

**DEPARTMENT OF BUSINESS ADMINISTRATION (BBA)**  
**GOVERNMENT ARTS COLLEGE (AUTONOMOUS)**  
**COIMBATORE – 641018**

**REGULATION AND SCHEME OF EXAMINATIONS**

**(With effect from the Academic Year 2015-2016 Onwards)**

# **DEPARTMENT OF BUSINESS ADMINISTRATION (BBA)**

## **REGULATION AND SCHEME OF EXAMINATIONS**

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# **BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

## **REGULATION AND SYLLABUS (From 2015-2016 Onwards)**

### **1. ELIGIBILITY FOR ADMISSION TO THE COURSE**

A Pass in Higher Secondary Examination conducted by the Government of Tamil Nadu or any other examination accepted as equivalent there to by the Syndicate.

### **2. DURATION OF THE COURSE**

The course shall extend over a period of three years comprising six semesters, with two semesters per year. There shall not be less than ninety instructional days for each semester. Examination shall be conducted at the end of each semester for the respective subjects.

### **3. COURSE OF STUDY AND SCHEME OF EXAMINATION**

The course of study and scheme of examination for the BBA course shall consist of the following :

**Department of Business Administration (BBA)**  
**Government Arts College (Autonomous), Coimbatore-641018**  
**Syllabus and List of Papers (2015-2016 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		<b>Part I-Language-Tamil I</b>	6	25	75	30	40	100	3	3
2		II		<b>Part II-English-I</b>	6	25	75	30	40	100	3	3
3		III		<b>Core-Paper I-Principles of Management</b>	5	25	75	30	40	100	3	4
4		III		<b>Core-Paper II-Business Organisation</b>	5	25	75	30	40	100	3	4
5		III		<b>Allied Paper I- Statistics for Management -I</b>	6	25	75	30	40	100	3	5
6		IV		Environmental Studies	2	25	75	30	40	100	3	2
7	II	I		<b>Part I-Language-Tamil II</b>	6	25	75	30	40	100	3	3
8		II		<b>Part II-English-II</b>	6	25	75	30	40	100	3	3
9		III		<b>Core-Paper III- Financial Accounting</b>	5	25	75	30	40	100	3	4
10		III		<b>Core-Paper IV- Business Communication practices</b>	5	40	60	24	40	100		4
11		III		<b>Allied Paper II- Statistics for Management II</b>	6	25	75	30	40	100	3	5
12		IV		Value Education	2	25	75	30	40	100	3	2
13	III	III		<b>Core-Paper V- Management Accounting</b>	6	25	75	30	40	100	3	4
14		III		<b>Core-Paper VI- Production and materials management</b>	6	25	75	30	40	100	3	4
15		III		<b>Core-Paper VII - Marketing Management</b>	6	25	75	30	40	100	3	4
16		III		<b>Allied Paper III- Business Economics</b>	6	25	75	30	40	100	3	5
17		III		<b>Practical I- PC Software and Tally</b>	4	40	60	24	40	100		4
18		IV		<b>Skill Based Elective – I Organizational Behaviour</b>	6	25	75	30	40	100	3	3
19	IV	III		<b>Core-Paper VIII – Financial Management</b>	6	25	75	30	40	100	3	4
20		III		<b>Core-Paper IX – Human Resource Management</b>	5	25	75	30	40	100	3	4
21		III		<b>Allied Paper IV – Business Law</b>	5	25	75	30	40	100	3	4
22		IV		<b>Practical II- Soft Skills For Executives - I</b>	5	40	60	24	40	100		3
23		III		<b>Skill Based Elective – II Services Marketing</b>	5	25	75	30	40	100	3	5
24		V		Co-curricular Activity								
25	V	III		<b>Core-Paper XI – Investment Management</b>	6	25	75	30	40	100	3	4

26		III		<b>Core-Paper XI –</b> International Business	6	25	75	30	40	100	3	4
27		III		<b>Core-Paper XII –</b> Taxation	6	25	75	30	40	100	3	4
28		III		<b>Practical III-</b> Soft Skills For Executives - II	2	40	60	24	40	100		4
29		IV		<b>Skill Based Elective – III</b> Research Methods for Business	6	25	75	30	40	100	3	3
30		IV		<b>Non – Major Elective I –</b> Business Organisation	4	25	75	30	40	100	3	2
31	VI	III		<b>Core-Paper XIII –</b> Strategic Management	6	25	75	30	40	100	3	4
32		III		<b>Core-Paper XIV –</b> Management Information System	6	25	75	30	40	100	3	4
33		III		<b>Core-Paper XV –</b> Advertising and Sales Promotion	6	25	75	30	40	100	3	4
34		III		Project work & viva - voce	2	20	80	32	40	100		15
35		IV		<b>Skill Based Elective – IV</b> Entrepreneurial Development	6	25	75	30	40	100	3	3
36		IV		<b>Non – Major Elective II –</b> Principles of Management	4	25	75	30	40	100	3	2
				<b>Total</b>						<b>3500</b>		<b>140</b>

