



**CURRICULUM AND SYLLABUS
(Regulations – 2015)**

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)
(For students admitted from the academic year 2015-2016 onwards)

CHOICE BASED CREDIT SYSTEM (FULL TIME)

**FACULTY OF MANAGEMENT
SRM UNIVERSITY
KATTANKULATHUR – 603 203.**

BACHELOR OF BUSINESS ADMINISTRATION (BBA)
(for the candidates admitted from 2015-2016 academic year onwards)

CURRICULUM & SYLLABUS

SEM	SUB CODE		SUBJECT NAME	L	T	P	C
I	ULT15101		Tamil - I	2	4	0	4
	ULH15101		Hindi - I				
	UL F15102		Business French - I				
	ULE15101		English – I	2	4	0	4
	UBA15101	Core-1	Management Principles	2	4	0	4
	UBA15102	Core-2	Financial accounting	2	4	0	4
	UBA15103	Core-3	Managerial Economics	4	0	0	4
	UBA15104	Allied-1	Business Environment	3	2	0	4
	CAC15101	CDC	Soft Skills	2	0	0	2
							26
II	ULT15201		Tamil - II	2	4	0	4
	ULH15201		Hindi - II				
	ULF15202		Business French - II				
	ULE15201		English – II	2	4	0	4
	UBA15201	Core-4	Organizational Behaviour	3	2	0	4
	UBA15202	Core-5	Cost and Management Accounting	2	2	2	4
	UBA15203	Allied-2	Computer Skills	3	2	0	4
	CAC15201	CDC	Quantitative Aptitude and logical Reasoning-I	2	0	0	2
	UNSS15201	Extension activity	NSS	0	0	0	1
	UNCC15201		NCC				
	UYOG15201		YOGA				
	UNS015201		NSO				
							23
III	UBA15301	Core-6	Marketing Management	3	2	0	4
	UBA15302	Core-7	Human Resource Management	3	2	0	4

	UBA15303	Core-8	Management information system	2	4	0	4
IV	UBA15304	Allied-3	Business Maths and Statistics	2	4	0	4
	UBA15E01	Elective-1 (Any One)	Banking Theory and Practice	1	4	0	3
	UBA15E02		Training and Development				
	UBA15E03		Creativity and Innovation				
	UBA15E04		Econometrics				
	CAC15301	CDC	Quantitative aptitude and logical reasoning-II	2	0	0	2
		NON MAJOR ELECTIVE - I	Other Department non major elective papers	2	0	0	2
							23
	UBA15401	Core-9	Legal Aspects of Business	3	2	0	4
	UBA15402	Core-10	Production and Operation Management	3	2	0	4
	UBA15403	Core-11	DBMS	3	2	0	4
	UBA15404	Allied-4	Operations Research	2	4	0	4
	UBA15E05	Elective -2 & 3 (Any Two)	Sales Management	1	4	0	3 (3x2=6)
	UBA15E06		Business Taxation				
	UBA15E07		Public Relation				
	UBA15E08		Retail Management				
	UBA15E09		Business outsourcing				
	UBA15E10		Global Trade				
	CAC15401	CDC	Verbal Ability & Reasoning	2	0	0	2
		NON MAJOR ELECTIVE - II	Other Department non major elective papers	2	0	0	2
							26

V	UBA15501	Core-12	Financial Management	2	4	0	4
	UBA15502	Core-13	Entrepreneurial Development	3	2	0	4
	UBA15503	Core-14	Total Quality Management	3	2	0	4
	UBA15504	Core-15	Research Methodology	2	4	0	4
	UBA15E11	Elective 4&5 (Any Two)	Leadership and Team Management	1	4	0	3 (3x2=6)
	UBA15E12		Services Marketing				
	UBA15E13		Security Analysis and Portfolio Management				
	UBA15E14		Event Management				
	UBA15E15		Data Warehousing and Data Mining				
	UBA15E16		Logistic and Supply Chain Management				
	UES15501	EVS	Environmental Studies	3	0	0	3
							25
VI	UBA15601	Core-16	Business Ethics	3	2	0	4
	UBA15602	Core-17	Strategic Management	3	2	0	4
	UBA15603	Core-18	Industrial Relation Management	3	2	0	4
	UBA15604	Core-19	E-Business Management	3	2	0	4
	UBA15605	Core -20	Internship and Project Work	4	0	0	4
	UBA15E17	Elective 6 (Any One)	Services Operation Management	2	2	0	3
	UBA15E18		Information Security Management				
	UBA15E19		Customer Relationship Management				
	CAC15601	CDC	Communication Skills/Student Social Responsibility	2	0	0	2
							25
Total Credits							148

NON MAJOR ELECTIVES (OFFERED BY BBA)

III	UBA15E81	Any One	Small Business Operation	2	0	0	2
	UBA15E82		Rural Marketing				
	UBA15E83		Consumer Protection and Consumer Rights				
	UBA15E87		Business Analytics-I				
IV	UBA15E84	Any One	Business organization	2	0	0	2
	UBA15E85		E-Marketing				
	UBA15E86		Marketing Research				
	UBA15E88		Business Analytics-II				

SEMESTER-I

ULT15101	தமிழ் – I	L	T	P	C
		2	4	0	4

பகுதி 1. தமிழ் இலக்கிய வரலாறு

(நூல் - தமிழ் இலக்கிய வரலாறு- முனைவர் சு.ஆனந்தன், கண்மணி பதிப்பகம், திருச்சி, 2010.)

1. சிற்றிலக்கியம் - தோற்றமும் வளர்ச்சியும்
2. புதுக்கவிதை - தோற்றமும் வளர்ச்சியும்
3. சிறுகதை - தோற்றமும் வளர்ச்சியும்
4. புதினம் - தோற்றமும் வளர்ச்சியும்
5. உரைநடை - தோற்றமும் வளர்ச்சியும்

பகுதி 2. இலக்கியம்

அ. இக்காலக்கவிதைகள்

1. பாரதியார்
நெஞ்சு பொறுக்கு திலையே ...என்று தொடங்கும் கவிதை
2. பாரதிதாசன்
உலக ஒற்றுமை - தன்பெண்டு தன்பிள்ளை ...என்று தொடங்கும் கவிதை
3. ந.பிச்சமூர்த்தி - கிளிக்கூண்டு
4. இன்குலாப் - மரங்களின் சுற்றம் சந்திக்கச்
செல்வதில்லை...என்று தொடங்கும் கவிதை
5. நா. காமராசன் - கருப்பு மலர்கள் காகிதப் பூக்கள் -
கால மழைத்தூறலிலே... என்று தொடங்கும் கவிதை
6. சு.விவ்வரெத்தினம் --வேற்றாகி நின்ற வெளி
நிலவின் எதிரொலி - பறம்பு மலை ...என்று
தொடங்கும் கவிதை

7. பாரதி புத்திரன் - மாரிக்கால இரவுகள் சிவகாசி
சிசுக்கள் - மகனே அன்றொரு நாள் ...என்று
தொடங்கும் கவிதை
8. து.நரசிம்மன் - வானம் பிறந்தது ஒரு பிஞ்சின்
வேண்டுகோள்...என்று தொடங்கும் கவிதை
9. பொன்மணி வைரமுத்து- தாய்ப்பல்லாண்டு
ப.கல்பனா- வானம் பிறந்தது
கீறல் விழுந்த மாலைக்காலங்கள்- இன்று வர... என்று
தொடங்கும் கவிதை

ஆ. சிற்றிலக்கியம்

கலிங்கத்துப்பரணி- போர் பாடியது: 404 --408 பாடல்கள்

குற்றாலக்குறவஞ்சி - மலைவளம்

1. வானரங்கள் கனிக்கொடுத்து என்று தொடங்கும்
பாடல்
2. முழங்கு திரைப் புனலருவி கழங்கென முத்தாடும்
என்று தொடங்கும் பாடல்

இ. காப்பியங்கள்

**சிலப்பதிகாரம் - வழக்குரை காதை - ‘தேரா மன்னா! செப்புவது
உடையேன்;--- இணை அடி தொழுது வீழ்ந்தனளே, மடமொழி.**

(30 - வரிகள்)

பகுதி 3

உரைநடைப் பகுதி

**“எண்ணங்கள்” டாக்டர் எம்.எஸ்.உதயமூர்த்தி ,கங்கை புத்தக
நிலையம், 2005.**

ULH15101	HINDI-I	L	T	P	C
		2	4	0	4

**PAPER I – PROSE, ONE ACT PLAY, LETTER- OFFICIAL AND DEMI-OFFICIAL LETTER,
COMPUTER AND TECHNICAL TERMINOLOGY.**

1- PROSE :

1. USNE KAHA THA (STORY) - CHANDRADHAR SHARMA GULERI
2. CHIEF KI DAWAAT (STORY) - BHISHAM SAHNI
3. PREMCHAND (NIBANDH) - DR. RAMVILAS SHARMA
4. BHOLARAM KA JEEV (SATIRE STORY) -HARISHANKAR PARSAI
5. BHAGWAN NE KAHA THA (SATIRE STORY) - SURYA BALA
6. CHAMAR KI BETI (STORY) -DR.N. CHANDRSHEKHARAN NAIR

2- ONE ACT PLAY :

1. LAXMI KA SAWAGAT - UPENDRANATH ASHK
2. JAB MAA RO PADI - SETH GOVIND DAS

3- CORRESPONDENCE :

1. OFFICIAL LETTER
2. DEMI- OFFICIAL LETTER

4- COMPUTER

5- TECHNICAL TERMINOLOGY

ULF15102	BUSINESS FRENCH-I	L	T	P	C
		2	4	0	4

Unité-I

(15Heures)

Nommez des objets, s'adresser poliment a quelqu'un, se présenter, présenter quelqu'un, entrer un contact, dire tu ou vous, épeler, dire ou on travaille, ce qu'on fait, communiquer ses coordonnées.

Grammaire : articles indéfinis, masculin et féminin des noms, pluriel des Noms, adjectifs de nationalité, article défini, quel interrogatif.

Unité-II (15Heures)

Identifier des objets, expliquer leur usage, dire ce qu'on possède, faire un Achat, discuter le prix,

Grammaire : adjectifs possessifs, verbe avoir, ne pas, pas de, question Est-ce que, négative, réponse si, il y a, qu'est-ce qu'il ya

Unité-III (15Heures)

Demander et donner l'heure, raconter sa journée, parler de ses habitudes au travail, de ses loisirs. Grammaire : question avec a quelle heure, adjectifs démonstratifs, verbes pronominaux, les prépositions.

Unité-IV (15Heures)

Montrer et situer des objets, décrire des objets, accord des adjectifs faire du sport, jouer des instruments musique.

Grammaire : conjugaison des verbes réguliers et irréguliers au présent.

Unité-V (15Heures)

dire la date, parler du temps qu'il fait, parler de ses loisirs.

Grammaire : adverbes de fréquence, verbes impersonnelles

TEXT BOOK

1. Jean –Luc Penfornis, *Français .com*, Cle International, Paris,2007

REFERENCES

1. Sylvie POISSON – QUINTON et al., *FESTIVAL I.*, CLE International / Sejer2005
2. Régine Mériéux,YvesLoiseau, *Connexions*, Didier, Paris , 2005.
3. Annie Monnerie-Goarin, Evelyne Siréjols,,*Champlon*, CLE International, Paris ,2007.

ULE15101	ENGLISH-I	L	T	P	C
		2	4	0	4

PAPER I – POETRY, PROSE, SHORT STORY, MOVIE REVIEW, GRAMMAR**UNIT I: POETRY**

1. If by Rudyard Kipling

2. Where the Mind is Without Fear by Rabindranath Tagore
3. The Road Not Taken by Robert Frost
4. Snake by D. H. Lawrence

UNIT II: PROSE

1. Of Truth by Francis Bacon
2. Spirit of India- A.P.J. Abdul Kalam

UNIT III: SHORT STORIES

1. The Bet- Anton Chekhov
2. The Postmaster by Rabindranath Tagore

UNIT IV: MOVIE REVIEW

1. Whose Life is it Anyway?
2. The Accused- Feature Film
3. Water

UNIT V LANGUAGE COMPONENT:

1. Tenses
2. Focus on Articles, Prepositions, Subject Verb Agreement
3. Comprehension Passage

REFERENCE

1. Raymond Murphy Grammar book.

UBA15101	MANAGEMENT PRINCIPLES	L	T	P	C
		2	4	0	4

COURSE RATIONALE:

Principles of Management, provides the student with a conceptual framework for understanding the basic theories of management. Emphasis is placed on the internal and external environment, ethics, planning, goal setting, decision making, organizational structure, motivation and group dynamics, and effective control mechanisms.

COURSE OBJECTIVES:

- To gain knowledge about the four management functions of planning, organizing, leading, and controlling and introduce to the historical evolution of management theories.
- To learn the basics of group dynamics and the challenges of managing work teams.
- To familiarize with various leadership styles and theories of motivation.
- To describe the control process including: the importance of control, tools for measuring organizational performance, and managerial actions

UNIT I

Introduction: Concept, nature, process and significance of management; Managerial roles and Skills; Development of management through; Classical and neo – classical systems; Contingency approaches: - Robert Owen, Taylor Fayol, and Elton Mayo.

UNIT II

Planning – Nature – Importance – Forms – Types – Steps in Planning – Objectives – Policies – Procedures and Methods – Nature and Types of Policies – Decision Making – Process of Decision making – Types of Decisions – Problems involved in Decision – making.

UNIT III

Organizing – Types of Organization (Line and Staff, Committees, Projects, Matrix) – Organizational structure – Span of Control – Departmentalization – Informal Organization- Meaning and functions of Staffing.

UNIT IV

Authority – Delegation – Decentralization – Difference between authority and power – Uses of authority – Distinction between Centralization decentralization – Responsibility –Nature, Purpose and Scope of Directing. - Controlling – Meaning, importance and Types of Control -Control Process.

UNIT V

Co-ordination – Need for Co-ordination – Types – Techniques – hierarchy of control-Co-operation-meaning- Distinction between co-ordination and co-operation – Requisites for excellent Co-ordination

TEXT BOOKS

1. C. B Gupta -Management Principles
2. L.M Prasad -Principles and Practices in Management
3. Dinkar Pagare -Business Management

REFERENCES

1. P.C. Tripathi & P.N. Reddy – Principles of Management.
2. Weihrich and Koontz – Essentials of Management; Tata McGraw

UBA15102	FINANCIAL ACCOUNTING	L	T	P	C
		2	4	0	4

COURSE RATIONALE

The content of this course is designed to impart the basic knowledge of financial accounting theory, standards, principles and procedures to accounting problems and its application in business

COURSE OBJECTIVES:

- Understand the basic accounting concepts and their application in business.
- Apply the dual-entry recording framework to a series of transactions that results in a balance sheet.
- Gain knowledge on the preparation of financial statements.
- Develop the skills needed to analyze financial statements effectively, and
- Students will be exposed to take decisions on depreciation method to be adopted

UNIT I

Meaning and scope of Accounting, Basic Accounting Concepts and Conventions –Objectives of Accounting – Accounting Transactions –

Double Entry Book Keeping – Journal, Ledger, Preparation of Trial Balance – Preparation of Cash Book.

