

Department of Business Administration (BBA)

Government Arts College (Autonomous), Coimbatore - 641018

Syllabus and List of Papers (2018 onwards)

S No.	Semester	Part	Subject Code	Subject	Lecture Hours	Marks					Exam Hrs.	Credits
						Internal Marks	External Marks	External Minimum	Total Passing	Total Marks		
1	I	I	18TAM 11L	Part I-Language-Tamil I	6	25	75	30	40	100	3	3
2		II	18ENG 12L	Part II-English-I	6	25	75	30	40	100	3	3
3		III	18BBA13C	Core-Paper I-Principles of Management	5	25	75	30	40	100	3	4
4		III	18BBA14C	Core-Paper II-Business Organisation	5	25	75	30	40	100	3	4
5		III	18BBA15A	Allied Paper I- Statistics for Management -I	6	25	75	30	40	100	3	5
6		IV	18ENV1GE	Environmental Studies	2	25	75	30	40	100	3	2
7	II	I	18TAM 21L	Part I-Language-Tamil II	6	25	75	30	40	100	3	3
8		II	18ENG 22L	Part II-English-II	6	25	75	30	40	100	3	3
9		III	18BBA23C	Core-Paper III- Management Accounting	5	25	75	30	40	100	3	4
10		III	18BBA24P	Practical- I Business Communication practices	5	40	60	24	40	100		4
11		III	18BBA25A	Allied Paper II- Statistics for Management II	6	25	75	30	40	100	3	5
12		IV	18VAL2GE	Value Education – Gandhian thoughts	2	25	75	30	40	100	3	2
13	III	III	18BBA 31C	Core-Paper IV- Financial Management	5	25	75	30	40	100	3	4
14		III	18BBA 32C	Core-Paper V- Production management	5	25	75	30	40	100	3	4
15		III	18BBA 33C	Core-Paper VI - Marketing Management	6	25	75	30	40	100	3	4
16		III	18BBA 34A	Allied Paper III- Business Economics	5	25	75	30	40	100	3	5
17		III	18BBA 35P	Practical II- PC Software	4	40	60	24	40	100	3	4
18		IV	18BBA 36S	Skill Based Elective – I Organizational Behaviour	5	25	75	30	40	100	3	3
19	IV	III	18BBA 41C	Core-Paper VII – Investment Management	6	25	75	30	40	100	3	4
20		III	18BBA 42C	Core-Paper VIII – Human Resource Management	6	25	75	30	40	100	3	4
21		III	18BBA 43A	Allied Paper IV – Business Law	6	25	75	30	40	100	3	4
22		III	18BBA 44P	Practical III- Soft Skills For Executives - I	6	40	60	24	40	100	3	3
23		IV	18BBA 45S	Skill Based Elective – II Services Marketing	6	25	75	30	40	100	3	5

24		V	18EXA4GE	Co-curricular Activity								1
25	V	III	18BBA 51C	Core-Paper IX – Financial services	6	25	75	30	40	100	3	4
26		III	18BBA 52C	Core-Paper X – International Business	6	25	75	30	40	100	3	4
27		III	18BBA 53C	Core-Paper XI – Retail Management	5	25	75	30	40	100	3	4
28		III	18BBA 54P	Practical IV- Soft Skills For Executives - II	4	40	60	24	40	100	3	4
29		IV	18BBA 55S	Skill Based Elective – III Research Methods for Business	6	25	75	30	40	100	3	3
30		IV	18BBA 5EL	Non – Major Elective I – Business Organisation	3	25	75	30	40	100	3	2
31	VI	III	18BBA 61C	Core-Paper XII – Strategic Management	6	25	75	30	40	100	3	4
32		III	18BBA 62C	Core-Paper XIII – Management Information System	6	25	75	30	40	100	3	4
33		III	18BBA 63C	Core-Paper XIV – Advertising and Sales Promotion	6	25	75	30	40	100	3	4
34		III	18BBA 64V	Project work & viva - voce	3	20	80	32	40	100		15
35		IV	18BBA 65S	Skill Based Elective – IV Entrepreneurial Development	6	25	75	30	40	100	3	3
36		IV	18BBA 6EL	Non – Major Elective II – Principles of Management	3	25	75	30	40	100	3	2
				Total						3500		140

Year	Subject Title	Sem.	Sub Code
2018-19 Onwards	PRINCIPLES OF MANAGEMENT	I	18BBA13C

To enable the students to understand the basic concepts, principles and functions of Management as a prelude to the Business Administration course.

UNIT-I

Definition of Management - Nature and Scope of Management - Management Process -Characteristic of Management - Management as an Art or Science - Levels of Management - roles of a manager - Managerial Skills - Management and Administration - Functions of Management - Significance of Management - Fredrick Taylor and Henry Fayol's Contribution.

UNIT-II

Planning: Meaning and Definition - Need and Importance – characteristics of Planning -Advantages and limitations of Planning - Types & Process of planning – Forecasting – essentials -Decision Making: Definition - Decision making process - Types of decision making –Guidelines for effective decision making.

UNIT-III

Organizing: Features – Principles - Process – Need and Importance - Formal and Informal organisation – Organisation chart -Authority and Delegation - characteristics – process – delegation of Authority – Centralization and Decentralization – factors in departmentation.

