<table>
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<tr>
<th>Part</th>
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<th>Ins. Hrs / Week</th>
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<td>III</td>
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<td>Core III – Organisational Behaviour</td>
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<td>III</td>
<td>Core IV – Economics for Executives</td>
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<td>Core V – Business Communication</td>
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<td>Core VI – Production and Material Management</td>
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<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>Core XIII–PC Software (Ms Office ) – Practical</td>
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<td>Skill based Subject-2 : Consumer Behaviour</td>
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## SEMESTER –V

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<td>III Core XV – Research Methods in services Marketing</td>
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<td>III Core XVI - Insurance Marketing</td>
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<td>III Core XVII – Tourism Marketing</td>
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<td>III Elective –I</td>
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### SEMESTER –VI

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<td>III Core XXI – Marketing of Banking Service</td>
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<td>IV Skill based Subject –4 : Customer Relationship Management</td>
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<td>V Extension Activities @</td>
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**TOTAL** | -      | -      | -         | 3500   |

$ 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>Logistics and Sales Management</th>
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<tbody>
<tr>
<td></td>
<td>B</td>
<td>Modern Office Management</td>
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<td>Elective – II</td>
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<td>Industrial Relations and Labour Laws</td>
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<td>Elective - III</td>
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<td>Quality Management Services</td>
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<td>Human Resource Development</td>
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<td>E-Commerce</td>
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SEMINAR - 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 liner 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 detoritates 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
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

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

**Objective:** On successful completion of this course, the students should have understood
- Principles of marketing management, market segmentation
- Product life cycle, pricing, branding, …..

**UNIT - I**

Definition of Marketing - Marketing Management - Marketing concept - meaning
Importance of marketing in developing countries - Functions of Marketing - Marketing environment: various environmental factors affecting the marketing function.

**UNIT - II**


**UNIT - III**


**UNIT - IV**

Pricing: Meaning to Buyer & Seller - pricing policies – Objective factors influencing pricing decisions - Competitors action to price changes - multiproduct pricing. Physical Distribution - Management of physical distribution - marketing risks.

**UNIT - V**


**REFERENCE BOOKS:**

1. Philip Kotler - Marketing Management
2. Rajan Nair - Marketing Management
3. Cundiff and Still - Fundamentals of modern marketing
MANAGEMENT INFORMATION SYSTEM

**Goal:** To enable the students to acquire knowledge of MIS

**Objective:** On successful completion of this course, the students should have understood
- Computer based information system
- MIS support for the functions of management

**UNIT I**

Introduction to Information Systems - definition - features - steps in implementation of MIS - need for information-information system for decision making- MIS as competitive advantages – MIS structures.

**UNIT II**

MIS - Strategic information system - MIS support for planning - organising - controlling - MIS for specific functions - personnel, finance, marketing inventory production Data Base Management System Models - hierarchical -network - relational - modular.

**UNIT III**


**UNIT IV**


**UNIT V**

Telecommunication revolution - Introduction to Email, internet, intranet and teleconferencing, www architecture, Introduction to E-Commerce, models B_B, B_C, and EDI, EDI applications in business, electronic payment cash, smart cards, and credit cards.

**REFERENCES**

- Management Information System - Murdick and Ross
- Management Information System- A contemporary perspective - Kenneth Laudon & Jane Laudon
- Management Information System - Gordon B Davis
- Management Information System - James O brien
- Computer applications in business - Subramanian K
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
Skill Based Subject-1: RETAIL ENVIRONMENT

Subject Description: This course presents the basics of retailing, trends in retailing, evolution of retailing and global retail markets.

Goals: To enable the students to learn the basics in retailing, evolution and trends in retailing.

Objectives: On successful completion of the course the students should have:
- understood the features of retailing
- learnt the theories of retail development
- learnt retail development in India and global retail markets

Contents:

UNIT I

UNIT II
Retail Model and Theories of Retail Development – Life cycle and phase in growth of retail markets – Business models in retail – other Retail models.

UNIT III
Strategic Planning in Retailing: Situation Analysis – Objectives – Need for identifying consumer needs – Overall strategy, feedback and control – consumer decision-making process.

UNIT IV
Retail in India: Evolution and Size of retail in India – Drivers of retail change in India – Foreign Direct Investment in retail – Challenges to retail developments in India.

