

SadakathullahAppaCollege

(Autonomous)

(ReaccreditedbyNAACatan'A'Grade.AnISO9001:2015CertifiedInstitution)

RahmathNagar,Tirunelveli-11.

TamilNadu.

DEPARTMENTOFBUSINESSADMINISTRATION



CBCSSYLLABUS

For

B.B.A.

(ApplicableforstudentsadmittedinJune2018andonwards)(AspertheResolutionsoftheAcademicCouncilMeetingsheldon03-03-2018and17-10-2018)

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B.B.A.COURSESTRUCTURE(CBCS)
(ApplicableforstudentsadmittedinJune2018andonwards)
DISTRIBUTIONOFHOURS,CREDITS,NO.OFPAPERS&MARKS

Part	Course	Semester	Hours	Credits	Papers	Marks
I	Tamil/Arabic	ItoII	12	8	2	200
II	English	ItoII	12	8	3	200
III	DisciplineSpecific Core(DSC)+Project +Fieldwork	ItoVI	102	77	19	1900
	Discipline SpecificElective(D SE)	III&VI	16	16	4	400
	AlliedTheory+ Practicals	ItoIV	24	16	4+2P	500
IV	Non- majorElective(NME)	IIItoIV	4	4	2	200
	SkillEnhancement Course(SEC)	VtoVI	4	4	2	200
	SkillBasedCommon (SBC)	VI	2	2	1	100
	Ability EnhancementCompu lsoryCourse(AECC) EnvironmentalStu dies(EVS)	I	2	2	1	100
	SocialValue Education(SVE)	II	2	2	1	100
V	ExtensionActivities	ItoIV+	--	1+1*	1	100
TOTAL			180	140+1*	40+2P	4000

SEMESTERWISEDISTRIBUTIONOFHOURS

Part	I		III				IV				Total
	T/A	ENG	DSC	PRO/F W	DSE	AL	NME	SEC	SBC	EVS/VE	
I	6	6	10	-	-	4+2	-	-	-	2	30
II	6	6	10	-	-	4+2	-	-	-	2	30
III			18	-	4	6	2	-	-	-	30
IV			18	-	4	6	2	-	-	-	30
V	-	-	20	4	4	-	-	2	-	-	30
VI	-	-	16	6	4	-	-	2	2	-	30
Total	12	12	92	10	16	24	4	4	2	4	180

+ Activities and evaluation are to be performed during Semesters I to IV and results to be declared at the end of the SemesterIValongwiththosefor other coursesintheMarkStatement.

*ExtracreditforSadakath OutreachProgramme(SOP)

**B.B.A.-
COURSESTRUCTURE(CBCS)TITLEOFTHEPAP
ERS,CREDITS&MARKS**

I SEMESTER								
P	SUB	TITLEOFTHEPAPER	S.CODE	H/W	C	MARKS		
						I	E	T
I	TA1	, f;fhyjjkpo	18ULTA11	6	4	25	75	100
	AR1	AppliedGrammar andTranslation-I	18ULAR11					
II	EN1	Prose, Poetry andGrammar-I	18ULEN11	4	2	25	75	100/ 2
		EnglishforCommunication	18ULEC11	2	2	25	75	100/ 2
III	DSC1	PrinciplesofManagement	18UCBA11	5	4	25	75	100
	DSC2	ManagerialCommunication	18UCBA12	5	4	25	75	100
	AI-1	SoftwareSolutionsforManagers	18UABA11	4	3	25	75	100
	AI-P1	SoftwareSolutionsforManagers-I	18UABA1P1	2	1	20	30	50
IV	EVS	EnvironmentalStudies	18UENS11	2	2	25	75	100
TOTAL				30	22			650
II SEMESTER								
P	SUB	TITLEOFTHEPAPER	S.CODE	H/W	C	MARKS		
						I	E	T
I	TA2	rkajjkkpo	18ULTA21	6	4	25	75	100
	AR2	AppliedGrammarand Translation- II	18ULAR21					
II	EN2	Prose,Poetry and Grammar - II	18ULEN21	6	4	25	75	100
III	DSC3	OrganizationalBehaviour	18UCBA21	5	4	25	75	100
	DSC4	IntroductiontoAccountancy	18UCBA22	5	4	25	75	100
	AI-2	ComputerBasicsforManagers	18UABA21	4	3	25	75	100
	AI-P2	SoftwareSolutionsforManagers-II	18UABA2P1	2	1	20	30	50
IV	VE	ValueEducationI	18USVE2A	2	2	25	75	100
		ValueEducationII	18USVE2B					
TOTAL				30	22			650
III SEMESTER								
P	SUB	TITLEOFTHEPAPER	S.CODE	H/W	C	MARKS		
						I	E	T
III	DSC5	Managerial Economics	18UCBA31	6	4	25	75	100
	DSC6	MarketingManagement	18UCBA32	6	4	25	75	100
	DSC7	AccountingforManagers	18UCBA33	6	4	25	75	100
	All-1	ManagementInformationSystem	18UABA31	6	4	25	75	100
	DSE1	A)ConsumerBehaviour B)RetailingManagement	18UEBA3A	4	4	25	75	100
18UEBA3B								
IV	NME1	BasicsinManagement	18UNBA31	2	2	25	75	100
TOTAL				30	22			600

IV SEMESTER								
P	SUB	TITLE OF THE PAPER	S.CODE	H/W	C	MARKS		
						I	E	T
III	DSC8	Business Law	18UCBA41	6	4	25	75	100
	DSC9	Production Management	18UCBA42	6	4	25	75	100
	DSC10	Research Methods and Statistics	18UCBA43	6	4	25	75	100
	AII-2	E-commerce and Internet Application	18UABA41	6	4	25	75	100
	DSE2	A) Training and Development	18UEBA4A	4	4	25	75	100
B) Industrial Relations		18UEBA4B						
IV	NME2	Stress Management	18UNBA41	2	2	25	75	100
V	EX	Extension activities (NCC/ NSS/ Youth Welfare, etc)	---		1		100	100
		SOP			1*			
TOTAL				30	23+ 1*			700
V SEMESTER								
P	SUB	TITLE OF THE PAPER	S.CODE	H/W	C	MARKS		
						I	E	T
III	DSC11	Operations Research	18UCBA51	5	4	25	75	100
	DSC12	Human Resource Management	18UCBA52	5	4	25	75	100
	DSC13	Financial Management	18UCBA53	5	4	25	75	100
	DSC14	Services Marketing	18UCBA54	5	4	25	75	100
	DSE3	A) Financial Services	18UEBA5A	4	4	25	75	100
B) Modern Banking		18UEBA5B						
	FW	Fieldwork	18UFBA51	4	3			100
IV	SEC-1	Soft Skills	18SEBA51	2	2	25	75	100
TOTAL				30	25			700
VI SEMESTER								
P	SUB	TITLE OF THE PAPER	S.CODE	H/W	C	MARKS		
						I	E	T
III	DSC15	International Business	18UCBA61	5	4	25	75	100
	DSC16	Entrepreneurial Development	18UCBA62	5	4	25	75	100
	DSC17	Strategic Management	18UCBA63	6	4	25	75	100
	DSC18	Project	18UCBA64	6	6			100
	DSE4	A) Business Environment	18UEBA6A	4	4	25	75	100
B) Total Quality Management		18UEBA6B						
IV	SEC-2	Data Analytical package	18SEBA61	2	2	25	75	100
	SBC	Personality Development	18USPD62	2	2	25	27	100
TOTAL				30	26			700
				180	140+ 1*			4000

B.B.A.COURSESTRUCTURE(CBCS)
PARTIANDIISUBJECTS-TITLEOFTHEPAPERS,CREDITS&MARKS
(ApplicableforstudentsadmittedinJune2018andonwards)TITLEO
FTHEPAPERS,CREDITS&MARKS

GROUPICOURSES(ONEYEARLANGUAGECOURSES) (B.Com.,B.Com.(Finance),B.B.A.,B.Sc.ComputerScience,B.Sc. InformationTechnology andB.C.A.)							
SEM	Titleof thepaper	S.CODE	H/W	C	I	E	T
PARTI-TAMIL							
I	, f;fhyjjkpo	18ULTA11	6	4	25	75	100
II	rkajjkpo	18ULTA21	6	4	25	75	100
TOTAL			12	8			200
PARTI-ARABIC							
I	AppliedGrammar andTranslation –I	18ULAR11	6	4	25	75	100
II	AppliedGrammar andTranslation –II	18ULAR21	6	4	25	75	100
TOTAL			12	8			200
PARTII-ENGLISH							
I	Prose,PoetryandGrammar-I	18ULEN11	4	2	25	75	100/2
	EnglishforCommunication	18ULEC11	2	2	25	75	100/2
II	Prose,Poetryand Grammar-II	18ULEN21	6	4	25	75	100
TOTAL			12	8			200

PART III

DEPT.OFBusinessAdministrationCBCSS								
YLLABUS-B.B.A.(2018-2021)								
PartIIICore,CoreElective&Project								
(ForB.B.A.Major)								
SEM	P	TITLEOFTHEPAPER	S.CODE	H/W	C	MARKS		
						I	E	T
I	DSC1	PrinciplesofManagement	18UCBA11	5	4	25	75	100
	DSC2	ManagerialCommunication	18UCBA12	5	4	25	75	100
II	DSC3	OrganizationalBehaviour	18UCBA21	5	4	25	75	100
	DSC4	IntroductiontoAccountancy	18UCBA22	5	4	25	75	100
III	DSC5	Managerial Economics	18UCBA31	6	4	25	75	100
	DSC6	MarketingManagement	18UCBA32	6	4	25	75	100
	DSC7	AccountingforManagers	18UCBA33	6	4	25	75	100
	DSE-1A	A)ConsumerBehaviour	18UEBA3A	4	4	25	75	100
	DSE-1B	B)RetailingManagement	18UEBA3B					
IV	DSC8	BusinessLaw	18UCBA41	6	4	25	75	100
	DSC9	ProductionManagement	18UCBA42	6	4	25	75	100
	DSC10	ResearchMethodsandStatistics	18UCBA43	6	4	25	75	100
	DSE-2A	A)TrainingandDevelopment	18UEBA4A	4	4	25	75	100
	DSE-2B	B)IndustrialRelations	18UEBA4B					
V	DSC11	Operations Research	18UCBA51	5	4	25	75	100
	DSC12	HumanResourceManagement	18UCBA52	5	4	25	75	100
	DSC13	FinancialManagement	18UCBA53	5	4	25	75	100
	DSC14	ServicesMarketing	18UCBA54	5	4	25	75	100
	DSE-3A	A)FinancialServices	18UEBA5A	4	4	25	75	100
	DSE-3B	B)ModernBanking	18UEBA5B					
VI	DSC15	InternationalBusiness	18UCBA61	5	4	25	75	100
	DSC16	EntrepreneurialDevelopment	18UCBA62	5	4	25	75	100
	DSC17	StrategicManagement	18UCBA63	6	4	25	75	100
	DSC18	Project	18UCBA64	6	6			100
	DSE-4A	A)BusinessEnvironment	18UEBA6A	4	4	25	75	100
	DSE-4B	B)TotalQualityManagement	18UEBA6B					
TOTAL				118	93			2300