UNIT II

Preparation of Final Accounts of a Sole Trading Concern – Adjustments – Closing Stock, Outstanding and Prepaid items, Depreciation, Provision for Bad Debts, Provision for Discount on Debtors, Interest on Capital and Drawings

UNIT III

Classification of errors – Rectification of errors – Preparation of Suspense Account.- Bank Reconciliation Statement (Only simple problems).

UNIT IV

Depreciation – Meaning, Causes, Types – Straight Line Method – Written Down Value Method (Change in Method excluded). Insurance claims – Average Clause (Loss of stock only)

UNIT V

Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method- Conversion method (simple problems only)

TEXT BOOKS

- 1. T.S. Reddy & A. Murthy -Financial Accounting – Margham Publications – 2012**
- 2. R.L Gupta & V.K Gupta -Advanced Accounting – Sultan Chand – New Delhi-2010**

REFERENCES

- 1. Shukla & Grewal -Advanced Accounting – S Chand – New Delhi**
- 2. Jain & Narang -Financial Accounting –**
- 3. P.C. Tulsian -Financial Accounting –**
- 4. S. Parthasarathy and A. Jaffarulla -Financial Accounting –**

UBA15103	MANAGERIAL ECONOMICS	L	T	P	C
		4	0	0	4

COURSE RATIONALE

As Economics is the bedrock of business activities, understanding the fundamentals of economics and using its knowledge in managerial decisions is important for modern managers.

COURSE OBJECTIVES:

To familiarize the students with the fundamental principles of economics

To make them understand the relevance of economics in business decisions

To help them be equipped with economic tools for business analysis.

UNIT I

Introduction – Natural & Scope of Managerial Economics – Significance of Managerial Economics.

UNIT II

Demand Analysis – Basic Concepts and Tools for Analysis of Demand – Demand forecasting.

UNIT III

Cost Concepts and Cost Analysis – Production Function – Cost Price – Output Relations.

UNIT IV

Price and Output Decisions under different Market Structures Perfect Competition – Monopoly – Monopolistic Competition – Oligopoly – Pricing Policy – Pricing Methods and Approaches – Product Line Pricing – Price Forecasting.

UNIT V

National Income-definition, measurement – Factors - difficulties in measurement. GDP-NDP-Business cycle- phases – Inflation- types and

control measures. Managerial Economics in the Context of Globalization.

TEXT BOOKS

1. Managerial Economics - Sankaran

REFERENCES

1. Managerial Economics -Spencer M.K
2. Managerial Economics -Mote & Paul
3. Managerial Economics -Varshney & Maheswari

UBA15104	BUSINESS ENVIRONMENT	L	T	P	C
		3	2	0	4

COURSE RATIONALE

To provide the contemporary issues in the Business Environment and to facilitate a better-informed Economic System

COURSE OBJECTIVES:

- The expected outcome after learning this course is that the student will be able to:
- Understand the various environment, culture and society.
- To know the differences between the business and Government.
- Contextualize the concepts of public sector in India.

UNIT I

Business Environment: Meaning – Various environments affecting business – Social Economic; Political and Legal; Culture; Competitive Demographic; Technological and International environments.

UNIT II

Business and culture: Culture – Elements of culture – Impact of foreign culture – Traditional values and its impact – Change and resistance to change - Caste and communities – Linguistic and Religious groups – Joint Family system.

UNIT III

Business and Society: Social responsibilities of Business - Responsibilities to shareholders; Responsibility to employees; Responsibility to customer; Responsibility to the community; Responsibility to the Government - Business Ethics - Population - Demographic pattern changes - Standard of living - Urbanization - Migration.

UNIT IV

Business and Government: State Regulations of business - Industrial Licensing policy - Technology - Indigenous Technology - Import of Technology - Import of Technological changes of business.

UNIT V

Economic system: socialism - Capitalism - Mixed Economy - Their impact of Business - Public sector, private sector, joint sector - objectives, growth, achievements and failures of public sector in India.

TEXT BOOK

1. Francis Cherunilum -Business Environment

REFERENCES

1. K. Aswathappa, Himalaya Publishing House -Essentials of Business Environments - .
2. Lokanathan and Lakshmi rajan, -Business and society - Emerald Publishers .
3. M.Adikary - Economic Environment of Business - Sultan Chand & Sons.

CAC15101	SOFT SKILLS	L	T	P	C
		2	0	0	2

OBJECTIVES: At the end of this course, the students will be able to answer objective questions for any verbal ability exam.

COURSE REQUIREMENT: At the end of every unit, the students will be expected to answer a model verbal ability exam.

UNIT-I

Vocabulary- Synonyms, Antonyms, Idioms and phrases, ordering of words/sentences.

UNIT-II

Grammar- Sentence improvement, Change of speech, sentence correction.

UNIT-III

Vocabulary-One word Substitute, Verbal Analogies, Closet test.

UNIT-IV

Grammar- Spotting errors, selecting words, sentence completion

UNIT-V

Vocabulary- Word Quest, Puzzles, Crossword

TEXT BOOKS

1. Raymond Murphy, Essential English Grammar, Cambridge University Press, 2007
2. Raymond Murphy, Intermediate English Grammar, Cambridge University Press, 2007
3. Raymond Murphy, Advanced English Grammar Cambridge University Press, 2007

REFERENCE

1. Prabhu.C, Vivekanandan.P, The Essentials of Quantitative Aptitude and Verbal Aptitude, Enrich & Excell, BEACON, Chennai, 2012.

SEMESTER-II

ULT15201	தமிழ் - II	L	T	P	C
		2	4	0	4

பகுதி -1.

தமிழ் இலக்கிய வரலாறு

(நூல் - தமிழ் இலக்கிய வரலாறு- முனைவர் சு.ஆனந்தன், கண்மணி பதிப்பகம், திருச்சி, 2010.)

1. சங்க இலக்கியங்கள்
2. நீதி இலக்கியங்கள்
3. பக்தி இலக்கியங்கள்
4. காப்பியங்கள்

பகுதி -2

அ. சங்க இலக்கியம்

1. முனி தயிர் பிசைந்த... என்று தொடங்கும் குறுந்தொகை(167) பாடல் முல்லை, செவிலித்தாய் கூற்று).
2. மனை நடு வயலை வேழம் சுற்று... என்று தொடங்கும் ஐங்குறுநாறு (11) பாடல் (மருதம், ஐங்குறுநாறு - வேழப்பத்து.)
3. எம் வெங் காமம் இயைவது ஆயின்என்று தொடங்கும் அகநானூறு (15) பாடல் (பாலை , மகட் போக்கியதாய் சொல்லியது)
4. சுடர் தொடஇ கேளாய்..... என்று தொடங்கும் கலித்தொகை(51) பாடல் (குறிஞ்சி, தலைவி கூற்று)
5. மண்டு அமர் அட்ட ... என்று தொடங்கும் புறநானூறு (213) பாடல், பாடியவர் : புல்லாற்றார் எயிற்றியனார், பாடப்பட்டோன் :: கோப்பெருஞ்சோழன்; திணை : வஞ்சி; துறை- துணைவஞ்சி.

6. நறவுவாய் உறைக்கும் நாகுமுதிர் ... என்று தொடங்கும் பத்துப்பாட்டு - சிறுபாணற்றுப்படை (51-67) பாடல்
7. கலந்தோர் உவப்ப எயில் பல கடையி... என்று தொடங்கும் பத்துப்பாட்டு -- மதுரைக் காஞ்சி (220-237) பாடல்.

ஆ. நீதி இலக்கியம்

1. திருக்குறள் -நட்பாராய்தல்
புலவி நுணுக்கம் (2 அதிகாரம்)
2. நாலடியார்- பொருட்பால்- மேன்மக்கள் - 5 பாடல்

இ. பக்தி இலக்கியம்

சைவம் - பன்னிரு திருமுறைகள்

1. திருஞானசம்பந்தர் தேவாரம் - முதலாம் திருமுறை
காதல் ஆகி, கசிந்து ... என்று தொடங்கும் பாடல்
2. திருநாவுக்கரசர் தேவாரம் - ஐந்தாம் திருமுறை
மாசில் வீணையும் மாலை ... என்று தொடங்கும் பாடல்
3. சுந்தரர் தேவாரம் - ஏழாம் திருமுறை
பொன்னார் மேனியனே ... என்று தொடங்கும் பாடல்
4. மாணிக்கவாசகர் - திருவாசகம் - பிடித்த பத்து
பால் நினைந்து ஊட்டும் தாயினும் சாலப் ... என்று தொடங்கும் பாடல்
5. திருமூலர் - திருமந்திரம்
மரத்தை மறைத்தது மாமத யானை ... என்று தொடங்கும் பாடல்

வைணவம் - நாலாயிரத்திவ்யப்பிரபந்தம்

1. பூதத்தாழ்வார்
பெருகு மத வேழம் மாப்பிடிக்கு...என்று தொடங்கும் பாடல்
2. குலசேகராழ்வார்

ஆனாத செல்வத்து அரம்பையர்கள் தற்குழ ...என்று தொடங்கும் பாடல்

3. பெரியாழ்வார்

எந்நாள் எம்பெருமான் ...என்று தொடங்கும் பாடல்

4. ஆண்டாள்

ஓங்கி உலகளந்த உத்தமன் ... என்று தொடங்கும் பாடல்

5. திருப்பாணாழ்வார்

சதுர மாமதில் சூழ இலங்கைக்கு ... என்று தொடங்கும் பாடல்

இஸ்லாம்

குணங்குடி மஸ்தான் சாகிபு பாடல்கள் -தவமே பெற வேண்டுமெனல்- 3 பாடல்கள்

கிறித்துவம்

ஆதிநந்தாவனப் பிரளயம் - ஏதேன் தோட்டம்- 3 பாடல்கள்

பகுதி 3:

சிறுகதை : “ஒற்றைச் சிறகு”, இலக்கியச் சிந்தனை 2012 ஆம் ஆண்டின் சிறந்த சிறுகதைகள் தொகுப்பு.

ULH15202	HINDI-II	L	T	P	C
		2	4	0	4

PAPER II- POETRY, STORY, ADMINISTRATIVE WORDS AND TRANSLATION

POETRY:

- | | |
|----------------------------------|--------------------------------|
| 1. Suprashid Dohey | - Kabir, Rahim, Bihari, Surdas |
| 2. Nar Ho Na Nirash Karo Mann Ko | - Maithlisharan gupt |
| 3. Jo Tum Aaa Jaate | - Mahadevi Varma |
| 4. Hum Panchi Unmukt Gagan Ke | - Shiv mangal singh suman |
| 5. Chalawa | - Santosh shreeyansh |
| 6. Yahan Thi Vaha Nadi | - Manglesh Dabral |

STORY:

- | | |
|---------------------------------|----------------------------------|
| 1. Eidgaha | - Premchand |
| 2. Vapsi | - Usha Priyamvada |
| 3. Me Hindu Hu | - Azgar Vagahat |
| 4. Ek Plate Sailab | - Mannu Bhandari |
| 5. Administrative Words, Anuvad | - Anuvad Ki Paribhasha Evam Bhed |
| 6. Anuvad | - English to Hindi |

ULF15202	BUSINESS FRENCH-II	L	T	P	C
		2	4	0	4

Unité-I (15Heures)

Réserver une chambre de l'hôtel, demander la note, expliquer un itinéraire, Parler de ses déplacements, situer une carte, exprimer un conseil, une Interdiction, une obligation, acheter un billet de train
Grammaire : adjectifs possessifs, adjectif tout, impératif présent, nombres Ordinaux, en/au +pays, il faut+infinitif, il est interdit de

Unité-II (15Heures)

Manger au restaurant, comprendre un menu, commander, engager une Conversation téléphonique, parler de sa formation, de son expérience, De ses compétences, raconter des événements passés, consulter sa boîte Emails, répondre aux messages. Grammaire : futur proche, articles partitifs, pronoms COD, passe compose Avec avoir, être, négation au passe compose.

Unité-III (15Heures)

Identifier un problème, demander des précisions, expliquer un contretemps déplacer un rendez-vous, demander de l'aide, donner des instructions, expliquer un problème, suggérer une solution.
Grammaire : ne...rien, ne...personne, qu'est-ce que/qu'est-ce qui/qui est-ce que/qui est-ce qui, passe compose des verbes pronominaux, si/quand+ présent, ne...plus, ne... pas encore, impératif présent : place du pronom et verbes pronominaux, trop/ pas assez, verbe devoir au conditionnel présent.

Unité-IV

(15Heures)

Evoquer un souvenir, raconter une histoire, rapporter des événements marquants d'une vie professionnelle, expliquer une situation de stress, donner son avis, faire des projets.

Grammaire : formation de l'imparfait, chaque/ chacun, emploi du Passe compose et de l'imparfait, relatifs qui, que, ou, mise en relief, Indicateurs de temps, depuis, il y a, pendant, pour, en, pronom en de quantité, propositions complétives, je pense que..., je crois que, futur simple, pronom y.

Unité-V

(15Heures)

Des e-mails informels et formels, L'organisation d'une entreprise, Quel que exemples des entreprises françaises en Inde, monnaie de La monde, opinion sur un sujet de la vie quotidienne.

Grammaire : Règles pour construction de la structure Des e-mails. La politesse en écrire des mails formels.

TEXT BOOK

1. Jean –Luc Penfornis, *Français .com*, Cle International, Paris, 2007

REFERENCES

1. Sylvie POISSON – QUINTON et al., *FESTIVAL I*., CLE International / Sejer2005
2. Régine Mériéux, YvesLoiseau, *Connexions*, Didier, Paris , 2005.
3. Annie Monnerie-Goarin, Evelyne Siréjols,,*Champion*, CLE International, Paris ,2007.

ULE15201	ENGLISH-II	L	T	P	C
		2	4	0	4

PAPER I – POETRY, PROSE, ONE ACT PLAY, BOOK REVIEW, GRAMMAR UNIT I POETRY:

1. The Hawk in the Rain by Ted Hughes
2. Crutches by Bertolt Brecht
3. Obituary- A. K. Ramanujan

4. Dream Deferred- Langston Hughes

UNIT II PROSE:

1. The Story of my Experiments with Truth by M.K. Gandhi (Excerpts)
2. I have a dream by Martin Luther King
3. Farewell Speech by Mark Antony

UNIT III PLAY:

1. Monkey's Paw
2. Bear- Anton Chekhov

UNIT IV BOOK REVIEW:

Excerpts from - 'To kill a Mocking Bird', - Trial Scene "Merchant of Venice", - Trial Scene

UNIT V LANGUAGE COMPONENT:

Transformation of Sentences, Jumbled Sentences, Précis Writing

TEXT BOOKS

1. Macmillan Publishers India Ltd.
2. Raymond Murphy, Grammar book.

UBA15201	ORGANIZATIONAL BEHAVIOUR	L	T	P	C
		3	2	0	4

COURSE RATIONALE:

The learners will be able to conceptualize the components of individual and group behaviour, understand the various work situations and apply behavioral techniques.

