

G.T.N. ARTS COLLEGE (Autonomous), DINDIGUL.

SYLLABUS FOR BBA UNDER CBCS

(With effect from the academic year 2017 – 2020)

BBA- Semester I

Part	Study Comp.	Course Code	Course Title	Hrs per cycle	Credit	Internal Marks	External Marks	Total Marks
I	Tamil/ Other languages	17UBAL11	வணிக கடித தொடர்புகள்	6	3	25	75	100
II	English	17UENL11	English for Enrichment I	6	3	25	75	100
III	Core I	17UBAC11	Principles of Management	5	5	25	75	100
III	Core II	17UBAC12	Financial Accounting	5	4	25	75	100
III	Allied I	17UBAA11	Managerial Economics	6	4	25	75	100
IV	Non-Major Elective I	17UBAN11	Basics of Retail Marketing	2	2	25	75	100
V	Physical Education	17UPEV2P	Physical Education Practical	-	-	-	-	-
			TOTAL	30	21			

BBA Semester II

Part	Study Comp.	Course Code	Course Title	Hrs per cycle	Credit	Internal Marks	External Marks	Total Marks
I	Tamil/Other languages	17UBAL21	அலுவலக மேலாண்மை	6	3	25	75	100
II	English	17UENL21	English for Enrichment II	6	3	25	75	100
III	Core III	17UBAC21	Business Environment	5	4	25	75	100
III	Core IV	17UBAC22	Cost Accounting	6	4	25	75	100
III	Allied II	17UBAA21	Money and Banking	5	4	25	75	100
IV	Non-Major Elective II	17UBAN21	Entrepreneurial Development	2	2	25	75	100
V	Physical Education	17UPEV2P	Physical Education Practical	-	1	40	60	100
			TOTAL	30	21			

BBA Semester III

Part	Study Comp.	Course Code	Course Title	Hrs per cycle	Credit	Internal Marks	External Marks	Total Marks
III	Core V	17UBAC31	Business Law I	5	4	25	75	100
III	Core VI	17UBAC32	Entrepreneurship	5	4	25	75	100
III	Core VII	17UBAC33	Banking law and practice	6	4	25	75	100
III	Core VIII	17UBAC34	Computer Applications in Business I	6	4	25	75	100
III	Allied III	17UBAA31	Business statistics	6	4	25	75	100
IV	Skill Based I	17UBAS31	Communicative Skills	2	2	25	75	100
			TOTAL	30	22			

BBA Semester IV

Part	Study Comp.	Course Code	Course Title	Hrs per cycle	Credit	Internal Marks	External Marks	Total Marks
III	Core IX	17UBAC41	Business Law II	5	4	25	75	100
III	Core X	17UBAC42	Organizational Behavior	5	5	25	75	100
III	Core XI	17UBAC43	Marketing Management	6	4	25	75	100
III	Core XII	17UBAC44	Computer Applications in Business II	6	4	25	75	100
III	Allied IV	17UBAA41	Business Mathematics	6	4	25	75	100
IV	Skill Based II	17UBAS41	Personality Development	2	2	25	75	100
V	Extension Activities	Common Code	Extension Activities	--	1			
			TOTAL	30	24			

BBA Semester V

Part	Study Comp.	Course Code	Course Title	Hrs per cycle	Credit	Internal Marks	External Marks	Total Marks
III	Core XIII	17UBAC 51	Operations Management	5	5	25	75	100
III	Core XIV	17UBAC 52	Human Resource Management	5	5	25	75	100
III	Core XV	17UBAC 53	Financial Management	5	4	25	75	100
III	Core XVI	17UBAC 54	Research Methodology	5	4	25	75	100
III	Elective I	17UBAE 51	Services Marketing	6	4	25	75	100
	Elective II	17UBAE 52	Customer Relationship Management					
IV	Skill Based III	17UBAS 51	Interview Techniques	2	2	25	75	100
IV	Environmental Studies	17UESV 51	Environmenta l Studies	2	2	25	75	100
			TOTAL	30	26			

BBA Semester VI

Part	Study Comp.	Course Code	Course Title	Hrs per cycle	Credit	Int. Marks	Ext. Marks	Total Marks
III	Core XVII	17UBAC61	Retail Management	5	5	25	75	100
III	Core XVIII	17UBAC62	Management Accounting	5	4	25	75	100
III	Core XIX	17UBAC63	Strategic Management	5	5	25	75	100
III	Core XX	17UBAC6P	Field study report	6	4	40	60	100
III	Elective III	17UBAE61	Advertising and Sales Management	5	4	25	75	100
	Elective IV	17UBAE62	Performance Management					
IV	Skill Based IV	17UBAS61	Group Discussion skill	2	2			
IV	Value Education	17UVEV61	Value Education	2	2	25	75	100
			TOTAL	30	26			

CERTIFICATE COURSES / DIPLOMA COURSES / ALLIED COURSES

Sl.No.	Semester	Course Code	Course Title	Hrs	Credit	Internal Marks	External Marks	Total Marks
1	V	17CBBA51	Knowledge Management	30	1	25	75	100
2	VI	17CBBA61	Rural Marketing	30	1	25	75	100

Programme	I B.B.A	Credit	3
Semester	I	No. of Hrs per week	6
Course Title	வணிக கடிதத் தொடர்புகள்		
Course Code	17UBAL11	Max. Marks	100
		Part	I

நோக்கங்கள்

மாணவர்களுக்கு வணிக கடிதத் தொடர்புகளைப் பற்றின அடிப்படையைக் கற்று தருவது. கடித அமைப்பு முறைகளை விளக்குவது. பல்வேறு கடிதங்களை எழுத மாணவர்களுக்குக் கற்றுத் தருதல்

Unit - I

18 மணிகள்

வணிகத் தொடர்பு - பொருள் - இலக்கணம் - முக்கியத்துவம் - அடிப்படைக் கூறுகள் - பணிகள் - வணிகத் தொடர்பு வழிமுறை - ஊடகங்கள் - நேரடி மற்றும் மறைமுக வணிகத் தொடர்பு - தடைகள் - வணிகத் தொடர்பிற்கான மின்னணு அமைப்பு மற்றும் சாதனங்கள்.

Unit - II

18 மணிகள்

வணிக கடிதப் போக்குவரத்து - கோட்பாடுகள் - வடிவமைப்பு - கட்டமைப்பு - திட்டமிடுதல் - தயார் செய்தல்.

Unit - III

18மணிகள்

வணிக விசாரணைக் கடிதங்கள் - ஆணையுறுக் கடிதங்கள் - விற்பனைக் கடிதங்கள் - பின்பற்றுக் காப்பீட்டுக் கடிதங்கள் - வகைகள்.

Unit - IV

18

மணிகள்

பணி தொடர்பான கடிதப் போக்குவரத்து - பணி வேண்டி விண்ணப்பக் கடிதம் எழுதுதல் - அதன் கட்டமைப்பு - அறிமுகப் படிவம் - பணி நியமன கடிதம்.

Unit - V

18மணிகள்

அறிக்கை - பொருள் - முக்கியத்துவம் - அடிப்படைக் கூறுகள் - வகைகள் பொருளடக்கம் - சட்ட பூர்வ அறிக்கை - ஆண்டறிக்கை - தணிக்கை அறிக்கை. சந்தை அறிக்கை - பொருள் - பணிகள் - பண்புகள் - கட்டமைப்பு.

பாடநூல்

1. திரு. கதிரேசன் ருமுனைவர் ராதாஇ (2011)இ“வணிகத் தகவல் தொடர்பு”பிரசன்னா பப்ளிசர்ஸ், சென்னை- 6

பார்வை நூல்கள்

1. முனைவர்.பிரேமாவதி.ந, (2003),“வணிகக் கடிதத் தொடர்புகள்”, விஷ்ணு பப்ளிகேசன்ஸ், சென்னை.

2. முனைவர்.அன்பழகன்.கே, முனைவர்.ராமர்.ச, (2015),“வணிகக் கடிதங்கள்”, மெரிட் இந்தியா பப்ளிகேசன்ஸ்,மதுரை.

3. முனைவர்.முருகேசன்.ந.ராமனோகர்வி (2009)“வணிகக் கடிதங்கள்”M.M.Publishers, Virudhunagar.

Programme	I BBA	Credit	5
Semester	I	No. of Hrs per week	5
Course Title	Principles of Management		
Course Code	17UBAC11	Max. Marks	100
		Part	III

Objectives

The purpose of this course is to make the student to understand the basic principles of management, the importance of planning, effective decision making techniques, importance of delegation of authority, motivation techniques and the contribution of various theories for management concepts

Unit I 15 Hours

Management – Nature and Definition – Functions of management. Management Art, science and profession. Administration Vs Management Functional Areas Management – Management Skills; Technical, Human conceptual and Decision making levels of Management; Top-level, Middle level and Lower level.

Unit II 15 Hours

Planning – Definition, Importance and Characteristics. Planning process – Type of plans – merits and limitations of planning. Objectives – Definition and Features – process of MBO. Business forecasting - Definition and Methods. Decision making – Nature, Importance and steps – Decision – Making techniques.

Unit III 15Hours

Organizing: Meaning, Definition and principles, Organizational climates developing a sound climate. Organization Structure and Charts – Features of good organization: Line Functional line and staff, committee – Merits and Demerits of line and line& staff, Departmentation – process and Methods. Span of Management – factor influencing span – V.A Graicuna’s Formula

Unit IV 15Hours

Delegation of authority – Definition. Need and principles. Centralization and Decentralization – merits and Demerits staffing – steps and Importance. Directing Definition and Principles Motivation – Types and Need – Theories of Maslow, McGregor and Herzberg control - Definition - Steps and Techniques.

Unit V 15Hours

Evolution of Management - F.W Taylor and scientific Management Contributions of Fayol, Mayo, Follett, Likert, Bernard and Drucker. School of Management Thought: Management process, Empirical, human Behaviour, Social systems and Decision Theory.

Text Book

1. Prasad. L.M , (2018), ”*Principles and Practices of Management*”, Sultan Chand and Sons, Educational Publishers, NewDelhi.

