

THIRUVALLUVAR UNIVERSITY
BACHELOR OF BUSINESS ADMINISTRATION
DEGREE COURSE
CBCS PATTERN
(With effect from 2020 - 2021)

The Course of Study and the Scheme of Examinations

| S.NO. | Part | Study Components | | Ins. hrs /week | Credit | Title of the Paper | Maximum Marks | | |
|--------------------|------|-----------------------|---------|----------------|-----------|--------------------------------------------------------------------------------------------------------------------------------------------|---------------|------------------|--------------|
| | | Course Title | | | | | CIA | Uni. Exam | Total |
| SEMESTER I | | | | | | | | | |
| 1. | I | Language | Paper-1 | 6 | 4 | Tamil/Other Languages | 25 | 75 | 100 |
| 2. | II | English (CE) | Paper-1 | 6 | 4 | Communicative English I | 25 | 75 | 100 |
| 3. | III | Core Theory | Paper-1 | 5 | 3 | Principles of Management | 25 | 75 | 100 |
| 4. | III | Core Theory | Paper-2 | 5 | 3 | Business Mathematics & Statistics I | 25 | 75 | 100 |
| 5. | III | ALLIED -1 | Paper-1 | 6 | 3 | (to choose any 1 out of 3) A. Business Organization B. Principles of Insurance C. Business Ethics | 25 | 75 | 100 |
| 6. | III | PE | Paper-1 | 6 | 3 | Professional English I | 25 | 75 | 100 |
| 7. | IV | Environmental Studies | | 2 | 2 | Environmental Studies | 25 | 75 | 100 |
| | | | | 36 | 22 | | 175 | 525 | 700 |
| SEMESTER II | | | | | | | | | |
| | | | | | | | CIA | Uni. Exam | Total |
| 8. | I | Language | Paper-2 | 6 | 4 | Tamil/Other Languages | 25 | 75 | 100 |
| 9. | II | English (CE) | Paper-2 | 4 | 4 | Communicative English I | 25 | 75 | 100 |
| 10. | III | Core Theory | Paper-3 | 5 | 3 | Business Environment | 25 | 75 | 100 |
| 11. | III | Core Theory | Paper-4 | 5 | 3 | Business Mathematics & Statistics II | 25 | 75 | 100 |
| 12. | III | ALLIED-1 | Paper-2 | 6 | 5 | (to choose any 1 out of 3) A. Customer Relationship Management B. Principles of Banking System C. Fundamentals of Computer | 25 | 75 | 100 |
| 13. | III | PE | Paper-2 | 6 | 3 | Professional English II | 25 | 75 | 100 |
| 14. | IV | Value Education | | 2 | 2 | Value Education | 25 | 75 | 100 |
| 15. | IV | Soft Skill | | 2 | 1 | Soft Skill | 25 | 75 | 100 |
| | | | | 36 | 25 | | 200 | 600 | 800 |

| SEMESTER III | | | | | | | CIA | Uni. Exam | Total |
|--------------|-----|-------------------------------------------------|----------------|-----------|-----------|------------------------------------------------------------------------------------------------------------------------------|------------|------------|------------|
| 16. | III | Core Theory | Paper-5 | 5 | 4 | Production and Materials Management | 25 | 75 | 100 |
| 17. | III | Core Theory | Paper-6 | 5 | 4 | Financial Accounting | 25 | 75 | 100 |
| 18. | III | Core Theory | Paper-7 | 5 | 4 | Human Resource Management | 25 | 75 | 100 |
| 19. | III | Core Theory | Paper-8 | 4 | 4 | Managerial Economics | 25 | 75 | 100 |
| 20. | III | ALLIED-2 | Paper-3 | 6 | 3 | (to choose any 1 out of 3) A. Office Management B. Service Marketing C. Tourism Management | 25 | 75 | 100 |
| 21. | IV | Skill based Subject | Paper-1 | 3 | 2 | Business Communication | 25 | 75 | 100 |
| 22. | IV | Non-major elective | Paper-1 | 2 | 2 | Management Concepts | 25 | 75 | 100 |
| | | | | 30 | 23 | | 175 | 525 | 700 |
| SEMESTER IV | | | | | | | CIA | Uni. Exam | Total |
| 23. | III | Core Theory | Paper-9 | 5 | 4 | Organizational Behavior | 25 | 75 | 100 |
| 24. | III | Core Theory | Paper-10 | 5 | 4 | Taxation | 25 | 75 | 100 |
| 25. | III | Core Theory | Papr-11 | 5 | 4 | Management Accounting | 25 | 75 | 100 |
| 26. | III | Core Theory | Paper 12 | 4 | 4 | Operations Research | 25 | 75 | 100 |
| 27. | III | ALLIED-2 | Paper-4 | 6 | 5 | (to choose any 1 out of 3) A. Retail Management B. Project Management C. Hotel Management | 25 | 75 | 100 |
| 28. | IV | NMSDC : Digital Skills for Employability | Paper-2 | 2 | 2 | Office Fundamentals | 25 | 75 | 100 |
| 29. | IV | Non-major elective | Paper-2 | 2 | 2 | Training and Development | 25 | 75 | 100 |
| | | | | 30 | 25 | | 175 | 525 | 700 |
| SEMESTER V | | | | | | | CIA | Uni. Exam | Total |
| 30. | III | Core Theory | Paper-13 | 6 | 4 | Marketing Management | 25 | 75 | 100 |
| 31. | III | Core Theory | Paper-14 | 6 | 4 | Business Law | 25 | 75 | 100 |
| 32. | III | Core Theory | Paper-15 | 5 | 4 | Research Methodology | 25 | 75 | 100 |
| 33. | III | Core Theory | Paper-16 | 5 | 4 | Computer Application in Business | 25 | 75 | 100 |
| 34. | III | Elective | Paper-1 | 5 | 3 | (To choose any 1 out of 3) A. Industrial Relations and Labour Laws B. Reward Management C. Change Management | 25 | 75 | 100 |
| 35. | IV | Skill based | Paper-3 | 3 | 2 | E-Business | 25 | 75 | 100 |

| | | Subject | | | | | | | | |
|--------------------|-----|-------------------------------------------------------------------------------------------|----------------|-----------|------------|------------------------------------------------------------------------------------------------------------------------------------|------------|------------|------------------|--------------|
| | | | | 30 | 21 | | | 150 | 450 | 600 |
| SEMESTER VI | | | | | | | | CIA | Uni. Exam | Total |
| 36. | III | Core Theory | Paper-17 | 6 | 5 | Strategic Management | 25 | 75 | 100 | |
| 37. | III | Core Theory | Paper-18 | 6 | 5 | International Business | 25 | 75 | 100 | |
| 38. | III | Core | Paper-19 | 6 | 5 | Individual Project *Viva-Voce ** Project Report | 25* | 75** | 100 | |
| 39. | III | Elective | Paper-2 | 5 | 3 | (to choose any 1 out of 3) A. Financial Management B. Financial Services C. Investment Management | 25 | 75 | 100 | |
| 40. | III | Elective | Paper-3 | 5 | 3 | (to choose any 1 out of 3) A. Marketing Research B. Rural Marketing Management C. Advertising and Sales Management | 25 | 75 | 100 | |
| 41. | III | NMSDC : Digital Banking and Audit Essentials for Employability | Paper-4 | 2 | 2 | Fintech Course | 25 | 75 | 100 | |
| 42. | V | Extension Activities | | 0 | 1 | Extension Activities | 100 | 0 | 100 | |
| | | Total | | 30 | 24 | | 150 | 450 | 700 | |
| | | | | | 140 | | | | 4200 | |

| Part | Subject | Papers | Credit | Total Credits | Marks | Total Marks |
|----------|--------------------------------------------------|----------|--------|---------------|-------|-------------|
| Part I | Languages | 2 | 4 | 8 | 100 | 200 |
| Part II | Communicative English | 2 | 4 | 8 | 100 | 200 |
| Part III | Allied (Odd Semester) | 2 | 3 | 6 | 100 | 200 |
| | Allied (Even Semester) | 2 | 5 | 10 | 100 | 200 |
| | Electives | 3 | 3 | 9 | 100 | 300 |
| | Core | 18 | (3-5) | 70 | 100 | 1800 |
| | Professional English | 2 | 3 | 6 | 100 | 200 |
| | Compulsory Project (Group/Individual Project) | 1 | 5 | 5 | 100 | 100 |
| Part IV | Environmental Science | 1 | 2 | 2 | 100 | 100 |
| | Soft skill | 1 | 1 | 1 | 100 | 100 |
| | Value Education | 1 | 2 | 2 | 100 | 100 |
| | Lang. & Others /NME | 2 | 2 | 4 | 100 | 200 |
| | Skill Based | 4 | 2 | 8 | 100 | 400 |
| Part V | Extension Activities | 1 | 1 | 1 | 100 | 100 |
| | Total | 2 | | 140 | | 4200 |

SEMESTER III
CORE PAPER - 5
PRODUCTION AND MATERIALS MANAGEMENT

Course Objectives

1. To enable the students to understand the various process of production
2. To enable the students to be aware of techniques of Production Management
3. To familiarize students with quality control techniques used to effectively carry out Production.
4. To sensitize students on the materials management functions - planning, purchasing, store handling and vendor rating
5. To understand the inventory control techniques.

UNIT - I

Production System - Introduction - Production - Productivity - Production Management - Objectives of Production Management - Functions and scope of production management - Relationship of production with other functional areas.

UNIT - II

Production Planning and Control - Routing and Scheduling - Dispatching - Maintenance management - Types of maintenance - Breakdown - Preventive - Routine - Maintenance Scheduling. Plant Location - Introduction - Need for selecting a suitable location - Plant Location problem - Advantage of Urban, suburban and rural locations - Systems view of location - Factors influencing plant location. Plant layout - Plant layout problem - Objectives - Principles of plant layout - Factors influencing plant layout - Types of layout.

UNIT - III

Work and Method Study - Importance of work study - Work study procedures - Time study - Human considerations in work study - Introduction to method study - Objectives of method study - Steps involved in method study Work measurement - Objectives of work measurement - Techniques of work measurement - Computation of standard time - Allowance - Comparison of various techniques.

UNIT - IV

Materials - Meaning - Types - Materials Management - Definition and Functions - Importance of materials Management - Inventory control - Function of inventory - Importance - Tools of Inventory Control - ABC - VED - FSN analysis - Purchase Management - Purchasing - Procedure - Dynamic purchasing - Principles - Store planning.

UNIT - V

Store Keeping and Materials Handling - Objectives - Function of store keeping - Store responsibilities - Location of store house - Centralized store room - Equipment - Security measures - Protection and prevention of stores - Fire and other Hazards - Bin card - Stock Cards. Vendor rating - Vendor development - Purchase Department - Responsibility - Buyer - Seller relationship - Value analysis.

TEXT BOOKS

Unit 1

Saravanavel P and Sumathi S - Production and Materials Management , Margham Publications.

Paneerselvam - Production and Operations Management - Prentice - Hall of India

Aswathappa,K - Production and Operations Management-Himalaya Publishers

Unit 2

Saravanavel P and Sumathi S - Production and Materials Management , Margham Publications.

Paneerselvam - Production and Operations Management - Prentice - Hall of India

Aswathappa,K - Production and Operations Management-Himalaya Publishers

Unit 3

Saravanavel P and Sumathi S - Production and Materials Management , Margham Publications.

Paneerselvam - Production and Operations Management - Prentice - Hall of India

Chunnawalla and Patel - Production and Materials Management

Unit 4

Saravanavel P and Sumathi S - Production and Materials Management , Margham Publications.

Paneerselvam - Production and Operations Management - Prentice - Hall of India

Menon - Stores Management MacMillan

Unit 5

Saravanavel P and Sumathi S - Production and Materials Management , Margham Publications.

Paneerselvam - Production and Operations Management - Prentice - Hall of India

Gopalakrishnan - Materials Management - Prentice - Hall of India

REFERENCE ITEMS: BOOKS AND JOURNAL

1. Harding HA - Production Management.
2. Buffa - Production Management.
3. Broom - Production Management.
4. Saxena JP -Production and Operations Management
5. SN Chari - Production and Operation Management.
6. Adam and Ebert - Production and Operations Management - Prentice - Hall of India.
7. Muhdnan - Production and Operation Management MacMillan
8. Dutta - Integrated Materials Management
9. England and Leenders - Purchasing and Materials Management

10. Varma - Materials Management

E-Materials

- <http://www.nitc.ac.in/app/webroot/img/upload/Production%20Management%20Module%201%20Course%20notes.pdf>
- https://gurukpo.com/Content/BBA/production_and_Material_Management.pdf
- http://www.vssut.ac.in/lecture_notes/lecture1429900757.pdf
- <http://www.ddegjust.ac.in/2017/Uploads/11/POM-325.pdf>
- <https://www.docsity.com/en/purchase-and-materials-management/4694923/>

Course Outcome

1. After studied unit-1, student will be able to understand the concept of operations and relationship between operations and other business functions.
2. After studied unit-2, student will be able to analyses and evaluate various production and scheduling techniques, and to identify appropriate location for factories.
3. After studied unit-3, student will be able to implement work and method study procedures.
4. After studied unit-4, student will be able to plan and implement suitable materials planning principles and practices in operations.
5. After studied unit-5, student will be able to plan and implement store keeping and material handling. Students will be able to rate vendors.

CORE PAPER - 6

FINANCIAL ACCOUNTING

Course Objectives

The primary objective of the course is to familiar the students with basic accounting principles and techniques of preparing and presenting of accounting for the user of accounting.

UNIT - I

Financial Accounting- Meaning and Definition - Accounting Concepts - Accounting Conventions - Objectives of Accounting - Rules of Accounting -Principles of Double Entry System - Book Keeping- Journal - Ledger - Subsidiary Books - Purchases Book, Sales Book, Returns Book and Cash Books.

UNIT - II

Trial Balance - Meaning and Definition - Method of Trail Balance-Depreciation - Need for Depreciation - Causes of Depreciation - Objectives of Depreciation - Straight Line And Diminishing Balance Methods Of Charging Depreciation Only.

UNIT - III

Final Accounts - Introduction - Preparation Trading Accounting - Profit and Loss Account and Balance Sheet.

UNIT - IV

Single Entry System - Definition - Salient Features - Limitations - Difference Between Double Entry and Single Entry Systems - Ascertainment of Profit - Net Worth Method Only.

UNIT - V

Company Accounts - Meaning of shares - Types of Shares-Issue, Forfeiture and Reissue of Shares - Debentures - Issue of Debentures Only.
(Weightage of Marks: Problems - 80%, Theory - 20%)

TEXT BOOKS

Unit 1

T.S. Reddy & A. Murthy - Financial Accounting , Margham Publishers
Jain.S.P- Introduction to Financial Accounting, Kalyani Publishers

Unit 2

T.S. Reddy & A. Murthy - Financial Accounting, Margham Publishers
Jain.S.P- Introduction to Financial Accounting, Kalyani Publishers

Unit 3

T.S. Reddy & A. Murthy - Financial Accounting , Margham Publishers
Maheswari.S.N - Financial and Management Accounting, Sultan Chand
Jain.S.P- Introduction to Financial Accounting, Kalyani Publishers

Unit 4

T.S. Reddy & A. Murthy - Financial Accounting, Margham Publishers
Bhattacharya- Financial Accounting for Business Managers. PHI Learning
Maheswari.S.N - Financial and Management Accounting, Sultan Chand

Unit 5

T.S. Reddy & A. Murthy - Financial Accounting, Margham Publishers
Bhattacharya- Financial Accounting for Business Managers. PHI Learning
Maheswari.S.N - Financial and Management Accounting, Sultan Chand

Reference Items: Books and Journal

1. Gupta R.L and Radhaswamy - Advanced Accounting.
2. Shukla. M.C & Grewal .T.S- Advanced Accounting.
3. Tulsian - Financial Accounting - Tata McGraw-Hill Pub.
4. N. Vinayakam & B. Charrumathi - Financial Accounting
5. Dr. S. Ganeson & S.R. Kalavathi - Financial Accounting.

E-Materials

- tudocu.com/en-gb/document/lancaster-university/principles-of-financial-accounting/lecture-notes/acf212-principles-of-financial-accounting-lecture-notes/1495870/view
- <https://ocw.mit.edu/courses/sloan-school-of-management/15-511-financial-accounting-summer-2004/lecture-notes/>
- <https://www.topfreebooks.org/principles-of-financial-accounting/>

Course Outcomes

Unit-1: The student is able to know the basic concepts of accounting, principles, convention, rules of accounting and various books of accounting.

Unit-2: The student is able to know the trail balance method, depreciation and their needs and various method of charging depreciation.

Unit-3: The student is able to know the preparation of financial accounting, procedure for preparation of trading and profit and loss accounts and balance sheet.

Unit-4: the student is able to know the need for preparation of single entry system and their uses. To know the different method for calculating the single entry system. To know the difference between single entry system with double entry system.

Unit-5: the student is able to know the meaning of shares and its types. To know the procedure for issue, reissue and forfeiture. To know the meaning debenture and its producers for issue of debenture.

CORE PAPER - 7

HUMAN RESOURCE MANAGEMENT

Course Objectives

1. To understand the concepts and basic functions of Human Resource Management.
2. To learn the implementation of employee recruitment and selection processes.
3. To acquire knowledge in the training needs and methods.
4. To understand the need and methods of performance appraisal.
5. To analyse the key issues related to Compensation, Mentoring, Career Planning, Promotion, Transfers and Termination.

UNIT - I

Definition of HRM - Objectives of HRM - Nature and scope of HRM - Principles of HRM - Difference between Personnel Management and HRM - Duties and Responsibilities of HR Managers - Qualities of HR managers - role of HR managers - importance of HRM - challenges of HRM - Evolution and Growth of HRM - Environment of HRM - Strategic HRM.

UNIT - II

Human Resource Planning - Features of HR planning - objectives - factors influencing HR planning - Recruitment - Principle of recruitment - objectives - steps involved in recruitment process - Sources of recruitment - Selection - definition - importance - process of Selection - Use of various tests - Interview techniques in selection - objectives - types - limitations - guidelines - Recruitment vs selection - Placement.

UNIT - III

Employee Training and Development - Definition - Objectives - need and importance - Identification of Training needs - essentials of good training program - characteristics Process of training - Training Methods - on the job training methods - off the job training methods - Executive development - advantages of training to employees - Techniques - effectiveness of training and development programs.

UNIT - IV

Performance Appraisal - Definition - Features - Objectives - Advantages - limitations - characteristics of an effective performance appraisal systems - Need for Performance Appraisal - Process - Methods - Traditional and modern methods of performance appraisal - merit rating - concepts and methods - BARS - Compensation.

UNIT - V

Transfer objectives - types - merits - demerits - characteristics of an effective transfer policy - Promotion and termination of services - Purpose of promotion - factors influencing promotion - types of promotion - Open and closed system of promotion - advantages, importance of promotion - demotion - Career development - Mentoring - HRM Audit - Nature - Benefits - Scope - Approaches

TEXT BOOKS

Unit 1

Dr. J. Jayasankar - Human Resource Management - Margham Publications
Dr. C.D. Balaji - Human Resource Management - Margham Publications
Aswathappa K - Human Resource and Personnel Management, Himalaya Publishing House.