UNIT-IV

Direction: Meaning and essential of Direction - Co-ordination: Features – Significance – Principles - considerations in co-ordination - Motivation – Concepts and Theories - Morale – Discipline – Leadership – Qualities – Styles – Functions.

UNIT-V

Controlling: Nature of organizational control – purpose of control – steps in the control process – Types & Techniques of control – Requirements of a good control system – Budgetary and non- Budgetary controls – Modern trends in management process.

Text book: C.B Gupta - Management, Sultan Chand & Sons

Reference books

1. Koontz & O'Donnell - Management
2. L. M. Prasad - Principles of Management
3. A.Kumudha - Principles of Management

Year	Subject Title	Sem.	Sub Code
2018-19 Onwards	BUSINESS ORGANISATION	I	18BBA14C

UNIT-I

Business – Meaning - Characteristics – Objectives of modern business - Types of Business - Business and Profession – Essentials of successful Business.

UNIT-II

Forms of business organisation - Sole traders – Partnership - Joint Hindu Family firm - Joint stock companies – Co - operative organisation - Public Utilities and Public Enterprise.

UNIT-III

Location of industry - Factors influencing Location - size of business firm – Factors determining - Large scale units – Limitations – Modern office – Functions – Importance – Office layout – objectives.

UNIT-IV

Records management - Filing – functions – classifications – Indexing - Office Equipment – Advantages – Criteria for selection – Essential capabilities of a business computer – Elements of computer system – Limitations – Office furniture - types.

UNIT-V

Business Combinations – Causes for the growth – Forms - Combination movement in India – Causes – Industrial estate – Objectives - Merits – Reasons for poor performance.

Text book

Bhushan Y.K - Business Organisation

Reference Books

Reddy P.N and Gulshan S.S - Principles of Business Organisation and Management

Vasudevan and Radhaswami - Business Organisation

Prakash, Jagadesh - Business Organisation and Management

Year	Subject Title	Sem.	Sub Code
2018-19 Onwards	ENVIRONMENTAL STUDIES	I	18ENV14E

The paper Environmental Studies follow the text book prescribed by the Bharathiar University.

Year	Subject Title	Sem.	Sub Code
2018-19 Onwards	MANAGEMENT ACCOUNTING	II	18BBA23C

Objectives

To expose the students to the applied aspect of accounting and making them familiar with the techniques of using accounting information for decision making.

UNIT I

Meaning – Definition – Scope – Objectives – Function – Merits and Demerits of Management Accounting – Distinction between Management and Financial Accounting – Distinction between Management and Cost Accounting.

UNIT – II

Financial statement Analysis – Preparation of comparative and common size statement – Analysis and Interpretation -Ratio analysis–Classification of ratios–Liquidity, profitability, and solvency – Inter firm comparison.

UNIT – III (Problems only)

Fund flow analysis – Cash flow analysis

UNIT – IV

Marginal Costing – Break even analysis.

UNIT V (Problems and theory questions)

Budgeting and preparation of various budgets – Functional Budget – Cash Budget – Flexible Budget – Production and Sales Budget.

(Theory carries 20% marks and problems carry 80% marks)

Text Book

R.K Sharma & Shashi K. Gupta – Management Accounting, Kalyani Publishers,Ludhiana

Reference Books

1. S.N Maheswari - Management Accounting, Sultan Chand & sons, New Delhi
2. ManmohanGoyal - Principles of Management Accounting, Sahitya Bhawan Publishers

Year	Subject Title	Sem.	Sub Code
2018-19 Onwards	BUSINESS COMMUNICATION PRACTICES	II	18BBA24P

1. Meaning of communication
2. Importance of Business communication
3. Objectives
4. Principles
5. Types – Barriers to communication
6. Correspondence - Layout of a business letter
7. Kinds of Business letters –
 - a. Enquiries and reply
 - b. Offers and Quotations
 - c. Orders – Execution,
 - d. Collection
 - e. Sales promotion letters
 - f. circulars.
8. Agency Correspondence – Bank Correspondence
9. Correspondences of Company Secretary- Duties.
10. Report writing - Contents – Characteristics of a good report
11. Application letters
12. Reference and Appointment orders.
13. Speeches – Profile of a good speaker – Planning to speak
14. Modern media of communication

Year	Subject Title	Sem.	Sub Code
2018-19 Onwards	VALUE EDUCATION	II	18VAL24E

'My Experiments with truth' by M.K. Gandhi is the text book for the value education which is the Autobiography of Mahatma Gandhi published by Nava Jeevan Publishers.

Year	Subject Title	Sem.	Sub Code
2018-19 Onwards	FINANCIAL MANAGEMENT	III	18BBA31C

Objectives

To understand the concepts of finance, functions, sources of business finance and methods for managing the same.

UNIT-I

Finance Functions: Meaning- Defining and Scope of finance functions- Objectives of Financial Management- Profit Maximization and Wealth Maximization - Source of Finance- Short term- Bank Sources- Long Term – Shares- Debentures, Preferred stock- Debt.

