BBM –IM (Information Management) with Diploma in Retail Management (CBCS Pattern)  
(For the students admitted during the academic year 2008-2009 and onwards)

**SCHEME OF EXAMINATION – CBCS Pattern**

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@ 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 Data Mining Warehousing
| B Marketing Research
| C Consumer Behaviour |
| Elective – II | A E-Commerce
| B HRD (Human Resource Development)
| C Financial Services |
| Elective - III | A Labour Law
| B Global Business Management
| C Project Work |
SEMESTER - I

Subject Title: MANAGEMENT PROCESS

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

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

UNIT - I

UNIT –II

UNIT –III

UNIT -IV

UNIT - V

REFERENCE BOOKS
1. Business Organisation - Bhushan Y.K.
2. Principles of Management – L.M. Prasad
3. Business Management – Dinkar Pagare
4. Principles of Business organisation and Management – P.N. REDDY
Subject Title: 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 bookkeeping 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
Subject Title: 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 - Skewness and Kurtoses Lorenx curve, Simple Correlation - Scatter diagram - Karl Pearson’s Co-efficient of correlation – Rank correlation - Regression lines.

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

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

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

Goal: To enable the students to acquire knowledge of organisational behaviour
Objective: On successful completion of this course, the students should have understood Personality, Perception, Motivation, Job-satisfaction, morale, Group dynamics, Leadership traits, Counselling and guidance, etc.

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

UNIT - II

UNIT - III

UNIT – IV

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

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

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

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

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

UNIT - I

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

UNIT - II

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

UNIT - III

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

UNIT - IV

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

UNIT - V


REFERENCE BOOKS

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

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

Objective: On successful completion of this course, the students should have understood
- Operations Research models
- Game theory, Queuing theory, PERT, CPM, etc.

UNIT - I

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

UNIT - II

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

UNIT - III

Game Theory:- Queuing theory - Graphical Solution – mx2 and 2xn type. Solving game by Dominance property - fundamentals - Simple problems only. Replacement problem – Replacement of equipment that detoriatates 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

Subject Title: PRODUCTION AND MATERIALS MANAGEMENT
Goal: To enable the students to acquire knowledge of production processes and Materials Management

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

UNIT-I

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

UNIT-II

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

UNIT-III


UNIT-IV

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

UNIT-V


TEXT BOOKS:

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

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

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

UNIT - I

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

UNIT - II


UNIT - III


UNIT - IV

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

UNIT - V


REFERENCE BOOKS:

1. Philip Kotler - Marketing Management
2. Rajan Nair - Marketing Management
3. Cundiff and Still - Fundamentals of modern marketing
Subject Title: OBJECT ORIENTED PROGRAMMING WITH C++

UNIT I
Object oriented programming: Software Evolution-OOP paradigm-Concepts, Benefits, Object Oriented Languages and Applications.

UNIT II
Introduction to the Basic Concepts of C++ Language-Tokens, Keywords, Identifiers, Data types, variables, manipulators-Expression and Control structures-Functions: main function-function prototyping-Call by reference-Function Overloading-friend and inline functions.

UNIT III
Classes and Objects-Constructors and Destructors-Operator overloading-Type conversions.

UNIT IV

UNIT V
Files-Classes for file stream operations-opening, closing and processing files-End of file detection-File pointers-Updating a file-Error handling during file operations-Command line Arguments-Templates-Exception Handling.

TEXT BOOK:


REFERENCE BOOKS:

Subject Title: SYSTEM 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- database 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

Diploma in Retail Management

Diploma Paper-I  RETAIL ENVIRONMENT

Course Number : Number of credit Hours :

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

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

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

Contents:-

UNIT I

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

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

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

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

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

Subject Title: HUMAN RESOURCE MANAGEMENT

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

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

UNIT - I


UNIT - II

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

UNIT - III

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

UNIT - IV

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

UNIT - V

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

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

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

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

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

UNIT - I (Theory only)


UNIT - II (Problem & Theory questions)

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

UNIT - III (Theory only)


UNIT - IV (Theory only)


UNIT - V (Problems& theory questions)

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

(Theory carries 80 Marks, Problems carry 20 Marks)

REFERENCE BOOKS

1. P.V. Kulkarni - Financial Management
3. I. M. Pandey - Financial Management
4. S.N. Maheswari - Management Accounting
MANAGEMENT INFORMATION SYSTEM

Goal: To enable the students to acquire knowledge of MIS

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

UNIT I

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

UNIT II

MIS - Strategic information system - MIS support for planning - organising - controlling
- MIS for specific functions - personnel, finance, marketing inventory production Data

UNIT III

Computer Hardware - Description of electronic computers – CPU operations -
Classification of computers - main - mini - workstations - micro computers - Super
computers - personal computers. Computer Software - types of software - data
representation in computers - Introduction to client-server.