#### **4. PROJECT WORK**

Project work is compulsory and carries 100 marks. A group of students should select a topic for the project work in the fifth semester itself and submit a report at the end of the sixth semester. The guide and the external examiner shall evaluate the project report and conduct the viva voce examination. The project work shall be related to Finance, Marketing, Human Resource Management, Production or any other Management related subjects.

#### **5. BUSINESS COMMUNICATION PRACTICES and SOFT SKILLS FOR EXECUTIVES**

This **practice** carries 100 marks. The students will be examined on the ability of their communication skills and soft skills. The external examiner shall evaluate and conduct the **viva voce** examination.

#### **5. REQUIREMENTS TO APPEAR FOR THE EXAMINATION**

- a) A candidate will be permitted to appear for the university examination for any semester if:
  - The student secures not less than 75% of attendance during the semester.
  - The student earns a progress certificate from the Head of the Institution of having satisfactorily completed the course of study as required by these regulations .
  - The conduct of the student has been satisfactory.
- b) A candidate may be permitted to appear for the examination even if the student does not possess the minimum required attendance and allowed to continue to go for the subsequent semester and the student should compensate the attendance requirement for both the present and earlier semester. If the student could not earn the attendance even after continuing the subsequent semester then the student should rejoin the course and redo the semester last attended.
- c) A candidate having arrear paper(s) shall have the option to appear in any arrear paper along with the papers of regular study in any semester. If a candidate fails to submit the project report at the end of sixth semester such candidates may be permitted to submit it within the next six months.

#### **6. MEDIUM OF INSTRUCTION**

The medium of instruction and examination is English.

## **7. PASSING MINIMUM**

A Candidate failing to secure the minimum marks prescribed shall be required to reappear for the examination in that paper and obtain the minimum marks required for passing the paper.

## **8. CLASSIFICATION OF SUCCESSFUL CANDIDATES**

Successful candidates passing the BBA degree examination securing marks 60% and above shall be declared to have passed the examination in first class, securing 50% to 59 shall be in second class. All other be declared successful candidates shall be declared to have passed examination in Third class.

## **9. CONFERRMENT OF THE DEGREE**

No candidate shall be eligible for conferment of the degree unless the candidate has undergone the prescribed course of study for a period of not less than six semesters in an institution approved by/ affiliated to the university or has been exempted there from in the manner prescribed and has passed the Examinations as have been prescribed.

## **10. RANKING**

A candidate who qualifies for the BBA degree Course passing all the examinations in the first attempt within the minimum period, prescribed for the course of study from the date of admission to the course and Secures first or second rank in the class shall be eligible for ranking and such ranking will be Confined to a maximum of 2 ranks.

## **11. REVISION OF REGULATION AND CURRICULUM**

The above regulations, scheme of examinations and curriculum will be in force without any changes for a minimum period of two years from the date of approval of the regulations. The university may revise, amend or change the regulations and scheme of examinations if found necessary. If the regulations and curriculum changed, modified or amended the students who have undergone the BBA course following the old regulations and have not completed the course may be allowed to follow the old regulations itself for two more years i.e., for four semesters from the date of completion of the course by the last set of students admitted into the BBA course following the old regulations. Even after the extra chances prescribed, the students

having arrear papers may be permitted to appear for the examinations after obtaining specific direction from the university under the revised regulations.

