

B.B.A. BUSINESS ADMINISTRATION (2017-2018)

S. No	SEM	Category	Paper Code	Title of the Paper	Maximum Marks			Minimum Marks for Pass			Hours	Credits
					CIA	E.E	TOTAL	CIA	E.E	TOTAL		
1	I	Part I	17U1BAT1/H1	Tamil-I/ Hindi- I	25	75	100	10	30	40	6	3
2		Part II	17U1BAEI	English-I	25	75	100	10	30	40	6	3
3		Core	17U1BAC1	Management principles	25	75	100	10	30	40	5	5
4		Core	17U1BAC2	Business Ethics	25	75	100	10	30	40	5	5
5		Allied	17U1BAA1	Allied-Business Communication	25	75	100	10	30	40	5	4
		Allied	17U2BAA2	Allied-Finance and cost accounting (NS)	-	-	-	-	-	-	3	-
6		ES	17U1BAES	Environmental studies	-	100	100	-	40	40	-	1
7	II	Part I	17U2BAT2/H2	Tamil-II/ Hindi-II	25	75	100	10	30	40	6	3
8		Part II	17U2BAE2	English-II	25	75	100	10	30	40	6	3
9		Core	17U2BAC3	Organizational Behaviour	25	75	100	10	30	40	5	5
10		Core	17U2BAC4	Managerial Economics	25	75	100	10	30	40	4	4
11		Allied	17U2BAA2	Allied-Finance and Cost Accounting	25	75	100	10	30	40	3	3
12		Allied	17U2BAA3	Allied-Money and Banking	25	75	100	10	30	40	5	3
13		SBE	17U2BAS1	Skill Based Elective – I Fundamentals Of Business Organization	25	75	100	10	30	40	1	1
14		VBE	17U2BAVE	Value Based Education	25	75	100	10	30	40	-	-
15	III	Part I	17U3BAT3/H3	Tamil-III/ Hindi-III	25	75	100	10	30	40	6	3
16		Part II	17U3BAE3	English-III	25	75	100	10	30	40	6	3
17		Core	17U3BAC5	Business Regulation	25	75	100	10	30	40	5	4
18		Core	17U3BAC6	Marketing Management	25	75	100	10	30	40	5	5
19		Allied	17U3BAA4	Allied-Corporate Environment	25	75	100	10	30	40	5	3
		Allied	17U4BAA5	Allied-Computer Application in Business (NS)	-	-	-	-	-	-	3	-
20		GS	17U3BAGS	Gender Studies	-	100	100	-	40	40	-	-

B.B.A. BUSINESS ADMINISTRATION (2017-2018)

S. No	SEM	Category	Paper Code	Title of the Paper	Maximum Marks			Minimum Marks for Pass			Hours	Credits
					CIA	E.E	TOTAL	CIA	E.E	TOTAL		
21	IV	Part I	17U4BAT4/H4	Tamil-IV/ Hindi-IV	25	75	100	10	30	40	6	3
22		Part II	17U4BAE4	English-IV	25	75	100	10	30	40	6	3
23		Core	17U4BAC7	Human Resource Management	25	75	100	10	30	40	4	5
24		Core	17U4BAC8	Management Accounting	25	75	100	10	30	40	5	5
25		Allied	17U4BAA5	Allied- Computer Application In Business (NS)	25	75	100	10	30	40	3	3
26		Allied	17U4BAA6	Allied- Business Mathematics	25	75	100	10	30	40	5	4
27		SBE	17U4BAS2	Skill based elective-II Event Management	25	75	100	10	30	40	1	1
28	V	Core	17U5BAC9	Financial Management	25	75	100	10	30	40	5	5
29		Core	17U5BAC10	Operation Management	25	75	100	10	30	40	5	5
30		Core	17U5BAC11	Service Marketing	25	75	100	10	30	40	4	5
31		Core	17U5BAC12	Research Methodology	25	75	100	10	30	40	5	4
32		Major Elective-I	17U5BAEL1A 17U5BAEL1B	Security Analysis & Portfolio Management Advertising and media management	25	75	100	10	30	40	4	4
33		Major Elective-II	17U5BAEL2A 17U5BAEL2B	Agri business Management Industrial Relation	25	75	100	10	30	40	4	3
34		NME	17U5BANME	Personnel Management	25	75	100	10	30	40	2	1
35		Soft Skill	17U5BASSD	Soft Skill development	-	-	100	-	40	40	1	-
36	VI	Core	17U6BAC13	Corporate Strategic management	25	75	100	10	30	40	5	5
37		Core	17U6BAC14	Financial Services	25	75	100	10	30	40	4	5
38		Core	17U6BAC15	Entrepreneurial Development	25	75	100	10	30	40	5	5
39		Core	17U6BAC16	Management Information System	25	75	100	10	30	40	4	4
40		Major Elective-III	17U6BAEL3A 17U6BAEL3B	Retail Management/ Rural Marketing	25	75	100	10	30	40	5	3
41		Major Elective-IV	17U6BAEL4A 17U6BAEL4B	Insurance Management/ Tourism Management	25	75	100	10	30	40	5	4
42		GK	17U6BAGK	General Knowledge	-	100	100	-	40	40	1	-
43		CN	17U6BACN	Comprehension Test	-	100	100	-	40	40	1	1
		Extension Activity			-	-	-	-	-	-	-	1
		Total			4300						180	140

**A.VEERIYA VANDAYAR MEMORIAL SRI PUSHPAM COLLEGE
(AUTONOMOUS),
POONDI, THANJAVUR DIST.**

**Question Pattern for UG and PG Programmes for students to
be admitted during 2017 – 2018 and afterwards**

Total Marks: 75

QUESTION PATTERN

**SECTION – A
(Question 1 to 10)**

10 x 2 = 20 Marks

1. Short Answer Questions
2. Two Questions from each units (All are answerable)

**SECTION – B
(Question 11 to 15)**

5 x 5 = 25 Marks

1. 5 Paragraph type questions with “either / or” type choice.
2. One question from each unit of the Syllabus.
3. Answer all the questions.

**SECTION – C
(Question 16 to 20)**

3 x 10 = 30 Marks

1. 5 Essay type questions – any three are answerable.
2. One questions from each unit of the Syllabus.

பருவம்	பாடக்குறியீடு	தாளின் பெயர்	பயிற்சியின் நேரம் / வாரம்	சிறப்பு மதிப்பீடு
I	17U1____T1	இக்கால இலக்கியம் (செய்யுள், உரைநடை, சிறுகதை, புதினம், நாடகம்,)	6	3

கூறு:1 செய்யுள்

நேரம்: 18

1. இராமலிங்க அடிகளார் - திருவருட்பா - இறைத் திருக்காட்சி —1—10
2. பாரதியார் - தேசியகீதம் : பாரத தேசம் — எங்கள் நாடு,
3. பாரதிதாசன் - புதிய உலகம்: உலக ஒற்றுமை —பேரிகை, தளை அறு, மானுட சக்தி
4. பட்டுக்கோட்டை கல்யாண சுந்தரம் -காடு வெளையட்டும் பெண்ணெ ,
5. நாமக்கல் கவிஞர் - என்றுமுளதென்றமிழ் ,
6. கவிமணி : ஒற்றுமையே ,உயர்வு நிலை—நாட்டுக்குழைப்போம்

கூறு: 2 உரைநடை

நேரம்: 18

1. கேட்டிவி - இராகபாவம் (1 முதல் 15 வரை)
2. கேட்டிவி - பயணங்கள் தொடரும்

கூறு: 3 சிறுகதை

நேரம்: 18

1. கேட்டிவி - குரல் கொடுக்கும் வானம்பாடி (1 முதல் 10 வரை)
2. கேட்டிவி - மனோரஞ்சிதம் முழுவதும்

கூறு: 4 புதினம்

நேரம்: 18

1. கு.வெ.பாலசுப்பிரமணியம் —காளவாய்

கூறு: 5 நாடகம் , இலக்கிய வரலாறு

நேரம்: 18

1. கலைவாணன் — கு.சா.கிருஷ்ணமூர்த்தி(NCBH வெளியீடு)
2. சிறுகதை, புதினம், நாடகம், கவிதை, உரைநடை

பயன்கள்

சமீபகால தமிழ் இலக்கியம் பற்றி தெரிந்து கொள்ளுதல்

Semester	Subject Code	Title Of The Paper	Hours Of Teaching/ Week	No. of Credits
I	17U1 _ E1	PART – II PROSE, POETRY AND COMMUNICATION SKILLS	6	3

Objective

- To initiate the Students to understand English through Prose, Poetry and Basic Communicative Grammar.

Unit – I

Shakespeare - Shall I compare thee to a Summer's Day?
 John Milton - On His Blindness.
 William Wordsworth - The Solitary Reaper
 P.B.Shelley - Song to the Men of England.
 Robert Frost - The Road not Taken
 Nissim Ezekiel - Night of the Scorpion

Unit – II

- | | |
|---------------------------------|--------------------------------|
| 1) The Running Rivulets of Man, | 2) Parliament is Marking Time, |
| 3) The Lady in Silver Coat, | 4) Mr. Applebaum at Play. |

Unit – III

- | | |
|---------------------------------------|---------------------------|
| 1) The Feigning Brawl of an Imposter, | 2) Thy Life Is My Lesson, |
| 3) Solve The Gamble, | 4) The Stoic Penalty. |

Unit – IV

- | | |
|---------------------------------|-------------------------------------|
| 1) Nobility In Reasoning, | 2) Malu the Frivolous Freak, |
| 3) Bharath! Gird Up Your Loins! | 4) Honesty is the Cream Of Chastity |

Unit – V

Parts of Speech, Nouns, Pronouns, Conjunctions, Adjectives, Articles, Verbs, Adverbs, Interjection – sentence.

References Book:

A Melodious Harmony – Sri.KTV, Rajendra Publishing House, Poondi, 2017.
 Flying Colours – Prof. K.Natarajan, New Century Book House (P) LTD., 2017.

Course Outcome

To initiate the Students to understand English through Prose, Poetry and Basic Communicative Grammar.

semester	Subject code	Title of the paper	Hours of teaching/ week	Credit
I	17U1BAC1	Management Principles	5	5

Unit-I: Management Thought

15 hours

The Development of Management Thought-contribution of Taylor, Henri Fayol, Elton Mayo, Gelbreth Maslow – Functions of Manager – Leader Vs Manager.