UNIT-II (Problem & Theory questions)

Financing decision: Cost of Capital- Cost of Specific Sources of capital- Equity – Preferred stock - Debt – Reserves- Weighted Average Cost of Capital - Operating Leverage and Financial Leverage.

UNIT-III (Theory only)

Capital Structure- Factors influencing capital structure- Optimal Capital structure – Dividend- Dividend policy: Meaning, Classification- Sources available for Dividends- Dividend policy general, Determinants of dividend policy.

UNIT-IV (Theory only)

Working capital management: Working capital management – Concepts – Importance- Determinants of Working capital - Cash management: Motives for holding cash – objectives – and Strategies of Cash management -Receivables management: Objectives – Cost of Credit Extension, Benefits- Credit policies- Credit terms – Collection policies.

UNIT-V (Problems & Theory questions)

Capital budgeting – Meaning – objectives – Techniques of Capital budgeting – Pay back method - Net Present Value- Average Rate of Return – Internal Rate of Return.

(Theory carries 80% and problem carries 20%)

Text Book

1. R.K. Sharma & Shashi K Gupta - Financial Management, Kalyani Publishers
2. S.N Maheswari - Management Accounting, Sultan Chand & sons, New Delhi

Reference Books

1. Prasanna Chandra - Financial Management, Tata McGraw-Hill Publishing Co.
2. Khan and Jain - Financial Management , Tata McGraw-Hill Publishing Co.

Year	Subject Title	Sem.	Sub Code
2018-19 Onwards	PRODUCTION MANAGEMENT	III	18BBA32C

Objectives

To gain knowledge regarding the functions of production management and materials planning before commencement of production operations in Business Management.

UNIT – I

Production Management – Function – Scope – Production system – Plant location – Factors influencing Plant Location - Plant layout – principles – Plant Layout and its Kinds – Principles.

UNIT - II

Materials handling – Importance – Principles - Work Study, Time Study and Motion Study – Work Measurement – Maintenance of Plant – Types.

UNIT – III

Production Planning and Control – Meaning – Objectives and Importance - Principles – Routing – scheduling - Despatching - Control -- Purchasing – Principles - Purchasing – Procedure – Objectives - Functions.

UNIT – IV

Materials Management – Meaning – Objectives and Significance – Function of inventory – Importance – Tools – ABC, VED, FSN Analysis - EOQ - Store keeping – Objectives – duties – responsibilities.

UNIT – V

Quality control - inspection – Types – objectives - TQM: Meaning – objectives – elements – benefits - Bench marking: Meaning – Objectives – Advantages. AGMARK, ISO: Features – Advantages – Procedure for obtaining ISO.

Text Books

O.P Khanna - Industrial Engineering and Management

Reference Books

1. Gopalakrishnan - Materials Management
2. Bange and Sharma - Production Management
3. V.V Varma - Materials Management

Year	Subject Title	Sem.	Sub Code
2018-19 Onwards	MARKETING MANAGEMENT	III	18BBA33C

Objectives:

To enable the students to acquire knowledge of principles of marketing management, on successful completion of this course, the students should have understood

- ✓ *Basics of marketing management, STP,*
- ✓ *Product life cycle, pricing, branding, Promotion, physical distribution*
- ✓ *Retailing, online marketing*

UNIT - I

Marketing management – Definitions, meaning of Market - classifications – Nature and scope of marketing – marketing process – Functions of marketing.

UNIT – II

Marketing environment: Factors affecting the marketing functions - Market segmentation, Targeting and Positioning - Marketing mix - Buyer Behaviour – Buying motives – Buying decision process.

UNIT - III

The product – Classification of products - Product Life Cycle (PLC) – New product planning - Product Modification - Elimination – Product failure – Branding – Features – Types of brands – Packaging – Functions - Kinds.

UNIT - IV

Pricing: Meaning – Pricing Objectives - Factors influencing Pricing decisions – Methods of pricing – Promotion - Objectives - Promotion mix – Forms of Promotion.

UNIT – V

Physical Distribution – Functions - Wholesaler – Characteristics – Services of wholesalers - Retailer – Functions – Mode of transportation – E - marketing.

Text Book

Rajan Nair - Marketing management

Reference Books

1. Philip Kotler - Marketing Management
2. Cundiff and Still - Fundamentals of modern Marketing
3. R S N Pillai Bagavathi - Modern marketing management

Year	Subject Title	Sem.	Sub Code
2018-19 Onwards	COMPUTER PRACTICAL II – PC SOFTWARE	III	18BBA35P

Objectives

To enable the students to acquire knowledge of MS Office on successful completion of this computer practical's, the students should have understood the basics of MS office – word, excel, PowerPoint and how to use it for official purposes with short cuts.

