

**BHARATHIAR UNIVERSITY, COIMBATORE-641 046**

**B.B.M –SM (Service 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**

| Part | Study Components  | Course Title | Ins. hrs / week | Examinations |     |       |       | r e d |
|------|---|--------------|-----------------|--------------|-----|-------|-------|-------|
|      |   |              |                 | Dur.Hrs      | CIA | Marks | Total |       |
|      | <b>SEMESTER -I</b>  |              |                 |              |     |       |       |       |
| I    | Language-I  |              | 6               | 3            | 25  | 75    | 100   | 3     |
| II   | English-I   |              | 6               | 3            | 25  | 75    | 100   | 3     |
| III  | Core I – Management Process   |              | 5               | 3            | 25  | 75    | 100   | 4     |
| III  | Core II – Financial Accounting  |              | 5               | 3            | 25  | 75    | 100   | 4     |
| III  | Allied Paper I Mathematics for Management-I   |              | 6               | 3            | 25  | 75    | 100   | 5     |
| IV   | <b>Environmental Studies #</b>  |              | 2               | 3            | -   | 50    | 50    | 2     |
|      | <b>SEMESTER –II</b>   |              |                 |              |     |       |       |       |
| I    | Language-II   |              | 6               | 3            | 25  | 75    | 100   | 3     |
| II   | English-II  |              | 6               | 3            | 25  | 75    | 100   | 3     |
| III  | Core III – Industrial Psychology  |              | 5               | 3            | 25  | 75    | 100   | 4     |
| III  | Core IV – Economics for Executives  |              | 5               | 3            | 25  | 75    | 100   | 4     |
| III  | Allied Paper II – Mathematics for Management-II   |              | 6               | 3            | 25  | 75    | 100   | 5     |
| IV   | <b>Value Education – Human Rights #</b>   |              | 2               | 3            | -   | 50    | 50    | 2     |
|      | <b>SEMESTER –III</b>  |              |                 |              |     |       |       |       |
| III  | Core V – Quality Management Service   |              | 6               | 3            | 25  | 75    | 100   | 4     |
| III  | Core VI – Fundamental of I.T  |              | 6               | 3            | 25  | 75    | 100   | 4     |
| III  | Core VII – Business Law   |              | 6               | 3            | 25  | 75    | 100   | 4     |
| III  | Allied : III - Income Tax and Practice  |              | 6               | 3            | 25  | 75    | 100   | 5     |
| IV   | <b>Skill based Subject 1 (Diploma)<br/>Paper-I : Retail Environment</b>   |              | 4               | 3            | 25  | 75    | 100   | 3     |
| IV   | <b>Tamil @ /Advanced Tamil # (or) Non-major elective-I :<br/>Yoga for Human Excellence # / Women’s Rights #</b> |              | 2               | 3            | 75  | 75    | 75    | 2     |
|      | <b>SEMESTER –IV</b>   |              |                 |              |     |       |       |       |
| III  | Core VIII – Research Methods in Service Marketing   |              | 5               | 3            | 25  | 75    | 100   | 4     |
| III  | Core IX – Tourism Marketing   |              | 5               | 3            | 25  | 75    | 100   | 4     |
| III  | Core X – PC Software – (MS Office & Tally) - Theory   |              | 2               | 3            | 10  | 40    | 50    | 2     |
| III  | Core X – PC Software –(MS Office & Tally) - Practicals  |              | 2               | 3            | 20  | 30    | 50    | 2     |
| III  | Core XI – Insurance Marketing   |              | 5               | 3            | 25  | 75    | 100   | 4     |
| III  | Allied : IV - Functional English for Executives   |              | 5               | 3            | 40  | 60    | 100   | 5     |
| IV   | <b>Skill based Subject 2 (Diploma)<br/>Paper-II : Consumer Behaviour</b>  |              | 3               | 3            | 25  | 75    | 100   | 3     |
| IV   | <b>Tamil @ / Advanced Tamil # (or)<br/>Non-major elective -II : General Awareness #</b>                         |              | 2               | 3            | 75  | 75    | 75    | 2     |

