

PONDICHERY UNIVERSITY

(A CENTRAL UNIVERSITY)



B.B.A

(BACHELOR OF BUSINESS ADMINISTRATION)

(Choice Based Credit System)

Regulations & Syllabus

2017-18 onwards

PONDICHERRY UNIVERSITY

B.B.A

(BACHELOR OF BUSINESS ADMINISTRATION)

COURSE STRUCTURE & SYLLABI

(CBCS REGULATIONS)

2017-18 ONWARDS

INDEX

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B.B.A. (REGULAR) DEGREE PROGRAMME

REGULATIONS

(Effective from the academic year 2017-18)

Aim of the course

The Degree of Bachelor of Business Management is to impart business education with a view to enabling them to undertake positions of responsibilities at the middle level in a Business Organization by training them to gain knowledge, attitude, skills, values and habit to contribute to the Organisation dent

Eligibility for Admission

Candidates for admission to UGM shall be required to have passed Higher Secondary Examination Conducted by the Government of Tamil Nadu with Mathematics/Business/Commerce as one of the subjects of study or an examination accepted as equivalent thereto subject to such conditions as may be prescribed therefore.

Duration of the Course

The course shall be of three years duration spread over six semesters. The Maximum duration to complete the course shall be 3 years after the completion of the Course

Medium

The Medium of instruction shall be English

All the UG courses including B.B.A in affiliated colleges will follow Pondicherry University CBCS regulations for UG Course.

COURSE STRUCTURE

| COURSE | SUBJECT CODE | TITLE OF THE PAPER | CREDITS ALLOTTED | |
|---------------------|--|---|-------------------|---------------|
| | | | | Tutorial/Lab. |
| SEMESTER-I | | | 20 Credits | |
| MIL – 1 | LBEN/LHIN/L MAL/LSAN/ LTAM/LTEL 111 | Bengali/Hindi/Malayalam/Sanskrit/Ta mil/Telugu | 03 | |
| ENGLISH – 1 | ENGL 112 | English – I | 03 | |
| DSC – 1A | PPLM 111 | Principles of Management | 04 | 02 |
| DSC – 2A | MKTM 112 | Marketing Management | 04 | 02 |
| AECC – 1 | PADM 113 | Public Administration | 02 | |
| SEMESTER-II | | | 20 Credits | |
| MIL – 2 | LBEN/LHIN/L MAL/LSAN/ LTAM/LTEL 121 | Bengali/Hindi/Malayalam/Sanskrit/Ta mil/Telugu | 03 | |
| ENGLISH – 2 | ENGL 122 | English – II | 03 | |
| DSC – 1B | ACFM 121 | Accounting for Managers | 04 | 02 |
| DSC – 2B | HREM 122 | Human Resource Management | 04 | 02 |
| AECC – 2 | ENVS 123 | Environmental Studies | 02 | |
| SEMESTER-III | | | 20 Credits | |
| MIL – 3 | LBEN/LHIN/L MAL/LSAN/ LTAM/LTEL 231 | Bengali/Hindi/Malayalam/Sanskrit/Ta mil/Telugu | 03 | |
| ENGLISH – 3 | ENGL 232 | English – III | 03 | |
| DSC – 1C | BSTA 231 | Business Statistics | 04 | 02 |
| DSC – 2C | FNCM 232 | Financial Management | 04 | 02 |
| SEC – 1 | FDST(233) | Field Study | 02 | |
| SEMESTER-IV | | | 20 Credits | |
| MIL – 4 | LBEN/LHIN/L MAL/LSAN/ LTAM/LTEL 241 | Bengali/Hindi/Malayalam/Sanskrit/Ta mil/Telugu | 03 | |
| ENGLISH – 4 | ENGL 242 | English – IV | 03 | |
| DSC – 1D | BSLA 241 | Business Law | 04 | 02 |
| DSC – 2D | OPSM 242 | Operations Management | 04 | 02 |
| SEC - 2 | BANL-243 | Business Analytics | 02 | |

| COURSE | SUBJECT CODE | TITLE OF THE PAPER | CREDITS ALLOTTED | |
|-------------------------------------|---------------------|---------------------------------|-------------------------|----|
| | | | . Tutorial/Lab | |
| SEMESTER-V | | 20 Credits | | |
| SEC - 3 | RETP 351 | Rural Entrepreneurship | 02 | |
| *DSE – 1A *DSE – 2A *DSE – 3A | SRVM (352) | Service Marketing | 04 | 01 |
| | BKFM (353) | Bank Financial Management | 04 | 01 |
| | TADT (354) | Training & Development | 04 | 01 |
| | RTLTM (355) | Retail Marketing | 04 | 01 |
| | CMPM (356) | Compensation Management | 04 | 01 |
| GE - 1 | RSMD (357) | Research Methodology | 03 | |
| SEMESTER-VI | | 20 Credits | | |
| SEC - 4 | SSDM (361) | Soft-Skill Development | 02 | |
| *DSE – 1B *DSE – 2B *DSE – 3B | CNBH (362) | Consumer Behaviour | 04 | 01 |
| | CAMA (363) | Cost & Management Accounting | 04 | 01 |
| | IRLM (364) | Industrial Relations Management | 04 | 01 |
| | TXNM (365) | Taxation Management | 04 | 01 |
| | QLTM (366) | Quality Management | 04 | 01 |
| GE - 2 | STGM (367) | Strategic Management | 03 | |

SEMESTER I

SEMESTER I

LIST OF PAPERS

| Title of the Paper | Code |
|---------------------------|-------------|
| Language - I | |
| English – I | ENGL-112 |
| Principles of Management | PPLM-111 |
| Marketing Management | MKTM-112 |
| Public Administration | PADM-113 |

PRINCIPLES OF MANAGEMENT

OBJECTIVES

- To understand the principles and functions of General management.
- To acquaint the students with the current management practices.