Unit 2

Dr. J. Jayasankar - Human Resource Management - Margham Publications
Dr. C.D. Balaji - Human Resource Management - Margham Publications
Gupta C B - Human Resource Management - Sultan Chand & Sons.

Unit 3

Dr. J. Jayasankar - Human Resource Management - Margham Publications
Dr. C.D. Balaji - Human Resource Management - Margham Publications
Sundar & Srinivasan J - Essentials of Human Resource Management - Vijay Nicole Imprints

Unit 4

Dr. J. Jayasankar - Human Resource Management - Margham Publications
Dr. C.D. Balaji - Human Resource Management - Margham Publications
Gupta C B - Human Resource Management - Sultan Chand & Sons.

Unit 5

Dr. J. Jayasankar - Human Resource Management - Margham Publications
Dr. C.D. Balaji - Human Resource Management - Margham Publications
Murugesan G - Human Resource Management - Laxmi Publications Pvt. Ltd

Reference Items: Books and Journal

1. Memoria CB - Personnel Management
2. Subba Rao P - Human Resource Management and Industrial Relations
3. Prasad - Getting the right people - MacMillan I Ltd
4. Pattanayak - Human Resources Management - Prentice - Hall of India
5. Decenzo/Robbins - Personnel/Human Resource Management - Prentice - Hall of India
6. Saiyadain Mirza - Human Resource Management
7. Venkataratanam - Personnel Management & Human Resources
8. Saxena - Marketing Management - Tata McGraw Hill Pub
9. A. M. Sheikh - Human Resource Development & Management.
10. Dwivedi RS - Human Relations and Organization Behavior

E- Materials

- www.masters-in-human-resources.org
- alison.com › tag › human-resources
www.oxfordhomestudy.com › ... › HR

Course Outcome

After studied Unit 1, the student understands the concepts and basic functions of Human Resource Management.

After studied Unit 2, the student learns the implementation and evaluation of employee recruitment and selection processes.

After studied Unit 3, the student acquire knowledge in identifying the training needs and methods.

After studied Unit 4, the student understands the need and methods of performance appraisal.

After studied Unit 5, the student will be able to analyse the key issues related to Compensation, Mentoring, Career Planning, Promotion, Transfers and Termination.

CORE PAPER - 8
MANAGERIAL ECONOMICS

Course Objectives

1. To acquaint the students with principles of economics in managerial decision making.
2. To understand the basic concepts of managerial economics and its applications.
3. To understand the basic concepts of demand, supply, and equilibrium and their determinants. To analyse how elasticity affects the revenue.
4. To know the meaning and price output decisions of perfectly competitive firm both short and long run.
5. To understand the concepts of monopolistic and oligopolistic competition.

UNIT - I

Nature and Scope of Managerial Economics - Definition of Economics - Important concept of Economics - Basic Economic problem - Relationship between Micro and Macro economics - Managerial Economics - Nature and Scope - Objectives of the Firm.

UNIT - II

Theory of Consumer behavior - Managerial Utility Analysis indifference curve and analysis Meaning of Demand - Law of Demand - Types of Demand - Determinants of demand - Elasticity of Demand - Demand Forecasting.

UNIT - III

Production and Cost Analysis - Law of returns to scale and Economies 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 Considerations of Pricing - Methods of pricing - Role of Government - Dual pricing - price Discrimination.

UNIT - V

Market forms - Market structure - Basis of Market classification - Output determination - Perfect Competition - Monopoly - Monopolistic Competition - Duopoly - Oligopoly.

TEXT BOOKS

Unit 1

Dr. S. Sankaran - Managerial Economics - Margham Publications

Varshney RL and Maheshwari KL - Managerial Economics. Sulthan Chand & sons

Aryamala T - Managerial Economics - Vijay Nicole Imprints Private Limited

Unit 2

Dr. S. Sankaran - Managerial Economics - Margham Publications

Varshney RL and Maheshwari KL - Managerial Economics. Sultaan Chand & sons
Mankar: Business Economics, Macmilan Ltd.,

Unit 3

Dr. S. Sankaran - Managerial Economics - Margham Publications

Varshney RL and Maheshwari KL - Managerial Economics. Sultaan Chand & sons

Unit 4

Dr. S. Sankaran - Managerial Economics - Margham Publications

Varshney RL and Maheshwari KL - Managerial Economics. Sultaan Chand & sons

Yogesh Maheshwari - Managerial Economics - Prentice-Hall of India.

Unit 5

Dr. S. Sankaran - Managerial Economics - Margham Publications

Varshney RL and Maheshwari KL - Managerial Economics. Sultaan Chand & sons

Jinghan M.L. - Micro Economics, Vrinda Publications (P) Ltd. (Theory).

Reference Items: Books and Journal

1. Dean - Managerial economics - Prentice-Hall of India.
2. Peterson - Managerial Economics - Prentice-Hall of India.
3. Mote Paul Gupta - Managerial Economics - MGH.
4. Mehta P.L. - Managerial Economics.
5. Dr. Shivani Kapoor, Prof. O Shukla - Managerial Economics - Laxmi Publication Pvt. Ltd

E-Materials

- https://www.tutorialspoint.com/managerial_economics/managerial_economics_overview.htm
- http://economicsconcepts.com/managerial_economics.htm
- <http://www.yourarticlelibrary.com/managerial-economics/managerial-economics-meaning-scope-techniques-other-details/24730>
- <https://www.edx.org/course/introduction-to-managerial-economics-2>
- <https://www.mheducation.co.uk/ebook-managerial-economics-9780077164270-emea>
- <https://epdf.pub/managerial-economics84ed28a3e234f607d8b67fd30c1104f456672.html>

Course Outcome

- After studied Unit 1, the student understands the concepts and reasons of existence of firms and optimal decision making.
- After studied Unit 2, the student learns to analyses the market supply and demand on market dynamics.
- After studied Unit 3, the student acquire knowledge on production and cost analysis.
- After studied Unit 4, the student will be able to know the applications of price discrimination.
- After studied Unit 5, the student will be able to analyse the output decision of monopolistic and oligopolistic firms.

ALLIED - 2

PAPER - 3

(to choose one out of 3)

A. OFFICE MANAGEMENT

Course Objectives:

1. To understand the concepts and basic functions of Office.
2. To know the responsibilities and skills required by the office manager.
3. To attain the knowledge of Location, Layout and the Environment of an Office.
4. To learn about various types of office furniture and its uses.
5. To attain the skill of records management.

UNIT - I

Office - Meaning and scope - Office Functions - Qualifications of Office Manager - Office Management - Definition - Elements of Office Management - Functions of Office Management.

UNIT - II

Location of an Office - Office Accommodation - Office Layout - Office Environment.

UNIT - III

Office Furniture - Factors considered in selecting office furniture - Types of office furniture - Office Appliances and Equipments - Importance - Merits and Demerits - Typewriter - Duplicators - Photo Copier - Franking Machine - Communication Equipments : Dictaphone - Intercom - Telephone - Telex - Fax - PABX - PBX - Uses of Computers in Office .

UNIT - IV

Mail service - Handling Inward Mail Service - Handling Outward Mail Service - Communications - Internal and external communication - Mechanical Devices for Oral Communication - Mechanical Devices for written Communication - Office Forms - Principles of Forms Design - Form Control - Continuous Stationery.

UNIT - V

Records Management - Objectives - Filing - Definition - Essentials of a good filing system - Centralised and Decentralised Filing System - Methods of Filing - Classification of Files - Indexing - Definition - Types.

TEXT BOOKS

Unit 1

N.S, Raghunathan - Office Management - Margham Publications

C.B.Gupta - Office Organisation and Management, Sultan Chand & Sons.

V.Balachandran and V.Chandrasekaran - Office Management - Vijay Nicole Imprints Private Limited

Unit 2

N.S, Raghunathan - Office Management - Margham Publications

C.B.Gupta - Office Organisation and Management, Sultan Chand & Sons.

V.Balachandran and V.Chandrasekaran - Office Management - Vijay Nicole Imprints Private Limited

Unit 3

N.S, Raghunathan - Office Management - Margham Publications

C.B.Gupta - Office Organisation and Management, Sultan Chand & Sons.

P.K.Ghosh - Office Management - Sultan Chand & Sons.

Unit 4

N.S, Raghunathan - Office Management - Margham Publications

C.B.Gupta - Office Organisation and Management, Sultan Chand & Sons.

P.K.Ghosh - Office Management - Sultan Chand & Sons.

Unit 5

N.S, Raghunathan - Office Management - Margham Publications

C.B.Gupta - Office Organisation and Management, Sultan Chand & Sons.

Pillai R.S.N, Bhagwathi. V - Office Management, S.Chand Publications.

Reference Items : Books and Journal

1. Denyer JC - Office Management.
2. Littlefield CL and Peterson RL - Modern Office Management.
3. Leffingonnell - Office Management.
4. Chopra PK - Office Management
5. Arora SP - Office Management
6. Dr.T.S. Devanarayan, N.S.Raghunathan - Office Management

E- Materials

- <https://www.kopykitab.com/Office-Management-by-Bagavathi-And-R-S-N-Pillai>
- https://www.researchgate.net/publication/323731787_Office_Management
- alison.com › tag › office-administration
- study.com › office_manager_courses
- snacknation.com › blog › office-manager-training

Course Outcome

After studied Unit 1, the student understands the concepts and basic functions of Office.

After studied Unit 2, the student understands the responsibilities and skills required by the office manager.

After studied Unit 3, the student attains the knowledge of Location, Layout and the Environment of an Office.

After studied Unit 4, the student gains knowledge of various types of office furniture and its uses.

After studied Unit 5, the student learns the skill of records management.

ALLIED - 2

PAPER - 3

B. SERVICES MARKETING

Course Objectives

1. To have thorough understanding of services marketing,
2. To acquire the knowledge of services strategies
3. To understand the service rendered to customers.
4. To identify and fill the service gaps.
5. To understand the challenges in managing and delivering the quality services.

UNIT - I

MARKETING SERVICES

Introduction Growth of the service sector. The concept of services. Characteristics of services - classification of services - 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 services and placing or 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 SERVICES

The customer expectations versus perceived service gap. Factors and techniques to resolve this gap. 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 SERVICES

Marketing of services - Financial - Bank Marketing - Mutual Funds Marketing - Health - Hospital services - Hospitality - hotel services marketing - tourism marketing - airlines services marketing - travel services marketing - railway services marketing - Educational Services - training services marketing - agricultural extension services marketing.

TEXT BOOKS

Unit 1

Services Marketing - Dr. L. Natarajan, Margham Publications.
Services Marketing & Management - Balaji. B - S.Chand.
Valerie Zeithaml - Service Marketing - Tata McGraw-Hill Pub.

Unit 2

Services Marketing - Dr. L. Natarajan, Margham Publications.
Services Marketing & Management - Balaji. B - S.Chand.
Valerie Zeithaml - Service Marketing - Tata McGraw-Hill Pub.

Unit 3

Services Marketing - Dr. L. Natarajan, Margham Publications.
Services Marketing & Management - Balaji. B - S.Chand.
Valerie Zeithaml - Service Marketing - Tata McGraw-Hill Pub.

Unit 4

Services Marketing - Dr. L. Natarajan, Margham Publications.
Services Marketing & Management - Balaji. B - S.Chand.
Valerie Zeithaml - Service Marketing - Tata McGraw-Hill Pub.

Unit 5

Services Marketing - Dr. L. Natarajan, Margham Publications.
Services Marketing & Management - Balaji. B - S.Chand.
Valerie Zeithaml - Service Marketing - Tata McGraw-Hill Pub.

Reference Items: Books and Journal

1. Service Marketing. The Indian experience - by Ravi Sankar, Manas Publications, New Delhi.
2. Delivering Quality Services - Zeithaml Parasuraman and Berry. The free press Macmillan.
3. Excellence in services - S. Balachandran, Business Publishing House, Bombay
4. Marketing of Non-Profit Organization by Philip Kotler. Printice Hall of India (P) Ltd. India New Delhi.
5. Services Marketing, Concepts, Strategies & Cases, K.Douglas Hoffman and John E.G. Bateson, Thomson South Western
6. Service Marketing, Roland T.Rust, Anthony J.Zahorik, Timothy L. Keiningham, Addison Wesley

E- Materials

- alison.com › Marketing Courses
- www.edx.org › learn › marketing
- www.oxfordhomestudy.com › marketing-courses

Course Outcome

1. After studied Unit 1, the student will have thorough understanding of services marketing,

2. After studied Unit 2, the student acquires knowledge of services strategies including service product and delivery
3. After studied Unit 3, the student gains Customer Service oriented mindset.
4. After studied Unit 4, the student learns to Identify and fill the service gaps.
5. After studied Unit 5, the student acquires in depth understanding of the challenges in managing and delivering the quality services.

ALLIED - 2

PAPER - 3

C. TOURISM MANAGEMENT

Course Objectives

1. To understand the birth, growth and development of tourism.
2. To gain knowledge in both National and International Tourism.
3. To understand the Economic and Cultural environment of tourism.
4. To know the pricing strategy of tourism industry.
5. To learn the Administrative system and Ministry of tourism.

UNIT - I

Definition of tourism and the need for tourism - meaning and nature of tourism - The birth, growth and development of tourism - basic components of tourism- elements of tourism - factors influencing growth of tourism - tourism in India and abroad.

UNIT - II

Tourism - planning - need for planning - coordination in planning - assessment of tourist demand and supply - government's role in planning - environmental planning - tourism under five year plans. Tourism marketing - concepts and importance - marketing functions in tourism - tourist marketing mix - tourist "Product"- tourist market - segmentation - its bases.

UNIT - III

Tourism and culture - tourism and people: tourism and economic development - economic benefits - regional development - tourism and growth of related industry, tourism and employment - cultural resources - cultural tourism in India - Tourism and international understanding.

UNIT - IV

Tourism pricing - methods of pricing - tourism promotion - advertising costs - steps in planning an advertising campaign - tourist publicity - sales support - Public relations - Tourist publicity.

UNIT - V

Tourism and government administrative systems - ministry of tourism - department of tourism - Indian tourism development corporation - world tourism organization - travel agents in India.

TEXT BOOKS

Unit 1

Anand M.M - Tourism and Hotel Industry in India, Prentice - Hall of India

Pran Nath Seth, Successful Tourism Management, Sterling Publishers Private Ltd

Unit 2

Anand M.M - Tourism and Hotel Industry in India
Clib SN - Perspectives of Indian Tourism in India
Pran Nath Seth Successful Tourism Management

Unit 3

Anand M.M - Tourism and Hotel Industry in India
Clib SN - Perspectives of Indian Tourism in India
Pran Nath Seth Successful Tourism Management

Unit 4

Anand M.M - Tourism and Hotel Industry in India
Clib SN - Perspectives of Indian Tourism in India
Pran Nath Seth Successful Tourism Management

Unit 5

Anand M.M - Tourism and Hotel Industry in India
Clib SN - Perspectives of Indian Tourism in India
Pran Nath Seth Successful Tourism Management

Reference Items: Books and Journal

1. Bukart A J -The Management of Tourism - William Heinemann Ltd, London
2. Butler R W - The Social Implications of Tourism Development ,
3. A.K.Bhatia Principles and Practices , Tourism Development , Sterling Publishers Private Ltd.

E- Materials

- www.shiksha.com › [hospitality-travel](#) › [travel-tourism - chp](#)
- alison.com › Business › Tourism and Hospitality Courses
- www.edx.org › learn › tourism-management

Course Outcome

1. After studied Unit 1, the student understands the birth, growth and development of tourism.
2. After studied Unit 2, the student gains knowledge in both national and international Tourism.
3. After studied Unit 3, the student acquires in depth understanding of economic and cultural environment of tourism.
4. After studied Unit 4, the student understands the pricing strategy of tourism industry.
5. After studied Unit 5, the student learns the administrative system and ministry of tourism.

SKILL BASED SUBJECT
PAPER - 1
BUSINESS COMMUNICATION

Course Objectives

1. To understand the concepts and basic functions of Communication.
2. To identify the various levels of organizational communication and its process.
3. To train the students in effective business writing.
4. To draft effective business correspondence with clarity.
5. To have knowledge of the various traditional and modern equipments used for communication.

UNIT - I

Meaning and importance of Business Communication - Methods of Communication - Types of Communication - Communication Process - Objectives of Communication - Principles of Effective Communication.

UNIT - II

Business letters - Structure of a letter - Qualities of a good business letter - Business enquiries - Offer and Quotations - Orders - Execution of orders - Cancellation of orders - Letters of Complaints - Collection letters.

UNIT - III

Circular Letters - Bank correspondence - Insurance correspondence - Letters to the Editor - Application for Situations.

UNIT - IV

Correspondence of a Company Secretary - Preparation of Agenda and Minutes - Annual Reports.

UNIT - V

Communication media - Telephone, Telex, Fax, Internet, E-Mail, Video Conferencing and Cell Phones.

TEXT BOOKS

Unit 1

N.S. Raghunathan & B. Santhanam, Business Communication, Margham Publications
Sundar K- Business Communication, Vijay Nicole Imprints (P) Ltd.,

Unit 2

N.S. Raghunathan & B. Santhanam, Business Communication, Margham Publications
Rajendra Pal and Korlehalli - Essentials of Business Communication

Unit 3

N.S. Raghunathan & B. Santhanam, Business Communication, Margham Publications
Sundar K- Business Communication, Vijay Nicole Imprints (P) Ltd.,

Unit 4

N.S. Raghunathan & B. Santhanam, Business Communication, Margham Publications
Pillai and Bagawathi - Commercial correspondence and office management.
N.S. Pandurangan, B. Santhanam - Business Communication.

Unit 5

N.S. Raghunathan & B. Santhanam, Business Communication, Margham Publications
Pillai and Bagawathi - Commercial correspondence and office management.
N.S. Pandurangan, B. Santhanam - Business Communication.

Reference Items: Books and Journal

1. Ramesh M. S. Pattan Shetty - Effective Business English and Correspondence
2. Guffey - Essentials of Business Communication
3. Gart Side L. - Modern Business correspondence.
4. Mazumder - Commercial correspondence.
5. Lesikar & Pettit - Business Communication.
6. Sharma Mohan - Business correspondence and Report writing.
7. Devaraj and Antonysamy K S - Executive Communication

E-Materials

- https://is.muni.cz/el/1456/jaro2016/MPV_COMA/um/E-book_II_Business-Communication.pdf
- <http://www.ddegjust.ac.in/studymaterial/mba/cp-105.pdf>
- <https://aqilkhans.files.wordpress.com/2011/10/business-communication.pdf>
- https://gurukpo.com/Content/BBA/Business_Communication.pdf
- <https://examupdates.in/mba-business-communication/>

Course Outcome

1. After studied Unit 1, the student understands the concepts and basic functions of Communication.
2. After studied Unit 2, the student will be able distinguish among various levels of organizational communication and its process.
3. After studied Unit 3, the student will be trained in effective business writing acquires in depth understanding of economic and cultural environment of tourism.
4. After studied Unit 4, the student will draft effective business correspondence with clarity.
5. After studied Unit 5, the student understands the various traditional and modern equipments used for communication.