| <b>SEMESTER –V</b>  |  |   |   |    |    |             |            |
|---------------------|--|---|---|----|----|-------------|------------|
| III                 | Core XII – Basics of Marketing   | 6 | 3 | 25 | 75 | 100         | 4          |
| III                 | Core XIII – Marketing of Banking Service   | 6 | 3 | 25 | 75 | 100         | 4          |
| III                 | Core XIV – International Service Marketing   | 6 | 3 | 25 | 75 | 100         | 4          |
| III                 | Core XV – Cost & Management Accounting   | 5 | 3 | 25 | 75 | 100         | 4          |
| III                 | <b>Elective –I : Modern Office Management</b>  | 4 | 3 | 25 | 75 | 100         | 5          |
| IV                  | <b>Skill based Subject 3 (Diploma)<br/>Paper-III : Merchandise Management</b>          | 3 | 3 | 25 | 75 | 100         | 3          |
| <b>SEMESTER –VI</b> |  |   |   |    |    |             |            |
| III                 | Core XVI–Hospital Management & Hotel Management  | 6 | 3 | 25 | 75 | 100         | 4          |
| III                 | Core XVII – Advertising Management for Service   | 6 | 3 | 25 | 75 | 100         | 4          |
| III                 | Core XVIII – Entrepreneurship and Project Management                                   | 6 | 3 | 25 | 75 | 100         | 4          |
| III                 | <b>Elective –II : Industrial and Service Marketing</b>                                 | 6 | 3 | 25 | 75 | 100         | 5          |
| III                 | <b>Elective –III : Project Work &amp; Viva-Voce</b>                                    | 2 | 3 | 25 | 75 | 100         | 5          |
| IV                  | <b>Skill based Subject 4 (Diploma)<br/>Paper-IV : Customer Relationship Management</b> | 4 | 3 | 25 | 75 | 100         | 3          |
| V                   | <b>Extension Activities @</b>  | - | - | -  | -  | 50          | 1          |
| <b>Total</b>        |  |   |   |    |    | <b>3600</b> | <b>140</b> |

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

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

| <b>List of Elective papers (Colleges can choose any one of the paper as electives)</b> |          |                                  |
|--|----------|----------------------------------|
| <b>Elective – I</b>  | <b>A</b> | Modern Office Management         |
|  | <b>B</b> | Marketing Research               |
|  | <b>C</b> | Consumer Behaviour               |
| <b>Elective – II</b>   | <b>A</b> | Industrial and Service Marketing |
|  | <b>B</b> | HRD (Human Resource Development) |
|  | <b>C</b> | Financial Services               |
| <b>Elective - III</b>  | <b>A</b> | Labour Law                       |
|  | <b>B</b> | Global Business Management       |
|  | <b>C</b> | 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

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 and Policies - Decision making: Process of Decision making - types of Decisions.

#### UNIT -IV

Organising: Types of organisation - Organisational structure - span of control - use of staff units and committees. Delegation: Delegation and centralisation - Line and Staff relationship. 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

## **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 book keeping system and various books of accounts
- ✓ Preparation of final accounts, etc.

### **UNIT - I**

Basic Accounting concepts - Kinds of Accounts – Financial Accounting vs. Cost Accounting - Financial Accounting vs. Management Accounting -Double Entry Book Keeping – Rules of Double Entry System – Preparation of Journal and Ledger Accounts- problems - Subsidiary books - cash book – types of cash book - problems - purchase book - sales book - sales return and purchase return books.

### **UNIT - II**

Trial balance - Errors – types of errors - Rectification of errors – problems - Bank reconciliation statement – problems.

### **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 - Skew ness and Kurtoses Lorenx curve, Simple Correlation - Scatter diagram - Karl Pearson's Co-efficient of correlation – Rank correlation - Regression lines.

**UNIT-V**

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

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

**REFERENCE BOOKS**

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

## **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**

Perception - Factors affecting perception - Motivation - theories - financial and non-financial motivation - techniques of motivation - Transactional Analysis - Brain storming.

### **UNIT - III**

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

### **UNIT – IV**

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

### **UNIT - V**

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

### **REFERENCE BOOKS**

1. Keith Davis - Human Behaviour at Work
2. Ghos - Industrial Psychology
3. Fred Luthans - Organisational Behaviour
4. L.M. Prasad - Organisational Behaviour
5. Hippo - Organisational Behaviour

## **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 - Keynes's Liquidity preference theory – Theories of Profit - Dynamic theory of Profit - Risk Theory - Uncertainty theory.

### **UNIT - V**

Government and Business - Performance of public enterprises in India - Price policy in public utilities, Government measures to control Monopoly in India - MRTP Act.