UNIT I

Management-meaning, Nature and Scope; Management, Science or art; Scientific Management; Role and function of the Manager

UNIT II

Planning-Types, steps, objectives, strategies, policies and planning premises-The nature and purpose of strategies and policies, the strategic planning Process-Decision making under certainty, uncertainty and risk.

UNIT III

Organizing - Structure and process of organizing –Formal and Informal organisation- Organisational levels and Span of Management-Line and staff Concepts-Delegation and Decentralisation.

UNIT IV

Staffing –Definition, factors affecting, Recruitment-Sources of Recruitment-Selection-process, selection techniques and instruments-job design, Training

UNIT V

Directing-nature and purpose- Leadership-approaches, committees, teams and group decision making- Communication- Hurdles to effective communication- Organization Culture- Elements and types of culture-controlling-system and process-meaning and importance of control, control process-control Techniques-Cost control- Purchase control- Maintenance control- Quality control.

TEXT BOOK

- Essentials of Management, Harold koontz-Heinz weirich, Tata Mc Graw Hill
- Andrew J. Dubrin, Essentials of Management, Thomson Southwestern, 9 th edition,2012

MARKETING MANAGEMENT

OBJECTIVES

- To understand the fundamentals of Marketing Management.
- To understand the application of marketing concepts in making strategic decision.

UNIT – I

Introduction to Marketing Management: Introduction - Market and Marketing - Core Concept of Marketing - function of marketing - Importance of Marketing - Marketing Vs Selling - Modern marketing concept – Marketing Mix – The traditional 4Ps; The modern Components of the Mix.

UNIT – II

Consumer Buying Behaviour: Introduction – Consumer Buying Decision Process – Role of a Buyer. Segmentation, Targeting and Positioning: - Concept of Market Segmentation – Bases for Segmenting Consumer Market, Targeting, Market Positioning.

UNIT – III

Product: Meaning of product – Product mix – Product Life Cycle – New Product Development – Brand – Type of Brand – Packaging and Labelling.

UNIT – IV

Pricing: Meaning of pricing – Pricing objectives – Factors Affecting Price Decision – Type of Pricing – Pricing Adjustment. Distribution: Channels of Distribution – Meaning – Factors governing choice of channel – Marketing intermediaries.

UNIT – V

Promotion: Promotional Mix - Advertisement - Meaning – Objectives – Advertisement copy – Types of Media - Sales promotion – Sales Promotion Techniques - Personal selling – Direct Marketing – Online Marketing.

TEXT BOOK:

Principles of Marketing – Philip Kotler – Prentice Hall of India

SEMESTER II

SEMESTER II

LIST OF PAPERS

| Title of the Paper | Code |
|---------------------------|-------------|
| Language - II | ENGL- 122 |
| English – II | ACFM-121 |
| Accounting for Managers | HREM-122 |
| Human Resource Management | ENVS-123 |
| Environmental Studies | ENGL-122 |

ACCOUNTING FOR MANAGERS

OBJECTIVES

- To acquaint the students with the fundamentals principles of financial, cost and management accounting.
- To enable the students to prepare, analyse and interpret financial statements.

UNIT – I

Financial Accounting – An Introduction: Introduction , Meaning of Accountancy, book-keeping and Accounting , Accounting Process, Objectives for accounting , Differences between book-keeping and accounting - Accounting Concepts, Principles, Bases and Policies - Types of accounting concepts - Principle of Income recognition - Principle of expense - Principle of matching cost and revenue - Principle of Historical costs - Principle of full disclosure - Double aspect principle - Accounting Policies - Accounting Standards

UNIT – II

Double Entry Accounting: Introduction, Meaning of double entry accounting, Classification of accounts under Traditional approach, Classification of accounts under Accounting Equation approach. – journal – ledger – trial balance – Preparation of Trial balance, Adjusting Entries, Errors and their rectification, Errors disclosed by Trial Balance , Errors not disclosed by Trial Balance , Steps to locate the errors.

UNIT – III

Preparing of final account: Trading - Adjustments before preparing final accounts, Depreciation, Bad Debts and accounting treatment of bad debts , Provision for doubtful debts , Reserves for Discount on Debtors , Reserve for Discount on Creditors , Closing Stock, Trading Account , Profit and Loss Account, Balance Sheet.

UNIT -IV

Income and Expenditure Account – Receipts and Payments – Preparation of Receipts and Payment Account and Income and Expenditure Account.

UNIT – V

Depreciation Accounting – Methods of Depreciation Accounting. Insurance Claims Accounts – Types of Claims – Claims for Loss of Stock – Claims for Loss of Profit.

TEXT BOOKS:

1. N. Vinayakam & B. Charumathi: Financial Accounting, S. Chand

HUMAN RESOURCE MANAGEMENT

OBJECTIVES

- To familiarize the students with the concepts of human resource practices of organization and methods and techniques of Human Resource Management.

UNIT I

HRM-meaning, nature, objectives and scope, Functions of Human Resource Management, significance of Human Resource Management-Role and Qualities of HR manager.

UNIT II

Human Resource Planning-Recruitment and selection- Job analysis--process of job Analysis- Job discretion- Job specification- Methods of job analysis -Job Design-Job rotation-Job enlargement-job enrichment-Job description-Job specification-Recruitment-sources of recruitment-Selection-Selection Procedure, Employment, Interview Procedure

UNIT III

Training and Development-Meaning, Importance-Training-types, methods of Training-Learning-Learning principles- Management Development programme-Job evaluation-Performance appraisal and career planning- Need and importance- objectives-process-methods and problems of performance appraisal- Concept of career planning –features-methods –uses career Development-Transfer-Promotion-code of conduct

UNIT IV

Compensation management - Compensation Planning-Objectives-Principles of compensation –Pay Structure – Incentives- Rewards, Intrinsic, extrinsic- Fringe Benefits-Stress Management - Quality of Work Life.

