SCHEME OF EXAMINATIONS – CBCS Pattern

B.B.A (Bachelor of Business Administration)

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### B.B.A (Bachelor of Business Administration)

#### SEMESTER – V

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^ Refer the detailed note on this curricular aspect
$ 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)

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**Project Work & Viva-Voce**

Project Work-50 Marks (25 Marks for Internal and 25 Marks for External) & Viva Voce-50 marks (External) : (25 marks for Internal Assessment & 75 marks for External Assessment)
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B.B.A – C.A (Computer Applications)

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^ Refer the detailed note on this curricular aspect
$ 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)*

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Project Work & Viva-Voce
Project Work-50 Marks (25 Marks for Internal and 25 Marks for External) & Viva Voce-50 marks (External) : (25 marks for Internal Assessment & 75 marks for External Assessment )
## B.B.A – International Business

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## B.B.A – International Business

### SEMESTER – V

| III | Core XIII – Financial Management | 6 | 3 | 25 | 75 | 100 | 4 |
| III | Core XIV – Research Methods for Management | 5 | 3 | 25 | 75 | 100 | 4 |
| III | Core XV – International Marketing Management | 5 | 3 | 25 | 75 | 100 | 4 |
| III | Core XVI – International Financial Management | 6 | 3 | 25 | 75 | 100 | 4 |
| III | Elective – I : | 5 | 3 | 25 | 75 | 100 | 4 |
| IV | Skill based Subject-3 : Campus to Corporate | 3 | 3 | 30 | 45 | 75 | 3 |

### SEMESTER – VI

| III | Core XVII – Entrepreneurship and Project Management | 6 | 3 | 25 | 75 | 100 | 4 |
| III | Core XVIII - Foreign Exchange Management | 6 | 3 | 25 | 75 | 100 | 4 |
| III | Core XIX- Foreign Trade Procedure and Documentation | 5 | 3 | 25 | 75 | 100 | 4 |
| III | Elective – II : | 5 | 3 | 25 | 75 | 100 | 4 |
| III | Elective – III : | 5 | 3 | 25 | 75 | 100 | 4 |
| IV | Skill based Subject-4 : Soft Skills for Business | 3 | 3 | 30 | 45 | 75 | 3 |
| V | Extension Activities | - | - | 50 | - | 50 | 2 |

**Total** - - - - 3500 140

^ Refer the detailed note on this curricular aspect

@ 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)

| Elective – I | A | International Business Environment |
| B | Logistics and Supply chain Management |
| C | Insurance Principles and Practice |
| D | Customer Relationship Management |

| Elective – II | A | Foreign Trade Laws |
| B | Industrial Relations and Labour Laws |
| C | Financial Services |
| D | Consumer Behaviour |

| Elective – III | A | Shipping and Port Management |
| B | Project Work & Viva-Voce |
| C | E - Commerce |
| D | Global Business Management |

### Project Work & Viva-Voce

Project Work-50 Marks (25 Marks for Internal and 25 Marks for External) & Viva Voce-50 marks (External) : (25 marks for Internal Assessment & 75 marks for External Assessment)
### B.B.A - Retail Management

<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>
</tr>
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<tr>
<td>SEMESTER – I</td>
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<tr>
<td>I</td>
<td>Language-I</td>
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<tr>
<td>II</td>
<td>English-I</td>
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<tr>
<td>III</td>
<td>Core I – Management Process</td>
<td></td>
<td>5</td>
<td>3</td>
<td>25</td>
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<tr>
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<td>Core II – Business Communication</td>
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<td>5</td>
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<td>III</td>
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<td></td>
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<tr>
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<td>SEMESTER – II</td>
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<tr>
<td>I</td>
<td>Language-II</td>
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<td>II</td>
<td>English-II</td>
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<tr>
<td>III</td>
<td>Core III – Organisational Behaviour</td>
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<tr>
<td>III</td>
<td>Core IV – Economics for Executives</td>
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<tr>
<td>III</td>
<td>Allied Paper II – Mathematics for Management-II</td>
<td></td>
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<tr>
<td>IV</td>
<td>Value Education – Human Rights #</td>
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<tr>
<td>SEMESTER – III</td>
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<tr>
<td>III</td>
<td>Core V – Financial Accounting</td>
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<tr>
<td>III</td>
<td>Core VI – Production and Materials Management</td>
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<tr>
<td>III</td>
<td>Core VII – Marketing Management</td>
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<tr>
<td>III</td>
<td>Core VIII – Retail Operations, Systems and Inventory</td>
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<td>5</td>
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<tr>
<td>III</td>
<td>Allied : III - PC Software (MS Office) - Practical</td>
<td></td>
<td>5</td>
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<td>4</td>
<td>3</td>
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<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>SEMESTER – IV</td>
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<tr>
<td>III</td>
<td>Core IX – Human Resource Management for Retail Organization</td>
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<td>3</td>
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<tr>
<td>III</td>
<td>Core X – Cost and Management Accounting</td>
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<td>5</td>
<td>3</td>
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<tr>
<td>III</td>
<td>Core XI – Management Information System and Retail Business</td>
<td></td>
<td>5</td>
<td>3</td>
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<tr>
<td>III</td>
<td>CORE XII – Business Law</td>
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<td>5</td>
<td>3</td>
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<tr>
<td>III</td>
<td>Allied : IV - Taxation Law and Practice</td>
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<td>IV</td>
<td>Skill based Subject-2 : Communication Skills  II ^</td>
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<td>IV</td>
<td>Tamil @ / Advanced Tamil # (or) Non-major elective -II : General Awareness #</td>
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### B.B.A - Retail Management

<table>
<thead>
<tr>
<th>SEMESTER –V</th>
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<tbody>
<tr>
<td>III Core XII – Financial Management in Retailing</td>
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<td>25</td>
<td>75</td>
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<td>III Core XIII – Research Methods for Management</td>
<td>5</td>
<td>3</td>
<td>25</td>
<td>75</td>
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<tr>
<td>III Core XIV – Retail Supply Chain Management</td>
<td>5</td>
<td>3</td>
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<td>75</td>
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<tr>
<td>III Core XV – Visual Basic –Theory</td>
<td>4</td>
<td>3</td>
<td>10</td>
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<tr>
<td>III Core XVI – Visual Basic –Practical</td>
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<td>IV Skill based Subject-3 : Campus to Corporate ^</td>
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<tbody>
<tr>
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<tr>
<td>III Core XVII – Retail Advertising and Promotion</td>
<td>6</td>
<td>3</td>
<td>25</td>
<td>75</td>
<td>100</td>
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<tr>
<td>III Core XVIII – Channel Management</td>
<td>5</td>
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<td>25</td>
<td>75</td>
<td>100</td>
</tr>
<tr>
<td>III Elective –II:</td>
<td>5</td>
<td>3</td>
<td>25</td>
<td>75</td>
<td>100</td>
</tr>
<tr>
<td>III Elective –III:</td>
<td>5</td>
<td>3</td>
<td>25</td>
<td>75</td>
<td>100</td>
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<tr>
<td>IV Skill based Subject 4 :Soft Skills for Business ^</td>
<td>4</td>
<td>3</td>
<td>30</td>
<td>45</td>
<td>75</td>
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<tr>
<td>V Extension Activities @</td>
<td>-</td>
<td>-</td>
<td>50</td>
<td>-</td>
<td>50</td>
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<tr>
<td><strong>Total</strong></td>
<td>3500</td>
<td>140</td>
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</tr>
</tbody>
</table>

^ Refer the detailed note on this curricular aspect
$ 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>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Customer Relationship Management</td>
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<tr>
<td></td>
<td>C</td>
<td>Brand Management</td>
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</table>

<table>
<thead>
<tr>
<th>Elective – II</th>
<th>A</th>
<th>Strategic Management</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Industrial Relations and Labour Laws</td>
</tr>
<tr>
<td></td>
<td>C</td>
<td>Consumer Behaviour</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Elective - III</th>
<th>A</th>
<th>E-Commerce</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Project Work &amp; Viva-Voce</td>
</tr>
<tr>
<td></td>
<td>C</td>
<td>Merchandising Management</td>
</tr>
</tbody>
</table>

### Project Work & Viva-Voce

Project Work-50 Marks (25 Marks for Internal and 25 Marks for External) & Viva Voce-50 marks (External) : (25 marks for Internal Assessment & 75 marks for External Assessment)
Need for the course
In order to effectively deploy the graduates for productive purposes of the society at large, it is imperative that the learners should equip themselves with effective communication skills. The lack of which could be a serious concern to all concerned. Developing explicitly this skill-set will definitely help in all other aspects such as learning the subjects, getting employment, excelling in higher studies. The need of the hour, therefore, is ensure adequate communicative power to empower the youth in all their spheres. In order to augment this weak area, it is proposed to have four new papers in place of the earlier four papers which were marketing-oriented specialization subjects. The newly introduced subjects are communicative skill-set builders. With the whole-hearted support of the teaching fraternity, these practices-driven and exercises-oriented subjects will go a long way in achieving the stated objectives.