MS WORD

1. Create a document and save in a folder
2. Preparing a neat aligned error free document, add header and footer, spelling and grammar
3. Insert bullets and numbering list items and also perform find replace operation
4. Preparing documents with inserts pictures, and type features of it by using text box & word art
5. Preparing the document with column layout
6. Change the font size, style, color, left, centre and right Alignments, justify, underline, and change to italic
7. Creating an application for the job with resume
8. Creating a Table by using the split and merge options
9. Learn to check print preview and take printouts, page setup
10. Learn short cuts by using keyboard

MS EXCEL

1. Creating a work sheet for maintaining student Mark details, find results by using formula
2. Worksheet manipulation for electricity bill preparation
3. Creating Charts to illustrate performance of product sales in market
4. Create an excel worksheet contains monthly Sales Details of five representatives

MS POWER POINT

1. Prepare a power point presentation with at least three slides for a Business Inaugural function
2. Draw an Organization chart with minimum three hierarchical levels
3. Design an Advertisement campaign with minimum three slides
4. Insert a picture with a title and practice different animation effects

Year	Subject Title	Sem.	Sub Code
2018-19 Onwards	ORGANIZATIONAL BEHAVIOUR	III	18BBA36S

Objectives

To make the students understand the basic concepts of Organisational Behaviour and gain in-depth knowledge of various factors causing behaviour.

UNIT – I

Organisational Behaviour: Definition - Nature – Role – Limitations – Nature of Human behaviour - Individual difference – Factors causing Individual behaviour - Personality – Determinants – Traits of Indian managers.

UNIT – II

Perception – Importance – Perceptual - Process selectivity – Developing perceptual skills - Learning – Components of Learning process – Factors affecting Learning – Organisational Behaviour modification – Steps in Organisational Behaviour Modification.

UNIT – III

Attitude and Behaviour - Factors in Attitude Formation – Relevant for Organisation – Effects of Employee Attitude – Developing positive attitude – Emotional intelligence – Application in Organisation – Managing emotions.

UNIT - IV

Group Dynamics: Group – Features – Types – Development - Cohesiveness – Factors affecting group cohesiveness – Power – Importance – Politics – Reasons for Organizational politics – Conflict – Types of conflict – Conflict Resolution.

UNIT – V

Work stress – Factors - Causes – Effects – Counseling – Functions – Types - Organizational culture – Characteristics – Organizational effectiveness – Criteria - Organizational change – Factors - OD – Process – Intervention.

Text Book

L M Prasad - Organisational Behaviour

Reference Books

1. Keith Davis - Human behavior at work
2. Ghosh - Industrial psychology
3. K.Aswathappa - Organisational behavior, Himalaya publishing house, New Delhi,
4. R.Prabhu and T.Raju - Organisational behavior, Biztantra publishers.

Year	Subject Title	Sem.	Sub Code
2018-19 Onwards	INVESTMENT MANAGEMENT	IV	18BBA41C

Objectives

To gain insight on various concepts of financial investment and awareness of risk-return analysis in business management.

UNIT – I

Concept of investment – Principles - Importance – Need - Alternate forms of investment – Government Securities – Post Office Schemes - LIC schemes - Bank deposits –Mutual Fund Schemes – Provident Fund – Company Deposits – Real Estate – Gold and Silver.

UNIT – II

Investment in Shares and Debentures – Comparison with other forms of investment -Primary Market: Role of NIM - Mechanics of floating new issue. Secondary market - Functions – Mechanics of Security Trading.

UNIT – III

Risk – Kinds – Measures of Risk – Returns. Valuations of securities – Valuation of Bonds – Valuation of Preference and Equity Shares.

UNIT IV

Security Analysis – Fundamental Analysis: Economic, Industry and Company Analysis
Technical Analysis - DOW Theory – Types of Charts – Important Chart Patterns.

UNIT – V

Portfolio – Meaning – Objectives – Principles – Diversification – Portfolio Construction – Portfolio Revision - Optimum Portfolio.

(Theory only)

Text Book: Preethi Singh - Investment Management, Himalaya Publishing House, 2006

Reference books

1. Bhalla V.K - Investment management, S. Chand Limited, 2006
2. V.A Avadhani - Investment management, Himalaya Publishing House, 1993
3. Prassanna Chandra - Investment Analysis & Portfolio Management, 2nd Edition, Tata Mc Graw Hill Publications.

Year	Subject Title	Sem.	Sub Code
2018-19 Onwards	HUMAN RESOURCE MANAGEMENT	IV	18BBA42C

Objectives

To enable the students to acquire knowledge of Human Resource Management on successful completion of this course, the students should have understood Functions of HR/Personnel Department objectives and policies, Manpower planning, performance appraisal, Performance management system, Labour Welfare, Industrial Relations,...

UNIT-I

Human resource management - Scope - Objectives - Functions - Role of HR manager - Qualities - Personnel policies and procedures.

UNIT-II

Manpower planning- importance – factors affecting human resource planning - Job analysis - Job description - job specification- Recruitment and Selection - Induction.

UNIT-III

Performance Management system – Factors affecting performance appraisal - Job evaluation and Merit rating – Training and development – Methods - Promotion - Transfer and Demotion.

UNIT-IV

Wages and salary administration - Incentive system- Labour Welfare and Social security – Safety - Health – International labour organisation - objectives.

UNIT-V

Industrial relations - Trade Unions - Grievance Handling - Collective bargaining and Worker's participation.