UNIT V

Grievance redressal procedure - Discipline- essentials of a good discipline system- Disciplinary Process -approaches- punishment-exit interview-. Legislative Framework - Trade Unions - Managing Conflicts - - Collective Bargaining - Labor participation in management and workers empowerment.

TEXTBOOK

- Human Resource Management- Text and Cases-- VSP Rao
- Personal Management and Human Resources—Venkata Ratnam , Srivasthava
- Human Resource Management - Aswathappa
- Human Resource Management -Garry Dessler & Varkkey

SEMESTER III

SEMESTER III

LIST OF PAPERS

| Title of the Paper | Code |
|---------------------------|-------------|
| Language - III | |
| English – III | ENGL-232 |
| Business Statistics | BSTA-231 |
| Financial Management | FNCM-232 |
| Field Study | FDST-233 |

BUSINESS STATISTICS

OBJECTIVES:

- To Understand the Statistical Tools – Data Collection – Analysis the data – Diagrams and tables with correction analysis – Result and Report to the Management.

UNIT – I

Statistics – Meaning and scope of Business Statistics Roles of Statistics for Business Decisions – Importance – Limitations – Types & Collection of data – Classification & Tabulation of data – Diagrammatic representation of data – Bar – Charts – Pie Chart – Graphical Representation of data Histogram – Frequency Polygon – ogives.

UNIT – II

Measures of central tendency – average – objectives of an averages – Types – Characteristic – Merits & Demerits Mean – Median – Mode – Geometric Mean – Harmonic Mean.

UNIT – III

Quartiles – Deciles – Percentiles – Measures of Dispersion – Range – Quartile Deviation – Standard Deviation – mean Deviation – Coefficient of variation – Respective Merits and Demerits.

UNIT – IV

Skewness – Pearson's coefficient of skewness – Bowley's coefficient of skewness – correlation Analysis meaning – Types – Methods – Scattered Diagram – Kare Pearson's coefficient of Correlation – Rank Correlation – Merits – Demerits.

UNIT – V

Binomial, Poisson & Normal distribution (Simple Problems Only) Test of Significance. Based on one – Sample, two – Sample and paired t-test – chi Square test (Independence of attributes) – F- test.

TEXTBOOK

- Business Statistics by G. V. Shenoy, Uma K. Srivastava, S. C. Sharma- New Age Publications

FINANCIAL MANAGEMENT

OBJECTIVES:

- The Students must observe the work of the Financial Manager on Financial planning – Analysis and Forecast the company's Financial position –
- To know the factors affecting the working capital of the concern.

UNIT I :

Financial Management – Meaning – Objectives – Scope – Functions of finance Manager – Financial Planning – Meaning – Scope – Time value of Money – Present value of money – Annuity method.

UNIT II :

Cost of Capital – Meaning – Components – Cost of debt – Cost of Preference shares – Cost of Equity – Weighted average cost of Capital.

UNIT III :

Financial Planning – Meaning – Significance and Limitation of financial planning and financial forecasting – Budget – Classification of budget, budgetary control- techniques (numerical problems)

UNIT IV :

Capital Structure – Meaning – features – factors determining capital structure – EPS – EBIT – relationship – indifferent point of EBIT – Net Income approach – Net Operating Income approach – MM approach – Traditional approach

UNIT V :

Working Capital Management – Concept – Need – types – factors affecting working capital – Management of cash, Receivables and inventory.

TEXT BOOKS

1. Elements of Financial management by S.N.Maheswari Sultan chand & sons
2. Financial Management – Ramachandiran & Srinivasan – Kalyani Publisher.

FIELD STUDY

The subject aims to give birds eye view of the functioning of industries / business organizations to students through factory visits or any business reality. The department is expected to organize a minimum of three field visits in that semester. Each student should submit a final record at the end of semester about each visits on the following items

1. Industrial profile
2. Company profile
3. Organization of facilities in the company / field (layout)
4. Unique practices of the company
5. Lessons learned through visits

Each field visit can be for about 2 to 5 days

SEMESTER IV

SEMESTER IV

LIST OF PAPERS

| Title of the Paper | Code |
|-----------------------|----------|
| Language - 3 | |
| English | ENGL-242 |
| Business Law | BSLA-241 |
| Operations Management | OPSM-242 |
| Business Analytics | BANL-243 |

BUSINESS LAW

OBJECTIVES:

- To impart in-depth knowledge of the Law of contracts which forms the foundation of all day to day obligations in the business world.
- To impart conceptual and practical knowledge to students of Companies Act 2013, a historic legislation in corporate world replacing the Companies Act, 1956.
- To introduce Law relating to sale of goods its special reference to current GST practices in India forms an integral part of the syllabus so as to acquaint the students with this alternative form of business organizations available in the country.

UNIT – I

Indian Contract Act 1872: Meaning of Law –Commercial Law – Meaning – Importance – Law of Contracts –Contract – Meaning – Types – Essentials of a valid Contract – Offer – Acceptance– Consideration– Capacity of Parties - Consent - Legality of objects.

UNIT II:

Wagering agreements - Quasi contracts – Breach of Contract – Performance of Contract--- Discharge of Contract – Contract of Indemnity and Guarantee - Law of Agency – Agent – meaning, Types – Duties, Liabilities and rights of agent and Principal – creation and Termination of Agency.

UNIT III:

Sale of Goods Act 1930: Contract of sale: Essential – sale and agreement to sell – Condition and Warranties: Caveat Emptor – Transfer of Property: sale by non – Owners – Performance of the contract – Delivery of Goods – Rights and Duties of the Buyer and seller – Rights of an unpaid seller-current GST practices. Law of Negotiable Instruments: Negotiable Instruments – Characteristics – kinds – Promissory notes – Bills of Exchange – cheques – Endorsement – crossing of cheques.