Course framework

<table>
<thead>
<tr>
<th>Sem</th>
<th>Name of the Subject</th>
<th>Components to be covered</th>
</tr>
</thead>
<tbody>
<tr>
<td>III</td>
<td>Communication Skills I</td>
<td>Listening and Speaking skill development</td>
</tr>
<tr>
<td>IV</td>
<td>Communication Skills II</td>
<td>Reading and Writing skill development</td>
</tr>
<tr>
<td>V</td>
<td>Campus to Corporate</td>
<td>Etiquettes; Attire-related niceties; quantitative aptitude building; and e-communicative skills</td>
</tr>
<tr>
<td>VI</td>
<td>Soft Skills for Business</td>
<td>Presentation, negotiation, team-working skills; Resume preparation; and facing interviews &amp; GDs.</td>
</tr>
</tbody>
</table>

Course Objectives

- To give the learners extensive practices to develop the LSRW (Listening and Speaking; Reading and Writing) skill-set
- To develop soft skills among the learners enabling them to communicate as effectively and efficiently as possible while dealing with others viz. peers, subordinates, superiors, clients, customers in the organization.

Level of Prior Knowledge

- No prerequisite level of knowledge is required to take up the subjects.

Learning Outcomes

- To hone their speaking and writing skills by reinforcing their listening and reading skills and habituating them
- To assist in developing their personality
- To help the students in developing their communication skills through effective use of English
To augment the areas such as business correspondence, presentation, group discussion, and interviews

To focus on to a chosen career path

**Evaluation Method**

- There shall be a university-approved viva-voce examination at the end of each semester to orally and personally test the learners’ extent of attainment in the various metrics specified for each subject of the curriculum.
- Students shall maintain a Skill Development Record Note (SDRN) individually for the purpose of these oral examinations separately for each semester; and the institution may design a uniform SDRN for this purpose.
- Maintenance grades shall be awarded by the internal faculty for the SDRNs on a continuous and comprehensive way.
- SDRN shall also be evaluated jointly with an external examiner during the viva-voce examination.
- During every semester, the student shall maintain the SDRN in which a minimum of (20) twenty exercises / programmes / activities are to be recorded in consultation with the class teacher with dates of starting and completion.
- This SDRN has to be submitted to the internal faculty for evaluation at least 15 days before the end of each semester.
- For class-room based common exercises and group-tasks, teacher may distribute the soft-copy to all the students and evaluation may be individualized with high order critical questions.
- The individual tasks recorded in the SDRN shall be unique and the concerned subject teacher needs to certify for the work’s originality. University appointed external also need to ensure the originality of the recorded works in the SDRN during viva-voce exam.
- The soft copies of video/ audio-related tasks used in the SDRNs need to be recorded in a convenient medium such as CD/DVD for verification purposes and appended to the SDRN.
- Students shall be encouraged to use their lap-tops for listening exercises.
- Language / Communication lab, if available in the college/campus, may be used to practice the activities suggested for practical skill test.
- The viva-voce examination with University-appointed external examiner contains a paper-pencil test group-administered and individualized face-to-face oral examination for about 5-7 minutes per candidate. Hence, in a three-hour session, limit the maximum number of candidates to twenty per session.
- The total mark of 75 for the skill-based subjects shall be divided between internal and external evaluations and it is 30 and 45 marks respectively; the course teacher shall continuously and comprehensively evaluate the students with the following sub-distribution of marks:

<table>
<thead>
<tr>
<th>Category</th>
<th>Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class involvement and proactive participation</td>
<td>10</td>
</tr>
<tr>
<td>Originality in the practical exercises and regularity</td>
<td>10</td>
</tr>
<tr>
<td>Skill Development Record Note (SDRN) maintenance</td>
<td>10</td>
</tr>
</tbody>
</table>
The following table gives the metrics to be evaluated in the viva-voce exam with the weightage [in marks] to be assigned for each criterion.

<table>
<thead>
<tr>
<th>Course Title</th>
<th>Metrics to be evaluated and the weightage for each component</th>
<th>Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communication</td>
<td>Listening: Play an audio file and evaluate the comprehension by posing critical questions</td>
<td>10</td>
</tr>
<tr>
<td>Skills I</td>
<td>Speaking: Present a topic and face questions; enact role plays such as newscaster; make announcements. Use of (portable) PA system</td>
<td>10</td>
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<tr>
<td></td>
<td>General conversational abilities [situation-oriented]; Story telling</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>SDRN's originality and maintenance</td>
<td>15</td>
</tr>
<tr>
<td>Communication</td>
<td>Reading: Extent of vocabulary built, the volume of materials read, active vocabulary in current use</td>
<td>15</td>
</tr>
<tr>
<td>Skills II</td>
<td>A passage may be assigned for reading and evaluated on the basis of reading with intonation, pauses and the tone &amp; tenor required for the textual matter</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Writing: The students shall write at least 250 words on their own words on on-the-spot topics given [jointly by internal and external examiners] and evaluate the same for the presence of skills in this domain such as vocabulary, grammar, idea flow</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>SDRN's originality and maintenance</td>
<td>15</td>
</tr>
<tr>
<td>Campus to</td>
<td>Etiquettes’: Exhibition of various aspects (dressing, on the viva-voce exam table, etc)</td>
<td>10</td>
</tr>
<tr>
<td>Corporate</td>
<td>Use of ICT in daily life – frequency and extent of usage (Validate the same)</td>
<td>10</td>
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<tr>
<td></td>
<td>Dress codes and attire aspects</td>
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<td></td>
<td>Quantitative Aptitude developed (Time bound test – question paper in consultation with the internal)</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>SDRN's originality and maintenance</td>
<td>15</td>
</tr>
<tr>
<td>Soft Skills for</td>
<td>Presentation, Negotiation and Team-working skills</td>
<td>10</td>
</tr>
<tr>
<td>Business</td>
<td>Job-specific Resume preparation, mock interview / group discussion Presentation of the on the chosen general study (vox-pop) with evidences</td>
<td>10</td>
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<tr>
<td></td>
<td>Career-related: SWOT analysis and its presentation, [job-offering] Industry-related awareness, so on</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>SDRN’s originality and maintenance</td>
<td>15</td>
</tr>
</tbody>
</table>

Suggestive means of Course Delivery for Skill based papers

- The class teacher need to be highly self-motivated to ensure the practice (less of preaching)
The course teacher, instead of having a single prescribed text book, has wider option in choosing the material and needed to assume the role of a facilitator in building the skill set

- Exercises and practice assignments need to be unique and current; and the faculty need to ensure original work / contribution of the individual students
- To give more of individual and group tasks / assignments focused on communicative skill-set building
- Allow use of IT gadgets to assist skill building (voice recorder in a mobile phone, replay in lap-tops / PA systems, internet)
- Field visits, exploration, observation can be extensively used to augment skill-building
- Encourage newspaper reading (learner can chose the area of interest such as sports, business, politics, regional, etc.) in the class room; corroborate the same with TV news / debate listening; compare headlines of different newspapers of the main news;
- Audio/video clippings from BBC (Learn English series) and Oxford’s BEC course materials can be deployed wherever possible.
- Teacher to shift from hard-copy to soft-copy orientation in disseminating common information;
- Have fun games, instant quizzes, vocabulary-building word games, encourage Sudoku solvers, word jumbles;
- Allow as many teams and leaders to function and constantly motivate with suitable exercises and foster a competitive spirit among the teams;
- Encourage using the bulletin and notice boards to popularise / disseminate information and ideas;
- Allow students to discuss and debate on current issues and matters of interest to them by positioning as a facilitator;
- Assist in recording the skill enhancing activities in a useful manner in the SDRN and ensure constant monitoring of the same for originality;
- The list of activities suggested in the following four sub-areas are only suggestive; the faculty can assume freedom in redesigning / rejigging rearranging the exercises / practice problems/assignments. However, ensure the course objectives are fulfilled and desired learning outcomes are exhibited by the learners.