NON-MAJOR ELECTIVE
PAPER - 1
MANAGEMENT CONCEPTS

Course Objectives

1. To understand the concepts related to Business.
2. To learn the roles, skills and functions of management.
3. To learn the application of the knowledge in solving organizational problems.
4. To develop optimal managerial skills in planning and in taking decisions.
5. To acquire in knowledge in Communication, Leadership, Controlling, Motivation and Delegation

UNIT - I

Management - meaning and Definition - Importance - nature - scope of management process - Role and Functions of a Manager - levels of management - Taylor's contribution - Fayol's contribution - Elton Mayo's contribution - Systems approach - Contingency approach-

UNIT - II

Planning - meaning and definition of planning - Nature of planning- Purpose of planning - Steps in planning process - Types of plans - Merits and Demerits of Planning - Objectives - nature of objectives - importance of objectives - functions of objectives - MBO - meaning and definition - nature of MBO - process of MBO - Advantages and disadvantages of MBO.

UNIT - III

Organising - meaning and definition of organizing - nature and Purpose of organizing - organizational structure - types of organisation structure - Line and Staff Organisation - Committee Organisation - Departmentation - Span of Control - meaning and definition of span of control - Delegation of Authority - difference between authority and power - types of authority - uses of authority - Centralisation and Decentralisation of Authority - elements of responsibility - differences between authority and responsibility.

UNIT - IV

Directing - nature of directing - purpose of directing - Leadership - nature of leadership - importance of leadership - functions of leadership - qualities of effective leaders - styles of leadership - Motivation - nature of motivation - importance of motivation - theories of motivation - Communication - Process of Communication - principles of effective communication - Barriers of Communication.

UNIT - V

Controlling - meaning and definition of controlling - nature of controlling - objectives of controlling - importance of controlling - Control process - technique of controlling - Co-ordination - Need of coordination - Principles of coordination - technique of coordination - requisites for excellent coordination - Approaches to achieve effective Co-ordination

TEXT BOOKS

Unit 1

1. Sundar - Principles of Management - Vijay Nicole Private Limited
2. Dr.C.D. Balaji -Principles of Management -Margham Publications
3. J.R. Beulah Bharathi, & C. Arunachalam, Principles of Management, Thakur Publications Pvt Ltd

Unit 2

1. Sundar - Principles of Management -Vijay Nicole Private Limited
2. Dr.C.D. Balaji -Principles of Management -Margham Publications
3. J.R. Beulah Bharathi, & C. Arunachalam, Principles of Management, Thakur Publications Pvt Ltd

Unit 3

1. Sundar - Principles of Management -Vijay Nicole Private Limited
2. Dr.C.D. Balaji -Principles of Management -Margham Publications
3. J.R. Beulah Bharathi, & C. Arunachalam , Principles of Management, Thakur Publications Pvt Ltd

Unit 4

1. Sundar - Principles of Management -Vijay Nicole Private Limited
2. Dr.C.D. Balaji -Principles of Management -Margham Publications
3. J.R. Beulah Bharathi, & C. Arunachalam , Principles of Management, Thakur Publications Pvt Ltd

Unit 5

1. Sundar - Principles of Management -Vijay Nicole Private Limited
2. Dr.C.D. Balaji -Principles of Management -Margham Publications
3. J.R. Beulah Bharathi, & C. Arunachalam , Principles of Management, Thakur Publications Pvt Ltd

Reference Items: Books and Journals

1. L.M. Prasad - Prinicples and Practice of Management - Margham Publication.
2. R.N. Gupta - Principles of Management - S.Chand & Co.

E-Materials

- www.managementstudyguide.com
- www.managementconcepts.com
- managementhelp.org
- www.edx.org › learn › management
- https://gurukpo.com/Content/MBA/Principles_and_Practices_of_Management.pdf
- https://www.tutorialspoint.com/management_principles/management_principles_tutorial.pdf

Course Outcome

1. After studied Unit 1, the student understand the concepts related to Business.
2. After studied Unit 2, the student learns the roles, skills and functions of management.
3. After studied Unit 3, the student analyze effective application of the knowledge to solve organizational problems.

4. After studied Unit 4, the student develop optimal managerial skills in planning and in taking decisions.
5. After studied Unit 5, the student acquires in depth knowledge in Communication, Leadership, Controlling, Motivation and Delegation

SEMESTER IV
CORE PAPER - 9
ORGANISATIONAL BEHAVIOUR

Course Objectives

1. To understand the significance of Organizational Behavior, its historical development and how an organization functions as a social system with an open influences from outside the organizations.
2. To learn the dynamics of groups in the organization: formation of groups - group characteristics - theories of group dynamics - types of groups in organization - group cohesiveness - factors influencing group cohesiveness - group decision making process - small group behavior.
3. To understand the importance of leadership and motivation in organizations: characteristics of leaders, theories and styles of leadership.
4. To know how organizational culture, organizational climate and conflicts influence the functioning of an organization
5. To know the importance of management of change in organizations. Resistance to change - concepts of social change and organizational development.

UNIT - I

Organizational behavior - meaning - Nature - importance - Role - historical development of organizational behavior - organization as a social system - socio-technical system - open system - factors influencing organizational behavior - environmental factors - constraints over organization and managerial performance.

UNIT - II

Meaning of group and group dynamics - reasons for the formation of groups - characteristics of groups - theories of group dynamics - types of groups in organization - group cohesiveness - factors influencing group cohesiveness - group decision making process - small group behavior.

UNIT - III

Leadership concept - characteristics - leadership theories - leadership styles - managerial grid - leadership continuum - leadership effectiveness. Motivation - concept and importance - motivators - financial and Non-financial - theories of motivation. Morale - Meaning - Characteristics - Determinants of Morale.

UNIT - IV

Organizational culture - Definition - Determinants of Organisational culture - Characteristics - Types - Functions. Organisational Climate - Definition - Determinants of Organisational Climate - Distinction between Organisational Culture and Organisational Climate. Organisational Effectiveness - Definition - factors influencing Organisational Effectiveness - Approaches to Organisational Effectiveness. Organisational Conflict - Definition - Features - Sources of Conflict - Different stages of conflict - Measures to stimulate conflicts.

UNIT - V

Management of change: meaning - importance - resistance to change - causes - dealing with resistance to change - concepts of social change and organizational causes - factors contributing to organizational change - organizational development - meaning and process.

TEXT BOOKS

Unit 1

Dr. C.D. Balaji - Organisational Behaviour - Margham Publications

J. Jayasankar - Organizational behavior, Margham Publications

Aswathappa. K. - Organizational behavior - HPH, Bombay.

Unit 2

Dr. C.D. Balaji - Organisational Behaviour - Margham Publications

J. Jayasankar - Organizational behavior, Margham Publications

K.Sundar and J.Srinivasan - Elements of Organisational Behaviour - Vijay Nicole Imprints Private Limited

Unit 3

Dr. C.D. Balaji - Organisational Behaviour - Margham Publications

J. Jayasankar - Organizational behavior, Margham Publications

S.S. Khanka - Organizational Behavior. S.Chand

Unit 4

Dr. C.D. Balaji - Organisational Behaviour - Margham Publications

J. Jayasankar - Organizational behavior, Margham Publications

Dr.P.K.Ghosh, Partho Ghosh - Organisation Behaviour - Laxmi publications Pvt. Ltd.

Unit 5

Dr. C.D. Balaji - Organisational Behaviour - Margham Publications

J. Jayasankar - Organizational behavior, Margham Publications

Dr.P.K.Ghosh, Partho Ghosh - Organisation Behaviour - Laxmi publications Pvt. Ltd.

Reference Items: Books and Journal

1. Sekaran, Uma - Organizational Behavior-text & cases - Tata McGraw Hill Pub Ltd., New Delhi, 1989.
2. Robbins, P.Stephen - Organizational Behavior-concepts, controversies & Applications - Prentice Hall of India Ltd., New Delhi, 1988.
3. Luthans Fred - Organizational Behavior - McGraw Hill Publishers Co. Ltd., New Delhi.
4. Rao, VSP and Narayana, P.S. - Organization Theory & Behavior - Konark Publishers Pvt. Ltd., Delhi, 1987.
5. Prasad, L.M - Organizational Theory & Behavior - Sultan Chand & Sons, New Delhi.

E-Materials

- <https://lecturenotes.in/subject/55/organizational-behaviour-ob>

- <https://examupdates.in/mba-organizational-behaviour-notes/>
- http://www.tmv.edu.in/pdf/Distance_education/BCA%20Books/BCA%20VI%20SEM/BCA-629%20OB.pdf
- https://www.tutorialspoint.com/organizational_behavior/organizational_behavior_tutorial.pdf
- https://www.researchgate.net/publication/307855834_Organisational_Behaviour_Text_Cases

Course Outcomes

1. After studied unit - 1, student will be able to know the importance of organizational behavior, its historical development - appreciate organization as a social system - socio-technical system - open system - factors influencing organizational behavior - environmental factors - constraints over organization and managerial performance.
2. After studied unit - 2, student will be able to know the dynamics of groups in organizations: reasons for the formation of groups - characteristics of groups - theories of group dynamics - types of groups in organization - group cohesiveness - factors influencing group cohesiveness - group decision making process - small group behavior.
3. After studied unit - 3, student will be able to leadership concept - characteristics - leadership theories - leadership styles - managerial grid - leadership continuum - leadership effectiveness. Motivation - concept and importance - motivators - financial and Non-financial - theories of motivation. Morale - Meaning - Characteristics - Determinants of Morale.
4. After studied unit - 4, student will be able to understand the significance of organizational culture in functioning an organization. organizational Climate Organizational Effectiveness and organizational conflicts.
5. After studied unit - 5, student will be able to learn concept of change and its significance in organizations: resistance to change - concepts of social change and organizational development.

CORE PAPER - 10

TAXATION

Course Objectives

1. To acquaint the students with basic principles of underlying provisions of direct and indirect laws
2. To develop a broad understanding of tax laws and accepted tax practices.
3. To enable students to appreciate the wider economic, social, administrative compliance and political context within which taxes are imposed.
4. To instil an awareness on students that taxes can and often do to constitute significant cost to business and households and therefore can have a major impact in economic and other decision making.
5. To provide specialised and updated knowledge in the area of GST in a systematic manner enhancing analytical and problem solving skills for decision making.

UNIT - I

Introduction about Indirect Tax - Constitutional Validity of Indirect Tax Laws- Indirect Tax Structure in India - Canons of Taxation - Difference Between Direct and Indirect Taxation - Merits and Demerits.

UNIT - II

The Central Excise Act, 1944 - Definitions of various terms relating to the Central Excise Act. - Categories of Central Excise Duties - Levy and Collection of Excise Duty - Offences and Penalties - Adjudication of Confiscation and Penalties - Administrative Set up of Excise Department

UNIT - III

Customs Duties - Definitions - Goods - Imported goods - Export goods - Levy of Customs duty - Exemptions from customs Duty - Prohibitions on importation and exportation of goods - Baggage Rules.

UNIT - IV

Authorities of Customs - Appointment of officers of customs - Appointment of Customs Ports, Airports - Refund of Customs Duty and Excise Authorities Powers - Imposition of Fines and Penalties.

UNIT - V

Goods and Services Tax (GST) - introduction - GST Need for GST in India - Salient Features - Objectives - Advantages and disadvantages - SGST and CGST - VAT and GST: A Comparison

TEXT BOOKS

Unit 1

Dinkar Pagare, Business Taxation, Sultan Chand & Sons, New Delhi.
Balachandran V, Indirect Taxation, Sultan Chand & Sons, New Delhi.

Unit 2

Dinkar Pagare, Business Taxation, Sultan Chand & Sons, New Delhi.
Balachandran V, Indirect Taxation, Sultan Chand & Sons, New Delhi.

Unit 3

Dinkar Pagare, Business Taxation, Sultan Chand & Sons, New Delhi.
Govindan M.S, Indirect Taxes Made Easy, Sitaraman& Co, Chennai.

Unit 4

Dinkar Pagare, Business Taxation, Sultan Chand & Sons, New Delhi.
Datey V.S, Indirect Taxes, Taxman Publications, New Delhi.

Unit 5

Dinkar Pagare, Business Taxation, Sultan Chand & Sons, New Delhi.
Jayakumar.A, Indirect taxes, Learntech Press, Trichy.

References Items : Books and Journal

1. Basic Concepts and Features of Good and Service Tax In India' Girish Garg, International Journal of scientific research and management (IJSRM) ||Volume||2||Issue||2||Pages||542- 549||2014||
2. A Primer on Goods and Services Tax in India, published by Centre for Budget and Governance Accountability, 2011
3. Goods And Service Tax - An Introductory Study, CA. Sudhir Halakhandi, April 2007 The Chartered Accountant p. 1595-1601
4. Indirect Tax: Materials and modules drawn by Institute of Chartered Accountants of India
5. K Vaitheeswaran, Students Handbook on Indirect Taxes, Snow White Publications Pvt. Ltd.
6. For Indirect taxes by Institute of Company Secretaries of India.
7. P. Verra Reddy, Central Excise Manual (Law and Procedure), Asia Law House
8. Mukhopadhyay, Essays on Indirect Taxation, Manupatra Information Solutions Pvt Ltd. V S Datey, Student's Guide to Service Tax and VAT, Taxman Allied Services Pvt. Ltd. Books in India.
9. V. Nagaragan, Indirect Taxes, Asia Law House

E-Materials

- www.cbec.gov.in
- www.icai.org
- www.taxlawsonline.com
- www.taxguru.com
- www.tax4india.com/vat/vat.html
- www.india.gov.in/citizen/salestax.php
- www.indiataxes.com
- www.indialawnews.com

Course Outcomes

After studied Unit-1 student will be able to understand the concept of indirect tax and to know current taxation structure prevailing in India.

After studied Unit-2 student will be able to understand the concepts of central sales taxes in India and to know the categories of collection taxes and offence and penalties for not paying sales taxes.

After studied Unit-3 student will be able to understand the concepts of custom duties and know the different meaning of goods. To know the levy of customs and exemption of goods and levy rules.

After studied Unit-4 student will be able to understand the Authorities of customs and excise officers and refund of customs duty and imposing of fines etc.,

After studied Unit-5 student will be able to understand the concept of goods and service tax and to know the different rate of taxes for various goods and services and find the difference VAT and GST

CORE PAPER - 11
MANAGEMENT ACCOUNTING

Course Objectives

1. The objective of the course is to familiarize the students with basic management accounting concept and gain knowledge in marginal costing.
2. Apply the financial perspective of accounting for cost. Identify problems associated with relying on financial accounting information for internal decision making.
3. Organize cost information according to the decision-making needs of the organisation

UNIT - I

Management Accounting - Definition - Objectives and functions - Advantages and limitations - Distinction between Financial Accounting and Management Accounting - Meaning of Financial statements - Tools of Financial Statement Analysis - Comparative Financial Statements - Common Size Financial Statements - Trend Percentages.

UNIT - II

Ratio Analysis: Meaning - Definition - Significance - Limitations - Classification - Liquidity Ratios (Short Term Solvency Ratios) and Long term Solvency Ratios.

UNIT - III

Budget and Budgetary Control - Objectives - uses - limitations - preparation of production, sales, purchase, cash and flexible budget.

UNIT - IV

Fund Flow Analysis: Meaning - Definition - Uses of Fund Flow Statement - Limitations of Fund Flow Statement - Preparation of Fund Flow Statement - marginal costing - definition - advantages and disadvantages - marginal cost statement - contribution - cost - volume profit analysis - P/V ratio - BEP - margin of safety.

UNIT - V

Cash flow Analysis: Meaning - Definition - Uses of Cash Flow Statement - Limitations of Cash Flow statement - Distinction between Fund Flow Statement and Cash Flow Statement - Preparation of Cash Flow Statement.

(Weightage of Marks: Problems - 80%, Theory - 20%)

TEXT BOOKS

Unit 1

T.S. Reddy & Hari Prasad Reddy - Management Accounting - Margham Publications.
Murthy A and Gurusamy S - Management Accounting :Theory and Practice - Vijay Nicole Imprints Private Limited

Unit 2

T.S. Reddy & Hari Prasad Reddy - Management Accounting - Margham Publications.
Murthy A and Gurusamy S - Management Accounting: Theory and Practice - Vijay Nicole Imprints Private Limited

Unit 3

T.S. Reddy & Hari Prasad Reddy - Management Accounting - Margham Publications.
Manmohan & Goyal - Management Accounting - Saithya Bhavan, Agra.

Unit 4

T.S. Reddy & Hari Prasad Reddy - Management Accounting - Margham Publications.
R.S. Pillai & Bhagavathi - Management Accounting - S. Chand & Co. Ltd, New Delhi.

Unit 5

T.S. Reddy & Hari Prasad Reddy - Management Accounting - Margham Publications.
S.N. Maheswari - Management Accounting - Sultan Chand & Sons, New Delhi.

Reference Items: Books and Journal

1. S.P. Gupta - Management Accounting - Sultan Chand & Sons, New Delhi.
2. T.S. Reddy & Hari Prasad Reddy - Management Accounting - Margham Publications, Chennai.
3. R.S.N. Pillai & Bhagavathi - Management Accounting - S. Chand & Co. Ltd., New Delhi.
4. S.P. Jain and Narang - Cost Accounting - Kalyani Publishers, New Delhi.

E-Materials

- http://ebooks.lpude.in/commerce/mcom/term_1/DCOM302_DCOM403_MANAGEMENT_ACCOUNTING.pdf
- http://www.pondiuni.edu.in/storage/dde/downloads/finiii_ma.pdf
- <http://www.gbv.de/dms/zbw/613659759.pdf>
- http://164.100.133.129:81/econtent/Uploads/Management_&Financial_Accounting.pdf

Course Outcome

After studied Unit - 1, Students should acquire the basic knowledge required for application of tools for decision making. To know the financial statement analysis and its tools.

After studied Unit - 2, Describe the fundamental concepts of ratio analysis and uses of ratios. To know short-term and long term solvency ratios.

After studied Unit - 3, students is able to know the budgets and budgetary control. To know the various methods of preparing the budget and its purposes, finally to know the objectives for preparing the budgets.

After studied Unit - 4, student is able to know the concept of fund flow management and its objectives. To know the meaning of marginal costing techniques for decision making process. To know the various method to find out the profit and to select the projects.

After studied Unit - 5, the student is able to know the meaning of cash flow statement and its significance. To know the distinction between cash flow and fund flow statement, finally to know the method for preparing the cash flow statement.

CORE PAPER - 12
OPERATIONS RESEARCH

Course Objectives

1. To familiarize students with the basic concepts in Operation Research
2. To make students understands various tools and techniques like LPP Transportation.
3. To Know principles of construction of mathematical models situations and Mathematical analysis methods of operation research
4. To be able to choose rational options in practical decision making problems using standard mathematical models of operations research
5. To have skills in analysis of operations research objectives mathematical methods and computer systems

UNIT - I

Operation Research - origin - Definition - various model and Modeling - Application and Scope - Merits and demerits. Linear Programming Characteristics - Formulation Graphical Method. Solution to Graphical method Alternative method of solving LPP - (Simple Problems).

UNIT - II

Assignment Problems - Definition, Type of assignment problems, formulation and solutions Assignment Problems. Transportation model Introduction, Definition, Types of transportation problem, methods to solve transportation problem - Degeneracy - Methods of finding initial Basic Feasible Solution - Simple Problems.