## **12. QUESTION PAPER PATTERN**

The pattern of the question papers for all the subjects shall be as follows (Core, Allied and Application oriented):

### **Part A (10\*2=20 marks)**

**Answer all questions:**

Questions 1 & 2 – from Unit – I  
Questions 3 & 4 – from Unit – II  
Questions 5 & 6 – from Unit – III  
Questions 7 & 8 – from Unit – IV  
Questions 9 & 10 – from Unit – V

### **Part B (5\*5=25 marks)**

**Answer all questions:**

Question 11. (a) or (b) – from Unit – I  
Question 12. (a) or (b) – from Unit – II  
Question 13. (a) or (b) – from Unit – III  
Question 14. (a) or (b) – from Unit – IV  
Question 15. (a) or (b) – from Unit – V

### **Part C (3\*10=30 marks)**

**Answer any three questions:**

Question 16 – from Unit – I  
Question 17 – from Unit – II  
Question 18 – from Unit – III  
Question 19 – from Unit – IV  
Question 20 – from Unit – V



## **SEMESTER I**

### **Core Paper I – Principles of Management**

#### **UNIT-I**

**Management – Meaning – Importance - Nature And Scope Of Management Process – Functions - Management Is Science Or 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 In Departmentation.**

#### **UNIT-IV**

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

#### **UNIT-V**

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

#### **Text book**

**C.B Gupta - Management, Sultan Chand & Sons**

#### **Reference books**

**Koontz & O’Donnel - Management**  
**Dale Ernest - Management – Theory practice**  
**Bagar - Principles of management**

## SEMESTER I

### Core Paper II - BUSINESS ORGANISATION

#### 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 - 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**

## **SEMESTER I**

### **Environmental Studies**

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

## **SEMESTER – II**

### **Core Paper III- Financial Accounting**

#### **Unit I**

**Basic Accounting Concepts – Kinds of Accounts- Double Entry Book Keeping- Journals, Ledgers- Trial Balance- Subsidiary Books- Purchase Books- Sales Book- Sales Returns and Purchase Returns Books.**

#### **Unit-II**

**Cash Book- Rectification of Errors -Bank Reconciliation Statement.**

#### **Unit - III**

**Manufacturing- Trading- Profit and Loss Account- Balance Sheet.**

#### **Unit IV**

**Accounting for Depreciation- Straight line Method- Written Down Value Method- Annuity Method-Sinking Fund Method.**

#### **Unit V**

**Preparation of Accounts from Incomplete Records.**

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

#### **Text Book**

**Jain and Narang : Financial Accounting**

#### **Reference Book**

**Grewal T.S : Double Entry Book Keeping**

## SEMESTER- II

### Core-Paper IV- Business Communication Practices

#### UNIT – I

Meaning of communication – Essentials, Importance of Business communication – objectives – principles - Types – Barriers to communication.

#### UNIT – II

Correspondence – Need, Functions and Kinds of Business letters - Layout of a business letter – Enquiries and reply – Offers and Quotations – Orders - Execution and Cancellation of Orders – Claims – Adjustments – Collection – Sales promotion letters – circulars.

#### UNIT – III

Agency Correspondence – Bank Correspondence – Import and Export Correspondence – Correspondences of Company Secretary- Duties – Correspondence with directors and shareholders.

#### UNIT – IV

Report writing - Essentials – Importance – Contents – Types of business reports – Characteristics of a good report - Application letters – Reference and Appointment orders.

#### UNIT – V

Speeches – Characteristics – Profile of a good speaker – Planning to speak - Modern means of communication.

#### Text Book

**Rajendra Pal Koralahalli**, —Essentials of Business Communication, Sultan Chand & Sons, New Delhi, 2006.

#### **Books for Reference:**

1. **Ramesh, MS, & C. C Pattanshetti**, “Business Communication”, R.Chand&Co, New Delhi, 2003.
2. **Rodriquez M V**, “Effective Business Communication Concept” Vikas Publishing Company ,2003.

## **SEMESTER- II**

### **Value Education**

**'*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.**

## **SEMESTER III**

### **Core Paper V – Management Accounting**

#### **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**

**S.N Maheswari - Management Accounting, Sultan Chand & sons, New Delhi**

**ManmohanGoyal - Principles of Management Accounting, Sahitya Bhawan Publishers**

## **SEMESTER – III**

### **Core Paper VI – Production and Materials Management**

#### **UNIT – I**

**Production Management – Function – Scope – Plant location – Factors – Site location – Plant layout – principles – Process layout for production planning and control – Principles – Information flow – Routing – Scheduling – Dispatching – Control.**

#### **UNIT - II**

**Materials handling – Importance – Principles – Criteria for selection of materials handling equipments – Maintenance – Types - Method study – Time study – Motion study –Work measurement.**

#### **UNIT – III**

**Organization of Materials Management – Fundamental Principles – Structure – Integrated Materials Management – Purchasing – Principles of Import Substitution and Import purchase procedure .**