COURSE OBJECTIVE:

After completing this course, learners should be able to:

- Understand the implications of individual and group behaviour in organizational context.

- Understand the concept of organizational behaviour, the social organization and the diverse environment alongside with the management of groups and teams.

UNIT I

Introduction To Organizational Behaviour – Various Disciplines contributing to OB - Foundation Of individual Behaviour – Need And importance Of Organizational Behaviour – Nature And Scope – Framework of Organizational Behaviour - Organizational Structure and Design

UNIT II

Personality – Types – Factors Affecting Personality – Perception – Importance – Factors influencing Perception – Learning - Types of Learning Styles – The Learning Process

UNIT III

Motivation – Theories – Importance – Types – Values And Attitudes – Characteristics – Components – Formation And Measurement

UNIT IV

Group Dynamics – Group Behaviour – Formation – Types Of Groups – Stages of Group Development – Conflict Management – Nature of Conflict – Types of Conflict

UNIT V

Leadership – Meaning – Importance, Leadership Styles – Leaders Vs Managers; Power and Politics – Sources Of Power

TEXT BOOKS

1. L.M.Prasad, -Organisational Behaviour, -Sultan Chand & Sons
2. Fred Luthans-Organisational Behaviour- McGraw Hill Book Co.

REFERENCES

1. Stephen Robbins - Organisational Behaviour - Pearson Education, New Delhi, 2013

2. **Bhattacharya-Organization Behaviour-Oxford University Press, 2013.**
3. **McShane, Steven L, Mary VonGlinow and Radha R. Sharma, - Organizational Behaviour, Tata McGraw Hill, New Delhi**

UBA15202	COST AND MANAGEMENT ACCOUNTING	L	T	P	C
		2	2	2	4

COURSE RATIONALE

This course is designed to equip you with the knowledge of concepts and the ability to apply techniques of cost and management accounting, in order to be able to contribute to the success of a firm. Cost and Management accounting has evolved from being purely concerned with the recording and measurement of costs, to supporting decision makers in their daily and strategic decisions.

COURSE OBJECTIVES

On completion of this course students would be able to demonstrate knowledge and understanding of

- **Understand contemporary developments in cost and management accounting practice**
- **Understand contemporary approaches to cost and management accounting research**
- **Critically evaluate different management accounting approaches;**

UNIT I

Cost Accounting: Definition, Meaning and objectives - Distinction between Cost and Financial Accounting. Elements of cost and preparation of cost sheets. Management Accounting - Definition and objectives - Distinction between management and cost accounting

UNIT II

Materials: Stores Records - Bin Card - Stores Ledger-First in First Out(FIFO) and Last in First Out(LIFO), ABC Analysis - Economic Ordering Quantity - Maximum, Minimum and Reordering levels.

UNIT III

Ratio Analysis: Utility and limitations of Accounting Ratios - calculation of Accounting Ratios - Ratio Analysis –profitability ratios, turnover ratios, and financial Solvency ratios (excluding balance sheet problems)

UNIT IV

Funds Flow Analysis-Concept of Funds - Sources and Uses of Funds - Concept of Flow of Funds - Flow Statement -Construction of Funds Flow Statements - Cash Flow Analysis- Utility of Cash Flow Statement - Construction of Cash Flow Statement - Introduction to budget –Cash budget and flexible budget

UNIT V

Marginal Costing: The Concept - Break Even Analysis - Break Even Chart - Cost Volume Profit Analysis- Break Even Point –Margin of Safety.

TEXT BOOKS

- 1. Reddy T.S & Hari Prasad Reddy -Cost and Management Accounting, -2012**
- 2. Maheswari.S.N -Management Accounting, -2010**

REFERENCES

- 1. Iyengar S.P., Cost Accounting: Principles and Practice, 2009**
- 2. Bhar B.K., Cost Accounting: Methods and problems, 2001.**
- 3. Jam S.P. and Narang K.L., Advanced Cost Accounting, 2010.**

UBA15203	COMPUTER SKILLS	L	T	P	C
		3	2	0	4

COURSE RATIONALE:

This course enables the learners to know about the basics of computers and tools and techniques.

COURSE OBJECTIVES:

After studying this course learners will be able to:

- Understand the basics of Computers hardware and software
- Know the tools and techniques of MS-Office.
- Experience the documentation using Microsoft Office Packages

UNIT I

Introduction to Computer Systems – Applications of Computers in Business - Types of Computers and Electronic devices – An overview of operation system – Single user systems – Multi user Systems – Assembler – Translator – Compiler – Different Computer Language

UNIT II

ER-model, Relational model (relational algebra, tuple calculus) - Database design (integrity constraints, normal forms) - Query languages (SQL) - File structures (sequential files, indexing, B and B+ trees) - Transactions and concurrency control..

UNIT III

LAN technologies (Ethernet, Token ring) – TCP/IP protocol - Application layer protocols (icmp, dns, smtp, pop, ftp, http) - Basic concepts of hubs, switches, gateways, and routers. Network security – basic concepts of public key and private key cryptography, digital signature, firewalls.

UNIT IV

MS-Office : (a) MS-Word (b) MS-Excel (c) MS-Power Point (d) MS-Access

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UNIT V

Steps involved in selection of a Computer system. Application and Communication facilities of Computers in Business – Tele shopping – Tele-working – e-mail – Internet – Ecommerce – Multimedia Applications

TEXT BOOKS

- 1. P.K.Sinha -Computer Fundamentals -- BPB Publications**
- 2. Vishnu P. Singh -Ms Office 2007 – BPB Publications**

REFERENCE

- 1. Computer Applications in Business and Management -Margham Publication-Ananthi Sheshasayee**

CAC15201	QUANTITATIVE APTITUDE AND REASONING - I	L	T	P	C
		2	0	0	2

COURSE OBJECTIVES: At the end of this course, the students will be able to,

- Critically evaluate various real life situations by resorting to Analysis of key issues and factors
- Demonstrate various principles involved in solving mathematical problems and thereby reducing the time taken for performing job functions.

COURSE REQUIREMENT: At the end of every unit, the students will be expected to answer a model quantitative aptitude test for internal assessment.

UNIT I

- Simple equations
- Ratio & Proportion
- Variation

UNIT II

- Percentages
- Profit and loss

- Partnership
- Simple interest and Compound interest

UNIT III

- Deductions
- Connectives

UNIT IV

- Analytical Reasoning puzzles
- Problems on Linear arrangement
- Problems on Circular arrangement

UNIT V

- Clocks
- Calendars
- Blood relations

TEXT BOOKS

1. R S Agarwal, 'Quantitative Aptitude' S.Chand Publishers,2013
2. R S Agarwal, 'A modern approach to Logical reasoning' S.Chand Publishers

REFERENCES

1. Abhijit Guha, Quantitative Aptitude - Mc Graw Hills Publishers
2. R S Agarwal, , 'A modern approach to Logical reasoning' S.Chand Publishers

UNSS15201	Extension Activity	NSS	0	0	0	1
UNCC15201		NCC				
UYOG15201		YOGA				
UNS015201		NSO				

SEMESTER-III

UBA15301	MARKETING MANAGEMENT	L	T	P	C
		3	2	0	4

COURSE RATIONALE:

Marketing is the process for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society at large. Marketing contributes to the fundamental objectives of Businesses namely survival, profits and growth. This course will empower students with the Marketing skills .

COURSE OBJECTIVES:

The overall objective of the course is to provide an understanding of the Fundamental concepts of marketing in the modern marketing practices and develop an insight on the marketing implications that enable students evolve, explore, develop and implement marketing plans.

UNIT I

Defining Marketing in 21st Century-Fundamentals of marketing- Role of Marketing – Relationship of Marketing with other functional areas – concept of marketing mix – Marketing approaches – Various Environmental factors affecting the marketing functions – E-Marketing – Direct Marketing

UNIT II

Buyer Behavior – Consumer goods and Industrial goods – Buying motives – Factors influencing buyer Behavior – understanding the consumer, consumer markets and business market – Market segmentation – Need and basis of Segmentation – Targeting – Positioning.

UNIT III

Sales Forecasting – Various methods of sales forecasting The Product – Characteristics – Benefits – classifications – consumer goods – industrial goods – New Product Development process – Product Life Cycle – Branding – Packaging – Labeling – Warranties & Guarantees

UNIT IV

Pricing – Factors influencing pricing decisions – pricing objectives – pricing policies and procedures – Types of Pricing Strategy Physical Distribution: Importance – Various kinds of marketing channels – distribution problems - Sales management: Motivation, Compensation and Control of salesman.

UNIT V

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

TEXT BOOKS

- 1. Philip Kotler, Kevin Lane, Abraham Koshy-Marketing Management – A South Asian Perspective-Pearson/Prentice Hall India Ltd**
- 2. Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileshwar Jha, "Principles Of Marketing", Prentice Hall (Pearson), 2010.**

REFERENCES

- 1. Rajan Saxena – Marketing Management-Tata McGraw Hill**
- 2. Ramaswamy & Nmakumary-Marketing Management-Global Perspective-Indian Context-Mac Millon India Ltd**

UBA15302	HUMAN RESOURCE MANAGEMENT	L	T	P	C
		3	2	0	4

COURSE RATIONALE:

The course aims at equipping learners with the analytical and conceptual skills necessary to interpret the nature, forms and incidences of human resources management (HRM) and the key issues facing organizations in their attempts to develop and implement HRM policies.

COURSE OBJECTIVE:

After completing this course, learners should be able to:

- understand the concept of Managing Human Resources and work
- Identify effective Human Resources practices
- Understand the importance of HRP, Training, and performance appraisal

UNIT I

Meaning, Nature and Scope of HRM - Personnel Management Verses HRM-Importance of HRM-Functions of HRM-Classification of HRM Functions

UNIT II

Basis for HRP – Meaning and Objectives of HRP – Benefits of HRP – Factors affecting HRP – Process of HRP – Problems of HRP

UNIT III

Recruitment – Job Analysis – Purpose – Job Description – Job Specification – Recruitment policy – Centralized /decentralized recruitment – Sources of– Factors affecting Recruitment – Recruitment Process – Recruitment Vs Selection - Selection Procedure – Placement – Induction – Objectives – Advantages

UNIT IV

Training & Development – Purpose – Need – Importance – Techniques (on the job & off the job) – Evaluation – Benefits – Management Development Programme – Job Enlargement – Job Enrichment – Job Evaluation – Meaning – Purpose - Techniques.

UNIT V

Performance Appraisal – Need – Importance - Techniques – Benefits - Career Planning –Need – Process – Succession Planning – Career Development – Steps – Career Development Actions – Advantages

TEXT BOOKS

1. Aswathappa K-Human Resource Management, Tata McGraw Hill, New Delhi, 2013
2. Chandra Mohan A-Human Resource Management, APH Publishing Corporation, 2012

REFERENCES

1. Arun Monappa-Managing Human Resources, MacMillan India Ltd., 2012
2. Rao, V. S. P.-Human Resource Management, Pearson, New Delhi, 2005.
3. Mamoria, C.B.-Human Resource Management, Himalaya Publication House, New Delhi, 2012.
4. Cascio, W. F.-Managing Human Resources, Tata McGraw Hill, New Delhi, 20010.

UBA15303	MANAGEMENT INFORMATION SYSTEM				L	T	P	C
					2	4	0	4

COURSE RATIONALE:

This course is intended to give a basic idea about Information Systems and the need to study the same from the management perspective. The different units are intended to expose the students to the various aspects like the transformation of today's businesses with the advent and use of Information Systems, need for security of Information Systems, and the ethical and social issues involved in the use of Information Systems.

COURSE OBJECTIVES:

After studying this course learners will be able to:

- To learn the design, development and security of Management Information Systems
- To understand the various ethical and social issues in using Information Systems
- To gain knowledge in various Decision Support Systems

- To learn the major importance of Information Systems in doing Business effectively
- To employ TALLY for effective accounting and financing performance in the organization.

UNIT I

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

UNIT II

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

UNIT III

Computers and Information Processing – Classification of Computer – Input Devices – Output devices – Storage devices – Batch and online processing. Hardware - Software.- Database Management Systems.

UNIT IV

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

UNIT V

Fundamentals of Accounting–Creating Masters in TALLY –Vouchers entry and generation of reports –Tally vault and security controls

TEXT BOOK

1. Dr. S. P Rajagopalan -Management Information System

REFERENCES

1. Mudrick & Ross -Management Information Systems”- Prentice – Hall of India –
2. Gordan B. Davis -Management Information Systems

3. Jame A Senn -Information Systems Analysis and Design”

UBA15304	BUSINESS MATHS AND STATISTICS	L	T	P	C
		2	4	0	4

COURSE RATIONALE:

To provide students with skills necessary to generate reports, Analysis and decision based on study of relevant data.

COURSE OBJECTIVES:

To understand quantitative methods and statistical tools to business problems which would enable to take decisions and quantify various business plans.

UNIT I- MATRICES

Definition and types of matrices – algebra of matrices – multiplication of two matrices – inverse of a matrix – solution of simultaneous equations using matrix method – cramer’s rule.

UNIT II - COMMERCIAL MATHS AND PROBABILITY

Percentage – ratio and proportion – simple interest and compound interest – profit and loss, Mark price-Discounts(simple problems only)- Index numbers-Chain Base and Fixed based index numbers-Methods of Constructing cost of living index-Probability-concepts-Addition and Multiplication theorems-Conditional Probability-Bayes Theorem.

UNIT III - FREQUENCY DISTRIBUTION AND MEASURES OF CENTRAL TENDENCY & DISPERSION

Introduction of statistics – meaning of data – discrete variates – continuous variates – formation of frequency distribution – charts & graphs- Arithmetic mean – median – mode – definition – calculations – quartile – decile – percentile – range – Q.D – S.D – variance and coefficient of variation.

UNIT IV - TIME SERIES

Time Series – Components of Time series-Fitting straight line trend-Demand Forecasting

UNIT V - CORRELATION & REGRESSION

Simple correlation analysis – karl pearson's coefficient of correlation – spearman's rank correlation coefficient – simple regression analysis.

TEXT BOOKS

1. Sancheti D.C ,A.M.Malhotra and V.K.Kapoor, -Business mathematics,Sultan Chand & Sons.
2. M.P.Gupta &S.P.Gupta, -Business Statistics ,16th Edision, -Sultan Chand Publications.

