

**SADAKATHULLAH APPA COLLEGE  
(AUTONOMOUS)**

(Reaccredited by NAAC with 'A' Grade and ISO 9001:2008 certified)

**Rahmath Nagar, Tirunelveli – 627 011**

**DEPT. OF BUSINESS ADMINISTRATION (SF)**



**B.B.A.**

**UNITIZED SYLLABUS (CBCS)**

**FOR**

**(2011 - 2014)**

**(Applicable for students admitted in June 2011 and onwards)**

**(Updated as per the resolutions passed in the  
Academic Council Meeting held on 14-03-2013)**



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**B.B.A. (2011 - 2014)**  
**COURSE STRUCTURE (CBCS)**

**(Applicable for students admitted in June 2011 and onwards)**

<b>I SEMESTER</b>				<b>II SEMESTER</b>			
<b>P</b>	<b>COURSE</b>	<b>H/W</b>	<b>C</b>	<b>P</b>	<b>COURSE</b>	<b>H/W</b>	<b>C</b>
<b>I</b>	Tamil / Arabic	6	3	<b>I</b>	Tamil / Arabic	6	3
<b>II</b>	English	6	3	<b>II</b>	English	6	3
<b>III</b>	Core - 1	6	5	<b>III</b>	Core - 2	6	5
	Allied - 1	4	4		Allied - 2	4	4
	Allied Practical - I	2	--		Allied Practical - I	2	2
<b>IV</b>	Skill Based Elective - 1	3	2	<b>IV</b>	Skill Based Elective - 2	3	2
	Social Value Education	3	2		Environmental Studies	3	2
<b>TOTAL</b>		<b>30</b>	<b>19</b>	<b>TOTAL</b>		<b>30</b>	<b>21</b>
<b>III SEMESTER</b>				<b>IV SEMESTER</b>			
<b>III</b>	Core - 3	6	4	<b>III</b>	Core - 6	6	4
	Core - 4	6	4		Core - 7	6	4
	Core - 5	6	4		Core - 8	6	4
	Allied - 3	6	5		Allied - 4	6	5
<b>IV</b>	Skill Based Elective - 3	3	2	<b>IV</b>	Skill Based Elective - 4	3	2
	Non Major Elective - 1	3	2		Non Major Elective - 2	3	2
<b>TOTAL</b>		<b>30</b>	<b>21</b>	<b>TOTAL</b>		<b>30</b>	<b>21</b>
<b>V SEMESTER</b>				<b>VI SEMESTER</b>			
<b>III</b>	Core - 9	4	4	<b>III</b>	Core - 14	4	4
	Core - 10	4	4		Core - 15	4	4
	Core - 11	4	4		Core - 16	4	4
	Core - 12	4	5		Core - 17	4	4
	Core - 13	5	5		Project	5	5
	Core Elective - 1	6	5		Core Elective - 2	6	5
<b>IV</b>	Skill Based Elective - 5	3	2	<b>IV</b>	Skill Based Elective - 6	3	2
<b>TOTAL</b>		<b>30</b>	<b>29</b>	<b>TOTAL</b>		<b>30</b>	<b>28</b>

**B.B.A. (2011 - 2014)****DISTRIBUTION OF HOURS, CREDITS, NO. OF PAPERS & MARKS****(Applicable for students admitted in June 2011 and onwards)**

<b>PAR T</b>	<b>COURSE</b>	<b>SEMEST ER</b>	<b>HOUR S</b>	<b>CREDI TS</b>	<b>PAPER S</b>	<b>MARK S</b>				
<b>I</b>	Tamil / Arabic	I to II	12	6	2	200				
<b>II</b>	English	I to II	12	6	2	200				
<b>III</b>	Core	I to VI	85	72	17	1700				
	Core Elective + Project	V & VI	17	15	2+1	300				
	Allied + Practical	I to IV	24	20	4+1	500				
<b>IV</b>	Skilled Based Elective	I to VI	18	12	6	600				
	Non Major Elective	III & IV	6	4	2	200				
	Social Value Education	I	3	2	1	100				
	Environmental Studies	II	3	2	1	100				
<b>V</b>	Extension Activities	I to IV	--	1	--	100				
<b>TOTAL</b>			<b>180</b>	<b>140</b>	<b>39</b>	<b>4000</b>				
<b>SEMESTER WISE DISTRIBUTION OF HOURS</b>										
<b>PAR T</b>	<b>I</b>	<b>II</b>	<b>III</b>				<b>IV</b>			<b>TOT</b>
<b>SEM</b>	<b>T/A</b>	<b>ENG</b>	<b>COR E</b>	<b>SBE</b>	<b>NM E</b>	<b>SVE/ ES</b>	<b>SBE</b>	<b>NM E</b>	<b>SVE/ ES</b>	
<b>I</b>	6	6	6	3	-	3	3	-	3	<b>30</b>
<b>II</b>	6	6	6	3	-	3	3	-	3	<b>30</b>
<b>III</b>	-	-	18	3	3	-	3	3	-	<b>30</b>
<b>IV</b>	-	-	18	3	3	-	3	3	-	<b>30</b>
<b>V</b>	-	-	19+ 2	3	-	-	3	-	-	<b>30</b>
<b>VI</b>	-	-	14+ 2	3	-	-	3	-	-	<b>30</b>
<b>TOT</b>	<b>12</b>	<b>12</b>	<b>85</b>	<b>18</b>	<b>6</b>	<b>6</b>	<b>18</b>	<b>6</b>	<b>6</b>	<b>180</b>

**B.B.A. (2011 - 2014)**  
**TITLE OF THE PAPERS, CREDITS & MARKS**

<b>I SEMESTER</b>								
<b>P</b>	<b>SUB</b>	<b>TITLE OF THE PAPER</b>	<b>S.CODE</b>	<b>H/ W</b>	<b>C</b>	<b>MARKS</b>		
						<b>I</b>	<b>E</b>	<b>T</b>
<b>I</b>	TA 1	இக்காலத் தமிழ் <b>OR</b>	11ULTA11	6	3	25	75	100
	AR 1	Applied Grammar and Translation – I	11ULAR11					
<b>II</b>	EN 1	Practical Course in Listening and Speaking	11ULEN11A	6	3	40	60	100
<b>III</b>	C 1	Management Principles	11UCBA11	6	5	25	75	100
	A 1	Application of Computer in Business	11UABA11	4	4	25	75	100
	A P	Allied Practical I	--	2	-	EXAM II SEM		
<b>IV</b>	SBE 1	Communication Skills	11SEBA11	3	2	25	75	100
	SVE	Social Value Education	11USVE11	3	2	25	75	100
<b>TOTAL</b>				<b>30</b>	<b>19</b>	<b>165</b>	<b>435</b>	<b>600</b>
<b>II SEMESTER</b>								
<b>I</b>	TA 2	சமயத் தமிழ் <b>OR</b>	11ULTA21	6	3	25	75	100
	AR 2	Applied Grammar and Translation – II	11ULAR21					
<b>II</b>	EN 2	Prose, Poetry and Remedial Grammar	11ULEN21A	6	3	25	75	100
<b>III</b>	C 2	Organisational Behaviour	11UCBA21	6	5	25	75	100
	A 2	E - Commerce & Internet Application	11UABA21	4	4	25	75	100
	A P	Allied Practical	11UABA2P	2	2	40	60	100
<b>IV</b>	SBE 2	Introduction to Accountancy	11SEBA21	3	2	25	75	100
	ES	Environmental Studies	11UENS21	3	2	25	75	100
<b>TOTAL</b>				<b>30</b>	<b>21</b>	<b>190</b>	<b>510</b>	<b>700</b>
<b>III SEMESTER</b>								
<b>III</b>	C3	Managerial Economics	11UCBA31	6	4	25	75	100
	C4	Business Mathematics	11UCBA32	6	4	25	75	100
	C5	Accounting for Managers	11UCBA33	6	4	25	75	100
	A 3	Management Information System	11UABA31	6	5	25	75	100
<b>IV</b>	SBE 3	Soft Skills	11SEBA31	3	2	25	75	100
	NME 1	Choose any one from the list	--	3	2	25	75	100
<b>TOTAL</b>				<b>30</b>	<b>21</b>	<b>150</b>	<b>450</b>	<b>600</b>

