# Scheme of Examinations: CBCS Pattern

<table>
<thead>
<tr>
<th>Part</th>
<th>Study Components</th>
<th>Course Title</th>
<th>Ins. hrs / week</th>
<th>Examinations</th>
<th>Credits</th>
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<td>CIA</td>
<td>Dur. Hrs</td>
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<tr>
<td><strong>SEMESTER -I</strong></td>
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<td>III</td>
<td>Core I – Management Process</td>
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<td>III</td>
<td>Core II – Financial Accounting</td>
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<td>III</td>
<td>Allied Paper I - Mathematics for Management-I</td>
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<td>III</td>
<td>Core III –Organisational Behaviour</td>
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<td>III</td>
<td>Core IV – Economics for Executives</td>
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<tr>
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<td>Allied Paper II – Mathematics for Management-II</td>
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<td>Value Education – Human Rights #</td>
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<td>III</td>
<td>Core V – Business Communication</td>
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<td>III</td>
<td>Core VI– Production and Materials Management</td>
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<td>III</td>
<td>Core VII – Marketing Management</td>
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<td>III</td>
<td>Core VIII – Retail Operations, Systems and Inventory</td>
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<td>III</td>
<td>Allied : III - Taxation Law and Practice</td>
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<tr>
<td>IV</td>
<td>Skill based Subject 1 : Entrepreneurship Development</td>
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<tr>
<td>IV</td>
<td>Tamil @ /Advanced Tamil # (or) Non-major elective-I : Yoga for Human Excellence # / Women’s Rights # Constitution of India #</td>
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<td><strong>SEMESTER –IV</strong></td>
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<td>III</td>
<td>Core IX – Human Resource Management for Retail Organization</td>
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<td>III</td>
<td>Core X – Financial Management in Retailing</td>
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<td>III</td>
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<td>III</td>
<td>CORE XII– PC Software (MS Office) Theory</td>
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<td>CORE XII– PC Software (MS Office) Programming Laboratory</td>
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<td>Allied : IV - Business Law</td>
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<td>IV</td>
<td>Tamil @ / Adanced Tamil # (or) Non-major elective -II : General Awareness #</td>
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### SEMESTER –V

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<thead>
<tr>
<th>Course</th>
<th>Credits</th>
<th>Theory</th>
<th>Practicals</th>
<th>Exam</th>
<th>Internal</th>
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<tr>
<td>III Core XII – Cost and Management Accounting</td>
<td>5</td>
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<td>III Core XIII – Marketing Research</td>
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<td>III Core XIV – Retail Supply Chain Management</td>
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<td>III Core XV – Visual Basic (Theory)</td>
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<td>III Core XVI – Visual Basic (Practical)</td>
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<td>IV Skill based Subject-3 : Small Business Management</td>
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### SEMESTER –VI

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<th>Exam</th>
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<td>III Core XVII – Retail Advertising and Promotion</td>
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<td>III Core XVIII – Channel Management</td>
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<td>V Extension Activities @</td>
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$ Includes 25% / 40% continuous internal assessment marks for theory and practical papers respectively.

@ No University Examinations. Only Continuous Internal Assessment (CIA)

# No Continuous Internal Assessment (CIA). Only University Examinations.

### List of Elective papers (Colleges can choose any one of the paper as electives)

<table>
<thead>
<tr>
<th>Elective – I</th>
<th>A</th>
<th>Insurance Principles and Practice</th>
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<tbody>
<tr>
<td></td>
<td>B</td>
<td>Customer Relationship Management</td>
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<td></td>
<td>C</td>
<td>Brand Management</td>
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<tr>
<th>Elective – II</th>
<th>A</th>
<th>Strategic Management</th>
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<tr>
<td></td>
<td>B</td>
<td>Industrial Relations and Labour Laws</td>
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<td>C</td>
<td>Consumer Behaviour</td>
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<tr>
<th>Elective - III</th>
<th>A</th>
<th>E-Commerce</th>
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<td>B</td>
<td>HRD (Human Resource Development)</td>
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<td>C</td>
<td>Merchandising Management</td>
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</tbody>
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SEMESTER - I

MANAGEMENT PROCESS

Goal: To enable the students to learn principles, concepts and functions of management.

Objective: On successful completion of this course, the students should have understood
✓ The nature and types of business organizations
✓ Principles & functions of Management
✓ Process of decision making
✓ Modern trends in management process.

UNIT -I


UNIT –II


UNIT –III


UNIT -IV


UNIT - V


REFERENCE BOOKS
1. Business Organisation - Bhushan Y.K.
2. Principles of Management – L.M. Prasad
3. Business Management – Dinkar Pagare
4. Principles of Business organisation and Management – P.N. REDDY
FINANCIAL ACCOUNTING

Goal: To enable the students to acquire knowledge of Accounting principles and practice

Objective: On successful completion of this course, the students should have understood
  ✓ The basic accounting concepts
  ✓ Double entry book keeping system and various books of accounts
  ✓ Preparation of final accounts, etc.