UNIT IV

Input devices - mouse - touch screens - MICR - OCR - keyboard - pen based Input -
digital scanners - voice input devices - sensors. Output devices - impact printers - non-
impact printers - video display terminals - plotters - voice output devices. Secondary
storage devices - magnetic disk, floppy, magnetic tape, optical disk storage - CDROM

UNIT V

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

REFERENCES
  Management Information System - Murdick and Ross
  Management Information System- A contemporary perspective - Kenneth Laudon &
  Jane Laudon

  Management Information System - Gordon B Davis
  Management Information System - James O brien
  Computer applications in business - Subramanian K
LIST OF PRACTICALS

**MS WORD**

1. Type the text, check spelling and grammar, bullets and numbering list items, align the text to left, right, justify and centre.
2. Prepare a job application letter enclosing your Bio-data.
3. Performing mail merge operation and preparing labels.
4. Preparing a neatly aligned, error free document, add header and footer, also perform find and replace operation and define book marks.
5. Prepare a document in newspaper column layout.
6. Demonstrate OLE concept by linking an excel sheet into a work document.

**MS EXCEL**

7. Worksheet using formula.
9. Drawing graphs to illustrate class performance.
10. An excel worksheet containing monthly sales details of five companies.

**MS ACCESS**

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

**MS POWER POINT**

15. Prepare a power point presentation with at least three slides for department inaugural function.
16. Draw an organization chart with minimum three hierarchical levels.
17. Design an advertisement campaign with minimum three slides.
18. Insert an excel chart into a power points slide.

**TALLY**

19. Create a new company, voucher and ledger and record minimum 10 transactions and display the result.
20. Prepare the trail balance.
21. Prepare the profit and loss A/c.
22. Prepare the Balance sheet.
Subject Title: FUNCTIONAL ENGLISH FOR EXECUTIVES

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

• Parts of speech – basic grammar rules in English.

• Enhancing the reading ability of students (at a speed of minimum 150 words per minute with appropriate stress, voice modulation and correct pronunciation). Students should be exposed to the practice of reading newspapers viz., The Hindu, Indian Express, Business Line, Economic Times., etc. and magazines like business world, etc.

Unit – II

• Enhancing the spontaneous writing skill of the students – writing articles on simple topics given – preparing speeches - preparing reports on various events / functions held in the college. Writing letters assuming various capacities and various situations.

Unit – III

• Enhancing the spontaneous speaking skill of the students – self introduction at various forums and during interviews – Effective Public Speaking (EPS) – Role playing. Mock interviews for recruitment – mock press meets.

Unit – IV

• Enhancing the presentation skill of the students – Individual seminar presentation and Group seminar presentation (Students may be organized into groups, which will prepare papers on current issues pertaining to trade, Commerce and industry or any social issue and present the same to audience. Each group may consist of 3 or 4 students.

Unit – V

• Enhancing the interpersonal communication skill of the students – Group Discussion (Students may be organized into 4 or 5 groups. All the groups may be given a management problem relating to real life experiences of trade and industry in the country or the world. They will be asked to find group solution through discussion and the group leader will present the same to the audience in the class.
Functional English for Executives
Allied Paper in Fourth Semester for all BBM and BBA Degree Courses for the candidates admitted during 2007-08 and onwards.

Objective of this paper:
To develop the language and communication skills of the students.

Objective of the examination:
To assess how effectively the students apply their language and communication skills in the simulated practical situations.

Internal Assessment: (Maximum: 50 marks)
(To be assessed jointly by the subject teacher and the HOD, on completion of each unit.)