REFERENCES

1. Raghavachari.m-mathematics for management, tata mcgraw hill, 2004.
2. P.R.Vittal , -Business Mathematics ,Margam Publications.
3. Richard I.Levin, David S.Rubin, Sanjay Rastogi & Masood Husain Siddiqui, -Statistics for Management, Pearson.
4. J.K.Sharma, -Business Statistics, Pearson

UBA15E01	BANKING THEORY AND PRACTICE	L	T	P	C
		1	4	0	3

COURSE RATIONALE:

The training aims to bridge the knowledge gap of the Debt Recovery Agents about the bank products / policies / procedures and to sharpen the skill sets in collection, recovery, repossession of securities etc., as well as inter personal behavioral areas and to improve functional knowledge in the areas of banking products, policies, processes and procedures.

COURSE OBJECTIVES:

Explain why banks need regulation. and illustrate the key reasons for and against the regulation of banking systems.

UNIT I

Introduction to Banking – Meaning, Origin, Scope – Indian Banking System- Types of Banks- Role and functions of Banks – Banking Structure – Branch Banking, Unit Banking, Group Banking and Chain Banking.

UNIT II

RBI Act, 1934 – Role and Functions of RBI, Monetary Policy of RBI – Provisions of RBI Act 1935, Banking Regulation Act 1949 - Opening of new banks and branch licensing - Constitution of board of directors and their rights - Banks share holders and their rights - CRR / SLR concepts

UNIT III

Negotiable Instrument Act – Cheque – meaning, crossing of cheques, Payment and collection of Cheque - duties and responsibilities of paying and collecting Banker - protection available to paying and collecting banker under NI Act - endorsements - forged instruments - bouncing of cheques and their implications - Banker's lien - right of set off - garnishee order – Right of Appropriation.

UNIT IV

Opening of accounts for various types of customers - minors - joint account holders - HUF - firms - companies - trusts - societies - Govt. and public bodies - Importance of AML - Know your Customer(KYC) guidelines-Different Deposit Products - services rendered by Banks – Non fund based facilities.

UNIT V

Recent developments in the Indian Banking System – Retail Banking - Wholesale Banking – Universal Banking – Narrow Banking – Investment banking - Electronic Banking - Core Banking, E-Banking - New Products & Services -Factoring, Securitisation, Bancassurance, Mutual Funds, Credit Cards, Home Loans, Personal Loans, Consumer Loans - Ancillary Services - Remittances, Safe Deposit lockers etc.

TEXT BOOKS

- 1) K.C. Shekhar and Lekshmy Shekhar -Banking Theory and Practice -, 19th Edition, Vikas Publishing House Pvt. Ltd, 2009**

- 2) D. Muraleedharan -Modern Banking, Theory and Practice , PHI Publishers, 2009.

REFERENCES

- 1) N.K. Sinha -Money, Banking and Finance 3rd Edition, BSC Publishing House, 2012
- 2) IIBF -Basics of Banking, Know your Banking – I
- 3) IIBF- Banking Products and Services
- 4) Banking Systems, 2nd Edition, South-Western Cengage Learning

UBA15E02	TRAINING AND DEVELOPMENT	L	T	P	C
		1	4	0	3

COURSE RATIONALE:

This course, Training and Development reflects on the blended approaches to training delivery, team task analysis, just-in-time learning, rapid e-learning, new approaches to training evaluation and improving the transfer of training.

COURSE OBJECTIVE:

By the end of this course learners will be able to:

- Understand the concepts, principles and process of training and development
- Develop an understanding of how to assess training needs and design training programmes in an Organisational setting
- Familiarize with the levels, tools and techniques involved in evaluation of training effectiveness.

UNIT I

Introduction to Employee Training and Development - Designing Training - Needs Assessment - Training Process – Conceptual Models

UNIT II

Pre Training- Expectations and Motivations -Training - Exposure to opportunities for learning Training Process for the Participant's

Organization - Pre Training-objectives, and Motivation, Training Post Training Support and organizational, Adjustments

UNIT III

Training Strategy - External - Establishing Training Goals - Defining Training specifications.

Internal - Organizing Training Inputs - Pre Training Phase - Organisational collaboration through clarifying needs - Individual Motivation

UNIT IV

Training methods training requirements, business, game lab training, Training for Personnel and OD, Incidents Cases, Seminars and Lectures, Sampling Real Life, Role Playing Sensitivity Training, In Basket, Designing the Programme-Building Training Groups.

UNIT V

Training phase - Developing the Group - Social Process - Standards of Behaviour - Indicators of Group Development, Post Training Phase - Support and Evaluation - Input Overload - Unrealistic Goals - Linkage Failure - E-Learning and Use of Technology in Training - Employee Development

TEXT BOOKS

- 1. Raymond Noe, Employee Training & Development, Tata McGraw – Hill Publication, 2011.**
- 2. Blanchard, Effective training-Systems, strategies and practices, Pearson education, 2nd edition, 2011.**

REFERENCES

- 1. Rolf Lynton & Udai Pareek, Training for organizational transformation , Sage Publications, New Delhi, 2011**
- 2. Dr. Ratan Reddy, Effective HR Training Development Strategy, HPH, 2005**
- 3. S. Mathews, Designing and Managing a Training and Development Strategy, Pearson, 2005**

4. Singh A.K., Duggal B.R. & Puneet Mohan, Human Resource Management and Development, Sun India Publication, 2004.

UBA15E03	CREATIVITY AND INNOVATION	L	T	P	C
		1	4	0	3

COURSE RATIONALE:

The course introduces students to areas of business management. It provides a wealth of creative and innovative ideas and resources for business owners and managers essential to keep business running smoothly and further take it to the next level.

COURSE OBJECTIVES:

The course aims at enabling students to:

- Learn a range of creative thinking tool and how to practically apply these to the innovation and entrepreneurial process.
- Develop an appreciation of the personal and organizational factors that influence organizational creativity and innovation, and how to influence them.
- Acquire innovation team leadership and facilitation skills that will prepare them to lead teams to achieve breakthrough creativity and problem solving.

UNIT I

Introduction to Creativity and Innovation- The process of Technological Innovation. Need for Creativity & Innovation. Organization and personal factors to promote creativity.

UNIT II

Creativity- Creativity and analytical skill-Difference between Creativity and Analytical skill-Creativity and Problem Solving – Obstacles- Brain storming – Different Techniques for Creative Intelligence.

UNIT III

Collection of Ideas for new products -Ideas to Projects. Purpose & Types. National Mission Projects. Selection Criteria for Projects.

UNIT IV

Analysis methods. - Project Evaluation Techniques. - Factors associated with evaluation.

UNIT V

Planning and Organization of National Projects. - Quality standards. - Marketing Research.

TUTORIAL

01: Creative designs.

02: Model preparation.

03: Testing of models and Cost evaluation.

04: Patent application & Patent evaluation.

INDICATIVE SOURCES

- 1. Buzan T. (2005). The ultimate Book of Mind Maps, Thorsons**
- 2. de Bono E. (1999). Six Thinking Hearts Penguin Books**
- 3. Harvard Business Press, (2003). Managing Creativity and Innovation**

UBA15E04	ECONOMETRICS	L	T	P	C
		1	4	0	3

COURSE RATIONALE:

The course is designed to impart the learning of principles of econometric methods and tools. This is expected to improve student's ability to understand of econometrics in the study of economics.

COURSE OBJECTIVES:

1.To provide students to get the basic knowledge and skills of econometric analysis, so that they should be able to apply it to the investigation of economic relationships and processes, and also understand the econometric methods, approaches, ideas, results and conclusions met in the majority of economic books and articles.

2.To develop the students with the skills of construction and development of simple and multiple regression models get acquainted with some non-linear models and special methods of econometric

analysis and estimation, understanding the area of their application in economics.

UNIT I - INTRODUCTION

Definitions and scope of econometrics; the methodology of econometric research; Specification and estimation of an econometric model; Basic concepts of estimation; Desirable properties of estimators; Unbiasedness, efficiency. Consistency and sufficiency.

UNIT II - SIMPLE REGRESSION ANALYSIS AND THEORETICAL DISTRIBUTION

Statistical vs. deterministic relationships; correlation and regression; Coefficient of determination; Estimation of an equation.

UNIT III - ESTIMATION THEORY

OLS method –Assumptions –Gauss-Markov Theorem; Testing of regression coefficient; Test for regression as a whole, coefficient of determination, F test.

UNIT IV - PROBLEMS IN OLS ESTIMATION

Problem of heteroscedasticity; Auto correlation (first order); multicollinearity--- their consequences, tests and remedies.

UNIT V - LAG MODELS AND SUMMARY VARIABLES

Lags in econometric models—concepts, Koyck model; partial adjustment and adaptive expectation models; summary variables; qualitative data; seasonal analysis; use of dummy variables for pooled data

TEXT BOOKS

1. Damodar Gujarati - Basic Econometrics., McGraw - Hill, 2007.
2. A. Koutsoyiannis -Theory of Econometrics.
3. William .H. Greene -Econometric Analysis.

REFERENCES

1. Greene W.H. - Econometric Analysis. Prentice Hall int. 5th ed., 2003, and earlier editions.
2. Dougherty, Christopher. Elements of econometrics. Study Guide. University of London, 2004.
3. Lawrence Klein. - An Introduction to Econometrics. Prentice Hall Inc., Englewood Cliffs. New Jersey.

CDC15301	QUANTITATIVE APTITUDE AND REASONING - II	L	T	P	C
		2	0	0	2

COURSE OBJECTIVES : At the end of this course, the students will be able to,

- Critically evaluate various real life situations by resorting to Analysis of key issues and factors
- Demonstrate various principles involved in solving mathematical problems and thereby reducing the time taken for performing job functions.

COURSE REQUIREMENT: At the end of every unit, the students will be expected to answer a model quantitative aptitude test for internal assessment.

UNIT I

- Numbers
- Time and Distance
- Time and Work
- Averages, Mixtures and Allegations

UNIT II

- Data Interpretation
- Data Sufficiency
- Mensuration
- Permutation and Combinations
- Probability

UNIT III

- Cubes
- Venn diagrams
- Binary Logic

UNIT IV:

- Number and letter series
- Number and Letter Analogies
- Odd man out

UNIT V:

- Coding and decoding
- Direction sense test
- Critical Reasoning
- Lateral reasoning puzzle

TEXT BOOKS

1. R S Agarwal, 'Quantitative Aptitude' S.Chand Publishers,2013
2. R S Agarwal, 'A modern approach to Logical reasoning' S.Chand Publishers

REFERENCES

1. Abhijit Guha, Quantitative Aptitude - Mc Graw Hills Publishers
2. R S Agarwal, , 'A modern approach to Logical reasoning' S.Chand Publishers

SEMESTER – IV

UBA15401	LEGAL ASPECTS OF BUSINESS	L	T	P	C
		3	2	0	4

COURSE RATIONALE:

Students will gain an understanding of basic business legal vocabulary. The course will include an understanding of the legal system related to business administration. Students will gain an understanding of contract law, their rights and responsibilities as citizens, utilization of

financial transactions, employment and agency relationships, and the regulations governing different types of business organizations.

COURSE OBJECTIVES:

- To impart basic knowledge of the Indian Industrial legislations.
- To understand the maintenance of industrial harmony and ensuring healthy relationship among the workforce for achieving the organizational goals.
- To familiarize with the different concepts and practices of the Public Relations in organizations.

UNIT I

Introduction and Meaning – Law of contract –Elements of contract: Offer and Acceptance-Capacity of parties-Consideration-Free Consent-Legality of Object-Discharge of Contract - Quasi contract – Special Contracts-indemnity and guarantee – Bailment & Pledge

UNIT II

Sale of Goods Act –Transfer of Property Act.

UNIT III

Companies Act – Definition – Formation – Memorandum of Association – Articles of Association – Prospectus – Share capital – Debentures-Winding up.

UNIT IV

The Laws of Trade Marks – Copyright – Patents – Designs – Trade related Intellectual Property Rights – Trips – FEMA – Consumer Protection Act – Negotiable Instrument Act.

UNIT V

Cyber laws – Changes made in Indian Penal Code – Indian Evidence Act – bankers book Evidence act – Reserve Bank of India – Information Technology Agreement ITA . Competition act.

TEXT BOOKS

1. Sreenivasan MR – Business Law-Margham Publication-2012
2. Kapoor ND - Business Law

REFERENCES

1. Kapoor ND - Elements of Mercantile Law
2. Saravanel P. Alarm, S.B. Business Law
3. Gulson SS and Kapoor GK – Handbook of Business Law

UBA15402	PRODUCTION AND OPERATION MANAGEMENT	L	T	P	C
		3	2	0	4

COURSE RATIONALE:

Production and operations typically involves the greatest portion of the company's employees and is responsible for a large portion of the firm's capital assets. This course is aimed at introducing students with the basic concepts, theories and practices of production and operations functions. It focuses on the problems that frequently confront production/operations managers.

COURSE OBJECTIVES

To enable students understand the principles, practices and areas of application in shop floor management.

UNIT I - INTRODUCTION

Nature of Production - Production as a system, organizational function - Decision making in production - Characteristics of modern production and operations functions -organization of production function - Recent trends in Production and Operation function-Methods of Manufacturing - Intermittent, Continuous, Flexible Manufacturing systems - Comparison of various manufacturing system - Characteristics of Modern Manufacturing - Operations in the Service sector- Manufacturing Vs Service operations

UNIT II - FACILITIES LOCATION AND LAYOUT

Introduction to plant location - Location need analysis - Factors affecting plant Location decision - Comparison of site location area - Introduction to Plant layout - Essentials of good plant Layout - Types of Layout - Process , Product, Fixed Position , Group and Cell Layout.

UNIT III - MATERIALS HANDLING SYSTEM AND DESIGN OF WORK SYSTEM

Introduction -Elements of Material Handling System - Principles of Material Handling System, Unit Load Concept - Selection of Material Handling System - Types of Material Handling Equipment - Work study - Method study and Work Measurement- Numerical Problems

UNIT IV - MAINTENANCE MANAGEMENT AND STATISTICAL QUALITY CONTROL

Introduction - Areas of Maintenance - Types of Maintenances - Planning and scheduling of Maintenance - Control of Maintenance - Introduction to SQC - Inspection and Quality Control - Statistical Quality Control - Types of Control Charts for Variables and Attributes - Numerical Problems

UNIT V - PURCHASE AND STORES MANAGEMENT

Introduction - Objectives , Functions , Purchasing cycle and Purchase Policies - Vendor rating - Vendor Rating Methods - Numerical Problems in Vendor Rating - Introduction to stores management - Stores Location - Stores Layout - Stock Verification and Documents pertaining to purchase and stores management.