UNIT - III

Game Theory - Introduction, terminologies of game theory, game with mixed and pure strategies, Values of Game - Optimum Strategy - with Saddle Point, without saddle point - dominance property (rule), graphical method of solving game.

UNIT - IV

Sequencing - Introduction, sequencing problems, processing n jobs to two machines, processing n jobs to three machines, processing two jobs through m machine, processing n jobs through m machine. Replacement models - Introduction, individual replacement policy, group replacement policy, miscellaneous replacement problems (basic problems).

UNIT - V

Networking - Introduction, critical path method (CPM), Problem Evaluation and Review Technique (PERT), Construction of network diagram - Slack critical path, basic difference PERT and CPM (basic problems)

Proportion of Theory and Problem: 30:70

TEXT BOOKS

Unit - 1

Dr. P.R. Vittal Operations research - Margham Publications.

Gurusamy S - Elements of operation Research - Vijay Nochole Imprints (P) Ltd.

Unit - 2

Dr. P.R. Vittal Operations research - Margham Publications.

Gurusamy S - Elements of operation Research - Vijay Nochole Imprints (P) Ltd.

Unit - 3

Dr. P.R. Vittal Operations research - Margham Publications.

Prem kumar Gupta & D.S.Hira, Operations research - S. Chand & Company

Unit - 4

Dr. P.R. Vittal Operations research - Margham Publications.

R. Paneerselvam, Operations research - PHI Learning Pvt. Ltd.

Unit - 5

Dr. P.R. Vittal Operations research - Margham Publications.

J.K. Sharma, Operations research - Laxmi Publications pvt.Ltd.

Reference Items: Books and Journal

1. Hamdy A.Taha, Operations Research, Prentice Hall of India, New Delhi, 2007.
2. KantiSwarup, P.K.Gupta, Manmohan, Operations Research, Sultan Chand & Sons, New Delhi, 2008.
3. Sasieni, Arthur Yaspan, Lawrence Friedman, Operations Research Methods and Problems, Wiley International Edition, 1959.
4. S.D. Sharma, Operations Research, Kedarnath Ram Nath & Co Publishers, 15thEdition 2007.
5. Gurusamy S - Operations Research - Vijay Nichole Imprints (P) Ltd.

E- Materials

- <file:///C:/Users/Welcome%20Friend/Downloads/14b14198b6e26157b7eba06b390ab763-original.pdf>
- <https://examupdates.in/operation-research-notes/>
- <https://easyengineering.net/operations-research-p-ramamurthy/>

Course Outcome

1. Identify and develop operational research models from the verbal description of the real system
2. Knowledge and understanding the characteristics
3. Understand the mathematical tools that are needed to solve optimization problems
4. Use mathematical tools to solve the proposed model
5. Develop the report that describes the and the solving and techniques, analysis the result an propose recommendations.

ALLIED - 2

PAPER - 4

(to choose one out of 3)

A. RETAIL MANAGEMENT

Course Objectives

1. To illustrate the functions of retailers and to explain the significance of retails as an industry.
2. To know the steps involved in choosing a location for retail stores.
3. To understand the concept of retails marketing mix.
4. To know the concept of retail pricing and factors affecting it.
5. To analyze the key concepts of retails supply chain management

UNIT - I

Definition and scope of retailing - significance - prospects of retailing in India - types of Retailers - characteristics - functions - types of ownership - Franchising

UNIT - II

Location - importance - levels - Determining factors - site selection - factors affecting the demand - store layout - objectives - space planning

UNIT - III

Buying system - objectives - inventory management - budget plan- branding strategies - sourcing decision - connecting with vendors - negotiating - maintaining relationship with vendors.

UNIT - IV

Pricing strategies - objectives - methods - pricing - approaches for setting prices - external factors influencing pricing

UNIT - V

Retail automation and supply chain management - integrated supply chain - retail technology - vending - online retailing

TEXT BOOKS

Unit - 1

Gibson G. Vedamani - Retail Management 4th Edition Jaico Publication 2015

Swapna Pradhan - Retailing Management 4th Edition Tata Mc Graw Hill Education Pvt Ltd 2007

Boom Halpeth, Veena Prasad - Retail Management Himalaya Publishing House - 2017

Unit - 2

Gibson G. Vedamani - Retail Management 4th Edition Jaico Publication 2015
Swapna Pradhan - Retailing Management 4th Edition Tata Mc Graw Hill Education Pvt Ltd 2007
Boom Halpeth, Veena Prasad - Retail Management Himalaya Publishing House - 2017

Unit - 3

Gibson G. Vedamani - Retail Management 4th Edition Jaico Publication 2015
Swapna Pradhan - Retailing Management 4th Edition Tata Mc Graw Hill Education Pvt Ltd 2007
Boom Halpeth, Veena Prasad - Retail Management Himalaya Publishing House - 2017

Unit 4

Gibson G. Vedamani - Retail Management 4th Edition Jaico Publication 2015
Swapna Pradhan - Retailing Management 4th Edition Tata Mc Graw Hill Education Pvt Ltd 2007
Boom Halpeth, Veena Prasad - Retail Management Himalaya Publishing House - 2017

Unit 5

Gibson G. Vedamani - Retail Management 4th Edition Jaico Publication 2015
Swapna Pradhan - Retailing Management 4th Edition Tata Mc Graw Hill Education Pvt Ltd 2007
Boom Halpeth, Veena Prasad - Retail Management Himalaya Publishing House - 2017

Reference Items: Books and Journal

1. Retail Management: Text and Cases U.C. Mathur, ISBN: 9789389307436 International Publishing House Pvt Ltd.
2. Retail Management: A Strategic Approach, Barry Berman Pearson Education.
3. Retail Management, Global Edition Joel Evans & Barry R. Berman Pearson Education.

E-Materials

- <https://www.wileyindia.com/retail-management-text-and-cases.html>
- https://books.google.co.in/books/about/RETAILING_MANAGEMENT_TEXT_CASES.html?id=nxwE_n1z0NQC&redir_esc=y
- <https://www.sapnaonline.com/books/retail-management-text-cases-sk-baral-8174734449-9788174734440>
- http://www.crectirupati.com/sites/default/files/lecture_notes/Retail%20Management.pdf
- http://newhorizonindia.edu/nhc_kasturinagar/wp-content/uploads/2018/01/VI-SEM-BBA-Retail-Mgt.-notes.pdf

Course Outcome

1. After studied Unit 1, the student will understand the concepts and functions of retailer .
2. After studied Unit 2, the student will gain knowledge about retail property development in India.
3. After studied Unit 3, the student will apply the technology tool that aid merchandise planning.
4. After studied Unit 4, the student will be able to determine retails pricing strategies.
5. After studied Unit 5, the student will be able to identify the opportunities offered in retail as a career.

ALLIED - 2

PAPER - 4

B. PROJECT MANAGEMENT

Course Objectives

1. To familiarize the students with the steps involved in managing a project
2. To help the students to identify feasible projects, the methods of financing such projects and controlling its cost.
3. To recognize issues in a realistic project scenario.
4. To discuss the implementation of project planning and organization.
5. To demonstrate the use of appropriate source of funds in project evaluation and review in projects

UNIT - I

Project - Meaning - Definition - Project Management - Meaning - Definition - Characteristics - Process - Benefit - Project Life Cycle - Classification - Scope and Significance - System Approach - Project Manager - Skills, Role and Responsibilities

UNIT - II

Project Analysis - Market and Demand Analysis - Feasibility Analysis - Technical Analysis - Financial Analysis - Break-Even Analysis - Profitability Analysis - Risk Analysis - Social Analysis - Benefit Analysis

UNIT - III

Project Planning and Organisation - Development of Project Organisation - Forms of Project Organisation - Planning the project Organisation - Structure - Modular Approach to Project Management - Effective and Ineffective Project Management.

UNIT - IV

Project Finance - Sources - Institutional Finance to Entrepreneurs - Financial Institutions - working Capital Management - Incentives and Subsidies.

UNIT - V

Project Evaluation - Techniques for Project Evaluation and Review - Project Control - Performance Control - Cost Control - Control during stages of Project.

TEXT BOOKS

Unit - I

P.Saranavel - Project Mangement - Margham Publications.

Vasant Desai - Project Management - Himalaya Publishing House

Unit - II

P.Saranavel - Project Mangement - Margham Publications.

V.C. Sontakki - Project Management - Himalaya Publishing House

Unit - III

P.Saranavel - Project Mangement - Margham Publications.

Project Management - Choudhary - Tata McGraw Hill Pub.

Unit - IV

P.Saranavel - Project Mangement - Margham Publications.

V.C. Sontakki - Project Management - Himalaya Publishing House

Unit - V

P.Saranavel - Project Mangement - Margham Publications.

Vasant Desai - Project Management - Himalaya Publishing House

Reference Items: Books and Journal

1. Clifford F Gray - Project Management: The Managerial Process (Special Indian Edit.), Oregon State University.
2. Harvey Maylor -Project Management

E- Materials

- <https://www.studocu.com/in/document/guru-gobind-singh-indraprastha-university/bachelors-of-business-administration/lecture-notes/project-management-notes/3321296/view>
- <http://rccmindore.com/wp-content/uploads/2015/06/Project-Management-1.pdf>
- http://ebooks.lpude.in/management/bba/term_5/DMGT302_FUNDAMENTALS_OF_PROJECT_MANAGEMENT.pdf
- <https://www.bachelorsportal.com/studies/220929/business-administration-project-management.html>

Course Outcomes

1. After studied unit-1, the student will be able to apply the fundamentals of project management in their job.
2. After studied unit-2, the student will be able to analyze the projects on various aspects.
3. After studied unit-3, the student will be able to plan and design the approach to project management.
4. After studied unit-4, the student will be able to know about the information on financial sources and project financial institutions.
5. After studied unit-5, the student will be aware of becoming a better project manager.

ALLIED - 2

PAPER - 4

C. HOTEL MANAGEMENT

Course Objectives

1. To provide students with a detailed knowledge on the origin, history and operations of the hospitality industry.
2. To make students to understand the various departments that are operating in the hotels
3. To make students familiar about various job positions, duties and responsibilities of staffs
4. To familiarize students about various equipment's, machineries software applications that are existing in the hotel industries
5. To provide insight into hotel products, guest needs, pricing, marketing, promotion, overall control etc
6. To make students to understand about licensing laws, governments regulations, food and beverage dispensing rules and procedures

UNIT - I

Hotel industry - introduction and evolution - classification of hotels - types of accommodation - intermediary accommodation, grouping of accommodation - Development of Hotel Industry in India - industry define - early history of hotel industry - Hotel Industry vs. Tourism Industry.

UNIT - II

Characteristics of hotels - Major and minor departments in the hotels and its activities. Duties and responsibilities of various department staffs - Major and minor equipment's and tools in various departments, its usage and operations

UNIT - III

Types of hotel guests and their needs - Selection of hotel-Room rates - Hotel brochures and tariffs - Property Management systems - Reservation Management system - Revenue Management system - Guest account Management system - General Management system - Back office and system

UNIT - IV

Marketing functions at its relevance to Hotel Industry - Model of consumer market - Personal characteristics affecting consumer behaviour - Buyers decision process - Defining Customer Value and Satisfaction - Relationship Marketing - Retaining Customers - sales - purchasing - storage system - industry levels - ordering levels - costing - recipe costing - menu pricing - hotel security.

UNIT - V

License - permission from authorities - Labor Department - City corporations - police - State
Exercise - Department of Tourism - ESI - food and beverage service - problems and
prospects of Hotel Industry.

Text Books

Unit-1

Hotel Front office Training Manual-Sudhir Andrews
Hotel Food and Beverage Service Training Manual Sudhir Andrews
Hotel House Keeping Training Manual Sudhir Andrews
Principles of Cookery
Modern Cookery Vol 1, 2-Thangam -E-Philip

Unit-2

Catering Management
Food and Beverage Service-Dennis.R.Lillicrap & John A Cousins
Hotel Housekeeping management-Branson & Lennox
Front office management

Unit-3

Catering Management-Vijay Dhawan
Front office management

Unit-4

Philip Kotler et. all - Marketing for Hospitality and Tourism, Prentice Hall, 2003
Derek Taylor - Hospitality Sales & Promotion Strategies for Success, Reed Educational
& Professional Publishing Ltd., 2001
Cooper et. all - Tourism; Principles and Practice, Prentice Hall, 1998
Bill Marvin - Guest based Marketing - How to increase restaurant sales without breaking
your budget, John Wiley & Sons, 1997

Unit-5

Lea R. Dopson & et al.(2008). Food And Beverage Cost Control. John Wiley & Sons,
Inc., Hoboken, New Jersey

Reference Items: Books and Journal

1. Hotel Front office Training Manual-Sudhir Andrews
2. Hotel Food and Beverage Service Training Manual Sudhir Andrews
3. Hotel House Keeping Training Manual Sudhir Andrews
4. Principles of Cookery
5. Modern Cookery Vol 1, 2-Thangam -E-Philip
6. Catering Management-Vijay Dhawan
7. Food and Beverage Service-Dennis.R.Lillicrap & John A Cousins
8. Hotel Housekeeping management-Branson & Lennox
9. Front office management
10. Philip Kotler et. all - Marketing for Hospitality and Tourism, Prentice Hall, 2003
11. Derek Taylor - Hospitality Sales & Promotion Strategies for Success, Reed Educational
& Professional Publishing Ltd., 2001
12. Cooper et. all - Tourism; Principles and Practice, Prentice Hall, 1998
13. Bill Marvin - Guest based Marketing - How to increase restaurant sales without breaking
your budget, John Wiley & Sons, 1997
14. Lea R. Dopson & et al.(2008). Food And Beverage Cost Control. John Wiley & Sons,
Inc., Hoboken, New Jersey

E- Materials

- https://www.academia.edu/1408229/Hotel_management_and_operations
- https://www.boeken.com/file/ebooksample/9789001878917_h1.pdf
- <https://www.university.youth4work.com/study-material/hotel-management-lecture>

Course Outcomes

1. After the completion of the Unit 1, students will be able to;
 - Understand the historical background of hospitality industry.
 - Appreciate how hotel operates.
 - Identify factors for classifying hotels.
 - Recognize the organizational structure of hotels.
 - Understand the relationship between hotel industry and tourism
2. After completion of the Unit 2, students will be able to;
 - Understand the Major and the minor departments in the hotels
 - Activities that are performed in various departments in the hotels
 - Analyze the importance of inter-departmental communication in hotel operation.
 - Know the duties and responsibilities of staffs working in various departments in the hotels
 - Understand and operate various tools and equipment's used in the hotels.
3. At the end of the Unit 3 students shall be able to:-
 - Understand the different types of guests and their needs
 - Describe guest services and guest accounting tasks appropriate to hotels
 - Identify basic features of front office applications common to property Management system.
 - Explain the function and operation of the various systems such as PMS, RMS, RVMS, GAMS, GMS, etc
 - Understand about the back office management system and its procedures
4. At the end of the Unit 4 the students will be able;
 - To get acquainted with the underlining principles and concepts of marketing and their relevance in hospitality industry
 - To help students understand the different marketing tools to be used in order to create and deliver superior customer value
 - To help students acquire the wisdom of developing an effective hospitality marketing program.
 - To help students see how the marketing mix is applied in a hospitality industry.
5. After the completion of the Unit 5 students shall be able to:-
 - Understand the licensing laws and regulations of the hospitality industries
 - Identify the inspection safety and regulatory bodies
 - Analyze the local area rules and the concerned departments pertaining to license, its renewal and other formalities.
 - Identify the various problems that encounter in the food and beverage service operations

SKILL BASED SUBJECT
PAPER - 2
ENTREPRENEURIAL DEVELOPMENT

Course Objectives

1. To understand the meaning of the term Entrepreneurship
2. To know the history of the concept and identify the changing trends in the business.
3. To know the problems of entrepreneur with the focus on women/ rural/ and small scale entrepreneur.
4. To understand the role placed by government in promotion and develop of entrepreneur and prepare project report.
5. To motivate students to become entrepreneur.

UNIT - I

Introduction - Understanding the meaning of Entrepreneurship - Characteristics of an Entrepreneur - Classification of the Entrepreneurs - Entrepreneurial Scene in India - Factors influencing Entrepreneurship - Functions of an Entrepreneur

UNIT - II

Entrepreneurial growth - Role played by government and Non-Government agencies in promoting Entrepreneurship - Entrepreneurship Development Programmes - SISI, TIIC, SIDBI, DIC, NSIC, IDBI, IFCI Problems of Entrepreneurs: Women entrepreneurs - Rural Entrepreneurs - Small scale entrepreneurs and Export Entrepreneurs.

UNIT - III

How to enter into Market? - Business idea generation Techniques - Identification of Business Opportunities - Marketing Feasibility - Financial Feasibility - Technical Feasibility - Legal Feasibility.

UNIT - IV

Project Appraisal - Methods - Techniques - Preparation of Business Plan - Content of a Business Plan - Project Report.

UNIT - V

Procedure for starting an enterprise - factors involved in selecting new unit - Franchising and Acquisition - Qualities of successful Entrepreneurs - Case Study

TEXT BOOKS

Unit - 1

Jayashree Suresh, Entrepreneur Development, Margham Publications
Khanka - Entrepreneurial Development - S.Chand

Unit - 2

Jayashree Suresh, Entrepreneur Development, Margham Publications

Unit - 3

Jayashree Suresh, Entrepreneur Development , Margham Publications

Unit - 4

Jayashree Suresh, Entrepreneur Development, Margham Publications

Unit - 5

Jayashree Suresh, Entrepreneur Development, Margham Publications

Khanka - Entrepreneurial Development - S.Chand

Reference Items: Books and Journal

- 1 Saini - Entrepreneurship: Theory & Practice, Deep and Deep Publications.
2. Gupta CB - Entrepreneurial Development. Sultan Chand & Sons,
3. Vasant Desai - Dynamics of Entrepreneurial Development and Management.

E- Materials

- <https://www.freebookcentre.net/business-books-download/Entrepreneurial-Development.html>
- https://books.google.co.in/books/about/Entrepreneurial_Development.html?id=rYLd2d6HJisC
- <https://www.krishipanth.com/entrepreneurship-development-pdf-book/>

Course Outcome

1. After studied unit-1, the student will be able to understand the enterprise, entrepreneur and entrepreneurship.
2. After studied unit-2, the student will be able to get the complete picture of government programs available for entrepreneurs.
3. After studied unit-3, the student will be able to understand and prepare business plan make presentation.
4. After studied unit-4, the student will be able to write project report for starting an entrepreneurs.
5. After studied unit-5, the student will be able to assess the qualities of an entrepreneurs and learn to be a successful entrepreneur.

NON-MAJOR ELECTIVE
PAPER - 2
TRAINING AND DEVELOPMENT

Course Objectives

1. To know the in-depth understanding of the role of training.
2. To know the methods of training.
3. To understand the concepts of career development .
4. To know the important concepts used in management development and process and MD programme.
5. To know the institutions offering training programmes in India.

UNIT - I

Concepts of Training and development - Identifying Training Needs - Structure and Functions of Training Department - Evaluation of Training Programme - Role, Responsibilities and Challenges to Training Managers

UNIT - II

Techniques of on the job training - Coaching - Apprenticeship - Job Rotation - Job Instruction Training - Training by Supervisors - Techniques of off the job Training, Lecturers, Conferences, Group Discussion.