Unit-II Planning

13 hours

Planning-Nature and Purpose – objectives-operational and strategic planning – types – Steps in Planning –Limitations

Unit –III Organizing

15 hours

Organizing – Organization Theory – Classical Theory, Neo classical Theory and Organizational Design. Delegation of Authority-Line and Staff, Centralization and Decentralization.

Unit-IV Directing

17 hours

Directing – principles-Role theory and Role analysis – Hawthorne studies – Morale and Motivation. Staffing –Responsibility for Staffing – power and politics.

Unit-V Controlling

15 hours

Controlling – functions –steps-budgeting – Advantages and Disadvantages
Budgetary Control.

Text books

1. Prasad L.M-Principles of Management, Sultan Chand & sons, 2006.
2. Dinakar and Pagare-Business Management, Sultan Chand & sons, 1995, 5th edition

Reference Books

1. Dr. L.M Prasad – Principles and practice of Management, Sultan Chand & sons, 2006.
2. Dr. C.B. Gupta –Management Principles and Practice, Sultan Chand & sons, 2007, 12th edition

Course Outcome

To enable the students get provide the guidance as to how tossed or to be completed for increased efficiency

semester	Subject code	Title of the paper	Hours of teaching/ week	Credit
I	17U1BAC2	Business Ethics	5	5

Unit I: Ethics Concept

14 hours

Meaning – Definitions Of Ethics and Business Ethics – Business Ethics – Nature – Objectives – Characteristics – Importance – Benefits – Role – Business Ethics in Improving Society – Misnomers Apart Business Ethics – Business Ethics and Recent Challenges of Business In India.

Unit –II : Ethics In Management

15 hours

Principles of Indian Ethics in Management – Types of Management Ethics – Divine Managerial Qualities – Managerial Competence and Skills – Role of Bhavathgeethai to Managerial Effectiveness.

Unit- III: Ethical Values and Culture

15 hours

Values – Concept – Objectives – Formation of Values – Types – Development of Values – Values Of Indian Managers. Culture – Origination – Characteristics – Classification – Work Committed Culture In Organization.

Unit-IV: Ethical Decision Making

15 hours

Role of Moral Philosophies in Decision Making - Types of Decision Making - Decision Making Process – Problem Analysis in Decision Making – Models of Decision Making in Business.

Unit-V: Application of Ethics

16 hours

Ethical Issues in Corporate Governance – Key Issues in Corporate Governance – Importance – Role of Corporate Governance – Ethical Issues in Society – Corruption and Bribery – Causes of Corruption – Expectation of Social Responsibility.

Reference:

1. Business Ethics – GSV Murthy, Himalaya Publication, New Delhi, 2010.
2. Ethics in Management – Swami Anubhavandha, Aryukumar, Ane books Ltd, 2010.
3. Business Ethics and Value – D. Senthil kumar, A. Senthil Rajan. HPH, 2010.
4. Ethics and values in business management – Rinku Sanjeev, Parul Kharna, Ane books Ltd, 2011.
5. Values and Ethics- Shandeep Sharma. Nikil Kulshrestha, vayu Education of India Publication.

Course Outcome

To enable the students increase ethical sensitivity and increase ethical knowledge improve ethical judgement.

semester	Subject code	Title of the paper	Hours of teaching /week	Credit
I	17U1BAA1	Allied - Business Communication	5	4

Unit-I Introduction

12 hours

Introduction to communication –meaning – principles- need – importance- types of communication- process – media – barriers – function-principles of effective communication.

Unit-II Layout and kinds of letter

15hours

Effective of business letter-layout of business letter-kinds-enquiries and reply-quotations-sales letter –claims and adjustments – collection letters – circular letters.

Unit –III Import and Export Correspondence

16 hours

Import and Export correspondence – terms used in import and export correspondence – direct importing – import orders through the agent – letter of credit (LOC).

Unit –IV Modern means of communication

12 hours

Telex –Fax – Teleconferencing – intercom apparatus- internet and email snail mail pros cons of internet – email adequate conferencing.

Unit –V Listening and Learning

16 hours

Listening –objectives – importance to effective listening – principles problems of listening – learning – process – importance – needs learning styles

Text Books

Rajendr Pal Korhill 2009, "Essential of Business communication" Sultan Chand & Sons New Delhi.2006.

Reference Book

1. Essential of Business communication – Kaul 207 Prentice hall new delhi
2. Ramesh, M.S & C. C pattanshetti, 2007 "business communication", R. chand & Co., New Delhi, 2003

Course Outcome

To enhance successful business communication

Semester	Subject code	Title of the paper	Hours of teaching/ week	Credit
I & II	17U2BAA2	Allied - FINANCIAL AND COST ACCOUNTING(NS)	3+3(6)	-

UNIT-I Introduction 15 hours

Introduction- Branches of Accounting- Principles of Double entry systems- Rules for debit and credit- Distinguish book keeping from Accounting- Journal- Ledger- Subsidiary books- purchase book- sales book- cash book.

UNIT-II Financial Account 15 hours

Trial Balance- Final accounts, trading and profit loss accounts- Adjusting and closing entries- Adjustments in outstanding expenses and incomes- paid in advance and received in advance- Depreciation – Bad debts- Discount on debtors and discount on creditors- interest on capital- Interest on Drawing- stock at the end.

UNIT-III Cost Accounts 15 hours

Definitions – cost concept - objectives –Classifications - Distinguish between cost accounting and financial accounting – preparation of cost sheet – tender or quotation.

UNIT-IV Overhead Costing 15 hours

Definitions – classification – procedure – allocation of overheads – methods of observation.

UNIT-V Material Costing 15 hours

Classification of materials – material control – purchasing procedure – store keeping – techniques of inventory control – setting of stock levels – EOQ- methods of pricing material issues – LIFO – FIFO – Weighted average method – simple average method – Problems

Text book

1. Shukla M.c. Grewal and Gupta S.C. advanced Accounting,(2010) S.Chand and co.

Book references:

1. Gupta and RL and Rangaswamy.M, Financial Accounting.
2. Maheshwari, SN maheswamy, sk (2006) Fundamentals of Accounting, viiks publishing.
3. Nigam & Jai (2000), Cost Accounting, Vikas Publishing House, New Delhi.
4. S. N. Maheswary (2008) Cost Accounting, Vikas Publishing House, New Delhi

Course Outcome

- Describe, explain and integrate fundamental concepts underlying accounting, finance management marketing and economics
- Use information to support business processes and practices such as problem analysis and decision making.

Semester	Subject Code	Title Of The Paper	Hours Of Teaching / Week	No. of Credits
II	17U2____T2	இடைக்கால இலக்கியம் - பயன்முறைத் தமிழ் -இலக்கண வரலாறு	6	3

கூறு: 1

நேரம்: 18

1. திருஞானசம்பந்தர் - தேவாரம் - கோளறு திருப்பதிகம்
2. திருநாவுக்கரசர் -தேவாரம் -தனித்திருக் குறுந்தொகை - மாசில்வீணையும் - 1—10 பதிகம்
3. சுந்தரர் -தேவாரம் - திருநொடித்தான்மலைப் பதிகம் —தானெனை முன்படைத்தான்
4. மாணிக்கவாசகர் - திருவாசகம் - திருப்பொன்னுரசல்

கூறு: 2

நேரம்: 18

1. குலசேகராழ்வார்: திருவித்துவக்கோட்டம்மான் : 1—10 பாடல்கள்
2. நம்மாழ்வார் - திருவாய் மொழி -இரண்டாம்பத்து —1—10 பாடல்கள்
3. ஆண்டாள் - நாச்சியார் திருமொழி —வாரணமாயிரம் 1—10 பாடல்கள்
4. திருமங்கையாழ்வார் - சிறிய திருமொழி —1—10 பாடல்கள்

கூறு: 3

நேரம்: 18

1. திருமூலர் - திருமந்திரம் - அட்டாங்க யோகம் —1—10 பாடல்கள்
2. குமரகுருபரர் - மீனாட்சியம்மை பிள்ளைத் தமிழ்: வருகைபருவம்
3. திரிகூடராசப்பக் கவிராயர் - குற்றாலக் குறவஞ்சி - நாட்டு வளம்
4. வீரமாமுனிவர் - திருக்காவலூர்க் கலம்பகம் — முதல் 5 பாடல்கள்
5. குணங்குடி மஸ்தான் சாகிபு - ஆனந்தக் களிப்பு —முழுதும்

கூறு: 4 பயன்முறைத் தமிழ்

நேரம்: 18

வாக்கிய அமைப்பு - புணர்ச்சி வகைகள் - வலிமிகும், வலி மிகா இடங்கள் - எழுத்துப்பிழை நீக்கம் லகர, ளகர, முகர வேறுபாடுகள் - சொற்களைப் பிரித்துப் பொருள் காணும் முறை - நிறுத்தற் குறியீடுகள் - சரியான தமிழ் வடிவம் அறிதல்.
சொல்லியல் - சொல் வகை - இலக்கண வகை - இலக்கிய வகை - பெயர்ச்சொல் - இடுகுறி - காரணம் - அறுபொருட் பெயர் (பொருள், இடம், காலம், சினை, குணம், தொழில்) - வினைச்சொல் - இடைச் சொல் - உரிச்சொல் - முற்று - எச்சம் - விசுதிகள் - இடைநிலை - தன்வினை - பிறவினை - தெரிநிலை வினை - குறிப்பு வினை-வழுவமைதி.

கூறு: 5 இலக்கண வரலாறு

நேரம்: 18

இலக்கண வரலாறு - தமிழ்த் துறை வெளியீடு.

பயன்கள்

இடைக்கால தமிழ் இலக்கியம் பற்றி தெரிந்து கொள்ளுதல்

Semester	Subject Code	Title Of The Paper	Hours Of Teaching/ Week	No. of Credits
II	17U2 _ E2	PART – II EXTENSIVE READERS AND COMMUNICATIVE SKILLS	6	3

Objective

- To impart language and communicative skills through short stories, one act plays and communicative grammar

Unit – I

Shakespeare – The Seven Stages of Man
 Long Fellow – A Psalm of Life
 Nissim Ezakiel - Enterprise
 William Wordsworth – The world is too much with us

Unit – II

Anton Chekov – The Proposal
 J.B.Priestly - Mother's Day

Unit - III

William Faulkner - A Rose for Emily
 P. Lankesh - Bread
 Katherine Mansfield - The Doll's House

Unit – IV

Tense, Question Tag, Dialogue Writing, Paragraph Writing, Adjectives, Adverb

Unit – V

Voices, Degrees of Comparison, Direct and Indirect

Book Prescribed:

Unit I , II, III , Voices of vision in English (Vol. I & II), Board of Editors, Pavai Printers (P) Ltd., Chennai, 2016.
 Unit IV & V – Communicative grammar by the Department of English, Poondi, 2017.