Course Content: Skill based paper - I  Semester III
COMMUNICATION SKILLS - I – Listening and Speaking
Listening –
- Write an essay on the ART OF LISTENING in your own words
List the qualities for a good listener.
Illustrate the difference between hearing and listening
Enumerate the types of listeners
Listening exercises – Listen from movie clips, news items, good speeches by eminent personalities, and Keep up your English - BBC’s English learning audios with accompanying .pdf files.

Listening exercises need to accompany suitable tests to judge the depth of understanding the issue involved

Speaking –
- Write an essay on the ART OF SPEAKING in your own words
- Appreciate the importance of vocabulary and build the same.
- Use Oxford – 3000 key words in different sentences (OUP.com)
- Read a passage from the newspaper and compare with that of the news broadcast from TV
- Make a presentation to the class on a topic of your choice for ten minutes and handle Q&A. List in the SDRN the toughest question that was asked.
- Role play and simulated games with more speaking
- Conversational practice (situations)): 1. At the college, 2. Outside the campus, 3. At the post office, 4. At the railway reservation counter, 5. Movie/ article/book Review
- Anecdotes and Stories
- Vary Your Volume, watch your tone and record your voice for replay in the preferred group

Course Content: Skill based paper - II  Semester IV
COMMUNICATION SKILLS - II  – Reading and Writing
- Vocabulary building: Explain Abstract words - Words often to confuse – Abbreviations - Idioms and Phrasal Verbs - One word substitution - Business terms - Flash card method - Procure any two insurance policies (photocopies) and paste them in the SDRN and underline the new words you have added to your vocabulary.
- Reading: Newspaper reading on daily basis – Book review (at least two per semester) Allow students to select a novel or autobiography or self-improvement or short stories book; and make them to prepare a journal in the SDRN for the reading exercises of these books. Practice louder reading and other members in listening mode
- Application Writing – preparation of job-specific Resume /CV
- Collection of financial statements of any one organization for two consecutive years and prepare comparative statements.
- List any three MNC’s and FMCGs operating in India along with their products or services offered.
- Collect a partnership deed, Memorandum and Article of Association of any company and paste in your SDRN
- Form filling: Railway ticket booking with specimen of reservation/cancellation slip – Banking transaction slips sample specimen copy collect and paste (forms for account opening, pay-in-slips, purchase of DDs, RTGS/EFTs) – share application form of a limited Company –
documents used in Import and Export trade/Commercial / income tax departments of Government

- Prepare on Advertisement for recruitment / selection of candidates for any organization of your choice – Develop an ad copy for a product.
- Collect an annual report of a joint-stock (public limited) company and list out its assets and Liabilities.
- Comprehension: Market / field study report on a locale issue (at least 1000 words) – Transfer positive and / or negative emotions to paper -- Draft an application to the Chief Information Officer of any government office seeking information about a specific public spending – Draft a complaint to District Consumer Forum on the deficiency of service which you have consumed – Success stories of Entrepreneurs in the region – List out unethical aspects of Advertising which you have come across recently
- For an IPO, collect a Prospectus of a company and identify the reasons to invest or not to invest in shares.
- List the environmental issues of an industry of your choice operating in your region
- Select any organization and undertake SWOT analysis.
- Visit a few e-com websites and note down the appealing features and negative impressions in the SDRN.
- Pick any three print advertisements and critically evaluate them.

Course Content: Skill based paper - III  Semester V
Campus to Corporate
To train the learners for smooth transition from their campus to corporate for employment...

Etiquette Elaborated: Corporate etiquette -Workplace etiquette-Business etiquette-Email etiquette-Telephone and meeting etiquette. (Theory blended learning with notes and hints in the SDRNs) – Video clippings to watch and noting down the critical aspects pertaining to etiquettes.

Attire Aspects: Paste your own photograph in formal and informal dress – Dressing sense and grooming skills – Cut and paste various photographs from ad pictures to distinguish dressing for different occasions.

E-communication: Students are expected to have an email id and work with groups, make mail attachments, join professional groups in social networks; download and upload files using virtual memory – Use of Electronic Devices in Modern Communication such as Fax, e-mail, chat using skype – work with social networking sites such as linkedin, facebook, orkut, tumblr, twitter – narrate them in the SDRN with clippings as evidence.

Aptitude Appetizer: Quantitative vs verbal aptitude — practice – shortcut routes – workouts from previous year / batch tests – familiarize the various types of problems from quantitative aspects in competitive exams for employment and / or higher studies
Course Content: Skill based paper - IV  Semester VI

**Soft Skills for Business**

Presentation skills – effective presentation of an idea or concept – use of MS-Powerpoint or Flash is assisting the presentation need to be encouraged

Negotiation Skills – dealing and preparing for negotiation – clinching and compromising – observe and record – practical role plays

Group Discussions – leaderless group behavior – arguments vs discussions – guiding and controlling – small group practices as well as observation

Team Working Skills (Forming, norming, performing) – problems and prospects – encourage team formation inter and intra-class teams – list the experiences

Assertiveness building – How to say ‘no’ and ‘yes’ – knowing limits – identify and list the occasions where you could not be assertive --

Facing interviews – How to prepare – how to presents – FAQs

Conduct a vox pop – make a brief report – present to the group

Non verbal Cues in Communication – Body Language – Gesture – Postures - Facial Expressions

Career Options – Skills and physique vis-à-vis career options – career planning – SWOT analysis (self) – Career focus – Awareness of different career and its sources of information, choosing a career.

(SDRN to have in-depth SWOT analysis, clippings from opportunities / appointments columns of newspapers, resume for different situations, evidences related to career focus)

**A note**

Various activities /practices/games and role-plays adopted in this skill development subjects are to be recorded in the SDRN. The aforesaid aspects are only guidelines and it may be altered/added/deleted to suit the ground realities. The above listed delivery strategies are purely suggestive and situational demands may warrant a distinctive and unique approach which can be adopted to suit the local conditions. Such practices may be documented and shared among the colleagues so that novel and new methods of this skill-builder can be spread to all concerned. However, ensure the fulfillment of the objectives to get the desired learning outcomes.

The industry attachment cum training program (during the IV semester vacation) may be twinned with this skill curriculum by means of suitable instruction to the students at the college level.
SUGGESTED BOOKS FOR REFERENCE

1) **Study Guides Basic Business Communication: Skills for Empowering the Internet Generation** by Lesikar & Flatley.

2) **Business Communication: The Real World and Your Career.** By Senguin

3) **Business Communication: Process and Product** by Mary Ellen Guffey and Dana Loewy

4) **Contemporary English Grammar, Structure and composition** By David Green - Macmillan

5) **Creative English communication** by N. Krishna swami and T. Shriraman

6) **Good English in Business** A P H Publishers.

7) **Getting from College to Career: Your Essential Guide to Succeeding in the Real World** by Lindsey Pollak

8) **Soft Skills Enhancing Employability: Connecting Campus With Corporate** by M.S. Rao. I.K. International

9) **Effective Communication and Soft Skills** by Bhatnagar

10) **Spoken English – A self-learning Guide to Conversation Practice (Audio)** by V. Sasikumar, P.V.Dhamija.