## **REFERENCE BOOKS**

1. Sankaran - Business Economics
2. Markar Et al - Business Economics
3. Sundaram K.P & Sundaram E - 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 –  $m \times 2$  and  $2 \times n$  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**

CPM - Principles - Construction of Network for projects – Types of Floats – Slack- crash programme.

**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**

1. Kanti Swarup, Gupta R.K. - Operations Research
2. P.R. Vittal - Operations Research
3. Gupta S.P. - Statistical Methods.



### **III-Semester**

## **QUALITY MANAGEMENT IN SERVICE**

#### **Unit –I Introduction**

Quality management –Definition –Basic approach – gurus of TQM – historical review –Obstacles – Benefits of Quality Management – Quality cost

#### **Unit –II Customer satisfaction**

Customer satisfaction – Introduction –Customer perception of Quality – Feedback – Using customer complaints – Service quality – elements of customer service – customer care – customer retention.

#### **Unit –III Leadership**

Definition – Characteristics of quality leaders - habits of highly effective people – ethics – the Deming philosophy – role of quality leaders – quality councils – quality statements – strategic planning – communications – decision making.

#### **Unit –IV Quality management systems**

Introduction – Benefits of ISO Registration –ISO 9000 Series of standards –ISO 9001 Requirements – Implementation – Documentation – Writing the documents – Internal Audits – Registration – Closing comments.

#### **Unit –V Tools and Techniques for Quality management**

Quality function Deployment [QFD],- Benefits , voice of customer, house of quality, QFD Process Failure model effect analysis[FMEA] – requirements of reliability, failure rate, stages, Process and documentations, Taguchi techniques – Introduction – Loss function, and tolerance design.

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

#### **Text Book:**

1. Dale H. Besterfield etal, total quality management, third edition Pearson education.

#### **References :**

2. Willam J.Kolarji, creating quality, Mc Graw Hill, 1995.
3. Indian Standard – Quality management Systems – guidelines for performance improvement, Bureau of Indian standards, New Delhi.

### III-Semester

## FUNDAMENTALS OF INFORMATION TECHNOLOGY

### Unit I : Introduction

Computers – Characteristics – Classification –Micro, mini, mainframe and super computers ALU History of Computers – generation of computer hardware, Software, human ware.

### Unit –II Main Memory

RAM, ROM, PROM, EPROM, EEPROM, FLASH Memory.

Auxiliary Memory: Magnetic tape, hard disk, floppy Disk, CD –Rom

### Unit –III: I/O Devices

**Input Devices:** Key board, Mouse, Track ball, Joystick, Scanner, MICR, OCR, OMR, Barcode reader, Light pen.

**Output Devices:** VCU, classification & characteristics of Monitors, printer, Plotter, Sound card & Speaker.

### Unit –IV

Introduction to computer software –OS – classification & function of OS – Programming Languages machine – Assembly Language – High level Languages – Types of High level Languages – Computers & Interpreters.

### Unit –V

Internet basics –WWW – Web pages – web browsers- searching the web Internet Assess.

Electronic Mail: Introduction – E.Mail-basis – Advantages creating e-mail id.

E-commerce : Introduction –Applications.

### Text Books:

1. Fundamental of Information Technology Alexis leon, Mathews

### Reference books :

1. C.S.V. Murthi, Information Technology  
R.Parameswaran – Computer Application in Business.

## **BUSINESS LAW**

### **UNIT-I**

Indian Contract Act 1872: Marketing and Essentials of a valid Contract- formation of Contract.

### **UNIT-II**

Performance of Contract – Termination and discharge of Contract – Remedies for Breach of Contract- Quasi Contract.

### **UNIT-III**

Special Contracts: Indemnity and guarantee – Bailment – Agency.

### **UNIT-IV**

Sale of goods Act, 1930: Contract of Sale- conditions and Warranties- Transfer of Property- Performance of the contract of sale, right of an unpaid seller.

### **UNIT-V**

Indian Partnership Act,1932: Meaning and Test of Partnership - Registration of firms – Relations of Partners – Dissolution of firms.

Arbitration Act, 1940: Arbitration – Arbitration without Intervention of Court  
Arbitration in suits.

### **REFERENCE BOOKS:**

1. Kapoor N D, Elements of Mercantile Law.
2. Sen and Mitra, Commercial Law.
3. Shukla M C, Mercantile Law.

### **III-Semester**

#### **INCOME TAX LAW AND PRACTICE**

##### **UNIT-I**

Income tax Act- meaning of income- important definitions under the income Tax Act- Residential status- Incomes exempt from tax- Capital, Revenue- Agricultural Income.