Reference Books

1. Sharma.R.K and Shashi K.Gupta, (2002), “Principles of Management” , Kalyani Publishers, Chennai.
2. Koontz and Wehrich,(2010), “Essentials of management”,TataMc GrawHill, Mumbai.
3. Gupta C.B, (2017), “Management : Theory and practice”, Sultan Chand and sons, New Delhi.

Programme	I BBA	Credit	4
Semester	I	No. of Hrs per week	5
Course Title	Financial Accounting		
Course Code	17UBAC12	Max. Marks	100
		Part	III

Objectives

To familiarize the students with various concepts and principles of financial management and also to develop in them the necessary skill and techniques to take decisions on various financial matters to identify the expenditure into capital and deferred revenue expenditure, various methods of depreciation and their causes in accounting and also the concepts of non trading concerns.

Unit I 15 Hours

Fundamental of book – keeping – Meaning – systems of Book- keeping – Accountancy – Meaning – Accountancy – Meaning – Accounting concepts and conventions – kinds of Accounts – Journalizing Rules.

Unit II 15 Hours

Subsidiary Books – Ledger Posting – Trial Balance and Rectification of Errors – Bank Reconciliation statement – Format of final accounts (Manufacturing, Trading, profit and Loss Account and Balance Sheet).

Unit III 15 Hours

Final accounts – Elementary problems with simple adjustment – Capital expenditure – Revenue expenditure and Deferred Revenue Expenditure – meaning distinction.

Unit IV 15 Hours

Depreciation – Meaning – Causes and need, Method (Straight Line Method and WDV Method) – Theory only.

Unit V 15 Hours

Accounts of Non – Trading concerns – receipts and payments Account – income and Expenditure Account and Balance Sheet.

Text book

1. Shukla M.C. and Grewal ,(2016), “Advanced Accounts” , S.Chand Publishing, New Delhi.

Reference Books

1. Dr.Peer Mohamed, (2018), “Advanced Accountancy – I”, Pass Publications, Madurai.

2. Jain.S.P and Narang.K.L, (2018), "*Advanced Accounts*", Kalyani Publishers, Chennai.
3. Reddy.T.S & Murthy.A, (2017), "*Financial Accounting*", Margham Publications, Chennai.

NOTE: (40% Theory and 60% Problems)

Programme	I BBA	Credit	4
Semester	I	No. of Hrs per week	6
Course Title	Managerial Economics		
Course Code	17UBAA11	Max. Marks	100
		Part	III

Objectives

To enable the student to understand the various concepts of Economics and their application in Managerial decisions with the consumer behavior and the various theory of utility analysis, the concepts of cost analysis & trade cycle to identify the national income and real income with its estimations.

Unit I 18 Hours

Managerial Economics – Nature and scope – Objectives of the firm – Theory of Consumer Behavior – Marginal utility analysis – Indifference curve analysis.

Unit II 18 Hours

Law of demand – Types of demand – Elasticity of demand – Demand forecasting – Production and cost analysis – Factors of production – Production function – Law of variable proportion – Law of return to scale.

Unit III 18 Hours

Cost concepts – Cost output relationships – Short run and long run – Supply analysis – Pricing – Objectives – Factors of pricing – Types of pricing - Price discrimination.

Unit IV 18 Hours

Market classification – Price determination – Perfect competition – Monopoly – Monopolistic competition – Duopoly – Oligopoly.

Unit V 18 Hours

Trade cycle – Phases or stages of a Trade cycle – National Income – Estimation of national Income – Real and Money income.

Text Book

1. Cauvery.R, Sudhanayak.U.K, Giriya. M,Meenakshi.R, (2013), “*Managerial Economics*”, S. Chand &sons, New Delhi.

Reference Books

1. Gupta G.S,(2011), “*Managerial Economics*”, Tata McGraw Hill, New Delhi.
2. Varshney. R.L & Maheshwari. K.L, (2014), “*Managerial Economics*”, Sultan Chand & sons, New Delhi.
3. Lekhi. R.K,(2005), “*Managerial Economics*”, Kalyani Publisher, Chennai

Programme	BBA	Credit	2
Semester	I	Number of Hours/Cycle	2
Course Title	Basics of Retail Marketing		
Course Code	17UBAN11	Max. Marks	100
		Part	IV

Objective

To provide an adequate basic understanding about management education among the students and prepare the student to exploit opportunities being newly created in the management profession, to fix prices for the products with various sales promotion techniques & acquire skill about e-marketing and Tele -marketing concepts

Unit I

6 Hours

Introduction to retailing: Introduction - meaning of retailing – economic significance of retailing – retailing management decision process- product retailing Vs service retailing – types of retailers – Retailing environment- Indian Vs global scenario

Unit II

6 Hours

Retail Marketing Environment: Introduction, understanding the Environment, Elements in a Marketing, Environment, and Environmental Issues.

Unit III

6 Hours

The Retail Marketing Segmentation: Introduction, importance of market, segment in Retail, Targeted marketing Efforts, Criteria for Effective segmentation, Dimensions of segmentation, positioning Decision, Limitations of Market segmentation.

Unit IV

6 Hours

Store location and layout: Introduction, Types of retail stores Location Factors Affecting retailing Location Decisions, Country/ Region Analysis, Trade Area Analysis, site Evaluation, Site Selection, Location Based Retail Strategies.

Unit V

6 Hours

Retailing Marketing Strategies: Introduction, Target market and Retail Format, Strategy at different levels of business, Building a Sustainable competitive Advantage, the strategic Retail Planning process, Retail Models, Retail —EST|| model

Text book

1. Dr.Inbalakshmi ,(2016), “*Retail Marketing*” ,Kalyani Publication, Chennai.

Reference books

1. Dr.Seenivasan, (2017), “*Retail Marketing*”, Kalyani Publications, Chennai.
2. Dr.Natarajan.L, (2013), “*Retail Marketing*”, Margham Publications, Chennai.
3. Sivakumar.A, (2007), “*Retail Marketing*”, Excel Books India Publications, New Delhi.

Programme	I BBA	Credit	3
Semester	II	No. of Hrs per week	6
Course Title	அலுவலகமேலாண்மை		
Course Code	17UBAL21	Max. Marks	100
		Part	I

நோக்கங்கள்

அலுவலக மேலாண்மையின் முக்கியத்துவத்தைக் கற்பித்தல். அஞ்சலக முறை கடிதப்போக்குவரத்து மற்றும் பதிவேடுகளை பராமரித்தலைக் கற்பித்தல். கோப்பீட்டு முறைகளைக் கற்பித்தல்.

பகுதி 118மணிகள்

அலுவலக மேலாண்மை - இலக்கணம் - நவீன அலுவலகத்தின் அமைப்பு முறைகள்: நவீன அலுவலகத்தின் இலக்கணம் செயல்பாடுகள் மற்றும் முக்கியத்துவமஇ மேலாண்மை மற்றும் அமைப்பு - அலுவலக முறை மற்றும் அன்றாட நடவடிக்கைகள் பணிபோக்கு ஒப்படைப்பு செயல்முறைகள் - அதிகாரத்தை பரவலாக்குதல் - அலுவலக வளமை வகைகள் - வளமைகளைத் தயாரித்தல் - பயன்படுத்துதல் மற்றும் மதிப்பீடுதல் - அலுவலக இடவசதி - அலுவலக மனைத்துணைப் பொருட்கள் மற்றும் அமைப்புத்திட்டம் - பணிக்கேற்ற சூழ்நிலை பணியை எளிதாக்குதல்.

பகுதி

218மணிகள்

அஞ்சலக முறை கடிதப்போக்குவரத்து மற்றும் பதிவேடுகளை பராமரித்தல்: தபால்களைக் கையாளுதல் - அஞ்சல் துறையை அமைத்தல் - மையப்படுத்தப்பட்ட அஞ்சல் பணி - உள்வரும் மற்றும் வெளி தொடர்பு - வாய் மொழி தகவல் தொடர்பு மற்றும் எழுத்து மூலம் தகவல் தொடர்பு பதிவேடுகளை - உருவாக்குதல் - எழுத்துப் பணிகள் - அலுவலக அறைகள் - படிவக் கட்டுப்பாடு - வடிவமைப்பு - தொடர்பு எழுது பொருள்.

பகுதி 3

18மணிகள்

கோப்பிலிடுதல்: நல்ல கோப்பீட்டு முறையின் முக்கிய அம்சங்கள் - வகைப்படுத்தல் மற்றும் வரிசைப்படுத்தல் - கோப்பீட்டு முறைகள் - மையக் கோப்பீட்டு முறை மற்றும் பரவலாக்கப்பட்ட கோப்பீட்டு - முறை கட்டகராதியின் பல்வேறு வகைகள்.

பகுதி 4

18மணிகள்

அலுவலக இயந்திரங்களும் சாதனங்களும்: பல்வேறு சாதனங்களின் தேவைகள் - அலுவலக இயந்திரங்களைத் தேர்ந்தெடுப்பதற்கான அடிப்படைக் கோட்பாடுகள் - கணிப்பொறி மற்றும் புள்ளி விவரங்களைத் தொகுத்தளிக்கும் இயந்திரம்.

பகுதி 5

18மணிகள்

அலுவலக அறிக்கைகள்: அறிக்கைகளின் வகைகள் - அமைப்பு மற்றும் அறிக்கைகளின் செயலாக்கம் பொது வணிகச் சொற்கள்.

பாட நூல்

1. சுந்தரம். எஸ்.எம், (1996),“அலுவலக முறைகள்”, ஸ்ரீ மீனாட்சி பப்ளிகேசன், காரைக்குடி.

பார்வை நூல்கள்

1. முனைவர். அன்பழகன் .கு மற்றும் இராமர், (1996),“அலுவலக மேலாண்மை”,மெரிட் இந்தியா பப்ளிகேசன், மதுரை.

2. முனைவர்.ராதா.வி (2009),“அலுவலக மேலாண்மை”, பிரசன்னா பப்ளிஷர்ஸ், சென்னை.
3. முனைவர்.என்.முருகேசன் மற்றும் வி.மனோகர் (2004),“அலுவலக முறைகள்” எம்.எம்.பப்ளிஷர்ஸ், விருதுநகர்.