UNIT - III

Concept of Career - Career Stages - Career Planning - Need - Importance - Steps in Career Planning - Career Development - Characteristics - Need - Methods of Career Planning and Development.

UNIT - IV

Management Development - Meaning - Definition - Need and importance of Management Development - Characteristics - Levels - Management Development Process and Components of MD Programme.

UNIT - V

Need for Training in India - Government Policy on Training - Training Institutes in India - Management Development Institute.

TEXT BOOKS

Unit-1

Thirumaran D, V.Santhosh - Training and Development, Thakur Publishers Chennai.

Unit-2

Thirumaran D, V.Santhosh - Training and Development, Thakur Publishers Chennai.

Unit-3

Thirumaran D, V.Santhosh - Training and Development, Thakur Publishers Chennai.

Unit-4

Thirumaran D, V.Santhosh - Training and Development, Thakur Publishers Chennai.

Unit-5

Thirumaran D, V.Santhosh - Training and Development, Thakur Publishers Chennai.

Reference Items: Books and Journal

1. Lalitha Balakrishnan& Gowri Ramachandran - Training & Development - Vijay Nicole Imprints Pvt. Ltd.
2. Rao PL: HRD through In-House Training, New Delhi, Vikas Publishing House (P) Ltd.,
3. Reid M.A.: Training Interventions: managing Employee Development London, IPM, 3 rd ed., 1992.
4. Aggarwala, D.V., Manpower Planning, Selection, Training and Development, New Delhi, Deep & Deep Publications (P) Ltd., 1999.

E- Materials

- <https://www.mbaskool.com/business-concepts/human-resources-hr-terms/8685-training-and-development.html>
- <https://businessjargons.com/training-and-development.html>
- <https://corporatefinanceinstitute.com/resources/careers/soft-skills/employee-training-and-development/>
- http://ebooks.lpude.in/management/mba/term_4/DMGT518_TRAINING_AND_DEVELOPMENT_SYSTEM.pdf
- <http://www.pondiuni.edu.in/sites/default/files/training-development-260214.pdf>
- <https://www2.le.ac.uk/projects/oer/oers/psychology/oers/Training%20and%20Development%20Introduction%20and%20Overview/Training%20and%20Development%20Introduction%20and%20Over>

Course Outcomes

1. After studied unit-1, the student will be able to learn the basic concepts of training, identify training needs and functions of training department.
2. After studied unit-2, the student will be able to know the various on-the-job and off the job techniques of training.
3. After studied unit-3, the student will be able to have a clear picture about their career planning and development.
4. After studied unit-4, the student will be able to understand the different techniques of management development programme.
5. After studied unit-5, the student will be able to know the information about the different management training institutes in India.

SEMESTER - V
CORE PAPER - 13
MARKETING MANAGEMENT

Course Objectives

1. To enable the students to understand the fundamentals of marketing and formulate marketing plan including marketing objectives, marketing mix, and marketing environment.
2. To impart the students information about consumer behavior to inform marketing strategy and tactics.
3. To determine the strategy for developing product life cycle and product portfolio structure that are consistent with evolving market needs.
4. To develop pricing strategy that will be taken into account perceived value, competitive pressures and corporate objectives.
5. To develop strategy for the efficient distribution of product and services.
6. To prepare and deliver sales presentation and to develop messaging for marketing communication.

UNIT - I

Definition - Fundamentals of Marketing - Role of Marketing - Relationships of Marketing with other functional areas - Concept of marketing mix - Marketing Management of Product or Services - Marketing approaches - Selling - Various Environmental factors affecting the marketing functions

UNIT - II

Buyer Behavior - Buying motives - Buyer Behavior Model - Factors influencing buyer behavior. Market segmentation - Need and basis of Segmentation - Marketing strategy - Targeting - Positioning.

UNIT - III

Sales Forecasting - Various methods of Sales Forecasting - The Product - Characteristics - Classifications - Consumer goods - Industrial goods - New product development - process - Product Life Cycle - Product line and product mix decisions - Branding - Packaging.

UNIT - IV

Pricing - Factors influencing pricing decisions - Pricing objectives - Pricing policies and procedures - Pricing strategies - Channel of distribution - importance - Various kinds of marketing channels - Factors considered in selecting Channel of Distribution.

UNIT - V

Promotion Mix - Advertising - role of advertising - advertising objectives - advertising media- characteristics - media selection and evaluation - effectiveness of advertising - Personal Selling - types - task of sales person - principles of personal selling - elements of selling process - Sales Promotion - planning for sales promotion - sales promotion tools - Public Relations - characteristics and tools of PR - Direct marketing - key features of direct marketing - direct marketing media - limitations - online marketing - objectives - viral marketing - website evaluation - limitation of online media.

Text Books

Unit 1

J. Jayasankar - Marketing - Margham Publications

Essentials of Marketing - Sundar K, Vijay Nicole Imprints Pvt. Ltd.

Unit 2

J. Jayasankar - Marketing - Margham Publications

Essentials of Marketing - Sundar K, Vijay Nicole Imprints Pvt. Ltd.

Unit 3

Rajan Nair - Marketing - Sultan & Chand, New Delhi.

J. Jayasankar - Marketing - Margham Publications

Unit 4

Ramaswamy and Namakumari - Marketing Management, Laxmi Publications Pvt. Ltd

J. Jayasankar - Marketing - Margham Publications

Unit 5

Adrian Palmer - Introduction to Marketing theory and practice- Oxford University Press- Indian edition.

J. Jayasankar - Marketing - Margham Publications

Reference Items: Books and Journal

1. Varshney RL and Gupta SL - Marketing Management,
2. Dholokia - Marketing Management Cases & Concepts, MacMillan I Ltd.
3. Bender - Secrets of Power Marketing.
4. Philip Kotler and Armstrong - Marketing Management,
5. Saxena - Marketing Management - Tata McGraw Hill Pub

E- Materials

- http://dl.ueb.edu.vn/bitstream/1247/2250/1/Marketing_Management_-_Millenium_Edition.pdf
- <https://www.8freebooks.net/download-marketing-management-philip-kotler-pdf/>
- <http://jnujprdistance.com/assets/lms/LMS%20JNU/BBA/Marketing%20Management/Marketing%20Management.pdf>
- http://www.pondiuni.edu.in/storage/dde/downloads/mbaii_mm.pdf

Course outcome

1. After studied unit-1, the student will be able to identify the primary marketing activities of an organisation.
2. After studied unit-2, the student will be able to use marketing information and research to develop marketing strategies for targeting customers.
3. After studied unit-3, the student will be able to create and analyse product positioning, brand building process, with appropriate product portfolio structure which contributes to the success of products or services.
4. After studied unit-4, the student will be able to understand the price elasticity and how it can be used to set price for a product. The student will be able to evaluate how to use distribution channels to market the products / services effectively.
5. After studied unit-5, the student will be able to use the appropriate promotional tools for the promotion of products/ services.

CORE PAPER - 14
BUSINESS LAW

Course Objectives

1. To demonstrate understanding and recognition of the requirements of the contract agreement, contract consideration and capacity and genuineness of assent in contract formation.
2. To identify the fundamental legal principles behind performance of contract.
3. To demonstrate an understanding of the legal knowledge to business transaction.
4. To expose the students to legislations relating to sales.
5. To understand commercial contracts transactions and payment methods.
6. To understand international sales and international payment methods.
7. To enable the students familiarize themselves with all aspects of business law establishing a back ground in business law.

UNIT - I

Formation and essential elements of contract - Types of contract and agreements - rules as to offer, acceptance and consideration - capacity to contract - lawful object and free consent.

UNIT - II

Performance of contract - Discharge of contract - Breach of contract and remedies - Quasi contract.

UNIT - III

Guarantee - features and distinctions - Bailment and pledge - features difference - Rights and duties of bailor and Bailee.

UNIT - IV

Contract of agency - definition and meaning - Rights of Principal and agent - relation of Principal with third parties - personal liability of agent - termination of agency.

UNIT - V

Sale of goods Act 1930 - definition - sale vs. agreement to sell - express and implied conditions and Caveat and exceptions - Rights of an unpaid seller.

TEXT BOOKS

Unit 1

Dr. J. Jayasankar - Business Law- Margham Publications

N.D. Kapoor- Business law- Sultan & Sons

Balachandran V and Thothadri S -Business Law - Vijay Nicole Imprints (P) Ltd

Unit 2

Dr. J. Jayasankar - Business Law- Margham Publications

N.D. Kapoor- Business law- Sultan & Sons

Balachandran V and Thothadri S -Business Law - Vijay Nicole Imprints (P) Ltd

Unit 3

Dr. J. Jayasankar - Business Law- Margham Publications

N.D. Kapoor- Business law- Sultan & Sons

Balachandran V and Thothadri S -Business Law - Vijay Nicole Imprints (P) Ltd

Unit 4

Dr. J. Jayasankar - Business Law- Margham Publications

N.D. Kapoor- Business law- Sultan & Sons

Balachandran V and Thothadri S -Business Law - Vijay Nicole Imprints (P) Ltd

Unit 5

Dr. J. Jayasankar - Business Law- Margham Publications

N.D. Kapoor- Business Law- Sultan & Sons

Balachandran V and Thothadri S -Business Law - Vijay Nicole Imprints (P) Ltd

Reference Items: Books and Journal

1. M.C. Dhandapani - Business Law
2. M.C. Shukla - Business Law
3. R.S.N. Pillai & Bagavathi- Business Law
4. P.C. Tulsion - Business Law

E-Material

- https://www.dphu.org/uploads/attachements/books/books_3498_0.pdf
- <http://www.himpub.com/documents/Chapter1479.pdf>
- <https://www.mobt3ath.com/uplode/book/book-66683.pdf>
- <https://www.freebookcentre.net/Law/Commercial-Law-Books.html>
- <https://www.ebooks.com/en-us/subjects/business-business-law-ebooks/172/>

Course Outcome

After studied unit-1, the student will be able to understand the fundamental legal principles in developing various contracts.

After studied unit-2, the student will be able to understand the commercial laws in the business world.

After studied unit-3, the student will be able to identify the common forms of business associations and elements of Corporate Governance.

After studied unit-4, the student will be able to understand the legality and statute of frauds in contracts.

After studied unit-5, the student will be able to develop insights regarding the laws and transactions related to sales of goods.

CORE PAPER - 15
RESEARCH METHODOLOGY

Course Objectives

1. To familiarize students with basic of research and the research process.
2. To enable the students in conducting research work and formulating research hypothesis .
3. To create a basic knowledge on sampling techniques.
4. To have a basic awareness on tools of data collection and its applications.
5. To impart the knowledge on measurement and scaling techniques as well as quantitative data analysis.

UNIT - I

Definition of research - meaning - objectives - types of research - research process - qualities of a researcher - criteria of good research - problems encountered in research

UNIT- II

Defining research problem - research design - features of good research design - types of research design factors affecting research design - hypothesis - meaning - definition - need for hypothesis - formulation of hypothesis - types of hypothesis - test of hypothesis- type I and type II error

UNIT - III

Sampling techniques - types of sampling - merits and demerits

UNIT - IV

Collection of primary and secondary data - interview techniques - survey and interview – methods - merits and demerits – questionnaire - pre requisites of using questionnaire - structured and unstructured questionnaire - types of secondary data

UNIT - V

Measurement and scaling techniques

TEXTBOOK

Unit 1

C. R. Kothari Research Methodology Methods and Technique 3rd Edition New age International Publishers 2014

P.Ravilochannan Research Methods - Margham Publications

Prof. Deepak Chawla- Research Methodology 2nd Edition, Vikas Publishing House

Unit 2

C. R. Kothari Research Methodology Methods and Technique 3rd Edition New age International Publishers 2014

P.Ravilochannan Research Methods - Margham Publications

Prof. Deepak Chawla - Research Methodology 2nd Edition Vikas Publishing House.

Unit 3

C. R. Kothari Research Methodology Methods and Technique 3rd Edition New age International Publishers 2014

P.Ravilochannan Research Methods - Margham Publications

Prof. Deepak Chawla- Research Methodology 2nd Edition, Vikas Publishing House

Unit 4

C. R. Kothari Research Methodology Methods and Technique 3rd Edition New age International Publishers 2014

P.Ravilochannan Research Methods - Margham Publications

Prof. Deepak Chawla- Research Methodology 2nd Edition, Vikas Publishing House

Unit 5

C. R. Kothari Research Methodology Methods and Technique 3rd Edition New age International Publishers 2014

P.Ravilochannan Research Methods - Margham Publications

Prof. Deepak Chawla - Research Methodology 2nd Edition Vikas Publishing House

Reference Items: Books and Journal

1. B.N.Gosh - Scientific Methods and Social Research 3rd Edition Sterling Publishers Pvt Ltd 2007
2. Dipak Kumar Bhattacharya Research Methodology 2nd Edition Excel Books 2006
3. Ranjit Kumar Research Methodology 4th Edition Sage Publishing New Delhi 2017

E-Materials

- https://www.researchgate.net/publication/319207471_HANDBOOK_OF_RESEARCH_METHODODOLOGY
- <https://www.modares.ac.ir/uploads/Agr.Oth.Lib.17.pdf>
- <http://manzaramesh.in/prephdbooks/Research%20Methodology%20--20Methods%20and%20Techniques%202004.pdf>
- <http://www.euacademic.org/BookUpload/9.pdf>

Course Outcome

1. After studied unit-1, the student will be able to understand the basic framework of research process
2. After studied unit-2, the student will be able to develop an understanding of various research designs and techniques.
3. After studied unit-3, the student will be able to identify various sources of sampling techniques.
4. After studied unit-4, the student will be able to identify various sources of information for data collection.
5. After studied unit-5, the student will be able to conduct a research and prepare a report.

COREPAPER - 16
COMPUTER APPLICATION IN BUSINESS

Course Objectives

1. To acquaint the students with special applications of IT in business.
2. To familiarize students regarding IT application in documents handling and various other computer application in business.
3. To help students to know the usage of MS word its benefits in business
4. To help students to know the usage of Excel in reporting and research
5. To help students to know the process of designing presentations using ppt.

UNIT - I

Information Technology Basics - Information definition, Meaning of Data and information - Difference between data and information - Prerequisites of Information - need for Information - components of information Technology - Role of Information Technology in Business. Various business application software: Windows operating system, Open source softwares, Tally, SPSS - Emergence of computers and evolution of computers.

UNIT - II

Word processing with MS Word: Features, Starting Ms word - MS word environment - working with word documents - working with tools - MS word working with tables - Short cut keys - checking spelling and grammar - printing a document - Format options.

UNIT - III

Spreadsheets and Ms Excel: meaning, Features, Starting MS Excel - Ms Excel environment - Working with Excel workbook - Purpose or uses of excel - working with worksheet: creating, opening, Data management- Formulas and functions - Charting: Meaning and types of charts - Inserting charts - printing in Excel. Excel for data analysis

UNIT - IV

MS power point: Meaning of PPT, features of ppt Making presentation with MS power point - uses of power point - starting Ms power point - Ms power point environment - working with power point - ppt tools - working with different views - designing presentation - Animation options of ppt - preview and printing in power point.

UNIT - V

Electronic Commerce - meaning features, Types - Advantages and disadvantages - Electronic data interchange (EDI) - How EDI works - EDI benefits - EDI limitations - SMART card - SMART card applications. Recent trends: Business intelligence, cloud computing, quantum computing, Banking platforms: FICO, FINACLE - CIBIL: Meaning, Features and uses

TEXT BOOKS

Unit 1

Leon & Leon - Computer Application in Business - Vijay Nicole Imprints Pvt. Ltd

Dr.P. Rizwan Ahmed - Computer Application in Business with Tally -Margham Publications

Mohan Kumar - Computer Application in Business - Vijay Nicole Imprints Pvt. Ltd.

Ananthi Sheshasayee - Computer Application in Business - Margham Publications.

Unit 2

Leon & Leon - Computer Application in Business - Vijay Nicole Imprints Pvt. Ltd

Dr.P. Rizwan Ahmed - Computer Application in Business with Tally -Margham Publications

Mohan Kumar - Computer Application in Business - Vijay Nicole Imprints Pvt. Ltd.

Ananthi Sheshasayee - Computer Application in Business - Margham Publications.

Unit 3

Leon & Leon - Computer Application in Business - Vijay Nicole Imprints Pvt. Ltd

Dr.P. Rizwan Ahmed - Computer Application in Business with Tally -Margham Publications

Mohan Kumar - Computer Application in Business - Vijay Nicole Imprints Pvt. Ltd.

Ananthi Sheshasayee - Computer Application in Business - Margham Publications.

Unit 4

Leon & Leon - Computer Application in Business - Vijay Nicole Imprints Pvt. Ltd

Dr.P. Rizwan Ahmed - Computer Application in Business with Tally -Margham Publications

Mohan Kumar - Computer Application in Business - Vijay Nicole Imprints Pvt. Ltd.

Ananthi Sheshasayee - Computer Application in Business - Margham Publications.

Unit 5

Leon & Leon - Computer Application in Business - Vijay Nicole Imprints Pvt. Ltd

Dr.P. Rizwan Ahmed - Computer Application in Business with Tally -Margham Publications

Mohan Kumar - Computer Application in Business - Vijay Nicole Imprints Pvt. Ltd.

Ananthi Sheshasayee - Computer Application in Business - Margham Publications.

Reference Items:Books and Journal

1. Introduction to Information Technology, ITL ESL, Pearson Education
2. Business Application Software by AitJohri, Himalaya Publication House, First Edition 2016
3. Simple Tally 9 , BPB Publications , Asok K. Nadhani, copy right 2007
4. Introduction to Information Technology, ITL Education Solutions Limited, Research And development Wing,2016,Pearson Education
5. Gary Shelly, Thomas J. Cashman, Misty Vermaat , Microsoft Office 2007: Introductory Concepts and Techniques, ,2007,Thomson Learning publishers

E-Materials

1. <https://www.spss-tutorials.com/spss-what-is-it/>
2. <https://stats.idre.ucla.edu/spss/>
3. [https://study.com/articles/Business Computer Applications Courses and Training Programs.html](https://study.com/articles/Business_Computer_Applications_Courses_and_Training_Programs.html)
4. <https://tallysolutions.com/>
5. <https://www.udemy.com/course/the-fundamentals-of-business-intelligence/>

Course Outcomes

1. After studied unit-1, the student will know about the emergence of computers and various software solution used for business
2. After studied unit-2, the student will be learn to use MS word and its functions
3. After studied unit-3, the students will learn the application of Excel in problem solving and decision
4. After studied unit-4, the student will be familiar with uses of PPT and also learn to design presentations
5. After studied unit-5, the student will know about the emerging trends of computer applications in business

INTERNAL ELECTIVE

PAPER - 1

(to choose one out of 3)

A. INDUSTRIAL RELATIONS AND LABOUR LAWS

Course Objectives

1. To understand and apply the concept of industrial relations and the system in which it operates.
2. To understand the various process and procedures connected with collective bargaining workers participation, grievance redressal and employee discipline and dispute resolution.
3. To know the development and judicial set up of labour laws.
4. To learn the laws relating to industrial relations, social security, factories act and working conditions.
5. To learn the salient features of welfare and wage legislations and the present state of industrial relations and its laws in India.