##### **UNIT-II**

Income from salaries- scope of Salary Income- Taxable perquisites- valuation of perquisites- deduction from salary Income.

##### **UNIT-III**

Income from house property- definition of annual value- deductions from annual value. Income from business and profession- basic principles of arriving at business income- specific deductions in computing income from business- general deductions- instances of general deductions under section 37(1)- specific disallowances under the Act.

##### **UNIT-IV**

Income under capital gains, short term, long term capital gains- transfer of capital assets- certain transaction not included as transfer- computation of capital gains- cost of acquisition – cost of improvement – Indexation of cost – capital gains under different circumstances – Exempted capital gains.

Income from other sources – deductions in computing income under this head.

##### **UNIT-V**

Assessment of individuals- partnership firms- deductions in the computation of total income – self off carry forward of losses.

##### **REFERENCE BOOKS:**

1. Income Tax Law and Practice - Bhagwati Prasad
2. Income Tax Law and Practice - Mehrotra (Text Book)
3. Income Tax Law and Practice - Gaur and Narang.

##### **NOTE:**

The Ratio as between theory and problem should be 25%;75%

**Subject Title: Diploma Paper-1- RETAIL ENVIRONMENT**

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

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

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

**Contents:-**

**UNIT I**

Retail: Meaning – Functions and special characteristics of a Retailer – Reasons for studying. Retailing – Marketing-Retailer Equation – Marketing concepts applied to retailing – Retailing as a career – Trends in Retailing.

**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:**

Swapna Pradhan – Retailing Management – Text and Cases, Tata McGraw Hill – 2<sup>nd</sup> edition, 2004

Barry Berman and Joel R Evans – Retailing Management – A Strategic Approach, Prentice Hall of India, 8<sup>th</sup> Edition, 2002.

James R. Ogden, Denise Ogden – Integrated, Retail Management – Biztantra 2005

Gibson G Vedamani – Retail Management – Functional Principles and Practice, Jaico Publishing House, Second edition, 2004.

## **IV-Semester**

### **RESEARCH METHODS IN SERVICE MARKETING**

#### **Unit – I Introduction to Research**

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

#### **Unit –II Research Design:**

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

#### **Unit – III Data Collection**

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

#### **Unit –IV statistical techniques:**

Factor Analysis – cluster analysis – discriminate analysis – multiple regression & correlation – application of SPSS package.

#### **Unit –V Research Report**

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

#### **Reference :-**

1. Donald R. Cooper and Rama's S. Schindler, business research method – tata McGraw Hill Publishing
2. C.R. Kothari – Research methodology – wishva prakashan, new delhi.

## IV-Semester

### Tourism Marketing

#### Unit- I : Introduction :

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

#### Unit- II :

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

#### Unit- III:

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

#### Unit –IV:

Tourism product- Features- Designing a package Tour-Brand Decisions- launching new product.

#### Unit- V

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

#### References:

1. Services Marketing- S.M. Jha – Himalaya Publishing House.
2. Services Marketing – Ravishankar – Excel Books.

## IV-Semester

### Theory Paper

### PC SOFTWARE – THEORY

### MS OFFICE

#### Unit-I

Windows 2000- working with windows – moving formation within windows arranging Icons- Saving Window settings.

MS Office Basics – Creating document – entering text-Selecting text- giving instructions- Using tool bars- Menu commands- Keyboards shortcuts- Saving files- Opening documents – Manipulating Windows – simple Editing- Printing Files.

#### Unit-II

Word Basics – Using Auto text – Using Auto Correct Word editing technique-finding and replacing text – Checking spelling – using templates- formatting – Formatting with styles creating tables.

#### Unit-III

Excel Basics- entering data- Selecting Ranges- Editing entries – formatting entries- Simple Calculation- naming cells and Ranges- Data display- printing worksheets –copying entries between workbooks – Moving sheets between workbook-deleting sheets- Creating graphs.

#### Unit-IV

Power Point basics- Working in outline view- using a design template- Merging presentations in Slider sorter view applying templates – Adding graphs- adding organization Charts.

#### Unit-V

Access Basics- Creating a table- entering and adding records- Changing a structure- working with records – Creating forms – establishable relationship using queries to extract information.