Programme	I BBA	Credit	4
Semester	II	No. of Hrs per week	5
Course Title	Business Environment		
Course Code	17UBAC21	Max. Marks	100
		Part	III

Objectives

To promote basic understanding on the concepts of Business Environment and its impacts on business which helps to scan the business in order to make better technological planning, advancements and good business policies

Unit I

15Hours

Business Environment – meaning - various environment affecting business economic, Socio – Cultural, Political and Government, Competitive, demographic. Physical and geographical, technological and Global environments – Environmental scanning.

Unit II

15Hours

Business and society – Interface between Business and culture social responsibilities of Business – Meaning and types – Arguments for and against social responsibilities of Business – Barriers to social responsibilities – Social Audit – Business Ethics – Consumerism and Business.

Unit III

15Hours

Business and Government – State regulations on business – New Industrial Policy Industrial Licensing policy – Monetary and fiscal policies.

Unit IV

15Hours

Privatization – Meaning – Ways of privatization – Conditions for success of privatization – Benefits and pitfalls of privatization - Arguments against privatization.

Unit V

15Hours

Business and Economic system – socialism. Capitalism and mixed economy – its impacts on business – public sector – its objectives, growth, achievements and failures – private sector, joint sector and co-operative sector.

Text Book

1. Francis Chernilam, (2002) , “*Business Environment Text and Case*”, Himalaya publishing House, Mumbai.

Reference Books

1. Aswathappa, K., (2001), “*Essentials of Business Environment*”, Himalaya Publishing House, Mumbai
2. Adikary, M. (2001), “*Economic Environment of Business*” , Sultan Chand & Sons, New Delhi.
3. Dr. Balaji. C.D, (2017), “*Business Environment*”, Margham Publications, Chennai

Programme	I BBA	Credit	4
Semester	II	No. of Hrs per week	6
Course Title	Cost Accounting		
Course Code	17UBAC22	Max. Marks	100
		Part	III

Objectives

To enable the students to understand the principles and procedure of cost accounting and to apply them to different practical situations for the preparation of requisites financial statement other than financial accounting & to control the cost with various methods to determine selling price of a product.

Unit I

18Hours

Cost Accounting – Meaning , Objective, functions and importance – Cost Accounting Vs Financial Accounting – Advantages and limitations of cost accounting – costing system – cost centre - cost reduction - cost control – classification of costs.

Unit II

18Hours

Material control – objectives – purchase control centralized and decentralized purchase – stock levels and economic order quantity – ABC Analysis – Bin card – stores ledger – material issues – FIFO, LIFO, simple average and weighted average methods.

Unit III

18Hours

Labour – direct and indirect labour – labour turnover – methods of wage payments – premium and bonus plans.

Unit IV

18Hours

Overhead – meaning, allocation and apportionment - importance – classification - Re – apportionment - absorption of overheads - methods - machine hour rates(simple problems)

Unit V

18Hours

Unit or output costing – meaning – cost sheet production account – tenders or Quotations – profit reconciliation – statement – job, batch and contract costing (contract costing – Theory only)

Text Book

1. Jain.S.P and Narang.K.L ,(2014), “*Cost Accounting*”, Kalyani Publishers, Chennai.

Reference Books

1. Pillai.R.S.N and Bagavathi ,(1985), “*Cost Accounting*”, S.Chand Publications, New Delhi.
2. Iyengar. S.P, (1983), “*Cost Accounting*”, Sultan Chand & Sons, New Delhi.
3. Das Gupta.P , (1984), “*Cost Accounting*”, Premier book Publishing, New Delhi

NOTE : Question must be asked 60% on problems & 40% on theory.

Programme	IBBA	Credit	4
Semester	II	No. of Hrs per week	5
Course Title	Money And Banking		
Course Code	17UBAA21	Max. Marks	100
		Part	III

Objectives

To enable the students to understand the banking theories ,the money function ,practices and role of the banks in modern monetary economy ,financial markets with the operations of monetary policy & to educate the functions of RBI and Bank rate policies.

Unit I

15Hours

Definition of money – difficulties of barter system – kinds of money – commodity money, metallic money, paper and credit money. Function of money – primary, secondary and contingent functions– signification of money , money in a developing economy – circular flow of money.

Unit II

15Hours

Gold standard – definition – types – characteristics – working of gold standard principles and methods of note issue. India’s present currency system.

Unit III

15Hours

Quantity theory; the transaction approach – assumptions – criticism – the cash balance approach – Marshall, Pigou, Robertson, Keynes equations; income theory & value of money. Inflation; meaning – kinds of inflation – inflation gap - consequences of inflation – Deflation. Trade cycle; meaning phases of a trade cycle – Harlreys monetary theory – control of trade cycles.

Unit IV

15Hours

Function and role of commercial banks – bank assets and liabilities creation of credit – process of credit creation – limitations of credit creation, banking facilities to business, agriculture and small entrepreneurs.

Unit V

15Hours

Money market – definition – composition – characteristic of development and under developed money markets – importance of money market – central banking – nature and functions – methods of credit control – quantitative and qualitative – Reserve Bank of India.

Text Book

1. Sundaram, K.P.M, (1997), “*Money, Banking and International trade*”, sultan chand & sons, NewDelhi.

Reference Books

1. Mitai, D.M, (1999), “*Money and Banking, International trade*”, sultan chand & sons, NewDelhi.
2. Paul.R.R, (1999), “*Money and Banking*”, Kalyan Publishers, NewDelhi.
3. Sethi.T.T, (1987), “*Money and Banking, International trade*”, S.chand & Co., NewDelhi.

Programme	BBA	Credit	2
Semester	II	Number of Hours/Cycle	2
Course Title	Entrepreneurial Development		
Course Code	17UBAN21	Max. Marks	100
		Part	IV

Objective

To enable the students to understand the entrepreneurial knowledge, skills, ability, experience through dogmatic and pragmatic approaches & to know the role of the entrepreneur in economic development with various traits or qualities.

Unit I

6 Hours

Entrepreneurship – meaning, types of entrepreneur, role of entrepreneurs - qualities of an entrepreneur.

Unit II

6 Hours

Product and characteristics – types of products – consumer Vs. industrial - durable Vs. non durable intermediate – engineering Vs. non engineering- demand based , technology based products.

Unit III

6 Hours

Criterion for product selection – availability of market, technology, finance, raw material, skilled labour, water, power, transport, special licenses. Infrastructural facilities.

Unit IV

6 Hours

Analysis for project – market analysis – technical analysis – financial analysis

Unit V

6 Hours

Report writing:format of report. Institutionalarrangements for entrepreneurs: TIIC, SIDCO, DIC credit facilities from banks.

Text book

1. Saravanavel.P, (1989), “*Entrepreneurial Development*”, Mittal Publications, New Delhi.

Reference books

1. Khanka.S.S, (2006), “*Entrepreneurial Development*”, S.Chand Publishing, New Delhi.
2. Sami Uddin, (1989), “*Entrepreneurship development in India*”, Mittal Publications, New Delhi.
3. Dr.Jayashree Suresh, (2002), “*Entrepreneurial Development*”, Margham Publications, Chennai.

Programme	II BBA	Credit	4
Semester	III	No. of Hrs per week	5
Course Title	Business Law - I		
Course Code	17UBAC31	Max. Marks	100
		Part	III

Objectives

To develop a cadre of students by imparting professional knowledge and training considered pre-requisite for functioning of a Company Secretary.

Unit I

15Hours

Law of Contract- Nature- Definition of contract- Essential Elements of a valid contract – Classification of Contract – Indian Contract Act, 1872.

Unit II

15Hours

Offer, Acceptance Offer – Legal rules as to Offer – Meaning of Acceptance- Definition of Consideration- Legal rules as to consideration- Stranger to Contract- without Consideration- Meaning of consent, Free consent- Coercion- Undue Influence- Misrepresentation- Mistake- Fraud- Distinction between fraud and misrepresentation- Case Laws.

Unit III

15Hours

Performance, Discharge, remedies for Breach of Contract and Quasi Contract. Void Agreements- Wagering Agreements- Restitution- Rules regarding contingent Contract – Contracts which need not be performed- performance of Contract- Right- Rescission- Damages- Penalty- Injunction- Kinds of Quasi contract - Case Laws.

Unit IV

15Hours

Special contracts Meaning of Indemnity and Guarantee- Kinds of Guarantee- Rights and Discharge of Surety- Bailment- Rights and Duties of bailor and bailee – Definition of Agent and Principal- Creation of Agency – Classification of Agents- Relation, Duties and Rights of an Agent and Principal. Delegation of Authority- Termination of Agency- case laws.

Unit V

15Hours

Sales of Goods Act – contract of sale – agreement to sell – documents of title to goods – conditions and warranties – rights and duties of buyer – rights and duties of unpaid seller.

Text Book

1. Dr. Sreenivasan, (2002), “*Business Law*”, Margham Publications, Chennai.

Reference Books

1. Kapoor.N.D , (1983), “*Elements of Mercantile law*” , Sultan chand& sons, New Delhi.
2. Kuchhal. M.C, (2004), “*Business Law*”,Vikas Publication,Chennai.
3. Pillai.R.S.N & Bagavathi, (1999), “*Business Law*”, S. Chand Publication, New Delhi.

Programme	II BBA	Credit	4
Semester	III	No. of Hrs per week	5
Course Title	Entrepreneurship		
Course Code	17UBAC32	Max. Marks	100
		Part	III

Objectives

To prepare a ground where the students view Entrepreneurship as a desirable and feasible career option. In particular, this course seeks to build the necessary competencies and motivation for a career in Entrepreneurship.

Unit I

15Hours

Entrepreneur- Meaning, Characteristics, Functions, and Types. Entrepreneur Vs Manager. Entrepreneur Vs Intrapreneur. Entrepreneurship – Meaning- Positive Aspects- Obstacles- Factors Stimulating Entrepreneurship- Role of Entrepreneurship in Economic Development.