**B.B.A. (2011 - 2014)****TITLE OF THE PAPERS, CREDITS & MARKS**

<b>IV SEMESTER</b>								
<b>P</b>	<b>SUB</b>	<b>TITLE OF THE PAPER</b>	<b>S.CODE</b>	<b>H/ W</b>	<b>C</b>	<b>MARKS</b>		
						<b>I</b>	<b>E</b>	<b>T</b>
<b>III</b>	C6	Business Law	11UCBA41	6	4	25	75	100
	C7	Production and Operation Management	11UCBA42	6	4	25	75	100
	C 8	Marketing Management	11UCBA43	6	4	25	75	100
	A 4	Enterprise Wide Information System	11UABA41	6	5	25	75	100
<b>IV</b>	SBE 4	Total Quality management	11SEBA41	3	2	25	75	100
	NME 2	Choose any one from the list	--	3	2	25	75	100
<b>TOTAL</b>				<b>30</b>	<b>21</b>	<b>150</b>	<b>450</b>	<b>600</b>
<b>V SEMESTER</b>								
<b>III</b>	C 9	Financial Management	11UCBA51	4	4	25	75	100
	C 10	Human Resource Management	11UCBA52	4	4	25	75	100
	C 11	Management of Banks & Financial Institution	11UCBA53	4	4	25	75	100
	C 12	Service Marketing	11UCBA54	4	5	25	75	100
	C 13	Case Analysis	11UCBA55	5	5	25	75	100
	CE 1	A) Customer Relationship Management <b>OR</b>	11UEBA5A	6	5	25	75	100
B) Operation Research		11UEBA5B						
<b>IV</b>	SBE 5	E - Business	11SEBA51	3	2	25	75	100
<b>TOTAL</b>				<b>30</b>	<b>29</b>	<b>175</b>	<b>525</b>	<b>700</b>
<b>VI SEMESTER</b>								
<b>III</b>	C 14	International Marketing	11UCBA61	4	4	25	75	100
	C 15	Entrepreneurial Development	11UCBA62	4	4	25	75	100
	C 16	Strategic Management	11UCBA63	4	4	25	75	100
	C 17	Advertising and Sales Promotion	11UCBA64	4	4	25	75	100
	CE 2	A) Retail Management <b>OR</b>	11UEBA6A	6	5	25	75	100
		B) Training and Development	11UEBA6B					
P	Project	11UPBA61	5	5	--	100	100	
<b>IV</b>	SBE 6	Enterprise Resource Planning	11SEBA61	3	2	25	75	100
<b>TOTAL</b>				<b>30</b>	<b>28</b>	<b>150</b>	<b>550</b>	<b>700</b>

**TITLE OF THE PAPERS, CREDITS & MARKS****PART I & II (2011 - 2014)**

<b>ONE YEAR LANGUAGE COURSES (B.Sc. - CS, IT, BCA., B.COM., B.COM. (CA), BBA &amp; BBM)</b>							
<b>SEM</b>	<b>TITLE OF THE PAPER</b>	<b>S.CODE</b>	<b>H/W</b>	<b>C</b>	<b>MARKS</b>		
					<b>I</b>	<b>E</b>	<b>T</b>
<b>PART I - TAMIL</b>							
<b>I</b>	இக்காலத் தமிழ்	11ULTA11	6	3	25	75	100
<b>II</b>	சமயத் தமிழ்	11ULTA21	6	3	25	75	100
<b>TOTAL</b>			<b>12</b>	<b>6</b>	<b>50</b>	<b>150</b>	<b>200</b>
<b>PART I - ARABIC</b>							
<b>I</b>	Applied Grammar and Translation - I	11ULAR11	6	3	25	75	100
<b>II</b>	Applied Grammar and Translation - II	11ULAR21	6	3	25	75	100
<b>TOTAL</b>			<b>12</b>	<b>6</b>	<b>50</b>	<b>150</b>	<b>200</b>
<b>PART II - ENGLISH</b>							
<b>I</b>	Practical Course in Listening and Speaking	11ULEN11A	6	3	40	60	100
<b>II</b>	Prose, Poetry and Remedial Grammar	11ULEN21A	6	3	25	75	100
<b>TOTAL</b>			<b>12</b>	<b>6</b>	<b>65</b>	<b>135</b>	<b>200</b>



DEPT. OF BUSINESS ADMINISTRATION CBCS SYLLABUS - BBA (2011 - 2014) (Applicable for students admitted in June 2011 and onwards)								
PART III - CORE, CORE ELECTIVE & PROJECT (FOR B. B. A. MAJOR)								
SEM	P	TITLE OF THE PAPER	S.CODE	H/W	C	MARKS		
						I	E	T
<b>I</b>	C1	Management Principles	11UCBA11	6	5	25	75	100
<b>II</b>	C2	Organisational Behaviour	11UCBA21	6	5	25	75	100
<b>III</b>	C3	Managerial Economics	11UCBA31	6	4	25	75	100
	C4	Business Mathematics	11UCBA32	6	4	25	75	100
	C5	Accounting for Managers	11UCBA33	6	4	25	75	100
<b>IV</b>	C6	Business Law	11UCBA41	6	4	25	75	100
	C7	Production and Operation Management	11UCBA42	6	4	25	75	100
	C8	Marketing Management	11UCBA43	6	4	25	75	100
<b>V</b>	C9	Financial Management	11UCBA51	4	4	25	75	100
	C10	Human Resource Management	11UCBA52	4	4	25	75	100
	C11	Management of Banks & Financial Institution	11UCBA53	4	4	25	75	100
	C12	Service Marketing	11UCBA54	4	5	25	75	100
	C13	Case Analysis	11UCBA55	5	5	25	75	100
	CE1	A) Customer Relationship Management <b>OR</b>	11UEBA5A	6	5	25	75	100
		B) Operation Research	11UEBA5B					
<b>VI</b>	C14	International Marketing	11UCBA61	4	4	25	75	100
	C15	Entrepreneurial Development	11UCBA62	4	4	25	75	100
	C16	Strategic Management	11UCBA63	4	4	25	75	100
	C17	Advertising and Sales Promotion	11UCBA64	4	4	25	75	100
	CE2	A) Retail Management <b>OR</b>	11UEBA6A	6	5	25	75	100
		B) Training and Development	11UEBA6B					
	P	Project	11UPBA61	5	5	--	100	100
<b>TOTAL</b>				<b>102</b>	<b>87</b>	<b>475</b>	<b>1525</b>	<b>2000</b>

DEPT. OF BUSINESS ADMINISTRATION CBCS SYLLABUS – BBA (2011 - 2014)								
PART III - ALLIED - ENTERPRISE WIDE INFORMATION SYSTEM (FOR B. B. A. MAJOR)								
SEM	P	TITLE OF THE PAPER	S.CODE	H/W	C	MARKS		
						I	E	T
I	1	Application of Computer in Business	11UABA11	4	4	25	75	100
		Allied Practical	--	2	--	EXAM II SEM		
II	2	E - Commerce & Internet Application	11UABA21	4	4	25	75	100
		Allied Practical	11UABA2P	2	2	40	60	100
III	3	Management Information System	11UABA31	6	5	25	75	100
IV	4	Enterprise Wide Information System	11UABA41	6	5	25	75	100
<b>TOTAL</b>				<b>24</b>	<b>20</b>	<b>140</b>	<b>360</b>	<b>500</b>
PART IV - SKILL BASED ELECTIVE (FOR B. B. A. MAJOR)								
I	1	Communication Skills	11SEBA11	3	2	25	75	100
II	2	Introduction to Accountancy	11SEBA21	3	2	25	75	100
III	3	Soft Skills	11SEBA31	3	2	25	75	100
IV	4	Total Quality management	11SEBA41	3	2	25	75	100
V	5	E – Business	11SEBA51	3	2	25	75	100
VI	6	Enterprise Resource Planning	11SEBA61	3	2	25	75	100
<b>TOTAL</b>				<b>18</b>	<b>12</b>	<b>150</b>	<b>450</b>	<b>600</b>
PART IV - NON MAJOR ELECTIVE (FOR OTHER MAJORS)								
III	1	Supply Chain Management	11NEBA31	3	2	25	75	100
IV	2	Investment Management	11NEBA41	3	2	25	75	100
<b>TOTAL</b>				<b>6</b>	<b>4</b>	<b>50</b>	<b>150</b>	<b>200</b>
PART IV - SVE & ES (FOR ALL MAJORS)								
I	1	Social Value Education	11USVE11	3	2	25	75	100
II	2	Environmental Studies	11UENS21	3	2	25	75	100
<b>TOTAL</b>				<b>6</b>	<b>4</b>	<b>50</b>	<b>150</b>	<b>200</b>
PART - V								
I to IV	Extension Activities			-	1	100	-	100

<b>PART III – CORE, CORE ELECTIVE &amp; PROJECT</b>
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<b>I SEMESTER</b>
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<b>C 1</b>	<b>MANAGEMENT PRINCIPLES</b>	<b>11UCBA11</b>
<b>Hrs/Week:6</b>	<b>Hrs / Sem: 90</b>	<b>Hrs. / Unit : 18</b>
		<b>Credits: 5</b>

**OBJECTIVE:**

To make the students understand the basic principles of Management.