11) **Sparkplug to Creative Communication** (eBook) by Bittleston, John

12) **Let's Talk: Negotiation & Communication at the Workplace** by Mukta Mahajani

13) **The Power of Focus for College Students** by Luc D'Abadie, Les Hewitt, Andrew Hewitt (Health Communications - 2005)

14) **The Power of Focus for College Students** by Trump Donald (Westland - 2006)

15) **Enhancing Employability @ Soft Skills** by Verma

16) **Personality Development and Soft Skills** by Barun K Mitra
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
Business - meaning - business and profession, requirements of a successful business-
Organisation - meaning - importance of business organisation. Forms of business Organisation-
Sole traders, partnership, Joint Hindu family firm - Joint Stock Companies - Cooperative
Organisations - Public Utilities and Public Enterprises.

UNIT –II
Nature and Scope of Management process – Definitions of Management – Management: a
science or an art? - Scientific Management - Managerial functions and roles – The evolution of
Management Theory.

UNIT –III
Planning: meaning and purpose of planning - steps in planning - types of planning. Objectives

UNIT -IV
Organising: Types of organisation - Organisational structure - span of control - use of staff units
and committees. Delegation: Delegation and centralisation. Staffing: Sources of recruitment -
Selection process - training.

UNIT - V
Directing: Nature and purpose of Directing. Controlling: Need for co-ordination - meaning and
importance of controls - control process - Budgetary and non-Budgetary controls - Modern
trends in Management Process - case studies.

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

BUSINESS COMMUNICATION

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

UNIT-I
Essential and Importance of Business Communication. Methods of Communication – Types –
Barriers.
UNIT – II

UNIT – III
Bank correspondence – Letter to the editor. Correspondence of company secretary with share holders and directors – Agenda – Minutes – Preparation.

UNIT – IV

UNIT - V

Books for Reference:

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 Kurtosis Lorenz 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
Job satisfaction - meaning – factors, Morale - importance - Employee attitude and behaviour and their significance to employee productivity - Job enrichment - job enlargement.
UNIT – IV

UNIT - V
Leadership - types - theories – Trait, Managerial Grid, Fiedder’s contingency. Counselling - meaning - 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

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
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: 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

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

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

UNIT-II
Materials Handling - Importance - Principles - Criteria for selection of material handling equipments. Maintenance - Types - Breakdown - Preventive - Routine - Methods study - Time study - Motion study.

UNIT-III
UNIT-IV

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

UNIT - V

REFERENCE BOOKS:
1. Philip Kotler - Marketing Management
2. Rajan Nair - Marketing Management
3. Cundiff and Still - Fundamentals of modern marketing
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
Contracts - Essentials of Contract - Agreements - Void - voidable and illegal contracts - Express and implied Contracts - Executed and Executory Contracts - Absolute and contingent contracts - Offer - Legal rules as to offer as to offer and lapse of offer - Acceptance - and rules as to acceptance - to create legal relation - Capacity of parties to create contract .

UNIT - II

UNIT - III

UNIT – IV
Capacity to buy and sell - Subject matter of contract of sale - Effect of destruction of goods - Documents of title to goods - conditions and warranties - Rules of Caveat - Emptor - Exceptions - Transfer of property - Goods sent on approval - FOB, CIF, FOR and Ex-ship contracts of sale - Sale by non - owners - right of lien - termination of lien - right of resale - right of stoppage in transit - Unpaid Vendor's rights.

UNIT - V
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.

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
PC SOFTWARE (MS-OFFICE) - PRACTICAL

Broad areas for practical

**MS WORD**

Introduction to MSWord — Shortcuts — Document types — Working with Documents — Opening Files – New & Existing — Saving Files — Formatting page and Setting Margins — Converting files to different formats - Importing - Exporting - Sending files to others

Editing text documents — Inserting — Deleting — Cut, Copy, paste — Undo, Redo — Find, Search, Replace

Formatting Documents — Setting Font Styles — Font selection – style, size, color etc., — Type face – Bold Italic, underline — Case settings — Highlighting — Special symbols

Setting Paragraph style — Alignments — Indents — Line space — Margins — Bullets and Numbering

Setting Page Style — Formatting — Border & Shading — Columns — Header & footer — Setting Footnotes

Inserting Clip arts, pictures, and other files — Page Numbering, data & Time, Author etc.,

Creating Tables — Table settings — Borders — Alignments — Insertion, deletion — Merging — Splitting — Sorting

Drawing Pictures — formatting & Editing pictures

Tools — Word Completion — Spell Checks — Mail merge (Setting up the mail merge — Creating a main document — Building the data source — Placing the merge fields)

Printing Documents

**MS EXCEL**

Introduction — Spreadsheet & its Applications — Opening spreadsheet — Shortcuts

Working with Spreadsheets — Opening a File — Saving Files — Converting files to different formats — Importing, Exporting and Sending files to others

Entering and Editing Data — Entering Data — Find, Search & Replace — Filling continuous rows, columns — Inserting - Data, cells, column, rows & sheets

Computing data — Setting Formula — Finding total in a column or row — Mathematical operations (Addition, Subtraction, Multiplication, Division, Exponentiation) — Using other Formulas

Formatting Spreadsheets — Formatting — Cell, row, column & Sheet — Alignment, Font, Border & shading — Highlighting values — Hiding/Locking Cells

Worksheet — Sheet Name — Row & Column Headers — Row Height, Column Width

Formatting — worksheet — Sheet Formatting & style - background, color, Borders & shading — Anchoring objects — Formatting layout for Graphics, Clipart etc.,

Creating Charts — Selecting charts — Formatting charts, label, scaling etc., and Printing worksheet
MS ACCESS

Introduction — Database concepts — Tables — Queries — Forms — Reports

Opening and saving database files — Creating Tables — Table Design — Indexing — Entering data — Importing data

Creating Queries — SQL statements — Setting relationship — Using wizards

Creating Forms for data entry and printing reports

MS POWER POINT

Introduction — Opening new Presentation — Different presentation templates — Setting backgrounds — Selecting presentation layouts

Creating a presentation — Setting presentation style — Adding Text to the presentation

Formatting a presentation — Adding style — Color and gradient fills — Arranging objects — Adding Header & Footer — Slide Background — Slide layout

Adding Graphics to the presentation — Inserting pictures, movies, tables, etc into the presentation — Drawing Pictures using Draw

Adding effects to the presentation — Setting Animation & transition effects — Adding audio and video

Printing Handouts and generating standalone presentation viewer

Note: Question paper for practical purposes need to be designed keeping three hours of practical duration and the broad areas as given hereunder. The composition of the question should be equitably loaded with at least one exercise in MS Word and the other one from any of the other three components MS Excel, PowerPoint and Access. The questions are to be exhaustive and trying to test the skill level acquired by the students. A few model questions are appended for guide lining purposes.

Model QP Questions

1) Set the paper size to A4, the Top, Bottom, Left, Right margins set to 2 cm — Set the line spacing to one and half — Insert a header that reads “Microsoft Word Test”, and a footer that reads “PC Quotation” — Set the font type of the entire document to Arial and the font size to 12 — Read the following passage and type the required letter: Research laboratory head needs the following items to be purchased from M/S Raj InfoTech Ltd, a) Samsung make TFT 17” Monitor, qty 15, Rs 10000/- each as per quotation b) Hard Disk (SATA) 160 GB, qty 15, Rs 6000/- each c) Logitech Make Web Cam, qty 15, Rs 1000/- each. In this quotation M/S Raj InfoTech Ltd has ensured 5% discount on total bill amount. The sales tax is 2%. Full payment is made at the time of placing the order. All the items should carry a warranty of three years from the date of purchase order. — Prepare purchase order containing item details, condition mentioned.
2) Type the following matter and carry out the below-listed tasks on the same page.