Unit II

15Hours

Entrepreneurship Development Programmes- Meaning, Objectives, Courses contents and Curriculum- Phases, Institutions for EDP; NIESBUD, NAYE & TCOs – problems in EDP , Women Entrepreneurs- Types- Their problems and Remedies.

Unit III

15Hours

SSIs – Meaning- Importance and Problems of starting an SSI- Steps. Forms of Ownership: sole Proprietorship, Partnership. Joint Stock Company and Co-operatives – Features, Merits and Demerits.

Unit IV

15Hours

Project Identification- Meaning and Steps, project classification-Project Life Cycle. Project Report- Contents. Project Appraisal- Meaning- Feasibility Analysis. Market, Technical, Financial, Economic, Managerial and Social.

Unit V

15Hours

Institutional Support: SIDO, SISI, NSIC, SIDCO, DIC- Their Functions- SIDBI'S Schemes. Incentives : Subsidy, Tax concessions, Marketing and Export Assistance. Sickness- Definition, Symptoms, Cause. Measures to Prevent sickness in small Units.

Text Book

1. Dr.Khanka.S.S., (1999), “*Entrepreneurial Development*”, S.Chand & Company Ltd., New Delhi.

Reference Books

1. AjithKumar .N, Paul T. Mampilly, (2002), “*Entrepreneurial Development*”, Himalaya publication, Mumbai.
2. Dr.Jayashree Suresh, (2002), “*Entrepreneurial Development*”, Margham Publications, Chennai.
3. Gupta.C.B., (2014), “*Entrepreneurial Development*”, Sultan Chand & Sons, New Delhi.

Programme	II BBA	Credit	4
Semester	III	No. of Hrs per week	6
Course Title	Banking Law & Practice		
Course Code	17UBAC33	Max. Marks	100
		Part	III

Objectives

To acquaint the students with the theoretical and legal concepts of Banking in India and to inculcate the knowledge in the students about the practices of banking in India.

Unit I

18Hours

Meaning and definition of Banker- Meaning and definition of customer- General Relationship between Banker and customer- Obligation to Honour cheques – Obligation to maintain secrecy of customer’s accounts – Bankers Rights- Lien, Set-off, Appropriation of Payment (Clayton’s Case)

Unit II

18Hours

Types of Deposits- Current account. Savings account- Fixed Deposit and Recurring Deposit – Fixed Deposit Receipt and its legal implications- General precautions for opening account. Pass Book-Meaning- Legal aspects of entries in the passbook- Effects of wrong entries favorable to customer- Effects of wrong entries favorable to banker. Special Types of customers. General procedure for opening accounts in the names of Minor. Married woman. Illiterate Lunatic. Partnership firm. Joint stock company Non- trading concern and Joint Account.

Unit III

18Hours

Negotiable Instruments- Definition – Types- Essential features of Negotiable Instruments. Cheque: Meaning Definition Essentials of Cheque Vs Bills of Exchange- Proper drawing of cheques- Bouncing of cheques. Offence under sec.138 of Negotiable Instrument Act - MICR Cheque. Material Alteration: Meaning- Effects of material alteration- Banker’s duty- Immanently Alternation. Making; Meaning and Significance- case Crossing: Meaning – Forms of crossing- Signification of various forms of crossing. Endorsement: Meaning and Definition- Kinds significance- Regularity of endorsement.

Unit IV**18Hours**

Paying Banker: Meaning – Duties of a paying Banker- Circumstances for dishonoring a cheque- statutory protection under sec.85 of the Negotiable Instrument Act – Forgery of customer’s signature- Payment in due course- Holder in due course. Collecting Banker: Meaning- Capacity of the collecting Banker Duties of collecting Banker- Statutory Protection Concept of Negligence- Conversion.

Unit V**18Hours**

General Principles of Banker lending – Secured advances and unsecured advances – Secured Vs unsecured advances- Types of advances- Loan cash credit, Overdraft and Bill discounting- Models of creating charge- Lien, Pledge, Mortgage and Hypothecation- Types of mortgage- Canons of good banking security.

Text Book

1. Gordon.E . Natrajan.K , (1992), “*Banking theory Law and Practice*”, Himalaya Publication, Mumbai.

Reference books

1. Varshney. P.N, (2014), “*Banking Law and Practice*”, Sultan Chand &Son’s , New Delhi.
2. Dr. Premavathy.N, (2007), “*Banking Theory*”, Sri Vishnu Publication, Chennai.
3. Mithani.D and Gordon.E, (2010), “*Banking Theory and Practice*”, Himalaya Publishing House, Mumbai.

Programme	II BBA	Credit	4
Semester	III	No. of Hrs per week	6
Course Title	Computer Applications in Business-I		
Course Code	17UBAC34	Max. Marks	100
		Part	III

Objectives

To teach the students about the usage of computer in business and to inculcate the knowledge in students about the application softwares.

Unit I

18Hours

Introduction to computer : Definition-Characteristics and capabilities of computers – Generation of computers- classification of computer- Types of computers- Basic principles of operation of a digital computer- Overview of computer System- Hardware- CPU memory (Primary and Secondary)- Input devices. Output devices-uses and impact of computers.

Unit II

18Hours

Operating system concepts- system software and application software- functions of operating system DOS- features- advantages- DOS internal commands- DOS external commands.

Unit III

18Hours

WINDOWS XP- Introduction to windows XP- features- Basic components: Desktop, Icons, Taskbar and Channel bar- Start menu-Files and Folders- Windows Explorer- Internet Explorer- Control Panel- Shortcuts- Briefcase.

Unit IV

18Hours

MS WORD- Introduction to word processing and MS WORD- Components of Word opening screen- Creating Word documents. Entering, Editing, Creating bulleted and numbered lists- types of views- spell checker and Grammar- Auto format- Copying and moving text- Applying Fonts and Font] Styles- Aligning and formatting Text- Correct – Creating Tables and working with tables- mail merge.

Unit V

18Hours

MS – EXCEL ; Introduction to spread sheet – components of EXCEL Opening Screen-Building work sheet. Entering data in worksheet- Editing, Deleting, Copying and moving cells and ranges- Adjusting column width and row height- inserting and deleting cells , rows and columns- using auto – full creating and working with formula- functions in Excel- Database in EXCEL- Graphs and charts : Types of charts- Element of a chart- Creating a chart.

Text Book

1. Mrs. VasanthiRamanathan, (2007), "*Computer Application in Business*", Sultan chand & sons, New delhi.

Reference Books

1. Raghu Ramakrishnan & Johannes, (2014), "*Data Base Management*", Mc Graw Hill, New Delhi.
2. Bharat Bhaskar, (2007), "*Electronic Commerce*", Tata McGraw Hill Company, New Delhi.
3. Dr. Rizwan Ahmed.P, (2017), *Computer Application in Business*, Margham Publications, Chennai.

Programme	II BBA	Credit	4
Semester	III	No. of Hrs per week	6
Course Title	Business statistics		
Course Code	17UBAA31	Max. Marks	100
		Part	III

Objectives

To make the students to have a general understanding of Statistics as applicable to Business Management.

Unit I

18Hours

Definition- Application of statistics in various fields. Collection of Data- Primary and Secondary data- Framing a Questionnaire- Sampling- Methods of Sampling- Classification of Sampling- Characteristics. Objects, Types- frequency Distribution- Cumulative Frequency Distribution – Tabulation- Types- Simple Problems.

Unit II

18Hours

Diagrammatic Presentation- Types – Line Diagram. Bar Diagram, Pie Diagram- Graphic Presentation- Graphs of Frequency Distribution- Histogram, Frequency Polygon. Frequency curves, Ogives – Sample Problems.

Unit III

18Hours

Measures of Central Tendency- Mean, Median, Mode- Geometric mean, Harmonic Mean- Quartiles. Deciles- Merits and Demerits- Problems.

Unit IV

18Hours

Measures of Dispersion- Methods of Measuring Dispersion- Range, Inter Quartile range, Mean Deviation, Lorenz Curve- Combined Mean and standard Deviation- coefficient of variation- Consistency of Data.

Unit V

18Hours

Index Numbers- Types- simple Aggregate Method, Sampling Average of Price Relatives- Weighted Index Number- Laspeyre's , Bowler's Fischer's and Marshall-Edgeworth Index Number- Test of Consistency of Number – Is Fischer's index number an ideal index number.

Text Book

1. Dr.Manoharan.M, 2010, "*Statistical Method*", Palani Paramount Publications, Palani.

Reference Books

1. Vittal .P.R, (1986), "*Business Statistics*", Margham Publications , Chennai.
2. Pillai.R.S.N & Bagavathi, (2006), "*Business Statistics*",S.Chand Publication, New Delhi.
3. Alagar.K, (2009), "*Business statistics*", Tata. Mc Graw publication, New Delhi.

Programme	II BBA	Credit	2
Semester	III	No. of Hrs per week	2
Course Title	Communicative Skills		
Course Code	17UBAS31	Max. Marks	100
		Part	IV

Objectives

To develop the students in communicative skills with the help of basic concepts and technique in communication.

Unit I

6Hours

Pronunciation of words- Referring to the dictionary for the correct pronunciation .Basic knowledge of phonetic symbols and sounds peculiar to English language.

Unit II

6Hours

Communication- Process- Importance –Barriers- Oral communication skills – Answering for meetings, seminars, Conferences.

Unit III

6Hours

Dialogue between the students for different situations including telephone conversation for – Correction by the Master.

Students to choose a topic from the available topics and prepare speeches and records them – Master to correct grammar, Pronunciation, stress and intonation.

Unit IV

6Hours

To learn new words from the Programmes, speaking sentences using the words. Exercise in word making- Antonyms- Prefixes and suffixes- To solve crosswords puzzles which are part of the programme.

Unit V

6Hours

Nonverbal communication skills- Postures, Gestures.

Books and Audio-Visual Aids Recommended:

1. Power Vocabulary, Visual & Media Works, Chennai.
2. Learn to Speak English, Visual & Media Works, Chennai.

Programme	II BBA	Credit	4
Semester	IV	No. of Hrs per week	5
Course Title	Business law - II		
Course Code	17UBAC41	Max. Marks	100
		Part	III

Objectives

To enable the students to be familiarized with various industrial rules and laws and legal aspect of legislations like industrial dispute, grievance handling, employment act, trade union act and wages act.

