## SCHEME OF EXAMINATION – CBCS Pattern

<table>
<thead>
<tr>
<th>Part</th>
<th>Study Components</th>
<th>Course Title</th>
<th>Ins. Hrs./ Week</th>
<th>Examinations</th>
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<td>Dur. Hrs.</td>
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### SEMESTER – V

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<td>Core XV – Marketing Research</td>
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<td>Core XVI – Advertising and Sales Promotion</td>
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<td>Core XVII – Services Marketing</td>
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### SEMESTER – VI

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<td>Skill based Subject –4: Customer Relationship Management</td>
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**V** Extension Activities @

**TOTAL** - - - - 3500 140

$ 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>B</td>
<td>Modern Office Management</td>
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<tr>
<td>C</td>
<td>Logistics and Sales Management</td>
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<td>B</td>
<td>Industrial Relations and Labour Laws</td>
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<td>C</td>
<td>Tourism Planning and Development</td>
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<tr>
<td>B</td>
<td>Human Resource Development</td>
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<tr>
<td>C</td>
<td>Brand Management</td>
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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 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
Perception - Factors affecting perception - Motivation - theories - financial and
non-financial motivation - techniques of motivation - Transactional Analysis - Brain
storming.

UNIT - III
Job satisfaction - meaning - factors - theories - Management of job satisfaction -
Morale - importance - Employee attitude and behaviour and their significance to
employee productivity - job enrichment - job enlargement.

UNIT – IV
Hawthorne Experiment - importance - Group Dynamics - Cohesiveness – Co-
operation - competition - conflict - Types of Conflict – Resolution of conflict -
Sociometry - Group norms - Role - Status – supervision style - Training for
supervisions.

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
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
NEW PRODUCT DEVELOPMENT

Objective
To prosper firms must develop new products and service innovations. In this course several practical concept development methods.

UNIT I
New product developers-Users or manufacturers, Generation of Ideas for breakthroughs, Finding out what users want.

UNIT II
Improvement to existing products, Marketing Research process for Idea generation, Brain storming and Creativity training.

UNIT III
Advertisements to sustain New products, Finding solutions to consumer needs, word-of-mouth as critical aspect to sustainability of new products.

UNIT IV
Innovation communities, First movers, Laggards.

UNIT V
Demographic, Cultural, economic analysis for new product development.

REFERENCES:
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 Law
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

**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 Sharma & 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.
ADVERTISING AND SALES PROMOTION

Goal: To enable the students to acquire knowledge of sales promotional measures

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

✓ Advertising, Ad media, Ad agencies,
✓ Sales force management, promotional strategies…

UNIT - I

UNIT II

UNIT III
Advertising layout- functions-design of layout-typography printing process-lithography-printing plates and reproduction paper, and cloth- size of advertising-repeat advertising-advertising campaign- steps in campaign planning.

UNIT IV

UNIT V

REFERENCE BOOKS:
1. Bolen J.H. Advertising
2. Sontakk C.N. Advertising and Sales Management
3. Davar S.K. Salesmanship and advertising
4. Neelamegam, Sales Forecasting key to Integrated Management.
SERVICES MARKETING

Objective: The course aims at making students understand concepts, philosophies, processes and techniques of managing the service operations of a firm.

Unit I: Introduction: Difference between product and services marketing; Characteristics of services. Service marketing system: Service quality; Understanding customer expectations and zone of tolerance; Targeting and positioning of service.

Unit II: Services marketing mix: Augmented marketing mix; Developing the service product/intangible product; Service product planning; Service pricing strategy; Services promotions; Services distributions.

Unit III: Physical evidence: Role of communication in service marketing; People and internal communication; Process of operations and delivery of services; Role of technology in services marketing.

Unit IV: Marketing the Financial Services: Deciding the service Quality, Understanding the customer expectation, segmenting, targeting, and positioning of Financial Services, Devising Financial Services Marketing Mix Strategies with special reference to Credit Cards, Home Loans, Insurance and Banking.

Unit V: Services in global perspective: International marketing of services; Recent trends; Principal driving force in global marketing of services; key decisions in global marketing; Services strategy and organising for global marketing.

Suggesting Readings
2. Rampal and Gupta-Services Marketing- Sultan Chand.
5. Rama Mohana Raok – Services Marketing(Pearson Education).
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
E-MARKETING (Electronic Marketing)

UNIT I
What is e-marketing, how does it relates to e-business, internet, e-marketing past, present, and future, strategic e-marketing, from strategy to electronic strategy, from business models to electronics models—e-business models, performance metrics.

UNIT II
The e-marketing plan, e-marketing planning, creation of e-marketing plan, A seven step E-marketing plans, e-marketing environment, global marketing, overview of global marketing issues, country and market opportunity analysis, technological readiness influences marketing, wireless internet access software policy, ethical and legal issues, privacy, digital property.

UNIT III
E-marketing environment, marketing knowledge, marketing knowledge management, Other Technology enabled approaches, real space approaches, marketing databases, And data warehouses, knowledge management metrics, the Hanover story, inside The internet exchange process.

UNIT IV
Segmentation and targeting overview, three markets, market segmentation bases, Differentiation dimensions, differentiation strategies, bases and strategies for positioning.

UNIT V

BOOK:
E-Marketing Prentice-Hall of India
Judy Strauss New Delhi 110001
Adel El-Ansary 2006.
Raymond Frost.
Subject Title: INTERNATIONAL BUSINESS

Goal: To enable the students to acquire knowledge of International Business

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

- The Changing Nature of International Business
- Culture and competitive Advantage
- Foreign Direct Investment, etc.,…

UNIT-I

UNIT-II

UNIT-III

UNIT-IV

UNIT-V

REFERENCE
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 eco system – 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  |  A  | Insurance Principles and Practice

**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**
3. G.S.Panda : Principles and Practices of Insurance
4. N.D.Kapoor : Elements of Business Law
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 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 – 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
Collective Bargaining: - Concept - Principles and forms of collective bargaining - Procedure -
conditions for effective collective bargaining - worker's Participation in management.

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 | Tourism Planning and Development

Objective: The module will expose the students about the Tourism policy of India and of a few tourism states of the country.

Unit-I: Introduction: Concept of Policy, Formulating tourism policy, Role of government, public and private sectors, Role of international multinational, state and local tourism organizations in carrying out tourism policies.

Unit-II: Tourism Policy: Investment opportunities and government policy for investment in hotel/tourism industry. Sources of funding.


Unit-IV: International Agreements: Chicago Convention, Warsaw Convention, Open Sky Policy, Bermuda Convention, Euro Agreement, Schengen Agreement.


Suggested Readings:
- Dept. of Tourism, GOI Investment Opportunities in Tourism (Brochure).
- Maclean, Hunter: Marketing Management (Tourism in your business).
Elective – III  A 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: 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 B 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  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:
Micheal Moon And Dova Millison-Building Brand Loyalty In the Internet Age, Tat

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