Course Outcome

To impart language and communicative skills through short stories, one act plays and communicative grammar

Semester	Subject code	Title of the paper	Hours of teaching / week	Credit
II	17U2BAC3	ORGANIZATIONAL BEHAVIOUR	5	5

UNIT-I Introduction to Organizational Behaviour 15 hours

The concept of organizational Nature of Man- Elements- Nature of Organization- Models of Organization Behaviour - Socb Model - Organization Behaviour and Human Relations.

UNIT-II Individual Behaviour 15 hours

Individual Behaviour-Personality-types-Theories-Perception-Factor Influencing Perception-Learning-Theories of Learning-Attitudes and its formation.

UNIT-III Group Behaviour 15 hours

Group Behaviour-Formal and Informal Group-Stages of Group Formation-Group Dynamics-Group Cohesiveness, Group Norms-Group Decision Making Process.

UNIT-IV Leadership and Motivation 15 hours

Leadership-Styles-Qualities-Theories-Leader Vs Manager-Power and Politics. Motivation-Types-Theories-Maslows Hierarchy Need Theory-Herzberg's Two Factor Theory.

UNIT-V Organizational Design and Structure 15 hours

Forms of Organizational Structure-Simple Structure-Functional, Matrix Structure-Organizational Change-Causes of Change-Impact of Change.

TEXT BOOK

1. L.M. Prasad-Organizational Behaviour-Sultan Chand & Sons

Reference Books

1. Fred Luthans-Organizational Behaviour, Tata McGraw Hill.
2. Rao V.S.P and NArayana D.S-Organizational Theory and Behaviour, Konark Publisher Pvt. Ltd 1991
3. Prasad L.M – Organizational Bheaviour, Sultan Chand & Sons

Course Outcome

Concept and applications for sustainable business practices and ethical considerations the gender pay gap workforce flexibility and casualisation

Semester	Subject code	Title of the paper	Hours of teaching/ week	Credit
II	17U2BAC4	MANAGERIAL ECONOMICS	4	4

UNIT-I : Nature and Scope of Economics **15 hours**

Micro Economics and Macro Economics-Managerial Economics and its relevance in business decisions-Fundamental Principles of Managerial Economics-Incremental Principle, Marginal Principle-Opportunity Cost Principle-Discounting Principle-Concept of Time Perspective-Equi-Marginal Principle.

UNIT-II: Demand Analysis and Demand Forecasting **15 hours**

Theory of Demand-Types of Demand and their characteristics- Utility Analysis- Cardinal Utility and Ordinal Utility-Elasticity of Demand and its measurement-Price Elasticity-Income Elasticity-Arc Elasticity-Cross Elasticity and Advertising Elasticity- Estimation of Revenue-Average Revenue-Marginal Revenue and Elasticity of Demand-Techniques of Demand Forecasting.

UNIT-III: Indifference Curve Analysis **15 hours**

Concept and Properties of Indifference Curves-Income Effect-Substitution Effect and Price Effect-Income Consumption Curve and Price Consumption Curve-Derivation of Demand Curve-Superiority of Indifference Curve Analysis over Utility Analysis.

UNIT-IV: Cost Analysis **15 hours**

Concept of Cost and Cost Classification-Accounting Cost and Economic Cost-Law of Variable proportions- Increasing, Decreasing and Constant Returns-Cost output relationship in the short-run-Cost output relationship in the Long-run, Production Functions-ISO-Cost Curves and their significance in cost analysis-Economies of Scale-Least Cost Combination Concept.

UNIT-V: Market Structure and Product Pricing **15 hours**

Perfect and Imperfect Market Structures-Conditions of Perfect Competition-Price of a Product under demand and supply forces-Equilibrium Price-Price behavior and time element-Market Price and Normal Price-Pricing under Perfect Competition-Prices under short-run and Long-run.-Pricing under Monopoly and Monopolistic Competition-Pricing under Oligopoly- Kinked Demand Curve-Discriminating Price.

TEXT BOOKS

1. Varshney, R.L & Maheswari, K.L.(2004) Managerial Economics, Sultan Chand, New Delhi

Reference Books

1. Dholakia, R.H & Oza, A.L.(2004) Micro Economics for Management, Oxford University Press, New Delhi.
2. Ahuja, H.L., Business Economics (2008) S. Chand & Co., New Delhi.
3. Nelli & Parker (2009) The Essence of Business Economics, Prentice Hall, New Delhi.
4. Dwivedi, D.N (2001) Managerial Economics, Vikas, New Delhi
5. Y.K. Bhusan, (2010) Indian Economy, Sultan Chand & Co, New Delhi.

Course Outcome

To know the application of economic analysis to business decision making economic tools and the cost production analysis etc

Semester	Subject code	Title of the paper	Hours of teaching/ week	Credit
I & II	17U2BAA2	Allied - FINANCIAL AND COST ACCOUNTING(NS)	3+3	3

UNIT-I Introduction 15 hours

Introduction- Branches of Accounting- Principles of Double entry systems- Rules for debit and credit- Distinguish book keeping from Accounting- Journal- Ledger- Subsidiary books- purchase books- sales books- cash books.

UNIT-II Financial Account 15 hours

Trail Balance- Final accounts, trading and profit loss accounts- Adjusting closing entries- Adjustments in outstanding expenses and incomes- paid in advance and received in advance- Depreciation – Bad debts- Discount on debtors and discount on creditors- interest on capital- Interest on Drawing- stock at the end.

UNIT-III Cost Accounts 15 hours

Definitions – cost concept - objectives –Classifications - Distinguish between cost accounting and financial accounting – preparation of cost sheet – tender or quotation.

UNIT-IV Overhead Costing 15 hours

Definitions – classification – procedure – allocation of overheads – methods of observation.

UNIT-V Material Costing 15 hours

Classification of materials – material control – purchasing procedure – store keeping – techniques of inventory control – setting of stock levels – EOQ- methods of pricing material issues – LIFO – FIFO – Weighted average method – simple average method – Problems

Text book

1. Shukla M.c. Grewal and Gupta S.C. advanced Accounting,(2010) S.Chand and co.

Book references:

1. Gupta and RL and Rangaswamy.M, Financial Accounting.
2. Maheshwari, SN maheswamy, sk (2006) Fundamentals of Accounting, viiks publishing.
3. Nigam & Jai (2000), Cost Accounting, Vikas Publishing House, New Delhi.
4. S. N. Maheswary (2008) Cost Accounting, Vikas Publishing House, New Delhi

Course Outcome

- Describe, explain and integrate fundamental concepts underlying accounting, finance management marketing and economics
- Use information to support business processes and practices such as problem analysis and decision making.

Semester	Subject code	Title of the paper	Hours of teaching /week	Credit
II	17U2BAA3	ALLIED - MONEY and BANKING	5	3

UNIT-I MONETARY POLICY

15 hours

Money, meaning, definition, origin of money functions of money, black money, illegal money, inflation deflation demonetization, money measures-Bank rate, CRR, Reverse Repo Rate, SLR.

UNIT-II FUNCTIONS OF BANK

15 hours

Origin of bank, evaluation of banking in India-commercial bank functions, types of deposits and services. Universal Bank, Retail Banks, green bank, importance, structure of Indian banking system.

UNIT-III RBI'S GUIDELINES

15 hours

RBI-Structure-function-role-power-RBI's reputation to banks and NBFS. RBI's guidelines to investment-policy of bank, criteria of policy, principles of investment policy.

UNIT-IV BANKER AND CUSTOMER RELATIONSHIPS

15 hours

Banker and customer relationships - rights and obligation - lien-setoff - appropriation of payments-cheque-kinds-transaction system.

Unit-V RECENT TRENDS IN INDIAN BANKING

15 hours

Recent trends in Indian banking-E-fund transfer-IFSC, NEFT, RTGS, Swift phone Banking-Internet Banking-Mobile banking-Anywhere banking-ATM debit and credit card-smart card-truncated cheques-electronic cheque-MICR cheque-securitization and reconstruction of financial assets and Enforcement of security Interest Act,(SARFAESI) 2002-Salient features-credit information business of India Ltd(CIBIL), 2000.

Reference:

1. Banking theory Law and Practice-Sundaram & Varshney, 2013.
2. Banking theory Law and Practice-SM Sundaram .
3. Banking theory, Law and Practice-E. Gordon & K.Natarajan, Himalaya Publication, 9th Edition 1992.
4. Banking Law & Practice-P.N. Varshney, Sultan Chand & sons, 2012
5. Banking theory-Vasudevan, S chand & Sons, 2002.

Course Outcome

To know the basics of Process of Banking and the role of Money.

Semester	Subject code	Title of the paper	Hours of teaching/ week	Credit
II	17U2BAS1	Skill Based Elective - Fundamentals of Business Organization	1	1

Unit I

9 hours

Objectives of Business-Profession and business –Role of profit in business
– Essentials of a successful business-types of organization – private and public sector.

Unit II

9 hours

Forms of business organization sole proprietorship - Joint Hindu family business-partnership – registration effect of non-registration - principles of co-operative – introduction to joint stock companies.

REFERENCE:

1. Business Organization and Management P.C-Tbulsian Pearson Education
2. Business org & management-C.B Gupta
3. Business organization & Management –R.K. Singla N.K Global Publication Pvt. Ltd.

Course Outcome

To get the better understanding of Business Organization.