Unit I

15Hours

Factories Act.1948 Definition –Inspecting Staff –Health –Safety-Welfare-Working Hours of Adults-Holidays-Employment of Young persons and women-Annual Leave with wages. Objects of Industrial Disputes Act-Definition of Industrial Dispute-Grievance Settlement Authorities-Conciliation machinery-procedure. Power and Duties of Authorities –Reference of Disputes to Boards. Courts or Tribunal. National Tribunal - Strikes. Lock- out. Lay-off –Retrenchment-Unfair Labour practices-penalties

Unit II

15Hours

Industrial Employment Act.1946 & Trade Unions Act.1926 Definition of standing orders –Submission and Draft of Standing orders –certification of standing order-definition of Trade Union –Registration of Trade Union -Cancellation of Registration and Appeal –Amalgamation and Dissolution-penalties.

Unit III

15Hours

Payment of wages Act-Definition of Wages –Rules for payment of wages-Dedications-Inspectors –Fixation and Revision of wages –Advisory Boards-Safeguards in payment of Minimum wages. A Definition of Gratuity-payment of gratuity –forfeiture o gratuity –Determination of recovery of gratuity-employees provident fund scheme-pension Scheme –Employee’s Deposit linked Insurance scheme –Administration of the Scheme –Scope and Coverage of Maternity Benefits

Unit IV

15Hours

Workmen’s Compensation Act.1923.Definition –Scope and Coverage-Rules Regarding workmen’s –compensation –amount of compensation –distribution of compensation-Enforcement of Act.

Unit V**15Hours**

Payment of Bonus Act & Apprentices Act.1969.Meaning of Bonus-Definition-Eligibility for Bonus –Disqualification for bonus-Consumer Protection Act.

Text book

1. Pillai & Bhagavathi.R.S.N, (1999), “*Business Law*”,S. Chand Publication, New Delhi.

Reference books

1. Kapoor.N.D , (1983), “*Elements of Mercantile law*” , Sultan chand& sons, New delhi.
2. Dr. Sreenivasan, Balaji.C.D, (2007), “*Business Law*”,Margham Publications, T.Nagar Chennai.
3. Dr. Premavathy.N, (2009), “*Business Law*” , Sri Vishnu Publication, Chennai.

Programme	II BBA	Credit	5
Semester	IV	No. of Hrs per week	5
Course Title	Organisational Behaviour		
Course Code	17UBAC42	Max. Marks	100
		Part	III

Objectives

To enable the students to understand the behaviour and performance by recognizing the importance of personality, perception, attitudes and learning.

Unit I

15 Hours

Organizational behaviour- definition-features of Organization behaviour- various approaches to study of Organizational behaviour- process of Behaviour- Models of Organizational behaviour.

Unit II

15 Hours

Group dynamics- definition – types of group – theories of group formation- problems of informal groups- group norms- types, meaning of group cohesiveness- five, stages of development. Meaning and nature of group decision making- types- steps- styles- Techniques- advantages and disadvantage in group decision making.

Unit III

15 Hours

Definition of Motivation and motive- nature of motivation- importance of motivation- techniques to increase motivation- motivation and behavior: needs cause the human behavior- theories of motivation- Maslow's needs Hierarchy theory Alfred's ERG theory-Herzberg motivation theory motivational techniques. Definition of morale- factors affecting morale- cause of low morale- factors improving morale- use of attitude scale and opinion survey- meaning. Definition, Features and types of conflict situations- causes of conflict- conflict management – preventive measures and curative measures.

Unit IV

15 Hours

Stress management- meaning and definition – nature of Stress – Source – extra-organizational, and group Stresses- individual Stressors- consequences of Stress – coping strategies for Stress- Individual approaches and organization approaches.

Unit V

15 Hours

Meaning of Change- forces for changes- types of changes- managing planned change- Planning, assessing and implementing the change- causes of resistance to change- overcome resistance to changes meaning and definition of organizational Development- characteristics- need –benefits- limitations- steps in OD.

Text book

1. Dr.Khanka.S.S, (2002), “*Organisational Behaviour*”, S.Chand & Company Ltd., New Delhi.

Reference books

1. Shashi k. Gupta & Rosy Joshi, (2010) , “*Organizational Behaviour*”, kalayani Publishers, New Delhi.
2. Prasad.L.M , (2004), “*Organizational Behaviour*”, Sultan Chand & sons , New Delhi.
3. Sharma.R.A, (1998), “*Organisational Behaviour*”, Tata Mc Graw Publication, New Delhi.

Programme	II BBA	Credit	4
Semester	IV	No. of Hrs per week	6
Course Title	Marketing Management		
Course Code	17UBAC43	Max. Marks	100
		Part	III

Objectives

To enable the learners to understand the concept of Marketing and also to develop their interest in Marketing Management.

Unit I

18Hours

Marketing- Definition- nature and scope of marketing- concepts of marketing mix- marketing management and its evolution- consumers behavior-buying motives-consumer decision making.

Unit II

18Hours

Product- product classification- product policies- product planning and development- product mix product life cycle branding and packing.

Unit III

18Hours

Pricing – pricing objectives-kinds of pricing-new product pricing. Channels of distribution-channels function – factors in channel selection- retailing and wholesaling- motivating channel members.

Unit IV

18Hours

Advertising- meaning and importance- types of advertising – objectives- Advertisement copy- advertising media selection- advertising budget- advertising- Evaluation of advertising effectiveness.

Unit V

18Hours

Sales promotion – objectives –kinds of sales promotion.

Text book

1. Pillai.R.S.N, Bagavathi, (2010), “*Marketing Management*”, S.Chand Publication, New Delhi.

Reference books

1. Dr. Natrajan.L, (2007), “*Marketing Management*”, Margham Publications,

- Chennai.
2. Jayashankar.J, (2003), "*Marketing Management*", Margham Publications, Chennai.
 - 3 Dr. Karunakaran.K, (2007), "*Marketing Management*", Himalaya Publishing House, Mumbai.

Programme	II BBA	Credit	4
Semester	IV	No. of Hrs per week	6
Course Title	Computer Applications in Business - II		
Course Code	17UBAC44	Max. Marks	100
		Part	III

Objectives

To enable the students to acquire basic knowledge in computer and its applications in business.

Unit I

18Hours

MS POWERPOINT : Meaning and Features – Presentation : Creating a presentation using Auto content wizard, Design templates and Blank presentation – Types of views –Opening and existing presentation –editing saving and closing a presentation-Enhancing presentation : Applying Transition effects and animation effects –Spell checking the : Presentation and adding speaker notes –Inserting Objects : Inserting a graph, Organization chart ,Clip Art, Sound & video –Running

Unit II

18Hours

MS ACCESS :Introduction to Access an database-Database objects-creating database-creating Tables : creating a table using data sheet, design view and table view and wizard-data types –primary key-Entering and modifying data in a Table-creating forms : creating Auto forms –creating forms using design views and form wizard-Entering and editing records in forms-Creating queries :Types of queries – Creating queries using query wizard –creating reports : creating auto reports-creating reports using Report wizard.

Unit III

18Hours

Introduction to Internet –History of Internet –Uses and Advantages of Internet –connection to Internet to Internet –www-web pages –web sites Modem: Normal modem and ISDN, ADSL, CABLES, MODEMS-ISP-Internet Explore-Netscape-Frames –Email, receiving and replying E-mail.

Unit IV

18Hours

E-Commerce : Introduction, definition-Conceptual frame work of E-commerce –Nature and Scope of E-commerce –Benefits and limitations-Driving g forces of E-commerce –Strategy an implementation –Strategic planning for E-commerce –E-

commerce Models consumer oriented applications – mercantile process w-model –The merchant model from the consumer’s perspectives –mercantile model-The merchant’s perspective.

Unit V

18Hours

Electronic payment systems : Types –electronic payment and protocols- Electronic credit and card system on the Internet- Electronic funds transfer- Smart cards and debit cards on the Internet- Stored value cards and E- Cash- Security shames in electronic payment systems. Electronic Data Interchanges- EDI applications in business- EDI: Legal, security. And privacy issues- EDI and E- Commerce- Standardization and EDI – EDI software implementation – EDI envelop and transport – value Added Networks (VANS)- Dimensions of Internal Electronic Commerce System.

Text Book

1. SrinivasaVallabhan S.V. (2011), “*Computer Application in Business*”, Sultan Chand and sons, New Delhi .

Reference Books

1. Ginicouter and Annette Marquies, (1999), “*Microsoft Office*”, BPB Publications, NewDelhi.
2. Vasu Deva, (2010), “*E-Commerce a Manager’s Guide*”, Common wealth publishers, New Delhi.
3. Mrs.VasanthiRamanathan,(2007), “*Computer Application in Business*”, Sultan Chandand sons,Delhi

Programme	II BBA	Credit	4
Semester	IV	No. of Hrs per week	6
Course Title	Business Mathematics		
Course Code	17UBAA41	Max. Marks	100
		Part	III

Objectives

To educate the students in the application of statistical techniques in decision making and problem solving on the availability and reliability of statistical data.

Unit I

18Hours

Set Theory- Set Definition- Operations on sets- Venn diagram- Laws of Sets- Verification of Laws by Venn diagrams and Examples – Solving problems using set theory.

Unit II

18Hours

Elements of co-ordinate geometry- Distance between two points – Break Even Analysis.

Unit III

18Hours

Differentiation- Formulae- Application of Derivative –Marginal Cost- Marginal Revenue- Elasticity- Maxima and minima Conditions- Problems.

Unit IV

18Hours

Simple Interest – Compound Interest – Nominal Rate and Effective rate of interest – Discount on Bills – True Discount- Bankers Gain – Present Value.

Unit V

18Hours

Matrix- Definition- Types- Addition, Subtraction, Multiplication of Matrices – Matrix Equation- Transpose of Matrix Inverse of Matrix- Solving Simultaneous Equations by Matrix inverse Methods.