#### **UNIT – IV**

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

#### **UNIT – V**

**Quality control – Types of Inspection – Centralized and Decentralized. TQM: Meaning – objectives – elements – Bench marking: Meaning – Objectives – Advantages. ISO: Features – Advantages – Procedure for obtaining ISO.**

#### **Text Books**

**O.P Khanna : Industrial Engineering and Management**

**Gopalakrishnan : Materials Management**

#### **Reference Books**

**Bange and Sharma : Production Management**

**V.V Varma : Materials Management**



## **SEMESTER – III**

### **CORE PAPER VII– MARKETING MANAGEMENT**

#### **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 – Transportation – Functions –Mode of transportation–E - marketing.**

#### **Text Book**

**Rajan Nair : Marketing management**

#### **Reference Books**

**Philip Kotler : Marketing Management**

**Cundiff and Still : Fundamentals of modern Marketing**

**R S N Pillai Bagavathi : Modern marketing management**

## **SEMESTER – III**

### **Computer Practical – PC Software and Tally**

#### **MS WORD**

- 1. Preparing a neat aligned error free document, add header and footer, spelling and grammar, bullets and numbering list items and also perform find replace operation.**
- 2. Preparing documents with inserts, special effects, pictures, objects and database.**
- 3. Preparing the document with column layout.**
- 4. Type a paragraph and perform separately each of the following: change the font size at 20, left, centre and right Alignment, justify, underline, and change to italic.**
- 5. Creating circular letter with Mail Merge options.**
- 6. Creating an application for the job with Bio-data.**
- 7. Creating a Table by using the split and merge options.**
- 8. Practice to use keyboard for short cuts without using mouse.**

#### **MS EXCEL**

- 1. Creating a work sheet for maintaining student Mark Sheet**
- 2. Worksheet using formulas**
- 3. Worksheet manipulation for electricity bill preparation.**
- 4. Creating Charts to illustrate performance of a product in market for the past 12 months.**
- 5. An excel worksheet contains monthly Sales Details of five companies.**

#### **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.**

#### **TALLY - Accounting Package**

- 1. Creation of a Company.**
- 2. Creation of Ledger, posting, saving and editing data.**
- 3. Preparing Voucher entries for the given transactions.**
- 4. Preparing Final accounts from the Trial Balance.**

## **SEMESTER – III**

### **Skill Based Elective Paper I – Organisational 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 Organisational politics – Conflict – Types of conflict – Conflict Resolution.**

#### **UNIT – V**

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

#### **Text Book**

**L M Prasad : Organisational Behaviour**

#### **Reference Books**

**Keith Davis : Human behavior at work**

**Ghosh : Industrial psychology**

## SEMESTER – IV

### Core Paper VIII- Financial Management

#### 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

**I.M. Pandey - Financial Management, Vikas Publishing House (P) Ltd.**

#### Reference Books

**S.N Maheswari - Management Accounting, Sultan Chand & sons, New Delhi  
P.V. Kulkarni - Financial Management, Himalaya Publishing House  
Khan and Jain - Financial Management , Tata McGraw-Hill Publishing Co. .**

## **SEMESTER-IV**

### **Core Paper IX – Human Resource Management**

#### **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 appraisal – 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.**

#### **REFERENCE BOOKS:**

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

## **SEMESTER - IV**

### **Core-Paper X – Business Law**

#### **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 - 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.**

#### **UNIT – IV**

**Performance of contract of sale – Delivery of goods - Kinds – Rules regarding delivery of goods - Unpaid seller’s rights – Remedies for breach of contract of sale.**

#### **UNIT – V**

**Creation of agency – Essentials – Classifications – Duties – Rights of principal - Relation of principal with third parties – Personal liability of agent – Termination of agency.**