PARTIII-ALLIEDI								
SEM	SUB	TITLEOFTHEPAPER	S.CODE	H/W	C	MARKS		
						I	E	T
I	AI-1	SoftwareSolutionsfor Managers	18UABA11	4	3	25	75	100
	AI-P1	SoftwareSolutionsfor Managers-I	18UABA1P1	2	1	20	30	50
II	AI-2	ComputerBasicsforManagers	18UABA21	4	3	25	75	100
	AI-P2	SoftwareSolutionsfor Managers-II	18UABA2P1	2	1	20	30	50
III	AII-1	ManagementInformationSystem	18UABA31	6	4	25	75	100
IV	AII-2	E-commerceandInternet Application	18UABA41	6	4	25	75	100
TOTAL				24	16			500

PARTIV-NON-MAJORCOURSE(FOROTHERMAJORSTUDENTS

SEM	Sub	Titleofthepaper	S.CODE	H/W	C	MARKS		
						I	E	T
III	NME-I	BasicsinManagement	18UNBA31	2	2	25	75	100
IV	NME-II	StressManagement	18UNBA41	2	2	25	75	100
TOTAL				4	4			200

PartIV-SEC/SBC

V	SEC-1	SoftSkills	18SEBA51	2	2	25	75	100
VI	SEC-2	DataAnalyticalpackage	18SEBA61	2	2	25	75	100
VI	SBC	PersonalityDevelopment	18USPD62	2	2	25	75	100
TOTAL				6	6			300

PartIV-EVS&ValueEducation

I	EVS	EnvironmentalStudies	18UENS11	2	2	25	75	100
II	VE	ValueEducationI	18USVE2A	2	2	25	75	100
		ValueEducationII	18USVE2B					
TOTAL				4	4			200

PART-V-ExtensionActivities

SEM	ExtensionActivities (Chooseanyone)	S.CODE	H/W	C	MARKS		
					I	E	T
Ito IV	NCC	18UEXNCC		1			100
	NSS	18UEXNSS					
	PhysicalEducation	18UEXPHE					
	RedRibbonClub	18UEXRRC					
	YouthRedCross	18UEXYRC					
	YouthWelfare	18UEXYWL					
	Yoga	18UEXYOG					
IIItoIV	SadakathOutreachProgramme(SOP)	18UEXSOP		1*			
Total			-	1+1*			100

முதல்பருவம்			
PART- 1TAMIL			
TA-1	இக்காலத்தமிழ்		18ULTA11
Hrs/Week:6	Hrs/Sem:90	Hrs/Unit:18	Credits:4

நோக்கம்

1. தமிழ்ப்படைப்பிலக்கியங்களான புதுக்கவிதைகள், சிறுகதைகள் ஆகியவற்றை எழுத வைத்தல்
2. சமூகம் பற்றிய சிந்தனைகளைப் படைப்பிலக்கியங்கள் மூலம் ஏற்படுத்துதல்.

அலகு - 1 தமிழ்க்கவிதைகள்

1. பரம்பொருள் வாழ்த்து - மகாகவிபாரதியார்
2. தமிழின் இனிமை - பாவேந்தர் பாரதிதாசன்
3. கொக்கு - ந.பிச்சமூர்த்தி
4. நான் - தருமு சிவராம் (பிரமிள்)
5. முக்காலம் - சி.மணி
6. தோழர் மோசிகிரனார் - ஞானக்கூத்தன்
7. நகுலன் கவிதைகள் - நகுலன்
8. எதிர்வரும் யாவரும் - கல்யாண்ஜி
9. ஆயிரம் திருநாமம் பாடி - கவிக்கோ அப்துல் ரகுமான்
10. மரங்களைப் பாடுவேன் - வைரமுத்து
11. இளைய தோழனுக்கு - மு.மேத்தா
12. செய்யுள் - கலாப்ரியா
13. பெயர் தெரியாப்பறவை - தேன்மொழிதாஸ்
14. நிசபத்தில் குளிரும் வார்த்தை - அனார்
15. முதல்துளி - பாலைவன லாந்தர்
16. இந்தக்காலம் - மனுஷ்யபுத்திரன்
17. பூவின் பதில் - நாகூர் ரூமி
18. அறிவுமதி கவிதைகள் - அறிவுமதி
19. வேர் பிடித்த மரம் - க.அம்சப்ரியா
20. நட்சத்திரக் கிழவி - ப.சுடலைமணி
21. கீதாஞ்சலி - மகாகவி இரவீந்தரநாத் தாகூர்
22. ஜென் கவிதைகள் - பாஷோ

அலகு - 2 சிறுகதை இன்பம்

1. விடியுமா? - கு.பா.ராஜகோபாலன்
2. காலனும் கிழவியும் - புதுமைப்பித்தன்
3. கதவு - கி.ராஜநாராயணன்
4. காலத்தின் ஆவர்த்தனம் - தோப்பில் முஹம்மது மீரான்
5. சொர்க்கக் கன்னிகை - கருணா மணாளன்
6. செடிகளுக்கு - வண்ணதாசன்
7. கனவில் உதிர்ந்த பூ - நாரும்பூநாதன்
8. சங்காத்தி - தீன்
9. ராஜமீன் - கீரனூர் ஜாகீர்ராஜா

அலகு -3 கட்டுரைக் கனிகள்

1. தமிழில் ஹைக்கூகவிதைகள்
2. கவிக்கோ அப்துல் ரகுமானின் கவிதைகள்
3. நாட்டுப்புற இலக்கியங்கள்
5. இணையத்தில் தமிழ்
6. தமிழ்ச் சிறுகதை இலக்கியம்
7. இயற்கையைக் கொண்டாடும் ஜென் கவிதைகள்

அலகு - 4 இலக்கியவரலாறு

1. தமிழ்ப் புதுக்கவிதை தோற்றமும் வளர்ச்சியும்
2. தமிழ்ச் சிறுகதை தோற்றமும் வளர்ச்சியும்
3. தற்காலச் சிறுகதையாசிரியர்கள் ஓர் அறிமுகம்
4. புதுக்கவிதைகள் எழுதப்பயிற்சி தந்து மாணவர் கவிதைத் தொகுப்பை வெளியிடல்.

அலகு - 5 எழுத்து இலக்கணம் & எழுத்து வகைகள் அறிமுகம்

1. முதலெழுத்துகள், சார்பெழுத்துகள், சுட்டெழுத்துக்கள், வினாவெழுத்துகள்
2. மொழி முதல் எழுத்துகள், மொழி இறுதி எழுத்துகள், வல்லினம் மிகுமிடங்கள், வல்லினம் மிகாவிடங்கள்.
3. நாளிதழ்களில் இடம்பெறும் செய்திகளில் பிழைகளைக் கண்டறிந்து எழுதப்பயிற்சி

பாடநூல்

“இன்பத்தமிழ்”

சதக்கத்துல்லாஹ் அப்பா கல்லூரித் தமிழ்த்துறை வெளியீடு
ரஹ்மத்நகர், திருநெல்வேலி & 627 011.

பார்வை நூல்கள் மற்றும் வழிகாட்டு இணையதளங்கள்

1. வல்லிக்கண்ணன்
புதுக்கவிதை தோற்றமும் வளர்ச்சியும்
2. ந.சுப்புரெட்டியார்
புதுக்கவிதை போக்கும் நோக்கம்
3. பேராசிரியர் சு.பாலசந்திரன்
புதுக்கவிதை & ஒரு புதுப்பார்வை
4. எஸ். ராமகிருஷ்ணன்
கதாவிலாசம்
விகடன் பிரசுரம்
757, அண்ணாசாலை
சென்னை & 600 002.

இணையதளங்கள்

1. www.tamilvu.org
2. www.azhiyasudargal.blogspot.in
3. www.neelamegam.blogspot.in
4. www.jeyamohan.in
5. www.sramakrishnan.com

SEMESTER -I			
AR-1	APPLIED GRAMMAR AND TRANSLATION-I		18ULAR11
Hrs/Week:6	Hrs/Sem:90	Hrs/Unit:18	Credits:4

Objectives: To enable the student to learn Alphabets, Pronunciation, Basic Grammar, Reading, Writing of Arabic Language

Unit I:- Lessons 1 to 4 (Text Book –

من الدرس الأول إلى الدرس الرابع من الدرس

1) Unit II:- Lessons 5 to 8 (Text Book – 1)

الخامس إلى الدرس الثامن

Unit III:- Grammar Portions (Text Book – 2)

(1) Words of type the and Words (الكلمة) (2) Nominal (الجملة الاسمية)

(3) Adjective and Noun-qualified (الموصوف الصفة) (4) Subject and Predicate

(أدوات التنبيه) (5) Interrogatives (المؤنث والمؤنث) (6) (أدوات التنبيه)

(7) Feminine and Masculine (المؤنث والمؤنث) (8) Possessives (المضامف والمضامف)

(9) Pronouns Detached (المضامف المنفصلة) (10) (حروف الجر)

(11) Demonstrative pronouns (الشارة أسماء) (12) (الموصولة أسماء)

(13) Relative pronouns (الموصولة أسماء)

(14) (الموصولة أسماء)

Unit IV:- Lessons 9 to 12 (Text Book – 1)

من الدرس التاسع إلى الدرس الثاني عشر من

Unit V:- Lessons 13 to 16 (Text Book – 1)

الدرس الثالث عشر إلى الدرس السادس عشر

TEXTBOOKS

1) Duroosul Lughatil Arabiya Part – I Lessons 1 to 16 only by Dr. V. Abdur Rahim.

Available at: Islamic foundation Trust, 78 Perambur High Road, Perambur, Chennai-600 012.

2) Arabic for Beginners (selected topic only)

By Dr. Syed Ali (Former HOD of Arabic, The New College,

Royapettach, (Chennai) (International Edition 2001) (UBS Publishers &

Distributors Ltd) 5, Ansari Road New Delhi-110 002.

ISEMESTER Part– II English			
ENI A	Prose, Poetry and Grammar-I		18ULEN11
Hrs/Week:4	Hrs/Sem:60	Hrs/Unit:12	Credits:2

OBJECTIVES:

- To answer comprehensive questions on passages of moderate level of difficulty.
- To write a critical appreciation of the prescribed poems.
- To write grammatically.

UNIT I PROSE

- | | |
|--|----------------------|
| 1. Education Provides a Solid Foundation | -A.P. J. Abdul Kalam |
| 2. Love Story | -Maneka Gandhi |

UNIT II PROSE

- | | |
|----------------------------------|-------------------|
| 3. Speech on Indian Independence | -Jawaharlal Nehru |
| 4. Film-Making | -Satyajit Ray |

UNIT III POETRY

- | | |
|--------------------------------|-----------------|
| 1. In the Bazaars of Hyderabad | -Sarojini Naidu |
| 2. Middle Age | -Kamala Das |

UNIT IV GRAMMAR

1. Parts of Speech: Verb
2. Tenses

UNIT V COMMUNICATIONS SKILLS

1. Unseen Passages
2. Letter Writing: Personal and Business Letters
3. Curriculum Vitae (CV)

TEXTBOOK:

1. Kulat L. Ambadas, Dr. Joshi, Sandeep et al. (ed).
Blooming Buds. Hyderabad: Orient Black Swan, 2017.

ISEMESTER			
ENIB	ENGLISHFORCOMMUNICATION		18ULEC11
Hrs/Week:2	Hrs/Sem:30	Hrs/Unit:6	Credits:2

OBJECTIVES:

1. To teach students basic Grammatical categories.
2. To teach students the four skills viz. Listening, Speaking, Reading and Writing and to impart language skills through tasks.
3. To inculcate in students the skills necessary for social and academic circumstances.