UNIT - I

UNIT - II

UNIT - III
  Manufacturing - Trading - Profit & Loss Account - Balance sheet. – Problems with simple adjustments.

UNIT - IV
  Accounting for non-trading institutions-Income & Expenditure Account- Receipts and Payment Accounts and Balance sheet - Accounting for depreciation – methods of depreciation – problems (straight line method and written down value method only)

UNIT - V
  Preparation of accounts from incomplete records.

(Theory and problems may be in the ratio of 20% and 80% respectively)

REFERENCE BOOKS

1. Grewal, T.S. : Double Entry Book Keeping
2. Jain and Narang : Advanced Accountancy
3. Shukla and Grewal : Advanced Accountancy
4. Gupta and Radhaswamy : Advanced Accountancy
5. Gupta R.L. : Advanced Accountancy
MATHEMATICS FOR MANAGEMENT- I

Goal: To enable the students to acquire knowledge of mathematics & statistics and their use in business decision making.

Objective: On successful completion of this course, the students should have understood
✓ Set operations, matrix and Mathematics of Finance
✓ Statistical tools and their applications

UNIT - I
Sets and set operation - Venn Diagrams - Elements of Co-ordinate system. Matrices, Fundamental ideas about matrices and their operational rules – Matrix multiplication - Inversion of square matrices of not more than 3rd order- solving system of simultaneous linear equations.

UNIT-II
Mathematics of Finance and series simple and compound interest - Arithmetic progression - Geometric progression (Simple problems only).

UNIT-III
Meaning and Definitions of Statistics - Scope and Limitations. Statistical enquiries - Scope of the problem - Methods to be employed types of enquiries - Presentation of data by Diagrammatic and Graphical Method - Formation of Frequency Distribution.

UNIT-IV
Measures of Central tendency - Arithmetic Mean, Median, Mode, Geometric and Harmonic mean, Measures of variation and standard, mean and quartile deviations - Skew ness and Kurtoses Lorenx curve, Simple Correlation - Scatter diagram - Karl Pearson’s Co-efficient of correlation – Rank correlation - Regression lines.

UNIT-V
Analysis of Time Series: Methods of Measuring - Trend and Seasonal variations - Index number - Unweighted indices - Consumers price and cost of living indices.

* Questions in theory and problems carry 30% and 70% marks respectively

REFERENCE BOOKS
1. Sundaresan and Jayaseelan - An Introduction to Business Mathematics and Statistical Methods
2. Gupta S.P. - Statistical Methods
3. Navaneethan P. - Business Mathematics
4. Statistics - R.S.N. Pillai, Mrs. Bhagavathi
5. P.R. Vittal - Business Mathematics and Statistics
ORGANISATIONAL BEHAVIOUR

Goal: To enable the students to acquire knowledge of organisational behaviour

Objective: On successful completion of this course, the students should have understood Personality, Perception, Motivation, Job-satisfaction, morale, Group dynamics, Leadership traits, Counselling and guidance, etc.

UNIT - I
Importance and scope of organisational psychology – Individual differences - Intelligence tests - Measurement of intelligence - Personality tests - nature, types and uses.

UNIT - II

UNIT - III

UNIT – IV

UNIT - V
Leadership - types - theories – Trait, Managerial Grid, Fiedder’s contingency - Organisational climate - organisational effectiveness – organisational development - counselling and guidance - Importance of counsellor - types of counselling - merits of counselling.

REFERENCE BOOKS
1. Keith Davis - Human Behaviour at Work
2. Ghos - Industrial Psychology
3. Fred Luthans - Organisational Behaviour
4. L.M. Prasad - Organisational Behaviour
5. Hippo - Organisational Behaviour
ECONOMICS FOR EXECUTIVES

Goal: To enable the students to learn principles and concepts of Business Economics

Objective: On successful completion of this course, the students should have understood

- The objectives of business firms
- Factors of production and BEP Analysis
- Types of competitions and price administration
- Government measures to control monopoly

UNIT - I

Objectives of business firms - Profit Maximisation - Social responsibilities - Demand analysis - Law of Demand - Elasticity of demand.

UNIT - II

Production function - Factors of production - Laws of diminishing returns and Law of variable proportions - Economics of Scale – Cost and Revenue Curves - Break - even point analysis.

UNIT - III

Market structure and prices - Pricing under perfect Competition - Pricing under Monopoly - Price discrimination - Pricing under Monopolistic competition - Oligopoly.

UNIT - IV

Pricing under factors of production; wages - Marginal productivity theory - Interest - Keyne's Liquidity preference theory – Theories of Profit - Dynamic theory of Profit - Risk Theory - Uncertainty theory.

UNIT - V


REFERENCE BOOKS

1. Sankaran - Business Economics
2. Markar Et al - Business Economics
MATHEMATICS FOR MANAGEMENT- II

Goal: To enable the students to learn the techniques of Operation Research and their applications in business management.