Unit-I: Reading ability of students
When the students read the articles from the prescribed newspapers, journals or magazines, the teacher can assess the reading ability of the students, based on speed, pronunciation, stress, voice modulation, etc. (Maximum: 10 marks)

Unit-II: Spontaneous writing skill
The teacher can ask the students to write
- Letters, assuming any business / administrative context
- Reports on industry visits, seminar/function attended, etc.
- Short essays or write-ups on given topics
- Any other item that the teacher deems fit
Marks can be awarded based on the clarity, theme orientation and the grammatical strength of the write-up. (Maximum: 10 marks)

Unit-III: Spontaneous speaking skill
The teacher can
- Ask the students to speak on a given topic
- Assume that they are organizing/attending a function and the students have to play the following roles
  - Welcoming the gathering
  - Delivering the presidential address
  - Proposing vote of thanks
  - Playing the ‘master of ceremony’ role
  - Delivering a special address on a given topic
- Conduct mock interviews for recruitment / mock press meets.

Marks can be awarded based on the theme-orientation, style of the language, pronunciation, stress, voice modulation and body language.

(Maximum: 10 marks)
Unit-IV: Presentation skill
The teacher may organize Individual seminar presentation and Group seminar presentation (Students may be organized into groups, which will prepare papers on current issues pertaining to trade, Commerce and industry or any social issue and present the same to audience. Each group may consist of 3 or 4 students)

LCD / OHP / Black board can be used by the students (based on availability).

Marks can be awarded based on the theme-orientation and clarity of presentation. (Maximum: 10 marks)

Unit-V: Interpersonal communication skill
The teacher can organize Group Discussion.
(Students may be organized into 4 or 5 groups. All the groups may be given a management problem relating to real life experiences of trade/industry. They may be asked to find group solution through discussion and the group leader may present the same to the audience in the class.)

GD can be assessed based on the level of participation of the individual in the group, motivation, language, depth of discussion, analysis, synthesis, inter-personal aspects, clarity of presentation, theme-orientation, etc.

(Maximum: 10 marks)

External Assessment: (Maximum: 50 marks)

- The University may appoint external examiners from among the senior most management teachers (not English teachers) of various colleges affiliated to Bharathiar University.
- Both the internal and external examiners can jointly set a question paper which will be consisting of the topics for ANY TWO of the following events.
  - GD: 25 marks
  - Effective Public Speaking: 25 marks
  - Seminar presentation: 25 marks
- The performance is to be jointly assessed by both the examiners and the marks are to be awarded.
- This may be treated as a practical examination
Diploma Paper-II  CONSUMER BEHAVIOUR

Course Number : Number of credit Hours :

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
Introduction - Consumer Behaviour – definition - scope of consumer behaviour –
Discipline of consumer behaviour – Customer Value Satisfaction – Retention –
Marketing ethics.

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 and 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:
Leon G. Schiffman and Leslie Lazar Kanuk, Consumer Behaviour, Prentice – Hall of
Barry Berman and Joel R Evans – Retail Management – A Strategic Approach- Prentice
Hall of India, Tenth Edition, 2006
Gibson G Vedamani – Retail Management – Functional Principles and Practice, Jaico
SEMESTER - V

Subject Title: COST AND MANAGEMENT ACCOUNTING

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

Objective: On successful completion of this course, the students should have understood
✓ Cost sheet, Material issues, Labour cost…
✓ Financial statement analysis, Budgeting...

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

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

UNIT III (Problems only)

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

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

(Theory carries 20 marks and problems carry 80 marks)

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

Unit- I
Introduction-The evolving role of s\w-s\w crisis-s\w myths-s\w engineering technology- the s\w process- s\w process models- the prototyping model.

Unit-II
Requirements engineering- system modeling- requirements analysis and elicitation for software- s\w prototyping- specification- mechanics of structured analysis- data dictionary- elements of analysis model- data modeling- functional modeling and information flow.

Unit-III
Object oriented design- design for object –oriented systems-the system design process-s\w design and s\w engineering- the design process- design principles-design concepts- effective modular design- design heuristics for effective modularity.

Unit-IV
Mapping requirements into a s\w architecture- transform mapping- transaction mapping- user interface design – interface design activities- s\w testing techniques- s\w testing fundamentals- white box testing- basis path testing- control structure testing-black box testing.

Unit V
S/w testing strategies – a strategic approach to s/w testing- validation testing-system testing- the art of debugging- s/w quality- s/w reengineering- reverse engineering – building blocks for CASE- a taxonomy of CASE TOOLS.

TEXT BOOKS:

REFERENCE BOOKS:
Subject Title: VISUAL BASIC

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 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 .

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 – 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
Subject Title: VISUAL BASIC PRACTICALS

List of programs

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

Use Employee information for the following projects.