UNIT - I

Industrial Relations - Meaning And Definition - Role - Importance - Trade Unions - Importance of Trade Union- Industrial disputes - types - and their Resolutions.

UNIT - II

Participative Management - Structure - Scope - Collective Bargaining - Works Committee - Joint Management Councils - Pre-Requisite for successful participation - Role of Government in Collective Bargaining.

UNIT - III

Industrial unrest - employee dissatisfaction - Grievances - Disciplinary Action - Domestic Enquiry - Strikes - lockout - Prevention of Strikes - Lockouts.

UNIT - IV

Factories Act: Meaning, Definition - importance of factories act -need -provision relating to Welfare - Safety - Health Measures.

UNIT - V

Workmen's Compensation Act - meaning and definition and International Labor Organization- importance of ILO- - Role and Function of ILO

TEXT BOOKS

Unit 1

Sreenivasan M.R - Industrial Relations & Labor legislations

Aswathappa K - Human Resource and Personnel Management

Subba Rao P - Human Resource Management and Industrial Relations

Monoppa - Industrial Relations

Unit 2

Sreenivasan M.R - Industrial Relations & Labor legislations
Aswathappa K - Human Resource and Personnel Management
Subba Rao P - Human Resource Management and Industrial Relations
Monoppa - Industrial Relations

Unit 3

Sreenivasan M.R - Industrial Relations & Labor legislations
Aswathappa K - Human Resource and Personnel Management
Subba Rao P - Human Resource Management and Industrial Relations
Monoppa - Industrial Relations

Unit 4

Sreenivasan M.R - Industrial Relations & Labor legislations
Aswathappa K - Human Resource and Personnel Management
Subba Rao P - Human Resource Management and Industrial Relations
Monoppa - Industrial Relations

Unit 5

Sreenivasan M.R - Industrial Relations & Labor legislations
Aswathappa K - Human Resource and Personnel Management
Subba Rao P - Human Resource Management and Industrial Relations
Monoppa - Industrial Relations

Reference Items: Books and Journal

1. Michael V Industrial Relations in India and Workers Involvement in Management
Cowling - Essence of Personnel Management and Industrial Relations - Prentice - Hall of India.
2. Mamoria C.B and Sathish Mamoria, Dynamics of Industrial Relations, Himalaya Publishing House, New Delhi, 1998.
3. Dwivedi.R.S Human Relations Organisational Behaviour, Macmillan India Ltd., New Delhi, 1997.
4. Pylee.M.V and Simon George ,Industrial Relations and Personnel Management ,Vikas Publishing House (P) Ltd.,New Delhi,1995
5. N.G.Nair,Lata Nair,Personnel Management and Industrial Relations,S.Chand,2001
6. Srivastava,Industrial Relations and Labour Laws,Vikas ,4TH edition,2000
7. C.S.Venkata Ratnam,Globalisation and Labour Mangement Relations,Response Books,2001

E- Materials

- http://www.ebooks-for-all.com/bookmarks/detail/Labour-Laws-in-India/onecat/Electronic-books+Law+Law-by-Country+Asia/0/all_items.html
- <https://www.kopykitab.com/Industrial-Relations-and-Labour-Laws-6th-Edn-by-S-C-Srivastava>
- <https://www.freebookcentre.net/Law/Labour-and-Employment-Law-Books.html>
- <http://elearning.nokomis.in/uploaddocuments/Industrial%20Relations.%20&%20Labour%20laws/Chp%2016%20Labour%20Laws%20An%20Overview/PPT/Chapter%2016.pdf>
- http://www.pondiuni.edu.in/storage/dde/downloads/hrmiii_irm.pdf

Course Outcomes

After studied Unit-1 student will be able to understand the importance of industrial relation and know the role of trade union and know the industrial disputes and their resolutions.

After studied Unit-2 the student will be able to understand the meaning of participative management and its structure and know the different committee and find the pre requisite for successful participation in collective bargaining systems.

After studied Unit-3 the student will understand the meaning of industrial unrest and the reasons for employee dissatisfaction and disciplinary action. The student also understand the various method of strike and prevention.

After studied Unit-4 the student is able to understand the Indian factories act and provisions regarding welfare, safety and health of workers.

After studied Unit-5 the students is able to understand the concepts of workmen's compensation act and provisions and also know the international labour organisation role and its various functions.

INTERNAL ELECTIVE

PAPER - 1

B. REWARD MANAGEMENT

Course Objectives

1. The course is designed to promote understanding of issues related to the reward or compensation system and practices of corporate sector.
2. To learn the basic compensation concepts and the context of compensation practice.
3. To illustrate the different ways of wage determination.
4. To understand legally required employee benefits.
5. To learn the concepts of wage incentives
6. To learn some of the implications for reward issues and possible employer approaches to manage legally required benefits.

UNIT - I

Introduction - significance - behavioral aspects of employee compensation and concepts of equity - economic theories. Wages policy - meaning - types - wage structure - wage differentials - wage levels - wage policies - decisions

UNIT - II

Wage determination - factors influencing wage fixation, job evaluation - methods - job pricing - wage and salary surveys - rationalizing and developing wage structures.

UNIT - III

Components of pay - fringe benefits - house rent allowance - dearness allowance - money and real wages - consumer price index. Bonus - concept - bonus regulations - negotiations with unions.

UNIT - IV

Wage incentives - wage and motivation - linking wages with productivity - individual and group incentives - plant. Wide schemes - Scanlon Plan and other productivity gains sharing schemes - experience in India.

UNIT - V

Reward issues - statutory provision - institutions like wages boards and pay commissions - machinery for resolving disputes - compensative of managers - domestic and multinational companies - rewarding women.

TEXT BOOKS

Unit 1

Narain, Laxmi: 'Managerial Compensation & Motivation in Public Enterprises, (Oxford Pub. House).

Sibson: 'Wages & Salaries', (American Management Association).

Garry Dressler, "Personnel / Human Resource Management", London, Prentice Hall,

William B. Werther Jr. and Keith Davis “Human Resource Management”. New Jersey: McGraw Hill.
Milkovich & Newman, Compensation, Irwin/McGraw-Hill 8th Ed

Unit 2

Narain, Laxmi: ‘Managerial Compensation & Motivation in Public Enterprises, (Oxford Pub. House).
Sibson: ‘Wages & Salaries’, (American Management Association).
Garry Dressler, “Personnel / Human Resource Management”, London, Prentice Hall,
William B. Werther Jr. and Keith Davis “Human Resource Management”. New Jersey: McGraw Hill.
Milkovich & Newman, Compensation, Irwin/McGraw-Hill 8th Ed

Unit 3

Narain, Laxmi: ‘Managerial Compensation & Motivation in Public Enterprises, (Oxford Pub. House).
Sibson: ‘Wages & Salaries’, (American Management Association).
Garry Dressler, “Personnel / Human Resource Management”, London, Prentice Hall,
William B. Werther Jr. and Keith Davis “Human Resource Management”. New Jersey: McGraw Hill.
Milkovich & Newman, Compensation, Irwin/McGraw-Hill 8th Ed

Unit 4

Narain, Laxmi: ‘Managerial Compensation & Motivation in Public Enterprises, (Oxford Pub. House).
Sibson: ‘Wages & Salaries’, (American Management Association).
Garry Dressler, “Personnel / Human Resource Management”, London, Prentice Hall,
William B. Werther Jr. and Keith Davis “Human Resource Management”. New Jersey: McGraw Hill.
Milkovich & Newman, Compensation, Irwin/McGraw-Hill 8th Ed

Unit 5

Narain, Laxmi: ‘Managerial Compensation & Motivation in Public Enterprises, (Oxford Pub. House).
Sibson: ‘Wages & Salaries’, (American Management Association).
Garry Dressler, “Personnel / Human Resource Management”, London, Prentice Hall,
William B. Werther Jr. and Keith Davis “Human Resource Management”. New Jersey: McGraw Hill.
Milkovich & Newman, Compensation, Irwin/McGraw-Hill 8th Ed

Reference Items: Books and Journal

1. Michael V Industrial Relations in India and Workers Involvement in Management
Cowling - Essence of Personnel Management and Industrial Relations - Prentice - Hall of India.
2. Frans Poets, The Art of HRD - Job Evaluation & Remuneration, Crest Publishing, Volume7 1st Edition
Michael Armstrong, Helen Murlis, The Art of HRD - Reward Management, Crest Publishing
3. Michael Armstrong, Employee Reward, (University Press)

P.Zingheim, The New Pay, Linking Employee & Organization Performance, Schuster, (Jossey-Bass)

4. Sara Rynes, Compensation in Organization, Gerhart (Jossey BASS)

5. Wendell L French, "Human Resource Management", USA, Houghton Mifflin Company, 1994.

6. David D. Decenzo and Stephen P. Robbins, "Human Resource Management", New Delhi, Prentice Hall, 3rd Edn., 1988.

E-Materials

- https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_CRM_NOTES.pdf
- https://www.academia.edu/22247490/Reward_management
- <https://www.docsity.com/en/lecture-notes/management/compensation-management/>
- <https://www.coursehero.com/file/14598021/HND-BM-HRM-7/>

Course Outcome

After studied Unit-1 student is able to understand the importance of employee compensation and equity. Tom knows the wages policy and its structure and different levels of wages an major decisions.

After studied Unit-2 the student is able to understand the factors of fixation of wages and job pricing. To know the rationalizing and developing wages structures.

After studied Unit-3 the student is able to understand the concepts of fringe benefits and other allowances and know the consumer price index and bonus regulations.

After studied Unit-4 the student is able to know wages incentives and linking wages to productivity. To know the different types of incentives and productivity sharing plans.

After studied Unit-5 the student is able to understand meaning of reward and statutory provision. To know the pay commissions and machinery resolving disputes between Domestic and international companies and rewarding women.

INTERNAL ELECTIVE
PAPER - 1
C. CHANGE MANAGEMENT

Course objectives

1. To introduce the students the concept of Organizational Change
2. To enable the students to learn change management techniques
3. To identify and overcome obstacles to change.
4. To understand the impact of organisation culture and change in the organisation.
5. To understand the requirement for a sound change process within the organisation.

UNIT - I

INTRODUCTION

Concept of organizational change - forces - micro and macro perspective - the process - Requisite for successful change - dimensions of planned change.

UNIT- II

RESISTANCE TO CHANGE

Introduction - sources of resistance - individual - organizational overcoming resistance to change - Role of HRD in managing change - change agents and their role in change management.

UNIT - III

MANAGING ORGANIZATIONAL CHANGE

Model of change - Lewin's three step model - Kotler's eight step model - organizational development - organizational change implementation process - evaluation of organizational change program

UNIT- IV

ORGANIZATIONAL CULTURE AND CHANGE

Creating and sustaining culture - Creating a culture for change - stimulating a culture of innovation.

UNIT - V

CONTEMPORARY ISSUES IN ORGANIZATIONAL CHANGE

Technology and its impact in the work place - work stress - creating a learning organization - organizational change in Indian businesses - case studies related to organizational change.

TEXT BOOKS

Unit 1

K. Sundar - Essentials of Human Resource Management, Vijay Nicole Imprints
Tripathy P.C -.Organization Change - Sultan Chand, 2010.

Unit 2

K. Sundar - Essentials of Human Resource Management, Vijay Nicole Imprints
Tripathy P.C -.Organization Change - Sultan Chand, 2010.

Unit 3

K. Sundar - Essentials of Human Resource Management, Vijay Nicole Imprints
Tripathy P.C -.Organization Change - Sultan Chand, 2010.

Unit 4

K. Sundar - Essentials of Human Resource Management, Vijay Nicole Imprints
Tripathy P.C -.Organization Change - Sultan Chand, 2010.

Unit 5

K. Sundar - Essentials of Human Resource Management, Vijay Nicole Imprints
Tripathy P.C -.Organization Change - Sultan Chand, 2010.

Reference Items: Books and Journal

1. Kavita Singh, Organisation Change and Development -Excel Books, 2010.
2. Kondalkar V. G, Organisation Effectiveness and Change Management- PHI Learning, 2009.

E-Materials

- <https://bbamantra.com/organizational-change-types-process/>
- <https://searchcio.techtarget.com/definition/change-management>
- <https://www.studocu.com/en-au/document/curtin-university/managing-change/lecture-notes/lecture-notes-all-lectures/513582/view>
- <http://www.mahavirlibrary.org/files/change-management.pdf>

Course Outcome

1. After studied unit-1, the student will be able to provide an over view of the change process.
2. After studied unit-2, the student will be able to review the spectrum of reactions to change.
3. After studied unit-3, the student will be able to offer techniques for preparing for change.
4. After studied unit-4, the student will be able to create and stimulate the culture for change.
5. After studied unit-5, the student will be able to give suggestion for managing uncertainty.

SKILL BASED SUBJECT

PAPER - 3

E - BUSINESS

Course Objectives

1. To understand the concept of doing business through electronics and appreciating its difference with traditional business
2. To help them know the Infrastructural requirement to conduct Business
3. To learn the methodology of performing various business functions using electronics
4. To familiarize students with the EDI role in business and the importance of Web in Business
5. To introduce various payment methods of electronic banking and How Government uses electronic mode to reach publics.

UNIT - I

E- BUSINESS INTRODUCTION

Fundamentals of E-commerce and E-business: Meaning, Definitions, Features and benefits - E-business Components: People, Hardware, Software, Network and organization - E-business Advantages and disadvantages - E-Commerce Framework - Comparison between Traditional vs. E-Business Applications - Major Categories of E-Commerce - B2C, B2B, C2B and C2C Applications.

UNIT - II

COMMUNICATION NETWORK & SECURITY

Overview of Communication Network - Types of Networks - Wireless Networks - Wireless Internet Access ISDN - Dial-Up - Broadband - Wi-Fi. OSI Models - Network Security and Firewalls: Meaning and features of network security - Protocols - Types of Protocols - Client Server Network Security - Firewalls and Network Security. Security measures of internet payment system: Authentication, public key cryptography, digital signatures,

UNIT - III

E-BUSINESS APPLICATION

e-Business applications - Fintech (Financial Technology): Meaning, Features of Fintech, Importance of Fintech, Emergence of Fintech, Areas of Fintech - Regtech (regulatory Technology) Meaning and importance in India - E-marketing: Meaning, Types of E-marketing - E-CRM: Meaning, Features and Process. E-retailing: Meaning, Features, Advantages and disadvantages of E-tailing, Trends in E-retailing - Electronics Application in HR

UNIT - IV

WEB AND EDI

World Wide Web basics: Meaning of WWW, Features of a Web - Web application components - Electronic Data Interchange (EDI) - meaning, Importance of EDI, Advantages and benefits of EDI system - EDI Applications in Business - Meaning of

Benefits and features of Intranet - Intranet Application in Business. Cyber crime: cases in India and Indian regulations

UNIT - V

E-PAYMENT SYSTEMS & ELECTRONIC GOVERNANCE

Electronic banking: Mobile banking meaning and features - Online Payment - Payments Cards - Electronic Cash - Electronic Cheques - Electronic Wallets - Debit Cards- Credit Cards - Smart Cards - Stored Value Cards - E-Governance: Meaning, Features and importance - application of Electronics in Governance - E-tax, E-seva, E-certificates - Advantages and disadvantages of electronic governance.

TEXT BOOKS

Unit 1

Dr. P.RizwanAhmed , E-Business & E-Commerce, Margham Publications

Dr.K.Abirami Devi and Dr. M. Algammai , E-Commerce -Margham Publications

Unit 2

Dr. P.RizwanAhmed , E-Business & E-Commerce, Margham Publications

Dr.K.Abirami Devi and Dr. M. Algammai , E-Commerce -Margham Publications

Unit 3

Dr. P.RizwanAhmed , E-Business & E-Commerce, Margham Publications

Dr.K.Abirami Devi and Dr. M. Algammai , E-Commerce -Margham Publications

Srinivasa Vallabhan SV, E-Commerce,Vijay Nicole Imprints Pvt. Ltd.

Unit 4

Dr. P.RizwanAhmed , E-Business & E-Commerce, Margham Publications

Dr.K.Abirami Devi and Dr. M. Algammai , E-Commerce -Margham Publications

Mamta Bhusry , E-Commerce, Laxmi Publications Pvt. Ltd.

Unit 5

Dr. P.RizwanAhmed , E-Business & E-Commerce, Margham Publications

Dr.K.Abirami Devi and Dr. M. Algammai , E-Commerce -Margham Publications

U.S.Pandey, Rahul Srivastava, Saurabh Shukla, E-Commerce and its applications, S.Chand, New Delhi.

Reference Items:Books and Journal

1. Pete Loshin, John Vacca - Electronic Commerce -Laxmi Publicacations
2. R.Kolkata and A.B.Whinston: Frontiers of Electronic Commerce, New Delhi, Addison Wesley.
3. P.T.Joseph: Electronic Commerce: A Managerial Perspective, Prentice Hall of India Learning, New Delhi, 3rd Edition, 2008.
4. Efraim Turbon, Jae Lee, David King, H.Michael Chung, Electronic Commerce, A Managerial Perspective, Pearson Education Asia, 2001.

E-Content:

1. <https://smude.edu.in/smude/programs/bba/e-commerce.html>
2. <https://csistudyabroadmaterials.files.wordpress.com/2015/10/e-business-syllabus.pdf>
3. <https://www.indiastudycenter.com/Other/Syllabus/...E-Business/default.asp>
4. <https://targetstudy.com/courses/diploma-in-e-business.html>
5. <https://www.toppr.com/guides/business-studies/...of-business/e-business/>

Course out Comes

1. After studied unit-1, the student will be able to define appreciate the difference between traditional and electronic business
2. After studied unit-2, the student will know basic infrastructure required to build an E-Business and secure it
3. After studied unit-3, the student will be equipped with using electronic as a tool to perform business effectively
4. After studied unit-4, the student will be familiar electronic data interchange and how does it help in transaction besides learning the importance of Web.
5. After studied unit-5, the student will be able to use various electronic governance media and tools.

SEMESTER VI
CORE PAPER - 17
STRATEGIC MANAGEMENT

Course Objectives

1. To know the importance of strategic management in an organization.
2. To learn the corporate strategy, strategic planning, formulation of strategy, project life cycle and SWOT analysis.
3. To know generic strategic alternatives, horizontal and vertical diversification.
4. To understand the external growth strategy, mergers, acquisition, amalgamation, joint ventures, problems of an organizational structure and corporate development - line and staff function and the management of change.
5. To learn the implementation of strategy, elements of strategy, importance of leadership and organizational climate, planning and control of implementation.

UNIT - I

The business system - objectives of the business - setting up and balancing the objectives mission - vision - goals strategic analysis of functional areas production - marketing - human resources - finance - analyzing corporate capabilities.

UNIT - II

Corporate strategy - nature and scope - characteristic of corporate strategy - process of strategic planning - formulation of strategy - project life cycle - Portfolio analysis - SWOT.

UNIT - III

Generic strategic alternatives - Michael Porter's generic strategies - Grand strategies/ Directional Strategy - horizontal, vertical diversification - active and passive alternatives.

