

BHARATHIAR UNIVERSITY: COIMBATORE-641 046**B.Com.– (Business Process Services)**

(For the students admitted from the academic year 2018-19 and onwards)

SCHEME OF EXAMINATION – CBCS PATTERN

Part	Study Components	Course Title	Ins. Hrs / Week	Examinations			Credits	
				Dur. Hr	CIA	Marks		Total
	SEMESTER –I							
I	Language – I		6	3	25	75	100	4
II	English – I		6	3	25	75	100	4
III	Core I – Principles of Accountancy		4	3	25	75	100	4
III	Core II – Introduction to Information Technology		4	3	25	75	100	4
III	Allied Paper I: Mathematics for Business		4	3	25	75	100	4
III	Core V – Computer Applications: MS Office – Practical - I		4	3	-	-	-	-
IV	Environmental Studies#		2	3	-	50	50	2
	SEMESTER –II							
I	Language – II		6	3	25	75	100	4
II	English – II		6	3	25	75	100	4
III	Core III – AdvancedAccounting		4	3	25	75	100	4
III	Core IV – Business System		4	3	25	75	100	4
III	Allied Paper II: Statistics for Business		4	3	25	75	100	4
III	Core V – Computer Applications: MS Office – Practical - I		4	3	40	60	100	4
IV	Value Education – Human Rights #		2	3	-	50	50	2
	SEMESTER – III							
III	Core VI – Finance and Accounting for BPS		6	3	25	75	100	4
III	Core VII – Fundamentals of Insurance		5	3	25	75	100	4
III	Core VIII – Accounting for Corporates		5	3	25	75	100	4
III	Core XIV – Computer ApplicationsPractical-II:Computational Finance using spread sheet		4	3	-	-	-	-
III	Allied III – Managerial Economics		4	3	25	75	100	4
IV	Skill Based Subject 1: Cyber Law		4	3	20	55	75	3
IV	Tamil @ / Advanced Tamil #(or)Non-major Elective–I : Yoga for Human Excellence # / Women’s Rights #		2	3	50		50	2
	SEMESTER –IV							
III	Core X – Cost Accounting		6	3	25	75	100	4
III	Core XII – Corporate Governance Practices		4	3	25	75	100	4

III	Core XIII - Business Law	5	3	20	55	75	3
III	Core XIV – ComputerApplicationsPractical-II:Computational Finance using spreadsheet-	5	3	40	60	100	4
III	Allied IV - Marketing & Market Research	5	3	25	75	100	4
IV	Skill Based Subject 2: Principles of Management	3	3	20	55	75	3
IV	Tamil @ /Advanced Tamil # (or) Non-major elective - II : General Awareness #	2	3	50		50	2
	SEMESTER V						
III	Core XI – Banking for Business Process	5	3	25	75	100	4
III	Core XVI – Corporate Finance	5	3	25	75	100	4
III	Core XVII –Management Accounting	5	3	20	55	75	3
III	Core XIX – E-Business	6	3	25	75	100	4
III	Elective I -	6	3	25	75	100	4
IV	Skill Based Subject 3 - Capital Market for Business Process Services	3	3	20	55	75	3
	SEMESTER – VI						
III	Core XX – Income Tax Law & Practice	6	3	25	75	100	4
III	Core XX1 - Business Intelligence	5	3	25	75	100	4
III	Core XXII – Brand Management	4	3	25	75	100	4
III	Elective II -	6	3	25	75	100	4
III	Elective III -	6	3	25	75	100	4
IV	Skill Based Subject 4 – Fundamentals of Customer Service	3	3	20	55	75	3
V	Extension Activities @	-	-	-	-	50	2
	TOTAL					3500	140

\$ Includes 25% / 40% continuous internal assessment marks for theory and practical papers respectively.