Objective: On successful completion of this course, the students should have understood

✅ Operations Research models
✅ Game theory, Queuing theory, PERT, CPM, etc.

UNIT - I

Introduction to Operations Research - Meaning - Scope – Models - Limitation. Linear Programming - Formulation – Application in Management decision making (Graphical method only)

UNIT - II

Transportation (Non- degenerate only) - Assignment problems - Simple Problems only

UNIT - III

Game Theory:- Queuing theory - Graphical Solution – mx2 and 2xn type, Solving game by Dominance property - fundamentals - Simple problems only. Replacement problem – Replacement of equipment that deteriorates gradually (value of money does not change with time)

UNIT - IV


UNIT - V

PERT - Time scale analysis - critical path - probability of completion of project - Advantages and Limitations.

Note: Theory and problem shall be distributed at 20% and 80% respectively.

REFERENCE BOOKS

2. P.R. Vittal - Operations Research
SEMESTER III
BUSINESS COMMUNICATION

Goal: To enable the students to learn the nuances of good communication.
Objective: on successful completion of this course, the students should have understood
✓ Methods of communication
✓ Types of communication and Barriers of communication.

UNIT-I

UNIT – II

UNIT – III
Correspondence of company secretary with share holders and directors – Agenda – Minutes – Preparation.

UNIT – IV

UNIT - V

Books for Reference:
PRODUCTION AND MATERIALS MANAGEMENT

**Goal:** To enable the students to acquire knowledge of production processes and Materials Management

**Objective:** On successful completion of this course, the students should have understood
- ✓ Principles, functions and process of Production Management
- ✓ Effective management of materials

UNIT-I

Production Management - Functions - Scope - Plant location - Factors - Site location - Plant layout - Principles - Process - Product layout for Production Planning and control - Principles - Information flow - Routing - Scheduling - Despatching - Control.

UNIT-II

Materials Handling - Importance - Principles - Criteria for selection of material handling equipments. Maintenance - Types - Breakdown - Preventive - Routine - Methods study - Time study - definition - Motion study - Principles – work measurement.

UNIT-III


UNIT-IV

Function of Inventory - Importance - Tools - ABC, VED, FSN Analysis - EOQ - Reorder point - Safety Stock - Lead time Analysis Store keeping - Objectives - Functions - Store keeper - Duties - Responsibilities - Location of store - Stores Ledger - Bin card.

UNIT-V


**TEXT BOOKS:**

1. Banga and Sharma : Production Management
2. O.P. Khanna : Industrial Engineering and Management
3. M.V. Varma : Materials Management
MARKETING MANAGEMENT

UNIT I
Definition of marketing – marketing management – marketing concepts – meaning, importance – importance of marketing in developing countries – functions of marketing – environmental factors affecting marketing functions.

UNIT II

UNIT III
Market segmentation-Bases – marketing strategies-structure-marketing risks- marketing mix.

UNIT IV
Services-importance and characteristics-Services strategy-steps in strategic planning – process-market oriented service strategy-the service triangle-service oriented organization structure – services marketing mix-implementation of service strategy.

UNIT V

TEXT BOOK:

REFERENCE BOOKS:


SEMESTER III
RETAIL OPERATIONS, SYSTEMS AND INVENTORY

UNIT I
Choosing a Store Location: Importance of location to a retailer – Trading Area Analysis “Regional Analysis” – Characteristics of the trading areas

UNIT II
Site selection: Actual site analysis and selection – Choice of a general location – characteristics of the available site – Retail store layout – the circulation plan – space mix and effective retail space management – Floor space management

UNIT III

UNIT IV
Evaluating a retail operation: Store operating parameters – Using the strategic resource model in retailing – designing a performance programme

UNIT V
Retail Inventory: Inventory Planning – Return on inventory investments and stock turnover – Inventory Management – Physical and perpetual inventory systems – retail method of inventory valuation.

TEXT BOOK
James R Ogden and Denise T Ogden – Integrated Retail Management, Biztantra, 2005

REFERENCE BOOK


TAXATION – LAW AND PRACTICE

**Goal:** To enable the students to acquire knowledge of principles of Taxation

**Objective:** On successful completion of this course, the students should have understood
- Principles of Direct and Indirect Taxes
- Calculation of Tax, Tax Authorities, Procedures,…

UNIT – I

General Principles of Taxation, Distinction between direct and Indirect taxes, tax evasion – avoidance – causes - remedies.

UNIT – II


UNIT – III

Computation of income under profits and gains of business - profession - capital gains – income from other sources - Deductions in the computation of total income - income tax Authorities and their power.(problems be included).

UNIT – IV

Indirect taxes – selected provisions of VAT– with regard to registration of dealers - procedure and effects of registration -mode of charging VAT – exemption from VAT – authorities and their powers.

UNIT – V

Role of Excise duties in the total revenue – objectives of excise duty in the total revenue – objectives of excise duty – exempted form duty – customs duties – Levy of import and export duty – distinction between advalorum and specific duties – exemption

Note: Theory and problems shall be distributed at 60% & 40% respectively.