Text Book

1. Dr. Vittal P.R, (1995), “*Business Mathematics*”, Margham Publications, Chennai.

Reference Books

1. Singh J.P, (2014), "*Business Mathematics*", Anne book Pvt. Ltd., New Delhi.
2. Mohd. Shadabkhan, (2012), "*Business Mathematics*", Viva Books Publication, New Delhi.
3. Ranganathan.C, (2003), "*Business Mathematics*", Himalayan publication

Note

70% of the marks are allotted to problems and 30% to theory.

Programme	II BBA	Credit	2
Semester	IV	No. of Hrs per week	2
Course Title	Personality Development		
Course Code	17UBAS41	Max. Marks	100
		Part	IV

Objectives

To enable the learners to understand the importance of personality development and to train them in routine life.

Unit I

6Hours

Personality development understanding Individual Behavior.

Unit II

6Hours

Factors influencing individual behavior – Models of man.

Unit III

6Hours

Importance of Physical exercise, asanas, yoga and Meditation in developing personality of an Individual.

Unit IV

6Hours

Meaning and Definition of Personality – determinants of development of personality

Unit V

6Hours

Personality traits-Definition, Nature and importance of perception- the perception process – factors influencing the perceptual set- barriers to perceptual accuracy- perceptual errors and distortion.

Text book

1. Dr.Khanka S.S, (2002), “*Organisational Behaviour*”, S.Chand & Company Ltd., New Delhi.

Reference books

1. Shashi k. Gupta & Rosy Joshi, (2010) , “*Organizational Behaviour*”, kalayani publishers, New Delhi .
2. Prasad L.M , (2004), “*Organizational Behaviour*”, Sultan Chand & sons ,

New Delhi.

3. Jeyasankar.J, (2005“Organisational Behaviour”, Margham Publications, Chennai

Programme	III BBA	Credit	5
Semester	V	No. of Hrs per week	5
Course Title	Operations Management		
Course Code	17UBAC51	Max. Marks	100
		Part	III

Objectives

Upon completing this course, students should be able to understand the principles, functions and process of production management and also the effective management of materials with the strategic role of operations management in creating and enhancing a firm's competitive advantages.

Unit I

15Hours

Operation Management – Definition – Importance – Functions – Advantages – Production Systems – Process – Intermittent – Continuous – Mass flow production – Assembly line production - Batch – Job order operating.

Unit II

15Hours

Plant location – Factors affecting plant location – Plant layout – Principles - Types of layout – product – process – combination layout.

Unit III

15Hours

Plant Maintenance – Merits and demerits – Production Planning and Control – Objectives – Functions - Work study – Method study and Work Measurement.

Unit IV

15Hours

Purchasing of Materials – Importance – Objectives – Procedure – Principles – Evaluation Stores – Stores Organization – Inventory Control Techniques – ABC Analysis – Productivity improvement – Operations Strategy – Six basic components of operation strategy.

Unit V

15Hours

Material handling – Objectives – Principles – Equipments – Quality Control – Control Charts – Value Analysis and Waste Control.

Text Book

1. Goel.B.S, (2002), “*Production and Operation Management*”, Pragati Prakashan publication.

Reference Books

1. Gopalakrishnan.P & Sundaresan.M, (1977), “*Integrated Materials Management*”, PHI Learning Pvt. Ltd,
2. James Ludny.L, (1957), “*Effective industrial Management*”, Macmillan Publication.
3. Chary.S.N, (1988), “*Operations Management*”, Chary Publication, Delhi.

Programme	III BBA	Credit	5
Semester	V	No. of Hrs per week	5
Course Title	Human Resource Management		
Course Code	17UBAC52	Max. Marks	100
		Part	III

Objectives

To enable the learners to understand the nature of human resource management, current interest in Human resource planning & the concept of job description and specification, the concept of recruitment and selection & the use of performance appraisal.

Unit I

15Hours

Human Resource Management – Meaning and Definition – Objectives – Scope and Importance – Functions – Role of Human Resource Manager.

Unit II

15Hours

Human Resource Planning – Meaning and Definition – Objectives- Need for and Importance of HRP – Process – Job Analysis – Components – Contents – Job Evaluation.

Unit III

15Hours

Recruitment – Internal and External Sources – Factors affecting Recruitment – Selection – Methods – Process – Placement , Induction and Socialisation – Training – Need for and Importance of Training – Steps in Training – Types.

Unit IV

15Hours

Wage and Salary Administration – Objectives , Principles – Components – Industrial Relations and Grievances Handling – Scope, Objectives and importance – Causes for Poor Industrial relations – Developing sound IR - Meaning of Grievances – Causes – Sources of Grievance – Grievance Procedure – Essentials of Sound Grievance procedure.

Unit V

15Hours

Performance Appraisal – Importance – Process – Methods – Worker’s Participation in Management – Definition and Objectives – Forms of WPM.

Text Book

1. Khanka.S.S, (2016), "*Human Resource Management*" (*Text & Cases*), Sultan Chand & Sons, Delhi.

Reference Books

1. Gupta.C.B, (2017), "*Human Resource Management*", Sultan Chand & Sons, Delhi
2. Prasad.L.M, (2014), "*Human Resource Management*", Sultan Chand & Sons, Delhi.
3. Edward Lawler.E, (2009), "*Human Resource Management*", Stanford Publication, Delhi.

Programme	III BBA	Credit	4
Semester	V	No. of Hrs per week	5
Course Title	Financial Management		
Course Code	17UBAC53	Max. Marks	100
		Part	III

Objectives

The objective of this paper is to highlight the importance of financial management, to understand the finance function & to make students to understand working capital, budgeting decisions, the cost of capital and capital structure

Unit I

15Hours

Nature of Financial Management – Objectives of the firm: Profit Maximization Vs. Wealth Maximization. Functions of finance - Investment decision, Financing decision and Dividend decision - Organization of the Finance function - Controller Vs. Treasure.

Unit II

15Hours

Source of capital – Long term , Intermediate term and Short term- Types of securities – Dept equity and Preferred stock – Capital Structure Planning – Effect of leverage of EPS – EBIT – EPS analysis.

Unit III

15Hours

Working capital and Cash Management – Working capital policies, Management and Determinants of working capital - Importance - Advantages and Disadvantages of Working capital.

Unit IV

15Hours

Management of receivables – Nature, Goals and Cost of maintaining Receivables. Aspects of Credit policy, Credit terms, Credit standards and Collection policy - Credit procedures for individual accounts - Cost of capital: Cost of debt, Cost of equity, Cost of retained earnings and Weighted average cost of capital.

Unit V

15Hours

Techniques of Capital budgeting – Capital budgeting process. Time value of money- Investment evaluation methods: Payback period, Accounting Rate of Return ,

Net Present Value and Internal Rate of Return. Dividend decision – Factors affecting Dividend decision.

Text book

1. Pandey.I.M, (2015), "*Financial management*", Vikas publishing House Pvt. Ltd.

Reference Books

1. Prasanna Chandra, (2008), "*Financial Management*", Tata McGraw – Hill Education, Chennai.
 2. Paramasivan.C & Subramanian.T, (2009), "*Financial Management*", New Age International.
 3. Dr.Maheshwari.S.N, (2014), "*Financial management Principles and practices*", Sultan chand & sons, New Delhi.
- Note : theory 40 % problem 60%.

Programme	III BBA	Credit	4
Semester	V	No. of Hrs per week	5
Course Title	Research Methodology		
Course Code	17UBAC54	Max. Marks	100
		Part	III

Objectives

On successful completion of this course, the students would be able to understand the concept of Research methods, sampling techniques, analysis and interpretation of data & application of research with report writing.

Unit I

15Hours

Research Methodology – An Introduction - Meaning – Objectives - Significance – Types – Approaches – Criteria of Good Research – Problems encountered by Researchers in India – Research Process – Important concepts relating to Research Design.

Unit II

15Hours

Sampling fundamentals – Types of Sampling - Samples Design – Measurement and Scaling Techniques.

Unit III

15Hours

Methods of Data Collection – Questionnaire construction – Methods – Interview Techniques – Focused Group Discussions.

Unit IV

15Hours

Process and Analysis of Data – Hypothesis – Importance – Types – Functions – Characteristics – Test of Hypothesis.

Unit V

15Hours

Interpretation and Report Writing – Using Library and Internet in Research – Selection of research – Publishing research result.

Text Book

1. Kothari.C.R, (2004), “*Research Methodology*” *Methods and Techniques*, New Age International Publications.

Reference Books

1. Dr.Nakkiran.S & Dr.S.Selvaraju, (2010), "*Research Methods in Social sciences*", Himalaya Publishing House.
2. Dr.Mustaffa.A, (2010), "*Research Methodology*", Nayas Publication (or) AITBS Publication.
3. Ravi lochanan.P, (2011), "*Research Methodology*", Margham Publications, Chennai.

Programme	III BBA	Credit	4
Semester	V	No. of Hrs per week	6
Course Title	Services Marketing		
Course Code	17UBAE51	Max. Marks	100
		Part	III

Objectives

At the end of this course on services marketing, the learner will be able to define and classify the services, project service life cycle, understand the service promotion and service quality.

Unit I

18Hours

Services Marketing – Introduction – Types – Nature – Characteristics – Classification of Services – Different between Services & Products - Services Marketing Management – Need and Significance of Services Marketing - Managing Demand & Supply.

Unit II

18Hours

Services marketing mix – Formulation of Services Marketing Mix - Services product - pricing – Promotional Mix – Elements of Promotional Mix: Place, People, Physical Evidence and Process –Marketing Strategies for Service Firms.

Unit III

18Hours

Service promotion – Market Communication – Steps in Developing Effective communication – AIDA – Personal and Non – Personal Communication Channels – Advertising – Definition – Process – Advertising Media – Advantages & Disadvantages - Place in service - Factors to be Considered – Distributing Services – Franchising – Agents – People in service – Service Personnel – Contact Personnel – Service Culture.

