

**BACHELOR OF BUSINESS ADMINISTRATION  
(B.B.A)**

<b>I SEMESTER</b>	<b>CREDIT</b>	<b>HOURS</b>
Language	3	6
English (Incl. Skill based subject)	3	6
Core Subject – Financial Accounting	4	5
Core Subject - Principles of Management	4	5
Allied - Managerial Economics	5	6
Skill based subject (English Dept)	2	-
Non-Tamil Students : Tamil (VI Std) Tamil Students : Non – Major Elective*	2	2
	<b>23</b>	<b>30</b>

<b>II SEMESTER</b>	<b>CREDIT</b>	<b>HOURS</b>
Language	3	6
English (Incl. Skill based subject)	3	6
Core Subject – Business Communication	4	5
Core Subject – Management Accounting	4	5
Allied – International Trade	5	6
Skill based subject (English Dept)	2	-
Non-Tamil Students : Tamil (VI Std) Tamil Students : Non – Major Elective*	2	2
	<b>23</b>	<b>30</b>

### THIRD SEMESTER

COURSE COMPONENTS /NAME OF THE COURSE	Credit	Ins. Hrs/ Week	Marks		
			CIA	Ext.	Total
<b>PART-III</b>	4	5	25	75	100
Core Paper –V - Financial Management	4	5	25	75	100
Core Paper –VI - Organisational Behaviour	4	5	25	75	100
Core Paper –VII - Computer Application in Business	4	6	25	75	100
Core Paper –VIII - Marketing Management	4	5	25	75	100
Allied Paper –III - Business Mathematics and Statistics	4	6	25	75	100
Soft Skill	3	2	40	60	100
Environmental Studies ( <i>Examination will be held in Semester IV</i> )		1			

### FOURTH SEMESTER

PART	COURSE COMPONENTS	COURSE TITLE	Credit	Ins. Hrs/ Week	Marks		
					CIA	Ext. Exam	Total
III	Core Paper –IX -	Human Resource Management	4	5	25	75	100
	Core –X	Business Regulatory Frame Work	4	5	25	75	100
	Core –XI	Financial Services	4	6	25	75	100
	Core –XII	Management Information System	4	5	25	75	100
	Allied –IV	Operations Research	4	6	25	75	100
IV 2	Soft Skill		3	2	40	60	100
IV 3	Environmental Studies		2	1	25	75	100

### FIFTH SEMESTER

PART	STUDY COMPONENTS	COURSE TITLE	Credit	Ins. Hrs/ Week	Marks		
					CIA	Ext. Exam	Total
	<b>SEMESTER – V</b>						
I	Core –XIII	Advertising and Salesmanship	4	5	25	75	100
	Core –XIV	Research Methodology	4	6	25	75	100
	Core –XV	Operation Management	4	6	25	75	100
	Core –XVI	Material Management	4	6	25	75	100
II	Elective – I :	(1) Entrepreneurial Development OR (2) Visual Basic Programming	5	6	25	75	100
					25	75	100
IV 4	Value Education			1			

### SIXTH SEMESTER

PART	STUDY COMPONENTS	COURSE TITLE	Credit	Ins. Hrs/ Week	Marks		
					CIA	Ext. Exam	Total
I	Core –XVII	Business Environment	4	6	25	75	100
	Core –XVIII	Services Marketing	4	6	25	75	100
	Core –XIX	Business Taxation	4	6	25	75	100
II	Elective – II :	(1) Customer Relationship Mgt. OR (2) Visual Basic - Practical	5	6	25	75	100
					40	60	100
	Elective – III :	Project Work (Group)	5	6	20	80	100
V	Extension Activities		1				

**I SEMESTER**  
Core Paper  
**FINANCIAL ACCOUNTING – MAM1C**  
(Theory : 15 Marks Problems : 60 Marks)

**UNIT I**

Meaning and scope of Accounting, Basic Accounting Concepts and Conventions – Objectives of Accounting – Accounting Transactions – Double Entry Book Keeping – Journal, Ledger, Preparation of Trial Balance – Preparation of Cash Book.

**UNIT II**

Preparation of Final Accounts of a Sole Trading Concern – Adjustments Receipts and Payments Account, Income & Expenditure Account and Balance Sheet of Non Trading Organizations

**UNIT III**

Partnership Accounts-Final accounts of partnership firms 2 – Basic concepts of admission, retirement and death of a partner including treatment of goodwill - rearrangement of capitals. (Simple problems on Partnership Accounts).

**UNIT IV**

Depreciation – Meaning, Causes, Types – Straight Line Method – Written Down Value Method, Insurance Policy Method, Sinking Fund Method & Annuity Method. Insurance claims – Average Clause (Loss of stock & Loss of Profit)

**UNIT V**

Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method

**Recommended Texts**

1. R.L.Gupta & V.K.Gupta, Advanced Accounting - Sultan Chand & Sons - New Delhi.
2. Jain & Narang, Financial Accounting - Kalyani Publishers - New Delhi.
3. T.S. Reddy & A.Murthy, Financial Accounting - Margham Publications –Chennai-17.
4. Shukla & Grewal, Advanced Accounting – S Chand - New Delhi.
5. Nirmal Gupta, Financial Accounting-Ane Books India – New Delhi.
6. S.Parthasarathy and A.Jaffarulla, Financial Accounting - Kalyani Publishers – New Delhi.