UNIT IV:

The Companies Act 2013: Meaning and types, Incorporation, Memorandum & Articles of association, Prospectus - Doctrine of Ultravires - Doctrine of Indoor Management -Directors- Appointment, Powers and Duties.

UNIT V:

Meeting-Kinds- Duties of a Company Secretary to all the company meetings -Minutes and Resolutions. Winding Up: Meaning – Modes of Winding up –Liquidator – Liquidator’s Duties, Powers and Liabilities – Statement of affairs. The Limited Liability Partnership Act 2008: Meaning and nature of limited partnership, formation, partners & their relations, extent and limitation of liability.

TEXT BOOK

1. N.D. Kapoor – Elements of Mercantile Law – Sultan Chand & Co., New Delhi 2001.
2. M.C.Shukla and S.S.Gulshan----Principles of Company Law----S.Chand & Co.,

REFERENCES

Business Law/Mercantile Law, Vikas Publishing.House (P) Ltd. M.C.Kucchal

Business Law, Tata McGraw-Hill Education, P C Tulsian,

A Manual of Mercantile law – M.C.Shukla

Mercantile law – M.J.Sethna

Business law – R.S.N.Pillai & Bagavathi

OPERATIONS MANAGEMENT

OBJECTIVES:

- To understand the production and operation function and familiarize students with the technique for planning and control.

UNIT I

Introduction to Production and Operation functions: definition, objectives and functions- Relationship between production and other functions – Plant location – factors influencing plant location –. Plant layout – objectives, principles, Factors for good layout different types of layout – their merits and demerits and suitability.

UNIT II

Work study: Definition, meaning Advantages of work study- Method study, objectives of method study. Work measurement- meaning and Objectives-Time study and Motion study - Maintenance – Types – Break down & Preventive maintenance.

UNIT III

Production planning and control – need, functions – Planning – Routing – Scheduling – Despatching – Inspection- **Capacity Planning:** Importance of capacity planning- Capacity measurement – Capacity Requirement Planning (CRP) process

UNIT IV

Quality control: Need for Quality control, Objectives. – Inspection- Methods of inspection- Statistical Quality Control: Control charts and Acceptance sampling procedures –Total Quality Management- 6 Sigma approach and Zero Defect Manufacturing.

UNIT V

Materials management – meaning – need – functions of materials management – Material requirement planning (MRP) and control: MRP concept and process - Inventory control systems and techniques Inventory control – importance, objectives – Tools – ABC, VED, FSN analysis – EOQ – Re-order point – Safety Stock – Models of EOQ – JIT (Elementary level) **Aggregate Planning:** Definition, nature, strategies of aggregate planning, methods of aggregate planning

TEXT BOOKS

1. Panneerselvam R, Production and operations management – Prentice Hall
2. Khandekar O.P, *Industrial Engineering*.

REFERENCES

1. M.M.Varma – Materials Management
2. Goel – Production Management
3. Chary S.N, *Production and Operations Management*, TMH Publications, 2010.
4. Production / operation management – Elwood Buffa
5. Buffa E.S, *Modern Production and Operation Management*, TMH Publications.

BUSINESS ANALYTICS

OBJECTIVES

- To understand and improve the value of the Business
- To familiarize the use and applications of Business Analytics

UNIT I

Introduction to Data Analysis and interpretation-information-data-big data-interpretation techniques. .

UNIT II

Data Collection-methods-merits and demerits-sample size-sampling-qualitative data analysis-coding-encryption-decryption.

UNIT III

Quantitative Techniques- Statistical Tools-Operation research technique- Econometric techniques and introduction

UNIT IV

Correlation Analysis – Meaning – Definition – Uses – Types – Methods – Graphics – Scattered Diagrams – Algebraic Methods – Karl Pearson’s Co-efficient of Correlation – Demerits.

UNIT V

Meaning of T-Distribution, F-distribution, Introduction to Microsoft Excel, Simple Problem solving in Excel: T Test, F-Test. Simple Graphical Representation of business data like pie chart, histogram. Anova - Chi-Square - Regression and Factor Analysis.

TEXT BOOK

- Statistics for Management- Richard. I. Levin – Prentice Hall.

SEMESTER V

SEMESTER V

LIST OF PAPERS

| Title of the Paper | Code |
|---------------------------|-------------|
| Rural Entrepreneurship | RETP-351 |
| Services Marketing | SRVM-352 |
| Bank Financial Management | BKFM-353 |
| Training and Development | TADT-354 |
| Retail Marketing | RTLTM-355 |
| Compensation Management | CMPM-356 |
| Research Methodology | RSMD-357 |

RURAL ENTREPRENEURSHIP

OBJECTIVES

- To familiarize the students about Rural Entrepreneurship, and the institutional facilities available to a rural entrepreneur in India.
- And also to understand the opportunities and challenges faced by a rural entrepreneur in India.

UNIT I

Entrepreneurship-definition, Types-Entrepreneur-Characteristics, Functions-Rural Entrepreneurship-concept, Significance of rural entrepreneurship, Types of rural entrepreneurship-Agro based, forest based, Mineral based, Textiles, Handicrafts, Engineering and services- Rural entrepreneurship in India-Rural entrepreneurship in changing environment.

UNIT II

Rural Entrepreneurship globalization effects-productivity & efficiency effect, economic growth effect, Technological effect, Distributional effect, Policy-Opportunities of Rural Entrepreneurship-Rural Entrepreneurship Challenges-Family, Social, Technological, Policies.