Unit IV

18Hours

Physical Evidence – Classification – Essential Evidence – Peripheral Evidence – Servicescape – Uses – Complexity – Dimensions – Guidelines for Physical Evidence - Marketing strategy in services.

Unit V**18Hours**

Managing services quality – Marketing of Services – Bank marketing - Tourism marketing – hospital marketing Professional or Consultancy Marketing – Airline marketing – Tele Communication Services.

Text Book

1. Dr.Natarajan.L, (2015), “*Services Marketing*”, Margham Publications, Chennai.

Reference Books

1. Jha.S.M, (1997), “*Services Marketing*”, Himalaya publishing House, Mumbai.
2. Appannaiah, (2014), “*Marketing & Services Marketing*”, Himalaya publishing House, Mumbai.
3. Vasanthi Venugopal & Raghu V.N, (2009), “*Services marketing*”, Himalaya publishing House, Mumbai.

Programme	III BBA	Credit	4
Semester	V	No. of Hrs per week	6
Course Title	Customer Relationship Management		
Course Code	17UBAE52	Max. Marks	100
		Part	III

Objectives

To enable the students to know the nature and scope of customer relationship management & gain knowledge in the concepts and principles of CRM , the role and changing face of CRM as an IT enabled function and managing Customer Relationship

Unit I

18Hours

CRM concepts - Acquiring customers, - Customer loyalty and optimizing customer relationships - CRM defined - success factors, the three levels of Service/ Sales Profiling - Service Level Agreements (SLAs), creating and managing effective SLAs.

Unit II

18Hours

CRM in Marketing - One-to-one Relationship Marketing - Cross Selling & Up Selling - Customer Retention, Behavior Prediction - Customer Profitability & Value Modeling, - Channel Optimization - Event-based marketing. - CRM and Customer Service - The Call Centre, Call Scripting - Customer Satisfaction Measurement.

Unit III

18Hours

Sales Force Automation - Sales Process, Activity, Contact- Lead and Knowledge Management - Field Force Automation. - CRM links in e-Business - E-Commerce and Customer Relationships on the Internet - Enterprise Resource Planning (ERP), - Supply Chain Management (SCM), - Supplier Relationship Management (SRM), - Partner relationship Management (PRM).

Unit IV

18Hours

Analytical CRM - Managing and sharing customer data - Customer information databases - Ethics and legalities of data use - Data Warehousing and Data Mining concepts - Data analysis - Market Basket Analysis (MBA), Click stream Analysis, Personalization and Collaborative Filtering.

Unit V

18Hours

CRM Implementation - Defining success factors - Preparing a business plan requirements, justification and processes. - Choosing CRM tools - Defining functionalities - Homegrown versus out-sourced approaches - Managing customer relationships - conflict, complacency, resetting the CRM strategy

Text Book

1. Alok Kumar Rai (2011), "*Customer relationship management concept & cases*", Prentice Hall of India Private Limited, New Delhi.

Reference Books

1. Shanmugasundaram.S (2008), "*Customer relationship management*", Prentice Hall of India Private Limited, New Delhi.
2. Kaushik Mukherjee (2008), "*Customer relationship management*", Prentice Hall of India Private Limited, New Delhi.
3. Kumar.V & Werner J (2008), "*Customer relationship management*", Willey India.

Programme	III BBA	Credit	2
Semester	V	No. of Hrs per week	2
Course Title	Interview Techniques		
Course Code	17UBAS51	Max. Marks	100
		Part	IV

Objectives

On successful completion of this course, the students would be able to understand the elements of interview, personal traits, body language,, how to prepare for an interview and how to develop a positive attitude.

Unit I

6Hours

Elements of interview – Oral, Observational, Face to Face, Conversational personal evaluation – Personal traits and Body language.

Unit II

6Hours

Pre interview stage,; Self assessment, Factors considered in selecting a company - Factors in choosing a job applying - Certificate arrangement .

Unit III

6Hours

Preparing for interview; Dress Code need for punctuality, Avoiding tensions and nervousness, Qualities observed during the interview.

Unit IV

6Hours

How to answer questions , Commonly asked questions. Need for preparation Post interview behaviour.

Unit V

6Hours

Attitude formation – Reasons for negative attitude , Components. Functions and developing Positive Mental attitude.

Text Book

1. Diane & Berk, (2000),”*Preparing for your interview*”, Viva Books Pvt Ltd, Mumbai.

Reference Books

1. Sudhir Andrews, (1988), "*How to succeed at Interviews*", Tata McGraw Hill Publication, New Delhi.
2. Sajitha Jayaprakash, (2017), "*Interview Skills*", Himalaya Publications, Mumbai.
3. Tm Farhathullah, (2000), "*Planning career in 21st Century job Market*", Boston Publishers, New Delhi

Programme	III BBA	Credit	5
Semester	VI	No. of Hrs per week	5
Course Title	Retail Management		
Course Code	17UBAC61	Max. Marks	100
		Part	III

Objectives

To enable the learners to understand the scope and significance of retail industry, to understand the challenges, to enlighten on retail strategies, opportunities and competitive advantage, to comprehend the knowledge on all areas of retail business operations and to Understand the concept and considerations in setting retail prices, pricing strategies.

Unit I

15Hours

Retailing; Meaning and Evolution - Retailer in the Distribution channel, Retailer functions and benefits - Retail scenario – Current and Future.

Unit II

15Hours

Retailing environment – Economic, Political, Legal, Technological and Global Competitive environment – Type of competition - Framework for analyzing Competition.

Unit III

15Hours

Retail organization and Formats. Store based and Non store based formats - Generalist and Specialist retailer – Services retailing.

Unit IV

15Hours

Store Management – Role of Stores Manager in Store Merchandising – Item space allocation, Arrangement Self service – Factors in Self services; Check out Operations – Checkout Systems and Productivity

Unit V

15Hours

Understanding Consumption and Consumer; Changing consumer Demographic. Life style changes , Shopping behaviour , Retail and Out let choice - Legal and Ethical issues in retailing – Indian experience.

Text Book

1. Barry Berman & Joel Evans.R, (2006), "*Retail Management A Strategic Approach*", Pearson Education, Canada.

Reference Books

1. Michael Levy & Barton Weitz.A, (2017), "*Retailing Management*", McGraw – Hill Publication, Delhi
2. Peter Ronaldo Fleming, (2004), "*International Retail Management*", Jaico Publications.
3. Dr.Natarajan.L, (2018), "*Retail Management*", Margham Publications, Chennai.

Programme	III BBA	Credit	4
Semester	VI	No. of Hrs per week	5
Course Title	Management Accounting		
Course Code	17UBAC62	Max. Marks	100
		Part	III

Objectives

To enable the students to know the nature and scope of management accounting & gain knowledge in the preparation of financial statement analysis, gain knowledge in the preparation of marginal costing & helps to understand the concept of budgetary control, the concept of working capital requirements.

Unit I

15Hours

Management Accounting – Meaning, Nature, Functions, Scope, Advantages and Disadvantages. Management Accounting Vs. Financial Accounting and Cost Accounting. Financial Statement Analysis Comparative, Common size and Trend Percentages.

Unit II

15Hours

Ratio Analysis – Meaning, Mode of Expression, Merits and Demerits – Classification of ratios. Du Pont Control Chart.

Unit III

15Hours

Fund Flow Statement – Meaning , Merits and demerits – preparation of fund flow statement. Cash flow statement – Meaning, Merits and Demerits – Preparation of cash flow statements.

Unit IV

15Hours

Marginal costing – Meaning, Merits and Demerits. Differences between Absorption costing and Marginal costing. Breakeven chart – Assumptions, merits and demerits. Application of Marginal costing.

Unit V

15Hours

Budgetary control - Meaning, Objectives, Merits and Demerits, Steps in Budgetary control – Classification of Budgets. Zero Base Budgeting.

Text Book

1. Pillai.R.S.N and Bagavathi, (2006), "*Management Accounting*", S.Chand Limited, New Delhi.

Reference Books

1. Khan and Jain, (2000), "*Management Accounting*", Tata McGraw – Hill Publication, New Delhi.
2. Maheswari.S.N, (2012), "*Management Accounting*", Vikas Publishing House.
3. Prof. Srinivasan.R & Prof. Ramachandran.R, (1986), "*Management Accounting*", Sriram Publication, Trichy.

Note: 60marks are allotted to the problems and 40 marks to the theory questions in the question paper

Programme	III BBA	Credit	5
Semester	VI	No. of Hrs per week	5
Course Title	Strategic Management		
Course Code	17UBAC63	Max. Marks	100
		Part	III

Objectives

To expose the students to the international business scenario and trading environment. To offer the students the strategic and strategic management in an international business scenario. To help the students to formulate and implement such a strategies in a global corporate environment.

Unit I

15Hours

Strategic Management – Definition – Need and Importance - Strategic Decision Making – Approaches to strategic decision making – Business Ethics – Strategic plans during Recession, Recovery, Boom and Depression – Competitive analysis.

Unit II

15Hours

Corporate strategy – Concept – Scope – Components – Strategy Formulation – Process of Strategic planning – Project life cycle – Portfolio analysis: BCG matrix – G.E. matrix – Step high strategy – Directional policy matrix.

Unit III

15Hours

Implementation of strategy and functional strategies – Elements of Strategy implementation – Procedural Implementation – Structural Implementation – Behavioural Implementation – Leadership Implementation – Functional and Operational Implementation – Functional Strategies – Functional Plans and Policies.

Unit IV

15Hours

Corporate Restructuring – Concept – Process – Mergers and Acquisition – Amalgamation – Strategies for acquisition and absorption of technology – Joint venture – Organisational structure – corporate development – cooperative strategies.

Unit V

15Hours

Global Strategies – Global Expansion strategies – Market entry strategy – International Strategy – Business Level Strategy – Strategic leadership – Strategic evaluation – Barriers – Evaluation criteria – strategic control – Operational control.