**UNIT I**

The Development of Management thought – Contributions of Taylor, Henri Fayol, Elton Mayo, Gilbreth Maslow, Peter Drucker, Hentzberg.  
Functions of Manager.

**UNIT II**

Planning – nature and purpose – objective – operations and strategic planning – types – steps in planning – limitations, Centralization and Decentralization.

**UNIT III**

Organising – organization theory – Organisational structure, Delegation defined. Staffing- Definitions, Objectives, Merits and Demerits.

**UNIT IV**

Directing – Principles – Role theory and Role analysis – Hawthorne studies – Morale and motivation.

**UNIT V**

Controlling – function – steps – budgeting – budgeting – Reviewing.

**TEXT BOOK:**

Principle of Management – L.M. Prasad.

**REFERENCE BOOKS:**

1. Principles of Management – Sherlekar
2. Business Management – Dinkar and Pegare
3. Principles of Management – Tripathi & Reddy
4. Essentials of Management – Koontz and “O” Donnel (TMH)
5. Business Organisation – Dr. S.C. Saxena.

<b>II SEMESTER</b>			
<b>C 2</b>	<b>ORGANISATIONAL BEHAVIOUR</b>		<b>11UCBA21</b>
<b>Hrs/Week:6</b>	<b>Hrs / Sem: 90</b>	<b>Hrs. / Unit : 18</b>	<b>Credits: 5</b>

**UNIT I**

The concept of organizational behaviour – nature of man-nature of organization – Models of organization behaviour – S.O.B.C. Model – Organization behaviour and human relations.

**UNIT II**

Individual behaviour – Perception – Personality – Group Dynamics – Groups at work – Formal and Informal groups – Group cohesiveness – Group pressure and norms – individual & Group goals.

**UNIT III**

Leadership – Characteristics – Styles of Leadership – Power and Authority – Manager and Leader.

**UNIT IV**

Communication – Process directions – Feedback – Barriers to Communication – Suggestion scheme and grievance procedure.

**UNIT V**

Morale and motivation in industry – Motivation theory of Herzberg's. Organizational application of motivational. Theories of Maslow and Alderfer.

**TEXT BOOK:**

Organization Behaviour - Fred Luthans – Tata McGraw Hill

**REFERENCE BOOKS:**

1. Organization theory and behaviour – V.S.P. Rao and D.S. narayana, Konark Publishers Pvt.Ltd.,
2. Human Behaviour at work – Keith Davis – Tata McGraw Hill Book Company.
3. Organizational Bahaviour – S.S. Khanna
4. Organization Behaviour – Concepts, Controversies and applications by Stephen P.Robbins, Prentice Hall Publication.

<b>II SEMESTER</b>			
<b>C 3</b>	<b>MANAGERIAL ECONOMICS</b>	<b>11UCBA31</b>	
<b>Hrs/Week:6</b>	<b>Hrs / Sem: 90</b>	<b>Hrs. / Unit : 18</b>	<b>Credits: 4</b>

**OBJECTIVE:**

To introduce students to the managerial tools of Economics and Pricing decisions.

**UNIT I**

Introduction: Nature and scope of Managerial Economics – Economic theory and Managerial Economics: Role and responsibilities.

**UNIT II**

Demand Analysis and Forecasting –Demand Determinants – Demand Distinctions – Demand forecasting – General considerations – Methods of Demand Forecasting.

**UNIT III**

Cost Analysis: Cost concepts – Classifications and determinants – Cost – Output relationship – Economics and Diseconomies of scale – Cost control and cost reduction.

**UNIT IV**

Price and Output Decisions under different market structure: Project competition – Monopoly and monopsony – Price discrimination – Monopolistic Competition- Oligopoly – Practical methods of pricing.

**UNIT V**

Macro Economics and Business Decisions: Business cycle and Business Policies – Demand Recession in India – Causes, indicators and prevention – Economic forecasting for Business – Input – Output Analysis – National Income Accounting for Managers.

**TEXT BOOK:**

Varshney, R.L., & Maheswari, K.L., Managerial Economics, New Delhi: Sultan Chand & Sons, 2002.

**REFERENCE BOOKS:**

1. Joel Dean: Managerial Economics, New Delhi: McGraw Hill Publications Co. Ltd., 1979.
2. Seth, M.L.: Micro Economics: Agra: Lakshmi Narain Agarwal Educational publishers, 1990

<b>III SEMESTER</b>			
<b>C 4</b>	<b>MATHEMATICS AND STATISTICS FOR MANAGER</b>		<b>11UCBA32</b>
<b>Hrs/Week:6</b>	<b>Hrs / Sem: 90</b>	<b>Hrs. / Unit : 18</b>	<b>Credits: 4</b>

**UNIT I**

Nature and scope of statistics – uses of statistics in business-statistical data – primary and secondary data.

**UNIT II**

Measures of central tendency – mean, median, mode – geometric mean and harmonic mean

**UNIT III**

Correlation and Pearson and regression analysis – X on Y – Y on X

**UNIT IV**

Elements of differentiate calculus – addition – subtraction – maxima and minima

**UNIT V**

MATRICES - Basic concepts - matrix addition - scalar multiplication - multiplication of matrix - inverses of a matrix - solution through liner equations - matrix method.

**REFERENCE BOOKS:**

1. Business Mathematics - D.C. Sancheti and V.K.Kapoor Publisher: Sultan Chand & Sons, New Delhi.
2. A text book of Business Mathematics by G.K. Ranganath - Himalaya Publishing House, Delhi.

<b>III SEMESTER</b>			
<b>C 5</b>	<b>ACCOUNTING FOR MANAGERS</b>		<b>11UCBA33</b>
<b>Hrs/Week:6</b>	<b>Hrs / Sem: 90</b>	<b>Hrs. / Unit : 18</b>	<b>Credits: 4</b>

### **UNIT I: Introduction to Accounting**

Management accounting as a area of accounting; objectives nature and scope of financial accounting, cost accounting and Management accounting; Management and Managerial decisions; Management Accountant's positions; Role and responsibilities.

### **UNIT II: Accounting Plan and Responsibility Centres**

Meaning and significance of Responsibility accounting ; Responsibility centres- Cost Centre and Investment Centre ; Problem in Transfer pricing; Objectives and determinants of responsibility centres.

### **UNIT III**

Budgeting; Definition of Budget – Essential of Budgeting ; Types of Budget – Functional, Master etc.; Fixed and Flexible Budget; Budgetary control; Zero based budgeting; Performance budgeting.

### **UNIT IV**

Analysing Financial statement; Horizontal, Vertical and Ratio analyses; Cash flow analysis.

### **UNIT V**

Reporting to Management; Objectives of Reporting, Reporting Needs at different managerial levels; Types of Reports, Modes of reporting, Reporting at Different levels of Management.

### **REFERENCE BOOKS:**

1. Pandey. I. M, Management Accounting, Vani Publication Delhi.
2. Lall. B.M and I.C. Jain Cost Accounting Principles and Practice, Prentice Hall Delhi.
3. Anthony, Robert Management Accounting, Tarapore-wala, Mumbai

<b>IV SEMESTER</b>			
<b>C 6</b>	<b>BUSINESS LAW</b>		<b>11UCBA41</b>
<b>Hrs/Week:6</b>	<b>Hrs / Sem: 90</b>	<b>Hrs. / Unit : 18</b>	<b>Credits: 4</b>

**UNIT I**

Contract Act – Definition, Classification – essentials of a contract, mistake Misrepresentation and fraud – right and obligations of parties to contract not enforceable – assignment, breach, performance and discharge.