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

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List of Elective Papers (Colleges can choose any one of the paper aselectives)

Elective – I	A	Investment Management
	B	Entrepreneurial Development
	C	Managing Business Process I
Elective – II	A	Securities Management
	B	Managing Business Process II
	C	Advertising and Sales Promotion
Elective – III	A	Supply Chain Management
	B	Financial Markets and Institutions
	C	Project Work

Semester IV

Allied-IV

MARKETING AND MARKET RESEARCH

Unit I: Market: - Meaning, Definition, Classification of Markets. Marketing: - Meaning, Definition, Features, Importance, Functions- Modern Marketing Concepts – Marketing Mix: Definition – Concepts – and elements of marketing mix –benefits and limitations of marketing -Market segmentation: meaning – Basis of segments – effective segmentation criteria–marketing segmentation strategy- Methods of segmenting market – Practice of market segment. Marketing research –meaning – Definition –scope – objectives of Marketing research -Marketing research and market research – elements, functions and classification of marketing research -Steps in marketing research –importance and limitations of marketing research.

Unit II: Product: - Meaning, Definitions – Elements of Product Policy –Classification of products &CPG (Consumer Packaged Goods)- Product Life Cycle and New Product Planning & Development.Branding and packaging: Brand, brand name, brand mark, Brand image and product image –Types of brand - Advantage of branding –limitation of branding –Characteristic of good brand name, Price: - Meaning, Definition, Importance, Factors affecting pricing decisions, Kinds of Pricing.

Unit III: Promotion Mix: - Sales Promotion, Meaning, Definition, Objectives, Advantages and Kinds of Sales Promotion. Advertising: - Meaning, Definition, Functions, Objectives, Advantages, Kinds of Advertising Media. Channels of Distribution:- Meaning, Definition, Importance &Types of Channels of Distribution, Factors Determining Choice of Channel of Distribution.

Unit IV: Consumer behavior –meaning –definition –need for the study- Kinds of consumer market –Buyer Behavior – Buying Motives- Buyers Decision making process –Factors influencing buyer behavior. Consumer Research – Meaning – Need – Consumer Research Cycle- Consumer Research for New & Existing Products.

Unit V: Retail research- Introduction to Retail-characteristics of retailing - Retail Functions-Types of retailers-retail CPG industry. Process in Retailing-Retail Image. Media Research – Definition & Need - Advertising Research. Product Appeal Research – Copy Testing – Pre & Post Testing- Media Data–Importance of Media Data validation - Media Research Report.

Text Books:

A.TATA Consultancy Services - Materials

B. Philip Kotler, Marketing Management, 13th Edition, Pearson Education.

Reference Books:

Sharma, D.D; Marketing Research; Sultan Chand & Sons. Tull, Donald S, and Hawkins, Del I; Marketing Research: Measurement & Method; Prentice-Hall; 6th Edition.

Semester IV
Skill Based Subject 2
PRINCIPLES OF MANAGEMENT

Subject Description : To enable the students to know the theories/concepts about management

Goals : To make the students to understand the elements of effective Management

Objectives: On successful completion of this course, the students will get an opportunity to examine and apply appropriate theories/concepts about managing in business effectively.

Unit I : Definition of Management – Management and Administration – Nature and Scope of Management - Functions of Management - Contribution of F.W. Taylor – Henry Fayol – Mary Parker Follet – Mc Gregor and Peter F. Drucker.

Unit II : Planning – Meaning – Nature and Importance of Planning – Planning promises – Methods and Types of plans – Decision Making.

Unit III : Organization – Meaning, Nature and Importance – Process of Organization – Principles of Sound Organization – Organization Structure – Span of Control – Organization Chart – Departmentation – Delegation and Decentralization – Authority relationship Line, Functional and Staff.

Unit IV : Motivation – Need – Determinants of behaviour – Maslow’s Theory of Motivation – Motivation Theories in Management – X, Y and Z theories – Leadership styles – MBO – Management by Exception.

Unit V : Communication in Management – Co-Ordination – Need and Techniques – Control – Nature and process of Control – Techniques of Control.