UNIT I

Parts of Speech (Pages 5 to 17)

UNIT II

Listening and Speaking (Pages 22 to 34) and (56 to 59)

UNIT III

Reading (Pages 35 to 45)

UNIT IV

Writing-I

Punctuation and Kinds of Sentences (Pages 46 to 55)

UNIT V

Writing-II

Filling in Forms & Wrap-up (Pages 60 to 78)

TEXTBOOK:

Board of Editors. *Content and Language Integrated Learning to Enhance Communication Skills. Semester I Module 1.* Chennai: Tamil Nadu State Council for Higher Education, 2017.

B.B.A.COURSESTRUCTURE(CBCS)

ISEMESTER		
DSC1	PRINCIPLESOFMANAGEMENT	18UCBA11
Hrs/Week:5Hrs/Sem:75Hrs/Unit:15Credits:4		

Objective:

To make the students understand the basic principles of Management.

UnitI: Management

Definition-Nature-Purpose-Functions of Management-Features-Science or an art or Profession-Management contributors-Drucker,Fayol,F.W.Taylor.

UnitII: Planning

Definition – Objectives – Nature - Types of plans - Steps in planning- Forecasting-Decision Making – Process of Decision Making.

UnitIII: Organizing

Types of organization-Centralization and Decentralization – Departmentation-Span of management – Structure of organizing and process- Training-Performance Appraisal.

UnitIV: Staffing

Situational factors – Recruitment – Selection – Process of selection – Techniques and Instruments.

UnitV: Directing and Controlling

Principles, Features – Objectives – supervision – Communication – Motivation – Leadership – Controlling – Co-ordination.

TextBook:

Harold Koontz and Heinz Weihrich, Essentials of management: An International & Leadership Perspective, 8th edition, Tata McGraw-Hill Education, 2011.

References Books:

1. Don Hellriegel, Susan E. Jackson and John W. Slocum, Management- A competency based approach, Thompson South Western, 11th edition, 2008.
2. Heinz Weihrich, Mark V Cannice and Harold Koontz, Management- A global entrepreneurial perspective, Tata McGraw Hill, 12th edition, 2008.
3. Stephen P. Robbins, David A. DeCenzo and Mary Coulter, Fundamentals of management, Prentice Hall of India, 2012.

ISEMESTER			
DSC2	MANAGERIAL COMMUNICATION		18UCBA12
Hrs/Week:5	Hrs/Sem:75	Hrs/Unit:15	Credits:4

Objective:

To enable the students, understand the significance of communication particularly in the fields of sales and its execution, claims and adjustments and report writing.

UNIT-I

Communication – Meaning, Process and Significance – Objectives – Principles – Types – Media – Barriers of Communication – The making of effective communication.

UNIT-II

Correspondence – Need, Functions and Kind of Business Letters – Layout of Business Letters – Enquiry and Reply – Offers and Quotations – Orders – Execution and Cancellation.

UNIT-III

Complaints, Claims and Adjustments – Collection Letters – Sales Letters – Circular Letters.

UNIT-IV

Report writing – contents – Types and forms of reports – Specimen of Reports.

UNIT-V

Modern means of E-Communication – Internet – E-Mail – Video conferencing – Social Media Communications – Ethical ways of using social media for communication.

TEXTBOOK:

T.B Rajendra Pal & J.S. Korlahalli –
Essentials of Business Communication, Sultan Chand & Sons, 2015

BOOKS FOR REFERENCE:

1. R.C. Sharma, Krishna Mohan – Business Communication, Tata McGraw Hills, 2012
2. Urmila Rai – Business Communication, Himalaya Publishing House, 2015.

PARTIII-ALLIED

ISEMESTER

AI-1	SOFTWARE SOLUTIONS FOR MANAGERS	18UABA11
Hrs/Week:4	Hrs/Sem:60	Hrs/Unit:12
		Credits:4

Objective:

To make the student understand the basic application of computers in business.

Unit I

Introduction to office 2007 – Features of MS Word 2007 – Creating a Document – Formatting Documents – Editing Using Cut, Copy and Paste – Finding and Replacing Text – Printing and Previewing Document.

Unit II

Creating Bullets and Numbering – Creating Header and Footers – Inserting Pictures, Page Numbers, Book Marks, symbols and Dates

Unit III

Selecting Text using Keyboard – Using Mouse – Using Keyboard and mouse – Word Art – Spelling and Grammar Tools – Working with tables – working with Mail Merge – Mail merge using existing database

Unit IV

Introduction to PowerPoint – 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:

MS Office – Complete Reference – BPB Publication.

Reference Books:

1. Microsoft Office 2007 Fundamentals, Laura Story and Dawna Walls, Thomson Course Technology, Boston (USA)
2. Microsoft Office 2007 All in One, Gerg Perry, SAMSPublishing, Indiana (USA)

ISEMESTER		
AI-P1	ALLIEDPRACTICAL	18UABA1P1
Hrs/Week:2	Hrs/Sem:30	Credits:1

SOFTWARE SOLUTIONS FOR MANAGERS PRACTICAL-I

MS Word 2007

Typing letters and editing and printing. Using Spell Check and Thesaurus.
 Designing a cover page with word art.
 Using Header, Footer, Bookmark, Footnotes. Mail Merge a letter to an address file.
 Typing 5 pages of Mathematical equations and symbols.

PowerPoint 2007

Creation of presentation with different styles on a given topic of current interest.
 Preparing Presentation for a topic in the study of all courses.

ISEMESTER			
EVS	ENVIRONMENTAL STUDIES		18ENS11
Hrs/Week:2	Hrs/Sem:30	Hrs/UNIT:6	Credits:2

UNIT-I: Nature of Environmental Studies

Goals, Objectives and guiding principles of environmental studies. Towards sustainable development - Environmental segments - Atmosphere, Hydrosphere, Lithosphere, Biosphere - definition. Pollution episodes - Hiroshima - Nagasaki, - Bhopal gas Tragedy, Fukushima. Stone leprosy in Taj Mahal

UNIT-II: Natural Resources

Renewable and Non Renewable resources - classification.

- Forest resources: Use and over exploitation, Afforestation and deforestation.
- Water resources: Use and over-utilization and conservation of surface and groundwater - Rain harvesting.
- Marine Resources: Fisheries and Coral reefs.
- Mineral resources: Use and exploitation - environmental impacts of extracting and using mineral resources.
- Food resources: Effects of modern agriculture fertilizers - pesticide problem.
- Energy resources: Growing energy needs - use of alternate energy source - Solar cells & wind mills.
- Land resources: Land degradation

UNIT-III: Ecosystem

- Concept of Eco-systems - Tropic level, food chains, food web and Ecological pyramids, Living conditions on other planets (Brief account).

Types, structure & Functions of the following:

- a) Aquatic ecosystem
- b) Grassland ecosystem
- c) Forest ecosystem
- d) Desert ecosystem

UNIT-IV: Biodiversity & Its Conservation

Introduction - Definition: ecosystem diversity, species diversity and Genetic diversity. Hotspots of biodiversity - Western Ghats, Eastern Himalayas and Gulf of Mannar. Threats to biodiversity - Habitat Loss, Poaching of wildlife and Man-wildlife conflicts. Conservation of biodiversity: *In-situ* and *Ex-situ*.

UNIT-V:EnvironmentalPollution

Sources, effects, prevention and control measures of the following.

- a) Air pollution: Composition of clean air, Global warming, Ozone layer depletion.
- b) Water Pollution: Freshwater and Marine water.
- c) Noise Pollution
- d) Soil pollution

Biodegradable and Non Biodegradable wastes; Environmental Acts

- Air (prevention & Control of Pollution) Act.
- Environmental Protection Act
- Water (Prevention & Control of pollution) Act
- Environmental movements - Greenpeace and Chipco movement.
- Role of Central & State pollution Control Boards.

REFERENCE BOOKS:

1. Basic of Environmental Science. Vijayalakhmi, Murugesan and Sukumaran-Manonmaniam Sundaranar University publications.
2. Environmental Studies. John de Brito, Victor, Narayanan and Patric Raja - published by St. Xavier's College, Palayamkottai, 2008.
3. Environmental Science and Biotechnology. A.G. Murugesan and C. Raja Kumar - MJ Publishers.
4. Fundamental of Environmental pollution - Krishnan Kannan - Chand & Company Ltd., New Delhi, 1997.
5. Environmental Studies. S. Muthiah, Ramalakshmi publications, Tirunelveli.
6. Environmental Studies. V.M. Selvaraj, Bavani Publications, Tirunelveli.

இரண்டாம் பருவம்			
PART- 1TAMIL			
TA-2	சமயத்தமிழ்		18ULTA21
Hrs/Week:6	Hrs/Sem:90	Hrs/Unit:18	Credits:4

நோக்கம்

1. பலசமயக் கருத்துக்களை ஒப்பிட்டுச் சமயநல்லிணக்கத்தோடு வாழ்வழிகாட்டுதல்
2. தமிழ்நாடு அரசுப் பணியாளர் தேர்வாணையத் தேர்வுக்கு மாணவர்களை ஆயத்தப்படுத்துதல்.

அலகு & 1தமிழ்ச் செய்யுள் (துறை வெளியீடு)

- | | |
|---------------------------------|--|
| | சைவம் |
| 1. அ. திருநாவுக்கரசர் | - மாசில் வீணையும்... |
| | - நாமார்க்கும் குடியல்லோம்... |
| | - அப்பன் நீ அம்மை நீ |
| ஆ. திருஞானசம்பந்தர் | - தோடுடைய செவியன் ... |
| | - வேயுறு தோளிபங்கள் |
| | - மருந்தவை மந்திரம்... |
| | - பித்தா பிறைகுடி... |
| இ. சுந்தரமூர்த்தி நாயனார் | - பால் நினைந்தாட்டும்.... |
| 2. திருவாசகம் & மாணிக்கவாசகர் | - ஆதியும் அந்தமும் இல்லா... |
| 3. திருவெம்பாவை | - ஒன்றே குலமும் ஒருவனே தேவனும் |
| 4. திருமந்திரம் & திருமூலர் | |
| | வைணவம் |
| 5. அ. பொய்கையாழ்வார் | - வையம் தகளியா... |
| ஆ. பூதத்தாழ்வார் | - அன்பேதகளியா... |
| இ. பேயாழ்வார் | - திருக்கண்டேன்.. |
| 6. திருப்பாவை & ஆண்டாள் | - மார்கழித் திங்கள்... |
| | சமணம் |
| 7. வளையாழியீ | - மக்கட் செல்வம் |
| | பௌத்தம் |
| 8. புத்தபிரான் | - மு.ரா.பெருமாள் |
| | கிறித்தவம் |
| 9. இயேசு காவியம் (மலைப் பொழிவு) | - கண்ணதாசன் |
| முதல் நான்கு பாடல்கள் | |
| | இஸ்லாம் |
| 10. அல்லாஹ் | - உமறுப்புலவர் |
| 11. நபிகள்நாயக மான்மிய மஞ்சரி | - சதாவதானிசய்குத்தம்பிபாவலர் (குறிப்பிட்டபாடல்கள்) |
| 12. குணங்குடி மஸ்தான் பாடல்கள் | - பாசக்கயிற்றுவலை |
| 13. ஞானப்புகழ்ச்சி | - தக்கலை பீர்முகம்மது அப்பா |
| 14. அலகிலா அருளம் | - இறையருட் கவிமணி கா. அப்துல்கபூர் |
| | நீதிஇலக்கியம் |
| 15. திருக்குறள் | - ஒழுக்கமுடைமை |
| 13. நாலடியார் | - கல்விகரையில் |

வாடிவாசல்

அலகு - 2 புதினம்

- சி.சு.செல்லப்பா,
காலச்சுவடு பதிப்பகம், நாகர்கோவில்

அலகு - 3 உரைநடை (தமிழ்த்துறை வெளியீடு)