Text Book :

Tripathy - Personnel Management and Industrial Relations

Reference Books:

1. Bhagoiwal - Personnel Management and Industrial Relations
2. Memoria - Personnel Management and Industrial Relations
3. VSP. Rao - Human Resource Management

Year	Subject Title	Sem.	Sub Code
2018-19 Onwards	BUSINESS LAW	IV	18BBA43A

Objectives

To enable the students acquire knowledge of basic legal aspects pertaining to contracts, sale of goods, transfer of property and agency which will be useful in governing any business.

UNIT – I

Contract – Classification - Elements – Essentials – Offer and Acceptance – Consideration – Kinds - Legal rules as to consideration – Exceptions for contract without consideration – Capacity to contract – Free Consent.

UNIT II

Legality of object - Agreement opposed to public policy - Formation of contract of sale - Sale and agreement to sell - Hire purchase agreement - Void agreement – Types - Restitution – Discharge of contract – Breach of contract – Remedies.

UNIT III

Formulation of Contract of sale – Elements - Subject matter of contract of sale – Classification of goods - Effect of destruction of goods - Conditions And Warranties - Caveat Emptor – Exceptions - Concept of Goods and. Service Tax (GST) - Tax • Act, 2017 - IGST- Integrated GST (IGST) - Inter-state transactions and imported goods or services- State GST (SGST)

UNIT – IV

Transfer of Property and Rights of an unpaid Seller: Transfer of title of Non-Owners – General rule as to transfer of title – Exception to the rule – Rules regarding delivery of Goods – Rights of the buyer – Rights of an unpaid seller

UNIT – V

Law of Agency: Contract of Agency – General rules – classification of Agents – Creation of an Agency – Limitation of Principal towards third parties – Revocation – Duties and Rights of Principal – Duties and Rights of Agents – Delegation of Authority to Agent – Termination of Agency.

Text Book: N.D. Kapoor - Elements of Mercantile Law

Reference Books

1. Shukla M.C - A manual of Mercantile Law
2. Venkatesan - Hand book of Mercantile Law
3. V.Balachandran & S.Thothadri - Business Law, McGraw Hill Education

Year	Subject Title	Sem.	Sub Code
2018-19 Onwards	SERVICE MARKETING	IV	18BBA45S

Objectives

To create exposure on the significance of services marketing and gain knowledge on Services Marketing Environmental Factors.

UNIT - I

Services marketing – Concepts – Features – Significance – Classification of services - services marketing triangle – Difference between goods & services.

UNIT - II

Services Marketing Environment – PEST - Analyzing opportunities – Segmentation - Targeting – Positioning – Developing service marketing mix – New Service Development - Process.

UNIT – III

Strategies for managing capacity to match demand Services marketing Mix – elements - 7Ps – Service quality (SERVQUAL).

UNIT - IV

Service product – Analysis of the service offer – Service planning – Factors affecting pricing decisions – Special issues of service pricing.

UNIT – V

Promotion Mix for services – Place in service – Identifying and Evaluating major channel alternating – Physical environment - Opportunity of services marketing - Reasons for growth in service sector - Constraints.

Text Book :

1. Christian Gronroos - Service Management and Marketing
2. S M Jha - Services marketing, marketing of services.

Reference Books

1. Philip Kotler - Marketing of non-profit organization
2. Helen Woodruffe - Services Marketing
3. Valarie A. Zeithaml, et al. - Service Marketing
4. Christopher Love Lock - Service Marketing

Year	Subject Title	Sem.	Sub Code
2018-19 Onwards	SOFT SKILLS FOR EXECUTIVES – I	IV	18BBA44P

Objectives

To enable the students to acquire knowledge of soft skills management on successful completion of this course, the students should have understood the following.

- Soft skills
- Importance – Exhibiting - Identifying
- Improving - Train your self
- Practicing soft skills
- Dress Code, Grooming for men and women
- SWOT analysis
- Career planning - Developing career goals
- Communication skills – Listening
- Speaking - Writing
- Time management

Year	Subject Title	Sem.	Sub Code
2018-19 Onwards	FINANCIAL SERVICES	V	18BBA51C

Objectives

To help create awareness on the financial markets and services available for businessmen.

UNIT – I

Financial Services – Meaning – Classification – Scope – Modern Activities – Sources – Causes for Financial Innovation – New Financial Products and Services.

UNIT – II

Merchant Banking : Definition – Merchant Banking and Commercial Banks – Services of Merchant Banks – Merchant Banker’s Code of Conduct – Regulatory Framework – Operational Guidelines for Merchant Bankers.

UNIT – III

Hire Purchase: Feature – Hire Purchase and Installment Sale – Hire Purchase and Leasing – Bank Credit for Hire Purchase Business - Leasing: Definition – Types of Lease – Difference between Financial and Operating Lease – Advantages and Disadvantages of Leasing. Securitization: Definition – Features – Parties Involved – Mechanics of Securitization – Benefits of Securitization.

UNIT – IV

Venture Capital: Meaning – Definition – Features – Stages of Venture Capital Financing – Importance of Venture Capital – Methods of Venture Financing. Discounting – Factoring – Meaning – Modus Operandi – Functions – Types of Factoring – Benefits – Discounting vs Factoring.