## **PRINCIPLES OF MANAGEMENT (Core Subject) – MAM1D**

### **UNIT I**

Management: Importance – Definition – Nature and Scope of Management Process – Role and Functions of a Manager – Levels of Management – Development of Scientific Management and other Schools of thought and approaches.

### **UNIT II**

Planning: Nature – Importance – Forms – Types – Steps in Planning – Objectives – Policies – Procedures and Methods – Natures and Types of Policies – Decision –making – Process of Decision – making – Types of Decision.

### **UNIT III**

Organizing: Types of Organisations – Organisation Structure – Span of Control and Committees – Departmentalisation – Informal Organisation- Authority – Delegation – Decentralisation – Difference between Authority and Power – Responsibility.

### **UNIT VI**

Recruitment – Sources, Selection, Training – Direction – Nature and Purpose. Co-ordination – Need, Type and Techniques and requisites for excellent Co-ordination – Controlling – Meaning and Importance – Control Process.

### **UNIT V**

Definition of Business ethics - Types of Ethical issues -Role and importance of Business Ethics and Values in Business - - Ethics internal - Ethics External - Environment Protection - Responsibilities of Business

### **Recommended Texts**

1. C.B.Gupta, Management Theory & Practice - Sultan Chand & Sons - New Delhi.
2. L.M.Prasad, Principles & Practice of Management - Sultan Chand & Sons - New Delhi.
3. P.C. Tripathi & P.N Reddy, Principles of Managements - Tata Mc.Graw Hill - New Delhi.
4. Weihrich and Koontz, Management – A Global Perspective
5. N.Premavathy, Principles of Management - Sri Vishnu Publication - Chennai.
6. J.Jayasankar, Business Management - Margham Publication - Chennai.

## **MANAGERIAL ECONOMICS (Allied Subject) – MBM1A**

### **UNIT I**

Nature and scope of managerial economics – definition of economics – important concepts of economics – relationship between micro, macro and managerial economics – nature and scope – objectives of firm

### **UNIT II**

Demand analysis – Theory of consumer behavior – Marginal utility analysis – indifference curve analysis Meaning of demand – Law of demand – Types of demand – Determinants of demand – Elasticity of demand – Demand forecasting

### **UNIT III**

Production and cost analysis – Production – Factors of production – production function – Concept – Law of variable proportion – Law of return to scale and economics of scale – cost analysis – Different cost concepts – Cost output relationship – Short run and long run – Revenue curves of firms – Supply analysis

### **UNIT IV**

Pricing methods and strategies – Objectives – Factors – General consideration of pricing – methods of pricing – Dual pricing – Price discrimination

### **UNIT V**

Market classification – Perfect competition – Monopoly – Monopolistic competition – Duopoly – Oligopoly

### **Recommended Texts**

1. Dr. S.Shankaran, Managerial Economics - Margram Publication - Chennai
2. P.L Metha, Managerial Economics - Sultan Chand Publications - New Delhi
3. RL Varsheny and K L Maheshwari, Managerial Economics - Sultan Chand Publications - New Delhi.
4. Joel Dean, Managerial Economics - Prentice Hall of India Pvt. Ltd.,- New Delhi.
5. Spencer M H, Contemporary Economics - Worth publishers - New York.
6. VI Mote Samuel Paul G.S Gupta, Managerial Economics – concepts and cases - Tata McGraw Hill - New Delhi.

## **II SEMESTER**

### **BUSINESS COMMUNICATION(Core Subject) – MAM2C**

#### **UNIT I**

Definition – Methods – Types – Principles of effective Communication – Barriers to Communication – Business Letter – Layout.

#### **UNIT II**

Kinds of Business Letters: Interview – Appointment – Acknowledgement – Promotion – Enquiries – Replies – Orders – Sales – Circular – Complaints.

#### **UNIT III**

Bank Correspondence – Insurance Correspondence – Agency Correspondence – Correspondence with Shareholders, Directors.

#### **UNIT IV**

Reports Writing – Agenda, Minutes of Meeting – Memorandum – Office Order – Circular – Notes.

#### **UNIT V**

Modern Forms of Communication: Fax – Email – Video Conferencing – Internet – Websites and their use in Business.

#### **Recommended Texts**

1. Rajendra Pal & J.S. Korlahalli, Essentials of Business Communication - Sultan Chand & Sons - New Delhi.
2. Shirley Taylor, Communication for Business - Pearson Publications - New Delhi.
3. Bovee, Thill, Schatzman, Business Communication Today - Peason Education Private Ltd. - New Delhi.
4. Penrose, Rasbery, Myers, Advanced Business Communication - Bangalore.
5. Simon Collin, Doing Business on the Internet - Kogan Page Ltd.- London.
6. Mary Ellen Guffey, Business Communication – Process and Product - International Thomson Publishing - Ohio.