போட்டித் தேர்வுகளுக்குக் கட்டுரை எழுதும் பயிற்சி

1. தமிழ் இலக்கியத்தில் சமயநல்லிணக்கச் சிந்தனைகள்
2. நபிகள்நாயகம் (ஸல்) அன்பின் தாயகம்
3. சதக்கத்துல்லாஹ் அப்பா அவர்களின் வாழ்வும் பணியும்
4. தமிழ் இலக்கியங்களில் மனிதநேயச் சிந்தனைகள்
5. தமிழ் இலக்கியத்தில் மதுஒழிப்புச் சிந்தனைகள்
6. சூஃபியச் சித்தாந்தமும் சித்தர்களும்

அலகு - 4

(போட்டித் தேர்வுத் தயாரிப்பு)

இலக்கியவரலாறு

1. சைவம், வைணவம், கிறித்தவம், இசுலாம் வளர்த்த தமிழ்
2. புகழ் பெற்றதமிழ் நூல்கள், நூலாசிரியர்கள்

அலகு - 5

தமிழ்நாடு அரசுப் பணியாளர் தேர்வாணையம் நடத்தும் போட்டித் தேர்வுக்குரிய பொதுத் தமிழ் இலக்கணப்பகுதி & ஓர் அறிமுகம்

1. வேர்ச் சொல்லைக் கண்டறிதல்
2. பெயரெச்சம், வினையெச்சம், முற்றெச்சம் பற்றி அறிதல்
3. வினைத்தொகை, பண்புத்தொகை பற்றி அறிதல்
4. வினைமுற்று, வினையாலணையும் பெயர் கண்டறிதல்
5. இரட்டைக்கிளவி, அடுக்குத் தொடர் அறிதல்
6. வேற்றுமைத் தொகையைக் கண்டறிதல்

பாடநூல்

நற்றமிழ், சதக்கத்துல்லாஹ் அப்பா கல்லூரித் தமிழ்த்துறை வெளியீடு

வழிகாட்டு இணையதளங்கள்

1. www.noolulagam.com
2. www.tamilauthors.com
3. www.tnpsc.gov.in
4. www.tnpscexams.in
5. www.tamilvu.org

SEMESTER -II			
AR-2	APPLIED GRAMMAR AND TRANSLATION-II		18ULAR21
Hrs/Week:6	Hrs/Sem:90	Hrs/Unit:18	Credits:4

Objectives: To make the students to develop the skill of basic Arabic Grammar and Translations skills from Arabic to English vice-versa.

Unit I:- Lessons 1 to 3 (Text Book – 1)

من الدرس الأول إلى الدرس

Unit II:- Lessons 4 to 6 (Text Book –

الثالث من الدرس الرابع إلى الدرس السادس

1) Unit III:- Grammar Portions (Text Book – 2)

(sisters) Its and Inna 1) إنا وأخواتها (2) اسم المنصوب (Elative)

(Tense) Perfect 3) الفعل الماضي (4) Imperfect (5) الفعل المضارع

(Object) and Doer 5) الفاعل والمفعول (6) Its Kaana and 6) كان وأخواتها

7) Classification of Verb into Sound and weak verb (ومعنى صحيح إلى الفعل فيسري)

8) Transitive and Intransitive verb (والمعنى الذي لا يلزم الفعل) (9) Verbal Noun (المصدر)

Unit IV:- Lessons 7 to 9 (Text Book – 1)

من الدرس السابع إلى الدرس

Unit V:- Lessons 10 to 12 (Text Book – 1)

الثالث من الدرس العاشر إلى الدرس الثاني عشر

TEXTBOOKS

1) Duroosul Lughatil Arabiya Part –

II Lessons 1 to 12 only by Dr. V. Abdur Rahim.

Available at: Islamic Foundation Trust, 78 Perambur High Road, Perambur, Chennai-600 012.

2) Arabic Tutor Part-I, II & III, By: Moulana Ebrahim Muhammad Karachi-Darul Ishaat.

II SEMESTER			
EN2	PART II ENGLISH Prose, Poetry and Grammar-II		18 ULEN 21
Hrs/Week:6	Hrs/Sem:90	Hrs/Unit:18	Credits:4

Objectives:

1. To answer comprehensive questions on a passage of moderate level of difficulty.
2. To write a critical appreciation of the prescribed poems and write sentences in English grammatically.

UNIT I PROSE

1. Appro JRD - Sudha Murthy
2. Packing - Jerome K. Jerome

UNIT II PROSE

3. How I Became a Public Speaker - G.B. Shaw
4. Values in Life - Rudyard Kipling

UNIT III POETRY

1. Money-Madness - D.H. Lawrence
2. No Men are Foreign - James Kirkup
3. On Another's Sorrow - William Blake

UNIT IV GRAMMAR

1. Subject-Verb Agreement
2. Verbs: Forms of 'to be', 'have', 'do'; modal auxiliaries

UNIT V COMMUNICATIONS SKILLS

1. Story Building
2. e-Communication: Fax; e-mail
3. Notices, Agendas and Minutes

TEXTBOOK:

Kulathambadas, Dr. Joshi, Sandeep et al. (ed). *Blooming Buds*.

Hyderabad: Orient Black Swan, 2017.

II SEMESTER			
DSC3	ORGANIZATIONAL BEHAVIOUR		18UCBA21
Hrs/Week:5	Hrs/Sem:75	Hrs/Unit:15	Credits:4

Objectives:

To introduce the students into work place behaviour by understanding various theories and its application

Unit I

Organizational Behaviour-Definition-Disciplines contribute to Organizational Behaviour- Key elements of Organizational Behaviour- Hawthorne experiments- Organizational Behaviour Models- Autocratic, custodial, supportive, collegial.

Unit II

Foundations of Individual Behaviour – Ability, Intellectual, Physical. Learning-Theories- Classical conditioning theory, Operant conditioning theory. Perception - factors - process

Unit III

Personality-Determinants-Big five Model Theory. **Leadership** – Distinction between a Leader and a Manager – Styles of Leadership – Leadership Theory – **Transformational – Transactional**.

Unit IV

Motivation – Importance – Methods – Monetary – Non-Monetary – Theories – Maslow's, Herzberg Two Factor Theory. Groups in Organisation Foundations of group behaviour - Stages of group development – Decision Making and the groups.

Unit V

Organizational culture - Conflict and Negotiation - Conflict process – Conflict Resolution – Transactional Analysis Bargaining strategies – **WLB (Work Life Balance)**.

Text Book:

1. Stephen P. Robins, Timothy, A. Judge and Neharika Vohra, Organisational Behavior, PHI Learning/Pearson Education, 15th edition, 2013.

Reference Books:

1. Fred Luthans, Organisational Behavior, McGraw Hill, 11th Edition, 2001.
2. McShane & Von Glinov, Organisational Behaviour, 4th Edition, Tata McGraw Hill, 2007.
3. Nelson, Quick, Khandelwal. ORGB – An innovative approach to learning and teaching. Cengage Learning. 2nd edition. 2012.

II SEMESTER			
DSC4	INTRODUCTION TO ACCOUNTANCY		18UCBA22
Hrs/Week:5	Hrs/Sem:75	Hrs/Unit:15	Credits:4

Objective

To develop knowledge and basic skills in financial accounting and to introduce the theoretical principles of accounting

Unit I

Introduction to Accounting - Meaning - Objectives - Functions - Accounting Concepts - Accounting Conventions - Accounting Cycles - Double Entry System - Rules for Debit & Credit - Types of Accounts - Accounting Rules

Unit II

Branches of Accounting - Financial Accounting - Cost Accounting - Management Accounting - Journal - Ledger - Preparation of Ledger Accounts

Unit III

Subsidiary Books - Purchase Books - Sales Books - Purchase Return Books - Sales Return Books - Cash Books - Single Column, Double Column, Triple Column Cash Books - Petty Cash Books

Unit IV

Trial Balance - Rectification of Errors - Suspense Accounts - Final Accounts - Trading and Profit Loss Account - Balance Sheet

Unit V

Accounts of non-trading concern - Receipt and payment account - Income and Expenditure account - Difference between Receipt and payment account and Income and Expenditure account.

(Theory 40% and problems 60%)

Text Book

1. Advance Accountancy - M.A. Arulanandam - Himalaya publication house

Reference Books:-

1. Advanced Accountancy - S.P. Jain and K.L. Narang - Kalyani Publishers
2. Introduction to Accountancy - T.S. Grewal - S. Chand and Company
3. Advanced Accountancy - Dr. S.N. Maheswari - Vikas Publishing House
4. Advanced Accountancy - M.C. Shukla & T.C. Grewal - S. Chand and Company

II SEMESTER			
AI-2	COMPUTER BASICS FOR MANAGERS		18UABA21
Hrs/Week:4	Hrs/Sem:60	Hrs/Unit:12	Credits:4

Objective:

To introduce basic ideas and to impart knowledge on Basics of Computers.

Unit I

Introduction – Characteristics – Evaluation – Generation – Classification – Applications.

Unit II

Computer Architecture: Introduction – CPU – Communication among various units – Instruction Formats – Instruction Cycle – instruction set – Data representation – Coding schemes.

Unit III

Input Devices – Output Devices – Primary Memory – Secondary Memory – Magnetic Storage – Optical Storage.

Unit IV

Computer Languages – Computer Software – System Software – Application Software – Internet – Internet's Major Services.

Unit V

Internet tools computer security – Basic Security Concept – Threats to Users – Threats to Hardware – Threats to Data – Common Hacking Methods.

Text Book:

Peter Norton - Introduction to Computer. Tata McGraw Hill - 7th Edition. 2010

Reference Book:

1. Faith Wempen. Computing Fundamentals: Introduction to Computers. Wiley Publication. 2014.
2. Peter Norton, Introduction to Computer. Tata McGraw Hill – Special Indian Edition. 2005.

II SEMESTER		
AI-P2	ALLIED PRACTICAL	18UABA2P1
Hrs/Week:2	Hrs/Sem:30	Credits:1

SOFTWARE SOLUTIONS FOR MANAGERS PRACTICAL-II

Excel 2007

Enter spreadsheets with formula
 Enter spreadsheets and do statistical calculations
 Preparing charts for the given data.

Access 2007

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

II SEMESTER			
VE1	VALUE EDUCATION-I		18USVE2A
Hrs/Week:2	Hrs/Sem:30	Hrs/Unit:6	Credits:2

Objectives:

1. To inculcate moral values in the minds of students.
2. To teach ethical practices to be adopted by students in their life.
3. To make students honest and upright in their life.

UNIT I

Islam–Meaning–Importance–A complete Religion–
The religion accepted by God–Five Pillars of Islam–Kalima–Prayers–Fasting–Zakat
– Haj.

Iman–Monotheism–Angels–Books–Prophets–Dooms Day–Life after death–
Heaven and Hell.

UNIT II

Quran–The Book of Allah–Wahi–Revelation to Prophet Muhammad (sal)–
Compilation– Preservance – Structure – Content – Purpose–Source of Islamic
Law– Sura Fathiha ,Kafirun, Iqbal, Falak and Nas.

UNIT III

Hadith–Siha Sitha–Buhari– Muslim – Tirmithi – Abu Dawood –Nasai–
Ibn Maja–Collection of Hadith–Meaning of 40 Hadith.

UNIT IV

Life History of Prophet Muhammad (sal) – Aiamul Jahiliya –
Prophet's Childhood and Marriage – Prophethood – Life at Mecca – Life at
Medinah –Farewell Address–Seal of Prophethood.