Semester	Subject Code	Title Of The Paper	Hours Of Teaching / Week	No. of Credits
III	17U3____T3	காப்பியங்கள், கட்டுரைகள், இலக்கிய வரலாறு	6	3

கூறு: 1 காப்பியங்கள் 1

நேரம்: 18

1. சிலப்பதிகாரம் - புகார்க் காண்டம்—மனையறம்படுத்த காதை
2. மணிமேகலை - ஆதிரை பிச்சையிட்ட காதை
3. சீவக சிந்தாமணி - மண்மகள் இலம்பகம்
4. கம்பராமாயணம் - மிதிலைக் காட்சிப் படலம்

கூறு: 2 காப்பியங்கள் 2

நேரம்: 18

1. பெரிய புராணம் -மெய்ப்பொருள் நாயனார் புராணம் —முழுதும்
2. அரிசந்திரபுராணம் —மயான காண்டம்
3. தேம்பாவணி - திருமணப் படலம்—1—10 பாடல்கள்
4. சீறாப்புராணம் -நபி அவதாரப் படலம் —1—10 பாடல்கள்

கூறு: 3 கட்டுரைத் தொகுப்பு

நேரம்: 18

கட்டுரைத் தொகுப்பு - தமிழ்த்துறை வெளியீடு

கூறு: 4 பொதுக்கட்டுரை, மொழிபெயர்ப்புப் பயிற்சி

நேரம்: 18

பயிற்சிக் கட்டுரைகளும் கடிதங்களும் -பாவை வெளியீடு
கட்டுரைப் பயிற்சி - 10 மதிப்பெண்
மொழிபெயர்ப்புப் பயிற்சி - 5 மதிப்பெண்
கலைச்சொல்லாக்கம்

கூறு: 5

நேரம்: 18

அ. இலக்கிய வரலாறு

பக்தி இலக்கியங்கள் - காப்பிய இலக்கியங்கள் - சிற்றிலக்கியங்கள்

பயன்கள்

தமிழ் இலக்கிய வரலாற்றிணையும் அதன் முக்கியத்துவத்தையும் தெரிந்து கொள்ளுதல்

Semester	Subject Code	Title Of The Paper	Hours Of Teaching / Week	No. of Credits
III	17U3 _ E3	PART - II SHAKESPEARE, EXTENSIVE READERS AND COMMUNICATIVE SKILLS	6	3

Objective

- To introduce the language of the world renowned dramatist and novelist to enhance the vocabulary and communicative skills of the learners.

Unit – I

Funeral Oration – Julius Caesar
Trial for a Pound of Flesh – The Merchant of Venice

Unit – II

He Kills Sleep – Macbeth
The gulling scene of malvalio – Twelfth Night

Unit – III

Romeo and Juliet
In Love is a "Midsummer Madness" – Tempest

Unit – IV

R.L. Stevenson – Treasure Island

Unit – V

Note making, Hints Developing, Expansion of Ideas and Proverbs, Clauses and sentence, Structure simple, Compound and Complex.

Book Prescribed:

Unit – I, II & III: Selected scenes from Shakespeare, Prof.K.Natarajan, Pavai Printers (p) Ltd., 2017.

Unit IV: Treasure Island Abridged by E.F. Dodd

Unit V: Communicative Grammar by Department of English, Poondi, 2017.

Course Outcome

To introduce the language of the world renowned dramatist and novelist to enhance the vocabulary and communicative skills of the learners.

semester	Subject code	Title of the paper	Hours of teaching /week	Credit
III	17U3BAC5	BUSINESS REGULATIONS	5	4

Unit 1: INTRODUCTION TO BUSINESS LAWS

15 hours

Introduction, Nature of Law, Meaning and Definition of Business Laws-Scope and Sources of Business Law, Indian contract act 1872, Definition and essentials of valid contract – classification of contract.

Unit 2: CONTRACT LAWS

15 hours

Indian Sale of Goods Act, 1930: Definition of contract of sale, essentials of contract of sale, conditions and warranties, rights and duties of buyer, rights of an unpaid seller.

Unit 3: INFORMATION LAWS AND RTI

15 hours

Right to Information Act, 2005: Objectives of the RTI Act, Scope-SuoMoto disclosure-Method of seeking information-Eligibility to obtain information-Authorities under the Act-Right to Education Act: Objectives of the RTE Act – Salient Features.

Unit 4: COMPETITION AND CONSUMER LAWS

15 hours

The Competition Act, 2002: Objectives of Competition Act-the features of Competition Act-components of Competition Act-CCI, CAT, offences and penalties under the Act-Consumer Protection Act, 1986: Definition of the terms consumer-consumer dispute- defect-deficiency-unfair trade practices and services.

Unit 5: ENVIRONMENTAL LAWS

15 hours

Environment Protection Act, 1986: Objects of the Act-definitions of important terms-environment-environment pollutant-environment pollution-hazardous substance and occupier, types of pollution-global warming-causes for ozone layer depletion-carbon trade-rules and powers of central government to protect environment in India.

BOOK REFERENCE

1. K. Aswathappa, Business Laws, Himalaya Publishing House,
2. K.R. Bulchandni: Business Laws, HPH.
3. N.D. Kapoor, Business Laws, Sultan chand publications.
4. S.S. Gulshan, Business Law 3rd Edition, New Age International
5. S.C. Sharama& Monica : Business Law I.K. International
6. Tulsian Business Law , Tata McGraw-Hill Education
7. Dr. K. Venkataraman, SHB Publications.
8. Kamakshi P & Srikumari P, Business Regulation
9. Dr. Alice Mani: Business Regulations, SBH.

Course Outcome

To explain the framework within which business activities shall be carried out law also has social objectives to serve the society at large

semester	Subject code	Title of the paper	Hours of teaching/ week	Credit
III	17U3BAC6	MARKETING MANAGEMENT	5	5

Unit-I introduction

15hours

Market and marketing – concept – traditional and modern marketing – functions – importance – marketing environment – marketing strategies – marketing segmentation – functions – importance.

Unit-II Customer value and marketing mix

15hours

Consumer's decision making – creating customer value – analyzing consumer market – factors influencing consumer behaviour – cultural, social and personal factors – marketing mix.

Unit-III Product planning and development

15hours

Marketing Management and the planning process – marketing decision making process-product life cycle – new product development branding and packaging.

Unit-IV Promotion MIX

15hours

Promotion – objectives – kinds – promotion strategies – promotion – planning – sales promotion – planning – sales promotion – evaluation of sales promotion – problems in sales promotion – advertising – objectives – kinds of advertising.

Unit-V Physical Distribution

15hours

Distribution – selection of channel of Distribution – sales process – sales force decision – sales forecasting – classification of middlemen – efficiency of the channels of the distribution.

Text book:

1. Philip kotler(2005) marketing management, Englewood cliffs, Prentice Hall N.J

Reference book:

1. Richard Mr. S. Wilson, Colin G illigam, Strategic Management- viva books.
2. Walker- Boyd Larreche.

Course Outcome

To enable the students to create demand through various level. Customer satisfaction and market share generation of profits and creation of goodwill and public image.

semester	Subject code	Title of the paper	Hours of teaching/ week	Credit
III	17U3BAA4	CORPORATE ENVIRONMENT	5	3

Unit 1: Formation of Company

15 hours

Definition – Company Objects – Characteristics – Stages in Formation of a Company –Kinds of Companies – Private and Public Companies – Memorandum of Association and Articles of Association –Management and Administration of Companies- corporate social responsibility initiatives under companies Act 2013 Section (135)

Unit 2: CAPITAL OF COMPANY

15 hours

Prospectus – Legal Rules Relating to Issue of prospectus – Contents - Share Capital – Meaning of Shares – Kinds of Shares – Merits and Demerits of Shares. Debentures – Meaning – Features – Types – Merits and Demerits, Listing of Shares.

Unit 3: COMPANY MEETINGS

15 hours

Meaning and Definition – Types of Meeting – Statutory Meeting – Annual General Meeting – Extraordinary General Meeting – Board Meeting and Resolutions.

Unit 4: COMPANY SECRETARY

15 hours

Meaning and Definition – Position – Appointment – Rights – Duties – Liabilities – Qualification and Removal of Company Secretary.

Unit 5: WINDING UP OF COMPANIES

15 hours

Modes of winding up – commencement of winding up – consequences –official liquidator – powers and duties of liquidator.

BOOKS FOR REFERENCE

1. Maheshwari & Maheshwari, Elements of Corporate Laws, Himalaya Publishers
2. Dr. P.N. Reddy and H.R. Appanaiah, Essentials of Company Law and Secretarial Practice, Himalaya Publishers.
3. M.C. Shukla&Gulshan, Principles of Company Law, S. Chanda & Co.
4. Pradeep K. Shinde, Corporate Environment, VBH.
5. C.L. Bansal, Business & Corporate law, Excel Books.
6. N.D. Kapoor, Company Law and Secretarial Practice, Sultan Chand & Sons.
7. S.S Gulshan, Company Law, New Age International.
8. M.C. Bhandari, Guide to Company Law Procedures, Bhandari Publications.
9. S.C. Kuchal, Company Law and Secretarial Practice, Chaitanya Publishing.
10. K. Venkataramana, Service Management, SHBP.

Course Outcome

To know the milieu of corporate world and to perform well based on it.

Semester	Subject code	Title of the paper	Hours of teaching/ week	Credit
III & IV	17U4BAA5	Allied - Computer Application in Business(NS)	3+3	-

Unit –I Introduction

18 hours

Introduction to computers; computer software language-flow charting-programming concept. Assembly language-high level language- operating system-compiles-assembler-packages.

Unit-II MS power point

18 hours

MS Power point; creation-insert-picture-animation-creating multimedia presentation- insert tables and graphs.

Unit-III MS Word

18 hours

MS Word; Introduction to Word-Creating word Documents-Formulating-Spell check-Grammar check-Working with Tables-Savings, opening and closing Documents mail merge.

Unit-IV MS Excel

18 hours

MS Excel; introduction of spread sheets-entering data working sheet-editing and formatting work sheets-charts-functions like-saving, opening and closing work books.

Unit-V Internet & Multimedia

18 hours

Basics of Internet & Multimedia-Theory.

Text Book

1. Rajagobalan, sp(2010) computer application in business, vikas publishing house, New Delhi.

Reference Books

1. Deepak bharihoke. (2008) fundamentals of IT, excel books, New Delhi.
2. Dhiraj Sharma, (2008) Foundations of IT Excel Books, New Delhi.
3. Bhatnaer. S. C and K.V Ramani (2007) computer and information management, prentice hall of India, New Delhi
4. Martin.(2010) principkes of data management prentice hall of India, New Delhi
5. Sulohana, m kameshwara Rao, k and R. Kishore Kumar (2009) accounting systems, kalyani publishers, Hyderabad.
6. Parameaswaran, R (2010) computer application in business, S. Chand & Co, New Delhi.