Core Paper  
**MANAGEMENT ACCOUNTING – MAM2E**  
Theory : 15 Problems : 60

**UNIT I**

Management accounting – Meaning, nature, scope and functions, need, importance and limitations – Management Accounting vs. Cost Accounting. Management Accounting vs. Financial Accounting.

**UNIT II**

Analysis and Interpretation of financial statements – Nature, objectives, essentials and tools. methods – Comparative Statements, Common Size statement and Trend analysis.

**UNIT III**

Ratio Analysis – Interpretation, benefits and limitations. Classification of ratios-Liquidity, Profitability, turnover, capital structure and Leverage.

**UNIT IV**

Funds flow and Cash flow analysis. Budgets and budgetary control – Meaning, objectives, merits and demerits.

**UNIT V**

Investment decisions; brief introduction of cost of capital; methods of capital budgeting; Average Rate of Returns (ARR), Pay Back Period (PBP), Net present Value (NPV) and Internal Rate of returns (IRR), capital rationing (simple problems on capital budgeting methods).

**Recommended Texts**

1. SN Maheswari, Management Accounting - Sultan Chand & Sons.
2. Jhamb, Fundamentals of Management Accounting – Ane Books India - New Delhi.
3. Horngren Sunderu Stratton, Introduction to Management Accounting - Pearson Education.
4. T. S. Reddy and Hari Prasad Reddy-Management Accounting, Maegham Publication.



## **INTERNATIONAL TRADE (Allied Subject) – MBM2B**

### **UNIT I**

Difference between Internal and International trade – Importance of International Trade in the Global Context

### **UNIT II**

Theories of Foreign Trade – Absolute, Comparative, Equal cost differences (Adam Smith, Ricardo, Haberler's, Heckscher – Ohlin theories only)

### **UNIT III**

Balance of Trade, Balance of Payment Concepts, causes of disequilibrium methods to correct disequilibrium: Fixed and floating exchange rates

### **UNIT IV**

International Monetary system:- IMF – International Liquidity – IBRD

### **UNIT V**

WTO and its implications with special reference to India

#### **Recommended Texts**

1. Cherunilam Francis, International Trade and Export Management - Himalaya Publishing House - Mumbai.
2. T.T. Sethi, Money Banking & International Trade - S.Chand & Co., - Delhi.
3. Paul.R.Krugman and Maurice Obstfeld, International Economics (Theory and Policy) - Pearson Education Asia - Addison Wesley Longman (P) Ltd. - Delhi-92.
4. Robert J.Carbaugh, International Economics - Thomson Information Publishing Group - Wadwon Publishing Company - California.
5. H.G. Mannur, International Economics – Vikas Publishing House (P) Ltd.- New Delhi – 14.

### **III SEMESTER**

#### **FINANCIAL MANAGEMENT (Core Subject) – MAM3E**

**Theory : 15**

**Problems : 60**

#### **UNIT I**

Meaning, objectives and Importance of Finance – Sources of finance – Functions of financial management – Role of financial manager in Financial Management.

#### **UNIT II**

Capital structures planning - Factors affecting capital structures – Determining Debt and equity proportion – Theories of capital structures – Leverage concept.

#### **UNIT III**

Cost of capital – Cost of equity – cost of preference capital – Cost of debt – Cost of retained earnings – weighted Average (or) composite cost of capital (WACC)

#### **UNIT IV**

Dividend policies – Factors affecting dividend payment - Company Law provision on dividend payment –Various Dividend Models (Walter’s Gordon’s – M.M. Hypothesis)

#### **UNIT V**

Working capital – components of working capital – working capital operating cycle – Factors influencing working capital – Determining (or) Forecasting of working capital requirements.

#### **Reference Books :**

1. Financial Management - I.M. Pandey
2. Financial Management – Prasanna Chandra
3. Financial Management – S.N. Maheswari
4. Financial Management – Y. Khan and Jain

## **ORGANISATIONAL BEHAVIOUR (Core Subject) – MAM3G**

### **UNIT I**

Need and scope of organizational behavior - Theories of organization - Individual difference Vs Group intelligence tests -Measurement of intelligence - Personality Tests - Nature - Types and uses of perception.

### **UNIT II**

Motivation - Financial and non -Financial motivational techniques - Job satisfaction - meaning - Factors - Theories -Measurement -Morale - Importance - Employee attitudes and behavior and their significance to employee productivity.

### **UNIT III**

Work environment -Good house keeping practices - Design of work place - Fatigue - Causes and prevention and their importance - Leadership -Types and theories of leadership

### **UNIT IV**

Group dynamics -Cohesiveness - Co-operation - Competition - Resolution - Sociometry - Group norms - Role position status

### **UNIT V**

Organizational culture and climate - Organizational Development

### **Recommended Books**

1. Uma Sekaran, Organisational Behaviour Text & cases, 2nd edition,Tata McGraw Hill Publishing CO.Ltd
2. Gangadhar Rao,Narayana ,V.S.P Rao, Organisational Behaviour 1987, Reprint 2000, Konark Publishers Pvt.Ltd , 1 st edition
3. S.S. Khanka , Organisational Behaviour , S.Chand & Co , New Delhi .
4. J.Jayasankar , Organisational Behaviour , Margham Publications , Chennai . 3.