#### Text Books

1. Office 2000 Complete Reference by stepher L.Nelson.
2. PC Software for window made simplex by R.K Taxali – Tata MCsaw Hill Publishers PVT Ltd.,
3. Quick Course in Micro soft Office Joyce Cox, Polly urban – Galgottia Publications
4. PC Software for Office- Automation by T.Karthikeyan and Dr. C. Muthu-Sultanchand.



## **IV-Semester**

### **PC SOFTWARE - PRACTICAL**

#### **PROGRAMMING LABORATORY**

##### **List of Practical**

##### **MsWord**

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. Perform Mail Merger Operation and Preparing labels.
4. Prepare the document in newspaper column layout.

##### **MS-EXCEL**

5. Worksheet Using Formulas.
6. Working Manipulation for electricity bill preparation.
7. Drawing graphs to illustrate class performance
8. An excel worksheet contains monthly sales details of five companies.

##### **MS ACCESS**

9. Simple commands perform sorting on name, place and pin code of students database and address printing using label format.
10. Pay rolls processing and prepare report
11. Inventory control.
12. Screen designing for data entry.

##### **MS POWER POINT:**

13. Prepare a PowerPoint presentation with at least three slides for department Inaugural function.
14. Draw an organization chart with minimum three hierarchical levels.
15. Design an advertisement campaign with minimum three slides.
16. Insert an excel chart into a power point slide.

-----

## **IV-Semester**

### **INSURANCE MARKETING**

#### **UNIT-I: Introduction to Insurance**

Meaning of risk- Classification of Risk- Functions of Insurance – Benefits – Nature of Insurable Risks- Development of Insurance – classes of Insurance.

#### **UNIT-II : Marketing of Insurance.**

Introduction- Basic concepts- Insurance Market- Structure – Buyers- Intermediaries- Sellers/suppliers of Insurance- Problems in Insurance marketing.

#### **UNIT-III: Insurance Companies.**

Proprietary companies- Mutual Companies- Classification – Self Insurance – Advantages and Disadvantages- Organizational Structure of Insurance companies – Re-Insurance- International Insurance Market.

#### **UNIT-IV : Users of Insurance Services.**

Users of Insurance Services -Behavioral profile of users – Market segmentation of Insurance – Significance – Marketing Information system for Insurance organization.

#### **UNIT-V: Insurance Product**

Meaning –product planning and Development – product mix- Promotion Mix- Price Mix-Place Mix – The people – Insurance Marketing in the Indian Environment.

#### **Reference:**

1. Insurance – Julia Holyoake / Billweipers – CIB publications.  
Services marketing – S.M.JHA-Himalaya publishing House.

## IV-Semester

### 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.

#### Unit - I

- **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 news papers 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 news papers, 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**

**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  
India, Sixth Edition, 1998.

Paul Green Berg – Customer Relationship Management – Tata Mc Graw Hill , 2002

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  
Publishing House, Second Edition, 2004

## **Basics of Marketing**

### **Unit –I**

Marketing: Meaning, Scope, importance – Approaches to the study of marketing – marketing – marketing concept – social marketing concept – marketing functions – marketing mix

### **Unit –II**

Marketing segmentation: Meaning – Aggregation Vs Segmentation need – Basic of segmentation – Benefits of segmentation – targeting and positioning.

### **Unit –III**

Marketing Environment – meaning – significance –Actors and forces in Environment – marketing planning: Need – Importance – Marketing Strategies by leaders, challengers, followers and nichers.

### **Unit –IV**

Pricing: Meaning –Factors determining pricing – Pricing objectives and method – Resale price maintenance.

### **Unit –V**

Consumerism: Concept – consumer Right – Consumer Movement – Consumer Protection.

## **REFERENCE BOOKS**

1. Philip kotler, “Marketing Management”, Prentice Hall of India.
2. VS Ramaswamy & Namakumari, “Marketing Management. The Indian Context”, Macmillan.
3. William Stanton et-al, “fundamentals of Marketing”,Tata McGrawHill.
4. James O Brien, “Management Information Systems”, Galgotia.
5. V Shekar, “Marketing Information System”,Rawat.

## V-Semester

### MARKETING OF BANKING SERVICES

#### UNIT-I.

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

#### UNIT-II

Relevance of Marketing to Banking0 Marketing environment of a Banker- Marketing Mix of a Banker- Marketing Plan; Bank's business objectives, Marketing Audit, SWOT Analysis, Marketing Objectives and marketing.