Course Outcome

To get the knowledge of Computer literacy in business

Semester	Subject Code	Title Of The Paper	Hours Of Teaching / Week	No. of Credits
IV	17U4____T4	சங்க இலக்கியம் - அறு இலக்கியம் - செம்மொழி - இலக்கிய வரலாறு	6	3

கூறு: I

நேரம்: 18

குறுந்தொகை

1. குறிஞ்சி - (பா.எ.:3) 2. முல்லை - (பா.எ.94)
3. மருதம் - (பா.எ.45) 4. நெய்தல் - (பா.எ.:49)
5. பாலை - (பா.எ.:41)

நற்றிணை

1. குறிஞ்சி - (பா.எ. 32) 2. முல்லை - (பா.எ. 81) 3. மருதம் - (பா.எ. 210)
4. நெய்தல் - (பா.எ. 226) 5. பாலை - (பா.எ.229)

கலித்தொகை

1. பாலை - (பா.எ. 6) 2. குறிஞ்சி - (பா.எ. 38)

அகநானூறு

1. குறிஞ்சி : - (பா.எ. 68) 2. மருதம் - (பா.எ. 86)

கூறு: 2

நேரம்: 18

ஐங்குறுநூறு

குறிஞ்சி - தோழிக்கு உரைத்த பத்து: பாடல் எண்கள் —111—120

புறநானூறு

பாடல் எண்கள் 8,17,20,95,141,159,184,186,188,206

பதிற்றுப்பத்து

ஏழாம் பத்து —பாடல் எண். 1

பரிபாடல்

எட்டாம் பாடல் : செவ்வேள்

கூறு: 3

நேரம்: 18

நெடுநல்வாடை முழுவதும்

திருக்குறள்: வான்சிறப்பு, பெருமை, காதற் சிறப்புரைத்தல்

கூறு: 4

நேரம்: 18

செம்மொழி வரலாறு

மொழி - விளக்கம் - மொழிக்குடும்பங்கள் - உலகச் செம்மொழிகள் - இந்தியச்

செம்மொழிகள் - செம்மொழித் தகுதிகள் - வரையறைகள் - வாழும் தமிழ்ச்செம்மொழி - தொன்மை - தமிழின் சிறப்புகள் - தமிழ்ச் செம்மொழி நூல்கள்.

கூறு: 5

நேரம்: 18

அ. இலக்கிய வரலாறு

சங்க இலக்கியங்கள், பதினெண்மீழ்க்கணக்கு நூல்கள்

பயன்கள்

சங்க கால தமிழ் இலக்கியம் பற்றி தெரிந்து கொள்ளுதல்

Semester	Subject Code	Title of The Paper	Hours of Teaching/ Week	No. of Credits
IV	17U4 _ E4	PART - II ENGLISH FOR COMPETITIVE EXAMINATIONS	6	3

Objective

- To prepare the learners for competitive examinations and to know the fundamentals of practical communication.

Unit – I

Grammar – Number, Subject, Verb, Agreement, Articles, Sequence of Tenses, Common Errors.

Unit – II

Word Power - Idioms & Phrases, one word substitutes, Synonyms, Antonyms, Words we often confuse, foreign words & phrases, spelling.

Unit – III

Reading & Reasoning – Comprehension, Jumbled Sentences.

Unit - IV

Writing Skills – Paragraph, Precis Writing, Expansion of an idea, Report Writing, Essay, Letters, Reviews (Film & Book)

Unit – V

Speaking- Public speaking, Group Discussion, Interview, Spoken English.

Prescribed Text:

English for Competitive Examinations, by Ayothi, Trichy, 2017

Course Outcome

To prepare the learners for competitive examinations and to know the fundamentals of practical communication.

Semester	Subject code	Title of the paper	Hours of teaching /week	Credit
IV	17U4BAC7	HUMAN RESOURCE MANAGEMENT	4	5

UNIT-I INTRODUCTION

18 hours

Concept-Objectives-Nature and scope of the Human Resource Management-HR Functions-Role of HR Managers-Challenges ahead-HR policy and formulation.

UNIT-II HUMAN RESOURCE PLANNING:

18 hours

Meaning-Objectives and Importance-Process of Human Resource planning-Problems in HR Planning-Job Analysis-Job description and Job specification.

UNIT-III HUMAN RESOURCE ACQUISITION:

18 hours

Meaning of Recruitment various sources - Methods of Recruitment - Definition of selection and selection process – Placement – induction - socialization. Training- Meaning and Importance-Assessment of Training Need-Methods and procedures of training-Management Development Programmes-Purposes and Methods.

UNIT-IV PERFORMANCE APPRAISAL

18 hours

Concept-Objectives and Importance of Performance Appraisal-Methods of performance Appraisal-Problems of Performance Appraisal-New developments in Performance Appraisal-Compensation-elements-Factors approaching compensation.

UNIT-V DISCIPLINE AND GRIEVANCE MANAGEMENT:

18 hours

Causes of indiscipline-Management of Discipline-Causes of employees-grievance. Grievance procedure-Management of Employees.

Human Resource Auditing: Meaning and objectives of HR Audit. Need for HR Audit. Methods of HR Audit.

TEXT BOOKS

1. P. Subba Rao human resource management 2013, 4th Edition, HIMALAYA
2. Tripathi P.C-Personnel Management, sultan Chand & sons, 20th Edition, 2006 S.CHAND.

Reference Books

1. Memoria- Personnel Management, Himalaya Publishing House, 6th Edition, 2013.
2. Fill PPO- Personnel Management, McGraw Hill, 1st Edition, 1997.
3. Ahuja- Personnel Management, Kalyani Publisng, 14th Edition, 2012.

Course Outcome

To enter the availability of a competitive and willing workforce to an organisation right people at the right time and at right place and the enhance the effectiveness of the people.

Semester	Subject code	Title of the paper	Hours of teaching /week	Credit
IV	17U4BAC8	Management Accounting	5	5

Unit-I Introduction

15 hours

Management Accounting – meaning-objective-scope-distinction between Financial Management and cost accounting – utility and Limitations of Management Accounting. Analysis of Financial Statement –Tools for analysis Comparative Financial Statements-Common Size Statements.

Unit-II Ratio Analysis

15 hours

Ratio analysis objectives and importance and limitations - Profitability Ratios, Financial Ratios - Liquidity Ratios, Stability Ratios.

Unit-III Fund Flow and Cash Flow

15 hours

Fund Flow Analysis-Concept of funds-Sources and Users of funds-fund Flow Statements-Managerial user of fund flow Analysis-Constructions of Fund Flow Statements –Cash Flow Analysis-Distinction of cash from Funds, Utility of cash Flow Statements-Constructions of cash flow statements.

Unit-IV Budgeting

15 hours

Budgeting Control-Functions Budgets-Zero Base Budgeting, Advantages, Limitations –Standard Costing (Material Variance)

Unit-V Marginal Costing

15 hours

Marginal costing-distinction between absorption costing and marginal costing-cost volume profit (CVP) analysis-Break Even Point – Margin of Safety.

Text Books

1. Lal, Jawahar., (2009) "Advanced Management Accounting Text and Cases", S. Chand & Co., New Delhi.

Reference Books

1. Horngreen, Charles T., Gary L. Sundem, (2005) "Introduction of Management Accounting", Prentice Hall., Delhi
2. Garrison H., Ray and Eric W. Norean, (2004) "" Managerial Accounting" McGraw Hill, Delhi.
3. Kahn, M.Y., and P.K.Jain (2009)"Management Accounting", Tata McGraw Hill, Publishing Co., New Delhi.
4. Management Accounting by IM Pandey, Vikas Publications, 2009

Course Outcome

Students get performance evaluation and analysis, planning and decision support higher value more than predictive information.

Semester	Subject code	Title of the paper	Hours of teaching/ week	Credit
III & IV	17U4BAA5	Allied - Computer Application in Business(NS)	3+3	3

Unit –I Introduction

18 hours

Introduction to computers; computer software language-flow charting-programming concept. Assembly language-high level language- operating system-compiles-assembler-packages.

Unit-II MS power point

18 hours

MS Power point; creation-insert-picture-animation-creating multimedia presentation- insert tables and graphs.

Unit-III MS Word

18 hours

MS Word; Introduction to Word-Creating word Documents-Formulating-Spell check-Grammar check-Working with Tables-Savings, opening and closing Documents mail merge.

Unit-IV MS Excel

18 hours

MS Excel; introduction of spread sheets-entering data working sheet-editing and formatting work sheets-charts-functions like-saving, opening and closing work books.

Unit-V Internet & Multimedia

18 hours

Basics of Internet & Multimedia-Theory.

Text Book

1. Rajagobalan, sp(2010) computer application in business, vikas publishing house, New Delhi.

Reference Books

1. Deepak bharihoke. (2008) fundamentals of IT, excel books, New Delhi.
2. Dhiraj Sharma, (2008) Foundations of IT Excel Books, New Delhi.
3. Bhatnaer. S. C and K.V Ramani (2007) computer and information management, prentice hall of India, New Delhi
4. Martin.(2010) principkes of data management prentice hall of India, New Delhi
5. Sulohana, m kameshwara Rao, k and R. Kishore Kumar (2009) accounting systems, kalyani publishers, Hyderabad.
6. Parameaswaran, R (2010) computer application in business, S. Chand & Co, New Delhi.

Course Outcome

To get the knowledge of Computer literacy in business

Semester	Subject code	Title of the paper	Hours of teaching/ week	Credit
IV	17U4BAA6	Allied - Business Mathematics	5	4

Unit-I Matrics**15 hours**

Matrices; Different types of matrices - addition and subtraction of matrices – manipulation of matrices - transpose of matrix elementary operations-consistency and inverse of a matrix and crammers rule.

Unit-II Differential Calculus**15 hours**

Elements of Differential Calculus-Maxima and minima-application of these concepts to business, economics.

Unit-III Introduction of Linear Programming**15 hours**

Operations research –An Overview: Definitions of OR-Applications and Limitations – of OR-Linear Programming Problems: Formulation (Simple Problems)-Graphical Method.