## **COMPUTER APPLICATION IN BUSINESS (Core Subject) – MAM3H**

### **UNIT – I**

Word Processing: Meaning and role of word processing in creating of documents, Editing, formatting and printing documents using tools such as spell check, thesaurus, etc., in word processors (MS Word), Electronic Spreadsheet, Structure of Spread sheet and its applications to accounting , finance, and marketing functions of business; Creating a dynamic/sensitive worksheet; Concept of absolute and relative cell – reference; Using built – in functions; Goal seeking and solver tools; Using graphics and formatting to worksheet; Sharing data with other desktop applications ; Strategies of creating error – free worksheet (MS Excel)

### **UNIT – II**

Programming under a DBMS environment : The concept of data base management system; Data field, records, and files, Sorting and Indexing data; Searching records. Designing queries, and reports; Linking of data files; Understanding programming environment in DBMS; Developing menu driven applications in query language (MS – Access).

### **UNIT – III**

Electronic Data Interchange (EDI) : Introduction of EDI - Basics of EDI; edi standards; Financial EDI (FEDI) FEDI for international trade transaction; Applications of EDI, Advantages of EDI; Future of EDI.

### **UNIT – IV**

The internet and its basic concepts: Internet concept, History, Development in India: Technological foundation of internet; Distributed computing; Client – server computing ;internet protocol suite; Application of distributed computing ; Client server computing; Internet protocol suite in the internet environment ; Domain Name System (DNS); Generic Top – Level Domain (gTLD); Country code Top Level Domain (ccTLD) – India; Allocation of second level domains; IP addresses, Internet protocol; Applications of Internet in business, Education, Governance , etc.

### **UNIT – V**

Information System Audit : Basic idea of information audit; - Difference with the traditional concepts of audit; Conduct and applications of IS audit in internet environment.

### **Reference Books:**

1. Agarwala Kamlesh N and Agarwala Deeksha – Business on the Net – Introduction to E-Commerce
2. Goyal – Management Information System.
3. Minoli Daniel, Minoli Emma – e Commerce Technology Handbook.
4. Kanter – Managing with informations.

## **MARKETING MANAGEMENT (Core Subject) – MAM3J**

### **UNIT I**

Fundamentals of marketing - Role of Marketing - Relationship of Marketing with other functional areas - concept of marketing mix-Marketing approaches - Various Environmental factors affecting the marketing functions.

### **UNIT II**

Buyer Behavior - Consumer goods and Industrial goods - Buying motives - Factors influencing buyer Behaviour

Market segmentation - Need and basis of Segmentation -Targeting - positioning.

### **UNIT III**

The Product - Characteristics - benefits - classifications - consumer goods - industrial goods - New Product Development process - Product Life Cycle - Branding -Packaging.

### **UNIT IV**

Physical Distribution: Importance - Various kinds of marketing channels - distribution problems.

Sales management: Motivation, Compensation and Control of salesmen.

### **UNIT V**

A brief overview of: Advertising - Publicity - Public Relations - personal Selling - Direct selling and Sales promotion.

### **Recommended Texts**

1. Philip Kotler, 2003, Marketing Management, 11th edition, Pearson Education (Singapore) Pte Ltd, New Delhi.
2. V.S. Ramaswamy & S.Namakumari, 1994, Principles of Marketing, first edition, S.G. Wasani / Macmillan India Ltd, New Delhi.
3. Crrainfield, Marketing Management, Palgrave Macmillan
4. Sontakki . C.N , Marketing Management, Kalyanni Publishers, Ludhiana
5. Gary Armstrong & Philip Kotler, 2003, Marketing -An Introduction, sixth edition, Pearson Education (Singapore) Pvt Ltd, New Delhi
6. R.S.N. Pillai and Bagavathi ,Modern Marketing , S.Chand & Co , New Delhi.
7. Jayasankar, Marketing, Margham publications, Chennai.

## **Allied : - BUSINESS MATHEMATICS AND STATISTICS – MBM3C**

### **UNIT – I**

Introduction – meaning and definition of statistics – collection and tabulation of statistical data – presentation of statistical data – graphs and diagram – measures of central tendency – Arithmetic mean, median, mode, harmonic mean and geometric mean.

### **UNIT – II**

Measures of variation – standard deviation, mean deviation – Quartile deviation – skewness and kurtosis – Lorenz curve. Simple correlation – scatter diagram – Karl Pearson's correlation – Rank correlations – regressions.

### **UNIT – III**

Analysis of Time series – methods of measuring trend and seasonal variations.

### **UNIT – IV**

Index number s- consumer's price index and cost of living indices – statistical quality control.

### **UNIT – V**

Sampling procedures – simple, stratified and systematic.