UNIT V

Good character–Etiquettes–Halal and Haram–Duties towards Allah
– Duties towards fellow beings –Masnoon Duas.

REFERENCE BOOKS:

1. V.A. Moahmed Ashrof–Islamic Dimensions–
Reflection and Review on Quranic Themes.
2. The Presidency of Islamic Researchers–Revised & Edited–The Holy Quran.
3. M. Manzoor Nomani–Islamic Faith & Practice.
4. Abdul Hasan Ali Nadvi–Muhammad Rasulullah.
5. K. Ali–A Study of Islamic History.
6. Abdul Rahuman Abdullah–Islamic Dress code for Women.
7. Dr. Munir Ahmed Mughal–Code For Believers.
8. Abdul Malik Mujahid–Gems and Jewels.

II SEMESTER			
VE2	VALUE EDUCATION-II		18USVE2B
Hrs/Week:2	Hrs/Sem:30	Hrs/Unit:6	Credits:2

UNIT I

Individual Morality - Objective of Moral life - Living in accordance with the code of Morality - the goodness of Morality - Morality and *Thirukural* - The need for faith.

UNIT II

Adherence to higher code of Morality - Fear of God - Good Moral Values - Duty to Parents - Teacher, respecting elders - Moral Etiquettes - Right-minded Principle - High Principles for Proper conduct.

UNIT III

Inculcating good attitudes - Open mindedness - Morale - analysing the pros and cons of good and bad - Service to others - Mind Power, tolerance, respecting others, showing love to others, patience - tranquility - Modesty, kindness and forgiveness.

UNIT IV

Quotations and moral stories expressing good characters of great personalities - Life History of Great people: Mahatma Gandhi, Abraham Lincoln, Dr. A.P.J. Abdul Kalam.

UNIT V

Truth, the importance of uprightness, integrity, friendship - Health awareness on Alcohol and drug abuse - inculcating reading habit - reading good books - Hygiene - Dowry - Corruption.

TEXTBOOK:

Publication of Sadakathullah Appa College.

II SEMESTER			
DSC5	MANAGERIAL ECONOMICS		18UCBA31
Hrs/Week:6	Hrs/Sem:90	Hrs/Unit:18	Credits:4

Objective

To study the application of analytical tools and micro and macroeconomic concepts to corporate resource allocation, demand and cost determination, industry positioning, and pricing mechanism.

UNIT I

Managerial Economics – Definition and meaning –
 Nature and scope of Managerial Economics –
 Economic theory and Managerial Economics –
 Role and responsibilities of Managerial Economist.

UNIT II

Demand Analysis: Meaning – Kinds of Demand – Law of Demand –
 Exceptions – Determinants of Demand – Demand forecasting –
 Methods of Demand forecasting.

UNIT III

Production and Supply Analysis: Meaning of Production –
 Factors of Production – Production Function – Meaning of supply – Law of supply –
 Elasticity of supply – Factors influencing supply.

UNIT IV

Market Structure: Perfect Competition – Monopoly –
 Monopolistic Competition – Oligopoly – pricing Methods –
 Factors influencing Pricing Policy.

UNIT V

Macro Economics: Business Cycle and Business policies –
 Demand recession in India (causes, indicators and prevention) –
 National Income Concepts – Fiscal policy and monetary policy.

Text Book:

Varshney, R.L., & Maheswari, K.L., Managerial Economics, New Delhi: Sultan Chand & Sons, 2015

References 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

II SEMESTER			
DSC6	MARKETING MANAGEMENT		18UCBA32
Hrs/Week:6	Hrs/Sem:90	Hrs/Unit:18	Credits:4

Objectives:

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

UNIT I

Marketing – Definition - Significance - Concepts of marketing - Segmenting, Targeting and Positioning, Marketing Mix.

UNIT II

Product Mix - Product characteristics and classification - Product Life Cycle and New product development. Branding, Packaging and Labeling

UNIT III

Pricing – Importance – objectives - Factors affecting pricing Decision - Kinds of pricing – steps in pricing.

UNIT IV

Marketing Channels – Channels of Distribution - Nature of Channels - Wholesaling - Retailing - Role of Marketing channels.

UNIT V

Promotional Mix - Advertisements - Sales Promotion - Public Relation - Direct Marketing - Personal Selling – **Recent Trends in Marketing - Relationship Marketing and its importance – Green Marketing**

Text Book

Philip Kotler, Kevin Keller and Lane Keller, Marketing Management 15th Edition New Delhi, Prentice Hall of India (P) Ltd. 2016.

Reference Books:

1. Berkoviz Kerin Hontley Rudelivs, MARKETING, New York, Mcgraw Hill
2. Gony Armstrong, Philip Kotler, Marketing an Introduction, Pearson Education Asia.
3. Rajan Saxena, Marketing Management, 2nd edition, New Delhi, Tata Mcgraw Hill Publishing Co. Ltd.

II SEMESTER			
DSC7	ACCOUNTING FOR MANAGERS		18UCBA33
Hrs/Week:6	Hrs/Sem:90	Hrs/Unit:18	Credits:4

Objective:

To prepare and use of accounting information for managerial decision making and control purposes. To understand and address the important problems basing management accountant today.

UNIT I

Management accounting as an 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

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; Cash Budget, Budgetary control; Zero based budgeting; Performance budgeting.

UNIT IV

Analysing Financial statement: Ratio analysis; Types of Ratio - Fund flow analysis, 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 level of Management - **Tally and its features.**

(Theory 60% and problems 40%)

Text Book

Pandey. I. M, Management Accounting, Vikas Publishing House (Pvt) LTD 3rd revised edition. 2009.

Reference Books:

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

II SEMESTER			
AII-1	MANAGEMENT INFORMATION SYSTEM		18UABA31
Hrs/Week:6	Hrs/Sem:90	Hrs/Unit:18	Credits:4

Objective:

To apply critical thinking skills in decision making in the context of system.

UNIT I

Introduction to Management Information System – Basic Concepts of MIS – Evolution of Computers and their role in MIS.

UNIT II

Hardware features – Types of Hardware – Software features – Types of Software.

UNIT III

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

UNIT IV

Communication Technology Concept – Communication Channels – Data Transmission – Communication Process – Communication Networks.

UNIT V

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

Text Book:

1. James O'brien: Management Information System. Tata McGraw Hill, 9th Edition, 2009.

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.

II SEMESTER			
DSE1A	CONSUMER BEHAVIOUR		18UEBA3A
Hrs/Week:4	Hrs/Sem:60	Hrs/Unit:12	Credits:4

Objective

To understand the behaviour of consumer such as perception, motivation and attitude formation on product and brand.

UNIT I

Consumer Behaviour – Definition – Marketing Concepts – Customer value, Satisfaction, Retention - Consumer Decision Making - Process of Consumer Decision Making.

UNIT II

Consumer Motivation – Needs – Goals – Positive and Negative Motivation - Rational Vs Emotional Motives. Measurement of Motives.

UNIT III

Consumer Perception – Elements of Perception – Dynamics - Consumer Imagery – Perceived risk – Ethics and consumer perception.

UNIT IV

Reference groups and family influences – Selected Consumer related reference group - Socialization of family members – Family Life Cycle.

UNIT V

Consumer Influence and Diffusion of Innovations - Diffusion of Innovation Process - Opinion Leader – Measurement of Opinion Leader. Profile of Consumer Innovator – Consumerism

Text Book:

1. Leon G. Schiffman and Leslie Lasar Kanuk, Consumer Behavior, Pearson 11th Edition, India, 2011.

Reference Books:

1. Paul Peter et al., Consumer Behavior and Marketing Strategy, Tata McGraw Hill, Indian Edition, 7th Edition 2005.
2. Frank R. Kardes, Consumer Behaviour and Managerial Decision Making, 2nd Edition.

II SEMESTER			
DSE1B	RETAILING MANAGEMENT		18UEBA3B
Hrs/Week:4	Hrs/Sem:60	Hrs/Unit:12	Credits:4

Objective:

Retail Management requiring an effective team leader with a strong customer focus, sales and marketing.

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 – Superstore – 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 – franchise organization – Merchandising conglomerate

UNIT V

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

Text Book:

Michael Havy, Baston, Aweitz and Ajay Pandit, Retail Management, Tata Mcgraw Hill, Sixth Edition, 2008.

Reference Book:

1. Patrick M. Dunne and Robert F. Lusch, Retailing, Thomson Learning, 4th Edition 2008.
2. Chetan Bajaj, Rajnish Tow and Nidhi V. Srivatsava, Retail Management, Oxford University Press, 2007.

II SEMESTER			
NME1	BASICS IN MANAGEMENT		18UNBA31
Hrs/Week:2	Hrs/Sem:30	Hrs/Unit:6	Credits:2

Objective:

To make the students understand the basic principles of Management.

UNIT I

Management–Definition–Nature–Purpose–Management contributors–Fayol, F.W. Taylor. Functions of Management

UNIT II

Planning–Definition–Objectives–Nature–Types of plans–Steps in planning

UNIT III

Organizing–Types of organization–Departmentation–Span management–structure of organizing and process.

UNIT IV

Staffing–situational factors affecting staffing–Selection–process of selection

UNIT V

Principles of Directing creativity and innovation–controlling–process–Techniques.

Text Book:

Harold Koontz and Heinz Weihrich, Essentials of management: An International & Leadership Perspective, 8th edition, Tata McGraw-Hill Education, 2011.

References Books:

1. Don Hellriegel, Susan E. Jackson and John W. Slocum, Management- A competency based approach, Thompson South Western, 11th edition, 2008.
2. Heinz Weihrich, Mark V Cannice and Harold Koontz, Management- A global entrepreneurial perspective, Tata McGraw Hill, 12th edition, 2008.
3. Stephen P. Robbins, David A. DeCenzo and Mary Coulter, Fundamentals of management, Prentice Hall of India, 2012.

IV SEMESTER			
DSC8	BUSINESSLAW		18UCBA41
Hrs/Week:6	Hrs/Sem:90	Hrs/Unit:18	Credits:4

Objective:

To acquaint the students with principles and legal aspects of various legislations like contract, agency and sale of goods act.

UNIT-I

Introduction – Contract– Essential elements – Kinds of Contracts – Void, Voidable and Valid Agreement – Contingent Contract – Offer and Acceptance.

UNIT-II

Consideration – Capacity of Parties – Free Consent – Legality of Object – Void Contracts.

UNIT-III

Performance of Contracts – Discharge of contracts – Remedies for Breach of contract.

UNIT-IV

Law of Agency – Modes of creation – Rights and Duties of an Agent – Agency by Ratification – Sub-Agent and Substituted Agent – Termination of Agency.

UNIT-V

Bailment- Features- Rights, duties of Bailor and Bailee- fundamentals in Sale of Goods Act- Unpaid seller- caveat emptor.

TEXTBOOK RECOMMENDED:

N.D. Kapoor – Elements of Mercantile Law, Sultan Chand & Sons.

BOOKS FOR REFERENCE:

1. Davar – Mercantile Law, Progressive Corporation.
2. R.S.N. Pillai and Bhagavathi – Business Law, Sultan Chand & Sons.
3. M.C. Shukla – Mercantile Law, S. Chand & Co.

IV SEMESTER			
DSC9	PRODUCTION MANAGEMENT		18UCBA42
Hrs/Week:6	Hrs/Sem:90	Hrs/Unit:18	Credits:4

Objective:

To develop skills in problem solving, project management, communication and managing effectively in team based work environments and prepares students for employment within a wide variety of service and product industries.