Unit-IV Liner Programming Extensions**15 hours**

Transportation problem and assignment problem

Unit-V Scheduling & Project Management**15 hours**

Network Scheduling by Pert / CPM. Critical path Method-PERT Calculation

References

1. Problem in operation Research: PK Gupta and man maohan (Book for study) 2002, 3rd Edition (Pearson)
2. Business Mathematics and statics: P.Navnitham(1997), 1st Edition, Tata McGraw Hill.
3. Business Mathematics by Dr. Amarnath Dihstin (2007), 13th Edition, Himalaya Edition.

Course Outcome

To develop the knowledge of business and management principles
To learn and assistant thinking and problem skills
To teach a sense of responsibility and the capacity for business management.

Semester	Subject code	Title of the paper	Hours of teaching /week	Credit
IV	17U4BAS4	Skill Based Elective – II Event Management	1	1

Unit-I Introduction

9 hours

Introduction and Definition of Event.-Event Designing, 5 C's of Events.-5 W's of Event.-Types of Events.-Categories of Event and its characteristics.-Objectives of Event Management.-Problems associated with traditional media

Unit – III Execution of Event:

9 hours

Networking Components: Print Media, Radio Television, The Internet, Cable Network, Outdoor Media, Direct Media.-Types of promotion methods used in events: Sales Promotions, Audience- Interaction, Public Relations, Merchandising, In-venue Publicity, Direct Marketing, Advertising,-Public relations.-Activities in Event Management: Pre-event Activities, During- event Activities, Post-event Activities.-Functions of Event Management: Planning, Organizing, Staffing, Leading and Coordination, Controlling.-Event Management Information System.-Technology in Event Management.- Role and Importance.

Reference Books:

1. Event Management: Wagen, Lynn Van Der, Pearson Education, 2012
2. Event Marketing and Management: Gaur, Sanjaya Singh, Vikas Publishing House Pvt Ltd. 2003
3. Business Management: G. M. Dumbre, Success Publications, Pune.
4. Event Planning And Management: Sharma, Diwakar, Deep & Deep Publication Pvt. Ltd. 2005
5. Events Management: Raj, Razaq, SAGE Publication India Pvt. Ltd. 2009

Course Outcome

To develop the presence of mind to understand and succeed things in advance.

Semester	Subject code	Title of the paper	Hours of teaching/ week	Credit
V	17U5BAC9	Financial Management	5	5

Unit-I Introduction**15 hours**

Financial management – Definition – nature - Financial goals; Profit Vs Wealth maximization, Financial functions-Investment, financing, and dividend decisions; financial planning.

Unit-II Cost of Capital**15 hours**

Significance of cost of capital; calculating cost of debt; preference share, equity capital and retained earnings, combined (weighted) cost of Capital, Operating and Financial leverage: Their measure; Effects on profit, analyzing alternate financial plans, combined financial and operating leverage-capital structure: theories and determinants.

Unit-III Capital Budgeting**15 hours**

Nature of investment, decisions, investment evaluation criteria, payback period accounting rate of return, net present value, internal rate of return profitability index NPV and IRR comparison.

Unit-IV Management of Working Capital**15 hours**

Nature of working capital, significance of working capital, operation cycle and factors determining working capital requirements - Management of Working capital-cash, receivables, and inventories.

Unit-V Dividend Policies**15 hours**

Issues in dividend policies; Walter's model; Gordon's model M.M.Hypothesis, forms of dividends and stability in dividends, determinants.

Text Book

Pandey I.M (2004) Financial Management and Policy; Prentice Hall of India, New Delhi.

Reference Books

1. Van Home J.C(2002), Financial Management and Policy; Prentice Hall of India, New Delhi
2. Khan, M.T and Jain P.K.(2006) Financial Management, Text and Problems; Tata McGraw Hill New Delhi.
3. Prasanna Chandra., (2006) Management Theory and Practice; Tata McGraw Hill, New Delhi.
4. BhallaV.K., Modern Working capital Management (2005) Anmol Publishers, New Delhi.

Course Outcome

To demonstrate an understanding of the overall role and importance of the finance function.

To demonstrate basic finance management knowledge

To communicate effectively using standard business terminology.

semester	Subject code	Title of the paper	Hours of teaching/ week	Credit
V	17U5BAC10	Operation Management	5	5

Unit-I Introduction **15 hours**

Production management – objectives – theories – factors – types – plant layout – definition – characteristics – objectives – principles –types – Plant Location.

Unit-II Work stud and methods study **15 hours**

Work study – work study - procedure - various techniques of method study – method study symbols – various chart used in production management.

Unit-III Production planning & scheduling **15 hours**

Production planning and scheduling – importance – phases – kinds of production plan scheduling – forms of scheduling – factors procedure.

Unit-IV Total quality management **15 hours**

Overview of TQM – Tools – ISO 9000 – waste management – SQC – types – control charts.

Unit-V Inventory control **15 hours**

Inventory control of raw material – inventory store management – material requirement planning (MRP) – value analysis – ABC analysis.

Text Books

1. Saravanel Sumathi – Production Management

Reference:-

1. Panner Selvam – Production Operation Management, S. Sultan Chand & Sons 2013 6th edition.
2. Buffs & Miller – Production Inventory system, Rand and MC Nally & Co Ltd, 2002, 4th Edition.

Course Outcome

When will the students to get it lies the resources of the organization to create such products or services that satisfy the needs of the consumers

semester	Subject code	Title of the paper	Hours of teaching /week	Credit
V	17U5BAC11	Services Marketing	4	5

Unit-I Introduction 15 hours

Concept – growth – classification of services – industrial services – importance.

Unit-II Banking & Consumer Services 15 hours

Marketing of banking services – consumer services – efficiency vs. productivity consumer needs – promotion strategies.

Unit-III Financial Services 15 hours

Marketing of financial services – importance – player – types – problems – challenges – recent trends.

Unit-IV Entertainment Services 15 hours

Marketing of entertainment services – catering services and tourism role of transport services – public relation – need – importance of service positioning.

Unit-V Professional Services 15 hours

Marketing of professional services – insurance services and health services – roles –needs.

Text Books

1. Vasanthi Venugopal and Raghu V. N Services Marketing Himalaya Publishing house
2. Christopher Lovelock – Service Marketing, Pearson education.

Reference Books

1. E. G. Bateson- Managing Services Marketing, text & reading, Dryden press Hindsdale.
2. Payne –The Essence of Service Marketing Professional Services, Practice hall
3. B. Balaji – Services Marketing and Managing, S. Chand & Co.
4. Sr. S. Gurusamy – Financial Services
5. Gordon Natarajan – Financial Market and Services, Himalaya Publications.

Course Outcome

Refers to service that is the primary purpose of the transaction benefits or satisfaction that which solves consumer problems.

Semester	Subject code	Title of the paper	Hours of teaching /week	Credit
V	17U5BAC12	RESEARCH METHODOLOGY	5	4

Unit-I Introduction of Research

15 hours

Research – Meaning – Definition – Nature and objectives – types- methods - methodology-criteria of good research-process-selection of research problem-qualities of a researcher.

Unit-II Research Design

15 hours

Research design – meaning – need – types – features of a good research design – formulation of hypothesis.

Unit-III Methods of Data Collection

15 hours

Methods of data collection – primary data – secondary data – data collection - techniques – questionnaire and schedules – construction of a Questionnaire – census and sampling – steps in sampling – methods.

Unit- IV Data Analysis & interpretation

15 hours

Processing & analysis and data – editing – coding – classification – tabulation – testing of hypothesis – steps – test of significance – selection of tests – interpretation of data.

Unit-V Report Writing

15 hours

Report Writing – meaning – significance of report writing – structure of report writing – evaluation of research report – presentation of an evaluation report – qualification of good report.

Text books:

- 1) P. Saravanel-Research methodology kitab mahal
- 2) Kothari – research methodology, new age publication.

Reference books

- 1) Pauline V Young – socio survey & research PHI
- 2) Murdic – business research – PHI
- 3) B.N.Ghosh – scientific methods in social science.

Course Outcome

Students get more knowledge skills various training methodologies have been used to develop soft skills.

Semester	Subject code	Title of the paper	Hours of teaching /week	Credit
V	17U5BAEL1A	Major Elective – I Security Analysis and Portfolio Management	4	4

Unit-I Introduction**12 hours**

Investment-Speculation-Investment objectives-Investment process-security analysis-mechanics of security market: Primary Market and Secondary Market-Parties involved in new issue-types of securities-characteristics-objectives of security analysis.

Unit-II Security Market**12 hours**

Functions of an organized security market - stock exchange - Functions - Online trading - listing of Securities - public issue - BSE, NSE, OTCEI - mechanism SEBI Guidelines.

Unit-III Risk Management**12 hours**

Risk-Definition-concept-types of risk: Market risk - Interest rate risk - Business risk and financial risk - Minimizing risk exposure.

Unit-IV Analysis of Market**12 hours**

Fundamentals analysis: Economic analysis - company analysis - Industry analysis - Technical - analysis - Dow Theory.

Unit-V Portfolio Management**12 hours**

Portfolio analysis - Objectives, nature - Scope- traditional - Approach - Selection of portfolio-Markowitz model - capital Asset pricing model (CAPM)

Text Books

1. Punithavathi pandiyan – security analysis and portfolio management, vikas publishing house.
2. R. P. Rustagi – Investments analysis and portfolio management Sultan Chand & Sons

Reference

1. Fisher DE & Jordan – Security analysis and portfolio management, prentice Hall Pvt Ltd. New Delhi 2000
2. Avadani V.A – security analysis and portfolio management, Himalaya Publishing House, 1997
3. R.L Natarajan- Investment Management, Margham Publication.
4. S.Gurusamy – Financial Market and Services.

Course Outcome

Students get more knowledge of capital appreciation , regular income, safety of capital hedge against inflation etc.,

Semester	Subject code	Title of the paper	Hours of teaching /week	Credit
V	17U5BAEL1B	Major Elective – I Advertising and Media Management	4	4

Unit 1: INTRODUCTION & BASIC CONCEPTS

12 hours

History of advertising; Advertising purpose and functions- Economic, social & ethical aspects of advertising- Advertising & the marketing mix-Advertising as a communication process-types of advertising-Major Institutions of Advertising Management.