UNIT - IV

External growth strategy - merger acquisition - amalgamation - joint venture - problems organizational structure and corporate development - line and staff function - evaluation of organization structure - management of change.

UNIT - V

Strategy Implementation and control - elements of strategy - interrelationship between strategy formulation and implementation - issues in strategy implementation - Strategic Business Unit (SBU) and core competencies - leadership and strategic implementation - strategic change - steps to initiate strategic change - Kurt Lewin change process - strategic control - types of strategic control - organizational climate - planning and control of implementation.

TEXT BOOKS

Unit 1

Dr. C.B. Mamoria & Dr. Satish Mamoria, Business planning and policy (1987) Himalaya publishing house, Mumbai.

Dr. S.Sankaran -Strategic Management,Margham Publications

S.C. Bhattacharya - Strategic Management Concepts & cases - S.Chand & Co

Unit 2

Dr. C.B. Mamoria & Dr. Satish Mamoria, Business planning and policy (1987) Himalaya publishing house, Mumbai.

Dr. S.Sankaran -Strategic Management,Margham Publications

S.C. Bhattacharya - Strategic Management Concepts & cases - S.Chand & Co

Unit 3

Dr. C.B. Mamoria & Dr. Satish Mamoria, Business planning and policy (1987) Himalaya publishing house, Mumbai.

Dr. S.Sankaran -Strategic Management,Margham Publications

S.C. Bhattacharya - Strategic Management Concepts & cases - S.Chand & Co

Unit 4

Dr. C.B. Mamoria & Dr. Satish Mamoria, Business planning and policy (1987) Himalaya publishing house, Mumbai.

Dr. S.Sankaran -Strategic Management,Margham Publications

S.C. Bhattacharya - Strategic Management Concepts & cases - S.Chand & Co

Unit 5

Dr. C.B. Mamoria & Dr. Satish Mamoria, Business planning and policy (1987) Himalaya publishing house, Mumbai.

Dr. S.Sankaran -Strategic Management,Margham Publications

S.C. Bhattacharya - Strategic Management Concepts & cases - S.Chand & Co

Reference Items: Books and Journal

1. Kazmi - Business policy & Strategic Management - Tata McGraw-Hill pub.
2. Azhar kazmi, Business Policy.

E-Materials

- http://www.crectirupati.com/sites/default/files/lecture_notes/Strategic%20Management%20Notes-CREC.pdf
- <https://examupdates.in/mba-strategic-management/>
- <http://www.pondiuni.edu.in/sites/default/files/Part%20I%20Startegic%20%20Manageme nt.pdf>
- <http://www.geektonight.com/strategic-management-notes-pdf/>

Course Outcome

1. After studying unit-1, student will be able to learn the business system, balancing business objectives with mission and vision. Appreciate strategic analysis of corporate goals and its capabilities.

2. After studying unit-2, student will be able to understand the corporate strategy, process of strategic planning, formulation of strategy, project life cycle, portfolio analysis and SWOT analysis.
3. After studying unit-3, student will be able to learn generic strategic alternatives - horizontal and vertical diversification.
4. After studying unit-4, student will be able to understand external growth strategy, mergers, acquisition, amalgamation, joint ventures, problems of organizational structure and the management of change.
5. After studying unit-5, student will be able to learn the implementation of strategy, elements of strategy, significance of leadership and organizational climate, planning and control of implementation.

CORE PAPER - 18
INTERNATIONAL BUSINESS

Course Objectives

1. To enable the students to understand the meaning and importance of globalisation and international business
2. To familiarize them with various modes of entering global markets.
3. To help them understand how trade policies are used and how trade is restricted
4. To impart the students with regional economic integrations.
5. To examine the international monetary, strategy & marketing environment.

UNIT - I

INTRODUCTION TO INTERNATIONAL BUSINESS

International Business: Meaning, Objectives - Domestic Vs International Business - understanding LPG (Liberalization, Privatisation and Globalisation - Globalisation: Definition, Features and drivers of globalisation - Impediments in International Business, International Business Environment - Political, Legal system, Cultural, Economic, Governments,

UNIT - II

ENTRY MODES

Modes of International Business - Exports & Imports - Licensing - Franchising - Management Contracts - Joint Ventures - Turnkey Projects - Wholly - owned Subsidiaries - Strategic Alliances - Mergers & Acquisitions - Contract Manufacturing - International Trade theories : Mercantilism, Comparative Advantage Theory - Absolute advantage theory, Heckscher - Ohlin Theory, Product Life cycle theory

UNIT - III

TRADE POLICIES and WTO

Trade policies: Meaning of trade restrictions, Reasons for trade restrictions tools - Various Trade Restriction tools or policies: Tariffs, Import quota, Voluntary export restraints, Local content requirement, Administrative policies and Anti-dumping policies - GATT (General agreement on tariff and trade: Meaning, Emergence of GATT, Objectives of GATT - Emergence of WTO (World trade organization: Functions, Objectives

UNIT - IV

REGIONAL ECONOMIC INTEGRATION

Regional Economic Integration: Meaning, Objectives - Levels of Economic Integration - NAFTA - Features & Impact - ASEAN - Vision, Free Trade Areas & Economic Community - SAARC - Objectives - Principles - Potential Areas of Cooperation - Problems - Role of India - BRICS - Objectives - Focus of BRICS - Target Sectors for BRICS Trade.

UNIT - V

FOREIGN DIRECT INVESTMENT AND MNCS

Foreign Direct Investments: Meaning, Features - Growth of FDI - FDI Sources - Forms of making FDI: Greenfield, Horizontal and vertical - Why Organizations go for FDI? - FDI & Host Nation Advantages and Drawbacks - FDI & Home Nation Advantages - MNC & MNE: Meaning, Features - Types of MNCs: Polycentric, Ethnocentric, region-centric and global centric.

TEXT BOOKS

Unit 1

K. Aswathappa, *International Business*, Tata Mc-Graw Hill, 2012
Francis Cherunilam, *International Business Environment*, Himalaya Publishing House Pvt. Ltd., 2015

Unit 2

K. Aswathappa, *International Business*, Tata Mc-Graw Hill, 2012
Francis Cherunilam, *International Business Environment*, Himalaya Publishing House Pvt. Ltd., 2015

Unit 3

Sanjay Misra, P.K. Yadav, *International Business : Text & Cases*, PHI Learning, New Delhi, 2009
Francis Cherunilam, *International Business : Text & Cases*, PHI Learning, New Delhi, 2010

Unit 4

Sanjay Misra, P.K. Yadav, *International Business : Text & Cases*, PHI Learning, New Delhi, 2009
Francis Cherunilam, *International Business : Text & Cases*, PHI Learning, New Delhi, 2010

Unit 5

John Daniels, *International Business : Environments & Operations*, Pearson Education, 2009
Francis Cherunilam, *International Business Environment*, Himalaya Publishing House Pvt. Ltd., 2015

Reference Items: Books and Journal

1. Paul Justin, *International Business*, Prentice Hall of India Pvt. Ltd., New Delhi, 5th Edition, 2011
2. Charles W.I. Hill and Arun Kumar Jain, *International Business*, 6th edition, Tata Mc Graw Hill, 2009.
3. Michael R. Czinkota, Ilkka A. Ronkainen and Michael H. Moffet, *International Business*, Thomson, Bangalore, 8th edition, 2009.
4. Aravind V. Phatak, Rabi S. Bhagat and Roger J. Kashlak, *International Management*, Tata Mc Graw Hill, 2nd edition, 2008.
5. Oded Shenkar and Yaong Luo, *International Business*, John Wiley Inc, Noida, 2nd edition, 2007.

E- Materials

- <https://www.wto.org/>
- <https://bbamantra.com/introduction-to-international-business/>
- ebooks.lpude.in/.../term.../DCOM501_INTERNATIONAL_BUSINESS.pdf
- https://www.academia.edu/.../BBM_475_NOTES_INTRODUCTION_TO_INTERNATIONAL_BUSINESS
- [https://www.stuvia.com/.../international-business-and-management-studies - ibms](https://www.stuvia.com/.../international-business-and-management-studies-ibms)

Course Outcome

1. After studied unit-1, the student will be able to define and explain the importance of globalization and international business
2. After studied unit-2, the student will be known the options used and various modes of entering global markets.
3. After studied unit-3, the student will understand how governments use trade policies to restrict movement of goods abroad
4. After studied unit-4, the student will be familiar with how various regional co operational organization work and their functions.
5. After studied unit-5, the student will be able make decisions of setting up MNCs and know how to invest abroad to establish MNC

CORE PAPER - 19
INDIVIDUAL PROJECT

Course Objectives

1. To help students to apply the concepts studied in the institution.
2. To gain 'on the field' experience and identify present problems faced by the industry
3. To help students gain career development skills
4. To gain practical exposure that will bridge the gap of industrial expectation.

INDIVIDUAL PROJECT WORK

Each candidate has to undergo Project work for not less than 15 days in any organization, market, industry or institutions in the areas of Business and management during the 6th Semester and has to submit the report for the same in the end of the 6th Semester.

GUIDELINES FOR PROJECT WORK

- Project can be in any field of specialization (HR, Finance, Systems, Marketing and related Management based topics)
- The project report should be neatly presented in not more than 80 pages.
- Paper size should be A4 1.5 spacing should be used for typing the general text. The text should be 'justified' and typed in the font style (Font: Times New Roman, Font Size:12pt for text, 14pt for sub-headings)
- The candidate should submit the periodical report of the project to the supervisor.
- TWO reviews would be conducted before the viva-voce. (
- Each candidate should submit 2 hard copies and one soft copy in CD to the Department. After the evaluation of the project report one hard copy would be returned to the candidate.

EVALUATION SCHEME

| | |
|--------------------------|-----------------------------------------------|
| Internal | - 20 Marks (10 marks each for reviews) |
| Project Evaluation | - 50 marks |
| Viva voce | - 30 marks |
| Total Marks - 100 | |

Important NOTE: If a candidate fails to submit the Project report or fails to appear for the viva-voce examination then it will be considered as 'Arrear' Paper and the candidate can appear for Viva-voce next year.

INTERNAL ELECTIVE

PAPER - 2

(to choose one out of 3)

A. FINANCIAL MANAGEMENT

Course Objectives

1. To gain basic understanding about financial management and its concepts
2. To know the various sources of finance
3. To know how to calculate cost of various capitals and to compare on various project finances.
4. To understand the various uses for finance
5. To familiarize oneself with the techniques used in financial management.

UNIT - I

INTRODUCTION TO FINANCIAL MANAGEMENT

Basics concepts of Financial Management: Definition, Importance, scope, objectives, functions of financial management - Various Financial decisions - Types - role of the finance manager - relationship of financial management with other functional areas of management - sources of finance - time value of money: Present value, Future value, Annuity due, Ordinary annuity and perpetual.

UNIT - II

FINANCIAL PLANNING AND LEVERAGES

Financial planning: meaning, process and factors - capitalization: - Capital structure: meaning and factors determining the capital structure decision - Capital structure decision theories: Net Income (NI) approach, Net operating income (NOI) approach, Traditional approach and (MM) Modigliani Miller approach. - Problems: Calculation of Indifference Point EBIT - Leverages: Meaning, Types - Problems from Leverages: operating, financial, Composite leverage.

UNIT - III

COST OF CAPITAL

Understanding Cost of Capital: Meaning, significance, types of cost of capital - various measures of cost of capital: cost of debt, cost of preference shares, and cost of equity, cost of retained earnings, and weighted average cost of capital - Capital Asset Pricing Model

UNIT - IV

CAPITAL BUDGETING

Introduction to Capital Budgeting: Meaning, features and importance of capital budgeting - Various techniques of capital budgeting - Investment Evaluation criteria - Net Present Value (NPV), Internal Rate of Return (IRR), Profitability Index (PI), Payback Period, Accounting Rate of Return (ARR) - NPV and IRR comparison.

UNIT - V

WORKING CAPITAL MANAGEMENT

Working Capital Management: meaning and significance- constituents of current assets and liabilities - Operating Cycle - classification of working capital - factors determining working capital - Management of working capital - estimation of working capital requirement. Financing of Working Capital and norms of Bank Finance - Sources of Working capital - Factoring services- Various committee reports on Bank Finance - Dimensions of Working Capital Management.

Note: The proportion between Theory and Problem shall be 80:20

TEXT BOOKS

Unit 1

Dr. A. Murthy, Financial Management -Margham Publications

Maheshwari S.N.,Financial Management, Sultan & Sons Publications

S.N. Maheshwari , Elements of Financial Management - Sultan Chand & Sons.

Unit 2

Dr. A. Murthy, Financial Management -Margham Publications

S.N. Maheshwari , Elements of Financial Management - Sultan Chand & Sons.

J. Srinivasan, Sridhar & Ramalingam - Financial Management - Vijay Nicole Imprints

Unit 3

Dr. A. Murthy, Financial Management -Margham Publications

J. Srinivasan, Sridhar & Ramalingam - Financial Management - Vijay Nicole Imprints

R.K. Sharma, Shashi and K.Gupta , Fiancial Management -, Kalyani publication

Unit 4

Dr. A. Murthy, Financial Management -Margham Publications

S.N. Maheshwari , Elements of Financial Management - Sultan Chand & Sons.

J. Srinivasan, Sridhar & Ramalingam - Financial Management - Vijay Nicole Imprints

R.K. Sharma, Shashi and K.Gupta , Fiancial Management -, Kalyani publication

Unit 5

Dr. A. Murthy, Financial Management -Margham Publications

R.K. Sharma, Shashi and K.Gupta , Fiancial Management -, Kalyani publication

Prasanna Chandra, Fundamentals of Financial Management - Tata McGraw Hills Publishing Company Limited.

Reference Items: Books and Journal

1. Periasamy - Financial Management, Vijay Nicole Imprints
2. I.M. Pandey, Financial Management - Vikash Publishing House Pvt. Ltd.
3. M.Y.Khan & P.K. Jain, Theory and Problems in Financial Management - Tata McGraw Hills Publishing Company Limited.
4. P.V. Kulkarni Financial Management - Himalaya Publishing House

E - Materials

- <https://www.businessmanagementideas.com/notes/financial-management-notes/lecture-notes-on-financial-management/3769>
- <https://examupdates.in/financial-management-notes/>
- https://gurukpo.com/Content/MBA/Financial_Management.pdf
- <https://www.docsity.com/en/financial-management-lecture-notes/4340569/>

Course Outcome

1. After studied unit-1, the student will be able to calculate time value for money
2. After studied unit-2, the student will be able to explain Capital structure decision and suggest the best mix of capital structure using theories
3. After studied unit-3, the student will calculate cost of capital how it is affected
4. After studied unit-4, the student will be familiar with capital budgeting and develop a basic budget format.
5. After studied unit-5, the student will know how to make funds available for routine operations.

INTERNAL ELECTIVE
PAPER - 2
B. FINANCIAL SERVICES

Course Objectives

1. To equip the students with the basic understanding of financial services and its types
2. To enable the student to understand merchant banking , mutual funds concepts
3. To familiarize the students with the leasing, and venture capital concepts.
4. To help them understand the process of Hire purchasing
5. To familiarize oneself with factoring and its types.

UNIT - I

BASICS OF FINANCIAL SERVICES

Financial Services Basics: Definitions, Meaning and importance of financial services - Functions of Financial services - Types of financial services - Overview of Financial Service Market - Growth of Financial Services in India - Problems in Financial Services Sector Financial services and economic environment - Players in Financial Services Sector.

UNIT - II

MERCHANT BANKING

Understanding Merchant Banking: Definitions and Meaning - Functions of Merchant banking - Merchant banking Origin - SEBI Guidelines - Classification of Merchant Bankers - Role of Merchant bankers - Issue management: public issue - right issue - Prospectus, pricing - Functions - drawbacks. Securitization - Meaning – process - Benefits and securitization in India

UNIT - III

HIRE PURCHASING AND LEASING

Hire purchasing and leasing concept - Legal aspects - merits and demerits of leasing - Types of Leasing - Financial lease Vs Operating Lease - the Indian leasing scenario - Hire purchase: meaning - Features, benefits - Hire purchase Vs Installment - lease vs hire purchase - Housing Finance - Introduction - advantages - Methods of Housing Finance - NHB - NHB - role and functions - powers, rights - HDFC & HUDCO

UNIT - IV

FACTORING

Factoring - Meaning, Features, - Types of Factoring - Advantages and Disadvantages of factoring - Functions of Factoring - Factoring Vs. Bills Discounting - Factoring in India - Recommendations of Kalyanasundaram committee - RBI Guidelines - Forfeiting - Working of Forfeiting - Benefits and Drawbacks of Forfeiting - Factoring vs forfeiting

UNIT - V

VENTURE CAPITAL

Basics of Venture Capital Funds - Meaning, Features of Venture Capital - Financing Stages - Types of Venture capitalism - Investment criteria - Importance of venture capital - Limitations of Venture capitalism - Private Equity - Angel investors - Venture Capital Investment process - Disinvestment mechanisms. - Credit rating agency - Meaning - basis - merits & defects - credit Rating symbols - types of credit rating - Credit Rating Agencies - CRISIL - IICRA - CARE - Credit Rating Process.

TEXT BOOKS

Unit 1

Dr.S. Gurusamy - Financial Services - Vijay Nicole Imprints Private Ltd
B. Santhanam - Financial Services , Margham Publications

Unit 2

Dr.S. Gurusamy - Financial Services - Vijay Nicole Imprints Private Ltd
B. Santhanam - Financial Services , Margham Publications
M.Y. Khan -Indian Financial System - Tata Mc Graw Hill

Unit 3

B. Santhanam - Financial Services , Margham Publications
M.Y. Khan -Indian Financial System - Tata Mc Graw Hill
H. R. Machiraju - Indian Financial System -Vikas Publishing House

Unit 4

B. Santhanam - Financial Services , Margham Publications
M.Y. Khan -Indian Financial System - Tata Mc Graw Hill
H. R. Machiraju - Indian Financial System -Vikas Publishing House

Unit 5

B. Santhanam - Financial Services , Margham Publications
H. R. Machiraju - Indian Financial System -Vikas Publishing House

Reference Items: Books and Journal

1. Dr. N. Premavathy - Financial Services and Stock Exchange -Sri Vishnu Publications
2. E. Gordon and E.Nataraj - Financial Markets & Services

E-Materials

- <https://accountlearning.com/financial-services-meaning-importance/>
- <https://www.businessmanagementideas.com/notes/financial-management-notes/lecture-notes-on-financial-management/3769>
- <https://bbamantra.com/financial-services/>
- https://gurukpo.com/Content/MBA/Financial_services.pdf
- <https://www.docsity.com/en/financial-services-lecture-notes/4340569/>

Course Outcome

1. After studied unit-1, the student will be able to define Financial services and have knowledge on its types, will also be able explain in the Indian context

2. After studied unit-2, the student will be able to explain how merchant banking works and how securitization is done
3. After studied unit-3, the student will gain understanding on hire purchasing and leasing finance
4. After studied unit-4, the student will be familiar with Factoring and RBI regulates them.
5. After studied unit-5, the student will gain skills on venture capital process.