UNIT I

An overview of production management – Functions – Importance – Relationship of Production Management with other areas – Production systems – Types – factors affecting Production system.

UNIT II

Plant location – Factors of Plant location – Plant layout – Types of Plant layout and their suitability – production planning and scheduling.

UNIT III

Inspection and Quality Control – Objectives – Nature – Statistical Quality Control – Acceptance Sampling – Advantages.

UNIT IV

Value analysis – Importance – Techniques – Advantages – Inventory Management – EOQ – ABC analysis

UNIT V

TQM – Objectives – Principles – Elements – ISO 9000 – ISO 14000 – Benefits – Universal Standards of quality benefit of ISO certification.

Textbook:

1. Aswathappa K and Shridhara Bhat K, Production and Operations Management, Himalaya Publishing House, 8th Edition, 2016

Reference Book:

- William J Stevenson, Operations Management, Tata McGraw Hill, 9th Edition, 2009.
- Pannerselvam R, Production and Operations Management, Prentice Hall India, Second Edition, 2008.

IV SEMESTER			
DSC10	RESEARCH METHODS AND STATISTICS		18UCBA43
Hrs/Week:6	Hrs/Sem:90	Hrs/Unit:18	Credits:4

Objectives

To empower the students with the knowledge and skills they need to undertake a research project, to present a conference paper and to write a scientific article with statistical methods.

UNIT I

Research–Introduction-Objectives–Types of research–Research process–Formulation of the selected Research Problem – Research objectives–**Research Design.**

UNIT II

Survey–Types of survey–Sampling types– Probability sampling –Types– Nonprobability sampling–Types.

UNIT III

Data - Types of data – primary & secondary -Types of Primary data Collection Methods–Sources of secondary data– Questionnaires vs. schedules-Data processing.

UNIT IV

Statistical Tools for Analysis -Simple problems in Percentile – Mean – Median–Mode–Variance–Standard Deviation.

UNIT V

Simple problems in correlation–Rank -Regression.

(Theory 60% and problem 40%)

Textbook

Research methodology concept and cases-Deepak Chawla & Neena Sondhi- Vikas publication

Reference Books:

1. Research Methodology: Methods and Techniques-Kothari, C.R.- New Age International.
2. Levin R.I. and Rubin D.S., Statistics for Management, 7th edition, Prentice Hall of India Pvt. Ltd., New Delhi, 2001.

IV SEMESTER			
AII-2	E-COMMERCE AND INTERNET APPLICATION		18UABA41
Hrs/Week:6	Hrs/Sem:90	Hrs/Unit:18	Credits:4

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

M-Commerce (Mobile Commerce) – Growth of M-Commerce – Wireless Applications – Technologies for M-Commerce – GPRS – Wireless Technologies (CDMA & GSM) – Generations in Wireless Communication – Security Issues in Cellular Technology.

UNIT III

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

UNIT IV

Security on Internet – Network and Website Security Risks – Security incidents on Internet – Security and Email – Firewall Concepts and Constituents – Benefits – Secure Physical Infrastructure.

UNIT V

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

Text Book

Kamlesh K. Bajaj and Debajaninagar E-Commerce, Tata McGraw Hill Publications Co Ltd., New Delhi, 2nd Edition, 2016.

Reference Books:

1. S. Jaiswal: Doing Business on the Internet commerce, Galgotia Publication, 2011.
2. David Whitely: E-Commerce, Tata McGraw Hill Publications Co. Ltd., New Delhi, 2010.
3. Jaffrey F. Rayport, : E-Commerce, Tata McGraw Hill Publications Co. Ltd., New Delhi, 2012

IV SEMESTER			
DSE2A	TRAINING AND DEVELOPMENT		18UEBA4A
Hrs/Week:4	Hrs/Sem:60	Hrs/Unit:12	Credits:4

Objective:

To Develop the student's knowledge, skills, and abilities as part of the succession planning and leadership development process.

UNIT I

Principles – purpose of training and development – training methods – techniques of training

UNIT II

Introduction of training – identify training and development requirement – develop course objective – define 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 of evaluation instruments – reporting evaluation results – ways to improve training effective

UNIT IV

Training the trainer – application of computer in training – developing effective training programme – designing an HRD programme

UNIT V

Concept of HRD – HRD department and its task – HRD for organizational effectiveness

TEXTBOOK

Biswajeet Pattanayak, Human Resource Management, 3rd Edition, Prentice Hall of India, New Delhi, 2009

Reference book:

- Dessler, Human Resource Management, Pearson Education Limited, 2007,
- Decenzo and Robbins, Human Resource Management, Wiley, 8th Edition, 2007.

IV SEMESTER			
DSE2B	INDUSTRIAL RELATIONS		18UEBA4B
Hrs/Week:4	Hrs/Sem:60	Hrs/Unit:12	Credits:4

Objective:

To familiarise the students with the knowledge of industrial relations and their impact on managing human resource.

UNIT-1

Introduction to Industrial Relations: Industrial Relations Perspectives - Concept, Importance - Causes & effects of Poor Industrial Relation in India - **Trade Unions:** Historical Evolution of Trade Unions in India - Roles & Functions of Trade Union - Essentials for success of Trade Union.

UNIT-II

Discipline and Grievance Management: Employee discipline - Causes of indiscipline - essentials of a good disciplinary system - Hot-Stove Rule and kinds of punishment. **Grievance procedure:** Settlement of grievance in India - industry - Model grievance procedure.

UNIT-III

collective bargaining: Meaning & structure of collective bargaining - Bargaining stages and processes - Collective bargaining in India. **Industrial Disputes:** Industrial Disputes in India - Causes of disputes, Methods for the settlement of industrial disputes.

UNIT-IV

Employee Participation: Definitions and aims of Workers participation, Factors influencing Participation - Worker participation in Management in India - Worker Participation Scheme 1975 - News schemes on Worker Participation.

UNIT-V

Industrial Laws: Social Security Laws - Laws relating to Workmen's Compensation, Employees' State Insurance, Provident Fund, Gratuity and Maternity Relief, The Law of Minimum Wages, Payment of Wages, Payment of Bonus.

Text Book:

Personnel Management & Industrial Relation - P.C. Tripathi

References:

1. Dynamics of Personnel Management - C.B. Mamoria
2. Human Resource Management - N.G. Nair & Latha Nair Sultan Chand & Sons.
3. Essentials of Human Resource Management and Industrial Relations - P. Subbarao Himalaya.
4. N.D. Kapoor - Mercantile Law - Sultan Chand & Sons
5. R. Venkatapathy & Assisi Menachery - Industrial Relations & Labour Legislation - Aditya Publishers.

VISEMESTER			
NME2	STRESSMANAGEMENT		18UNBA41
Hrs/Week:2	Hrs/Sem:30	Hrs/Unit:6	Credits:2

Objectives

The subject is intended to assist students to increase their awareness of stress as well as it provides a broad physical, social and psychological understanding of the human stress response.

UNIT I

Stress–Definition–The Nature of Stress–Types of Stress–Causes of Stress
– Consequences of stress.

UNIT II

Stress and Emotions–Types of Emotion – Functions – Nature –
Core Relational Themes–Facial Expressions–The Brain and Emotion–
Emotion at Work.

UNIT III

Stressor – Signs of Distress and Eustress – Stress and Performance –
Effects of Stress on Industry–
Contrasting Strategies to Optimists and Pessimists for Coping with Stress.

UNIT IV

Occupational Stress – The Cost of Stress – Cost of Workplace – Physical
and Behavioral Symptoms of stress–Sources of stress at work.

UNIT V

Stress Management–Employee Assistance Programmes (EAPs)–
Stress Management Training – Changing the sources of Workplace stress –
Problem Solving Framework.

Textbook

1. P.K.Dutta, *Stress Management*, Himalaya Publishing House, 2016

Reference Book

1. Waltschafer, *Stress Management*, Cengage Learning, 4th Edition 2009.
2. Jeff Davidson, *Managing Stress*, Prentice Hall of India, New Delhi, 2012.

VSEMESTER			
DSC11	OPERATIONSRESEARCH		18UCBA51
Hrs/Week:5	Hrs/Sem:75	Hrs/Unit:15	Credits:4

Objectives

OR supports to students in the key decision making process, allowssolvingurgentproblems,canbeutilizedtodesignimprovedmultistepoper ations (processes), setup policies, supports the planning and forecastingsteps,andmeasuresactualresults.

UNIT I

IntroductiontoOperationsResearch:Basicsdefinition,scope, objectives,models– LPP(SimplexMethodonly)GraphicalMethod

UNIT II

Transportation–problemsonNorth- westcornerrule,leastcostmethodandVogel’sapproximationmethod,Simpleunbalanced Transportationproblem.

UNIT III

Assignment-maximizationmethodandminimizationmethod

UNIT IV

GameTheory–Pureandmixedstrategy–Dominantsrule–GraphicalMethod

UNIT V

ReplacementDecisions-Breakdown-Failure

TextBook

- *OperationResearch-R.Panneerselvam-Eastern Economy Edition*

ReferenceBooks

1. *OperationsResearch-KSharma-Pearson.*
2. *operationresearch-Baskar-TataMBaskar– PublishedbyTataMcGrawHillPublications*

VSEMESTER			
DSC12	HUMANRESOURCEMANAGEMENT		18UCBA52
Hrs/Week:5	Hrs/Sem:75	Hrs/Unit:15	Credits:4

Objective:

An ability to evaluate and apply theories of social science discipline to workplace issues.

UNIT I

Human Resource Management – Introduction – Functions – Human Resource Management Vs Personnel Management – Role of HR Manager in an Organization.

UNIT II

Job Analysis – Concepts – Job Description – Specification – Job Evaluation – Job Evaluation Methods.

UNIT III

Recruitment – Process – Factors affecting Recruitment – Sources of Recruitment – Selection Process – Psychological Tests for Selection.

UNIT IV

Training – Induction Vs Training – Importance of Training – Types of Training – Performance appraisal – Objectives of Performance appraisal – Importance of Performance appraisal – Types of Performance appraisal – HR audit – Balance score card.

UNIT V

Compensation Management – Importance of Compensation – Time Rate – Piece Rate – Wage Incentives – Bonus – Stock Ownership Plan (ESOP) – Wages – Employee

Text Book:

VSP. Rao, Human Resource Management, Excel Books Publication, 3rd Edition, 2013.

Reference Books:

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

VSEMESTER			
DSC13	FINANCIALMANAGEMENT		18UCBA53
Hrs/Week:5	Hrs/Sem:75	Hrs/Unit:15	Credits:4

Objective:

To develop critical thinking and problem solving competencies at both individual and group level of financial statement analysis and financial planning.

UNIT I

Nature of financial management – meaning and scope of financial management – functions – goals- relationship of Financial management with other areas.

UNIT II

Capital structure – Meaning and factors determining capital structure – theory – NI – NOI – Traditional and MM Approach

UNIT III

Capital budgeting – Approaches – payback methods – ARR – NPV – IRR

UNIT IV

Working capital – Need – Factors – Simple problems in Computation of Working capital requirements

UNIT V

Dividend policy – determinants of dividend policy – dividend policy decision – dividend policy in practice – different dividend theories – MM model – Walter's Model – Gordon's Model.

(Theory 40% and problems 60%)

Text Book:

1. M. Y. Khan and P. K. Jain's, Financial Management, 6th Edition, Tata McGraw Hill, 2012.

Reference Book:

1. Chandra, Financial Management Theory and Practice, Tata McGraw Hill, 2010.
2. P. Periasamy, Financial Management, 2nd Edition, Tata McGraw Hill, 2007

VSEMESTER			
DSC14	SERVICEMARKETING		18UCBA54
Hrs/Week:5	Hrs/Sem:75	Hrs/Unit:15	Credits:4

Objectives:

The course has been designed to familiarize students with the characteristics of services, their implications on design and delivery, and highlight the role of coordinate and organizational effort through marketing and its promotional mix.