The Fairy Tales we deserve: The Disney Stories that enchant us today are drawn from ancient, worldwide folk tradition. Some folklorists believe that "Cinderella" in its most basic form—neglected youngest child is tested, found worthy, rewarded with mate—dates back to the Old Stone Age.

Cinderella: Folk versions of "Cinderella" were related in hundreds of societies. In these stories, the "test" for the unfortunate child is different. Our familiar Cinderella is beautiful and has tiny feet. By contrast, the Japanese Cinderella gets her Prince by writing a prize-winning poem.

Other fairytales include:

- Little Red Riding Hood
- Three Little Pigs
- Beauty and the Beast

Split paragraph two into two columns
Insert a border around paragraph one
Change the alignment of the first paragraph to right align
Indent the first line of paragraph three with tab spacing set at 1 cm
Change the font color of the third paragraph to Red
Change the font to Comic Sans Ms, outline bold, 16 point
Use WordArt to place the heading “Word Processing” at the top of the document
Use the word count tool and type this number at the end of the document

3) Type the following matter and carry out the below-listed tasks on the same page.

The history of the concept of "engineering" stems from the earliest times when humans began to make clever inventions, such as the pulley, lever, or wheel, etc. The exact etymology of the word engineer, however, is a person occupationally connected with the study, design, and implementation of engines. The word "engine", derives from the Latin ingenium (c. 1250), meaning "innate quality, especially mental power, hence a clever invention." Hence, an engineer, essentially, is someone who makes useful or practical inventions.

From another perspective, a now obsolete meaning of engineer, dating from 1325, is "a constructor of military engines". Engineering was originally divided into military engineering, which included construction of fortifications as well as military engines, and civil engineering, non-military construction of such as bridges.

The first electrical engineer is considered to be William Gilbert, with his 1600 publication of De Magnete, who was the originator of the term "electricity".

Tasks to be performed

Type the heading “Engineering” at the top of the Document. Use wordart to do this.
Justify all the text
Format the last paragraph so that they have a hanging indent
Place a border around the full page
Format the document with 1.5 Line Spacing
Change the Heading to upper case
4) Perform following calculation in MS-Excel.

<table>
<thead>
<tr>
<th>Places</th>
<th>Target</th>
<th>Production</th>
<th>Achievement</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coimbatore</td>
<td>4800</td>
<td>6000</td>
<td>125%</td>
<td>??</td>
</tr>
<tr>
<td>Erode</td>
<td>5000</td>
<td>4500</td>
<td>??</td>
<td>??</td>
</tr>
<tr>
<td>Pollachi</td>
<td>5000</td>
<td>5000</td>
<td>??</td>
<td>??</td>
</tr>
<tr>
<td>Ooty</td>
<td>4933.33</td>
<td>5166.67</td>
<td>??</td>
<td>??</td>
</tr>
</tbody>
</table>

Tasks need to be done are a) Calculate grade. (A+ for more than 100% achievement; A for 100% achievement and B for below 100% achievement); and b) Create a bar chart to show the target and production of three places under observation.

Tally
Syllabus for Practical examination

Following is the broad guideline to take financial accounting task digitally using the licensed software. Utmost care need to be given with proper examples and with sufficient hypothetical entries. Question paper need to be designed for practical examination and to be sent to colleges. At the end of this practical course the learner is expected to have operational skills in doing financial accounting tasks using computer – creation, updation and reporting related tasks.

1. Create a new company – name and other relevant details and configure the company
2. Journalizing
3. Posting into ledger (with and without predefined groups)
4. Configuring, creating, displaying, altering and cancellation of Vouchers
5. Trail balance
6. Final accounts- trading account- profit and loss account and balance sheet
7. Final accounts with adjustments
8. Rectification off error
9. Show the cash, bank and other subsidiary books of the company.
10. Show the Day Book.
11. Integrate stock and inventory details (stock groups/ categories/measurement units)
12. Stock summary
13. Bank reconciliation statement
14. Enable VAT in Tally and VAT Computation report
15. Integrate pay-roll system

Note
- A detailed question paper (containing detailed problems) based on the above guidelines should be prepared and distributed for the purpose of examination.
- Model questions (two)
1) Create a Company as “Sagar Industries Ltd.” in Tally with inventory management. Pass the following Entries:

(i) Sagar started “Sagar Industries Ltd.” by bringing Capital Rs.3,00,000/- Cash.
(ii) He deposited Rs.1,00,000/- cash at ICICI bank.
(iii) He paid electricity bill for Rs.1,200/- by cash.
(iv) He withdrawn Rs.10,000/- cash for his personal use.
(v) He purchased the following item from Computer Lab. Ltd. on credit with 4% Vat rate. (a) Computer - 10 Nos. - @20000/- each
(vi) He sold the following item to Somnath Traders in cash with 4% Vat rate. (a) Computer - 5 Nos. - @27500/- each
(vii) He received Rs.6,000/- as commission from Rohit by cash.
(viii) He paid House Rent for Rs.5,000/- by cash.
(ix) He withdrawn Rs.25,000/- cash from ICICI Bank.
(x) He purchased furniture for Rs.25,000/- by cash for office use.

Show the Trial Balance and Balance Sheet of “Sagar Industries Ltd.”
Show the Vat Computation report of the above company.
Show the Cash Book & Bank Book of the company.
Show the Day Book.

2) From the following prepare accounts in Tally.
Balance sheet of Dream Home Appliances as on 1-1-2011

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Capital</td>
<td>10,00,000</td>
</tr>
<tr>
<td>Reserves</td>
<td>600,000</td>
</tr>
<tr>
<td>Creditors:</td>
<td></td>
</tr>
<tr>
<td>Bismi Ltd. Bill no P/100, 28-12-10 – 30 days credit</td>
<td>2,00,000</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>18,00,000</td>
</tr>
<tr>
<td>Land and Building</td>
<td>5,00,000</td>
</tr>
<tr>
<td>Furniture and Equipments</td>
<td>2,00,000</td>
</tr>
<tr>
<td>Stock: 10 Refrigerators @ Rs 8000 (LG)</td>
<td>80,000</td>
</tr>
<tr>
<td>Washing machine:</td>
<td></td>
</tr>
<tr>
<td>5 semi automatic (LG) @ 7000</td>
<td>35000</td>
</tr>
<tr>
<td>5 fully automatic (LG) @ 14000</td>
<td>70,000</td>
</tr>
<tr>
<td>10 T.V sets sony @ Rs 10,000</td>
<td>100,000</td>
</tr>
<tr>
<td>Debtors: (Both 45 days credit)</td>
<td></td>
</tr>
<tr>
<td>KEEN Bill No. S/ 1001 dt. 30/12/10</td>
<td>50,000</td>
</tr>
<tr>
<td>Best Home Bill No.S/ 2010 dt. 22/12/10</td>
<td>60,000</td>
</tr>
<tr>
<td>Bank current account with SBT</td>
<td>600,000</td>
</tr>
<tr>
<td>Cash in hand</td>
<td>105,000</td>
</tr>
<tr>
<td>Total</td>
<td>18,00,000</td>
</tr>
</tbody>
</table>
Create company with address - Cochin-5
Income Tax No. PNR/ 1234000 N
VAT TIN no. K GST/ L50006
Inter state sales tax no. I/L1001
Provide other assumed details for the company
5/1/11 Purchased for cash :-
3 Refrigerators @ Rs 9500 from a stockist viz Kottayam Home Appliances
and issued a cheque
VAT paid-12.5% and carriages-Rs 750 for the above purchase.
10/1/11 Sales made on credit:-
QRS 5 Fridges @ Rs 11,500 S/ 1100 - 30 days credit. at 2% discount, VAT 12.5%
Show Trial Balance, List of vouchers, P&L Account, Balance sheet with
percentages and VAT computation report

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
Personnel Management - meaning, nature, scope and objective – Functions of Personnel
Department - The Role of Personnel manager - Organisation of personnel department - Personnel
Policies and Procedures.

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

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.