Text Book

1. Francis Cherunillam, (2000), "*Strategic Management*", Himalaya Publishing House, Bombay.

Reference Books

1. Dr.Mamoria.C.B & Dr.Satish Mamoria, (1987), "*Business Planning and Policy*", Himalaya Publishing House, Mumbai.
2. Bhattacharya.S.C, "*Strategic Management Concepts & Cases*", S.Chand & Sons, New Delhi.
3. Prasad.L.M, "*Business Policy & Strategy*", Sultan Chand & Co., New Delhi.

Programme	III BBA	Credit	4
Semester	VI	No. of Hrs per week	6
Course Title	Field Study Report		
Course Code	17UBAC6P	Max. Marks	100
		Part	III

Objectives

To educate the students in the concept of field study and also to develop their interest in writing the report.

Each student should undergo 3 weeks field study in any area during middle of the VI semester outside the college.

1. The student has to submit the field study report in two copies, not less than 50 type written pages.
2. The student must decide the topic, construct the questionnaire if any and get the approval of the guide before leaving for field work.
3. The field study report will be evaluated by the faculty guide, the H.O.D and another faculty. The student has to appear for a viva voce that will be conducted before end of the march. Presence of External examiner in Viva panel is optional.
4. If the student fails to make the field study and fails to submit the report, he will not be permitted to appear for the 6th semester examination.
5. The field study project report must contain the following
 - Introduction
 - Objectives
 - Methodology
 - Data analysis
 - Findings
 - Suggestions

Programme	III BBA	Credit	4
Semester	VI	No. of Hrs per week	5
Course Title	Advertising and Sales Management		
Course Code	17UBAE61	Max. Marks	100
		Part	III

Objectives

To enable the students to understand about selling, setting achievable selling objectives, Advertising, AD Media, AD Agencies, Sales force management , promotional strategies, to estimate market and sales potential, to understand sales training.

Unit I

15Hours

Sales Management – Definition - Objectives and Scope - Organisation of the Sales department. Sales planning and Control - Market analysis and Sales forecasting - Methods or Sales forecasting - Sales budget - Sales and Cost analysis

Unit II

15Hours

Sales territories –Factors deciding territories - Developing Sales territories - Sale quotas - Types of Quotas - Quota setting procedures. Field sale supervision, Salesmen’s reports - Daily and Periodical reports, Expense reports Tour dairy - Ethics and the Salesperson. Compensation-Characteristics of a Good Plan and Methods of Compensation motivation.

Unit III

15Hours

Process of effective Selling – Prospecting - Pre-approach, Approach, Presentation and Demonstration. Handling objections, Closing the sales and Follow-up.

Unit IV

15Hours

Advertising as a Tool of communication - Role of advertising in the Marketing mix - Kinds of advertising - Economic & Social aspects of Advertising

Unit V

15Hours

Advertising budget - Advertising research - Media for advertising – Types – Indoor and Outdoor - Media research.

Text Book

1. Richard still.R, (2007), "*Sales Management*", Pearson Education India.

Reference Books

1. Rathore.R.S, (1984), "*Advertising Management*", Himalaya Publishing house.
2. Chunawalla.S.A, (1985), *Foundations of Advertising Theory & Practice*, Himalaya publishing House.
3. Davar.R.S , (2009), "*Salesmanship and Publicity*",Vikas Publishing house (or) S. Chand Publishers.

Programme	III BBA	Credit	4
Semester	VI	No. of Hrs per week	5
Course Title	Performance Management		
Course Code	17UBAE62	Max. Marks	100
		Part	III

Objectives

The objectives of this paper are to enable the students to understand the concepts and principles of performance management, importance of employee performance to achieve the organizational goals and the process of performance management applications.

Unit I

15Hours

Quality Performance Management - Concept - Dimensions - Facilitating Organisations for Performance - Organizational Dynamics and Employee Performance – Job Analysis

Unit II

15Hours

Work Place and Its Improvement Through 5S - Modern Management Techniques and Management of Employee Performance - Team Building - Concept, Culture, Methods, Effectiveness & Empowerment Problems - Potential and Perspectives.

Unit III

15Hours

Organizational Structure and Employee Motivation and Morale - Contemporary Thinking on Employment Practices and Work Schedules - Related Performance Appraisal Systems – Reward Based – Team Based – Competency Based- Leadership Based -Quality Circle - Features - Process.

Unit IV

15Hours

Industrial Restructuring - Reward System and Employee Productivity - Performance Counseling – Performance Evaluation & Monitoring – Methods of Performance Evaluation -Performance Management in Multi National Corporations.

Unit V

15Hours

Indian and Western Thoughts - Performance Management in the perspective of Indian Ethos – Ethical Issues and Dilemmas in Performance Management.

Text Book

1. Dewakar Goel (2008), *“Performance appraisal and compensation management”*, Prentice Hall India, NewDelhi.

Reference Books

1. S.K. Chakravarthy (1987), *“Managerial effectiveness and quality of work life” - Indian insights*, Tata-McGraw Hill, New Delhi.
2. Robert Cardy (2004), *“Performance Management”*, Prentice Hall India, NewDelhi.
3. Srinivas Kandula (2006), *“Performance Management”*, Prentice Hall India, NewDelhi.

Programme	III BBA	Credit	2
Semester	VI	No. of Hrs per week	2
Course Title	Group Discussion Skills		
Course Code	17UBAS61	Max. Marks	100
		Part	IV

Objectives

To enable the learners to understand and to inculcate the knowledge about producing a range of the options or solutions, addressing a particular problem or an issue, to understand the effective means of changing attitudes through the influence of peers in the group and to develop their skills in inter personal communication.

Unit I

6Hours

Self assessment : Preparing Bio data. Curriculum vitae, Resumes – Functional Chronological.

Unit II

6Hours

Group discussion – Meaning , Uses, Objectives

Unit III

6Hours

Preparing for Discussion – Leading the Discussion

Unit IV

6Hours

Answering question, Accepting other views and Summarizing

Unit V

6Hours

Post Discussion Behaviour – Evaluation of Merits & Pitfalls in Discussion.

Text Book

1. Gupta.S, (2000), “*The Personality Development of Skills*”, Sultan Chand & Sons , New Delhi.

Reference Books

1. Kiran Prakashan, (2014), “*How to Prepare Group Discussion & Interview*”, Himalaya Publising House, Mumbai.

2. Dr. Niraj Kumar.B, (2013), "*Facing Group Discussions*", Himalaya Publications, Mumbai.
3. Gupta.R (2014), "*Group Discussions and Interviews*", Ramesh Publishing House, New Delhi.

CERTIFICATE/DIPLOMA COURSES

Programme	III BBA	Credit	1
Semester	V	No. of Hrs per week	2
Course Title	Knowledge Management		
Course Code	17CBBA51	Max. Marks	100

Objectives

To enable the students to understand the concept of knowledge management for highlighting the managerial perspectives of knowledge management and to enhance the skills during the internship programme.

Unit- I Introduction

Knowledge management – relevance and significance – need – Organizational knowledge management drivers – knowledge based drivers – technology drivers – human resource drivers, process drivers and economic drivers.

Unit- II Knowledge Management Process

Organizational creation – acquisition – organizing – sharing – renewal – networks – culture.

Unit- III Organizational Knowledge Management Approaches and Strategies

Management structure – funding – organizational culture and enablers – technology infrastructure – organizational knowledge management strategies.

Unit IV Knowledge Management System, Tools, Architecture and Implementation

Developing a knowledge management frame work – implementation phase's architectural components – knowledge management system requirement.

Unit V Knowledge Based Organisation

Concepts and characteristics of knowledge based organization – Dimensions of HRM in KBO – challenge for HRM in KBO – managing knowledge for organizational effectiveness – rewarding knowledge – Human Resource Information Systems – intellectual capital.

Text book

1. Ganesh Natarajan, Nitin Nohria, Sandhya Shekhar, “*Knowledge Management*”, Tata Mcgraw Hill Education, 2010.

References books

1. Frances Horibe, “*Managing Knowledge Workers*”, John Wiley & Sons, 2010.
2. Alavi, M., and Leidner, E.D. (2002). Knowledge Management and Knowledge Systems. In Barnes Stuart (ed) “*Knowledge Management Systems: Theory and Practice*”, Thomsen Learning 2002
3. Brown, J.S. & Duguid, P., (1991) “*Organizational Learning and Communities of Practice. Toward a Unified View of Working*”, Organization Science, vol.2, no.1.

Programme	III BBA	Credit	1
Semester	VI		
Course Title	Rural Marketing		
Course Code	17CBBA61	Max. Marks	100

Objectives

To enable the students to understand the elements of the unexplored rural markets. To identify the significance and strategies of rural markets. To familiarize the students with innovation in rural marketing.

Unit I Rural market – an overview

Introduction-Rural Markets in India – Products – Distribution – Communication – Evolution of Rural Market – Rural Market Environment – Physical Environment – Socio – Cultural Environment – Political & Technological Environments.

Unit II Rural Consumer Behaviour & Segmentation

Rural Consumerism – Factors affecting rural consumer behaviour – Characteristics of Rural Consumers – Buying Process – Brand Loyalty – Segmentation – Targeting & Positioning.

Unit III Rural Product & Pricing Strategies

Rural Market – Marketing Mix – 4p's & 4A's – Rural Product Categories – Customized Rural Products – Brand building in Rural India – Pricing- Internal & External influences – Pricing Strategies and Approaches.

Unit IV Distribution & Promotion Strategies

Rural Distribution – Rural Market assessments- channels of Distribution – Rural Distribution Models – Promotion tools & Techniques.

Unit V Innovations in Rural Markets

Rural scenario of Rural Markets – Role of Innovation – ICT initiatives – Emergence of organized retailing – Future Trends of Rural Marketing – Rural CRM – Case Studies.

Text Book

1. Kashyap Pradeep, *“The Rural Marketing Book”*, Pearson Education Publication, 2012.

Reference Books

1. Pradeep Kashyap & Siddhartha Raut, *“The Rural Marketing Book”*, Biztantra Publications, New Delhi, 2005.
2. Shipra Chawla, *“A textbook on Rural Marketing”*, Dominant Publishers and Distributors, 2007.
3. Badi, R. V., & Badi, N. V. (2004). *“Rural Marketing”*. Himalaya Publishing House.