**BOOKS RECOMMENDED**

1. Bhagavathi Prasad - Income Tax Law & Practice
2. Mehrothra - Income Tax Law & Practice
3. Gour & Narang - Income Tax Law & Practice
4. Dingare pagare - Income Tax Law & Practice
5. Dingare Pagare - Business Taxation
6. Balasubramanian - Business Taxation
III- Semester

Skill Based Subject-1: Entrepreneurship Development

Subject Description
This course presents the Entrepreneurship Development emphasizing the Students to train in Entrepreneurship.

Goals:
To enable the Students to learn the Entrepreneurship Development in order to start new ventures.

Objectives:
On successful completion of the course the students should have:
- Understood Entrepreneurship Development
- Learnt to start new enterprises, opportunity recognition, project formulation.

Contents:

Unit I

Unit II

Unit III
Business: Small Enterprises - Definition, Classification - Characteristics, Ownership Structures - Project Formulation.
Steps involved in setting up a Business - identifying, selecting a Good Business opportunity.

Unit IV

Unit V
Support to Entrepreneurs: Government Policy for Small Scale Enterprises - Growth Strategies in small industry - Expansion, Diversification, Joint Venture, Merger and Sub Contracting.

Reference:
SEMESTER IV
HUMAN RESOURCE MANAGEMENT FOR RETAIL ORGANISATION

UNIT I
Nature and scope of human resource management-meaning of human resource-nature and importance of HRM-functions of HRM.

UNIT II

UNIT III
Hiring Process: Sources – Screening and Selection. Training: Needs and Objectives – Types and Evaluation of Training Programmes

UNIT IV
Managing Existing Employees: Teamwork, and Developing Employees, Evaluating employees, Motivating Employees

UNIT V

TEXT BOOK

REFERENCE BOOK
R.S.Dwivedi – Managing Human Resources In Indian Enterprises, Galgotia Publishing Company, 2003


FINANCIAL MANAGEMENT IN RETAILING

UNIT I

UNIT II

UNIT III

UNIT IV

TEXT BOOK:


REFERENCE BOOKS:


SEMESTER IV
MANAGEMENT INFORMATION SYSTEM AND RETAIL BUSINESS

UNIT I
Management Information system – Definition – data information and system – objectives of MIS – approaches to information – role of information systems in organization – value of information – steps in implementation needs – challenges of information systems.

UNIT II
Management information system and decision making – strategic planning for MIS Development of strategic management information system – MIS strategy implementation – Barriers to development of SMIS.

UNIT III

UNIT IV

Unit V
Information systems in Business – marketing Information system – quality information system – financial accounting information system – research and development information system – geographical information system information flow in retail distribution channel – Avoid retail strategies based on inadequate information – building and using retail information system – retail DBMS in action.

TEXT BOOK

REFERENCE BOOKS


IV-Semester
PC SOFTWARE (MS OFFICE) - Theory

Unit-I


Unit-II


Unit-III


Unit-IV

Power Point basics- Working in outline view- using a design template- Merging presentations in Slider sorter view applying templates – Adding graphs- adding organization Charts.

Unit-V

Access Basics- Creating a table- entering and adding records- Changing a structure- working with records – Creating forms – establishable relationship using queries to extract information.

Text Books
3. Quick Course in Micro soft Office Joyce Cox, Polly urban –Galgottia Publications.
4. PC Software for Office- Automation by T.Karthikeyan and Dr. C. Muthu-Sultan Chand and Company.
IV – SEMESTER  
PC Software (MS Office)  
PROGRAMMING LABORATORY  
List of Practicals  

MS-Word  

1. Type the text, check spelling and grammar bullets and numbering list items, align the text to left, right justify and centre.  
2. Prepare a job application letter enclosing your Bio-Data.  
4. Prepare the document in newspaper column layout.  

MS – EXCEL  

5. Worksheet Using Formulas.  
7. Drawing graphs to illustrate class performance.  
8. An excel worksheet contains monthly sales details of five companies.  

MS ACCESS  

9. Simple commands perform sorting on name, place and pin code of students database and address printing using label format.  
11. Inventory control.  
12. Screen designing for data entry.  

MS POWER POINT  

13. Prepare a PowerPoint presentation with at least three slides for department Inaugural function.  
14. Draw an organization chart with minimum three hierarchical levels.  
15. Design an advertisement campaign with minimum three slides.  
16. Insert an excel chart into a power point slide.
BUSINESS LAW

**Goal:** To enable the students to acquire knowledge of legal aspects of business

**Objective:** On successful completion of this course, the students should have understood
- Law of contract, Law of sale of goods
- Law of Agency, Negotiable Instruments Act, .....

**UNIT - I  LAW OF CONTRACT**

**UNIT II**

**UNIT - III  LAW OF SALE OF GOODS**

**UNIT - IV**
Creation of agency - Classification of agents - relations of principal and agent - delegation of authority - relation of principal with third parties - personal liability of agent - Termination of agency.