**UNIT II**

Law of Agency – nature appointment, termination, right and duties liabilities – relation with third parties – types of agents.

**UNIT III**

Partnership – Definition, Creation relation with partner interest and to third part liabilities of partner – dissolution, goodwill.

**UNIT IV**

Sale of Goods Act – Definition price conditions and warranties – right and remedies in case of breach – stoppage in transit transfer of property.

**UNIT V**

Sale of Goods Act – Definition, Price, Conditions and Warranties – Right Remedies in case of Breach – Stoppage in Transit Transfer of Property.

**UNIT VI**

Law of Insurance - Life Insurance – Free Insurance – Marine Insurance.

**TEXT BOOK:**

Elements of Mercantile Law – N.D. Kapoor.

**REFERENCE BOOKS:**

1. Mercantile Law – Davar
2. Indian Mercantile Law – S.R. Davar.
3. Mercantile Law – Venkatesan. E.
4. Mercantile Law – Shukla



<b>IV SEMESTER</b>			
<b>C 7</b>	<b>PRODUCTION &amp; OPERATIONS MANAGEMENT</b>		<b>11UCBA42</b>
<b>Hrs/Week:6</b>	<b>Hrs / Sem: 90</b>	<b>Hrs. / Unit : 18</b>	<b>Credits: 4</b>

**UNIT I**

An overall view of productions management – relationship of production management with marketing, finance, HRM and material management – factors of plant location – plant layout – types of layouts and their suitability.

**UNIT II**

Introduction to Work study, time and motion study, work measurement, normal time, standard time, capacity planning, various, charts used in production management.

**UNIT III**

Productions planning and scheduling – Kind of production plans, aggregate scheduling, monthly and weekly scheduling.

**UNIT IV**

Quality control and inspection – acceptance sampling technique – statistical quality control – control charts – Introduction to TQM,.

**UNIT V**

Inventory control of raw materials – Inventory store management – EOQ models – JIT – material handling and equipments required – value analysis and value engineering – ABC analysis.

**TEXT BOOK:**

Modern productive Operation management by E.S. Buffa Latest Edition.

**REFERENCE BOOKS:**

1. Production and Operation management by RAYMOD & R. MAYOR.
2. Production management by Keith Lock Yeep
3. Production Operation management by B.S. Goyel

<b>IV SEMESTER</b>			
<b>C 8</b>	<b>MARKETING MANAGEMENT</b>		<b>11UCBA43</b>
<b>Hrs/Week:6</b>	<b>Hrs / Sem: 90</b>	<b>Hrs. / Unit : 18</b>	<b>Credits: 4</b>

**OBJECTIVES:**

To make the student understand the modern method of approaching the customer to buy the product.

**UNIT I**

Marketing function – The marketing concept – Marketing management system, Objectives its interfaces with other functions in the organization.

**UNIT II**

Marketing environment – Demographic, Economic, Physical, Technological, Political, Legal, Social, Cultural Environment – Major factors in company's environment.

**UNIT III**

Consumer markets and buying behaviour – Concept of marketing mix, Marketing Strategies – Concept of product life cycle.

**UNIT IV**

Market Segmentation – New Product development process – Pricing decisions.

**UNIT V**

Marketing Channels – Advertising decisions – Sales force decisions – Sales forecasting.

**TEXT BOOK:**

Philip Kotler: Marketing Management – New Delhi: Prentice Hall of India 1986.

**REFERENCE BOOKS:**

1. William J. Stanton, Michael J. Etzel, Bruce J. Walker: Fundamental of Marketing – New Delhi: McGraw Hill, International Edition, 1980.
2. Dawar – Modern Marketing Management – Bombay: Progressive Corporation, 1990.
3. Memoria Joshi: Marketing Management: New Delhi: Kitab Mahal, 1991.

<b>V SEMESTER</b>			
<b>C 9</b>	<b>FINANCIAL MANAGEMENT</b>		<b>11UCBA51</b>
<b>Hrs/Week:4</b>	<b>Hrs / Sem: 60</b>	<b>Hrs. / Unit : 12</b>	<b>Credits: 4</b>

**UNIT I**

Nature of financial management – meaning and scope of finance function – Financial Management and its function – Goals of financial management Profit.

**UNIT II**

Cost of capital – Concept – Importance and types of cost capital – Measurements of cost of capital – Weighted average cost of capital – Operating and financial leverages.

**UNIT III**

Capital structure – Meaning, factors affecting capital structure – Capital gearing, high and low gearing, significance, meaning of trading on equity, limitations on the policy or trading of equity.

**UNIT IV**

Capital budgeting – nature of capital expenditure concept of capital beginning – capital budgeting procedures – Methods of ranking investment proposals – payback method – return on investment method – present value method.

**UNIT V**

Financial planning and forecasting. Concept – Characteristics and factors affecting financial planning – Necessary and limitations – Cash forecasting.

**TEXT BOOK:**

Financial Management theory and Practice, Chandra Tata McGraw Hill.

**REFERENCE BOOKS:**

1. Financial Management and policy – Van Horne, Prentice Hall of India.
2. Principles of Corporate Finance – Brealey, Mysers, Tata McGraw Hill.
3. Financial management – M.Y.Khan, P.K. Jain, Tata McGraw Hill
4. Financial Management – Pandy – Vani Educational Books

<b>V SEMESTER</b>			
<b>C 10</b>	<b>HUMAN RESOURCE MANAGEMENT</b>	<b>11UCBA52</b>	
<b>Hrs/Week:4</b>	<b>Hrs / Sem: 60</b>	<b>Hrs. / Unit : 12</b>	<b>Credits: 4</b>

**UNIT I**

Introduction – Processes and functions of personnel management personnel Department Organisation – Place of personnel manager in the organization.

**UNIT II**

Manpower planning – concepts, methods – Job analysis, Job description specification selection process – Employment tests and interviews.

**UNIT III**

Introduction Programme – different training methods of company – performance appraisal and review organization development.

**UNIT IV**

Job evaluation methods Wages – different patterns of wage payments time rate piece rate – wage incentives – cost living index – bonus.

**UNIT V**

Concept of Industrial relations – trade unions – collective bargaining – discipline and disciplinary actions – Grievance procedure.

Different kinds of separate on – retirement and retirement benefits, Gratuity Provident fund and pension scheme.

**TEXT BOOK:**

Personnel management – Memoria – Himalaya Publishing House.

**REFERENCE BOOKS:**

1. Personnel management – Fillippa – Mc Graw Hill.
2. Personnel management – Ahuja Kalyani Publishing
3. Personnel management – P.C. Tripathi.

<b>V SEMESTER</b>			
<b>C 11</b>	<b>MANAGEMENT OF BANKS &amp; FINANCIAL INSTITUTION</b>		<b>11UCBA53</b>
<b>Hrs/Week:4</b>	<b>Hrs / Sem: 60</b>	<b>Hrs. / Unit : 12</b>	<b>Credits: 4</b>

**UNIT I**

Classification and types of Bank in India - Functions of Banks and relating to banking. Banking Regulations Act - RBI Act and functions of RBI under liberalized era.

**UNIT II**

Main Services of Banks: Acceptance of Deposits and Advances. Deposits: Types of Deposits, Marketing of various deposits, Cost of Deposits for the Bank, Suitable and equitable mix of Time and Demand Liabilities (ie) - of Deposits.

**UNIT III**

Advance Appraisal of loan proposals - Financial, Technical, Commercial, Managerial. Periodical inspection of securities / hypothecation - Follow up and Recovery, NPA, Introduction to securitization act, LC's and Bank Guarantees, Deferred payment, Guarantor's co-acceptance, developments risk in case of failure.

**UNIT IV**

Remittance of funds by DD, MT, TT, Collection and clearing functions, MICR cheque's, Currency chests - Safe custody of items, Lockers, Executor and Trustee function. Credit cards, ATMs.

**UNIT V**

Role of national and state financial Institutions in the Economic development. Various types of central and state financial Institutions, Role in present context - Venture Capitalist.

