business culture.

UNIT II

Types of Ethical issues – Bribes – Coercion – Deception – Theft – Unfair Discrimination

UNIT III

Ethics internal – Hiring – Employees – Promotions – Discipline – Wages – Job Description – Exploitation of employees – Ethics External – Consumers – Fair Prices – False Claim Advertisements

UNIT IV

Ethics External – Environment Protection – Natural – Physical – Society – Relationship of values and Ethics – Indian Ethos – Impact on the performance.

UNIT V

Social Responsibilities of Business Towards Shareholders – Employees – Customers – Dealer – Vendors – Government – Social Audit.

Reference Books:

1. Manuel G. Velasquez, Business Ethics Concepts & Cases, 2005, 5th Edition, Prentice-Hall of India Pvt Ltd, New Delhi – 1.
2. William H Shaw, Business Ethics, 2005, 4th Edition, Thomson Asia Pte Ltd, Singapore.
3. D.Senthil Kumar & Dr. A.Senthil Rajan, Business Ethics and Values, 2006, 1st Edition, Himalaya Publication House, Mumbai – 4.

VI SEMESTER
PAPER XXVII

SERVICES MARKETING

UNIT I

Marketing Services: Introduction growth of the service sector. The concept of service. Characteristics of service – classification of service – designing of the service, blueprinting using technology, developing human resources, building service aspirations.

UNIT II

Marketing Mix In Service Marketing: The seven Ps: product decision, pricing strategies and tactics, promotion of service and distribution methods for services. Additional dimension in services marketing- people, physical evidence and process.

UNIT III

Effective Management Of Service Marketing: Marketing demand and supply through capacity planning and segmentation – internal marketing of services – external versus internal orientation of service strategy.

UNIT IV

Delivering Quality Service: Causes of service – quality gaps. The customer expectations versus perceived service gap. Factors and techniques to resolve this gap. Customer relationship management. Gaps in services – quality standards, factors and solutions – the service performance gap – key factors and strategies for closing the gap. External communication to the customers- the promise versus delivery gap – developing appropriate and effective communication about service quality.

UNIT V

Marketing Of Service With Special Reference To: 1. Financial services, 2. Health services, 3. Hospitality services including travel, hotels and tourism, 4. Professional service, 5. Public utility service, 6. Educational services.

Reference Books

1. Sinha.P.K and Sahoo.S.C.,1994,Services Marketing Text and Reading,Himalaya Publishers House,India
2. David.L.Kurtz, 1995, Services Marketing,Dryden Press

VI SEMESTER
PAPER XXVII

ORGANISATIONAL PSYCHOLOGY

UNIT I

Need and scope of organizational behavior – Theories of organization – Individual difference Vs Group intelligence tests – Measurement of intelligence – Personality Tests – Nature – Types and uses of perception.

UNIT II

Motivation – Financial and non –Financial motivational techniques – Job satisfaction – meaning – Factors – Theories –Measurement – Morale – Importance – Employee attitudes and behavior and their significance to employee productivity.

UNIT III

Work environment -Good house keeping practices – Design of work place – Fatigue – Causes and prevention and their importance – Leadership –Types and theories of leadership

UNIT IV

Group dynamics –Cohesiveness – Co-operation – Competition – Conflict – Resolution – Sociometry – Group norms – Role position status

UNIT V

Organizational culture and climate – Organizational effectiveness – Organizational Development Counseling and guidance – Importance of counselor – Types of counseling –Information needed for counseling.

Reference books

1. Debra L Nelson (Oklahoma State University) James Campbell Quick (University of Texas at Arlington), Organisational Behaviour West Publishing Company
2. Hugh.J.Arnold , Daniel C Feldman, Organisational Behaviour Mc Grawhill international editions