**UNIT V**

**REFERENCE**

1. N.D. Kapoor - Elements of Mercantile Law
2. Shukla M.C. - A Manual of Mercantile Law
3. Venkatesan - Hand Book of Mercantile Law
4. Pandia R. H. - Mercantile La
5. K.P.Kandasami - Banking Law & Practice
IV Semester  Skill Based Subject-2 : Entrepreneurial Finance

Subject Description
This course presents the Entrepreneurial Finance which helps students to know more about the investments and capital market problems.

Goals:
To familiarize the students with the Entrepreneurial Finance needed to start new ventures.

Objectives:
On successful completion of the course the students should have: Understood Entrepreneurial Finance. Learnt more about capital market considerations, strategic investments.

Contents:
UNIT I
Overview of Entrepreneurial Finance: Introduction - Financing choices for start ups - Opportunity Assessment and Creation - Major valuation - risk management and planning concepts Types of investments and funding sources - Tools for analysis - Valuation concepts Business/financial plans - Capital structures - Sources of funding - Decision horizons

UNIT II
Project Management - Sources of Business idea, Project classifications - Identifications - Formulation & Design - Feasibility Analysis - Preparation of Project Report and Presentation.

UNIT III
Project Finance : Sources of Finance – Institutional Finance - Role of IFC, IDBI, ICICI, LIC, SFC, SIPCOT, Commercial Bank – Appraisal of bank for loans.

UNIT IV
Institutions Aids for Entrepreneurship Development - Role of DICs, SIDCO, NSICs, IRCI, NIDC, SIDBI, SISI, SIPCOT, Entrepreneurial guidance Bureau - Approaching Institutions for Assistance.

UNIT V

Reference:
SEMMESTER - V

COST AND MANAGEMENT ACCOUNTING

Goal: To enable the students to acquire knowledge of Accounting for managerial decisions

Objective: On successful completion of this course, the students should have understood

✓ Cost sheet, Material issues, Labour cost…
✓ Financial statement analysis, Budgeting,…

UNIT I (Theory questions only)
Meaning-definition-scope-objectives-function-merits and demerits of Cost and Management Accounting-distinction between cost, management and financial accounting - Elements of cost-cost concepts and costs classification.

UNIT II (Problems and theory questions)
Preparation of cost sheet-stores control- ECQ-maximum, minimum, reordering levels-pricing of materials issues-FIFO,LIFO,AVERAGE COST, STANDARD PRICE-methods -labour cost-remuneration and incentives.

UNIT III (Problems only)

UNIT IV (Problems only)
Fund flow analysis-cash flow analysis (problems only)

UNIT V (Problems and theory questions)
Standard costing-variance analysis-material and labour variances Marginal Costing-cost volume profit analysis. Budgeting and preparation of various budgets.

(Theory carries 20 marks and problems carry 80 marks)

REFERENCE BOOKS:
1. Jain and Narang - Costing
2. Nigam and Sharma - Cost accounting
3. RK Sharna & K. Gupta - Management Accounting
4. S.N.Maheswari - Management Accounting
MARKETING RESEARCH

UNIT -I
Marketing Research: Meaning, nature and role of marketing research; Organization of marketing research; Marketing research process: Problem identification and definition; Determination of information needs; Developing research proposal.

UNIT -II
Research Design: Types of research Design – Exploratory, descriptive and conclusive researches; Secondary and primary data: Sources of secondary data; Primary data collection instruments – Questionnaire designing and testing; Schedule; Observation methods; Scaling techniques and attitude measurement; Online data sources and research.

UNIT -III
Sample Design: Defining the universe and sampling unit; Sampling frame; Probability and non-probability sampling methods; Sample size determination, Data collection and survey errors.

UNIT -IV
Data Analysis and Interpretation: Data editing and coding; Tabulation and graphic representation; Statistical data analysis including estimation, hypothesis testing, advanced data analysis techniques; Report preparation and presentation.

UNIT -V
Application of Marketing Research: Product research; Advertising research; Market and sales analysis; Marketing research in India; Ethical issues related to marketing research.

TEXT BOOKS:

2. Sharma S.S., Marketing Research.
RETAIL SUPPLY CHAIN MANAGEMENT

UNIT I:
Supply chain management-meaning, definition, need and evolution-traditional and modern approaches to SCM-key issues in SCM-phases of SCM-SCM and its relation to other departments in the organization.

UNIT II:
Operations management in SCM: Type of manufacturing systems-lean manufacturing - mass customization - outsourcing-service operations management - managing supply and demand.

UNIT III:
Procurement for supply chain: Type of purchases-inventory models-inventory counting systems-universal bar code-materials requirement planning-just in time and vendor management inventory.

UNIT IV:

UNIT V:
Global issues in SCM: Forces behind globalization-world class SCM-world class demand management (WCDM)-world class logistics management (WCLM).