Hypothesis testing – Fundamental ideas – Large sample Test – small sample test –t, F, Chi – square (without proof) – simple applications.

### **REFERENCE BOOKS**

1. P.R Vittal, Business mathematics & statistics
2. S.C.Gupta & V.K.Kapoor.

## **IV SEMESTER**

### **BUSINESS REGULATORY FRAME WORK (Core Subject) – MAM4M**

#### **UNIT I**

Brief outline of Indian Contracts Act - Special contracts Act - Sale of goods Act - Contract of Agency

#### **UNIT II**

Brief outline of Indian Companies Act 1956.

#### **UNIT III**

Brief outline of FEMA - Consumer Protection Act

#### **UNIT IV**

The laws of Trade Marks - Copyright - Patents - Designs - Trade related Intellectual Property Rights. (TRIPS) RTP -IDRA -an overview

#### **UNIT V**

Brief outline of Cyber Laws

#### **Recommended Text books**

1. N.D.Kapoor, 1993, Business Laws, Sultan Chand, New Delhi
2. K.S.Anantharaman, 2003 Business and Corporate Laws ,Sitaraman&co. Pvt.Ltd.
3. Chandrasekaran ,2004 Sitaraman&co Pvt Ld , Intellectual Property Law
4. Bare Acts- FEMA , Consumer Protection Act
5. Acharya -2004, Intellectual Property Rights Asia Law House Publication,

## **FINANCIAL SERVICES (Core Subject) – MAM4N**

### **UNIT I**

Meaning and importance of financial services – Types of financial services – Financial services and economic environment – Players in Financial Services Sector.

### **UNIT II**

Merchant Banking – Functions – Issue management – Managing of new issues – Underwriting – Capital market – Stock Exchange – Role of SEBI

### **UNIT III**

Leasing and Hire purchase – Concepts and features – Types of lease Accounts. Factoring – Functions of Factor

### **UNIT IV**

Venture Capital – Credit Rating – Consumer Finance

### **UNIT V**

Mutual Funds : Meaning – Types – Functions – Advantages – Institutions Involved – UTI

### **REFERENCE BOOKS**

1. Financial Services – M.Y.Khan
2. Financial Services – B.Santhanam
3. Law of Insurance – Dr.M.N. Mishra
4. Indian Financial System – H.r. Machiraju
5. A Review of current Banking Theory and Practice – S.K. Basu.



## **MANAGEMENT INFORMATION SYSTEM (Core Subject) – MAM4P**

### **UNIT I**

Definition of Management Information System - MIS support for planning, Organizing and controlling - Structure of MIS - Information for decision - making.

### **UNIT II**

Concept of System - Characteristics of System - Systems classification - Categories of Information Systems - Strategic information system and competitive advantage

### **UNIT III**

Computers and Information Processing - Classification of computer - Input Devices - Output devices - Storage devices, - Batch and online processing. Hardware - Software. Database management Systems.

### **UNIT IV**

System Analysis and design - SDLC - Role of System Analyst - Functional Information system - Personnel, production, material, marketing.

### **UNIT V**

Decision Support Systems - Definition. Group Decision Support Systems - Business Process Outsourcing - Definition and function

### **Recommended Books:**

1. Mudrick & Ross , "Management Information Systems", Prentice - Hall of India .
2. Sadagopan , "Management Information Systems" - Prentice- Hall of India 3. CSV Murthy - "Management Information Systems" Himalaya publishing House .
4. Dr. S.P. Rajagopalan , "Management Information Systems and EDP " , Margham Publications , chennai .

## **HUMAN RESOURCE MANAGEMENT (Core Subject) – MAM4Z**

### **UNIT I**

Nature and scope of Human Resources Management – Differences between personnel management and HRM – Environment of HRM – Human resource planning – Recruitment – Selection – Methods of Selection – Uses of various tests – interview techniques in selection and placement.

### **UNIT II**

Induction – Training – Methods – Techniques – Identification of the training needs – Training and Development – Performance appraisal – Transfer – Promotion and termination of services – Career development.

### **UNIT III**

Remuneration – Components of remuneration – Incentives – Benefits – Motivation – Welfare and social security measures.

### **UNIT IV**

Labour Relation – Functions of Trade Unions – Forms of collective bargaining-Workers' participation in management – Types and effectiveness – Industrial Disputes and Settlements (laws excluded)

### **UNIT V**

Human Resource Audit – Nature – Benefits – Scope – Approaches.

### **REFERENCE BOOKS :**

1. Human Resource Management – V S P Rao
2. Human Resource Management – Ashwathappa
3. Human Resource Management – Garry Deseler
4. Human Resource Management – L M Prasad
5. Human Resource Management – Tripathi.

## **ELECTIVE - II**

### **OPERATIONS RESEARCH - MBM4D**

#### **UNIT – I**

Introduction to OR – Meaning and scope – Characteristics – models in OR.LPP- Formulation graphical method – Simplex method- Big M Method application in Business – merits and Demerits.