UNIT – V

Credit Rating: Definition – Meaning – Functions – Benefits of Credit Rating – Credit Rating Agency of India – CRISIL – ICRA – CARE. Derivatives: Meaning - Definition – Kinds – Importance.

Text Books

1. E.Gordan & K.Natarajan – Financial Markets and Services, 2005, Himalaya Publishing House.
2. Punithavathy Pandian – Financial Services and Markets, 2009, Vikas Publishing House Ltd.

Reference Books

1. M.Y.Khan – Financial Services, 2013, Mc Graw Hill Publications.
2. S.Gurusamy – Financial Services, 2015, Vijay Nichole Imprints Pvt Ltd.

Year	Subject Title	Sem.	Sub Code
2018-19 Onwards	INTERNATIONAL BUSINESS	V	18BBA52C

Objectives

To provide awareness on various factors influencing International Business Environment and Trade Regulations.

UNIT-I

International Business: Concept – Evaluation - Why go International – Drivers and Restrainers of International Business – Spin-off Benefits - Internationalization Strategies – Types of international business.

UNIT-II

International Business Environment – (PEST) Political - Economic – Socio-cultural – Technology - Protectionism – Demerits – Trade barriers – Types.

UNIT-III

GATT/WTO and Trade Liberalization - Uruguay Round -- GATS, TRIMS, TRIPS - Dispute settlement under WTO.

UNIT-IV

MNCs – Definition - Dominance of MNCs – Benefits and Demerits of MNCs - MNCs in India - Balance of payments.

UNIT-V

Regulation and Promotions of Foreign trade – Objectives –EXIM policy – Objectives – Features – Organizational set-up and functions – Production and Assistance – EPZs, EOUs.

Text book

Francis Cherunilam - International Business (EEE)

Reference Books

1. Victor Luis Anthuvan - Issues in Globalizations.
2. K Aswathappa - International Business

Year	Subject Title	Sem.	Sub Code
2018-19 Onwards	RETAIL MANAGEMENT	V	18BBA53C

UNIT I:

Retailing – Meaning – Characteristics and Functions – Retail Marketing management - channels – role of intermediaries – Retail marketing mix.

UNIT II:

Retail planning and strategy – sustainable competitive advantage – Retail environment - Classification of retailers – Services Retailing – characteristics – types.

UNIT III:

Retail location – Importance of location decision – Types - Location decision and its determining factors – Merchandising – Features – Private labels – types – reasons.

UNIT IV:

Retailing in India – Importance – Factors influencing growth - Major retailing segment in India – careers in retail - Challenges of retail industry – FDI in retail.

UNIT V:

Retail administration – components – Retail sales and service – roles and responsibilities of a retail salesperson - Importance of IT in retail - SCM in retail – features – E-tailing – types.

Text book:

Retail Management – introduction to retailing Vijay Nicole imprints P Ltd., Publications, Chennai.

Reference books:

1. Retail Management – Barry Berman & Joel R. Evans, Prentice Hall of India, New Delhi.
2. Retailing Management – Text and Cases, Swapna Pradhan, Tata McGraw Hill, II Edition 2004.
3. Retail Management-Chetanbajaj, RahnishTuli and NidhiV.Srivastava, Oxford University Press, New Delhi.
4. Retail Management, S.L.Gupta, Wisdom Publications, Delhi.

Year	Subject Title	Sem.	Sub Code
2018-19 Onwards	SOFT SKILLS FOR EXECUTIVES – II	V	18BBA54P

Objectives

To enable the students to acquire knowledge of soft skills management on successful completion of this course, the students should have understood the following

- Team building and team work – Skills needed
- Role of a team leader – Role of team member
- Group discussion (GD) - Skills required – Behavior in a GD - Areas to be concentrated
- Techniques to initiate a GD – Topics for GD.
- Preparing Curriculum Vitae/Resume –
- Writing tips – Dos and Don'ts – Content of resume – Cover letters - Tips.
- Interview skills – Types – Questions asked - How to present well in interview – How to search for job effectively
- Stress management – Kinds – Spotting stress in you – Stress management tips

Year	Subject Title	Sem.	Sub Code
2018-19 Onwards	RESEARCH METHODS FOR MANAGEMENT	V	18BBA55S

Objectives

To enable the students to acquire knowledge of research methods of management on successful completion of this course, the students should have understood the following topics

UNIT – I

Research – Definition – Objectives – Types – Significance – Qualities of a good research - Research process.

UNIT – II

Research design – Important Concepts – Sampling – Types - Measurement of scaling Technique – Classification.

UNIT – III

Data collection – Methods – Selection of appropriate method – Data analysis – Processing operations - Editing, Coding, Tabulation – Types of analysis. (Theory only)

UNIT – IV

Interpretation and Report writing – Steps in writing reports – Layout of research report – Types – Mechanics of writing research report.

UNIT – V

Contemporary in research: Commonly used Technologies in Business Research – Managerial advantages – Computers and Research – Characteristics - Software used in Business Research – Problems encountered by researchers in India.