#### **Text Book**

**N.D. Kapoor : Elements of Mercantile Law**

#### **Reference Books**

**Shukla M.C : A manual of Mercantile Law**

**Venkatesan : Hand book of Mercantile Law**

**Pandia R.H. : Mercantile Law.**

## **SEMESTER IV**

### **Allied Paper IV - Services Marketing**

#### **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 strategy – New Service Development - Process.**

#### **UNIT – III**

**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**

**Christian Gronroos : Service Management and Marketing**

**Jha : Services marketing, marketing of services.**

#### **Reference Books**

**Philip Kotler : Marketing of non-profit organization**

**Helen Woodruffe : Services Marketing**

**Valarie A. Zeithaml, et al. : Service Marketing**

**Christopher Love Lock : Service Marketing**

## **SEMESTER IV**

### **Skill Based Elective II - Soft Skills for Executives - I**

#### **UNIT - I**

**Soft skills – Importance – Exhibiting – Identifying – Improving – Train your self – Practicing soft skills.**

#### **UNIT - II**

**Self discovery – Process – Using SWOT - Benefits – Career planning – Guidelines – Tips – Developing career goals.**

#### **UNIT – III**

**Communication skills: Listening – Reading - Importance and its practices.**

#### **UNIT - IV**

**Speaking – Writing – Importance and its Practices.**

#### **UNIT – V**

**Body language – Etiquette and Manners – Time management.**

#### **Text Book**

**Dr. K Alex - Soft Skills**

#### **Reference Books**

**Effective Communication and Soft Skills : Bhatnagar**

**Study Guides Basic Business Communication: Skills for Empowering the Internet Generation by Lesikar & Flatley.**

**Business Communication: The Real World and Your Career. By Senguin**

**Creative English communication : N. Krishna swami and T. Shriraman**

**Getting from College to Career: Your Essential Guide to Succeeding in the Real World by Lindsey Pollak**



## SEMESTER-V

### Core Paper XI - Investment 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 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

Jack Clark Francis - Investment Management, McGraw-Hill Ryerson, Limited

Bhalla V.K - Investment management, S. Chand Limited, 2006

V.A Avadhani - Investment management, Himalaya Publishing House, 1993

## SEMESTER V

### Core-Paper XII – International Business

#### UNIT-I

**International Business: Concept – Evaluation - Why go International – Drivers and Restrainers of International Business – Spin-off Benefits - Internationalisation 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

**Victor Luis Anthuvan : Issues in Globalizations.**

**K Aswathappa : International Business**

## **SEMESTER – V**

### **Core-Paper XIII – Taxation**

#### **UNIT - I**

**Outline of the system of Federal Finance under Indian Constitution – Distinction between Direct & Indirect Taxation - Cannons of Taxation –Income Tax Act 1961 – Definitions – Assessment Year – Previous Year – Determination of Residential Status – Incidence of Tax – Exempted Income.**

#### **UNIT – II**

**Income from salary - computation of taxable salary income taking into account all relevant sections.**

#### **UNIT – III**

**Income from House property - Income from capital gains.**

#### **UNIT – IV**

**Income from Business or Profession - Income from other sources**

#### **UNIT – V**

**Indirect Taxes - Excise duty – Objectives – Levy – Exemptions - Customs duty – Types – Exemptions – Central sales tax - Interstate Trade - Basics of VAT and Service tax.**

**(Theories carry 40% marks and problem carries 60% marks.)**

**(Only simple calculations)**

#### **BOOKS RECOMMENDED:**

**Gaur and Narang : Income tax Law & Practice**

**Dingare Pagare : Income tax law & Practice**

**Parameswaran and Radha : Indirect tax**

## **SEMESTER V**

### **Soft Skills for Executives - II**

#### **UNIT - I**

**Team building and team work – Aspects – Skills needed – Role of a team leader – Role of team member.**

#### **UNIT - II**

**Group discussion(GD) – Types – Skills required – Behavior in a GD – Essential elements – Areas to be concentrated – Techniques to initiate a GD – Topics for GD.**

#### **UNIT – III**

**Preparing Curriculam Vitae /Resume – Writing tips – Dos and Don'ts – Content of resume – Cover letters - Tips.**

#### **UNIT - IV**

**Interview skills – Types – Questions asked – Dress code – How to present well in interview – How to search for job effectively.**

#### **UNIT – V**

**Stress management – Effects – Kinds – Spotting stress in you – Stress management tips.**

#### **Text Book**

**Dr. K Alex - Soft Skills**

#### **Reference Books**

**Soft Skills Enhancing Employability: Connecting Campus With Corporate by M.S. Rao.  
Spoken English – A self-learning Guide to Conversation Practice (Audio) by V. Sasikumar,  
P.V.Dhamija.**