INTERNAL ELECTIVE
PAPER - 2
C. INVESTMENT MANAGEMENT

Course Objectives

1. To impart skill on the fundamentals of Investment and Security Analysis.
2. To identify the risk and returns involved in managing investment.
3. To understand different investment alternatives in the market
4. To understand how securities are traded in the market
5. To be able to analyze and price different securities

UNIT - I

Investment - Meaning - Objectives - Investment Vs. Speculation - Investment Process - Investment information - Management of Investment.

UNIT - II

Investment Alternatives - Meaning - variable Income Securities - Fixed Income Securities - Tax Sheltered Saving Schemes - Mutual Funds - Real Assets - Modern Investment - Arts and Techniques.

UNIT - III

Risks and Returns - Meaning - Systematic Risks - Unsystematic Risks - Risk Measurement - Capital Returns and Revenue Returns - Computation of Expected Risks and Returns.

UNIT - IV

Investment Valuation - Time Value for Money - Bond Valuation - Yield to Maturity - Equity Valuation - capital asset pricing model.

UNIT - V

Investment Analysis - Fundamental Analysis - Economic Analysis - Industry Analysis - Company Analysis - Financial Analysis.

TEXT BOOKS

Unit 1

Dr. L. Natarajan - Investment Management - Margham Publications

V.K.Bhalla, Investment Management

Gurusamy S, Security Analysis and Portfolio Management, Vijay Nicole Imprints.

Unit 2

Dr. L. Natarajan - Investment Management - Margham Publications

V.K.Bhalla, Investment Management

Gurusamy S, Security Analysis and Portfolio Management, Vijay Nicole Imprints.

Unit 3

Dr. L. Natarajan - Investment Management - Margham Publications

V.K.Bhalla, Investment Management

Gurusamy S, Security Analysis and Portfolio Management, Vijay Nicole Imprints.

Unit 4

Dr. L. Natarajan - Investment Management - Margham Publications

V.K.Bhalla, Investment Management

Gurusamy S, Security Analysis and Portfolio Management, Vijay Nicole Imprints.

Unit 5

Dr. L. Natarajan - Investment Management - Margham Publications

V.K.Bhalla, Investment Management

Gurusamy S, Security Analysis and Portfolio Management, Vijay Nicole Imprints.

Reference Items: Books and Journal

1. Prasanna Chandra - Investment Analysis and Portfolio Management ,Tata Mc Graw Hill
2. R.P.Rustagi ,Security Analysis and Portfolio ,HPH
3. S.Kevin,Security Analysis and Portfolio Management ,Prentice Hall

E-Materials

- <http://www.himpub.com/documents/Chapter1893.pdf>
- <https://www.studocu.com/in/document/university-of-mumbai/financial-accounting-and-auditing-vii-financial-accounting/lecture-notes/mba-iii-investment-management-notes/4351504/view>
- <https://lecturenotes.in/subject/450/investment-management-im>
- http://www.universityofcalicut.info/SDE/BBA_finance_investment_mgmnt.pdf

Course Outcome

1. After studied unit-1, the student will be able to understand the various alternatives available for investment
2. After studied unit-2, the student will be able to measure risk and return.
3. After studied unit-3, the student will be able to find the relationship between risk and return.
4. After studied unit-4, the student will be able to value the equity and bonds
5. After studied unit-5, the student will be able to gain knowledge of the various strategies followed by investment practitioners.

INTERNAL ELECTIVE

PAPER - 3

(to choose one out of 3)

A. MARKETING RESEARCH

Course Objectives

1. To learn why marketing managers use marketing research to help them make better decisions.
2. To define marketing research.
3. To establish the importance of collecting accurate data and the problems in doing so.
4. To understand the concept of sampling techniques in marketing research
5. To study the areas of applying the concept of marketing research

UNIT - I

Introduction to Marketing Research - Definition - Objectives - Growing importance of Marketing Research - Main Divisions of Marketing Research - Uses of Marketing Research - Limitations and Threats to Marketing Research.

UNIT - II

Marketing Research Process - steps- Problem Definition - Research Purpose - Research Objective - Research Design - data collection methods - research instruments - data analysis - report preparation

UNIT - III

Data Collection - Methods of Data Collection - Secondary Data - Sources of Secondary Data different types of secondary data - sources of external secondary data - Primary Data - Collection of Primary Data - types - structured questionnaire - unstructured questionnaire - Questionnaire - Designing a Questionnaire - determining type of questions - sequencing the questions - revising and pretesting the questions - Interviewing - Interviewing skills on the part of the investigator - observation method - disguised vs undisguised - controlled vs uncontrolled observation - limitations.

UNIT - IV

Basics of Sampling - methods of sampling - Advantages and Limitations of Sampling - Sampling Process - Sampling Techniques - define universe - sampling frame - sampling methods - sampling size - Probability sampling - types - and Non-Probability Sampling - types.

UNIT - V

Applications of Marketing Research - Product Research - new product research - test marketing - commercialization - Advertising Research - product appeal research - copy testing - media selection research - Motivation research - nature - kinds of information sought - techniques - limitations of motivation research.

TEXT BOOKS

Unit - 1

1. Dr.P. Ravilochanan - Marketing Research - Margham Publications
2. Sharma D.D - Marketing Research - Marketing Research - Sultan Chand and sons

Unit - 2

1. Dr.P. Ravilochanan - Marketing Research - Margham Publications
2. Sharma D.D - Marketing Research - Marketing Research - Sultan Chand and sons

Unit - 3

- 1.S.L. Gupta - Marketing Research
- 2.Sharma D.D - Marketing Research - Marketing Research - Sultan Chand and sons

Unit - 4

1. Dr.P. Ravilochanan - Marketing Research - Margham Publications

Unit - 5

Sharma D.D - Marketing Research - Marketing Research - Sultan Chand and sons

Reference Items: Books and Journal

1. Tull and Hawkings - Marketing Research.
2. Boyd and Westfall- Marketing Research.
3. Aaker - Marketing Research.
4. David. J.Luck, Ronald S. Rubin, Marketing Research . Prentice Hall of India. New Delhi.

E- Materials

- <http://www.pondiuni.edu.in/sites/default/files/MARKETING%20RESEARCH200813.pdf>
- <https://bbamantra.com/market-research-process-techniques/>
- <http://www.gupshupstudy.com/classnotes/management-32/bba-3130/marketing-research-313030>
- [https://gurukpo.com/Content/BBA/Marketing%20Management\(BBA\)P-2.pdf](https://gurukpo.com/Content/BBA/Marketing%20Management(BBA)P-2.pdf)
- http://164.100.133.129:81/econtent/Uploads/Marketing_Research.pdf

Course Outcome

1. After studied unit-1, the student will be able to scope and concept of marketing research.
2. After studied unit-2, the student will be able to define the Marketing Research process.
3. After studied unit-3, the student will be able to identify the appropriate tool for collecting data.
4. After studied unit-4, the student will be able to choose the correct sampling method.
5. After studied unit-5, the student will be able to apply the concepts of marketing research in sales, product, market and advertising.

INTERNAL ELECTIVE

PAPER - 3

B. RURAL MARKETING MANAGEMENT

Course Objectives

1. To enable the students to understand the elements of the unexplored rural market.
2. To identify the significance and strategies of rural market.
3. To equip the students in appropriate concepts and techniques in the area of rural marketing.
4. To understand the marketing mix in the area of rural marketing.
5. To identify the challenges and opportunities in the field of rural marketing.

UNIT - I

Understanding rural economy - Defining rural India - Evolution of rural marketing - Rural Market Structure - Constitution of rural market - Size of rural market - rural marketing - concept Rural Market Environment - characteristics of rural consumers - rural vs urban markets - buying decision process - rural marketing information system - potential and size of the rural market - challenges of rural marketing.

UNIT - II

Segmentation - definition - bases of segmentation - Product Strategy - concept and classification - Rural Product Categories - New Product Development - Packaging - levels of packaging - Branding in rural India.

UNIT - III

Pricing Strategy - what is price? - importance of pricing - significance of price factor - price as a measure of value - multistage price determination process - Rural Pricing Strategy - Market Entry Strategy.

UNIT - IV

Channel of Distribution - Evolution of Rural Distribution System - Behaviour of Channels - Prevalent Ideal Rural Distribution Model

UNIT - V

Promotion - Promotion Mix - advertising - publicity - personal selling - sales promotion - process of communication in marketing - Creating the Advertisement of Rural Audiences - Rural Media - Conventional and Non- Conventional Media - Innovation in Rural Markets.

TEXT BOOKS

Unit - 1

P. Kashyap & S.Raul, The Rural Marketing

C.S.G.K.M.L Ramakrishnan, Rural Marketing - Text and Cases

Unit - 2

P. Kashyap & S.Raul, The Rural Marketing
Sukhpal Sing, Rural Marketing

Unit - 3

P. Kashyap & S.Raul, The Rural Marketing
C.S.G.K.M.L Ramakrishnan, Rural Marketing -Text and Cases

Unit - 4

P. Kashyap & S.Raul, The Rural Marketing
C.S.G.K.M.L Ramakrishnan, Rural Marketing -Text and Cases

Unit - 5

P. Kashyap & S.Raul, The Rural Marketing
C.S.G.K.M.L Ramakrishnan, Rural Marketing -Text and Cases

Reference Items: Books and Journal

- 1.M. Kamath & R. Ramakrishnamurthy - A Text Book on Rural Marketing
- 2.Shipra Chawla , A Text of Rural Marketing.

E- Materials

- http://www.pondiuni.edu.in/storage/dde/downloads/markiv_rm.pdf
- <http://jnujprdistance.com/assets/lms/LMS%20JNU/MBA/MBA-Rural%20&%20Agri%20Business%20Management/Sem%20III/Rural%20Marketing/Rural%20Marketing.pdf>
- https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_RM_NOTES_2.pdf
- <http://www.ddegjust.ac.in/studymaterial/mba/mm-310.pdf>
- https://sg.inflibnet.ac.in/bitstream/10603/74309/4/04_chapter%201.pdf

Course Outcome

1. After studied unit-1, the student will be able to explore the special areas in rural marketing environment and to identify opportunities and emerging challenges in upcoming rural markets.
2. After studied unit-2, the student will be able to aware of categorizing the rural products and branding the products in rural areas.
3. After studied unit-3, the student will be able to make sound marketing decisions n pricing strategies in rural market.
4. After studied unit-4, the student will be able to analyse the distribution channels marketing strategies etc in the context of rural markets in India
5. After studied unit-5, the student will be able to identify the appropriate promotion mix for rural market.

INTERNAL ELECTIVE

PAPER - 3

C. ADVERTISING AND SALES MANAGEMENT

Course Objectives

1. To enable the students to learn the fundamentals of advertising and its strategies.
2. To analyze the creative strategies used in different advertising campaigns and be able to apply the basic principles in designing advertising programs for a given brand or product.
3. To introduce the students to the concepts of media planning and measuring effectiveness of different media.
4. To identify the importance of sales management and salesman oriented promotion techniques.
5. To study the various techniques of sales promotion.

UNIT - I

Definition - concept and functions of advertising - types of advertising - evolution and steps in development of advertising - social, economic and legal implications of advertising.

UNIT - II

Advertising design - types of advertising appeals - structure of advertisement copy - message strategies - advertising effectiveness - AIDA Model.

UNIT - III

Media planning - importance of media - media plan - media objectives - reach and frequency of advertisement - cost of advertisement related to sales - media strategy and scheduling - effectiveness

UNIT - IV

Sales management - definition - objectives - functions of sales men - qualities and skills of salesmen - personal selling - management of sales territories and Quotas.

UNIT - V

Scope and role of sales promotion - definition - objectives of sales promotion - Importance and functions of sales promotion - techniques in sales promotion - online sales promotion.

TEXT BOOKS

1. Sales and Advertisement Management - S. Raj Kumar, V. Rajagopalan- S. Chand and Co
2. Advertising and Sales Management - G.R. Basotia, N.K.Sharma, Mangal Deep Jaipur
3. Advertising- Chunawallah K.C Sethia, Himalaya Publishing House, New Delhi
4. Modern Marketing- (Principles and Practices) R.S.N.Pillai and Bagavathi, S.Chand & Co, New Delhi.
5. Advertising and sales promotion S.H. H. Kazmi and Sathish K. Batra, Excel Book India.

Reference Items: Books and Journal

1. Geroage Belch, Michael Belch, and KeyoorPurani, Advertising & Promotion - an Integrated Marketing Communications Perspective, Tata Mcgraw Hill,
2. Kruti Shah & Alan DSouza, Advertising and Promotions: An IMC Perspective, Tata Mcgraw Hill,
1. Advertising Management, Dr. Varma & Aggarwal, King Books
2. Principles of Marketing, Kotler & Armstrong, Prentice-Hall of India
3. Advertising: An Introduction Text, S. A. Chunawalla, Himalayan Publishing House
4. Advertising Principles and Practice, Wells Burnett Moriarty, PHI
5. Foundations of Advertising, S.A. Chunawalla, KC Sethia , Himalayan Publishing House

E-Materials

- http://www.pondiuni.edu.in/storage/dde/downloads/markiv_esp.pdf
- http://ebooks.lpude.in/management/mba/term_3/DMGT507_SALES_AND_PROMOTIONS_MANAGEMENT.pdf
- <http://www.eiilmuniversity.co.in/downloads/Advertising-Management.pdf>
- <http://www.himpub.com/documents/Chapter1060.pdf>
- <http://jnujprdistance.com/assets/lms/LMS%20JNU/MBA/MBA%20-%20Marketing%20Management/Sem%20IV/Advertising%20and%20Sales%20Promotion/Advertising%20and%20Sales%20Promotion.pdf>

Course Outcome

1. After studied unit-1, the student will be able to set up advertising objectives and know the legal implications of advertising.
2. After studied unit-2, the student will be able to design copy of advertisement.
3. After studied unit-3, the student will be able to select the appropriate media for promotion.
4. After studied unit-4, the student will be able to know the functions of salesmen.
5. After studied unit-5, the student will be able to discover and demonstrate various sales promotion technique and their advantages. The student will also be able to demonstrate the key principles and tools of integrated market communication.

SKILL BASED SUBJECT
PAPER - 4
CREATIVITY AND INNOVATION MANAGEMENT

Course Objectives

1. To learn What is Creativity - Individual and Group Creativity - Convergent Thinking - Divergent Thinking and Generation of Creative Ideas?
2. To learn various Thinking Hats Methods - Redefinition Techniques - Random Stimulus - Generation of Creative Ideas in Groups - Brainstorming - Reverse Brainstorming - Synaptic - Morphological Method.
3. To enable practice Creativity Exercises - Mental Gym - The Way the Mind Works - Difference Between Lateral and Vertical Thinking - Attitudes Towards Lateral Thinking - Basic Nature of Lateral Thinking - Techniques - The Generation of Alternatives - Challenging Assumptions.
4. To understand creative problem-solving techniques: Innovation - Suspended judgment - Analogies - Lateral Thinking - What is a Problem - Defined Problems.
5. To learn the differences between various Creativity Techniques - Mental Gym Quiz - Blocks of Creativity - Fears and Disabilities - Energy for your Creativity - Creative - Making Your Environment More Creative - The Creative Life Quiz - Case Study

UNIT - I

What is Creativity - Individual and Group Creativity - Convergent Thinking - Divergent Thinking and Generation of Creative Ideas?

UNIT - II

Thinking Hats Methods - Redefinition Techniques - Random Stimulus - Generation of Creative Ideas in Groups - Brainstorming - Reverse Brainstorming - Synaptic - Morphological Method.

UNIT - III

Creativity Exercises - Mental Gym - The Way the Mind Works - Difference Between Lateral and Vertical Thinking - Attitudes Towards Lateral Thinking - Basic Nature of Lateral Thinking - Techniques - The Generation of Alternatives - Challenging Assumptions.

UNIT - IV

Innovation - Suspended judgment - Analogies - Lateral Thinking - What is a Problem - Defined Problems - Creative Problem Solving - Models of Techniques of Creative Problem Solving

UNIT - V

Comparison of Creativity Techniques - Mental Gym Quiz - Blocks of Creativity - Fears and Disabilities - Energy for your Creativity - Creative - Making Your Environment More Creative - The Creative Life Quiz - Case Study

TEXT BOOKS

Unit - 1

Dr. P. Rizwan Ahmed - Creativity and Innovation Management - Margham Publications
NCTE Rastogi - Managing Creativity for Corporate Excellence - Mc Millan
Pradip NCTE and Khandwalla - Lifelong Creativity - Tata Mc Graw Hill.

Unit - 2

Dr. P. Rizwan Ahmed - Creativity and Innovation Management - Margham Publications
NCTE Rastogi - Managing Creativity for Corporate Excellence - Mc Millan
Pradip NCTE and Khandwalla - Lifelong Creativity - Tata Mc Graw Hill.

Unit - 3

Dr. P. Rizwan Ahmed - Creativity and Innovation Management - Margham Publications
NCTE Rastogi - Managing Creativity for Corporate Excellence - Mc Millan
Pradip NCTE and Khandwalla - Lifelong Creativity - Tata Mc Graw Hill.

Unit - 4

Dr. P. Rizwan Ahmed - Creativity and Innovation Management - Margham Publications
NCTE Rastogi - Managing Creativity for Corporate Excellence - Mc Millan
Pradip NCTE and Khandwalla - Lifelong Creativity - Tata Mc Graw Hill.

Unit - 5

Dr. P. Rizwan Ahmed - Creativity and Innovation Management - Margham Publications
NCTE Rastogi - Managing Creativity for Corporate Excellence - Mc Millan
Pradip NCTE and Khandwalla - Lifelong Creativity - Tata Mc Graw Hill.

Reference Items: Books and Journal

1. Davis Gary and Scot - Training creative Thinking - New York Pub.
2. Edward de Bono - Lateral Thinking -Penguin Pub.
3. Peter F. Drucker - Innovation and Entrepreneurship

Creativity and innovation management Wiley online library

E- Materials

- <https://www.cambridgeinternational.org/Images/426483-chapter-4-innovation-and-creativity.pdf>
- <https://www.creativityatwork.com/2014/02/17/what-is-creativity/>
- <https://study.com/academy/lesson/types-of-creativity-descriptions-examples.html>
- <https://www.destination-innovation.com/what-is-the-difference-between-creativity-and-innovation/>

Course Outcome

1. After studying unit-1, you will be able to define What is Creativity - Individual and Group Creativity - Convergent Thinking - Divergent Thinking and Generation of Creative Ideas.
2. After studying unit-2, you will be able to learn creative Thinking Hats Methods - Redefinition Techniques - Random Stimulus - Generation of Creative Ideas in Groups - Brainstorming - Reverse Brainstorming - Synaptic - Morphological Method.

3. After studying unit-3, you will be able to practice Creativity Exercises - Mental Gym - The Way the Mind Works - Difference Between Lateral and Vertical Thinking - Attitudes Towards Lateral Thinking - Basic Nature of Lateral Thinking - Techniques - The Generation of Alternatives - Challenging Assumptions.
4. After studying unit-4, you will be able to learn Innovation - Suspended judgment - Analogies - Lateral Thinking - What is a Problem - Defined Problems - Creative Problem Solving - Models of Techniques of Creative Problem Solving
5. After studying unit-5, you will be able to compare various creativity techniques - Mental Gym Quiz - Blocks of Creativity - Fears and Disabilities - Energy for your Creativity - Creative - Making Your Environment More Creative - The Creative Life Quiz - Case Study