TEXT BOOKS

- 1. K.Aswathappa,K.Shridhara Bhat ., Production and Operations Management , Himalaya Publishing House , 2014**
- 2. Shailendra Kale ., Production and Operations Management , McGraw Hill Educations(India) Private limited,2013**

REFERENCES

- 1. R.Paneerselvam , Production and Operations Management , PHI Learning Private limited , 2013.**

2. Monks, Joseph G, Operations Management, McGraw Hill International, Third Edition, 2003
3. Adam Jr. Ebert, Production & Operations Management, Third Edition 2003
- 4,. Buffa E.S., Modern Production & Operations Management, Second Edition, 2003

UBA15403	DATABASE MANAGEMENT SYSTEMS	L	T	P	C
		3	2	0	4

COURSERATIONALE:

The course on Database Management System provides a comprehensive study on Database Development Life Cycle, Architecture and Implementation issues.

COURSE OBJECTIVES:

After learning the subject, the student will understand and gather knowledge in the following.

- Database Development life cycle
- Relational Database Management System
- Database Modeling
- Query Languages
- Database Implementation issues

UNIT I

DBMS Introduction, components of DBMS - functions of DBMS –Data Dictionary –database user – Introduction to RDBMS.

UNIT II

Database Architecture –Design and Data Modeling - Hierachial Model, Network model, Relational model, Object oriented model, ER Modeling, EER Modeling

UNIT III

Structured Query Language(SQL) –DDL, DML and DCL. –Queries and Sub-queries –Examples Joins and unions. pl/sql Database implementation

UNIT IV

Query processing- Query optimization. –Database security –Data Integrity. –Transaction Management & Concurrency control mechanisms.

UNIT V

Backup and Recovery - Knowledge Discovery in Data bases(KDD). – Data Warehousing and Data Mining introduction.

TEXT BOOKS

- 1. RamezElmasree, Shankant B. Navathe -Fundamentals of Database systems Fifth Edison - Pearson Education, Copy right@2007**

REFERENCES

- 1. Gerald V -Database Management Systems- Designing and building Business Application- Third Edison,, TataMcgraw hill Edison. 2005, Twelfth Reprint 2010**
- 2. Principles of Database System and Design- Colin Ritchie – Cengage Learning- Copy right @ 2009.**
- 3. Database Management System- Oracle SQL and PL/SQL –PHI- Pranab Kumar Das Gupta- Copyright @2009.**

UBA15404	OPERATIONS RESEARCH	L	T	P	C
		2	4	0	4

COURSE RATIONALE:

- Operations Research is the study of scientific approaches to decision-making. Through mathematical modeling, it seeks to**

design, improve and operate complex systems in the best possible way.

- The module covers topics that include: linear programming, transportation, assignment, dynamic programming and integer programming.

COURSE OBJECTIVES:

- To introduce the students how to use variables for formulating complex mathematical models in management
- To provide the students with opportunity of using various software package for solving linear programming and integer programming models
- To introduce the students to the use of basic methodology for the solution of linear programs and integer programs.

UNIT I

Operations Research – Meaning, Scope, Nature, Role Characteristics and Modeling.

UNIT II

Linear Programming – Formulating a linear programming model – graphical solutions – standard form – simplex method – Big “m” Method (Simple Problems Only)

UNIT III

Transportation and Assignment Problems – Unbalanced Unlearned – Degeneracy Maximizing of Profits – Difference between Transportation and Assignment Problems.

UNIT IV

Theory of Games – Characteristics – Pure Strategies – Saddle Point – Value of the game – Mixed Strategies – Rules of Dominance – Two Persons Game – 3 x 3 persons game – Graphical Solutions of 2 x M and N x 2 game (excluding (LPP) – Limitations.

UNIT V

Queuing Theory – Meaning – Elements of Queuing System – Single Channel model

only. Network Analysis - PERT/CPM – Objectives, Advantages and limitations, Similarities and dissimilarities (excluding crash cost method).

TEXT BOOKS

- 1. C.R.Kothari – Quantitative Techniques**
- 2. H.M. Wagner – Principles of Operations Research**

REFERENCES

- 1. K.S. Ramaswami - Quantitative Techniques**
- 2. M. Satyanarana & Lalitha Raman – Management Operations Research**
- 3. Kanti Swarup et,al. – Operations Research**
- 4. Richard Levin & Charles Kirpatrick – Quantitative Approach and Management.**
- 5. Don.t Philips A. Ravindran & James Solberg – Operations Research – Principles and Practices.**
- 6. K. Venkata Rao – Quantitative Techniques & Data Processing.**

UBA15E05	SALES MANAGEMENT	L	T	P	C
		1	4	0	3

COURSE RATIONALE:

This course aims to introduce the fundamental concepts in Sales management from an organizations viewpoint.

COURSE OBJECTIVES

After this course the learner will be able

- To understand selling, setting achievable selling objectives.**
- To estimate market and sales potential**
- To set up a sales organization and lead sales personnel in implementing selling plans**

- To achieve three general objectives of any organization namely sales volume, Contribution to profits and continuing growth.

UNIT I

Sales Management – Objectives – Types of Personal Selling objectives – Market Potential – Sales potential – Sales Forecast – Analyzing Market Potential – Market Indexes – Sales Forecasting Methods

UNIT II

Nature of Sales Management Positions – Functions of the Sales Executive – Qualities of Effective Sales Executives –Sales Organization – Purpose -Setting up a Sales Organization - Basic types of Sales Organizational Structures – Organization of the sales department - Schemes for dividing Line Authority in the Sales Organization

UNIT III

Sales Force Management – Job Analysis – Job Description - Organization for Recruiting and Selection –Sources of Sales Force Recruits – The Recruiting Effort – Selecting Sales Personnel .Training , Motivation And Compensation Of Sales Force : Building Sales Training Programs –Selecting Training Methods – Organization for Sales Training – Evaluating Sales Training Programs

UNIT IV

Motivation – Motivational Help from Management - Requirements of a Good Sales Compensation Plan – Devising a Sales Compensation Plan – Types of Compensation Plans - Fringe Benefits.

UNIT V

The Sales Budget: Purpose of the Sales Budget – Form and Content – Budgetary Procedure - Quotas: Objectives in using Quotas - Types of Quotas and Quota-Setting Procedures – Sales Territories: Sales Territory Concept – Reasons for Establishing Sales Territories – Procedures for Setting up Sales Territories – Routing and Scheduling Sales Personnel.

TEXT BOOK

1. Richard R. Still, Edward W.Cundiff & Norman A.P.Govoni; “Sales Management “ Prentice – Hall of India , 5th Edition.

REFERENCES

1. Ramneek Kapoor , Fundamentals of Sales Management , Macmillan
2. Inagram , LaForge, Avila,Schweperker Jr.,Williams , Sales Management , Thomson

UBA15E06	BUSINESS TAXATION	L	T	P	C
		1	4	0	3

COURSE RATIONALES:

The nation's tax laws are intended to encourage people to start new businesses and are chock full of incentives and tax breaks, as well as sometimes onerous re-orting requirements.

COURSE OBJECTIVES:

- Compare and contrast sole proprietorships, partnerships, and corporations to advise clients in organizing a new business.
- Describe how choice of entity relates to the type of records to keep, noting issues related to substantiation and documentation.
- Outline available accounting periods and methods and the methods for identifying and valuing inventory items

UNIT I

Taxes – meaning – types - History- principles of taxation – canons of taxation – advantages, disadvantages – importance – Difference direct and indirect tax - Basic concepts - Definitions - Assesses - Assessment year - Previous Year .

UNIT II

Income - Residential Status - Scope of Total Income - Exempted income - Agricultural income - Capital income and expenditure - Revenue

Income and expenditure – taxable income – deemed income - Heads of Income - Income from Salaries.

UNIT III

Income from House property - Income from Business or Profession – Income Tax Returns Filing, Forms. Indirect Taxes, Theories – Meaning – Types – Valuation procedure – warehousing- significance – Customs duty – meaning – scope – items covered - significance – import and export procedure – warehousing.

UNIT IV

The Central Sales Tax Act, 1956 - Inter-State sales, Intra-State sales and sales in the course of import and export, taxability of inter depot/inter-branch transfer of goods, levy and collection of sales tax procedure; appeals, revision and rectification of assessments - procedure; VAT.

UNIT V

Assessment Procedure - Income tax Authorities - Penalties - Assessment of Fringe Benefit Tax.

TEXT BOOK

1. Jayakumar A. & C.Dhanapal - Income Tax Theory, Law and Practice – Learnetech Press, Trichy, 2002,

REFERENCES

1. Gaur V.P & Narang K.L, Income Tax Law and Practice, Kalyani Publishers, New Delhi, 1999.
2. Dr. Vinod Sighania, Direct Taxes, Tax Man Publications, New Delhi, 1997.
3. Dinkar Pagare, Income Tax Law and Practice, Sultan Chand & Sons, New Delhi, 2003
4. Business Taxation by T.S.Reddy & Dr.Y.Hari Prasad Reddy, Margham Publication, 2006

UBA15E07	PUBLIC RELATIONS	L	T	P	C
		1	4	0	3

COURSE RATIONALES:

The course aims a comprehensive study of public relations including identifying and reaching internal and external publics; dealing with print and electronic media; advertising, printing, direct mail; and preparing a public relations plan and budget.

COURSE OBJECTIVES:

Upon successful completion of this course, learners will be able to:

- Understand the distinction between public relations and advertising as well as between publicity/press agencies.
- Evaluate and analyze the ethical and legal responsibilities of the PR writer
- Analyze and evaluate the use of specific language to bring about desired results, e.g., the language of news writing, advertising copy, and direct mail appeals.
- Write types of materials used in public relations, especially the press release and the public service announcement.
- Practice and understand the skills and techniques used to deal with media for positive public relations and in crisis situations.

UNIT I

Public Relations – definition – essentials of good public relations – public relations for commercial organization.

UNIT II

Public Relations officer's (PRO'S) role – responsibilities –press relation – preparation of material for the media – news and news reporting – editorial reviews – articles – public relations department.

UNIT III

Training of public relations officers – PR society of India – Indian Institute of mass communication – Indian press – Trade fair authority of India.

UNIT IV

Book Publications in India – Role of publishers, distributors and booksellers – electronic media – radio – television – house journals – documentary films – mobile film shows – film censorship – guidelines – Exhibition and trade fair – consumer and marketing fair – photography – folk dance – sponsorship programme – music festivals – Crisis Management.

UNIT V

Ethics and challenges of public relations – international public relations association (IPRA) – code of conduct – the European code of professional conduct

TEXT BOOK

- 1. Management of Public relations – S. Senguptha , Vikas publishing house, 2011**

REFERENCES

- 1. Public relations problems and prospects with case studies, Anil baby, Space age publications, New Delhi, 2010**
- 2. The Practice of Public Relations , Frason P. Seital,Charler E Merial Publishing Company , Columbus, 2012**

UBA15E08	RETAIL MANAGEMENT	L	T	P	C
		1	4	0	3

COURSE RATIONALE:

Retail industry is one of the largest sector worldwide that has a tremendous impact on economy. This course is structured to empowers students by the right kind of wisdom, Nuances and confidence that the industry demands in the Global Retail business operations.

COURSE OBJECTIVES:

- To introduce the Scope and significance of Retail industry, Trends and Challenges.
- To enlighten on Retail Strategies, Opportunities and Competitive advantage.
- To comprehend knowledge on all areas of Retail business operations.

UNIT I

INTRODUCTION TO RETAIL: Functions of a Retailer, Characteristics of Retailing, Categorizing Retailers-Types of retailers-Multichannel Retailing ,The rise of Consumerism and the rise of retailer, Social and Economic Significance of retailing, The global Retail market: Issues and challenges-Retail as a Career: Buying and Merchandising, Marketing, Store Operations, Sales, Finance, Human Resources, Technology and E-commerce, Visual Merchandising, Supply chain Management and Logistics-Retail in India: Challenges to Retail development in India.

UNIT II

RETAILING STRATEGY: Retail Market Strategy, Target Market and Retail Format- Building Sustainable Competitive Advantage-Growth strategies-Global Growth opportunities-The strategic Retailing Planning Process-Retail locations-Information Systems.

UNIT III

MERCHANDISE MANAGEMENT: Process Overview-The Buying organization, Merchandise Category, Evaluating Merchandise Management Performance, Types of Merchandise Management Planning Processes, Forecasting Sales, Developing an Assortment Plan, Setting Inventory And Product Availability Levels-Merchandise Planning Systems-Methods of Merchandise procurement: Merchandise Sourcing ,Strategic Relationships.

UNIT IV

RETAIL PRICING: Concept and considerations in setting Retail prices, Pricing Strategies, Pricing Techniques, The Internet and Price

Competition. Retail Communication Mix: Communication programs, Methods of Communicating with Customers, Planning, Implementing and Evaluating Retail Communication Programs

UNIT V

STORE MANAGEMENT: Recruiting, Orientation and Training ,Motivating, Evaluating, Compensating and Rewarding Store employees, Controlling Costs and Inventory Shrinkage-Store Layout, Design and Visual Merchandising: store Design and Retail strategy, Space management, Visual merchandising, Atmospherics, Web Site Design. **Customer Service:** Setting Service Standards, Meeting and exceeding service standards, Service recovery.

TEXT BOOKS

1. Chetan Bajaj,Rajnish tuli, Nidi Varma Srivastava ,'Retail Management', Oxford University Press, Second Edition,2010.
2. Swapna Pradhan, 'Retailing Management Text and cases',McGrawHill,3rd edition,2009.

REFERENCES

1. Barry Berman,Joel R.Evans,Retail Management A Strategic Approach, Pearson Education, Inc,Tenth edition,2010.
2. Michael Levy, Barton A Weitz and Ajay Pandit ,Retail Management, Tata McGraw Hill, Sixth Edition,2008.
- 3.

UBA15E09	BUSINESS OUTSOURCING	L	T	P	C
		1	4	0	3

COURSE RATIONALE:

The purpose of learning this course on Business Outsourcing is to understand the challenges that is faced by industry witness to Outsourcing business activity

COURSE OBJECTIVES:

Upon completion of this course, each student should have a stronger appreciation of the Various issues concerned with business outsourcing.

UNIT I

Outsourcing – Definition, need and scope – Guidelines – Issues – Best practices – Competitiveness – Evaluation – achieving business transformation -- Business Model.

UNIT II

Call centres – Evolution, Technology and Success factors.

UNIT III

Business Process Outsourcing – Service scope, benefits – Indian Scenario – Framework for execution – Managing transition

UNIT IV

Business Processes – Types – Strategy and Process of outsourcing – Challenges -- Classification of BPO outfits – Models – Governance – Legal issues – Regulatory issues.