**The Power of Focus for College Students by Trump Donald Enhancing Employability @  
Soft Skills by Verma**

**Personality Development and Soft Skills by Barun K Mitra**

## **SEMESTER – V**

### **Skill Based Elective Paper III – Research Methods for Management**

#### **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**

**Uma sekaran :Research methods for business**

**Dr. T. Raju and Dr. R.Prabhu : Research Methods for Business**

**Boyd and Westfall : Marketing Research**

**Gown M.C : Marketing Research**

**Green Paul and Tall : Marketing Research**

## **SEMESTER V**

### **Non Major Elective Paper I - Business Organisation**

#### **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**

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

**Vasudevan and Radhaswami - Business Organisation**

**Prakash, Jagadesh - Business Organisation and Management**

## **V SEMESTER**

### **Core-Paper XIV - Strategic Management**

#### **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:**

**VS Ramaswamy & S.Namakumari, Strategic Planning – Formulation of Corporate Strategy, Macmillan Business Books, 2001**

**John A Pearce, Richard B Robinson, Strategic Management, AITBS Educational Books, 2000**

**Micheal E Porter, Competitive Strategy, Prentice Hall, 2004.**

## SEMESTER VI

### Core Paper XV – Management Information System

#### UNIT-I

**Introduction to information system – Definition – Features – Steps in implementation of Management Information System (MIS) – Need for Information – Information system for decision making – MIS as Competitive Advantage – MIS Structures.**

#### UNIT-II

**MIS – Strategic information system – MIS support for planning – Organizing – Controlling – MIS for specific functions – Personnel, Finance, Marketing inventory, Production. Database Management system models – Hierarchical – Network.**

#### UNIT-III

**Computer Hardware – Description of Electronic Computers – CPU operations – Classification of computers - Main – Mini – Workstations – Micro computers – Super computers – Personal computers – Introduction to Client Server.**

#### UNIT-IV

**Input devices – Mouse - Touch screens – MICR- OCR – Keyboard – Pen Base Input – Digital Scanners – Voice Input Devices – Sensors. Output devices – Printers – Video displays terminals – voices output devices. Secondary storage devices - Magnetic disk, Magnetic tape, Optical disk storage – CDROM.**

#### UNIT-V

**Telecommunication revolution – Introduction to Email, Internet, and Teleconferencing, www Architecture, Introduction to E- Commerce, Models B to B, B to C, C to B, Electronic Data Interchange (EDI), EDI Applications in business, Electronic payment of cash, Smart cards, Credits Cards.**

#### Text Book

**Management Information System - James O' Brien**

**Management Information System - C.S.V Murthy**

#### Reference Book

**Management Information System - Murdick and Ross**

**Management Information System - Gordon B Davis**

**Computer applications in business - Subramanian K**



## SEMESTER- VI

### Core Paper XVI – Advertising and Sales Promotion

#### 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

**Bhanu Prakash verma : Advertising and Sales promotion**

**Bolen J.H. : Advertising**

**Davar. S.K : Salesmanship and advertising**

**Neelamegam : Sales forecasting key to Integrated Management**

## **SEMESTER VI**

### **PROJECT WORK AND VIVA – VOCE WITH INTERNAL AND EXTERNAL EXAMINER**

**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.**

## **SEMESTER – VI**

### **Skill Based Elective Paper IV – Entrepreneurial Development**

#### **UNIT – I**

**Meaning of Entrepreneurship – Characteristics, Functions and Types of Entrepreneurship – Intrapreneur – Role of entrepreneurship in Economic Development.**

#### **UNIT – II**

**Factors Affecting Entrepreneurial growth – Economic – Non Economic. Entrepreneurship development programme - Need – Objects – Phases – Evaluation. Institutional Support to Entrepreneurs.**

#### **UNIT III**

**Project Management: Meaning of project – Concepts – Categories – Project Life Cycle Phases – Characteristics of a project manager – Role and Responsibilities of Project Manager.**

#### **UNIT IV**

**Project identification – Selection – Project formulation – Contents of a project – Planning commission guidelines for formulating a project – Specimen of a project – Specimen of a project report .**

#### **UNIT – V**

**Sources of finance for a project – Institutional finance supporting projects – Project evaluation - Objects - Types – Methods.**

#### **Text Book**

**C.B Gupta & N.P Srinivasan : Entrepreneurial Development, Sultan Chand & Sons, 1992**

**S.S Khanka : Entrepreneurial Development, S. Chand Limited, 2006**

#### **Reference Book**

**S. Choudhury : Project Management, Tata McGraw-Hill, 31<sup>st</sup> reprint, 2008**

**Dennis Lock : Project management, Gower Publishing Ltd., 2007**