#### **UNIT – II**

Transportation model – basic feasible solution – formulation, solving a TP. Assignment models – formulation – solution.

#### **UNIT – III**

Network analysis – work break down analysis – construction – numbering of event.

Time Calculation – critical path, slack, float – application.

#### **UNIT – IV**

Queuing models- elements of queuing system – characteristics of queuing model.

#### **UNIT – V**

Decision theory – statement of Baye's theorem application. Probability – decision trees.

Game theory meaning and characteristics – saddle point – Dominance property.

#### **RECOMMENDED TEXTS / REFERANCE BOOKS**

1. P.R. Vittal & V.Malini, Operative Research – Margham Publications – Chennai – 17.
2. P.K.Gupta & Man mohan, Problems in Operations Research – Sultan Chand & sons – New Delhi
3. V.K.Kapoor, Introduction to operational Research – Sultan chand & sons – New Delhi
4. Hamdy A Taha, Operation Research – An Introduction prentice Hall of India- New Delhi.

## **V SEMESTER**

### **ADVERTISING MANAGEMENT AND SALES PROMOTION (Core Subject) – MAM5A**

#### **UNIT I**

Advertising: Advertising, objectives, task and process, market segmentation and target audience – Message and copy development

#### **UNIT II**

Media: Mass Media - Selection, Planning and Scheduling – Web Advertising – Integrated programme and budget planning.

#### **UNIT III**

Implementation: Implementing the programme coordination and control – Advertising agencies – Organization and operation.

#### **UNIT IV**

Sales Promotion: Why and When Sales promotion activities, Consumer and sales channel oriented – planning, budgeting and implementing and controlling campaigns.

#### **UNIT V**

Control: Measurement of effectiveness – Ethics, Economics and Social Relevance.

#### **ReferenceBooks**

1. Bhatia, T.K., Advertising and Marketing in Rural India, 2ndEdition, Macmillan India Ltd., 2007.
2. Hackley, C., Advertising and Promotion: An integrated communications approach, 2<sup>nd</sup> Edition, Sage Publications, 2010.
3. Jefkins, F., Advertising, 4<sup>th</sup> Edition, Pearson, 2002.
4. Wells, W.D., Burnett, J. and Moriarty, S., Advertising: Principles and Practice, 7<sup>th</sup> Edition, Pearson, 2007.

## **RESEARCH METHODOLOGY (Core Subject) – MAM5B**

### **UNIT-I**

Introduction to Business Research - Research in Business – Research Process- Research need, formulating the problem, designing, sampling, pilot testing .

### **UNIT -II**

Research Design- Exploratory, Descriptive, Casual, Formulation of hypothesis - types. Measurement- characteristics of sound measurement tool, Scaling methods and sampling techniques.

### **UNIT –III**

Sources and Collection of Data- : Primary and secondary sources, survey observation, experimentation- details and evaluation. - Questionnaires – schedules, data entry, tabulation & cross tabulation-and Graphic presentation . Data.

### **UNIT –IV**

Analysis and Preparation: Hypothesis testing – statistical significance, statistical testing procedure. Tests of significance- -Simple Correlation -Regression .

### **UNIT –V**

Presenting results and writing the report: - The written research Report.

### **REFERENCE**

1. Donald R Cooper, Business Research Methods 7<sup>th</sup> Ed, McGraw Hill, 2001
2. Krishnaswami OR, M.Ranganatham, Methodology of Research for Social Science, Himalaya, Mumbai, 2001.
3. Anderson J. et.al, Thesis and Assignment writing, Wiley Eastern
4. Research Methodology by C.R. Kothari

## **OPERATIONS MANAGEMENT (Core Subject) – MAM5C**

### **UNIT – I**

Introduction: Nature and Scope of Operations Management. Production design & Process planning: Plant location: Factors to be considered in Plant Location – Plant Location Trends.

### **UNIT – II**

Layout of manufacturing facilities: Principles of a Good Layout – Layout Factors – Basic Types of Layout – Service Facilities.

### **UNIT – III**

Production and Inventory Control: Basic types of production – Basic Inventory Models – Economic Order Quantity, Economic Batch Quantity – Reorder point – Safety stock – Classification and Codification of stock – ABC classification – Procedure for Stock Control, Materials Requirement Planning (MRP). JIT.

### **UNIT – IV**

Methods Analysis and Work Measurement: Methods Study Procedures – The Purpose of Time Study – Stop Watch Time Study – Performance Rating – Allowance Factors – Standard Time – Work Sampling Technique. Quality Control: Purposes of Inspection and Quality Control – Acceptance Sampling by Variables and Attributes – Control Charts.

### **UNIT – V**

Service Operations Management: Introduction – Types of Service – Service Encounter – Service Facility Location – Service Processes and Service Delivery.