Market segmentation- Bases – Marketing outlet for a Banker- Suitable location for a Bank branch- Branch layout.

#### UNIT-III

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

#### UNIT-IV

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

#### UNIT-V

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

#### REFERENCE BOOKS:

1. Ramasamy and Namakumari, Marketing Management.
2. Gupta and Rajan Nair, Marketing Management.
3. Madhukar, Dynamics of Bank Marketing.
4. Kenneth Andrew, the Bank Marketing Handbook.



## **INTERNATIONAL SERVICE MARKETING**

### **Unit – I**

Foundations of service marketing –concepts – scope and dimensions – services marketing environment – global and national perspectives.

### **Unit –II**

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

### **Unit –III**

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

### **Unit –IV**

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

### **Unit –V**

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

### **Reference:**

1. Christian Gronroos, services management and marketing, John Wiley & Sons Ltd 2000
2. Kruise, Service marketing, John Wiley & Sons Ltd 2000.
3. Philip Kotler, Marketing of non – profit organization, Prentice Hall, 2000

## V-Semester

### COST AND MANAGEMENT ACCOUNTING

#### UNIT-I

Definition of costing – cost accounting – objectives – nature and scope – advantages and Limitations- Management accounting – meaning and objectives – nature and scope advantages and limitations- Tools of management Accounting- Cost and Financial accounting- Cost and Management Accounting- Financial Accounting and management Accounting- analysis and classification of cost preparation of cost sheet.

#### UNIT-II

Materials- Material control – objectives of material control- Purchase procedure- methods of inventory control- fixation of stock level economic order quantity- ABC Analysis – perpetual inventory system- stores ledger – methods of pricing materials issues- FIFO-LIFO Average price (simple and weighted average).

#### UNIT-III

Labour remuneration- features of a good wage system- Time wage system- piece rate system- advantages and disadvantages- idle time – control over idle time- labour turnover – cause and effect- measurement.

#### UNIT-IV

Financial statement analysis and interpretation ratios- their significance – uses- limitations- analysis of liquidity, profitability and solvency.(simple problems only) Fund flow and cash flow analysis (simple problems only).

#### UNIT-V

Standard costing- estimated cost and standard cost- advantages and limitations of standard costing- variance analysis- material variance and labour variances.

#### REFERENCE BOOKS:

1. Cost Accounts - S.P.Jain and Narang.
2. Cost Accounting - S.P.Iyengar.
3. Principles of Management Accounting - S.N. Maheswari.
4. Principles of Management Accounting - Saravanavel.
5. Management Accounting - R.S.N. Pillai and V.Bagawati.

#### NOTE:

The Ratio as between theory and problem should be 25%;75%

## **Diploma Paper – III - 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 – Window display and interior display – space management – planning lay out

### **REFERENCE BOOKS:**

Chetan Bajaj and Ranjith – Retail Management – Oxford University Press, Second Edition, 2005

Gillespie Hecht and Lebowitz – Retail Business Management , Mc Graw Hill Book Company, Third Edition, 2002

James R Ogden, Denise T. Ogden – Integrated Retail Management , Wiley Pvt Ltd, 2005

Gibson G Vedamani – Retail Management – Functional Principles and Practice, Jaico Publishing House, Second Edition, 2004

## **VI-Semester**

### **HOSPITAL MANAGEMENT AND HOTEL MANAGEMENT**

#### **Unit – I Hospital Marketing**

Introduction – Conceptual frame work – Types of Hospitals – Emerging trends in Medicare – Medicare- Marketing – medicare – Justifications for marketing medicare – thrust areas for medicare services – hospital system and function.

#### **Unit –II :Marketing mix for Hospital**

Product MIX – Promotion MIX – Price MIX – Place MIX – Startegic Marketing for Hospitals.

#### **Unit – III : Marketing the Medical transcription Services:**

Introduction – need for medical transcription – the global scenario – Indian Scenario – The Business model – Medical Trascription Process – successful Business Strategies.

#### **Unit –IV Hotel Marketing**

Introduction – Hotel Market segments – Hotel and its typology – Hotel marketing – Concepts – users of Hotel services – Behavioural profile of users – marketing Information system for horels.

#### **Unit –V Product Planning & Development**

Product planning and development – marketing mix for hotels – the formulation of product mix for hotels – hotel marketing in Indian Perspective.