TEXT BOOKS:

REFERENCE BOOKS:


Christopher Ryan, High Performance Interactive Marketing, Viva Books Ltd. 2003.
SEMESTER V

VISUAL BASIC (Theory)

**Goal:** To enable the students to learn Visual programming in windows Environment.

**Objective:** On successful completion of this course, the students should have understood

- VB environment with tool bars, controls and components.
- Programming steps
- Declaring variables & arrays
- Fundamentals of Graphics & Files
- Data bases & SQL

UNIT – I
Getting Started – Visual Basic environment – initial VB screen - single document interface - tool bars and systems control and components - use of file, edit, view, projects, format, Run and Debug, tools, window menu, properties window, procedures, image controls, text boxes, labels, navigating between controls, message controls, message boxes and grids.

UNIT – II

UNIT – III
Control arrays - lists: one dimensional arrays – array with more than one dimension - using lists functions and procedures – passing by reference /passing by values - code module – global procedure and global variable – documents for users defined types with statements - common dialog box - MDI forms .

UNIT – IV

UNIT – V
Clip board, DDE, OLE, Data control – programming with data control – monitoring changes to the data bases – SQL basics – Data Base Objects.

REFERENCE BOOK:-

1. Visual Basic 5 from the Ground Up - Gary cornell
   - Tata McGraw hill Publishing
VISUAL BASIC PRACTICALS
List of programs

1. Develop a VB project to check user name and password given by user.
2. Develop a VB project to add and remove items from the list box.
3. Develop a VB project to copy all items in a list box to combo box.
4. Develop a VB project to enter and display student information.
5. Develop a VB project to scroll text from left to right using timer.
6. Develop a VB project to display system date and time on screen.
7. Develop a VB project to find day of a week of a given date.
8. Develop a VB project for mini calculator function.
9. Develop a VB project for monthly calendar using flex grid.
10. Develop a VB project to view all image file in your system.
11. Develop a VB project for notepad.
12. Develop a VB project for document typing using MDI forms.

Use Employee information for the following projects.

13. Develop a VB project to search a record in MS-Access database using data control
14. Develop a VB project to delete a record from MS-Access database using data control
15. Develop a VB project to perform the following operation in MS – Access database using DAO
   a) Move first record  b) Move next record  c) Move previous record  d) Move last record
16. Develop a VB project to insert a record in MS – Access database using ADO.
17. Develop a VB project to modify a record in MS – Access database using ADO.
SEMESTER V
Skill Based Subject 3: Small Business Management

Subject Description:
This course incorporates current theory and practice relating to starting and managing small firms. It provides a comprehensive coverage of critical small business issues; numerous real-world examples.

Goals:
To help Students understand how to apply the small business management concepts.

Objectives:
On successful completion of the course the students should have:
Understood small business management concepts, opportunities recognition, quality and risk management.

Contents:
UNIT I
The Winning Hand of Entrepreneurship - Strategies That Capture Opportunities – E-Commerce Opportunities - Global Opportunities - Entrepreneurial opportunities - The factors that make the family business unique - The franchising Concept.

UNIT II

UNIT III
Selecting a Location and Planning the Facilities - Projecting Financial Requirements - Finding Sources of Financing - Exit Strategies - Develop a comprehensive business plan - the nature of the marketing research process - Identify the factors affecting choice of a business location.

UNIT IV

UNIT V

References:
2. Small Business Management By And By Megginson and Byrd and Megginson, Megginson Megginson and B, Leon C.
3. Effective Small Business Management By Zimmer Scarborough and, And Zimmer Scarborough and Zimmer
5. Small Business Management: Managing People By David Byrne, Jim Richardson, Wilf Bowen.
SEMESTER VI  Global Business Management

UNIT -I
Need and relevance-international trade – current pattern of India’s foreign trade and world trade-India’s trade-trends-composition-volume and direction-traditional and non traditional products-brief background of import trade-future.

UNIT -II

UNIT -III

UNIT -IV
Export financing – procedure for pre-shipment finance-post shipment finance-terms of payment in international trade-letter of credit-features and types-medium and long term loans – export control regulations - ECGC.

UNIT -V

Recommended Books:
1. TAS Balagopal Export Management
2. Francis Cherunilam International Trade and Export Management
3. S K Varghese Foreign Exchange and Financing of Foreign Trade
4. Y R Ullal Export Management
RETAIL ADVERTISING AND PROMOTION

UNIT I:
Advertising in retailing: Advertising principles-steps in planning a retail advertising campaign-advertising for the retail store.

UNIT II:
Media and copy decisions: Media objectives-planning and budgeting-advertising evaluation-creating and producing copy-copy testing.

UNIT III:
Retail promotional strategy: Promotional objectives, promotional budget, selecting the promotional mix, implementing the promotional mix.

UNIT IV:
Management of sales promotion: Role of sales promotion-types of sales promotion-evaluating sales promotion.

UNIT V:
Personal selling and publicity: Publicity and special events-role of personal selling in retailing-process in personal selling.

TEXT BOOKS:

REFERENCES BOOKS:


SEMESTER VI
CHANNEL MANAGEMENT

UNIT I:
Marketing channels-structure, functions and relationships-meaning, need, importance and functions of marketing channels-emergence of marketing channel structure-primary and specialized participants-channel structure.