**REFERENCE BOOKS:**

1. Banking Theory - Law and Practice - K,P.M Sundar Vaishney, Sultan Chand & Son's.
2. Financial for Small Scale Industries - CP Rao.
3. Industrial Finance - Francis Cherunilam Himalaya House.
4. Monetary Economics - M.L.Seth Lakshmi Narin Publishers, Agra
5. Money, Banking and International Trade - M.C. Vaish Wiley Eastern.

<b>V SEMESTER</b>			
<b>C 12</b>	<b>SERVICE MARKETING</b>		<b>11UCBA54</b>
<b>Hrs/Week:4</b>	<b>Hrs / Sem: 60</b>	<b>Hrs. / Unit : 12</b>	<b>Credits: 5</b>

**OBJECTIVE :**

To make the students gain expert knowledge of marketing of various Services.

**UNIT I**

Meaning and important of services- Features of services- Growth of services-Types of services

**UNIT II**

Service Marketing Concept –Buyer Behaviour – Factor influencing Buyer Behaviour.

**UNIT III**

Service Marketing Mix – Products strategy – Pricing Techniques –  
Distribution systems.

**UNIT IV**

Tourism Marketing – Educational Marketing – Hospital Marketing – Hotel Marketing.

**UNIT V**

Financial Services: Marketing of Financial Services – Fund based services – Merchant Banking- Non Fund Based - Credit Rating- Stock Broking.

**TEXT BOOK:**

S.M. SHA.: Services Marketing Himalaya Publishing House, New Delhi.

**REFERENCE BOOKS:**

1. P.M. Reddy: Services Marketing Himalaya Publishing House, New Delhi.
2. Dr.V.Balu : Service Marketing, Sri Venkateshwara Publication, Chennai.

<b>V SEMESTER</b>		
<b>C 13</b>	<b>CASE ANALYSIS</b>	<b>11UCBA55</b>
<b>Hrs/Week: 5</b>	<b>Hrs / Sem: 75</b>	<b>Credits: 5</b>

- The cases should be distributed by the teacher concerned from the different functional areas of management
- The Student should be trained to discuss the cases in small group
- To develop analytical thinking and to present the findings to the common class
- The chairmanship for each case should be rotated among the student this is to develop conference leadership.
- They should also be trained to write case reports.
- The teacher should give a case or case let and ask the student to identify the problem situation in the case, analysis the causes and suggest suitable alternative courses of action after considering the relative merits and demerits of each alternatives
- The final examinations will consist of case or case let for individual analysis and discussion in a paper. The student must write the case reports.

<b>V SEMESTER</b>			
<b>CE 1A</b>	<b>CUSTOMER RELATIONSHIP MANAGEMENT</b>		<b>11UEBA5A</b>
<b>Hrs/Week:</b> <b>6</b>	<b>Hrs / Sem: 90</b>	<b>Hrs. / Unit : 18</b>	<b>Credits: 5</b>

**UNIT I**

Introduction to Customer Relationship Management – Mass customization to CRM – Process of relationship marketing

**UNIT II**

Need for customer relationship management – Customer satisfaction to Customer loyalty

**UNIT III**

Emergence of E-Tailers- Navigation - Delivery – Customer service - Paper policies

**UNIT IV**

Relationship marketing in practice - Essar Cell phone – Usha International

**UNIT V**

Forces driving CRM – What CRM can offered to the firm and key principles of CRM – Types of CRM – Operational CRM – Analytical CRM

**TEXT BOOK:**

K.Balasubramanian – Customer Relationship Management – Learn Tech Press – Trichy



<b>V SEMESTER</b>			
<b>CE 1B</b>	<b>OPERATIONS RESEARCH</b>		<b>11UEBA5B</b>
<b>Hrs/Week: 6</b>	<b>Hrs / Sem: 90</b>	<b>Hrs. / Unit : 18</b>	<b>Credits: 5</b>

**OBJECTIVE:**

To introduce basic concepts and ideas and to impart knowledge on operations research.

**UNIT I**

Operation research – LPP – Graphical method

**UNIT II**

Transportation – Northwest corner, least cost, Voge and Assignment Methods.

**UNIT III**

Assignment – maximization method and minimization method

**UNIT IV**

Inventory management – deterministic and elementary stochastic model

**UNIT V**

Replacement Decisions –breakdown- failure

**TEXT BOOK:**

Hamdy A.Taha: Operations Research. New Delhi: Sultan Chand & Sons, 1990

**REFERENCE BOOKS:**

1. V.K. Kapoor: Operations Research – Problems and Solution. New Delhi. Sultan Chand & Sons, 1980
2. Gupta, Gandhi Swroop and Mohan: Operations Research. New Delhi Sultan Chand & Sons, 1990

<b>VI SEMESTER</b>			
<b>C 14</b>	<b>INTERNATIONAL MARKETING</b>		<b>11UCBA61</b>
<b>Hrs/Week: 4</b>	<b>Hrs / Sem: 60</b>	<b>Hrs. / Unit : 12</b>	<b>Credits: 4</b>

**OBJECTIVES:**

To impart basic knowledge and skills on International Business Policy practices to students.

**UNIT I**

Introduction: International Business (Trade) Theories – Scope and size of International Markets – Globalisation of Market (Canadian, Mexican, Chinese, Models) – Conceptual and Institutional Framework.

**UNIT II**

International Business Environment: Global Marketing Environments cultural – social – legal and political environments – Trade, Monetary and Economic Environments.

**UNIT III**

International Business policy: Export – Import policy (EXIM policy) FDIs – FIZs – Collaborative ventures – Subsidies – Licensing – Financial contracts – Trade Alliances – Merges and Takeovers.

**UNIT IV**

International Marketing Mix: International product policy and planning: International Marketing promotion - Advertising, Distribution and sales promotion – International Pricing.

**UNIT V**

Multilateral Arrangements: International Business and LDCs – Regional Trade Groupings and cooperation – International organizations – International Resource Planning – International Marketing Research – Multilateral Agreements (Negotiations) on Trade and Non – Tariff Barriers – Borderless Business society.

**REFERENCE BOOKS:**

1. Kirpalani, V.H., 'International Marketing', Sultan Chand & Sons, New Delhi, 2001.
2. Saravana Vel.P 'International Marketing', Himalaya Publishing House, New Delhi, 1987.
3. Yorborough and Yorborough . " International Business' McGraw – Hill US 1998.
4. Francis Cherunilam, 'International Business' Wheeler Publications, New Delhi, 20

<b>VI SEMESTER</b>			
<b>C 15</b>	<b>ENTREPRENEURIAL DEVELOPMENT</b>	<b>11UCBA62</b>	
<b>Hrs/Week: 4</b>	<b>Hrs / Sem: 60</b>	<b>Hrs. / Unit : 12</b>	<b>Credits: 4</b>

**OBJECTIVES:**

To enable the students in the entrepreneurial skills for management.

**UNIT I**

Definition of entrepreneur, functions of entrepreneur, types of entrepreneur- sociological and psychological factors

**UNIT II**

EDP, NIESBUD, New Delhi, ITCOT and SIPCOT in Tamil Nadu, Role of financial institutions in supporting entrepreneur – ICICI, UTI

**UNIT III**

Project identification and selection- factors - planning a project formulation – project report

**UNIT IV**

Managerial skills required by entrepreneurs – sole proprietorship, partnership and company

**UNIT V**

Opportunities for rural and women entrepreneur – problems faced by rural and women entrepreneur – role of SHG – reservation for small industries – prevention of industrial air and water pollution – cause and prevention of industrial sickness

**REFERENCE BOOKS:**

1. Vasant Desai: Dynamics of Entrepreneurial Development, New Delhi: Wiley Eastern Ltd., 1990.
2. S.B. Srivastava: A Practical Guide to Industrial Entrepreneurs: New Delhi. Wiley Eastern Ltd. 1990.
3. Gupta Srinivasan: Entrepreneurial Development – New Delhi: Sultan Chand & Sons 1990.
4. P. Saravanavel: Entrepreneurship Development – Principles, Policies and Programmes. New Delhi: Himalaya Publishing House, 1990.
5. T.V. Rao, and Udai Pareek; Developing Entrepreneurship – A Handbook, New Delhi: Mc Graw Hill Publications Co. Ltd., 1990.