### **ReferenceBooks**

1. Buffa, E.S. and Sarin, R., Modern Productions / Operations Management, 8<sup>th</sup> Edition, Wiley, 2007.
2. Chary, S.N., Production and Operations Management, 5<sup>th</sup> Edition, Tata McGraw-Hill, 2012.
3. B.Mahadevan, Operations Management, 2<sup>nd</sup> Edition, Pearson, 2010.
4. Lee Krajewski, Larry P Ritzman., Manoj K Malhotra & Samir K Srivastava, Operations Management, 9<sup>th</sup> Edition, Pearson, 2011.
5. Heizer, J., Render, B. and Rajashekhar, J., Operations Management, 9<sup>th</sup> Edition, Pearson, 2009.
6. Panneerselvam, R., Production and Operations Management, 3<sup>rd</sup> Edition, PHI Learning, 2012.
7. Srinivasan, G., Quantitative Models in Operations and Supply Chain Management, PHI Learning Pvt. Ltd.

## **MATERIAL MANAGEMENT (Core Subject) – MAM5W**

### **UNIT I**

Materials management -Definition and function - Importance of materials management

### **UNIT II**

Integrated materials management - The concept - Service function advantages - inventory control - Function of inventory -Importance - Replenishment stock -Material demand forecasting -MRP - Basis tolls - Inventory control- ABC - VED - FSN analysis-Inventory control of spares and slow moving items - EGO -ESQ -Stores planning

### **UNIT III**

Purchase management - Purchasing - Procedure – Dynamic Purchasing - Principles - import substitution -International purchase- Import purchase procedure

### **UNIT IV**

Stock keeping and materials handling - Objectives - Function store keeping - Stores responsibilities -Location of store house -centralized store room - Equipment - security measures - Protection and prevention of stores

### **UNIT V**

Vendor rating - Vendor management - Purchase department -Responsibility - Buyer - seller relationship - Value analysis - ISO -Types.

### **Recommended Texts:**

1. Sumathi & Saravanel, Production & Materials management, Margham Publications,Chennai.
2. M.M. Varma, 1999, Materials Management,4th Edition, Sultan Chand & Sons, New Delhi
3. Hill, Operations management ,Palgrave Macmillan

## **ELECTIVE – I**

### **(1) ENTREPRENEURIAL DEVELOPMENT – MEM5B**

#### **UNIT I**

Concept of Entrepreneurship

Entrepreneurship – Meaning – Types – Qualities of an Entrepreneur – Classification of Entrepreneurs – Factors influencing Entrepreneurship – Functions of Entrepreneurs.

#### **UNIT II**

Entrepreneurial Development – Agencies

Commercial Banks – District Industries Centre – National Small Industries Corporation – Small Industries Development Organisation – Small Industries Service Institute. All India Financial Institutions – IDBI – IFCI – ICICI – IRDBI

#### **UNIT III**

Project Management

Business idea generation techniques – Identification of Business opportunities – Feasibility study – Marketing, Finance, Technology & Legal Formalities -Preparation of Project Report – Tools of Appraisal.

#### **UNIT IV**

Entrepreneurial Development Programmes (EDP) – Role, relevance and achievements – Role of Government in organizing EDPs – Critical evaluation.

#### **UNIT V**

Economic development and entrepreneurial growth

Role of entrepreneur in economic growth – Strategic approaches in the changing Economic scenario for small scale Entrepreneurs – Networking, Niche play , Geographic Concentration, Franchising / Dealership – Development of Women Entrepreneurship.

#### **REFERENCE BOOKS :**

1. Srinivasan N.P. – Entrepreneurial Development
2. Saravanavel – Entrepreneurial Development
3. Vasant Desai – Project management
4. Jayashree Suresh – Entrepreneurial development
5. Holt – Entrepreneurship – New Venture Creation
6. J.S. Saini & S.I. Dhameja – Entrepreneurship and small business.
7. P.C. Jain – Handbook for New Entrepreneurs
8. Dr. C.B. Gupta & Dr. S.S. Khanka – Entrepreneurship and Small Business.



## **VI SEMESTER**

### **BUSINESS TAXATION (Core Subject) – MAM6K**

#### **UNIT – I**

Objectives of Taxation – Canons of Taxation – Tax system in India – Direct and Indirect Taxes – Meaning and Types.

#### **UNIT – II**

Central Excise Duty – Classification – Levy and Collection of Excise duty – Clearance of excisable goods- Exemption from excise duty – Excise and Small Scale Industries – Excise and Exports – Demand, Refund, Rebate of Central Excise duty – Offences and Penalties – Settlement – Appellate Provisions.

#### **UNIT – III**

The Customs duty – Levy and Collection of customs duty – Organisation of the customs department – Officers of the customs – Powers – Appellate machinery – Infringement of the law – offences and penalties – Exemption from duty – customs duty drawback – duties free zones.

#### **UNIT - IV**

Central Sales Tax Act – Levy and Collection of CST -Important Definitions - Sales Purchase in the course of export or import- Liability of Tax – Registration of dealers – Goods of Special Importance – Offences and penalties.

#### **UNIT- V**

Value added tax – objectives – Levy of VAT – Arguments in favour of VAT – Difficulties in administering VAT – Set off / Input Tax credit – Carrying over of Tax credit – Registration – TIN – Returns – Assessment of VAT Liability – Declaration form – Service Tax – Tax on different services – Rate of Service Tax.