(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
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.
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**

**UNIT III**

**UNIT IV**

**UNIT V**
Telecommunication revolution - Introduction to Email, internet, intranet and teleconferencing, www architecture, Introduction to E-Commerce - models B_B and B_C. 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
Computation of income under salary and house property. (problems to be included).

UNIT – III
Computation of income under profits and gains of business - profession - capital gains (problems be included).-- Income tax Authorities – duties and their powers.

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
Central Excise Duty -- objectives of excise duty – goods exempted from duty – customs duties – Levy of import and export duty – types of import duty – exemption from customs duty -- distinction between advalorem and specific duties.

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
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)
Budgeting and preparation of various budgets. 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
RESEARCH METHODS FOR MANAGEMENT

Goal: To enable the students to acquire knowledge of Research

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

☐ Research methods and sampling techniques
☐ Analysis and interpretation of data, Application of research

UNIT -I
Research - Definition - Importance - Advantages and Limitations. The research process - problem identification - Design of research - Types of Design - Sampling process and selection - sample types - Sample size and sampling errors.

UNIT -II
Data Collection - methods - tools - Questionnaire – Interview Schedule - Kinds of Data - Attitude measurement of scaling technique - Editing, Coding, Tabulation.

UNIT -III
Statistical Data Analysis - Hypothesis - its sources - formulation and testing of Hypothesis - Z test, T test - Chi-square test (Simple Problems Only)

UNIT -IV
Interpretation and report writing - steps in writing reports - layout of report, types, and principles of report writing - Graphical representation of results.

UNIT -V
Application of research: Product research - Price research - Motivation research - Promotion research – Distribution research - Sales control research - Media research.

TEXT BOOKS:
1. Boyd and Westfall : Marketing Research
2. Gown M.C. : Marketing Research
3. Green Paul and Tall : Marketing Research
4. C.R. Kothari : Research Methodology

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
UNIT-II

Life Insurance - Law relating to life insurance; General Principles of Life Insurance Contract - different products offered by life insurers- Premiums and bonuses - Assignment, Nomination and Surrender of policy - Policy claims; ULIPs; Postal Life Insurance; LIC - Role and functions.

UNIT-III

General Insurance - Law relating to general insurance; different types of general insurance; general insurance Vs life insurance; Proposal form- Cover notes – Endorsement – Co- insurance. Underwriting policy; Role of Actuary; Renewal procedure; Claims – Surveyors and loss assessors. Reinsurance - Function of General Insurance Corporation of India.

UNIT-IV

Fire insurance - various types of fire policy ; coverages; subrogation; double insurance; contribution; proximate cause; claims of recovery.

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.

UNIT-V


TEXT BOOK


Reference Books

3. Davis . W. Gregg : Life and Health insurance handbook
4. John Magee & David Bickhaup: General Insurance
5. Insurance Institute of India – Study Materials IC 01, 02 & 11.

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.

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 insert a record in MS – Access database using ADO.
14. Develop a VB project to modify a record in MS – Access database using ADO.

**Visual Basic & Oracle - Practical**

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.
   Use student information for the following projects.
18. Develop a VB project to search a record in a Oracle database using data control.
19. Develop a VB project to delete a record from Oracle database data control.
20. Develop a VB project to perform the following operation in Oracle database using DAO.
   a) Move first record   b) Move next record   c)Move previous record  d) Move last record
21. Develop a VB project to insert a record in Oracle database using ADO.
22. Develop a VB project to modify a record in Oracle database using ADO

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

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.
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).

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. ECGC-functions and policies.

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

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

INTRODUCTION TO INFORMATION TECHNOLOGY

Goal : To enable the students to learn the basics of Information Technology.

Objective: On successful completion of this course, the students should have
✓ Understood the types and components of Computer System.
✓ Usage of Computer System / Hardware and Software.
✓ The recent trends in Information Technology.

UNIT -I

Unit – II

Unit – III
Components of computer system – input, output and storage devices software system software and application software programming language machine language – assembly language – high level languages – flow chart and programme flow charts – steps in developing a computer programme.

Unit – IV

Unit – V
System analysis and design – computer based information system transaction processing – off automation – management information systems – decision support systems – expert system.

REFERENCE :
1. Computers and Commonsense - Roger Hunt and Hohn Shellery
2. Using Micro Computers - Brightman and Dimsdale
3. PC Software made simple - R.K. Faxali
4. Introduction to Computers - Alexis and Mathews Leon
5. Information Technology for Management - Henry Clucas
C++ AND JAVA PROGRAMMING

UNIT I
Introduction – Basic concepts of object oriented programming – Beginning with c++ - Tokens, expressions, control structures – functions in c++.

UNIT II
Classes & Objects – constructors and destructors – operator overloading and type conversion

UNIT III
Inheritance – Pointers – Virtual functions & Polymorphism.

UNIT IV

UNIT V
Arrays. Strings & vectors – interfaces- packages.

Reference Books:-

INTERNET AND WEB PAGE DESIGN (Theory)

UNIT – I

UNIT – II
Working with E-Mail – running an email program – sending , reading , replying deleting and exiting mail – sending files via email - attaching a signature – managing an address book.

UNIT – III

UNIT – IV
UNIT – V

1. (Unit 1,2) - Internet compete
   - Maureen Adams, Sherry Bonelli

2. (Unit 3,4,5) - Web enabled commercial application development using HTML, DHTML, Java Script, Perl CGI.
   - Ivan Bayross

Internet and Web Page Design (Practicals)

List of Programs

1. Install a modem in your system.
2. Connect internet using an account in your system.
3. Search a particular topic in using internet search engines.
4. Create a new mail id using any available service providers.
5. Send an email to another person’s email id.
6. Send an email to more than one users at the same time.
7. Send an email to a person with an attachment.
8. Send a greeting to a person using internet.
9. Develop a HTML page to check username and password.
10. Develop a HTML page to add and remove item from list box.
11. Develop a HTML page to link other web page.
12. Develop a HTML page to scroll text from left to right.
13. Develop a HTML page to display an advertisement.
14. Develop a static HTML page for a college information.
15. Develop a HTML page to input information to create a mail id.
16. Develop a HTML page to conduct auction.
   The following program based on database.
17. Develop a HTML page to input student information.
18. Develop a HTML page to display student results for a given roll number.
19. Develop a DHTML page to sale a product to users.
20. Develop a DHTML page to display product information for a given product id.
RDBMS AND ORACLE PROGRAMMING

UNIT – I
RDBMS–Data base Management System verses RDBMS –Normalization (1NF, 2NF, 3NF)-Introduction to Oracle-Data types-Data Definition Language – Creating, altering, dropping tables –Types of Keys.

UNIT – II
Data Manipulation Language— Insertions, updation, deletion and select command – Transaction control statements- commit, save point, roll back-.Constraints- Defining table and column constraints .

UNIT – III
Built-in-functions-single row functions-Character, number, date, conversion function-group functions-Grouping data-Having clause-Nesting group functions.

UNIT – IV
Joins– Types of joins-Set operators-. Views-Creating, removing and altering views Sequences-Creation, dropping sequence. Table Indexes.

UNIT – V
Fundamentals of PL/SQL- reserved words, user-defined identifiers- PL/SQL Block structure- Cursors-Implicit, Explicit cursors -Creating and using stored procedures and Functions. Triggers.

Reference Books :-

Reference Books :-
Developing Personal Oracle for windows 95 Application – David Loctman.
Ivan Bayaross – Oracle – 7 the complete reference.

RDBMS AND ORACLE PROGRAMMING - PRACTICAL
List of Programs

1 Design a database for student information.
2 Insert records for student database table.
3 Alter a field size in the student database table.
4 Delete a field in the student students database table.
5 Select records with roll number, name, class, subject with all mark details.
6 Prepare a list of all student who are having arrears.
7 Find the percentage of marks of a student.
8 Find the pass percentage of a subject in student database.
9 Prepare semester mark sheet for a given student roll number.
10 Design a database for employee information.
11 Insert records for employee database table.
12 Select records with employee id , name, department, designation with all salary details.
13 Prepare a list of employees who are getting net pay more than 10000.
14 list all employees with total allowances and total deductions.
15 List all employees with their net pay.
16 Design a database for bank information.
17 Insert records for bank database table.
18 Create a view for an employee with their deposit information.
19 Write a stored function to find net balance of a customer.
20 Write a PL/SQL procedure to deposit amount to bank database.