UNIT V
Global retail markets: Strategic planning process for global retailing – Challenges facing global retailers – Challenges and Threats in global retailing – Factors affecting the success of a global retailing strategy

REFERENCE BOOKS:
James R. Ogden, Denise Ogden – Integrated, Retail Management – Biztantra 2005
SEMESTER - IV

HUMAN RESOURCE MANAGEMENT

Goal: To enable the students to acquire knowledge of Human Resource Management

Objective: On successful completion of this course, the students should have understood
- Functions of HR/Personnel Department
- Manpower planning, performance appraisal,…
- Salary administration, Labour Welfare, Industrial Relations,…

UNIT - I


UNIT - II

Manpower planning - Job description - Job analysis - Role analysis - Job specification - Recruitment and Selection - Training and Development.

UNIT - III

Performance appraisal - Job evaluation and merit rating - Promotion - Transfer and demotion - Human relations - approaches to good human relations - Punishment.

UNIT - IV

Wages and Salary administration - Incentive system - Labour welfare and Social Security - Safety, health and Security - retirement benefits to employees.

UNIT - V

Industrial relations - Trade unionism - Grievance handling – collective bargaining and worker's participation in management.

REFERENCE BOOKS:
1. Tripathy - Personnel Management and Industrial Relations
2. Bhagoiwal - Personnel Management and Industrial Relations
3. Memoria - Personnel Management and Industrial Relations
FINANCIAL MANAGEMENT

Goal: To enable the students to acquire knowledge of Financial Management

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

✓ Finance Functions, Cost of capital, Capital structure,…
✓ Capital Budgeting, Working capital management,…

UNIT - I (Theory only)


UNIT - II (Problem & Theory questions)

Financing Decision: Cost of Capital - Cost of Specific Sources of capital - Equity - preferred stock debt - reserves - weighted average cost of capital, Operating Leverage and Financial Leverage.

UNIT - III (Theory only)


UNIT - IV (Theory only)


UNIT - V (Problems& theory questions)

Capital budgeting-meaning-objectives-preparation of various types capital budgeting.

(Theory carries 80 Marks, Problems carry 20 Marks)

REFERENCE BOOKS
1. P.V. Kulkarni - Financial Management
3. I. M. Pandey - Financial Management
4. S.N. Maheswari - Management Accounting
INDUSTRIAL AND SERVICES MARKETING

UNIT-I

UNIT-II

UNIT-III
Services: Definition, Characteristics, Classifications- Relationship Marketing- Service mission – Service market segmentation – Service positioning and differentiation- Services marketing mix- Marketing issues.

UNIT-IV
Role of Service sector in Indian economy vs that of other countries- Marketing plans for services- Service communications – Customer focused service organizations – Service quality and delivery – Customer satisfactions.

UNIT-V
Financial services marketing –Communication and information services – Media services- Education, training services – Social marketing – Religious services marketing- Emerging trends in services marketing.

REFERENCE BOOKS:
1. Alexander Hill & Cross, “Industrial Marketing” AITBS
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.
10. Pay rolls processing and prepare report
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 : CONSUMER BEHAVIOUR

**Subject Description:** This course presents the basics of consumer behaviour. The goal is to enable the students to learn 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:**


SEMESTER - 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
RESEARCH METHODS IN SERVICE MARKETING

Unit – I Introduction to Research
Meaning of research – Objectives – Types – Significance of research –
criteria of good research – problems encountered by researchers in India –
Research problem – techniques involved in defining a problem.

Unit –II Research Design:
Meaning – Need – Features –Different research designs – sampling design
– steps in samplings – Characteristics of a good sample design – different types of
sample design- measurement and scaling technique.

Unit – III Data Collection
Collection of Primary data – observation method – Interview method –
collection of data through questionnaires & schedules – difference between
questionnaires and schedules – other methods of data collection – collection of
secondary data.

Unit –IV statistical techniques:
Factor Analysis – cluster analysis – discriminate analysis – multiple
regression & correlation – application of SPSS package.

Unit –V Research Report
The purpose of the Written report – Basics – The integral parts of a report –
the title of a report – the table of content – synopsis – Introductions to
recommendation sections.

Reference :-
1. Donald R. Cooper and Rama’s S. Schindler, business research method – tata
McGraw Hill Publishing
INSURANCE MARKETING

UNIT-I: Introduction to Insurance

UNIT-II: Marketing of Insurance.


UNIT-IV: Users of Insurance Services.
Users of Insurance Services - Behavioral profile of users – Marker segmentation of Insurance – Significance – Marketing Information system for Insurance organization.

UNIT-V: Insurance Product

Reference:
Services marketing – S.M.JHA-Himalaya publishing House.
Tourism Marketing

Unit - I : Introduction :
Basic concepts of Tourism services- Tourism marketing- meaning – components of Tourism product – Users of Tourism services – Behavioural profile of users- Thrust areas of Tourism.

Unit- II :
Product planning and Development – market segmentation for Tourism – Bases - Growth of Tourism services in India. – problems and prospects of tourism services.