#### **Reference:**

1. Services marketing – S.M.JHA – Himalaya Publithig house
2. Service Marketing – Ravi shanker – Excel Book.

## **VI-Semester**

### **ADVERTISING MANAGEMENT FOR SERVICE**

#### **Unit –I Introduction to Advertisement :**

Concept and definition of advertisement – social, economic and legal implications of advertisements –setting advertisement objectives.

#### **Unit- II Ad. Agencies**

Ad.Agencies – Selection and the remuneration – Advertisement – campaign – Function of Ad. Agencies – types of Ad Agencies.

#### **Unit –III Advertisement Media:**

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

#### **Unit –IV Design and Execution of Advertisement**

Message development – different types of advertisements –layout – design appeal – copy structure – advertisement production – print – Radio – T.V and web advertisements – advantages & Limitations.

#### **Unit –V Media Research**

Media research – selection – testing validity and reliability of ads – measuring impact of advertisement – advertises effectiveness.

#### **References:**

1. Kenneth Clow. Donald Back – “Integrated Advertisements, Promotion and marketing communication”, -Prentice hall of India
2. S.H.H kazmi, satish K Batra – “Advertising & Sales Promotion – Excel Books
3. Advertising, sales & Promotion management – S.A. Chunawalla – himalaya Publithig House.

## 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

Factors affecting entrepreneur growth - economic – non-economic. Entrepreneurship development programmes - need - objectives – course contents - phases - evaluation. Institutional support to entrepreneurs.

#### 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

## **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:**

S. Shajahan – Relationship Marketing – Mc Graw Hill, 1997

Paul Green Berg – CRM – Tata Mc Graw Hill, 2002

Philip Kotler, Marketing Management, Prentice Hall, 2005

Barry Berman and Joel R Evans – Retail Management – A Strategic Approach- Prentice Hall of India, Tenth Edition, 2006

-----

|              |   |                                 |
|--------------|---|---------------------------------|
| Elective – I | A | <b>MODERN OFFICE MANAGEMENT</b> |
|--------------|---|---------------------------------|

### **Unit –I Office Management and organization**

Basic concepts of office – Importance – Functions – size of the office – office management – relations with other departments – scientific office management – office manager - principles of office organization – types / systems of organization – charts – centralization Vs. decentralization.

### **Unit- II Office Environment & Communication**

Office location – characteristics / Qualities of office building – Environment – Physical – hazards in office safety – security – secrecy – communication – meaning – essential features – classification – barriers to communication.

### **Unit –III : office correspondence & Record management**

Centralized Vs Departmental correspondence – departmental typing and typing pools – classification of records – principles of record keeping – filing – methods.

### **Unit –IV : Office systems & Procedures**

Systems – procedure – Advantages – Characteristics of sound office system& procedures – work simplification – principles – kinds of reports.

### **Unit –V Office Personnel relations**

Personnel management – definitions – functions –office committees- employee morale – productivity – Employee welfare – grievances – work measurement – control of office work.

### **Reference:**

1. Modern office management – Dr. I.M.SAHAI –Sathiya Bhawan Agra  
Office organization And Management – S.P Arora – Vikas publishing House Pvt Ltd.



|              |          |                    |
|--------------|----------|--------------------|
| Elective – I | <b>B</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:**

1. Boyd, Harper W. Jr., Westfall, Ralph and Stasch, Stanley, Marketing Research: Text and Cases, Richard D.Irwin Inc., Homewood, Illinois.
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**

Understanding Consumer Behaviour - Nature and scope. Consumer Buying Behaviour Model – Consumer buying process – stages in buying process. Market Segmentation and Consumer Behaviour. Consumer Research Process.

**UNIT -II**

The process of Learning and Consumer Behaviour – Concept and theories of learning – Brand, Brand loyalty and Brand equity. Consumer Perception - Process, interpretation, Perception and marketing strategy. Perceptual process and buying behaviour. Social, cultural and personal factors.

**UNIT -III**

Consumer needs and Motivation – Wants versus needs – Theories of needs – Maslow's hierarchy of needs – Motivation – role of motives – Theories of motivation – motivational research.

**UNIT -IV**

Nature of consumer attitudes – models and theories of attitude – change in attitude. Groups - types, Celebrities, Family, Socialization of family members, Function of family, Family decision-making and consumption - related roles, Family life cycle.