MULTIMEDIA

Subject description: This subject deals Multimedia Applications.
Goal: To learn about multiple media and their technologies.
Objective: To inculcate knowledge on media, text, image, audio & video.

Unit-I:

Unit-II:


Unit-IV:

Unit-V:
Video: Analog video camera – transmission of video signals- video signal formats – PC video – video recording formats and systems – video file formats and CODECs.

Text Book:

Reference Books:
INTERNATIONAL STRATEGIC MANAGEMENT

UNIT – I

UNIT – II

UNIT – III

UNIT – IV
Strategy implementation – Concept of strategy implementation – steps in strategy implementation – Factors causing unsuccessful implementation of Strategy – Organization structure for strategy implementation – Forms of organization structure - relating structure to strategy.

UNIT – V

BOOKS RECOMMENDED
WORLD RESOURCES

UNIT – I

UNIT – II
Climatic zones – Time zones – Resources – Conservation of resources – Interlink between Resources and Trade.

UNIT – III
Agricultural resources; types of agriculture – Geographical distribution of rice, Wheat, Tea, Coffee, Cotton & Sugarcane, animal resources, dairy farming, fishing world fishing grounds.

UNIT – IV
Mineral resources: Types, distribution of iron ore, bauxite, copper, Gold and manganese – Power resources: Production of coal, petroleum, natural gas, hydal and nuclear power.

UNIT – V
Industrial resources: Locational factors – Distribution of Iron and Steel, Engineering, Ship building, Automobile, Textile & Clothing, paper and pulp industries, leather, major industrial regions of the world – Aircraft and Electronic Industries.

BOOKS RECOMMENDED
1. Economic and commercial geography - K.K.Khana & V.K. Gupta
2. An appraisal of resources - S.K. Sadhukhan
3. Economic geography - J.W. Alexander
4. Geography of resources - Dr.B.S. Negikedanath & Ramnath

INTERNATIONAL MARKETING MANAGEMENT

UNIT - I
International Marketing – Basic concepts – orientation- importance – Problems – Internationa Vs domestic marketing global marketing – evolution of global marketing.

UNIT - II

UNIT - III
Dealing with the competition – competitive forces – identifying competitors – analyzing competitors - designing the competitive intelligence system – designing competitive strategies – balancing customer and competitor orientations.
UNIT - IV
Developing new market offering – Challenges in new product development – managing the development process – managing the development process – concept to strategy – development to commercialization – the consumer adoption process. Setting the product and branding strategy – the product and the product mix-product line decisions – brand decisions – packaging and labeling.

UNIT - V
Developing price strategies and programs – setting the price – adapting the price. Managing advertising-developing and managing an advertising program – deciding on media – sales promotional – direct marketing.

REFERENCE BOOKS:
1. Marketing Management – Philip Kotler (Eleventh edition)
5. International Marketing – Philio R Cateora

INTERNATIONAL FINANCIAL MANAGEMENT

UNIT-I

UNIT- II

UNIT - III

UNIT-IV

UNIT - V

BOOKS RECOMMENDED :
1. International Finance - Prakash G. Apte
2. International Financial management - V. Sharan
3. Foreign Exchange & Risk Management - C. Jeevanandam
5. Global Financial markets - Ian H. Giddy.
FOREIGN EXCHANGE MANAGEMENT

UNIT - I
Foreign Exchange markets-participants-settlement of transactions- functions of foreign Exchange market- Foreign currency accounts- determination of exchange rates-Foreign Exchange Management Act- Administration of foreign exchange.

UNIT – II
Foreign exchange transactions-spot, forward and swap transactions- exchange quotations-foreign exchange rates-basis-types of rates-buying and selling rates-cross rates.

UNIT – III
Forward exchange contracts - features -forward margin - factors determining forward margin-calculations - Inter bank deals - cover deals- trading.

UNIT – IV
Foreign exchange risk and exposure - types of exchange risk and exposure- internal techniques of exposure-external techniques of exposure.

UNIT – V
Pre-shipment finance - features- categories of pre-shipment finance pre-shipment credit in foreign currency - post-shipment credit finance features -categories.

BOOKS RECOMMENDED
1. Foreign exchange & Risk Management : C. Jeevanandam
2. International Financial : Prakash G.Apte
3. International Financial Management : V.K. Bhalla
4. International Financial Management : V. Sharan
5. International Financial Management : Eun / Resnick

FOREIGN TRADE PROCEDURE & DOCUMENTATION

UNIT- I

UNIT – II
EOU scheme (Export Oriented Units) – Eligibility – Setting up EOUs – supplies by DATA (Domestic Tariff Area) Units to EOUs – Special Economic Zones (SEZ) scheme – Eligibility Approval – conditions – fiscal Incentives for developer of SEZ’s – New status Holder Categorization – one to five star Export Houses – Free trade and Warehousing Zones.

UNIT – III
Procedure for Registration of Importers- Categories of Importers – Importer Registration with regional licensing Authorities (IEC Number, I – card and modification of particulars) import of capital Goods under EPCG scheme (Export promotion capital Goods) – Duty Exemption / Remission scheme.
UNIT – IV

UNIT – V
Import and export documentation – Frame work – Standardized pre-shipment Export documents – Commercial and regulatory documents.

BOOKS RECOMMENDED :
1. Foreign trade policy procedures and documents – M.I. Mahajan
2. 100% Export oriented units special economic zones award procedure – S.M. Bhat Nagar
3. Import – M.I. Mahajan
4. Import Management – Nand Kishore sharmas
5. Import do it yourself – M.L. Mahajan
6. Export Management - Dr. Verma and Aggarwal
7. A guide on Export policy procedures and documentation – M.L. Mahajan

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

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:

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

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:

REFERENCE BOOKS:

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 prospective 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 deparments-franchises-integrated and consumer co-operatives.
TEXT BOOKS:

REFERENCE BOOKS:
Christopher Ryan, High Performance Interactive marketing, Viva Books Ltd 2003.

**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.
Company Law and Secretarial Practice

**Goal:** To enlighten the students’ knowledge on Companies Act.

**Objectives:** After the successful completion of the course the student should have a thorough knowledge on Formation of Company, Documents required and Acts pertaining to it.

**UNIT-I**

**UNIT-II**

**UNIT-III**
Winding up – Meaning, Modes of Winding up – Compulsory Winding up by the court – voluntary Winding up – Types of Voluntary Winding up – members voluntary Winding up – Creditors voluntary Winding up – Winding up subject to supervision of the court – Consequences of Winding up (General).

**UNIT-IV**
Company Secretary – Who is a secretary – Types – Positions – Qualities – Qualifications – Appointments and Dismissals – Power – Rights – Duties – Liabilities of a Company Secretary – Role of a Company Secretary – (1) As a statutory officer, (2) As a Co-Coordinator, (3) As an Administrative Officer.

**UNIT-V**
Kinds of Company meetings – Board of Directors Meeting – Statutory meeting – Annual General meeting – Extra ordinary General meeting - Duties of a Company Secretary to all the company meetings – Drafting of Correspondence – Relating to the meetings – Notices – Agenda – Chairman’s speech – Writing of Minutes.

**Books for reference:**
M.C.Shukla and S.S.Gulshan----Principles of Company Law----S.Chand & Co.,
M.C.Shukla and S.S.Gulshan---- S.Chand & Co.,
N.D.Kapoor----Company Law----Sultan Chand & Sons
M.C.Kuchhal---- Secretarial Practice----Vikas Publications

Banking Law and Practice

**Goal:** To enlighten the students’ knowledge on Banking Regulation Acts.

**Objectives:** After the successful completion of the course the student should have a thorough knowledge on Indian Banking System and Acts pertaining to it.