UNIT I

The Concept of Services - Meaning and Definition - Growth of services - Types of services - Components of Services - Difference between goods and services

UNIT II

Service Marketing - Service Marketing Triangle - Service Marketing Mix - Characteristics of Service Marketing Mix - Difference between Marketing mix and Services Marketing Mix.

UNIT III

Services product-pricing in services - Location of services and channel of Distribution - Services promotion - People in services marketing mix.

UNIT IV

Service Quality - Dimensions - Service Gaps - Prescriptions for closing service gaps - Service Quality Information System - SERVQUAL instruments.

UNIT V

Marketing of Services - Hotel - Healthcare - Education - Tourism - Service failure - Reasons - Strategies of Service Recovery.

Text Book:

Services Marketing Dr. L. Natarajan - Margham Publications.

References Books:

1. Service Marketing Zeithmal and Bitner, Tata McGrawhill, New Delhi
2. Adrhian Payne, The Essence of Marketing New Delhi, Prentice Hall of India Pvt. Ltd.
3. Chistopher lovelock, Services Marketing, Pearson Education Asia.
4. K. Douglas Hoffman, John. E. G. Bateson, Essential of Service Marketing, Thomson - South Western.
5. Helen Woodroffe - Services Marketing, Mcmillan India Ltd.
6. S. M. Jha, Services Marketing, New Delhi Himalaya Publishing House.

VSEMESTER			
DSE3A	FINANCIALSERVICES		18UEBA5A
Hrs/Week:4	Hrs/Sem:60	Hrs/Unit:12	Credits:4

Objective:

To enable the student to compare and analyze the performance of various financial services available in the market.

UNIT I

Financial Services – Meaning – features – importance – Scope – causes of financial innovation – New financial products and services - problems faced by financial services sector.

UNIT II

Merchant Banking – Definition – Origin – Merchant Banks Vs. Commercial Banks – Services of Merchant Banks – Problems of Merchant Banks – Scope for Merchant Banking in India.

UNIT III

Hire Purchase – Meaning – features – Hire Purchase Agreement – Rights of Hire – Accounts for Hire Purchase – Leasing Features – Types of Leasedrawbacksofleasing – Hire Purchase Vs. Leasing

UNIT IV

Factoring – Meaning – terms and conditions – functions – types – Factoring Vs Discounting – benefits – credit rating

UNIT V

Venture Capital – concept – Definition – Features – importance – mutual funds and its types.

TEXTBOOK

Essential of Financial Services, Dr. S. Gurysamy, Tata McGraw-Hill Education Private Limited, New Delhi – 110008

REFERENCEBOOK

1. Financial Services in India, G. Ramesh Babu, concept publishing company, 1/15-16, commercial Block, Mohan Garden, New Delhi-110059
2. Financial services in India a concept and applications, Rajesh Kothari, Sage Publications India Pvt. Ltd., New Delhi-110044
3. Financial Services, Nalini Prava Tripathy, Prentice-Hall of India Limited, New Delhi-110015
4. Financial Services, M.Y. Khan, McGraw Hill Education (India) Private Limited, New Delhi 110016
5. Financial Services, Thummuluri Siddaiah, Dorling Kinnersley (India) Pvt. Ltd. Licensee of Pearson Education in south Asia, New Delhi – 110017
6. Financial Markets and Financial Services in India, Benson Kunjukuju, New Delhi Century Publication.

VSEMESTER			
DSE3B	MODERN BANKING		18UEBA5B
Hrs/Week:4	Hrs/Sem:60	Hrs/Unit:12	Credits:4

Objective:

To promote education and knowledge about the law and practice of banking.

UNIT I

Origin of Banking - Classification of Banks - Commercial Banks - Functions of Commercial Banks - Primary Functions & Secondary Functions - Role of Commercial Banks in Economic Development

UNIT II

Reserve Bank of India - Functions - Management - Methods of Credit Control - Reserve Bank and Agricultural Credit - Banking Regulation Act 1949 - Major Provisions of the Banking Regulation Act 1949

UNIT III

Banker - Customer - Banker Customer Relationship - Special Type of Customers - Minor - Married woman - Drunkard - Lunatics - Illiterate Persons - Partnership Firm - Joint Stock Company - Bank Accounts - Type of Accounts - Steps in Opening Accounts - Deposit Collection - Types of Deposits

UNIT IV

E-Banking - Meaning - Services - Internet Banking - Mobile Banking - Telephone Banking - Electronic Funds Transfer System - ATM - Functions of ATM - Credit Cards - Debit Cards.

UNIT V

Islamic commercial banking - Islamic appraisal of conventional banking - operating structure of Islamic banks - models of Islamic banking - sources and application of funds.

Textbook:

E. Gordon and K. Natarajan, Banking theory law and practice, 2nd Edition, Himalaya Publishing House, 2016

Reference Books:

1. Padmalatha Suresh and Justin Paul, "Management of Banking and Financial Services, Pearson, Delhi, 2012.
2. Reddy and Appanaiah, Theory and Practice of Banking, M/S. Himalaya Publishing House, Mumbai
3. Muhammed Haneef, Islamic banking theory and practice, Create independent publisher

VSEMESTER		
	FIELDWORK	18UFBA51
Hrs/Week:4	Hrs/Sem:60	Credits:3

The following guidelines have been framed regarding the conduct/evaluation/structure of marks for the course on "Fieldwork" for all the U.G.

- "Field work" course is similar to that of a "Mini Project". It shall be a Group activity with a maximum number of 5 students in each group.
- All the faculty members of each Department shall handle equally the "Fieldwork" course, when it is offered.
- At the end of the semester, each group shall submit a report for the course on "Fieldwork" which shall have a minimum of 15 to 20 pages.
- Faculty members may have students more than one group equally depending on the student's strength.
- "Fieldwork" shall be in fifth semester of the programme, as per the template.
- Evaluation scheme for the "Field work" course is similar to that of the Mini Project/Major Project (60:40)

VSEMESTER			
SEC1	SOFTSKILLS		18SEBA51
Hrs/Week:2	Hrs/Sem:30	Hrs/Unit:6	Credits:2

Objectives

This subject teaches practical tools and includes discussion, group activities and applied exercises. Various approaches to time management such as the urgent/important matrix and models are used. The focus of the subject syllabus is to help students manage their commitments to make best use of their time and develop their employability skills.

UNIT I

Soft Skills – Meaning – Overview of Soft Skills – Interpersonal skills – Communication skills – Leadership skills.

UNIT II

Time Management – Major Blocks to Time Management – Covey's Time Management Matrix – Time Management tips – Relationship between Time Management & Stress Management.

UNIT III

Internet – Role of job websites – Job Application – Content of Application Letter – Resume – Content of Resume – Model Resume – Meeting – opening and closing.

UNIT IV

Interviews – Meaning – Interview Preparations Tips – Types of interview – Interview Techniques – Exit interview

UNIT V

Group Discussion – Meaning – Roles to play in Group Discussion – group discussion techniques – speaking skills – essential of a good speech.

Text Book

S. Hariharan, N. Sundararajan & S. P. Shanmugapriya, Soft Skills, MJ Publications, 2010

Reference Book

1. Samuel C. Certo and Tervis Certo, Modern management: concepts and skills, Pearson Education, 12th edition, 2012.
2. Sudhir Andrews, How To Succeed At Interviews, The McGraw-Hills, 2010

VI SEMESTER			
DSC15	INTERNATIONAL BUSINESS		18UCBA61
Hrs/Week:5	Hrs/Sem:75	Hrs/Unit:15	Credits:4

Objective:

Students will be able to demonstrate their knowledge in international business and to think critically and solve the business problems globally.

UNIT I

International Business an overview – Stages of internationalization – goal of international business – Theories of international Trade.

UNIT II

International Marketing – International Business Environment – International Trade policy and procedures – Mode of entry.

UNIT III

International Trade Blocks and Business Centers – NAFTA – ASEAN – SAARC – ESCAP – APEC – SAPTA – Implications of Trade Blocks for Business.

UNIT IV

International Financial institutions – IMF – IBRD – UNCTAD – International Finance Corporations – Future of Global business

UNIT V

Globalization – GATT – WTO – WTO and India – global strategic Management – Ethics in Global business

Textbook:

P. Subba Rao, International Business, Himalaya Publishing House, 4th Revised Edition, 2015.

Reference Book:

1. Charles W. I. Hill and Arun Kumar Jain, International Business, 6th edition, Tata McGraw Hill, New Delhi, 2010.
2. K. Aswathappa, International Business, 5th Edition, Tata McGraw Hill, New Delhi, 2012.

VI SEMESTER			
DSC16	ENTREPRENEURIAL DEVELOPMENT		18UCBA62
Hrs/Week:5	Hrs/Sem:75	Hrs/Unit:15	Credits:4

Objectives:

To enable the students in the entrepreneurial skills for management.

UNIT I

Entrepreneur-Definition-characteristics-functions of entrepreneur, types of entrepreneur-motivational factors-sociological and psychological factors

UNIT II

Institution supporting entrepreneurs - EDP, NIESBUD, New Delhi, ITCOT and SIPCOT in Tamil Nadu, Role of financial institutions in supporting entrepreneurs.

UNIT III

Business plan-process of preparing a business plan- project report - essential of a project report-format of a project report (sample project report)

UNIT IV

Managerial skills required by entrepreneurs- sole proprietorship, partnership and company - MSME - SSI - Definition of small scale industrial undertakings-small and tiny enterprise-village industries

UNIT V

Rural and women entrepreneurs - 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

Textbook:

Madhurimalal and Shikha Sahai, Entrepreneurship, Excel books, 2nd Edition, 2009.

Reference Books:

1. Vasant Desai: Dynamics of Entrepreneurial Development, New Delhi: Wiley Eastern Ltd., 1990.
2. S.B. Srivastav: 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: McGraw Hill Publications Co. Ltd., 1990.

VI SEMESTER			
DSC17	STRATEGIC MANAGEMENT		18UCBA63
Hrs/Week:6	Hrs/Sem:90	Hrs/Unit:18	Credits:4

Objectives

Develop capabilities of the students to analyze cases and develop strategic business solutions and make them fair understanding of strategy formulation, implementation, monitoring and evaluation.

UNIT I

Strategic management – Concept – Strategic decision making process – strategic intent – Vision – Mission – Strategies – Policies – Corporate governance and Social responsibility.

UNIT II

Environmental scanning – Characteristic of Environment – Types – Internal Environment – External Environment – SWOT Analysis.

UNIT III

Strategic Alternatives – Corporate level strategies – Business level strategies – Functional level strategies – Industry analysis – ETOP.

UNIT IV

Strategic choice – BCG Growth Share Matrix – GE Business screen – International portfolio analysis – Corporate Value Chain Analysis.

UNIT V

Strategic Implementation & controlling – Programs – Budget – Procedures – Achieving Synergy – Strategic Evaluation Process and Control.

Text Book:

1. Thomas L. Wheelen & J. David Hunger Strategic Management and Business Policy Towards Global Sustainability, Pearson Education, 13th Edition, 2015.

Reference Books:

1. Dr. Dharma Bir Singh, Strategic Management & Business Policy, KoGent Learning Solutions Inc., Wiley, 2012.
2. John Pearce, Richard Robinson and Amitha Mittal, Strategic Management, McGraw Hill, 12th Edition, 2012.