UNIT V

Service supplier selection – service level agreement – Transition from BPO to KPO up the value chain – The road ahead for business outsourcing – Pre-requisites and precautions – Service quality issues in business outsourcing

TEXT BOOK

- 1. Business Process Outsourcing – A supply chain of expertises – Vinod V. Sople – Eastern Economy Edition – 2009 Edition – PHI Learning Pvt. Ltd. , New Delhi.**

REFERENCE

- 1. Outsourcing and insourcing in an International context – Marc J. Schniederjans et al – 2008 edition – Prentice Hall of India.**

UBA15E10	GLOBAL TRADE	L	T	P	C
		1	4	0	3

COURSE RATIONALE:

In the recent global scenario of nations moving into consolidation and regionalization, there is increasing interdependence in trade and business activities. The newer issues and challenges require the young students well equipped with recent phenomenon.

COURSE OBJECTIVES:

- To help students acquire familiarity of the knowledge and process of export and import trade.
- To expose them to the recent trends and practices prevalent in the global trade;
- To make the students understand the issues and challenges in the global trade.

UNIT I

Export – Meaning, Scope, functions – Role of export in Economic Development Planning for export Market analysis – Market intelligence and market research market selection and entry strategies for export.

UNIT II

Legal aspects of exports and trade – International Law – Private Law Transport Contracts- Payment and Credit Settlement of disputes- Indian Laws: Exim Policy – Law relating to packing – Pricing – Advertising Distribution.

UNIT III

Export financing- methods and sources of export finance – terms of payment for export – letter of credit – Institutional aid for export financing. RBI – Exim Bank, ECGC- Commercial Banks – Export pricing; factors influencing export price- forms of pricing – Pricing approaches – Transfer pricing- Dumping international price quotation- Incoterms.

UNIT IV

Indians export performance – Problems in Export Trade Export Promotion need – Export promotion India: Industrial support for export promotion – export Promotion Incentives – EPZ & FTZ, 100% EOU, Export houses, Trading Houses, Star Trading Houses, Project and consultancy export.

UNIT V

Export Procedure and documentation export order execution, Project Preparation – Quality control and shipment inspection – packaging – freight forwarders – cargo insurance – customs clearances – documentation procedure and clearing export bills, Import procedure – import licensing – Replenishment license- Advance import license- Pass book scheme- import of capital good.

TEXT BOOKS

- 1. TAS Balagopal – Export Mangement – Himalaya**
- 2. Varshney & Bhattacharya- International Markting, Sultan Chand & Sons**

REFERENCES

- 1. B.S. Rathor – Export Management Himalaya**
- 2. Francis Cherunilam – International Trade and Export Marketing, Himalaya**

CAC15401	VERBAL ABILITY & REASONING	L	T	P	C
		2	0	0	2

COURSE RATIONALE:

At the end of this course, the students will be able to Communicate fluently and develop all the four skills in communication namely listening, speaking, reading and writing

COURSE OBJECTIVES:

At the end of every unit, the students will be expected to submit an assignment or make a presentation as a part of internal assessment.

UNIT I - LISTENING SKILL:

Listening comprehension and response through various modes- face-to-face conversations, telephone conversations, reading out written material, audio-video recorded material, mimes.

UNIT II - SPEAKING SKILL:

Group communication- Features of an effective, fluent speech through regular practice- role-play, extempore-situational conversations- Greetings, requests, demands, instructions and enquiries.

Informal speech- Facing audience-Body language- Conversion of mother tongue to English language, **Formal speech-**Paper presentation and essential aspects of Business communication.

UNIT III - READING SKILL:

Reading Comprehension-Poems, passages- conversations, short messages, e-mails, formal/informal letters, Phonics, Speed Reading, Reading comprehension strategies.

UNIT IV - WRITING SKILL:

Letter Writing- Formats and language- Types-Personal, Business, Applications, Thanks, Invitation, Condolence, Requests, Complaints-E-mail etiquette. Reports, Essay Writing.

UNIT V - Interpersonal and Intrapersonal communication- Ways to communicate in different scenarios- job interview, business meeting, project submission/proposal, informal gathering, speech for a large audience, a debate etc.- dress code, Eye contacts, body language and handshakes.

TEXT BOOK

1. Soft Skills- Know You and Know the World, Author-Dr.K.Alex.

REFERENCE

1. Communication Skills-Language in Use-Cambridge Edition.

SEMESTER – V

UBA15501	FINANCIAL MANAGEMENT	L	T	P	C
		2	4	0	4

COURSE RATIONALE:

This course aims at providing students with the knowledge and skills expected of a future manager in relation to investment and financing decisions.

COURSE OBJECTIVE:

- Understand the role and importance of a financial manager
- Identify and evaluate the alternative sources of business finance
- Discuss and apply working capital management techniques
- Understand the factors influencing cost of capital and calculating cost.
- To take decisions on capital structure.
- Evaluate the financial viability of investments

UNIT I

Meaning, Objectives, scope, functions of finance manager-financial statement-tools for analysis and Interpretation

UNIT II

Basic Capital Budgeting – Pay Back Period (PBP) – Net Present Value (NPV) – Average Rate of Return - Internal Rate of Return –Methods of payback –PI, ARR, -DCF

UNIT III

Cost of capital – Basic concepts, rational and assumptions – Cost of equity capital – Cost of debt – Cost of preference capital – Cost of retained earnings- Weighted Average Cost of Capital.

UNIT IV

Financial planning and control – Leverage – Operating leverage, financial leverage and combined leverage. Capital structure decision

of the firm – Composition and sources of long term funds – Factors determining funds requirements

UNIT V

Working capital management- operating cycle- determination of Working capital-Dividend theories – Walter’s model, Gordon’s model - Modigliani and Miller’s model.

TEXT BOOK

1. Dr. A.Murthy, Margham -Financial Management, Publishers, 2012.

REFERENCES

1. Prasanna Chandra -Financial Management, 2001
2. Khan and Jain -Financial management, 2011
3. I.M.Pandey -Financial Management, 2008
4. Vanhoren -Fundamentals of financial

UBA15502	ENTREPRENEURIAL DEVELOPMENT	L	T	P	C
		3	2	0	4

COURSE RATIONALE:

This course inspires entrepreneurial development through interactive lectures, workshops, and case studies in contemporary situations. Students will gain awareness of entrepreneurial skills, sources, structures and dynamics. Students will develop individual and group skills for generating innovative ideas and find ways to apply these ideas to address current issues and problems in different industries and settings.

COURSE OBJECTIVE:

After the completion of course the learner should be able to

Understanding of the sources of opportunities and development of the skills to identify and analyze these opportunities for entrepreneurship.

Understanding of the industry dynamics of and factors for developing successful innovations and apply this understanding to different sectors.

Development of a personal skill set for entrepreneurship and specific concepts and tools for combining and managing an organization.

UNIT I

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

UNIT II

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

UNIT III

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

UNIT IV

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

UNIT V

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

TEXT BOOKS

1. Jayshree Suresh, "Entrepreneurial Development", Margham Publications, Reprint 2010.

REFERENCES

1. Dr.C.B. Gupta, Dr.N.P.Srinivasan, "Entrepreneurial Development", Sultan Chand & Sons, New Delhi, 2009.
2. P.Saravanavel, "Entrepreneurial Development", Ess Pee kay Publishing House, Chennai, 1997.
3. Vasant Desai, "Project Management". Edition, 2. Publisher, Himalaya Publishing House, New Delhi, 1999.

UBA15503	TOTAL QUALITY MANAGEMENT	L	T	P	C
		3	2	0	4

COURSE RATIONALE:

The purpose of learning this course on TQM to make the learners understand that quality is related to the present and future needs of the customer, the candidate to manage competition

COURSE OBJECTIVE:

To enable the students to understand the principles, practices and application in Total Quality Management and Concepts

UNIT I -INTRODUCTION TO QUALITY

Meaning of Quality – Definitions and other key concepts – Dimensions of Product Quality – Dimensions of Service Quality – What is Total Quality Management(TQM)?- Definition of Quality – Characteristics of TQM – Principles of TQM- Barriers to TQM Implementation- Potential benefits of TQM

UNIT II -CONTRIBUTIONS OF QUALITY GURUS

Walter A.Shewhart - W. Edwards Deming – Joseph M.Juran – Philip Crosby – Armand V.Feigenbaum –Genichi Taguchi

UNIT III - CONTINUOUS PROCESS IMPROVEMENT TOOLS

PDSA Cycle – 5S House Keeping –kaizen–Old QC Tools – Seven New Management tools -Basic Concepts in Six Sigma

UNIT IV - BENCH MARKING AND QUALITY FUNCTION DEPLOYMENT

What is Bench Marking – Types – Benchmarking Process – benefits – Pit falls – Quality Function deployment – Concepts – Process –House of Quality – QFD Methodology Process

UNIT V - QUALITY CIRCLES AND INTRODUCTION TO QUALITY MANAGEMENT SYSTEM

Introduction – Characteristics- Structure – Process – Benefits of Quality Circles - Need for ISO 9000 – ISO family of Standards – Steps in ISO 9000 Certifications - Quality Audits

TEXT BOOKS

1. Dr.V.Jayakumar ,Dr.R.Raju ., Total Quality Management , Lakshmi Publications, 2005
2. PoornimaM.Charantimath ., Total Quality Management , Pearson Education, 2003

REFERENCES

1. Subburaj Ramasamy ., Total Quality Management , Tata McGraw – Hill , 2005
2. Sunil Sharma., Total Engineering Quality Management, Macmillan India Ltd. 2003
3. Kanishka Bedi ., Quality Management ,Oxford University Press, 2006

UBA15504	RESEARCH METHODOLOGY	L	T	P	C
		2	4	0	4

COURSE RATIONALE:

The course brings out the necessity to inquiry of business problems in an empirical approach. Its goal is to help students to understand research practice, research cycle in general through critical examination of methods associated with decision-making, critical thinking, and ethical judgment..

COURSE OBJECTIVES:

The overall objectives of this course are:

- To help students develop a thorough understanding of the fundamental theoretical ideas and logic of research. These fundamental ideas underpin the approach to research, the vast range of research methods available and the researcher's choice of methods.
- To help students develop a thorough understanding of the issues involved in planning, designing, executing, evaluating and reporting research within a stipulated time period

UNIT I

Research – Meaning, Scope and Significance – type of Research – Research process – Characteristics of good research – scientific method – Problems in research – identifying research problem-objectivity in research.

UNIT II

Hypothesis – meaning – sources – types – case study – features of good design measurement – meaning, need, errors in measurement, tests of sound measurement techniques of measurement. Scaling techniques-meaning, types of scales, scale construction techniques – Sampling design – meaning. Concepts, steps in Sampling – criteria for good sample design – types of sample designs, probability and non-probability sample.

UNIT III

Data Collection – Types of data –sources – tools for data collection, methods of data collection, constructing questionnaire – pilot study – case study – data processing coding – editing and tabulation of data – data analysis.

UNIT IV

Test of significance – Assumptions about parametric and nonparametric tests. Parametric tests – chi-square, T-Test, F Test and z Test. Introduction to ANOVA.

UNIT V

Interpretation – meaning, Techniques of interpretation, Report writing-significance- and steps – layout of report – types of reports – oral presentation – executive summary – mechanics of writing research report – Precautions for writing report – norms for using tables, chart and diagrams, - Appendix- norms for using Index and Bibliography.

TEXT BOOK

- 1. Research Methodology – Dr.P.Ravilochanan, Margam Publication.**

REFERENCES

- 1. Rao K.V. Research Method for Management and Commerce – Sterling**
- 2. Kothari C.R. – Research Methodology**
- 3. Wilkinson Bhadarkar – Methodology and Techniques of Social Research**
- 4. Anderson et.al.- Assignment and Thesis writing**

UBA15E11	LEADERSHIP AND TEAM MANAGEMENT	L	T	P	C
		1	4	0	3

COURSE RATIONALE:

The course aims in understanding leadership, behaviour of a leader, leadership styles and leadership development in the international platform. Strong leaders build strong teams. Hence, this course also attempts to understand managing and building teams.

COURSE OBJECTIVES:

**Upon successful completion of this course, learners will be able to:
Clearly articulate an understanding of setting vision and mission as a leader.**

Identify and describe several theories of leadership

Learn to have an increased awareness of leadership skills within the context of their daily life.

Acquire thorough knowledge and understanding of multiple facts of team management

UNIT I

Leadership Attributes - Styles – Theories of Effective Leadership - charismatic leader, transformational leader.

UNIT II

Factors influencing Leadership Behaviour I: Personality, types, theories, Perception, factors - Learning Styles - theories.

UNIT III

Factors influencing Leadership Behaviour II: Emotional Intelligence – skills for Emotional intelligence - Cultural – formation – changing culture, Organizational and Situational Factors.

UNIT IV

Description of teams in the organizations - organizational context of teams -- structure, culture, support, human resource policies - team topography - purpose of teams, types of teams, size, diversity, extent of use

UNIT V

Intra-team processes (task-related) : mission, goals, objectives, action planning - intra-team processes (relationship-related) : communication, conflict, trust, decision-making - inter-team processes: conflict, coordination - team effectiveness - measures of productivity, satisfaction, etc.

TEXT BOOKS

- 1. Jan Carmichael, et.al. Leadership and Management Development, Oxford Publications, 2011.**
- 2. Uday Kumar Halder, Leadership And Team Building, Oxford Publications, 2011**

REFERENCES

1. Chandra Mohan, Leadership and Management, , Himalaya Publishing House , 2007
2. Richard Hughes, Robert C. Ginnett, Gordon J Curphy, Leadership: enhancing the lessons of Experience, McGraw –Hill Publication, 6th Edition, 2011
3. T.V. Rao, Charu Sharma, 100 Managers in Action, McGraw- Hill Publication, 2012
4. Bonnie T Yarbrough , Leading groups & Team, Cengage Learning, New Delhi, 2011

UBA15E12	SERVICES MARKETING	L	T	P	C
		1	4	0	3

COURSE RATIONALE:

The purpose of learning this course is to expose the students to the evolution and growth of services marketing sector which is a dominant player besides products marketing. This course will enable students to acquire the knowledge of services market, to design service marketing strategies to be offered to major service sectors like Health care, Hospitality, Tourism, Logistics, Educational and Entertainment Industries.

COURSE OBJECTIVES:

At the end of this course on Services Marketing the learner will be able to:

- Define service
- Classify services
- Project service life cycle
- Develop new service
- Measure service quality gap
- Position, price, deliver, services

UNIT I

Definition – Service Economy – Evolution and growth of service sector – Nature and Scope – Unique characteristics - Challenges and issues.

UNIT II

Assessing service market potential - Classification of services - Expanded marketing mix - Environment and trends - market segmentation, targeting and positioning.

UNIT III

Service Life Cycle - New service development - Service Blue Printing - GAP's model of service quality - Measuring service quality - SERVQUAL - Service Quality function development.