Text Book

C.R Kothari - Research Methodology

Reference Books

1. Uma sekaran - Research methods for business
2. Dr. T. Raju and Dr. R.Prabhu - Research Methods for Business
3. Boyd and Westfall - Marketing Research
4. Green Paul and Tall - Marketing Research

Year	Subject Title	Sem.	Sub Code
2018-19 Onwards	BUSINESS ORGANISATION	V	18BBA5EL

Objectives

To enable the students to acquire knowledge of business organisation on successful completion of this course, the students should have understood the following topics

UNIT-I

Business – Meaning - Characteristics – Objectives of modern business - Types of business - Business and Profession – Essentials of successful Business.

UNIT-II

Forms of Business Organisation - Sole traders, Partnership, and Joint Hindu Family firm- Joint stock companies – Co-operative organisation - Public Utilities and Public Enterprise.

UNIT-III

Location of industry - Factors influencing location - Size of business firm – Factors determining - Large scale units – Limitations – Modern office – Functions – Importance – Office layout – Objectives.

UNIT-IV

Records management - Filing – Functions – Classifications – Indexing - Office Equipment – Advantages – Criteria for Selection – Essential Capabilities of a business computer – elements of computer system – limitations – office furniture - types.

UNIT-V

Business combinations – Causes for the growth – Forms of combinations - Combination movement in India – Causes – Industrial estate – Objectives - Merits – Reasons for poor performance.

Text book

Bhushan Y.K - Business Organisation

Reference Books

1. Reddy P.N and Gulshan S.S - Principles of Business Organisation and Management
2. Vasudevan and Radhaswami - Business Organisation
3. Prakash, Jagadesh - Business Organisation and Management

Year	Subject Title	Sem.	Sub Code
2018-19 Onwards	STRATEGIC MANAGEMENT	VI	18BBA61C

Objectives

To enable the students to acquire knowledge of research methods of management on successful completion of this course, the students should have understood the following topics

UNIT-I

Strategic management: concept – nature and scope of strategic planning - strategic planning process – benefits – Corporate Governance and social responsibility.

UNIT-II

Mission, Vision - objectives – Need for environmental scanning – SWOT Analysis – Competitive advantage – porter’s five forces model – strategic group.

UNIT-III

Strategy Formulation – Strategy in global environment – Building And Restructuring The Corporation – Turnaround Strategy – BCG Matrix – uses – limitations - Strategic Choice - Balance Score Card.

UNIT IV

Strategy Implementation – designing organizational structure – routes to executing strategy – strategic control system – The generic alternate strategy – Expansion strategy through diversification.

UNIT V

Techniques of strategic evaluation and control – strategic issues in managing and innovation – entrepreneurial ventures and small businesses - Not-for-profit organisation.

Text book:

PK Ghosh, Strategic Planning and Management, Sultan Chand & Sons, 2000.

Reference book:

1. VS Ramaswamy & S.Namakumari, Strategic Planning – Formulation of Corporate Strategy, Macmillan Business Books, 2001
2. John A Pearce, Richard B Robinson, Strategic Management, AITBS Educational Books, 2000
3. Micheal E Porter, Competitive Strategy, Prentice Hall, 2004.

Year	Subject Title	Sem.	Sub Code
2018-19 Onwards	MANAGEMENT INFORMATION SYSTEM	VI	18BBA62C

Objectives

To understand the basics and managerial aspect of Information system used in managerial decision making with the help of computers.

UNIT-I

Introduction to information system (IS) – Data and Information- Classification of Information- Importance of Information System - Information Quality- Types of Information System- Components of Information System - Information System Resources- Activities. Computer Concepts- Hardware - Software - Database Management System (DBMS) – Functions – Benefits – Data Storage and Retrieval.

UNIT-II

Management Information System (MIS) – Meaning – Definition – MIS Characteristics – MIS Structures – Importance of MIS. Information System for Business – Marketing Information System – Human Resource Information System – Production / Manufacturing Information System – Finance Information System – Inventory Control System – Accounting Information System.

UNIT-III

Information System for Decision Making – Types of Decision Making – Decision Support System (DSS) – Characteristics – Components – Knowledge System – Types – Expert System (ES) – Components – Applications – Artificial Intelligence (AI) – Area of AI.

UNIT-IV

Strategic Information System (SIS) – Objectives and Strategies – Components of Strategic Information Planning - Executive Information Systems (EIS) – Components – Benefits – Office Automation System (OAS) – Use and Limitations – Enterprise Resource Planning (ERP) – Benefits. Transaction Processing System (TPS) – Types - End user Computing – Types.

UNIT-V

Telecommunication revolution – Introduction to Email, Internet, and Teleconferencing, WWW Architecture - E- Commerce, Models B to B, B to C, C to B, Electronic Data Interchange (EDI) - EDI Applications in business - Electronic payments.

Text Books

1. Aman Jindal - Management Information System, 2010, Kalyani Publishers.
2. C.S.V Murthy - Management Information System – 2013 , Himalaya Publishers. -

Reference Books

1. James A. O' Brien - Management Information System , 2000, Tata Mc Graw Hill Publications.
2. Jawadekar – Management Information System – Text& Cases, 2012 , TMH.

Year	Subject Title	Sem.	Sub Code
2018-19 Onwards	ADVERTISING AND SALES PROMOTION	VI	18BBA63C

Objectives

To provide insights into methods of Advertising and Significance of Sales Promotion in Marketing.