VISEMESTER		
DSC18	PROJECT	18UEBA6A
Hrs/Week:6	Hrs/Sem:90	Credits:6

Objectives:

At the end of this 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.**

4. Evaluationscheme:

5. The project will be evaluated by both Internal and External Examiners. Each Examiner will evaluate for 100 marks. The allocation of marks for project is as follows:

Project	Internal	External
Word of title	5	5
Objectives/Formulation including Hypothesis	5	5
Review of literature	10	10
Relevance of project to social needs	5	5
Methodology/Technique/Procedure adopted	20	20
Summary/Findings/Summation	5	5
Work cited/Annexure/Footnotes	10	10
Total	60	60

VI SEMESTER			
DSE4A	BUSINESS ENVIRONMENT		18UCBA6A
Hrs/Week:4	Hrs/Sem:60	Hrs/Unit:12	Credits:4

Objectives:

Business Environment analysis should provide an understanding of current and potential changes taking place in the micro environment.

UNIT-I

Business Environment – Nature – Importance – Components – Environment and organization relationship – Business strategy and its relation to environment

UNIT II

Demographic environment – Factors - Political Environment - Effect of Political Ideologies – Social and Cultural Environment – Impact of foreign culture

UNIT III

Economic environment – Types of economic system – Industrial policy – Legal environment – Consumer Protection Act – MRTP – FEMA.

UNIT IV

Social responsibility of business – Various areas of social responsibility – CSR in India – Social audit

UNIT V

Current issues in Business environment - Urbanisation – Population – Multinational corporations – Patents – and trademarks – Insurance

Text Books:

Francis Cherunilam, Business Environment, Himalaya Publishing House, New Delhi, 2010.

Reference Books:

1. Dr. S. Sankaran, Business Environment, Margam Publication, 2013.
2. K. Aswathappa, Essentials of Business Environment, 14th Revised Edition, Himalaya Publishing House, New Delhi, 2010.

VI SEMESTER			
DSE4B	TOTAL QUALITY MANAGEMENT		18UEBA6B
Hrs/Week:4	Hrs/Sem:60	Hrs/Unit:12	Credits:4

Objective:

Total Quality Management (TQM) describes a management approach to long-term success through customer satisfaction. In a TQM effort, all members of an organization participate in improving processes, products, services, and the culture in which they work.

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 system.

UNIT II

Information Analysis and information Technology –
 Strategic product Inspection Vs Process Control – statistical Quality control –
 Problem analysis
 – pareto analysis – human side of process control

UNIT III

Management of process Quality – history of Quality control – six sigma –
 concepts – process – advantages. Quality circle – structure of quality circle.

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 Standard of Quality of ISO certification.

Text Book:

Shridhara Bhat K, Total Quality Management –
 Text and Cases, Himalaya Publishing House, First Edition 2002

REFERENCE BOOK

1. Douglas C. Montgomery, Introduction to Statistical Quality Control, Wiley Student Edition, 4th Edition, Wiley India Pvt Limited, 2008.
2. James R. Evans and William M. Lindsay, The Management and Control of Quality, Sixth Edition, Thomson, 2005.
3. Total Quality Management –
 joel E. Rose (Text, Cases and Reading) (Deep to Deep Publication)

VISEMESTER			
SEC2	DATAANALYTICALPACKAGE		18SEBA61
Hrs/Week:2	Hrs/Sem:30	Hrs/Unit:6	Credits:2

Objective: To understand the practicality of Excel. To familiarize oneself with Excel's basic features.

UNIT I

Excel 2007 Fundamentals

Excel 2007 – Introduction to Excel 2007 – Advancement in Excel 2007
- Program Screen – Moving around the Worksheet – Navigating with keyboard and Mouse – Ribbon.

UNIT II

Worksheet Basics

Creating a New Workbook – Opening a Workbook – Navigating a Worksheet – Entering Labels – Entering Values – Selecting a Cell Range.

UNIT III

Editing a Worksheet

Editing Cell Contents – Cutting, Copying, and Pasting Cells – Moving and Copying Cells Using the Mouse – Using the Office Clipboard – Using the Paste Special – Deleting Cells, Rows, and Columns – Formatting Values – Adjusting Row Height and Column Width – Working with Cell Alignment – Adding Cell Borders, Background Colors and Patterns Using the Format Painter – Using Cell Styles Using Document Themes.

UNIT IV

Working Functions

Introducing formulae and function – creating functions to manipulate text – working with date and time, count and sum.

UNIT V

Working with Charts

Creating a Chart – Resizing and Moving a Chart – Changing Chart Type – Applying Built-in Chart Layouts and Styles – Working with Chart Labels – Working with Chart Axes – Working with Chart Backgrounds – Formatting Chart Elements – Changing a Chart's Source Data – Using Chart Templates

Textbooks:

1. John Walkenbach. Microsoft Office: Excel 2007 – Bible. Wiley India Edition – 2009

Reference:

1. Curtis Frye. Microsoft Office Excel 2007 Step by Step. PHI Publication 2009.
2. Joan Preppernau, Joyce Cox and Curtis Frye. Microsoft Office Home and Student 2007 Step by Step. PHI Publication 2009

VI SEMESTER			
SBC	PERSONALITY DEVELOPMENT		18 USPD 62
Hrs/Week:2	Hrs/Sem:30	Hrs/Unit:6	Credits:2

Objectives:

- The objective of the course is to build self-confidence, enhance self-esteem and to mould the all-round personality of students.
- The course aims at grooming the participants through sensitizing them about proper behaviour, socially and professionally, in formal and informal circumstances.

UNIT-I PERSONALITY

Definition – Determinants – Personality Traits – Theories of Personality
 – Importance of Personality Development. **SELF AWARENESS** – Meaning – Benefit of Self – Awareness – Developing Self – Awareness. **SWOT** – Meaning – Importance – Application – Components.

UNIT-II SELF MONITORING

Meaning – Advantages and Disadvantages of self-monitoring – Self-monitoring and job performance. **PERCEPTION** – Definition – Factor influencing perception – Perception process. **ATTITUDE** – Meaning – Formation of attitude – Types of attitude – Measurement of Attitudes. **ASSERTIVENESS** – Meaning – Assertiveness in Communication – Assertiveness Techniques.

UNIT-III TEAM BUILDING

Meaning – Types of teams – Importance of Team building – Creating Effective Team. **LEADERSHIP** – Definition – Leadership style – Qualities of an Effective leader. **NEGOTIATION SKILLS** – Meaning – Principles of Negotiation – Types of Negotiation – The Negotiation Process. **CONFLICT MANAGEMENT** – Definition – Types of Conflict – Level of Conflict.

UNIT-IV COMMUNICATION

Definition – Importance of communication – Process of communication – Barriers in communication – Overcoming Communication Barriers.

EMOTIONAL INTELLIGENCE: Meaning – Components of Emotional Intelligence – Significance of managing Emotional intelligence. **STRESS MANAGEMENT** – Meaning – Sources of Stress – Symptoms of Stress – Consequences of Stress – Managing Stress.

UNIT – V SOCIAL GRACES

Meaning – Social Grace at Work – Acquiring Social Graces. **TABLE MANNERS** – Meaning – Table Etiquettes in Multicultural Environment – Do's and Don'ts of Table Etiquettes. **DRESS CODE** – Meaning – Dress Code for selected Occasions – Dress Code for an Interview. **GROUP DISCUSSION** – Meaning – Personality traits required for Group Discussion – Process of Group Discussion. **INTERVIEW** – Definition – Types of skills – Employer Expectations – Planning for the Interview – Interview Questions – Critical Interview Questions.

References:

1. Dr. S. Narayana Rajan, Dr. B. Rajasekaran, G. Venkadasalathi, V. Vijuresh Nayaham and Herald M. Dhas, **Personality Development**, Publication Division, Manonmaniam Sundaranar University, Tirunelveli
2. Stephan P. Robbins, **Organisational Behaviour**, Tenth Edition, Prentice Hall of India Private Limited, New Delhi, 2008
3. Jit S. Chandan, **Organisational Behaviour**, Third Edition, Vikas Publishing House Private Limited, 2008
4. Dr. K. K. Ramachandran and Dr. K. K. Karthick, **From Campus to Corporate**, Macmillan Publishers India Limited, New Delhi, 2010.

SCHEME OF EXAMINATIONS UNDER CBCS (2018-2021)
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The medium of instruction in all UG and PG courses is English, and students must write the CIA Tests and Semester Examinations in English.

DISTRIBUTION OF MARKS FOR CIA AND SEMESTER EXAMINATIONS UNDER GRADUATE, CERTIFICATE & DIPLOMA COURSES

SUBJECT	TOTAL MARKS	CIA TEST	SEMESTER EXAMINATION	PASSING MINIMUM		
				CIA TEST	SEM. EXAM.	OVER ALL
Theory	100	25	75	Nil	30	40
Practical (4hrs)	100	40	60	Nil	24	40
Practical (2hrs)	50	20	30	Nil	12	20
Project	100	Nil	Report-60marks VivaVoce-40marks	Nil	Nil	40

DIVISION OF MARKS FOR CIA TEST

SUBJECT	MARKS	ASSIGNMENT FOR UG / ASSIGNMENT OR SEMINAR FOR PG	RECORD NOTE	TOTAL MARKS
Theory	20	5	--	25
Practical (4hrs)	30	--	10	40
Practical (2hrs)	15	--	5	20

1. The duration of each CIA Test is ONE hour and the Semester Examination is THREE hours.
2. Three CIA tests of 20 marks each will be conducted and the average mark of the best two tests out of the three tests will be taken.
3. The I test will be based on the first 1.5 units of the syllabus, the II test will be based on the next 1.5 units of the syllabus and the III test will be based on the next 1.5 units of the syllabus.
4. Two assignments for Undergraduate, Certificate, Diploma and Advanced Diploma Courses and two assignments OR two seminars for Postgraduate Courses shall be submitted.
5. The duration and the pattern of question paper for practical examination may be decided by the respective Boards of Studies. However, out of 60 marks in the semester practical examination, 10 marks may be allotted for record and 50 marks for practical.
6. Two internal practical tests of 30/15 marks each will be conducted for science students in the respective semester and the average will be taken. The record marks allotted for the above practical are 10 and 5 respectively.

QUESTIONPAPERPATTERNFORCIATEST(THEORY)

Duration:1Hr		MaximumMarks:20	
Section	QuestionType	No.ofQuestions&Marks	Marks
A	NoChoice Answershouldnotexceed75words	2Questions 2markseach	2x2= 4
B	Internalchoice(Eitherortype) Answershouldnotexceed200words	2Questions 4markseach	2x4= 8
C	Open Choice(AnswerANYONEoutofTwo) Answershouldnotexceed400words	1Question 8marks	1x8= 8
TOTAL			20 MARKS

QUESTIONPAPERPATTERNFORSEMESTEREXAMINATION(THEORY)

Duration:3Hrs		MaximumMarks:75	
Section	QuestionType	No.ofQuestions&Marks	Marks
A	No ChoiceAnswershouldnotexceed 75words	10Questions- 2markseach (2Questionsfromeachunit)	10x2=20
B	Internalchoice(Eitherortype) Answershouldnotexceed200words	5Questionswithinternalchoice. Eachcarries 5marks (Twoquestionsfromeachunit)	5x5=25
C	OpenChoice(AnswerANYTHREEoutof FIVE) Answershouldnotexceed400words	3Questionsoutof5 -10markseach (1Questionfromeachunit)	3x10=30
TOTAL			75MARKS