Unit 2: ADVERTISING AND CAMPAIGN PLANNING

12 hours

Marketing strategy & Situation analysis-Advertising plan- Advertising objectives-DAGMAR approach-Advertising strategy-Advertising campaign-planning process.

Unit 3: CREATIVE STRATEGY & ADVERTISING BUDGET

12 hours

Creative approaches-The art of copywriting-Advertising copy testing-creativity in communication-motivational approaches & appeals-Advertising budget process-Methods of determining Advertising appropriations.

Unit 4: ADVERTISING MEDIA STRATEGY

12 hours

Role of media- types of media-their advantages and disadvantages-Media research & advertising decisions-media planning-selection & scheduling strategies.

**Unit 5:
ADVERTISING EFFECTIVENESS & ORGANISING ADVERTISING FUNCTIONS.**

12 hours

Methods of measuring advertising effectiveness- Advertising research-structure & functions of an advertising agency-Selection & co-ordination of advertising agency-Advertising regulations-Internet advertising.

BOOKS FOR REFERENCE:

1. Rajeev Batra, John. G.Myers. T. David.A. Aaker; Advertising Management; 5th Edition, PHI Edition, New Delhi, 2014.
2. Manendra Mohan; Advertising Management - Concepts & Cases; Tata McGraw Hill Publishing company Ltd, New Delhi 2010.
3. S.A.Chunnawalia & K.c.Sethia Foundations of Advertising - Theory & Practice, Himalaya Publishing House, 2008.
4. Sonatakki, Advertising, Kalyani Publishers, 2012
5. Rayudu: Media and Communication Management, HPH.

Course Outcome

Students get more knowledge of capital appreciation , regular income, safety of capital hedge against inflation etc.,

Semester	Subject code	Title of the paper	Hours of teaching /week	Credit
V	17U5BAEL2A	Major Elective – II Agribusiness Management	4	3

Objectives:

- Students who have innovative mind of improving agriculture which may lead to food security India are the best suit for this course.
- Those who have interest in agricultural activities are good match for it as it will enhance their knowledge regarding agriculture.

Unit-I: Indian Agriculture

12hours

Indian Agriculture Economy, Importance of Agriculture in national economy. Place of Agriculture in Indian Economy, Contribution to GDP and National Income. Role of Agriculture in Economic Development in India - Green Revolution.

Unit-II Agribusiness Management

12hours

Scope of Agribusiness, importance for developing countries, Agribusiness Management-Nature and scope and functions. Agribusiness input and output services, agricultural credit and foreign trade, planning and organizing Business-Importance of small agribusiness.

Unit-III: Farm Production & Management

12hours

Farm Equipments and Farm Machinery in India, sources of energy and power on farms. Irrigation and drainage systems. Basics of post-harvest technology, basics of energy in agriculture. Production Management – Agri Inputs, Agriculture Credit, Rural Technology in Agriculture.

Unit-IV: Agricultural Marketing

12hours

Scope, importance and concepts. Growth and Development of Regulated Markets in India. Market Structure, conduct and performance. Marketing functions - Grading, Storage, and Transport, Packaging. Value addition in agriculture. Rural Markets and their importance in rural economy.

Unit- V: Entrepreneurship in agribusiness

12hours

Analyzing agribusiness venture, preparing a business plan. Contract framing-Type and Scope of contract farming, working of contracts, Contract Models- Backward and forward linkages. Agri-Export Zone, Agribusiness Project.

Reference Books

Agricultural Economy- Sankaran

Agricultural Problems of India-CB memoria and B.B Tripathi

Text Books

1. Agricultural Economy of India Dr. S. Sankaran Margham. Publication
2. Agricultural Marketing in India 6/e New Ed. ACHARYA. S. S Dr. N.L Agarwal
3. Agricultural Marketing in India-R. Sivaram Prasad Mittal Publication
4. Agri Business Management. Fourth Edition
5. Principles of Agribusiness Management Fifth Edition James G. Bierbein Keenehc. Schneeberger.

Course Outcome

Refers to primary objective of industrial relations is to maintain and develop good and healthy relations between employees and employers for cooperative and management

Semester	Subject code	Title of the paper	Hours of teaching /week	Credit
V	17U5BAEL2B	Major Elective - II Industrial Relations	4	3

UNIT-1-Introduction

12hours

Meaning – Objective – Characteristics – Importance – Functions – Structure of Industrial Relations Department – Role of Industrial Relations Officer causes of Poor IR – Recent Trends of IR.

UNIT-2-Trade Union and discipline

12hours

Meaning – Roles, Types, and Theory – Unions Structure – Problems – Objective – Functions – Code of discipline and code of conduct – Grievance – Procedure – Need – Causes of Grievances Procedure – Aspect of Disciplinary procedure – Objectives.

UNIT-3- Negotiation and Collective Bargaining

12hours

Negotiation, Conciliation, Arbitration, Adjudication and collective Settlements – Collective Bargaining – Objectives – Process – Functions – Collective Bargain In India.

UNIT-4-Employee Empowerment

12hours

Meaning – objectives - Needs - Importance – Problem – IR and Technological Change – International Labour organization (ILO) – Role.

UNIT-5 Labour welfare

12hours

Concept - Objectives - scopes - need - voluntary welfare measure - statutory welfare measures - labour - welfare funds - education and training schemes.

Text Books

1. Venkatapathy. R-LAbour Welfare & Industrial Relations, Mumbai, Himalaya Publication 2003.
2. Ratnasen-Industrial Relations in India, MacMillan 2007.
3. Singh B. D-Industrial Relations and Labour laws, excel books, New delhi.
4. S. C. Srivatsava- Industrial Relations and Labour laws, Vikas Publication
5. M.S. Srinivasan- Industrial Relations and Labour Legislation, Margham Publication.

Course Outcome

Refers to primary objective of industrial relations is to maintain and develop good and healthy relations between employees and employers for cooperative and management

semester	Subject code	Title of the paper	Hours of teaching /week	Credit
V	17U5BANME	PERSONNEL MANAGEMENT	2	1

Unit-1- Introduction and Manpower Planning

9 hours

Personnel Management – concept, nature scope, objectives and functions of personnel management, role of personnel management in an organization, personnel management vs. HRN, manpower planning. Job analysis Job description and Job specification selection process.

Unit-2- Training and performance appraisal

9 hours

Objectives and methods of training performance appraisal and wage payments.

Text Books

- i) Personnel Management P.C Tripathi

Reference Books

- 1. Personnel Management – C. B Memoria
- 2. Personnel Management – Aswathappa
- 3. Personnel Management – C.B Gupta
- 4. Human Resource Management-P.Subba rao

Course Outcome

Managing and maintaining organizational behavior of an individual organization and achieving its scope with the employees support

Semester	Subject Code	Title Of The Paper	Hours Of Teaching/ Week	No. of Credits
V	14U5BASSD	SOFT SKILLS DEVELOPMENT	1	-

Unit : I

Proficiency in English – Group Discussion - Interview – Presentation Skills
– Percentage and its application – Error Correction.

Unit : II

Communication Skills – Art of Listening, Art of Reading, Art of Writing.
Corporate Skill – Time Management, Stress Management – importance.

Text Books

1. Meena K and Ayothi (2013) A Book on Development of Soft Skills (Soft. Skills: A Road Map to Success) P.R. Publishers & Distributors, No. B -20 & 21 V.M.M. Complex, Chatiram Bus Stand, Tiruchirappalli – 620002.
2. Hariharan S, Sundararajan N and Shanmugapriya S.P. (2010) Soft Skills, MJP Pubglishers, Chennai – 600 005.

References

1. Alex K (2012) Soft Skills – Know yourself & Know the world, S.Chand & Company LTD. Ram Nagar, New Delhi – 110 055.
2. Martin Avis, Effective Time Management Skills for everyone, Avis Consultancy, London.

Course Outcome

Developing organizational behavior and employment skills to the employment organizations

semester	Subject code	Title of the paper	Hours of teaching /week	Credit
VI	17U6BAC13	Corporate Strategic management	5	5

Unit-I-Strategy and Process

18 hours

Meaning – definition – objectives – characteristics – strategic planning process – Vision mission - role of leadership – hierarchical level of planning –corporate strategic planning - merits and demerits - corporate level strategic management – business level and functional level.

Unit – II Environmental Analysis

18 hours

General Environment analysis – internal and external Environment – Assessing internal environment dynamics – SWOT analysis – merits and demerits - BCG analysis - merits and demerits.

Unit-III Strategies

18 hours

Generic Strategies – Cost Leadership Strategy - Differentiation Strategy – Cost Focus Strategy – Grand Strategy – Stability Strategy – Retrenchment Strategy – Combination Strategy – Advantages and Disadvantages of All Strategies.

Unit – IV Models of strategies

18 hours

General Electric Matrix – AD-Little Lifecycle Approach – M/8 Models – porter's five force models - Diversification – Reasons – Merits and Demerits

Unit – V Strategic Evaluation and Control

18 hours

Strategic Implementation – Implementation Process – Resource Allocation – Designing Organizational Structure – Techniques of Strategic Evaluation and Control.

Text Books

1. Azhar Kazmi, Strategic Management and Business Policy, 3rd edition, Tata McGraw Hill, 2008
2. P. Subbarao – Business policy & Strategic Management, Himalaya Publishing House.

References

1. P. K Ghosh – Strategic Planning and Management – Sultan Chand & sons.
2. L. M. Prasad – Strategic Management – Sultan Chand & Sons.

Course Outcome

Enable the students are the big picture goods for the company they decide what the company will do to try to fulfill its mission.

Semester	Subject code	Title of the paper	Hours of teaching /week	Credit
VI	17U6BAC14	FINANCIAL SERVICES	4	5

Unit-I Introduction to financial Services 15 hours

Concept – objectives – functions - characteristics. Growth of financial services in India – types - Financial Services Sectors - Problems. Financial service Environment.

Unit-II Issue Management 15 hours

Methods of marketing the issues- Pre issue-Post issue-Underwriting-Mechanism- Role of issue Manager - SEBI guidelines.

Unit-III Depository Services 15 hours

Bank and Depository comparison - Depository participants – functions - Corporate Benefits –Dematerialization - Mechanism. Benefits of Electronic settlement trade. NSDL and CDSL

Unit-IV Mutual Funds 15 hours

Mechanism – classification – assets management companies - products - Functions. Venture capital – stages – factoring – types – Mechanism - Benefits

Unit-V NBFCs 15 hours

NBFCs - Principles - business of NBFCs – Structure - Supervision of NBFCs. RBI Measures of NBFCs - Comparison of Banks and NBFCs. Conversion of NBFCs to Banks.