UNIT II:
Channel strategy and design-enterprise positioning-corporate strategy-customer, competitive and internal environmental analysis-channel objectives-product impact on marketing channel design-transaction cost analysis-analytical tools for evaluating alternative structures-evaluation of channel members-channel strategy-multiple channels.

UNIT III:
Channel development and marketing: Negotiations in marketing-negotiation strategy-channel negotiation process-leadership-vertical marketing system-conflict-types and resolution-macro perspective of channel performance-measuring final performance-measuring customer satisfaction.

UNIT IV:
Issues in retail channel management: Channel dynamics-impact of information age-information systems and channel management-channel change and management-strategic issues in international retailing-need for distribution innovation.

UNIT V:
Channel institutions-retailing-non-store retailing-wholesaling-international distribution channels-channels of distribution for services.
Retail organizations-independent retailers-chain retailers-leased departments-franchises-integrated and consumer co-operatives.

TEXT BOOKS:

REFERENCE BOOKS:
Christopher Ryan, High Performance Interactive marketing, Viva Books Ltd 2003.
VI Semester  Skill Based Subject-4 : Business Environment

Subject Description
This course incorporates Current theory and practice of business environment relating to critical business issues.

Goals:
To help Students understand know about business environment.

Objectives:
On Successful completion of the course the students should have: Understood business environment, socio political environment, International Business scenario.

UNIT I
Business environment:- The concept and significance constituents and characteristics of business environment in India - social responsibility of business.

UNIT II

UNIT III
Economic environment - Economic systems - mixed economy - Industrial regulation -curbing monopolies and restrictive trade practices - Foreign exchange regulation.

UNIT IV
Indian Economic environment:- Planning in India - Promotion of Industries - backward, rural industrialization - Banking & credit - Industrial infrastructure - recent developments - Industrial sickness - recent economic policy.

UNIT V
International business scenario:- Globalization - Foreign Investment and collaboration NRI Investment - MNCs - GATT - WTO - Its impact on Indian - Foreign regulation control.

Reference :
2. Francis Cherunila, Business Environment.
3. Pruti S, Economic & Managerial Environment In India.
5. Amarch and D., Govt. Business.
Goal: To enable the students to acquire knowledge of Insurance Business

Objective: On successful completion of this course, the students should have understood
- Principles of Insurance
- Life Insurance and General Insurance business in India

UNIT-I
Defining Risk and Uncertainty - Classification of risk - Sources of risk - External and Internal Insurance - Meaning, nature and significance essential requirements and principles of risk insurance; reinsurance; privatisation of insurance business in India; Insurance Regulatory Development Authority – Recent Developments in the Insurance sector.

UNIT-II
Life Insurance - Law relating to life Insurance; General Principles of Life Insurance Contract; Proposal and policy; assignment and nomination; title and claims; concept of trust in life policy; LIC - Role and functions.

UNIT-III
General Insurance - Law relating to general insurance; different types of general insurance; general insurance Vs life insurance; nature of fire insurance; various types of fire policy; subrogation; double insurance; contribution; proximate cause; claims of recovery. Accident and Motor Insurance - Nature, disclosure, terms and conditions claims and recovery; third party insurance; Compulsory motor vehicle insurance; accident insurance.

UNIT-IV
Deposit and Credit Insurance - Nature, terms and Conditions, claim, recovery etc., public liability insurance; emergency risk insurance structure and power, function of General Insurance Corporation of India; Deposit Insurance and credit Guarantee Corporation.

UNIT-V
Marine Insurance - Law relating to marine insurance; scope and nature; types of policy; insurable interest; disclosure and representation; insured perils; proximity cause; voyage; warranties; measurement; subrogation; contribution; under insurance.

TEXT BOOKS
2. Kothari & Bahl : Principles and Pratices of Insurance
3. G.S.Panda : Principles and Pratices of Insurance
4. N.D.Kapoor : Elements of Business Law
5. P.Periyasamy : Principles and Pratices of Insurance
Elective – I B Customer Relationship Management

CUSTOMER RELATIONSHIP MANAGEMENT

UNIT I
Overview of Relationship Marketing – Basis of Building Relationship – Types of Relationship Marketing – Customer Life Cycle.

UNIT II

UNIT III
Sales Force Automation – Contact Management – Concept – Enterprise Marketing Management – The Core Beliefs – CRM in India.

UNIT IV

UNIT V
Database Marketing – Prospect Database – Data Warehouse and Data Mining – Analysis of Customer Relationship Technologies – Best Practices In Marketing Technology – Indian Scenario.

TEXT BOOK

REFERENCE BOOKS
Philip Kotler, Marketing Management, Prentice Hall, 2005
Elective – I  C  Brand Management

UNIT I:
Brand-history of branding-importance of branding-strategic brand management process-brand image-branding challenges and opportunities.