UNIT-I

Advertising: Meaning – Features – Objectives – DAGMAR - Importance - Classifications - Limitations – Advertising media – Functions - Forms of media – Advantages - Disadvantages.

UNIT-II

Media planning – Factors Affecting Media Planning – Importance - Advertising Agencies – Functions – Selection - Advertising Budget – Advertising Appeals - Advertising Copy – Objectives – Essentials.

UNIT-III

Advertising layout – Functions – Design of layout - Advertising campaign - Elements - Steps in campaign planning – Factors influence planning of Advertisement campaigns.

UNIT-IV

Sales force management – Importance – Sales forces decision - Motivating Salesman – Importance - Compensation – Objectives – Methods – Sales territory.

UNIT-V

Sales promotion: Meaning – Nature - Objectives - Methods - Marketing Communication – Nature – Objectives – Personal Selling – Objectives – Process of Personal Selling – Advantage and Disadvantage.

Text Book

Sontakki. C.N - Advertising and Sales Management

Reference Books

1. Bhanu Prakash verma - Advertising and Sales promotion
2. Bolen J.H. - Advertising
3. Davar. S.K - Salesmanship and advertising
4. Neelamegam - Sales forecasting key to Integrated Management

Year	Subject Title	Sem.	Sub Code
2018-19 Onwards	PROJECT WORK AND VIVA – VOCE WITH INTERNAL AND EXTERNAL EXAMINER	VI	18BBA64V

A Group project with not more than four members is to be done in the areas of Finance, Marketing, Systems and Human Resource, and submit a report at the end of VI semester. The candidate should present herself/himself (individually) for a viva-voce examination to be conducted by an external examiner.

Year	Subject Title	Sem.	Sub Code
2018-19 Onwards	ENTREPRENEURIAL DEVELOPMENT	VI	18BBA65S

Objectives

To enable the students to understand about the entrepreneurship and expose the students to become an entrepreneur.

UNIT – I

Entrepreneurship – Concept – Characteristics, Functions - Types of Entrepreneurship – Intrapreneur - Rural entrepreneurs - Need, Problem and Development Women Entrepreneurs - Functions, Problems and Development.

UNIT – II

Entrepreneurial Environment – Factors Affecting Entrepreneurial growth - Role of entrepreneurship in Economic Development - Factors affecting Entrepreneurship growth Future growth of Entrepreneurship in India Entrepreneurial Motivation – Need – Objects – Phases – Evaluation.

UNIT III

Entrepreneurship Development Programme (EDP) – Need – Objectives, Phases - Barriers – Course Content and Curriculum of EDP – Evaluation – EDP Institutions in India and their functions – DIC, SISI, TCOs - Institutional Support to Entrepreneurs.

UNIT IV

Project Management – Concept - Classification – Project Life Cycle and Responsibility – Phases - Project Report – Specimen - Formulation – Evaluation - Project manager – Characteristics - Role and Responsibilities - Financial Institutions - Institutional Aid to Entrepreneurs.

UNIT – V

Sources of finance for a project – Sources of a Business Idea - Institutional finance supporting projects – Small scale Industry – Scope - Procedure for setting SSI Types of SSI - Incentives to SSI – Benefits to Industrial Units located in Backward Areas – Industrial Estates - Sickness in SSI and Corrective Measure.

Text Book

1. C.B Gupta & N.P Srinivasan - Entrepreneurial Development, Sultan Chand & Sons, 1992
2. S.S Khanka - Entrepreneurial Development, S. Chand Limited, 2006

Reference Book

1. S. Choudhury - Project Management, Tata McGraw-Hill, 31st reprint, 2008
2. Dennis Lock - Project management, Gower Publishing Ltd., 2007

Year	Subject Title	Sem.	Sub Code
2018-19 Onwards	PRINCIPLES OF MANAGEMENT	VI	18BBA6EL

Objectives

To enable the students to acquire knowledge of business organisation on successful completion of this course, the students should have understood the following topics.

UNIT-I

Management – Meaning – Importance - Nature And Scope Of Management Process – Functions - Management Is Science or an Art - Scientific Management – Henry Fayol’s Contribution.

UNIT-II

Planning: Meaning - Importance - Purpose – Process – Types And Methods - Business Forecasting – Essentials - Decision Making: Meaning – Process - Type – Problems Involved In Decision Making.

UNIT-III

Organizing: Features – Principles - Process – Advantages – Limitations Types Of Organisation – structure - Delegation of authority: Nature And Scope - Centralization – Advantages – Disadvantages – Departmentation – Factors.

UNIT-IV

Staffing: Importance – Manpower planning - Motivation – Concepts and Theories - Morale – Discipline – Leadership – Qualities – Styles – Supervision - Functions.

UNIT-V

Directing: Essentials – Principles - Nature. Direction - Controlling: Characteristics – Steps – Benefits. Co-Ordination – Elements – Types and Techniques.

Text Book

1. C.B Gupta - Management
2. Rustom Davar - Management Process

Reference Books

1. Koontz & O’Donnel - Management
2. Dale Ernest - Management – Theory and practice
3. Bagar - Principles of management