Books for Reference:

1. Principles of Management - Koontz and O’Donald
2. Business Management - Dinkar - Pagare
3. The Principles of Management - Rustom S. Davan
4. Business Organization and Management - Y. K. Bhushan
5. Business Management - Chatterjee

Semester V
Elective I
MANAGING BUSINESS PROCESS – I

Unit-I:Introduction to Process Management - Process Definition - Recognition of Business Processes Core Processes Vs Support Processes - Components of Process Management - Understanding Internal customer Vs End User.

Unit-II: BPO Overview - Outsourcing Environment - Need for Outsourcing - Business Processes outsourced to India BPO Life Cycle - Sales/Solutioning - Transition - Steady State - Value Creation.

Unit-III:Metrics Management - Service Level Agreements. Business Metrics Vs Operations Metrics - Target Setting handling procedures

Unit-IV: Process Mapping Techniques - Process Levels - Process Mapping – Symbols, SIPOC - Kano Model SIPOC Fundamentals - Customer Expectations in Business Process Outsourcing.

Unit-V:Risk - Risk Types - Operational Risk - Information Security Risk Financial Risk - Strategic Risk - Risk Mitigation Plans

Text Book: TATA Consultancy Services - Materials

Semester VI
Core XXI
BUSINESS INTELLIGENCE

Course Objective : To have a thorough knowledge of business intelligence such as transactional data sources, data warehousing, data analysis and its business applications.

Unit I :Business Intelligence: Introduction- Definition- Evolution of Business Intelligence- Need for Business Intelligence Business Intelligence Roles and Responsibilities – Role of DSS, EIS, MIS & Digital Dashboards- Business Intelligence value chain Tools of Business Intelligence

Unit II : Introduction to Business Analytics Business Intelligence Component Framework- Who is Business Intelligence for - Business Intelligence users Business Intelligence Applications - Practices in Business Intelligence- The complete Business Intelligence Professional Data Warehouse- Definition – Need for Data Warehouse- Goals of Data Warehouse Data Sources- Extract, Transform, Load – Stages of ETL

Unit III : Data Integration- Approaches to Data Integration- Need for Data Integration- Advantages and Disadvantages of Data Integration Data Integration Technologies- Data Quality- Definition- Maintaining Data Quality Data Profiling- When to conduct data profiling- How to conduct data profiling- Data Profiling Software.

Unit IV : Multidimensional Data Modeling- Basis of Data Modeling- Types of Data Model- Techniques of Data Modeling Dimensional Models- Dimensional Tables- Types of Dimension Table- Dimensional Modeling Life Cycle Measurement System Terminology- Role of Metrics and Metrics Supply Chain – KPI usage in Companies

UNIT V : Report Standardization and Presentation- Types of Report Layout – Format of Report Delivery- Characteristics of enterprise reporting in OLAP world Balanced Scorecard- Perspectives of Balanced Scorecard- Balanced Scorecard as a Management System Business Intelligence and Cloud Computing- Business Intelligence for ERP Systems – Benefits of Business Intelligence in ERP.

Books for Reference:

1. Prasad. R. N, Seema Acharya; *Fundamentals of Business Analytics*, Wiley India Pvt. Ltd, New Delhi, (2014)

Semester VI
Elective II
MANAGING BUSINESS PROCESS-II

Unit I : Introduction to Quality Management - Quality Definition- Quality Control Vs Quality Assurance - International Quality Standards

Unit II : Transaction monitoring Process - Sampling inspection- Transaction monitoring cycle – Inspection – Feedback – RCA- Assurance

Unit III : Defects Management - Defect vs Defective - Opportunity - Definition, DPU/DPMO calculations- FPY & COQ - Value Stream Mapping - Standard Operating Procedures

Unit IV : Systematic Problem solving basics (P D C A) - Problem Solving Tolls – Brainstorming - Basic 7QC Tools -)-Why Analysis - FMEA(Process Failure Mode Effects Analysis

Unit V : Need for Process Improvement - Kaizen - Introduction to Lean Methodology – Introduction to Six Sigma methodology

Text Book: TATA Consultancy Services - Materials