UNIT III

Rural Entrepreneurship Problems-Financial problems, Marketing Problems-Marketing strategy for rural entrepreneurship, Management problems, Human resource Problems-Life cycle of an entrepreneurial venture-patent - Registration of trademark - copy right - Protection of Intellectual property.

UNIT IV

Policies and programs for the Rural Entrepreneurship-Industrial Policy Resolution-Five year plans-Khadi and Village Commission-Objectives-Field level Organizations-District Industries Centre[DIC]-National Institute for Small Industries Extension and Training(NISIET), Small Industry Development Organisation(SIDO)-Small Industries Service Institutions- Consultancy Organisations.

UNIT V

Financial Organisations-Regional Rural Banks and State Finance Corporations Women in Rural Entrepreneurship-scope-Women empowerment through Rural entrepreneurship-Self Help Groups[SHG'S]-structure, Problems and prospects of SHG's

REFERENCES

- Donald L. Sexton & Raymond W. Smilor, THE ART AND SCIENCE OF ENTREPRENEURSHIP, Ballinger
- Ahirrao Jitendra, Entrepreneurship and Rural Women in India, New Century, New Delhi, 2013

SERVICES MARKETING

OBJECTIVES

- To familiarize students with the meaning of services, significance of marketing services and how to tackle issues in the management of services.

UNIT I

Services-Introduction, Characteristics-Growth of service Sector-Classification of services-services marketing-strategic aspects of service marketing -service marketing mix- Goods versus service Marketing-Service marketing mix.

UNIT II

The seven **P**'s of Service Marketing-Place-Promotion-Price-People-Physical evidence and Process

UNIT III

Consumer behaviour in services-customer Satisfaction-Customer satisfaction survey. The customer expectations versus perceived –Service Gap-Techniques to resolve the Gap-Quality perceptions in services-SERVQUAL

UNIT IV

Segmentation Targeting and Positioning applicable to Service Marketing-Demand and Supply management for Services-Advertising and branding of services-employees role in service delivery.

UNIT V

Marketing of various Services-Educational institutions, Banking services, Tourism, Finance, Hospital care, Transport services- Marketing E-services

REFERENCE BOOKS

- Christopher H. Lovelock, **SERVICES MARKETING: PEOPLE, TECHNOLOGY, STRATEGY**, Pearson Education Asia.
- Rajendra Nargundkar, **SERVICES MARKETING: TEXT & CASES**, Tata McGrawHill Publishing Company, New Delhi, 2008

BANK FINANCIAL MANAGEMENT

OBJECTIVES:

- To provide expertise in managing banking functions
- to develop an understanding on the practices and problems of banking industry.
- To understand the Role of RBI
- To provide an overview of different Financial Institutions working in India

UNIT-I

FINANCIAL SYSTEM IN INDIA: Introduction –Structure of Indian Financial System – Money and Capital Markets – Meaning, Components –Characteristics–Reforms– Definition and Meaning of Banking – types of Banking – Banking structure in India—Origination, Structure, Functions and services of Commercial Banks

UNIT- II

CENTRAL BANK: Introduction – Characteristics - Origination, Structure and Functions of RBI – The role of RBI in controlling the monetary and credit system in India. – NBFCs – Growth of NBFCs.

UNIT- III

CO-OPERATIVE BANKS: Co-operative banks and their commercial banking functions- types — district and state co-operative— land development banks — industrial co-operatives — RRBs role — functions— rural banking - lead bank scheme. Development Banking: Introduction – Origin, Growth and functions of Institutions –IDBI – IFCI – STCs – SIDBI – LIC – GIC – UTI

UNIT- IV

SOURCES AND APPLICATIONS OF FUNDS: Capital adequacy, Deposits and non-deposit sources, application of bank funds – Investments and Lending functions, Principles and issues in lending - Types of lending – Fund based, non-fund based, asset based – Different types of loans and their features, Steps involved in Credit analysis, Credit delivery and administration, Pricing of loans, Customer profitability analysis.

UNIT- V

CREDIT MONITORING AND RISK MANAGEMENT Need for credit monitoring, Signals of borrowers' financial sickness– Rehabilitation process, Risk management – Interest rate, liquidity, forex, credit, market, operational and solvency risks – risk measurement process and mitigation, Basic understanding of NPAs and ALM.

TEXT BOOKS:

1. Padmalatha Suresh and Justin Paul, “Management of Banking and Financial Services, Pearson, Delhi, 2012.
2. Varshney: banking and financial system (S.Chand)

TRAINING AND DEVELOPMENT

OBJECTIVES

- To understand the concepts, tools and techniques of management training and development.

UNIT I

Training -concepts, definition, types, Purpose of Training- Training Principles-Training and development-Organisation climate for Training and Development, Training and Development model-Management Development-concept, definition, principles and Importance.

UNIT II

Training Methods-Concept-Approaches-Choosing Appropriate Training and Development method, designing training Methods-Training and development methods-on the site methods-off the site Method-Sensitivity-Transactional analysis-selecting a training method.

UNIT III

Learning-concept, definition, learning Principles-Identification of Training and Development Needs-concepts, objectives, Process of training and development needs, Methods of Training and Development Needs-Development of competency based training.

UNIT IV

Designing and conducting Training and Development, concept-process of designing and conducting Training and development. Designing A Training Unit (Cross Cultural, Leadership, Training the Trainer, Change), Budgeting of Training.

UNIT V

Evaluation of Training and Development programme -Concept-Definition of Training Evaluation-Types of Evaluation-Evaluation design issues, Induction versus Orientation-Evaluating Training and development-objectives, process, purpose, Effectiveness of training and development,

TEXT BOOK

- Lynton R Pareek, U, Training for Development, Vistaar, New Delhi .
- Peppar, Allan D, Managing the Training and Development Function, Gower, Aldershot
- Buckley, R., &Caple, J The theory and practice of Training (5th ed.) London and Sterling,

RETAIL MANAGEMENT

OBJECTIVES:

- The primary objective of the course is to have students develop marketing competencies in retailing and retail consulting.
- The course is designed to prepare students for positions in the retail sector or positions in the retail divisions of consulting companies.
- The course is designed to foster the development of the students more about retailing and retail consulting.

