### 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**

<table>
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<tr>
<th>Part</th>
<th>Study Components</th>
<th>Course Title</th>
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Total 3600 140

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

**List of Elective papers (Colleges can choose any one of the paper as electives)**

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<tr>
<th>Elective – I</th>
<th>A</th>
<th>Modern Office Management</th>
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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 book keeping system and various books of accounts
✓ Preparation of final accounts, etc.

UNIT - I

UNIT - II

UNIT - III
Manufacturing - Trading - Profit & Loss Account - Balance sheet. – Problems with simple adjustments.

UNIT - IV
Accounting for non-trading institutions-Income & Expenditure Account - Receipts and Payment Accounts and Balance sheet - Accounting for depreciation – methods of depreciation – problems (straight line method and written down value method only)

UNIT - V
Preparation of accounts from incomplete records.

(Theory and problems may be in the ratio of 20% and 80% respectively)

REFERENCE BOOKS

1. Grewal, T.S. : Double Entry Book Keeping
2. Jain and Narang : Advanced Accountancy
3. Shukla and Grewal : Advanced Accountancy
4. Gupta and Radhaswamy : Advanced Accountancy
5. Gupta R.L. : Advanced Accountancy
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. 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


REFERENCE BOOKS

1. Sankaran - Business Economics
2. Markar Et al - Business Economics
**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 detoriates 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
III-Semester
QUALITY MANAGEMENT IN SERVICE

Unit –I Introduction

Unit –II Customer satisfaction

Unit –III Leadership

Unit –IV Quality management systems

Unit –V Tools and Techniques for Quality management

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

Text Book:

References :
III-Semester

FUNDAMENTALS OF INFORMATION TECHNOLOGY

Unit I : Introduction

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

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


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

UNIT-II

UNIT-III
Special Contracts: Indemnity and guarantee – Bailment – Agency.

UNIT-IV

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

REFERENCE BOOKS:
2. Sen and Mitra, Commercial 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)

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

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
IV-Semester

RESEARCH METHODS IN SERVICE MARKETING

Unit – I Introduction to Research

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

Unit –IV Statistical techniques:

Unit –V Research Report

Reference :-

1. Donald R. Cooper and Rama’s S. Schindler, business research method – tata McGraw Hill Publishing
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:
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.

Unit-II

Unit-III

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

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

Text Books
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
4. Prepare the document in newspaper column layout.

MS-EXCEL
5. Worksheet Using Formulas.
7. Drawing graphs to illustrate class performance
8. An excel worksheet contains monthly sales details of five companies.

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

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

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IV-Semester

INSURANCE MARKETING

UNIT-I: Introduction to Insurance

UNIT-II: Marketing of Insurance.

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 – Marker segmentation of Insurance – Significance – Marketing Information system for Insurance organization.

UNIT-V: Insurance Product

Reference:
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 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

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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
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
Basics of Marketing

Unit –I
Marketing: Meaning, Scope, importance – Approaches to the study of 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

Unit –IV

Unit –V

REFERENCE BOOKS

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.
Marker 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

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 – advertising and publicity for services – personal selling in relation to services – I.T impact on service marketing.

Reference:
1. Chiristian gronroos, services management and marketing, John wiley & sons ltd 2000
V-Semester

COST AND MANAGEMENT ACCOUNTING

UNIT-I


UNIT-II


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:


NOTE:

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

HOSPITAL MANAGEMENT AND HOTEL MANAGEMENT

Unit – I Hospital Marketing

Unit –II : Marketing mix for Hospital
Product MIX – Promotion MIX – Price MIX – Place MIX – Strategic Marketing for Hospitals.

Unit – III : Marketing the Medical transcription Services:

Unit – IV Hotel Marketing

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
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

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

Unit –V Media Research

References:
   1. Kenneth Clow. Donald Back – “Integrated Advertisements, Promotion and marketing communication”, Prentice hall of India
SEMMESTER - 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:

Philip Kotler, Marketing Management, Prentice Hall, 2005
Elective – I  MODERN OFFICE MANAGEMENT

Unit –I Office Management and organization

Unit- II Office Environment & Communication

Unit –III : Office correspondence & Record management

Unit –IV : Office systems & Procedures

Unit –V Office Personnel relations

Reference:
1. Modern office management – Dr. I.M.SAHAI –Sathiya Bhawan Agra
   Office organization And Management – S.P Arora – Vikas publishing House Pvt Ltd.
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 | 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 INDUSTRIAL AND SERVICES MARKETING

UNIT-I

UNIT-II

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.

REFERENCE BOOKS:
1. Alexander Hill & Cross, “Industrial Marketing” AITBS
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 | 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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