**Unit – I**
Unit – II

Unit – III
Cheque – features essentials of valid cheque – crossing – making and endorsement – payment of cheques statutory protection duties to paying banker and collective banker - refusal of payment cheques Duties holder & holder id due course.

Unit – IV
Loan and advances by commercial bank lending policies of commercial bank - Forms of securities – lien pledge hypothecation and advance against the documents of title to goods – mortgage.

Unit – V
Position of surety – Letter of credit – Bills and supply bill. Purchase and discounting bill Traveling cheque, credit card, Teller system.

Books for Reference:
5. Reddy & Appanniah : Banking Theory and Practice
6. Natarajan & Gordon : Banking Theory and Practice

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 - Sultan Chand & Sons
6. R. Venkatapathy & Assissi Menachery - Industrial Relations & Labour Legislation
   - Aditya Publishers.

Strategic Management

UNIT I
McKinsey’s 7S Model – Strategic vision – Corporate Mission – Objectives – Goals – Social

UNIT II
Analysis – Need – SWOT analysis – Value Chain – Functional Analysis – Grid approach –
Criteria for evaluating internal capabilities.

UNIT III
Strategic Decision framework – Developing alternatives – Strategy Options – Diversification
strategies – Retrenchment Strategy – Factors influencing strategy – generic strategy – cultural
context of strategy – comparing alternatives – BCG Model.

UNIT IV
Implementation – Role of top management – Process – Matching Structure of strategy –
Resource allocation – Planning and Controlling system. Evaluation – Criteria – Quantitative and
Qualitative factors – Feedback and Information – Industry attractiveness – Application of 9 Cell
Matrix.

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:
VS Ramaswamy & S. Namakumari, Strategic Planning – Formulation of Corporate
John A Pearce, Richard B Robinson, Strategic Management, AITBS Educational Books,
2000
Financial Services

Objectives:
On successful completion of the course the students should have:

- To learn the various financial services provided by NBFCs.
- To understand the modes of raising capital from domestic and foreign market.
- To evaluate feasibility of projects on hire purchase and leasing.
- To study and understand mutual funds, venture capital, merges and appreciation along with other financial services.

UNIT I
Merchant Banking - Functions - Modes of raising capital from Domestic and foreign markets - Raising short term funds - Recent developments in the capital markets - SEBI guidelines on merchant banking in India. NBFCs in India.

UNIT II

UNIT III
Mutual funds - operations performances, regulation - SEBI guidelines for mutual funds.

UNIT IV
Other financial services. Venture Capital - Bill Discounting - Factoring - credit rating - Asset securitization - Depositories.

UNIT V
Mergers and Acquisitions - SEBI code on Take-overs - Business Failures and reorganizations.

REFERENCES:
4. Rajas Parashine and Ashok Kumar, Introduction to Lease Financing.
5. T.Sundar Rajan, Merchant Banking.
6. L.M.Bhole, Financial Institution & Markets.
8. Dr.J.C.Verma, Mutual Funds & Investment Portfolio.

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 ,

Software Design Technique
Subject Description: This subject deals with Software Designing concepts like Analysis, Design, Implementation, and Testing.
Goal: Knowledge on how to do a software project with in-depth analysis.
Objective: To inculcate knowledge on Software Designing concepts in turn gives a roadmap to design a new software project.


TEXT BOOK:
1. SOFTWARE ENGINEERING CONCEPTS – Richard Fairley, 1997, TMH.
   (UNIT-I: 1.1-1.3,2.3-2.4 UNIT-II: 3.1-3.4 UNIT III: 4.1-4.2,5.1-5.2
    UNIT-IV:6.1-6.4 UNIT-V: 8.1-8.2, 8.5-8.6)

REFERENCE BOOKS:
3. SOFTWARE ENGINEERING – Stephen Schach, 7th edition, TMH.

INTERNATIONAL BUSINESS ENVIRONMENT

UNIT – I
Environmental adjustment needs – Analysing the international marketing environment – Vital importance of continuous monitoring, adopting to the changing environment.

UNIT – II

UNIT – III

UNIT – IV

UNIT – V

BOOKS FOR REFERENCE:
1. International Marketing : Onkvist & Shaw
2. International Marketing : Philip R. Careora
3. Environmental Economics : M. Karpagam
4. Environmental Pollution : Katyal, Timmy & Satake.
Logistics and Supply chain Management

UNIT - I

UNIT - II

UNIT – III

UNIT – IV
Logistics information system – system design – Information functionality and principles of information architecture – application of new information technology – EDI standards.

UNIT – V

BOOKS RECOMMENDED
1. Physical Distribution - K.K. Khanna
2. Sales and Distribution Management - S.L. Gupta
3. Logistics management - Vinod V. Sople
4. Logistical management - Bowersox Closs

Foreign Trade Laws

UNIT- I

UNIT – II
UNIT – III

UNIT – IV
Technology import contracts – Technology policy and environment – selection and transfer issues – law for protection of intellectual property rights, copy right, patents, trademarks etc. FEMA- objectives, transactions.

UNIT – V

BOOKS RECOMMENDED
1. Mercantile Law, N.D. Kapoor
2. Mercantile Law, M.C. Kuchal
3. International Marketing analysis and strategy, Sak Onkiset and Shaw.

Shipping and Port Management

UNIT – I
Introduction to shipping - General structure of shipping industry – Characteristics - Liner and Tramp operations - Types of chartering - International shipping routes - Technological development in ocean transport

UNIT – II

UNIT – III

UNIT – IV
UNIT – V
India’s maritime trade – development of port sector in India – emerging context for port reforms economic liberalization and port sector – ports and globalization. Information Technology and Indian port sector.

BOOKS RECOMMENDED
1. Physical Distribution – K.K. Khanna
2. Shipping Management (Cases and Concepts), Raghuram Ashopa, Batnagar Dixit, Ramani Rao, Sinha.
3. The state and market in India’s shipping, Nayar.

Portfolio Analysis and Management

Unit – I : Portfolio Analysis : Risk and Return
Introduction; Portfolio and Security Returns; Risk; Portfolio Risk; When diversification Does not help; when diversification can eliminate risk; the insurance principle; borrowing and lending.

Unit – II : Portfolio choice : utility theory and indifference curves
Introduction; utility functions; linear utility function and risk; concave utility function and risk; indifference curves.

Unit – III : Markowitz : Portfolio Selection Model
Introduction; Markowitz Model; the mean variance criterion; corner portfolios; Dents in the efficient set dominance principle; Modifications to the Efficient Frontier; Critique.

Unit – IV : Sharpe : The Single Index Model
Introduction Characteristics lines; portfolio characteristic Lines; constructing the optimal portfolio.

Unit – V : Capital Asset Pricing Model
Introduction, Assumptions, the Security Market Line, CAPM Vs. Market Model; Realism of the Capital Asset pricing model.

BOOKS FOR REFERENCE :
1. Portfolio Management - S.K.Baura
2. Investment Analysis and Portfolio Management – Reilly
3. Security analysis and Portfolio management - Fischer and Jordan
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:


SYSTEMS ANALYSIS AND DESIGN

UNIT I
The system concept – characteristics of a system – elements of a system – types of system – the system development life cycle- consideration for candidate system – the role of a system analyst- real life example for systems.

UNIT II
Systems analysis – systems planning and the initial investigation – need - determine the requirements- background analysis – fact finding techniques and analysis – information gathering – review of literature – procedures – forms- onsite observation- interviews and questionnaires and types.
UNIT III

UNIT IV
System design –process and stage of system design –methodologies-structured and form driven methodology –process control –data validation – i/o and form design – file organization and database design – sequential and indexed sequential organizations data base objectives-logical and physical data normalization.

UNIT V
System implementation – system testing and quality assurance-nature of test data –test plan -levels of test quality assurance-implementation and software maintenance – hardware and software selection –system security –applications.

TEXT BOOK
Reference book

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:

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