UNIT 1

Retail Management Concept and Trend: Definition and Meaning- Characteristics- Functions - Trends in Retailing- Types of Retailing-Forms of Retailing- Factors Influencing Retailing -Retail theories-Wheel of Retailing.

UNIT 2

Retail Marketing: Advertising & Sales Promotion, Store Positioning, Retail Marketing Mix, CRM, Advertising in Retailing. Retail Merchandising: Merchandise Planning, Buying function, Markups & Markdown in merchandise management, Visual Merchandising- Category Management, shrinkage in Retail merchandise management.

UNIT 3

Pricing and Channel of Distribution: Retail Pricing: Pricing Factors- Pricing Methods- Retail pricing strategies: Promotion Pricing – Competitive Pricing- Clearance Pricing- Pre-emptive Pricing- Value Pricing and Every Day Low Pricing (EDLP) strategy- Retailing Channels: Criteria for selection of Suppliers-Channel choice- Intensive, Selective and Home Delivery models. Careers in Retailing-Recruitment, Selection and Training.

UNIT 4

Retail Operation: Elements/Components of Retail Store Operation, Store Administration, Store Manager –Responsibilities, Store Maintenance, Store Security. Store Planning: Design & Layout, Location Planning and its importance, retailing image mix, Effective Retail Space Management, Floor Space Management. Inventory Management, Management of Receipts, Customer Service, Management of Retail Outlet/Store,

UNIT 5

Retail in India: Evolution and Size of retail in India – Drivers of retail change in India – Challenges to retail developments in India – Emergence of MNCs in Retailing- New Retail formats: Malls, Category Killers, Membership/Warehouse clubs, Ethnic and Home & Design Centres- Multi Channel Retailing - Foreign direct Investment in Retail Industry.

TEXT BOOK

1. Gibson G Vedamani – Retail management – functional principles and Practice, Jaico
2. Harjit Singh: Retail Management, S. Chand Publication.

COMPENSATION MANAGEMENT

OBJECTIVES:

- To enable the students to understand the various aspects of Compensation Management

UNIT 1:

Compensation Management –concept, evolution of compensation management –role and objectives of compensation. Frame work of compensation policy- significance of compensation plan-compensation approaches and determinants

UNIT 11:

Wage and Salary Administration –nature and scope, wage determination process-factors influencing wage and salary administration –Theories of wages- types of Wage System –Time and Piece Rate System

UNIT 111:

Compensation planning-introduction, Components of compensation planning-pay structure

UNIT IV:

Incentives –definition, types of incentives, individual incentives, creating an individual incentives plan, organisation wide incentive Plan-Scanlon plan, Kaiser plan, profit sharing-non financial incentives, fringe benefits-objectives, types and benefits

Unit V:

Regulatory bodies of compensation management- the work men compensation act 1923, Minimum wages act 1948, the equal remuneration act 1976, wage boards and pay commissions, criticism of wage board–compensation management in MNCs

REFERENCES

1. Human Resource Management, by L.M Prasad, Sultan Chand & Sons.
2. Personnel & Human Resource Management, by P. Subba Rao, Himalaya Publishing House.
3. Human Resource Management, by K. Aswathappa, Tata McGraw Hill Publishing Company Ltd.
4. Richard Thrope & Gill Homen, STRATEGIC REWARD SYSTEMS, Prentice Hall India, New Delhi.

RESEARCH METHODOLOGY

OBJECTIVES:

- To enable the students, know about the information needs of management
- To introduce the concept of scientific research and the method of conducting scientific enquiry
- To introduce the statistical tools of data analysis

UNIT I:

Research methodology- meaning, objectives, significance, characteristics. Research process- different steps. Types of research- descriptive, analytical, applied, fundamental, quantitative, qualitative, empirical and conceptual – Criteria of good research.

UNIT II:

Research Problem- meaning of Research Problem – Sources of research problem – Selection of research problem – techniques involved in defining a problem. Research design- need, procedure and elements in developing a research design.

UNIT III:

Types of data- Methods of Data Collection- questionnaire and schedule Classification and Tabulation of data

UNIT IV:

Data analysis- Tools and Techniques of data analysis- Standard deviation, Correlation, Regression and Chi Square Test.

Unit V:

Interpretation and report writing – Techniques of interpretation, precautions in interpretation, meaning and significance of report writing, Types of reports – Components of reports – Precautions.

TEXT BOOK:

1. Kothari C. R., Research Methodology – Wishwa Prakashan.
2. Krishnaswami, O R and Ranganathan, Methodology of Research in Social Sciences, Himalaya
3. Ghosh, B N, Scientific Methods and Social Research, Sterling, New Delhi
4. Gupta, Santhosh, Research Methods and Statistical Techniques, Deep&Deep, New Delhi

SEMESTER VI

SEMESTER VI

LIST OF PAPERS

| Title of the Paper | Code |
|---------------------------------|-------------|
| Soft Skill Development | SSDT-361- |
| Consumer Behaviour | CNBH-362 |
| Cost and Management Accounting | CAMA-363 |
| Industrial Relations Management | IRLM-364 |
| Taxation Management | TXNM-365 |
| Quality Management | QLTM-366 |
| Strategic Management | STGM-367 |

SOFT SKILL DEVELOPMENT

OBJECTIVES

- To understand the communication process in an organisation
- To Sharpen the communication skills-both oral and written-of the learner
- To simulate the real world business communication conducts and communicate effectively

UNIT I

Introduction to communication: Meaning and Definitions-Need-Objectives and Principles-Communication Media -Types of Communication Process - Interpersonal and Business Communication – Characteristics - Verbal and Non Verbal Communication - Barriers to Communication.