<b>VI SEMESTER</b>			
<b>C 16</b>	<b>STRATEGIC MANAGEMENT</b>		<b>11UCBA62</b>
<b>Hrs/Week: 4</b>	<b>Hrs / Sem: 60</b>	<b>Hrs. / Unit : 12</b>	<b>Credits: 4</b>

**UNIT I**

Total organizational view; the concept of strategy policy, planning hierarchies, evaluation strategy, Philosophy of strategy, satisfying and organizing.

**UNIT II**

SWOT Analysis, environmental analysis the importance of National Planning for strategy formulation, industry analysis future studies.

**UNIT III**

Organizational competence and resource analysis, matching opportunities and resources strategy and values, social responsibilities of management social audit.

**UNIT IV**

Implementing the strategy: Organisation design, structure relationships processes leadership, control, performance standards corrective action.

**UNIT V**

Case unifying all the above concepts.

**TEXT BOOK:**

Business policy and strategy – L.M. Prasad

**REFERENCE BOOKS:**

1. Business Policy - Azar Kashmi
2. Business policy - P.K. Goss
3. Business Policy - Azar Kashmi
4. Business Policy Action - Strategy formation and management by Gelereck.

<b>VI SEMESTER</b>			
<b>C 17</b>	<b>ADVERTISING AND SALES PROMOTION</b>		<b>11UCBA65</b>
<b>Hrs/Week: 4</b>	<b>Hrs / Sem: 60</b>	<b>Hrs. / Unit : 12</b>	<b>Credits: 4</b>

**UNIT I**

Advertising – Advertising on element of Marketing mix objectives – Advertising and Salesmanship – role and importance – planning for Advertisement communication process – formal and informal.

**UNIT II**

Advertisement copy – kinds – Appeals – Advertising mix – Advertising budget and relevant decisions.

**UNIT III**

Advertising agencies and their role – type of Advertising – measuring the effectiveness of Advertisement – Managing agency.

**UNIT IV**

Sales Promotion – objectives – advantages – tools and their effectiveness – aggressive selling.

**UNIT V**

Sales promotion and personnel selling nexus – Measuring the effectiveness of promotion.

**REFERENCE BOOKS:**

1. Sales promotion management – John. A. Quelch
2. Marketing salesmanship and Advertising – M. Ramasamy
3. Principles of Marketing and Salesmanship – J.C. Sinha
4. Advertising Principles problems and cases and others – Charles J. Dirkson
5. Advertising management concepts and cases – Mahendra Mohan (TMH)

<b>VI SEMESTER</b>			
<b>CE 2A</b>	<b>RETAIL MANGEMENT</b>		<b>11UEBA6A</b>
<b>Hrs/Week: 6</b>	<b>Hrs / Sem: 90</b>	<b>Hrs. / Unit : 18</b>	<b>Credits: 5</b>

**UNIT I**

Retailing – Types of retailers – Levels of service offered by retailers – Self service – Self selection – Limited service – Full service

**UNIT II**

Major retailer types – Specialty store – Department Store – Supermarket – Convenient Store- Super store – Catalog showroom

**UNIT III**

Non store retailing – Direct selling – Direct Marketing – Automatic Vending – Buying Service

**UNIT IV**

Corporate retailing - Major types of retail organization – corporate chain store – voluntary chain – franchisee organization – Merchandising conglomerate

**UNIT V**

Decisions – Marketing Decisions – Target Market – Services – Store atmosphere – price decision – promotion decision – place decision

**REFERENCE BOOK:**

Philip Kotler – Marketing management – Pearson Education – 2004

<b>VI SEMESTER</b>			
<b>CE 2B</b>	<b>TRAINING AND DEVELOPMENT</b>		<b>11UEBA6B</b>
<b>Hrs/Week: 6</b>	<b>Hrs / Sem: 90</b>	<b>Hrs. / Unit : 18</b>	<b>Credits: 5</b>

**UNIT I**

Principles - purpose of training and development - training methods - techniques of training.

**UNIT II**

Induction training - identify training and development requirement - develop course objective - defiance strategy - establish instructional mode - determine class size - identify level of training require - determine media - established sequence.

**UNIT III**

Training evaluations - approaches of evaluations - IBM approach - xerox corporation approach - types evaluation instruments - reporting evaluation results.

**UNIT IV**

Training the trainer - application in computer training - developing effective training programme - designing an HRD Programme

**UNIT V**

Concept of HRD - HRD deoprtment and its task - HRD for organizational effectiveness

**TEXT BOOK:**

Human Resource Management - Biswajeet Pattanayak, 3rd Edition - Prentice Hall of India, New Delhi.

<b>VI SEMESTER</b>		
<b>P</b>	<b>PROJECT</b>	<b>11UEBA6B</b>
<b>Hrs/Week: 5</b>	<b>Hrs / Sem: 75</b>	<b>Credits: 5</b>

**OBJECTIVES:**

At the end of the semester the students should be able to:

1. Identify the potential areas of research in his/her field;
2. Collect data from various sources including the internet, analyse them, make new connections and link them to life;
3. Read and write originally and usefully.

**GUIDELINES:**

1. The project may be done individually or in groups not exceeding five per group.
2. The minimum length of the project should be 30 pages in A4 size.
3. Marks for the project report will be 100 divided as **80% for the presentation of project and 20% for viva-voce.**



<b>PART III – ALLIED ENTERPRISE WIDE INFORMATION SYSTEM</b>
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<b>I SEMESTER</b>			
<b>A 1</b>	<b>APPLICATION OF COMPUTER IN BUSINESS</b>		<b>11UABA11</b>
<b>Hrs/Week: 4</b>	<b>Hrs / Sem: 60</b>	<b>Hrs. / Unit : 12</b>	<b>Credits: 4</b>

**OBJECTIVE:**

To make the student understand the Basic application of Computers in Business.

**UNIT I**

Introduction to office 2000 – Features of MS word 2000 – Creating a Document – Formatting Documents – Editing Using Cut, Copy and Paste – Finding and Replacing Text- Printing and Previewing Document.

**UNIT II**

Creating List and Numbering Heading- Creating Footers- Spelling and Grammar Tools – Inserting Pictures, Page Numbers, Book Marks, symbols and Dates – Working with Tables- working with Mail Merge.

**UNIT III**

Excel Basics – Creating and Saving a Work Book- Basic Formatting – Using Formula –Excel Functions – Charts.

**UNIT IV**

Introduction to Power Point – Inserting Text, Pictures, Tables, Charts, in a Slide – Animating Objects – Slide Transition.

**UNIT V**

Introduction to MS Access –Creating Tables– Queries –Forms – Report in Access.

**TEXT BOOK:**

1. MS Office – Complete Reference Stephen L.Nelson, TMH.

**REFERENCE BOOK:**

1. Microsoft Office 2000 Gini Courter.
2. Microsoft Office 2000 N.krishnan.

<b>II SEMESTER</b>			
<b>A 2</b>	<b>E- COMMERCE AND INTERNET APPLICATION</b>		<b>11UABA21</b>
<b>Hrs/Week: 4</b>	<b>Hrs / Sem: 60</b>	<b>Hrs. / Unit : 12</b>	<b>Credits: 4</b>

**OBJECTIVE:**

To make the students gain knowledge of framework of E-Commerce and its application in business.

**UNIT I**

Welcome to Electronic Commerce – Introduction, Concepts of b2b, b2c, c2c, b2g; benefits of E-Commerce to Organization, Consumers, The Network infrastructure for E-Commerce –Electronic Payment Applications.

**UNIT II**

E-Commerce-Forms of Data communication- Types of Communication Channels- Methods of Data Transmission – Definition for LAN, MAN, and WAN,

**UNIT III**

Electronic Data Interchange-Definition- Benefits of EDI- EDI Application in Business –Un/EDIFACTS Standard.

**UNIT IV**

Reengineering for change-Business Process Reengineering- Management of change- Internet and Extranet for Electronic Commerce.

**UNIT V**

E- Commerce in India- The Internet in India-Laws for E-Commerce in India.