**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.
3. Schiffman.L.G. & Kanak.L.L., Consumer Behaviour, PHI/Pearson.
4. Ingel, Roger & Blackwell, Consumer Behaviour.

|               |   |  |
|---------------|---|--|
| Elective – II | A | <b>INDUSTRIAL AND SERVICES MARKETING</b> |
|---------------|---|--|

### **UNIT-I**

Industrial Marketing: Need, Scope, Importance – System and Concepts – Difference between Industrial and consumer Marketing- Industrial buyer behaviour- Characteristics, motives and Purchasing System- Types of Markets – Market Opportunities – Demand in industrial markets – Marketing research.

### **UNIT-II**

Classification of industrial products and Services – Product management in business markets – Pricing decisions – Pricing Strategies – Industrial distribution strategies – Physical distribution – Industrial products promotions: Advertising, Sales promotions, public relations.

### **UNIT-III**

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

### **UNIT-IV**

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

### **UNIT-V**

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

### **REFERNCE BOOKS:**

1. Alexander Hill & Cross, “Industrial Marketing” AITBS
  2. Hutt & Speh, “Industrial Marketing” Sundar.
  3. Helen Woodruffe. “Service Marketing” Macmillan.
  4. Harsh Verma, “Service Marketing” Global Business Press.
- Ravishankar, “Service Marketing- The Indian Experience”, Manas.

|               |          |                                  |
|---------------|----------|----------------------------------|
| Elective – II | <b>B</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:**

1. Pareek Udai and T.V.Rao, Designing and Managing Human Resource Systems, Oxford & IBH.
2. Rao T.V.performance Appraisal: Theory and Practice.AIMA-Vikas.
3. ILO: An Introductory course in Teaching and Training Methods for Management Development. Sterling Publishers.
4. Rao T.V.et.al.(ed) Alternative Approaches and Strategies of HRD Rewat Publications.
5. Silvera D.M. - Human Resource Development - the Indian Experience New India Publications.
6. Rao VSP, Human Resource Development, Response Books, 2001.
7. Kandula S.R, Strategic Human Resource Development, PHI, 2001.

|               |   |                    |
|---------------|---|--------------------|
| 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

Hire Purchase - Concept - evaluation of Hire Purchase Proposals. Leasing - Lease Accounting - Types of leases.

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 :

1. M.Y.Khan, Indian Financial Systems.
2. K.Sriram, Hand Book of Leasing Hire Purchase & Factoring.
3. R.M.Srivastava, Indian Financial System.
4. Rajas Parashine and Ashok Kumar, Introduction to Lease Financing.
5. T.Sundar Rajan, Merchant Banking.
6. L.M.Bhole, Financial Institution & Markets.
7. Habel J.Johnson, Financial Institution & Markets.
8. Dr.J.C.Verma, Mutual Funds & Investment Portfolio.
9. Nalini Prava Tripathy, Financial Instruments and Services, Prentice Hall of India, New Delhi.

|                |   |            |
|----------------|---|------------|
| 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**

Collective Bargaining: - Concept - Principles and forms of collective bargaining - Procedure - conditions for effective collective bargaining - worker's Participation in management.

**UNIT III**

Factories Act 1948 - The Workman's Compensation Act, 1923.

**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
3. Human Resource Management - N.G.Nair & Latha Nair Sultan Chand & Sons.
4. Essentials of Human Resource Management and Industrial Relations – P.SubbaraoHimalaya.
5. N.D. Kapoor - Mercandile Law - Sultanchand & Sons
6. R.Venkatapathy & Assissi Menachery - Industrial Relations & Labour Legislation  
- Aditya Publishers.

|               |          |                            |
|---------------|----------|----------------------------|
| Elective -III | <b>B</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**

Indian institutional assistance for export promotion – export policy – features – policy measures – infrastructure set up and aids – export promotion council – commodity boards – board of trade – trade development authority – FIFO, IIFT, Export inspection council, STC, Export houses.

### **UNIT -III**

Export procedures-offer and receipt of confirmed orders – production – shipping and banking procedure – negotiation-documents for export trade –export incentives.

### **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**

International agencies and agreement – IMF-World Bank – functions and features – WTO features-import policy features.

### Recommended Books:

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

-----

|                |          |                          |
|----------------|----------|--------------------------|
| Elective – III | <b>C</b> | Project Work & Viva-Voce |
|----------------|----------|--------------------------|

\*\*\*\*\*