UNIT IV

Positioning of services - Designing service delivery System, Service Channel- Pricing of services, methods - Service marketing triangle - Integrated Service marketing communication.

UNIT V

Services Marketing for health - Hospitality - Tourism - Financial - Educational - Entertainment Sectors.

TEXT BOOK

- 1. Chiristopher H.Lovelock and Jochen Wirtz -Services Marketing, Pearson Education, 2004.**
- 2. Hoffman, "Marketing of Services" Cengage Learning, 1st Edition,2010**

REFERENCES

- 1. Palmer,Adrian, "Principles of Services marketing", McGraw Hill**
- 2. Services Marketing, Valarie Zeithaml et al, 5th Edition, Tata McGraw Hill , 2012Pvt.Ltd., 2010.**
- 3. Services Marketing, 2nd Edition, Verma, Pearson Education India.**

UBA15E13	SECURITY ANALYSES AND PORTFOLIO MANAGEMENT	L	T	P	C
		1	4	0	3

COURSE RATIONALE:

This course aims at providing the students a comprehensive introduction to the areas of security analysis and portfolio management and equipping them with advanced tools and techniques for making profitable investment decisions.

COURSE OBJECTIVES:

On completion of this course, the learner should be able to

- Identify and analyse the various investment avenues.**
- Understand the functions and importance of Indian security market**
- Understand and analyse economic, industry specific and firm specific factors.**
- Analyse and predict the trend of stock price movement**
- Able to frame portfolio of investment to reduce risk and earn profit**

UNIT I

Investment- Characteristics and Objectives of investment- types of investment- investment process and their lives-Sources of investment-information-investment Non-Security Forms of Investment speculation

UNIT II

Financial asset Vs real asset –valuation of financial assets-Realized and expected Returns on Financial Assets

UNIT III

Security –types of securities –risk and return-computation of returns – maximising return –types of risk-computation of risk –minimising risk

UNIT IV

Security Analysis –Fundamental Analysis – Economic Analysis-Industry Analysis-Technical analysis

UNIT V

Portfolio Analysis – Portfolio Theory –Portfolio Management- Portfolio Construction-Portfolio evaluation- Portfolio revision

TEXT BOOK

1. Dr. Punithavathy Pandian -Security Analysis & Portfolio Management-vikas publication

REFERENCES

1. R.P.Rastagi -Investment analysis & portfolio management -
2. V. Raghunathan -Stock Exchanges and Investments-Tata McGraw - Hill Publishing Co Ltd.
3. Prasanna Chandra- Investment Management-Tata McGraw Hill
4. V.A.Avadhani -Investment Managemen-Himalaya Publication

UBA15E14	EVENT MANAGEMENT	L	T	P	C
		1	4	0	3

COURSE RATIONALE:

The learners get trained to understand the complex issues related to planning, organising and conducting an event. They also become skilled at the art of handling the team.

COURSE OBJECTIVES:

After completing this course, learners should be able to:

Sharpen their vision, increase business acumen and enhance event management skills.

View 360 degree perspective on event management

Acquire thorough knowledge and understanding of multiple facts of team management

UNIT I

Designing corporate events that meet customer's needs - the fundamentals of corporate hospitality - - Managing customer expectations - Types of corporate events

UNIT II

In-house vs. event management companies - Corporate event packages - Staff events - Customer events -Team building - Nature of Teams - Types of Teams

UNIT III

Charity Events and Award Ceremonies - Setting fund raising targets and objectives - Working with volunteers and committees - Generating goodwill and media exposure - Commissioning celebrities - MCs and entertainment

UNIT IV

Outdoor Events,- Concerts – Logistics - Risk Management - Types of outdoor events - Risk management - Planning and logistics, Marketing and sponsorship

UNIT V

Celebrity events- Concerts – Launches - Fashion shows - National festivals and high-profile charity events - Liaising with agents - Contract negotiations - Client briefings - Celebrity wish lists and expectations - Paparazzi and entourages

TEXT BOOKS:

- 1. Mark Sonder -Event Entertainment and Production, , Wiley & Sons, 2010**
- 2. Doug Matthews -Special Event Production, Routledge Publications, 2011**

REFERENCES

- 1. Barbara G. Kanki, Robert L. Helmreich, and Jose Anca -Crew Resource Management, , Academic Press, second edition, 2010**
- 2. Julia Rutherford Silvers -Professional Event Coordination, , Wiley Desktop Editions, 2012**
- 3. Lynn Van der Wagen -Human Resource Management for Events -, Routledge Publications, 2006**

UBA15E15	DATA WAREHOUSING AND DATA MINING	L	T	P	C
		1	4	0	3

COURSERATIONALE:

The subject on “Data warehousing & Data Mining” is to provide an introduction to the field of Data Analysis, which has been defined as the extensive use of data, quantitative analysis, exploratory and predictive models, and fact-based management to drive decisions and actions. The development and use of data warehouses and data marts to support data analytics is discussed. The use of key performance indicators, dashboards and scorecards for performance management and opportunity assessment are addressed

COURSE OBJECTIVE:

The subject on Data warehousing & Data Mining is designed to enable students to

- Use of data in the organisation
- Understand the Business analytics using data
- Learn the predictive models and quantitative analysis

UNIT I - INTRODUCTION

Introduction: The Evolution Of Data Warehousing (The Historical Context), The Data Warehouse - A Brief History, Characteristics, Operational Database Systems and Data Warehouse (OLTP & OLAP), Today's Development Environment

UNIT II - DATA PROCESSING

Data Marts, Metadata, Multidimensional Data Models: Types of Data and Their Uses, from Tables and Spreadsheets to Data Cubes, Identifying Facts and Dimensions, Designing Fact Tables

UNIT III - DATAWAREHOUSE

Principles of Data Warehousing(Architecture and Design Techniques):System Processes, Data Warehousing Components, Architecture for a warehouse, Three-tier Data Warehouse Architecture, Steps for the design and construction of Data Warehouses

UNIT IV - DATA MINING

Data Mining: Introduction: Motivation, Importance, Knowledge Discovery Process, KDD and Data Mining, Classification of data mining systems, Major issues, from Data warehousing to data Mining.

UNIT V - DATA INTEGRATION

Data Integration and Transformation, Data Reduction, Data Warehouse and OLAP Technology for Data Mining: data warehouse, Architecture, Implementation, Data warehouse usage.

TEXT BOOK

1. Krzysztof J. Cios, Witold Pedrycz, Roman W. Swiniarski, "Data mining: a knowledge discovery approach", Springer, 2007

REFERENCES

- 1. D. J. Hand, Heikki Mannila, Padhraic Smyth, "Principles of data mining" MIT Press, 2001**
- 2. Soumen Chakrabarti, Earl Cox, Ian H. Witten, Morgan Kaufmann, "Data mining: know it all", 2008**

UBA15E16	LOGISTICS AND SUPPLY CHAIN MANAGEMENT	L	T	P	C
		1	4	0	3

COURSE OBJECTIVE:

To enable the students to understand the principles, practices and application in Logistics and supply Chain Management

UNIT I - INTRODUCTION TO LOGISTICS

Logistics system – concept, objectives and scope – Logistics interface with Marketing – Logistics system elements – Importance and relevance to export management – Managing towards logistics excellence.

UNIT II - LOGISTICS DOCUMENTATION

Import and export documentation – Frame work – Standardized pre-shipment Export documents – Commercial and regulatory documents.

UNIT III - MODES OF TRANSPORTATION

Concept of multi modal transport – Different transport modes – Modal interfaces – Intermodal systems – road/rail/sea; sea/air; road/air; road/rail, sea/rail, sea/road – Inland Container Depot (ICD) & Container Freight Station (CFS) Terminals

UNIT IV - INTRODUCTION TO SCM

Supply Chain Management – Global Optimization – importance – key issues – Inventory management – Economic lot size model. Supply contracts – centralized vs. decentralized system

UNIT V - STRATEGIES IN SCM

Supply chain Integrates- Push, Pull strategies – Demand driven strategies – Impact on grocery industry – retail industry – distribution strategies . Procurement and Outsourcing: Outsourcing – benefits and risks – framework for make/buy decision – e-procurement – frame work of e-procurement

TEXT BOOKS

1. D.K.Agarwal -Text book of Logistics and Supply Chain Management
2. G. Raghuram -Logistics and Supply Chain Management –

REFERENCES

1. Dr.KrishnaveniMuthiah -Logistics Management World Seaborne Trade
2. Bowersox -Supply Chain Logistics Management
3. Sople, V. V., Pearson- Logistics Management: Supply Chain Imperative

UES15501	ENVIRONMENT STUDIES	L	T	P	C
		3	0	0	3

COURSE RATIONALE:

To elucidate on the concepts in environmental management, to elucidate the contemporary environmental issues, awareness and ethical management.

COURSE OBJECTIVES:

- 1) To understand the basic issues related to ecosystem.
- 2) To make an understanding about Disaster management and ethical administration.

UNIT I - INTRODUCTION TO ENVIRONMENTAL SCIENCES: NATURAL RESOURCES

Environmental Sciences - Relevance - Significance - Public awareness - Forest resources - Water resources - Mineral resources - Food resources - conflicts over resource sharing - Exploitation - Land use pattern - Environmental impact - fertilizer - Pesticide Problems - case studies.

UNIT II - ECOSYSTEM, BIODIVERSITY AND ITS CONSERVATION

Ecosystem - concept - structure and function - producers, consumers and decomposers - Food chain - Food web - Ecological pyramids - Energy flow - Forest, Grassland, desert and aquatic ecosystem. Biodiversity - Definition - genetic, species and ecosystem diversity - Values and uses of biodiversity - biodiversity at global, national (India) and local levels - Hotspots, threats to biodiversity - conservation of biodiversity - Insitu & Exsitu.

UNIT III - ENVIRONMENTAL POLLUTION AND MANAGEMENT

Environmental Pollution - Causes - Effects and control measures of Air, Water, Marine, soil, solid waste, Thermal, Nuclear pollution and Disaster Management - Floods, Earth quake, Cyclone and Land slides. Role of individuals in prevention of pollution - pollution case studies.

UNIT IV - SOCIAL ISSUES

Urban issues - Energy - water conservation - Environmental Ethics - Global warming - Resettlement and Rehabilitation issues -

Environmental legislations - environmental production Act. 1986- Air, Water, Wildlife and forest conservation Act

UNIT - V HUMAN POPULATION

Population growth and Explosion - Human rights and Value Education - Environmental Health - HIV/AIDS - Role of IT in Environment and Human Health - Women and child welfare - Public awareness - Case studies.

SEMESTER – VI

UBA15601	BUSINESS ETHICS	L	T	P	C
		3	2	0	4

COURSE RATIONALE:

To disseminate the theory and practice of ethical conduct in all business practices and to gain insight into the extent of ethical misconduct in the workplace and the pressures for unethical behaviour.

COURSE OBJECTIVE:

After learning this subject, the student will be able

- To equip students with understanding of the ethical philosophies, principles, models that directly and indirectly affect business.**
- To understand the link between business ethics and social responsibility.**
- Examine the foundations and evolution of business ethics.**

UNIT I

Role and importance of Business Ethics and Values in Business – Definition of Business Ethics – Impact on Business Policy and Business Strategy – Role of CEO – Impact on the Business Culture.

UNIT II

Types of Ethical Issues – Bribes – Coercion – Deception – Theft – Unfair Discrimination

UNIT III

Ethics - Internal – Hiring – Employees – Promotion – Discipline – Wages – Job Description – Exploitation of employees.

UNIT IV

Ethics External – Consumers – Fair Prices – False Claims – Advertisements. – Environment protection – Natural – Physical – Society – Relationship of Values and Ethics – Indian Ethos – Impact on the performance.

UNIT V

Social Responsibilities of Business towards Shareholders – Employees – Customers, Dealers, Vendors and Government – Social Audit.

TEXT BOOKS

- 1. Memoria & Memoria - Business Policy**
- 2. David J. Fritzsche - Business Ethics**

REFERENCES

- 1. William H Shaw - Business Ethics**
- 2. Velasquez - Business Ethics 5th Edition – Prentice Hall of India**
- 3. Peter Madsen & Jay M Shafritz - Essential of Business Ethics**

UBA15602	STRATEGIC MANAGEMENT	L	T	P	C
		3	2	0	4

COURSE RATIONALE:

Focuses on corporate and divisional policy formulation and implementation. The knowledge and techniques learned in earlier courses will be applied in an integrated fashion to the process of strategic decision making and organizational change.

COURSE OBJECTIVES:

- To develop an understanding of the concepts, tools and techniques of corporate strategic management so as to enable them to develop analytical and conceptual skills and the ability to look at the totality of situations
- To learn the role that various models developed by different thinkers to improve strategic thinking.

UNIT I - BACKGROUND AND BASICS

Business-Characteristics and features of Modern Business-Business as an Economic –Social and Mixed System-Types of Markets, Division of Business, Forms of growth of Business-Macro, Micro-Global view, Business Environment

UNIT II - BASICS OF BUSINESS POLICY

Business Policy-Types, Basic concepts of policy3-Programs, procedures, budgets, Objectives, rules, tactics - Differences among policy, strategy , Program and tactics. Environmental Scans and Forecasts, Michael Porter's Five forces-Opportunities and Threats, Internal analysis-Strength and Weaknesses, SWOT & Competitive advantage

UNIT III - STRATEGIC MANAGEMENT

Introduction, Strategic Management, Business Policy, Corporate Strategy, Basic Concept of Strategic Management, Mission, Vision, Objectives, Impact of globalization, Basic Model of Strategic Management, Strategic Decision Making.

UNIT IV - STRATEGIC PLANNING & CHOICE

Strategic planning-Types-Components of the Planning Process, Business Philosophy, Setting quantified Corporate objectives. – MBO & MBE- Generating Strategic Alternatives –Existing Business and Diversification strategies, Strategic Choice, , Functional Strategies, Portfolio Analysis-BCG Matrix, GE Matrix, Hofer's Matrix

UNIT V - STRATEGIC IMPLEMENTATION, EVALUATION AND CONTROL

McKinsey's seven 's' Model- Strategy Implementation through structure, through Human Resource Management: through values and ethics. Organization Life Cycle, Strategic Information System., Directing, Evaluation and Control of Performance; Feedbacks on overall Process

TEXT BOOKS

- 1. Dr.S.Sankaran -Policy & Strategic Management–Margham Publications 2010**
- 2. LM.Prasad -Strategic Management**

REFERENCES

- 1. Carpenter-Strategic Management(Pearson)**
- 2. Kazmi A. - Business Policy and Strategic Management (Tata Mc Graw Hill, 2nd Ed.)**
- 3. Kachru - Strategic Management: (Excel Books)**
- 4. Cliff Bowman - Business Policy and Strategy (Prentice Hall of India)**

UBA15603	INDUSTRIAL RELATION MANAGEMENT	L	T	P	C
		3	2	0	4

COURSE RATIONALE:

This course provides the constitutional framework of Industrial legislations in India and explains the laws relating to factories, payment of wages, Industrial disputes, Trade unions and collective Bargaining

COURSE OBJECTIVES:

- To impart basic knowledge of the Indian Industrial legislations.**
- To understand the maintenance of industrial harmony and ensuring healthy relationship among the workforce for achieving the organizational goals.**
- To familiarize with the different concepts and practices of the Public Relations in organizations.**

UNIT I - FACTORIES ACT, 1948:

Definitions – Health – Safety – Welfare – Working hours of Adults.
Employment of women – Employment of young person"s – Leave with wages.