Unit- III:
Marketing Information system for Tourism – Tourist organization – marketing mix – product mix- formulation of marketing mix for the Tourist organization.

Unit –IV:
Tourism product- Features- Designing a package Tour-Brand Decisionslaunching new product.

Unit- V
Promotion mix for Tourism product - price mix – place mix – channel distribution- people – Travel Agents- guides- channel distribution - people- Travel agents- Guides- Airline services- Travel Service- Seven Cs of Travel Service Marketing- (Marketing Challenges for services) – Railway Services Marketing – Factors influencing passenger fares and freight rates.

References:
V -SEMESTER
Skill Based Subject-3: MERCHANDISING MANAGEMENT

**Subject Description:** This course presents the basics of merchandising

**Goals:** To enable the students to learn the basics of merchandising management

**Objectives:** On successful completion of the course the students should have:
Understood merchandising planning
Learnt merchandise buying
Learnt visual merchandising

**UNIT-I**
Merchandising — meaning — concept — factors affecting merchandising function — merchandise manager functions — merchandise mix — components of merchandise management — merchandise strategies

**UNIT –II**
Merchandise Planning — steps involved — merchandise control — assortment planning — merchandising stages

**UNIT – III**
Merchandise buying — types — sources of supply — identifying and contracting - evaluating sources- branding strategies — category management

**UNIT –IV**
Merchandise performance — retail pricing — merchandise allocation — analyzing merchandise performance — methods.

**UNIT-V**
Visual Merchandising — types of display — display planning — methods of display — Ww4iyand interior display — space management — planning lay out

**REFERENCE BOOKS:**


James ROgden, Denise T.Ogden - Integrated Retail Management, Wiley Pvt Ltd, 2005

SEMESTER - VI

ENTREPRENEURSHIP AND PROJECT MANAGEMENT

Goal: To enable the students to acquire knowledge of Entrepreneurship

Objective: On successful completion of this course, the students should have understood
- EDP, Project management
- Institutional support to entrepreneurial development

UNIT I

Meaning of Entrepreneurship - characteristics, functions and types of entrepreneurship - Intrapreneur - Role of entrepreneurship in economic development.

UNIT II


UNIT III

Project Management: Meaning of project - concepts - categories - project life cycle phases - characteristics of a project – project manager - role and responsibilities of project manager.

UNIT IV

Project identification - selection - project formulation – contents of a project report - planning commission guidelines for formulating a project - specimen of a project report.

UNIT V

Source of finance for a project - Institutional finance supporting projects project evaluation - objectives - types - methods.

TEXT BOOK

1. Entrepreneurial Development: S.S.Khanka
2. Entrepreneurial Development: C.B.Gupta & N.P. Srinivasan
3. Project Management: S.Choudhury
4. Project Management: Denis Lock
ADVERTISING MANAGEMENT FOR SERVICE

Unit –I Introduction to Advertisement :
Concept and definition of advertisement – social, economic and legal implications of advertisements –setting advertisement objectives.

Unit- II Ad. Agencies

Unit –III Advertisement Media:
Media plan type and choice criteria – reach and frequency of advertisements – cost of advertisements related to service- media strategy and scheduling.

Unit –IV Design and Execution of Advertisement

Unit –V Media Research

References:
1. Kenneth Clow. Donald Back – “Integrated Advertisements, Promotion and marketing communication”, -Prentice hall of India
MARKETING OF BANKING SERVICES

UNIT-I
Marketing- Meaning- Importance of Marketing- Modern Marketing Concept-
Features of the Modern Marketing Concept- Marketing and selling social Marketing-
Remarketing- Remarketing.

UNIT-II
Relevance of Marketing to Banking0 Marketing environment of a Banker-
Marketing Mix of a Banker- Marketing Plan; Bank’s business objectives, Marketing
Audit, SWOT Analysis, Marketing Objectives and marketing. Marker segmentation-
Bases – Marketing outlet for a Banker- Suitable location for a Bank branch- Branch
layout.

UNIT-III
Product Mix: Product Line of a Banker, New Marketing Product Development,
Constraints on Product Development, Product Management, Non Fund Based Business.

UNIT-IV
Price Mix: Meaning, Importance, Factors affecting price of a product, pricing
objectives, Pricing Policies, Deregulation of Interest rates, Service Charges.

UNIT-V
Promotion Mix: Meaning, Objectives, Methods, Factors affecting Promotion Mix
of a Banker; Personal Promotional Efforts, Direct Marketing Public Relations, Societal
Banking. Customers Meets, Customer Service, Advertising, Publicity- Good
Promotional.