**REFERENCE BOOKS:**

1. S.Jaiswal: Doing Business on the Business on the Internet commerce, Galgotia Publication.
2. Kamallesh K.Bajaj and Debajaninag E-Commerce, Tata McGraw Hill Publications Co Ltd., New Delhi.
3. David Whitely:E-Commerce, Tata McGraw Hill Publications Co. Ltd., New Delhi.
4. Jaffrey F.Rayport,: E-Commerce, Tata McGraw Hill Publications Co. Ltd., New Delhi

<b>I &amp; II SEMESTER</b>		
<b>AP</b>	<b>ALLIED PRACTICAL (Examination at the end of II Semester)</b>	<b>11UABA2P</b>
<b>Hrs/Week: 2</b>	<b>Hrs / Sem: 30</b>	<b>Credits: 2</b>

### **APPLICATION OF COMPUTER IN BUSINESS PRACTICAL**

#### **MS word 2000**

- Typing letters and editing and printing.
- Using Spell Check and Thesaurus.
- Designing a cover page with word art.
- Using Header, Footer Bookmark, Foot notes.
- Mail merge a letter to an address file.
- Typing 5 pages of Mathematical equations and symbols.
- PowerPoint 2000
- Creation of presentation with different styles on a given topic current interest.
- Preparing Presentation for a topic in the study of all course.

#### **Excel 2000**

- Entering spread sheets with formula
- Entering spreadsheet and doing statistical calculations
- Printing of Graphs and charts for the given data.
- Creating and using macros.

#### **Access 2000**

- Create a table and store data for applications such a student, Mark Employee, Hospital Information etc.

### **E-COMMERCE AND INTERNET APPLICATION PRACTICAL**

1. Simple web Page
2. Hyper link web <A></A>
3. Web page with image <Img src = "">
4. Web page Applet <Applet>
5. Web page with table <TB>
6. Develop on html document to print the following
  - \*.In houses for domestic purposes (cooking, bathing and washing)
  - \*.for hostels, hospitals, guest houses and Industrial Canteens
  - \*.For food processing plant and for process applications
7. Develop an HTML document to print the above message as an unordered list
8. Develop an HTML document to print the following
  - SPECIAL FEATURES OF SOLAR HEATER SYSTEM
  - a. System guaranteed for two years
  - b. 100 % depreciation allowed for tax payers

- c. Capital investment paid back with in 3-4 years with cumulative energy savings
  - d. Negligible maintenance requirement
  - e. Soft loan facilities available from IREDA, IDBI and form nationalized banks.
  - f. Long life of the system (15-20 years) results in a enormous life – time energy savings
  - g. Non-polluting and non-depletable energy sources.
9. Develop an HTML document to print the above matter as an ordered list with A,B,C,..... As the numbering scheme.
10. Write an HTML document to print the following facilities.

**1. Own House**

- 2400 square feet living area
- Separate Bungalow
- Car shed available

**2. Car**

- Maruti Omni Van
- Registration number TN 72 8195
- 1994 Model

**3. Farm**

- Coconut Groves
- 35 Acres
- Mango Groves

11. Write an HTML document to print the following. The library has the following cassettes:

**1. Cinema**

- \* Bombay
- \* I Love you
- \* Crazy Crazy
- \* The Sun

**2. Educational**

- \* Mathematics
- I. Part I : Analytical geometry
- II. Part II : Calculus
- III Part III: Trigonometry

**3. Cultural**

- **Classical Music**
  1. M.S.Subulakshmi
  2. Sreenivas iyengar
  3. Yesudas
  4. Thiagaraja Bhagavathar
- **Classical Dances**
  1. Bharata Natyam
  2. Kuchupudi
  3. Bhangra

<b>III SEMESTER</b>			
<b>A 3</b>	<b>MANAGEMENT INFORMATION SYSTEM</b>		<b>11UABA31</b>
<b>Hrs/Week: 6</b>	<b>Hrs / Sem: 90</b>	<b>Hrs. / Unit : 18</b>	<b>Credits: 5</b>

**OBJECTIVE:**

To introduce basic ideas and to impart knowledge on MIS and computers.

**UNIT I**

Introduction to the Basic concepts of MIS Evolution of Computers and their role in MIS.

**UNIT II**

Hardware features – Software features.

**UNIT III**

Information concepts for MIS data – Information – Identification of Decision making and information needs.

**UNIT IV**

Mechanics of systems Analysis – Flow charting – Examples of MIS Design – Concepts and Case studies.

**UNIT V**

Systems concepts and System Approach to Management – Total system approach – Miscellaneous for MIS.

**TEXT BOOK:**

James O'brien: Management Information System. London: Sage Publications, 1985.

**REFERENCE BOOKS:**

1. Lawrence S. Orilla: Computer Information – An Introduction, New York: John Wiley & Sons. Inc., 1980.
2. Raymond Mcleouir: Management Information System. New York: Wiley and Sons Inc., 1967.

<b>IV SEMESTER</b>			
<b>A 4</b>	<b>ENTERPRISEWIDE INFORMATION SYSTEMS</b>		<b>11UABA41</b>
<b>Hrs/Week: 6</b>	<b>Hrs / Sem: 90</b>	<b>Hrs. / Unit : 18</b>	<b>Credits: 5</b>

**OBJECTIVES:**

- To impart to the students the knowledge of ERP and BPR concepts and applications.
- To introduce the students to SCM and CRM concepts of enterprises.

**UNIT I - Enterprise Resource Planning**

ERP – Integration and beyond – Need for integrated system – Requirement of an Integrated system – benefits of ERP integration.

**UNIT II - Erp Implementation**

Personnel involved in ERP implementation - Key for successful ERP implementation – Process organization structure – Project sponsor – Steering committee – Project manager – Functional team – Implementation consultant – selection of Consultant

**UNIT III - Re- Engineering Concepts**

Re-engineering concept – Five key principles of BPR – Phase of Technology change and Pressure for organizational Change – BPR and break points – change management – Organizing for change – Creative Management consultancy approach.

**UNIT IV - Supply Chain Management**

Supply chain –Traditional supply chain – Emerging supply chain – Functions of Supply chain management – Detailed SCM frame work.

**UNIT V - Customer Relationship Management**

Customer Relationship Management – Complementary layers of CRM – Need for CRM – Customer satisfaction to Customer loyalty.

**TEXT BOOK:**

K.Balasubramanian, Enterprise wide Information System – LearnTech Press, Trichy.

**REFERENCE BOOKS:**

1. Sahay, Supply chain Management, Macmillan, New Delhi.
2. Auraham Shtub, Enterprise, Resource planning: The dynamics of operations management.
3. Grant Nooris et al; E – business & ERP: Transforming the Enterprise.
4. Robert B: Manelfield, Ernest, L. Jr., Nichols, introduction to supply chain management.
5. Dick Lee - Customer Relationship Management Planning Guide.

<b>PART IV - SKILL BASED ELECTIVE</b>
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<b>I SEMESTER</b>
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<b>SBE 1</b>	<b>COMMUNICATION SKILLS</b>	<b>11SEBA11</b>
<b>Hrs/Week: 3</b>	<b>Hrs / Sem: 45</b>	<b>Hrs. / Unit : 9</b>
		<b>Credits: 2</b>

**UNIT I**

Introducing communication – types of communication (Meaning – need – importance – commercial terms and abbreviations).

**UNIT II**

Media communication – Principles of effective, communication Barriers to communication – need, function and kinds of business letters – Effective business letters.

**UNIT III**

The layout of the letter – Enquiries and reply, quotations, sales letters

**UNIT IV**

claims and adjustments letters, collection letters, circular letters – application letters.

**UNIT V**

Importance of listening and communications – Principles of effective listening – Modern means of communication, Like Internet – E.Mail etc.

**TEXT BOOK:**

Rajendrapal, J.S. Korlahalli, Sultan Chand & Sons – Essentials of Business Communication.

**REFERENCE BOOKS:**

1. Principles and practice of Commercial Correspondence – Stephenson, Pitman.
2. Effective letters and Business Law – Shurter, TMH.
3. Business Communication – R.C. Sharma, Krishna Mohan, TMH.

<b>II SEMESTER</b>			
<b>SBE 2</b>	<b>INDRODUCTION TO ACCOUNTANCY</b>	<b>11SEBA21</b>	
<b>Hrs/Week: 3</b>	<b>Hrs / Sem: 45</b>	<b>Hrs. / Unit : 9</b>	<b>Credits: 2</b>

**UNIT I**

**Definition of Accounting – Accounting Concepts – Journal**

**UNIT II**

Preparation of Ledger Accounts

**UNIT III**

Subsidiary books – purchase book, sales book, purchase return book, sales return book – Simple cash book

**UNIT IV**

**Preparation of trail balance**

**UNIT V**

Preparation of Final Accounts ( with closing stock and outstanding expenses adjustments only)

**REFERENCE BOOKS:**

1. Advanced Accountancy – Volume 1 –By T.S. Reddy & A.Murthy, Margham Publications, Chennai.
2. Advanced Accountancy –By M.A.Arulanandam & K.S. Raman – Himalaya publishing House Mumbai.