UNIT II

Business Letters: Meaning, Need, Functions and kinds of Business letters – Essentials of an effective Business Letter – Layout – Appearance – Size – Style - Form and Punctuation – Routine request Letters-Responses to Letters - Refusal Letters - Claims Letters - Collection Letters - Types of letters.

UNIT III

Report writing and Spoken Communication: Meaning of a report – Importance – Oral and written reports - Types of Business Reports – Characteristics of Good Report – Preparing a Report – Organisation of Report – Spoken Communication – the Telephone – the Public Addressing System – Word processor – Telex, Fax, Email – Teleconferences.

UNIT IV

Word processing using MS Word: Introduction – Creating a new document- templates and wizards – controlling the screen display – formatting – searching and replacing – tables – desktop publishing with word.

UNIT V

Spread Sheet Management using Excel: Introduction – Basic worksheet mechanics – Worksheet development- editing and formatting worksheet - Printing techniques – Sorting the data filtering – Lists- Pictorial representation of data in Excel : creating a chart-Customizing and embedding a charts – Charting Techniques-Introduction to Power Point: Usage of Design Templates – Presentation using wizards – Slide Transitions and animations – Inserting Clip arts and Pictures – Background and color Layouts.

TEXTBOOK:

- Office 2000 – Micheal Busley and Russel A Stul – BPB Publications
- Effective Business Communication – Kaul - Prentice Hall, New Delhi

CONSUMER BEHAVIOUR

OBJECTIVE

- To understand the conceptual foundations of consumer buying behavior
- To equip the learner to apply the principles and prepare for a career in product and brand management in the FMCG and consumer durables industry

UNIT – I

Consumer behaviour: Introduction – Consumer and Customers – Buyer and User - consumer involvement decision – Consumer Behaviour and its Application in Market.

UNIT – II

Environmental influences on consumer behaviour – cultural influences – social class, reference group and family influence – opinion leadership – marketing implication of the above influence.

UNIT – III

The individual consumer and buying behaviour and marketing implications – consumer perception, learning, attitude, motivation and personality – psychographics, value and lifestyles.

UNIT – IV

Diffusion of Innovation: Introduction – Types of Innovation – Diffusion Process – The Adoption Process.

UNIT – V

Consumer Decision Models – Types of Consumer Decision – Nicosia Model – Howard-Sheth Model – Engel – Blackwell – Miniard Model. Consumer responses to online marketing approaches.

TEXT BOOK:

Loudon and Della Bitta: CONSUMER BEHAVIOUR: CONCEPTS AND APPLICATION, Tata Mc-Graw Hill.

COST AND MANAGEMENT ACCOUNTING

OBJECTIVE

- To provide cost information and techniques and their application to 'Efficient and Effective' business decisions.

UNIT – I

Definition – costing – cost accounting – purpose and function of cost accounting – financial Vs cost accounting – management Vs cost accounting – methods and techniques of costing – advantages and limitations of cost accounting – cost unit – cost centre – cost element – cost sheet – definition – functions – management accounting – scope of management accounting.

UNIT – II

Process costing – operating costing – transport costing – Contract Costing

UNIT – III

Marginal costing – Breakeven point – profit/ volume ratio – margin of safety -

UNIT – IV

Ratio analysis – use of ratio analysis – classification of ratios – liquidity ratios – leverage ratios – turnover or activity ratios – profitability ratios

UNIT – V

Concept of fund flow statement – uses of fund flow statement – calculation of funds from operation – construction of fund flow statement – concept of cash flow – calculation of cash flow operation – preparation of cash flow statement – distinction between fund flow and cash flow analysis.

TEXT BOOK

Cost and management accounting: method and techniques – A.P. Roy Chowdhury and A. Bhattacharya, New Central Book Agency

Cost and management accounting – N.P. Srinivasan, Sterling Publishers Pvt.Ltd,

INDUSTRIAL RELATIONS MANAGEMENT

OBJECTIVES:

1. To offer knowledge on managing industrial relations and the processes, regulations and the authorities regarding industrial relations.
2. To acquaint students with the Development of Trade unionism in India with its importance and role.

UNIT I:

LABOUR MOVEMENT – Concept of Labour movement and Union Organisation – Trade Unionism: Definition, approaches to trade unions, types of unions, functions and role, ICFTU – WFTU – ILO – History, objective and functions – Social Responsibility of Trade Unions – Union in relation to welfare and management – Trade Unions and economic development.

UNIT II

INDUSTRIAL RELATIONS- Introduction - Concept and Determinants of Industrial Relations - Industrial Relations in India-Role of government employers and the unions in industrial relations- forms of disputes –Industrial relations machinery - Contemporary Trends and Future of Industrial Relations in India.

UNIT III

INDUSTRIAL DISPUTES: forms, causes prevention and settlement -legislative measures others - Analysis of disputes, Industrial relations machinery in India-Process of collective bargaining – Problems and prospects – Procedure and Machinery -Bipartism in agreements – Code of conduct and code of discipline – Wage boards – Reports of wage boards – Management of strikes and lockouts.

UNIT IV

DISCIPLINE AND GRIEVANCE REDRESSAL MACHINERY - Purposes and Procedures of Disciplinary Action - Grievance Redressal Procedures - Conciliation - Arbitration and Adjudication -Workers participation in Management – meaning – objectives – factors influencing participation. Works committee, Joint Management Councils-Democratic supervision, employee director, Consultative supervision.