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

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.
Subject Title: INTERNET AND JAVA

UNIT I
INTRODUCTION TO INTERNET

UNIT II

UNIT III

UNIT IV

UNIT V

TEXT BOOKS
Diploma Paper – III  
MERCHANDISING MANAGEMENT

Course Number :  
Number of credit Hours :

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 –
Window display and interior display – space management – planning lay out

REFERENCE BOOKS:

Chetan Bajaj and Ranjith – Retail Management – Oxford University Press, Second
Edition, 2005
James R Ogden, Denise T. Ogden – Integrated Retail Management , Wiley Pvt Ltd, 2005
Gibson G Vedamani – Retail Management – Functional Principles and Practice, Jaico
SEMESTER - VI

Subject Title: 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
Subject Title: PROMOTION MANAGEMENT

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.
RDBMS (Relational Database Management System)

UNIT I
ENTITY Relationship Model: Basic concepts – keys – Entity Relationship Diagram, Weak Entity sets, E-R Features. Specialization, Generalization
RELATIONAL MODEL: Structure of Relational Database – Relational Algebra - Views.

UNIT II

UNIT III
RELATIONAL DATABASE DESIGN: Pitfalls – Normalization.
OBJECT ORIENTED DATABASES: New Database Applications – Object Oriented Data Model – Object Oriented Languages – Persistent Programming Languages.

UNIT IV
OBJECT RELATIONAL DATABASES: Nested Relations – Complex Types and Object Orientation – Querying with Complex Data Types – Creation of Complex values and Objects – Comparison of Object Oriented – Relational Databases.

UNIT V

TEXT BOOK

REFERENCE BOOKS
1. Alexis Leon And Mathews Leon, “Database Management Systems” Vikas pub
RDBMS AND ORACLE

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 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.
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.
Diploma Paper-IV - CUSTOMER RELATIONSHIP MANAGEMENT

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

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

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

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

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

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

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

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

REFERENCE BOOKS:

Philip Kotler, Marketing Management, Prentice Hall, 2005
Elective – I A DATA MINING AND WAREHOUSING

UNIT I
Basic data mining tasks-data mining versus knowledge discovery in databases-data mining issues-data mining metrics-social implications of data mining-data mining from a database perspective.

UNIT II

UNIT III

UNIT IV

UNIT V
Developing a Data WAREHOUSE:why and how to build a data warehouse-data warehouse architectural strategies and organization issues-design consideration-data content-metadata distribution of data-tools for data warehousing-performance considerations-crucial decisions in designing a data warehouse.
Applications of data warehousing and data mining in Government:Introduction-national data warehouses-other areas for data warehousing and data mining.

TEXT BOOK

REFERENCE
Elective – I  B  MARKETING RESEARCH

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

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

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

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

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

TEXT BOOKS:
2. Sharma S.S., Marketing Research.
Elective – I  C  Consumer Behaviour

Objectives:
On successful completion of the course the students should have
• To know the importance of consumer behavior in the application of marketing
• To mould the students to understand the consumer behavior

UNIT -I

UNIT -II

UNIT -III

UNIT -IV

UNIT -V
Culture- Nature - Characteristics - Measurement, Sub-cultures – Nationality, age, geographic, Regional and Sex, Sub-cultural interaction – Cross culture.

REFERENCES:
1. Dr. L.S.Gupta & Sumitra Pal, Consumer Behaviour, Sultan Chand & Sons
2. Kurder, Consumer Behaviour, PHI/Pearson.
Elective – II | A | E-Commerce (A Managerial Approach)

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

UNIT – II

UNIT – III

UNIT – IV

UNIT – V

Reference Books: -

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

**Course Number:**

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

**UNIT I:**

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

**UNIT II:**

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

**UNIT III:**

Potential Appraisal and Development. Career planning and Development.

**UNIT IV:**

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

**UNIT V:**

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

**REFERENCES:**

Elective – II  |  C  |  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.
Elective – III  A  Labour Law

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

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

UNIT II

UNIT III

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

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

REFERENCES:
1. Personnel Management & Industrial Relation -P.C.Tripathi
2. Dynamics of Personnel Management - C.B.Mamoria
5. N.D. Kapoor - Mercandile Law - Sultanchand & Sons
Elective III | B | Global Business Management

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

UNIT -II

UNIT -III

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

UNIT -V

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

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Elective – III | C | Project Work & Viva-Voce

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