<b>III SEMESTER</b>			
<b>SBE 3</b>	<b>SOFT SKILLS</b>		<b>11SEBA31</b>
<b>Hrs/Week: 3</b>	<b>Hrs / Sem: 45</b>	<b>Hrs. / Unit : 9</b>	<b>Credits: 2</b>

**UNIT I**

Personality Development – importance- concept of personality – Nature of Personality Formation of Personality.

**UNIT II**

Group Dynamics - Need – Process of group Dynamics – importance of group Dynamics  
Skills – Communication Skills- Presentation skills – Leadership Skills.

**UNIT III**

Interviews – Meanings Types of Interview – Interview Techniques.

**UNIT IV**

Group Discussion – Meaning – Features of Group Discussion – Roles to Play in Group Discussion – Role of Group Leader

**UNIT V**

Jop Application – Content of application letter – Resume – Content of Resume – Model Resume- Speaking Skills – Essentials of a good Speech.

**REFERENCE BOOK:**

1. John Aurther, Personality Development , Lotus Press. 2009, New Delhi
2. Nirmal Singh, Organization Behaviour, Deep & Deep Publications Pvt. Ltd.2001 New Delhi.

<b>IV SEMESTER</b>			
<b>SBE 4</b>	<b>TOTAL QUALITY MANAGEMENT</b>		<b>11SEBA41</b>
<b>Hrs/Week: 3</b>	<b>Hrs / Sem: 45</b>	<b>Hrs. / Unit : 9</b>	<b>Credits: 2</b>

**UNIT I**

Introduction to Total Quality Management – Concept of TQM – Quality and Business performance – Service Quality Vs Product Quality – Attitude and involvement of TOP Management – Communication – Culture – Management Systems.

**UNIT II**

Information Analysis and information Technology – Strategic Quality planning – Human Resource Development and Management.

**UNIT III**

Management of Process Quality – history of Quality control – Product Inspection Vs Process Control – Statistical Quality control – Problem analysis – pareto analysis – human side of process control.

**UNIT IV**

Customer focus and satisfaction – a Quality focus getting employee involvement – Measure of customer satisfaction service quality – Customer retention – Profitability – Bench Marking – essence of Bench Marking – Benefits – Pitfalls in Bench Marking,

**UNIT V**

Organising for TQM – System Approach – The People dimension – Small groups and employment team for TQM – ISO 9000 – Universal standards of Quality Benefits of ISO certification.

**REFERENCE BOOKS:**

1. Beyond Total Quality Management -Meladams G. Ranney -Get Bounds Lyle Yorks. (Tata McGraw Hill)
2. Quality for progress and Development K.G. Ramamoorthy P.K. Bose, S.P.Mukhersee.
3. Total Quality Management -Joel E. Rose.(Text, Cases and Readings (Deep to Deep Publication)

<b>V SEMESTER</b>			
<b>SBE 5</b>	<b>E - BUSINESS</b>		<b>11SEBA51</b>
<b>Hrs/Week: 3</b>	<b>Hrs / Sem: 45</b>	<b>Hrs. / Unit : 9</b>	<b>Credits: 2</b>

**UNIT I**

E-Business in a nutshell – Detailed framework of e-business – Traditional business design and e-business design

**UNIT II**

Dimension of Electronic commerce – Electronic market – Role of Electronic commerce and major business pressures – E-business revolution at CISCO.

**UNIT III**

Electronic data Interchange (EDI) – Inter organizational system (IOS) and beginning of supply chain – Electronic Channel support system (ECSS).

**UNIT IV**

Marketing practices – e-business- Internet Domains: B2C (Business to Consumer) – Internet Domains: B2B (Business to Business) Internet Domains: C2C (Customer to Customer) Internet Domains: C2B (Customer to Business)

**UNIT V**

Designing and Attractive website – Placing adds and promotion online and Building a Revenue and profit model.

**REFERENCE BOOKS:**

1. Paul Jackson, Lisa Harris, Peter Eckersley e-Business Fundamentals Routledge E- Business Originally Published: 29 May 2003.
2. Bernard Liataud E-business Intelligence Mcgraw-hill 2001.
3. K.Balasubramanian – Enterprisewide Information System, Learn tech, Trichy.
4. Philip Kotler Marketing Management, Millennium Edition, 2005.

<b>VI SEMESTER</b>			
<b>SBE 6</b>	<b>ENTERPRISE RESOURCE PLANNING</b>	<b>11SEBA61</b>	
<b>Hrs/Week: 3</b>	<b>Hrs / Sem: 45</b>	<b>Hrs. / Unit : 9</b>	<b>Credits: 2</b>

**UNIT I**

ERP – Integration and beyond – Need for integrated system – Requirement of an Integrated system – benefits of ERP integration

**UNIT II**

Anatomy of an enterprise system – Results of ERP – Technology – Users – Management

**UNIT III**

Areas covered by ERP – Financial - logistics – Human Resource – Supply chain - Enablers

**UNIT IV**

ERP functional modules – Financial Accounting – Human Resource – manufacturing and Logistics – Sales and Distribution.

**UNIT V**

ERP technologies – Components of True ERP – Flexibility – Comprehensive – Open and Modular – integrated – Best business practices – New technologies

**REFERENCE BOOKS:**

1. K.Balasubramanian – Enterprise Resource Planning, Learn tech, Trichy
2. Mahadeo Jaiswal, Ganesh Vanapalli - Textbook of Enterprise Resource Planning - Macmillan India – 2005.

<b>PART IV – NON MAJOR SUBJECTS OFFERED BY DEPARTMENT OF BUSINESS ADMINISTRATION TO OTHER MAJOR STUDENTS</b>
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<b>III SEMESTER</b>			
<b>NME 1</b>	<b>SUPPLY CHAIN MANAGEMENT</b>	<b>11NEBA31</b>	
<b>Hrs/Week: 3</b>	<b>Hrs / Sem: 45</b>	<b>Hrs. / Unit : 9</b>	<b>Credits: 2</b>

**UNIT I**

Introduction to supply chain management – journey of mass production to mass customization – need for world class manufacturing.

**UNIT II**

Traditional supply chain – the emerging supply chain – supply chain management model.

**UNIT III**

Information technology in supply chain – placing ERP system on the supply chain information technology map.

**UNIT IV**

Functions of supply chain management – Supplier management – Inventory management – distribution management – Channel management – Payment management and financial management.

**UNIT V**

Types of inventory system – Just in Time Manufacturing and quick response retailing.

**TEXT BOOK:**

K.Balasubramanian - Supply Chain Management – Learn tech - Trichy

**REFERENCE BOOK:**

K.Balasubramanian – Enterprise wide Information System – Learn Tech, Trichy.

<b>IV SEMESTER</b>			
<b>NME 2</b>	<b>INVESTMENT MANAGEMENT</b>		<b>11NEBA41</b>
<b>Hrs/Week: 3</b>	<b>Hrs / Sem: 45</b>	<b>Hrs. / Unit : 9</b>	<b>Credits: 2</b>

**UNIT I**

Meaning – scope – definition – characteristics of investment – principles of investment – types of investors – kinds of investments – invest Vs. speculations

**UNIT II**

Corporate securities – shares – stock and shares – Types of shares – types of equity shares in the market – Allotment of shares – Bonus shares- debentures – guidelines bonds.

**UNIT III**

The securities and exchange board of India – origin and development – objectives – activities – act – functions

**UNIT IV**

Fundamental analysis – security analysis – functional approach – economic forecasting – forecasting techniques

**UNIT V**

Technical analysis – Timing of investment decision – Technical indicators – Tools of technical analysis

**REFERENCE BOOKS:**

1. Investment Management – V.K. Bhalla
2. Investment Management – V.A. Avadhani
3. Investment Game – Prasanna Chandra
4. Investment management – Dr. S. Krishnamurthy and Dr.S.Maria John – Palani Paramount Publications