UNIT V

EMPLOYEE SAFETY PROGRAMME – Types of safety Organisation – Safety Committee – Ergonomics. Damage control and system, safety – employee communication – House journals– notice Boards – suggestion schemes – upward communication, Personal counseling and mental health – Educational and social development – Modern Trends.

TEXT BOOKS

1. Mamoria & Mamoria – Dynamics of Industrial Relations in India, Himalaya Publishing House.
2. N.G.Nair and Latha Nair, Personnel Management and Industrial relations,S. Chand.

REFERENCES

1. S C Srivastava: Industrial Relations and Labour Laws, Vikas Publishing House.
2. T N Chhabra: Industrial Relations and Labour Laws, Dhanpat Rai Publishing House. 3.T.N. Bhagoliwal – Personnel Management and Industrial Relations. Agra Publishers.
4. Arun Monapa – Industrial Relations. Tata Mc graw Hill.
- 5.V.P. Michael – HRM and Human Relations, Himalaya Publishing House

TAXATION MANAGEMENT

OBJECTIVE

- To make the student understand the concept of tax
- To enable the student to know about individual tax and income tax concept
- To enable the student to prepare tax returns and other tax related documents

UNIT I –

INTRODUCTION

Introduction – History of Income tax – Assessment year – Previous year – Concept and residential status - Determination of residential status – Incidence of Tax. Income - Exempted Income.

UNIT II–

INCOME FROM SALARY

Salary: salary and allowances – Perquisites – permissible deduction from salary – Numerical problems in salary.

UNIT III–

INCOME FROM HOUSE PROPERTIES

Basis of determination of annual value – Computation of income from house properties – Small numerical problems

UNIT IV –

PROFIT AND GAINS OF BUSINESS AND PROFESSION

Income from business or profession – Deduction – Allowances - Numerical problems

UNIT V –

CAPITAL GAIN and INCOME OTHER SOURCES

Capital gains – Long Term and Short Term Capital Gain - Computation of capital gains – Different sources of income, dividend, and interest on securities – Small numerical problems.

TEXT BOOK:

Direct taxes – Vinod .K.Singhania, Taxman Pub, Ltd.

QUALITY MANAGEMENT

OBJECTIVES:

- To Understand the Overview of Quality
- To Understand the essentials of Quality
- To Understand and apply Selected Quality Improvement techniques
- To Understand the concepts and application of TPM, Reliability and FMEA
- To have comprehensive knowledge on Quality Management Systems and awards

UNIT I

INTRODUCTION

History of Quality – Importance of Quality Management – Contributions of Quality Gurus - Quality Information System – Strategy Development and Deployment – Need for Quality approach to strategy – Definition of Quality and its types – Distinction between product quality and service quality

UNIT II

ESSENTIALS OF QUALITY MANAGEMENT

Customer focus – Steps of developing customer focus – Customer and management – Factors affecting customer satisfaction – Importance of customer retention – Leadership – Desirable Qualities of a leader – Roles of leaders in Quality Improvement – Quality circles – Rewards and Recognition

UNIT III

QUALITY IMPROVEMENT TECHNIQUES

Quality System – Process Capability – SIX SIGMA – Bench Marking – Cost of Quality – Quality function Deployment

UNIT IV

TOTAL PRODUCTIVE MAINTENANCE (TPM)

Objectives of TPM – Elimination of Wastes by TPM – Equipment Maintenance Techniques – Benefits of TPM – Performance Measures of Maintenance System – Pillars of TPM – Stages of Implementation of TPM – Reliability – Failure Modes and Effects analysis (FMEA)

UNIT V

QUALITY MANAGEMENT SYSTEMS AND AWARD ISO 9000 Series – ISO 9000: 2015 – ISO 9000 Vs Baldrige award – Malcolm Baldrige National Quality award – Business Process Re – engineering

TEXT BOOKS:

1. Panneerselvam.R and SivaSankaran.P, "Quality Management", PHI Learning, New Delhi – 2014.

REFERENCES:

1. Bester field, D.H., Carol Bester field, G.H., Mary Bester field - - sacre, "Total Quality Management", Pearson Education, INC, third edition (Revised) (2012).
2. Summers, C.S., Quality Management: Creating and Sustaining Organization effectiveness, Prentice – Hall of India, New Delhi, 2005.
3. K.Krishnaiah, ""Applied Statistical Quality Control and Improvement", PHI Learning, New Delhi – 2014.

STRATEGIC MANAGEMENT

OBJECTIVES:

- To make the students to understand the concepts of strategic Management – Analysis business situation identify craft and execute strategies at different levels in business

UNIT I:

Strategic Management – Definition – Scope – Benefits – Risks – Approaches – Strategic Decision making process – Participants in strategic Management.

UNIT II:

Environmental Scanning – and Industry analysis – forecasting – Internal scanning – SWOT Analysis -vision of the company – Mission – Objectives – Stakeholder theory – cybert and march's behaviour theory – Social responsibility and business ethics.

UNIT III:

Strategic formulation – Business Strategy – Corporate Strategy – Generic Strategy – Portfolio Analysis – BCG Growth / share matrix

UNIT IV:

Strategy Implementation – Organization for action – Staffing – Leading – Total quality management – Functional Strategies – Growth Strategies- Diversification acquisition and Joint Venture- Turn Around Strategies.

UNIT V:

Strategic control and evaluation – Establishing strategic control – Implementation control – special alert control – evaluation techniques – Participant in Strategic evaluation and control – strategy for diversified company – strategy for MNC Company.

TEXT BOOKS

L.M Prasad, Business policy and strategic management – Sultan Chand & Sons.

REFERENCE:

1. Francis Cherunilam – Himalaya Publishing House
2. Dr.S.Sankaran – Margham Publications
3. Dr. V.Balu - Business Policy and Strategic Management – Sri Venkateswar Publications.