Reference:-

1. Gordo Natarajan – Financial market and service, Himalaya publishing house(2008).
2. S.Gurusamy- Financial services, Himalaya publishing House(2009).

Course Outcome

To better the planning, organizing, directing and controlling the financial undertakings of an organization or institute.

Semester	Subject code	Title of the paper	Hours of teaching /week	Credit
VI	17U6BAC15	Entrepreneurial Development	5	5

Unit-I Entrepreneur concept – overview **18 hours**

Entrepreneur – entrepreneurship – characteristics function – types – roles of entrepreneur development – women entrepreneurship – problems & issues – development of women entrepreneur in India.

Unit-II Entrepreneurial climate **18 hours**

Factors affecting entrepreneurial growth. Entrepreneur motivation – motivation theories and factors – finance and non finance.

Unit-III EDP and business ideas **18 hours**

Entrepreneurial development programmes (EDPs) – needs – objectives – small medium enterprise (SME) introduction – sources of ideas, ideas processing and selection, steps to become an entrepreneur.

Unit-IV project report preparation **18 hours**

Project report meaning – contents of project – Formulation of project report – feasibility analysis – types of feasibility study – project appraisal.

Unit-V Incentives and subsidies, institutional assistance **18 hours**

Incentives and subsidies – meaning – types – institutional – assistance to entrepreneur DIC, TIIC SIPCOT, KVIC.

Text books

1. S.s khanka, "Entrepreneurial development S. Chand & company Ltd New Delhi
2. C. B. Gupta S, N.P Srinivasan, Entrepreneurial Development, Sultan Chand & sons, New Delhi

Reference books

1. Desai, Vasant(20009) Entrepreneurial Development Himalaya Publishing house, new Delhi
2. Hisrich R. D & Peter, M.P(2005) Entrepreneurship tata MC Graw Hill, New Delhi
3. Jain G.Raj & Gupta (2008), New initiatives in Entrepreneurship education and training, EDII, Ahmedabad.
4. Jayshree suresh "entrepreneurial Development" Murugam Publication Chennai.

Course Outcome

To handle the goals for entrepreneurs to achieve greater efficiency in all aspects

Semester	Subject code	Title of the paper	Hours of teaching /week	Credit
VI	17U6BAC16	Management Information System	4	4

Unit-1- Introduction**15 hours**

Introduction to MIS – Need for IS in System Concept of Business – Fundamental of IS System – Classification Trends in Technology and Applications – System Approach to problem solving.

Unit-2- Business Information System**15 hours**

System concept – Components of IS – System activities – Manufacturing Information System – Functional Area – Marketing – HRM – Financial information System – Accounting.

Unit-3- Support System**15 hours**

Concept of Decision Support system – System activities – IS Business Model – needs – importance – management Support System – Methods of decision Support System.

Unit-4- MIS in Executive and Expert System**15 hours**

Management Information System in Executive System – Objectives – Importance – Expert System – Stages in Expert system Development – Current Applications of Expert Systems – Advantages – Goal of Expert system.

Unit-5 Strategic roles**15 hours**

Strategic roles of information system – Breaking Business Barriers – Re-engineering Business Process – Improving Business Quality – Challenges of Strategic Information System.

Text Books

1. James A. O. Brien – Management Information System Galgotia Publisher.
2. Gordon B. Davis – Management Information System.

Reference Book

J. R. R. MC Loed Maxwell, MC Million Management Information System.

Course Outcome

Refers the main goals of an organization that helps executives to make decisions to advance the organization strategy and to implement in a better way.

Semester	Subject code	Title of the paper	Hours of teaching/ week	Credit
VI	17U6BAEL3A	Major Elective – III Retail Management	5	3

UNIT- I **15 hours**

An overview of Retailing – Types of Stores – Functions Performed By Retailer – Retailing Environment – Legal, Social, Economic, Technological Issues – Challenges and Opportunities in Retailing – Trends in Indian Retailing Industry.

UNIT-II **15 hours**

Retail Market Segmentation and Positioning, Location Analysis site selection – Layout design – Atmospherics.

UNIT-III **15 hours**

Merchandise Management – key areas in Merchandise Management –Phases In developing a merchandise plan – Category Management – Feature – In developing a merchandise plan – category management – Feature – Inventory Management.

UNIT-IV **15 hours**

Retail Pricing – Factors – Retail Price Mix – Need for Studying Consumer Behaviour in the retail context – Pricing policies – Promotional Objectives Kinds of sales promotion.

UNIT-V **15 hours**

Retail Channels – Retail Market Strategies – Customer Service – Strategies – Advantages – CRM Process – Retail Audit.

Text Books

1. Chaten Baja Tuli, Srinivasa – Retail Management, Oxford University Press.
2. Dr. L. Natarajan – Retail Marketing, Margham Publications

Reference:

1. Robert Bush & Larry Grsham – Retailing Lucas, Honoghton Miffin, AIPD, India.
2. Ron Hasty, James Reardon, Retail Management, Mcgraw – Hill.

Course Outcome

Students get more knowledge to understand our customer it's imperative target customer make connections and improve direct marketing that increase customer loyalty

semester	Subject code	Title of the paper	Hours of teaching/ week	Credit
VI	17U6BAEL3B	Major Elective - III RURAL MARKETING	5	3

Unit –I Introduction**15 hours**

Characteristics of rural marketing factors in India rural vs. urban marketing. Socio economic and political environmental factors and the impact on rural marketing. Problems and challenges of rural marketing communication. Transportation and purchasing power marketing of consumer durables in rural setup.

Unit-II Marketing of rural areas:**15 hours**

Impact of green revolution and upcoming of industries in rural and backward areas and the resulting impact on rural marketing agricultural marketing. Definition scope, marketable surplus, estimation factor affecting marketable surplus regulated markets co-operate marketing role of government and statutory.

Unit-III Marketing of Agri-inputs**15 hours**

Marketing of fertilizers: Fertilizer marketing organization, product pricing promotion and placement of product. Rural communication strategies adopted by fertilizer marketing organizations transportation, warehousing, packaging manpower planning. Dealer channel selection and development. Role of co-operative in fertilizer marketing. Statuary regulation on prices, packaging, marketing territory management information system in fertilizer industry.

Unit-IV Pesticides**15 hours**

An overview of pesticide industry in India – consumption of patterns pesticides in agricultural and non-agricultural sectors distribution packaging promotion government contracts

Unit-V Marketing of agricultural procedure.**15 hours**

Marketing surplus and market service price functions seasonality – role and importance of marketing efficiency marketing of milk production processing storage, distribution and demand estimation. Marketing of horticultural products selection processing and marketing.

Text Books

1. Dogra & Ghuman – Rural Marketing, Tata McGraw Hill. (2000), 7th Edison
2. Dr. S. Srinivasan – Rural Economics, Margham Publication.(1993), 1st Edison

References

1. Agricultural Marketing in India by S.S Acharyar & N.I Ag arwal – Marketing of agricultural products in India by A.P. Gupta
2. Principles and practices of Agricultural marketing and prices by S.C Jain. Marketing Efficiency in India Agriculture.

Course Outcome

Students get more knowledge to understand our customer it's imperative target customer make connections and improve direct marketing that increase customer loyalty

Semester	Subject code	Title of the paper	Hours of teaching /week	Credit
VI	17U6BAEL4A	Major Elective – IV INSURANCE MANAGEMENT	5	4

UNIT-I Introduction of Insurance

15 hours

Principles and Functions of insurance importance of insurance - Insurance contracts and their Elements- Fundamentals principles of insurance.

UNIT-II Types of insurance

15 hours

Types of insurance contracts - Differences between life and general insurance- Insurance various terms, insurer, insures, premium, perils- Re insurance- Double insurance.

UNIT-III Life insurance

15 hours

Life insurance- Advantages of life insurance- procedures of effective life insurance claims- Types of life insurance policies, endowment and whole life policies.

UNIT-IV Fire and marine insurance.

15 hours

Fire insurance- contract of fire insurance- Function of fire insurance- Function of fire insurance, principles of fire insurance kinds of fire policies- marine insurance- Types of marine insurance, subject matter of marine claims Difference between marine insurance and fire insurance.

UNIT-V Insurance agencies

15 hours

Fundamentals of agency law, Definition of an agent- Insurance intermediaries- Agent compensation- Roles of IRDA provision of Insurance.

TEXT BOOK:

Dr. A.Murthy- principles and practice of insurance- Maraham publiscation.

References book:

1. Dr. Priyasamy- Insurance, Tata McGraw
2. Gupta(2008) Life principles frank brothers, New Delhi.
3. Life principles corporation Act 1956.

Course Outcome

To learn the risk and protection from any unfortunate losses and contingency granting security to people savings

To understand the Field and hurdles and privileges of tourism

Semester	Subject code	Title of the paper	Hours of teaching /week	Credit
VI	17U6BAEL4B	Major Elective – IV Tourism Management	5	4

Unit-I Introduction of Tourism Management

15 hours

Tourism Marketing and Management – definition of tourism – marketing – special features – marketing research. Tourism promotion – advertising public relation techniques.

Unit-II Traveling Agency

15 hours

Travel Agency operations scope and roles of relations – modern travel agencies travel organization passenger reservation and ticketing. Handling a client – WATA Guidelines.

Unit-III Duty of Travel Agency

15 hours

Travel agency appointments – international Air Travel Association – organization – passenger reservation and ticketing.

Unit-IV Tour Operation

15 hours

Tour operation – emergence of the tour operation package tour – tour brochure passenger reservation form booking conditions.

Unit-V Technological advancement in tourism

15 hours

Technological Advance in tourism – role of command casino in travel – computer technology in tourism – use of computers by lines, hotels and railway.

Text book:

1. Philip kotler (2005) marketing management, Englewood cliffs, Prentice Hall N.J

Reference book:

1. Richard Mr. S. Wilson, Colin Gilligam, Strategic Management- viva books.
2. Walker- Boyd Larreche.

Course Outcome

To learn the risk and protection from any unfortunate losses and contingency granting security to people savings

To understand the Field and hurdles and privileges of tourism