REFERENCE BOOKS:
1. Ramasamy and Namakumari, Marketing Management.
2. Gupta and Rajan Nair, Marketing Management.
3. Madhukar, Dynamics of Bank Marketing.
4. Kenneth Andrew, the Bank Marketing Handbook.
Skill Based Subject-4: CUSTOMER RELATIONSHIP MANAGEMENT

Subject Description: This course presents the basics of Customer Relationship Management

Goals: To enable the students to learn the basics of Customer Relationship Management

Objectives: On successful completion of the course the students should have:
Understood Relationship Marketing
Learnt Sales Force Automation
Learnt Database Marketing

UNIT – I
Overview of Relationship marketing – Basis of building relationship – Types of relationship marketing – customer life cycle

UNIT – II
CRM – Overview and evolution of the concept – CRM and Relationship marketing – CRM strategy – importance of customer divisibility in CRM

UNIT – III
Sales Force Automation – contact management – concept – Enterprise Marketing Management – core beliefs – CRM in India

UNIT – IV
Value Chain – concept – Integration Business Management – Benchmarks and Metrics – culture change – alignment with customer ecosystem – Vendor selection

UNIT – V
Database Marketing – Prospect database – Data warehouse and Data Mining – analysis of customer relationship technologies – Best practices in marketing Technology – Indian scenario.

REFERENCE BOOKS:

Philip Kotler, Marketing Management, Prentice Hall, 2005
Elective – I
Logistics and Sales Management

UNIT I:
Introduction to Logistics and competitive Strategy- Definition and Scope of Logistics- Functions & Objectives- Customer Value Chain- Service Phases and attributes-Value added logistics services- Role of logistics in Competitive strategy.

UNIT II:

UNIT III:

UNIT IV:

UNIT V:
Sales management- Meaning and objectives of sales management, responsibilities of sales manager; role of sales manager as leader of sale force, sales management and marketing management relationship Salesmanship. Meaning, scope, importance and limitations; Management of Sales. An introduction to retailing system, retailing definition, structure, retailing mix, retail store location, flow, retail pricing Objectives of sales forecasting; methods and procedures of sales forecasting.

References:
4) Sales Management Decision, policy by R Still nd Cundif.
5) Salesmanship by Upatric, CA.
Elective – I  B  Modern Office Management

Unit –I Office Management and organization

Unit- II Office Environment & Communication

Unit –III : office correspondence & Record management

Unit –IV : Office systems & Procedures

Unit –V Office Personnel relations

Reference Books:
1. Modern office management – Dr. I.M.SAHAI –Sathiya Bhawan Agra
2. Office organization And Management – S.P Arora – Vikas publishing House Pvt Ltd.
Elective – I C 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
Elective – II  A  International Services Marketing

Unit – I

Unit – II
Classification of services – distinctive features of services – service market potential.

Unit – III
Factors contributions to the growth of service marketing in the Indian context – Assessing service marketing opportunities – service marketing segmentation – global strategies.

Unit – IV
Targeting service users – positioning strategies – developing brand new service – pricing of service issues relating to distribution [both national and international ]

Unit – V
Designing communication mix for promoting international service – advertising and publicity for services – personal selling in relation to services – I.T impact on service marketing.

Reference:
1. Chiristian gronroos, services management and marketing, John wiley & sons ltd 2000
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    Investment Management

**Goal:** To enable the students to acquire knowledge of Investment management

**Objective:** On successful completion of this course, the students should have understood
- ✓ Investment avenues
- ✓ Security analysis,…

**UNIT I**

Concept of investment-important - alternate forms of investment-LIC schemes-bank deposits-government securities-mutual fund schemes-post office schemes-provident fund-company deposits-real estate-gold & silver.

**UNIT II**

Investment in shares and debentures-comparison with other forms of investment-primary market: role of NIM mechanics of floating new issues secondary market: function-mechanics of security trading-OTCEI-NSE futures & options.

**UNIT III**


**UNIT IV**

Security analysis-fundamental analysis: economic, industry and company analysis-technical analysis: Dow theory-types of shares -important share patterns.

**UNIT V**


**REFERENCE BOOKS:**

1. Preethi Singh  Investment Management
2. Bhalla G.S.  Investment Management
3. Francis  Investment Management
4. Dr.Avadhani  Stock Market Analysis.
Elective – III  A Quality Management Services

Unit –I Introduction

Unit –II Customer satisfaction

Unit –III Leadership

Unit –IV Quality management systems

Unit –V Tools and Techniques for Quality management

Seven old (Statistical) tools, seven new management tools
POKAYOKE

Text Book:

References:
Elective – III | HRD (Human Resource Development)

**Goal:** 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 | 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 ,

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