#### **REFERENCE BOOKS**

1. Central Excise Act.
2. Customs Act
3. Central Sales Act
4. Practical Approach to Income Tax – Ahuja Girish and Gupta Ravi
5. Students Guide to Income Tax by Dr. Vinod K. Singhania and Monica Singhania.
6. Indirect Taxes – Datty
7. Business Taxation – T.S. Reddy & Dr. Y. Hariprasad Reddy .

## **BUSINESS ENVIRONMENT (Core Subject) – MAM6X**

### **UNIT I**

The concept of Business Environment - Its nature and significance - Brief overview of political - Cultural - Legal - Economic and social environments and their impact on business and strategic decisions.

### **UNIT II**

Political Environment - Government and Business relationship in India

### **UNIT III**

Social environment - Cultural heritage - Social attitudes - Castes and communities - Joint family systems -linguistic and religious groups - Types of social organization

### **UNIT IV**

Economic Environment - Economic systems and their impact of business - Fiscal deficit - Plan investment -Five Year Planning.

### **UNIT V**

Financial Environment - Financial system - Commercial bank Financial Institutions - RBI Stock Exchange - IDBI - Non Banking Financial Companies NBFCs

### **Recommended Texts**

1. Francis Cherunilam, 2000, Business environment, Himalaya Publishing House, 11th Revised Edition, India.
2. Dr.S.Sankaran , Business Environment, Margham Publications.
3. K Aswathappa , 1997, Essentials of Business Environment, Himalaya Publishing House, 6th Edition, India.
4. Joshi Rosy Kapoor Sangam, Business Environment, Kalyani Publishers, Ludhiana

## **SERVICES MARKETING (Core Subject) – MAM6Y**

### **UNIT I**

Marketing Services: Introduction growth of the service sector. The concept of service. Characteristics of service - classification of service designing of the service, blueprinting using technology, developing human resources, building service aspirations.

### **UNIT II**

Marketing Mix in Service Marketing: The seven Ps: product decision, pricing strategies and tactics, promotion of service and distribution methods for services. Additional dimension in services marketing- people, physical evidence and process.

### **UNIT III**

Effective Management of Service Marketing: Marketing demand and supply through capacity planning and segmentation - internal marketing of services - external versus internal Orientation of service strategy.

### **UNIT IV**

Delivering Quality Service: Causes of service - quality gaps. The customer expectations versus perceived service gap. Factors and techniques to resolve this gap. Customer relationship management. Gaps in services - quality standards, factors and solutions - the service performance gap - key factors and strategies for closing the gap. External communication to the customers- the promise versus delivery gap - developing appropriate and effective communication about service quality.

### **UNIT V**

Marketing of Service With Special Reference To:1.Financial services, 2.Health services, 3.Hospitality services including travel, hotels and tourism, 4.Professional service, 5.Public utility service, 6.Educational services.

### **Recommended Texts**

1. S.M. Jha, Services marketing, Himalaya Publishers, India
2. Baron, Services Marketing , Second Edition. Palgrave Macmillan
- 3 Dr. L. Natarajan Services Marketing, Margham Publications, Chennai.
4. Thakur .G.S. Sandhu supreet & Dogra Babzan , Services marketing , kalyanni Publishers, Ludhianna .
- 5.Dr. B. Balaji , Services Marketing and Management ,S. Chand & Co , New Delhi .

## **(1) CUSTOMER RELATIONSHIP MANAGEMENT – MEM6A**

### **UNIT-I**

Communication - need/ Mode of communication – barriers, channels of communication - oral - written -listening skill – Verbal skill- interpersonal communication and intra personal communication , Essentials of business letter.

### **UNIT -II**

CRM - concept and approach - CR in competitive environment public relation and image building

### **UNIT -III**

Banker - customer relationship -retaining and enlarging customer base - customer services - quality circle. .

### **UNIT -IV**

Nature and types of customer - complaint redressal methods Talwar and Goiporia committee report, customer service committee, customer day - Copra Forum - ombudsman.

### **UNIT - V**

Market Segment - Customer Data Base - Market Research. Review and Evaluation of Customer Satisfaction.

### **Recommended Books**

- 1.H.Peeru Mohamed & A. Sangadevan , Customers Relationship Management - A Step –by – step approach , Vikas Publishing House Private Limited , Noida .
2. Mukesh Chaturvedi Abhinav , Chaturvedi , Customers Relationship Management – An Indian Perspective , Excel Books , New Delhi .

### **Elective - III : PROJECT WORK (GROUP) – MAM6Q**

A group of 3 students will be assigned a project in the beginning of the final year. The project work shall be submitted to the college 20 days before the end of the final year and the college has to certify the same and submit to the University 15 days prior to the commencement of the University Examinations.

The project shall be evaluated externally. The external examiner shall be from the panel of examiners suggested by the board of studies from time to time.

Those who fail in the project work will have to redo the project work and submit to the college for external examination by the University.