UNIT II:
Brand positioning-brand equity-sources-building a strong brand-brand building implications-identifying brand positioning-positioning guidelines-defining brand values-internal branding.

UNIT III:
Planning and implementing brand marketing-choosing brand elements-criteria-options and tactics for brand elements-new perspective on marketing-co-branding-guidelines-licensing guidelines.

UNIT IV:
Measuring and interpreting brand performance-brand value chain-brand tracking studies-establishing effective brand equity management systems-capturing market performance-comparative methods.

UNIT V:
Implementing brand strategies-brand product matrix-breadth and depth of branding strategy-brand hierarchy-designing a long term brand strategy-brand extensions-advantages and disadvantages-reinforcing brands-adjusting brand portfolios.

TEXT BOOKS:
Kelvin Lane Keller-Strategic Brand Management-Prentice Hall India, 2003.

REFERENCE BOOKS:
Elective – II A Strategic Management

UNIT I

UNIT II

UNIT III

UNIT IV


UNIT V
Core Competencies – Building core competencies – Building Strategic Supportive Corporate Culture Strategic advantage – Managing Strategic Change – Strategic Change Process – Diagnosing change need.

TEXT BOOK
PK Ghosh, Strategic Planning and Management, Sultan Chand & Sons, 2000.

REFERENCE BOOK


Elective – II  B  Industrial Relations and Labour Laws

Objectives:
On successful completion of this course, the students should have understood
• Legislations relating to Industrial Disputes and Labour welfare

UNIT I
Industrial relations - industrial disputes - causes - handling and settling disputes - employee grievances - steps in grievance handling - causes for poor industrial relations - remedies.

UNIT II

UNIT III

UNIT IV
The Industrial Disputes Act 1947 - The Trade Union Act, 1926.

UNIT V
The Payment of Wages Act,1936 - The Employee's State Insurance Act, 1948

REFERENCES:
1. Personnel Management & Industrial Relation -P.C.Tripathi
2. Dynamics of Personnel Management - C.B.Mamoria
5. N.D. Kapoor - Mercandile Law - Sultanchand & Sons
Elective – II  C  Consumer Behaviour

**Subject Description:** This course presents the basics of consumer behaviour

**Goals:** To enable the students to learn the basics of consumer behaviour

**Objectives:** On successful completion of the course the students should have:
- Understood consumer motivation and perception
- Learnt consumer learning and attitude
- Learnt consumer decision making

**UNIT-I**

**UNIT –II**
Consumer research — Paradigms — The process of consumer research - consumer motivation — dynamics — types — measurement of motives — consumer perception

**UNIT – III**
Consumer Learning — Behavioural learning theories — Measures of consumer learning — Consumer attitude — formation — Strategies for attitude change

**UNIT – IV**
Social class Consumer Behaviour — Life style Profiles of consumer classes — Cross Cultural Customers Behaviour Strategies.

**UNIT-V**
Consumer Decision Making — Opinion Leadership — Dynamics — Types of consumer decision making — A Model of Consumer Decision Making

**REFERENCE BOOKS:**


Elective – III  A  E – Commerce

Unit – I
Foundation of electronic Commerce :- Definition and content of the field – Driving force of EC-Impact of Ec – Managerial Issues- Benefits and Limitations of EC Retailing in EC : :- Business models of E – marketing – Aiding comparison shopping - The impact of EC on Traditional Retailing System.

UNIT – II

UNIT – III

UNIT – IV

UNIT –V

Reference Books :-

EFRAIM TURBUN, JAE LEE, DAVID KING, H. MICHAEL CHUNG
- “ELECTRONIC COMMERCE – A MANAGERIAL PERSPECTIVE ,
Elective – III | B | HRD (Human Resource Development)

**AIM:** To enable the students to learn the principles and practices of developing human resources.

**UNIT I:**
HRD - Meaning, scope, importance, difference between traditional personnel management and HRD. Role Analysis and HRD-Key performance areas, Critical Attributes, Role Effectiveness, Role analysis methods.

**UNIT II:**
Performance appraisals and performance development - objectives of performance appraisal - The past and the future; Basic considerations in performance appraisal; Development oriented appraisal system. Interpersonal Feedback and performance counseling.

**UNIT III:**
Potential Appraisal and Development. Career planning and Development.

**UNIT IV:**
Training - conceptual framework for training; learning principles; Identification of training needs; Determination of training objectives; Training programme design; Training methods and their selection criteria.

**UNIT V:**
Organization Effectiveness - Organisation Culture, HRD climate; Organization Development - characteristics, HRD - OD interface. HRD experiences in India - Emerging trends and perspectives.

**REFERENCES:**
Elective – III  C Merchandising Management

UNIT I

Unit II
Merchandise planning-steps involved – merchandise control – the open to buy – assortment planning – steps involved – merchandising stages- merchandise budgets and forecasting

UNIT III

UNIT IV

UNIT V

Text Book
Chetan Bajaj And Ranjith – Retail Management – Oxford University Press, second edition 2005

Reference Book