UNIT II - THE PAYMENT OF WAGES ACT, 1936 :

Definitions – Responsibilities for payment – Wage periods – Time of payment – Deductions – claim for wrongful deductions. **MINIMUM WAGES ACT, 1948 :** Interpretation – Fixing minimum rates of wages – Minimum rate of wages – Procedures for fixing – Committee and Advisory boards – Payment of minimum wages – Register and Records – Inspectors – Claims – Penalties and Procedures – The schedule.

UNIT III - THE INDUSTRIAL DISPUTES ACT, 1947 :

Definitions – Authorities under the Act – Reference of disputes – Procedures and powers of authorities – Strikes and Lockouts – Layoff and Retrenchment – Special provision relating to Lay – off – Retrenchment and Lock – outs.

UNIT IV - TRADE UNION ACT 1926

Growth & Functions of Trade Union – Definitions – Agreements not affected by the Act – Regulation – Rights & Privileges , Duties & Liabilities of a Registered Trade Union – General & Special Fund – Amalgamation & Dissolution of Trade Union.

UNIT V - WORK MEN COMPENSATION ACT 1923 -

Definition – need – Scope and coverage of act – Employer liability for compensation including theory of national extension – Employer and occupational diseases – Defenses available to employer - Amount and distribution of compensation – Notice of claim – Medical examination – Obligation and rights of employer and employee – Schedule of Act

TEXT BOOKS

1. N.D. Kapoor - Mercantile Law
2. P.C. Tripathi - Industrial Law

REFERENCE

1. Dr. M.R. Sreenivasan – Industrial Law.

UBA15604	E-BUSINESS MANAGEMENT	L	T	P	C
		3	2	0	4

COURSE RATIONALE:

The purpose of learning this course on E-commerce and Internet is to identify several considerations of internet that affect the choice of IT applications and E-Commerce business models in the present scenario.

COURSE OBJECTIVES:

- After studying this course learners will be able to:
- Know the Advantages of conducting business online.
- Understand how to use the web to market products worldwide at a nominal price.
- Experience the Readily available customer service in encouraging the customer to know more about the product or service.

UNIT I

Introduction to E-Commerce – Traditional Commerce – E-Commerce – International E-Commerce – The internet – origin of Internet – New user for Internet – Commercial use of the internet – Growth of internet and web – Economic forces and E-Commerce – Transaction cost and role of E-Commerce – Value chains in E-Commerce – Strategic Business unit value chain in E-Commerce – industry value chains – Role of E-Commerce.

UNIT II

Client – Server – Emerging Client Server – World Wide Web as the architect – Web background Hyper text publishing – Technology behind web – security threats – network security – data and message security and the web – Electronic payment system – Electronic cash – Electronic wallets – smart cards – credit and charge cards.

UNIT III

Strategies for Making – sales and promotion – creating an effective web presence – identifying and reaching customers – creating and maintaining brands on the web – Business models for selling on the web.

UNIT IV

Electric Data Interchange – EDI Application in business – EDI legal security and privacy issues – Types of digital documents – Issues behind documents – Infrastructure – Corporate data warehouses

UNIT V

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

Internet protocol; - Applications of internet in business, Education, Governance, etc.

INTERNET LAB

TEXT BOOKS

- 1. Gary P. Schneider -Commerce – Strategy, Technology and Implementation-2011 Course Technology-First India Edition 2012.**
- 2. Jibitesh Mishra, E-Commerce, Macmillan publishers India Ltd,2011.**

REFERENCES

- 1. Agarwala Kamlesh N and Agarwala Deeksha – Business on the Net - Introduction to E – Commerce.**
- 2. Minoli Daniel, Minoli Emma– E- Commerce Technology Handbook.**

UBA15605	INTERNSHIP AND PROJECT WORK	L	T	P	C
		4	0	0	4

COURSE OBJECTIVES:

- To bridge the gap between industry and institution.
- To gain 'on the field' experience and identify contemporary problems faced by the industry
- To equip students for placements.
- To gain practical exposure to become future professionals.

INTERNSHIP AND PROJECT WORK

Each candidate has to undergo internship for not less than 30 days in any industry during the 4th Semester holidays and has to submit the report for the same in the 6th Semester.

GUIDELINES FOR PROJECT WORK

1. Candidate should submit the internship certificate to the supervisor.
2. Project can be in any field of specialization (HR, Finance, Systems, Marketing and related Management based topics)
3. The project report should be neatly presented in not less than 60 pages.
4. Paper size should be A4
5. 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)
6. The candidate should submit the periodical report of the project to the supervisor.
7. TWO reviews would be conducted before the viva-voce.
8. 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 -50 Marks

Project Evaluation and Viva voce-External Examiner-50 Marks.

Total Marks - 100

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.

UBA15E17	SERVICE OPERATIONS MANAGEMENT	L	T	P	C
		2	2	0	3

COURSE OBJECTIVES:

Upon completion of this course, each student should have a good appreciation of the Theoretical and Practical aspects of service management.

UNIT I

Services & Society-Nature of services & service Encounters - Customers as the focus of service Management

UNIT II

Service Management in the international Arena -Service Strategy and Competitiveness.

UNIT III

Technology & its Impact - Service Design & Systems Delivery - Human Resource Management in services - work measurement in services - locating facilities and designing their layout.

UNIT IV

Managing Demand and supply in services - Queuing and simulation - Service Quality and continuous improvement - Tools and techniques of total quality management - Service productivity and measurement of performance.

UNIT V

Forecasting demand for service - vehicle routing and scheduling - Project Management - Linear and Goal applications for service - service inventory system.

TEXT BOOK

1. Robert Johnston, Graham Clark-Service Operations Management, 3rd Edition , , 2008, Paperback, 552 pages - ISBN13: 9781405847322 - ISBN10: 1405847328

REFERENCES

1. Successful Service Operations Management with CD-ROM [Hardcover] Richard D. Metters (Author), Kathryn H. King-Metters (Author), Madeleine Pullman (Author) South-Western College Pub; 1st edition 2002 -- ISBN-10: 0324135564 -- ISBN-13: 978-0324135565
2. Fitzsimmons, James A., and Mona J. Fitzsimmons, Service Management: Operations, Strategy, and Information Technology, 3rd Ed., Irwin/McGraw-Hill, 2001.

UBA15E18	INFORMATION SECURITY MANAGEMENT	L	T	P	C
		2	2	0	3

COURSERATIONALE:

The purpose of learning this course is to provide an introduction to the concepts, terminologies and technologies used in modern day's data communication, computer networking and security issues.

COURSE OBJECTIVES:

After studying this course learners will be able to:

- Understand the need for security
- Identify Legal, Ethical and Professional issues in Information security
- Learn about risk management
- Understand the Information security maintenance

UNIT I

Introduction to Information Security–characteristics of information – components of information system –information security and access – security system development life cycle. –Business needs of security.

UNIT II

Threats, attacks, malicious code, back doors, password crack, spoofing, man-in-the-middle, spam, sniffers and timing attack –Risk Management. –Risks identifications –risk control strategies

UNIT III

Information security policy - EISP, ISSP, SysSP, ISO27000 series, NIST security model, IETF security model. - Security in the organization – Security awareness – Business impact analysis.

UNIT IV

Introduction to VPNs –Access control –cryptography. –Physical security –importance of ISO network management model –monitor external and internal security

UNIT V

Law and ethics in information security –relevant Indian laws. – International laws and legal bodies for data security –misuses of the resources in the Corporates –issues in legal, ethical and Professional

TEXT BOOKS

1. Dr.Micheal E.Whitman, Herbert J. Mattord, "Principles and Practices of Information Security" Cengage Learning Fourth Indian Reprint, 2010
2. Charles P, Pfleeger, Shari Lawrence Pfleeger, "Security in computing", Pearson, Fifth Impression, 2011

REFERENCES

1. Michael T. Simpson, "Ethical Hacking and Network Defense", course technology, Language Learning, 2009

2. Rajneesh Agarwal, Bharat Bhushan Tiwari, “Data communication and computer networks”, VIKAS Publishing House Pvt Ltd, 2009
3. William Stallings, “Network security essentials: Applications and standards”, Pearson Education, Second Impression, 2009

UBA15E19	CUSTOMER RELATIONSHIP MANAGEMENT	L	T	P	C
		2	2	0	3

COURSE RATIONALE:

The course provides an insight to the concepts, applications, e-CRM solutions and implementation of CRM.

COURSE OBJECTIVES:

To enable students understand the concept of Customer Relationship Management,
CRM applications in Consumer and Business Markets and application of Technological tools for e-CRM solutions.

UNIT I - THE CONCEPT OF CUSTOMER RELATIONSHIP MANAGEMENT

Introduction-explosion of CRM in marketing and IT-enablers of growth of CRM-criticality of customer relationships-Adoption and implementation of CRM-conceptual foundations of CRM-building customer relationship and economics of CRM.

UNIT II - CRM APPLICATIONS IN CONSUMER AND BUSINESS MARKETS

CRM in service industries-Banking, Insurance, telecom, Hospitality, HealthCare, Airlines etc.,-CRM in B2B markets.

UNIT III - TECHNOLOGICAL TOOLS FOR CRM

Components of eCRM solutions-Introduction-Data Ware housing-Data mining-campaign management-sales force automation-Customer Service and Support-Role of interactive Technologies-Product offerings in the CRM Market Space-Contact Centers for CRM.

UNIT IV - CRM IMPLEMENTATION

Implementation road map-Developing a relationship orientation-customer centric marketing and processes-Building organizational capabilities through Internal Marketing-Issues in Implementing a Technology solution for CRM

UNIT V - OPERATIONAL ISSUES IN IMPLEMENTING CRM

Process view of CRM-learning from customer defections-customer retention plans-evaluating retention programmes.

TEXT BOOK

- 1. G.Shainesh and Jagdish N.Seth,CRM,McMillan,2006**
- 2. Jagdish N Sheth,Atul Parvathiyar and G.Shainesh, "CRM:Emerging Concepts, Tools and applications", Tata McGrawHill**

REFERENCES

- 1. Jill Dyche, 'The CRM Handbook 'Pearson Education.**
- 2. Francis Buttle, "CRM Concepts & Technologies", Rout ledge, Second Edition**

CDC15601	PERSONALITY DEVELOPMENT	L	T	P	C
		2	0	0	2

COURSE OBJECTIVES: At the end of this course, the students will be able to,

- Understand the concept of Personality Development**
- Summarize the principles of proper courtesy as practiced in the workplace**

COURSE OBJECTIVES:

At the end of every unit, the students will be expected to submit an assignment or make a presentation as a part of internal assessment.

UNIT I

Introduction-Personality –Definition, Determinants of Personality-Personality Characteristics and Behaviour at work-Big Five dimensions of Personality

UNIT II

Personality Types- Sensation –Intuitive- Feelers & Thinkers category - Filling the GAP- Grooming, Attitude and Personality- Time management-Projective Personality Tests.

UNIT III

Introduction-Meaning and Definition of Ethics- Nature and objective of Ethics- Ethics and Morality – Ethics and Religion - Morals, Values and Ethics – Integrity – Work Ethic – Honesty – Courage –Empathy – Self-Confidence – Character .

UNIT IV

Ethical Theories – Classification- Basic Moral theories –Peace - Justice
Ethical Decision Making - Structure - competence in professional ethics- How to use ethical reasoning-approaches and methods of resolving ethical dilemmas

UNIT V

Development of Ethical corporate Behaviour – Factors affecting managerial work - codes of ethics- Importance of attitudes in personal and professional lives.

TEXT BOOKS

1. John R Boatright, “Ethics and the Conduct of Business”, Pearson Education, New Delhi, 2003.
2. Elizabeth Hurlock, Personality Development, McGraw Hill, 4th Edition, 2007.

REFERENCES

1. Stephen P. Robins, Organisational Behavior, PHI Learning / Pearson Education, 15th edition, 2012.
2. Subramaniam.R , Professional Ethics, Oxford Publication, 2013

NON-MAJOR ELECTIVES OFFERED BY BBA DEPT
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SEMESTER – III

Non-Major Elective-I

(* Candidate from Other department must choose any ONE out of
THREE Non-Major Electives)

UBA15E81	SMALL BUSINESS OPERATION	L	T	P	C
		2	0	0	2

COURSE RATIONALE:

This course is designed to impart the fundamental knowledge for establishing the small Business operation

COURSE OBJECTIVES:

At the end of this course, the learner will be able to understand the

- Basic steps for starting up of the industry
- Types of organization
- Different sources of funds available
- Incentives and subsidies for SSI units

UNIT I

Meaning of small Scale Enterprises-objective of Micro ,small , Medium Enterprises Act of MSME(2006)-importance of MSMEs –Advantages-problems Measures of the government to develop small industries

UNIT II

Steps for Starting A Small Industry –search for business idea, sources of ideas-business plan- project formulation and design

UNIT III

Selection of type of Organization –Sole proprietorship- Partnership firms, Joint stock Company- factors influencing the Choice of Organization

UNIT IV

Sources of Project Finance –Short Term ,Medium term and long Term Finance –Role of banks –institutions Assisting Small Enterprises – District industries Centers , industrial estates

UNIT V

Incentives and Subsidies –Meaning –Need and problems- Schemes of incentives for SSI Units-Taxation benefits to SSIs.

TEXT BOOKS.

- 1. C B Gupta & N P srinivasan –Entrepreneurship Development in India**
- 2. Dr.Jayashree suresh –Entrepreneurship Development.-Margham Publication-2012**

REFERENCE BOOKS:

- 1. Y.K. Bhusan- Business organization –Sultan Chand, New Delhi**
- 2. C.B. Gupta & N.P. Srinivasan- Entrepreneurship Development In India, Sultan Chand**
- 3. P. Saravanavel -Entrepreneurship Development -ESS PEE KAY Pub, Chennai.**

UBA15E82	RURAL MARKETING	L	T	P	C
		2	0	0	2

COURSE RATIONALE:

To familiarize students with the untapped potential market in Rural India & the growing market driven strategies to explore it.

COURSE OBJECTIVES:

- 1) To acquaint the students to the rising economy, the changing consumption habits & preferences of rural consumers**
- 2) o equip the students to overcome the challenges of communicating to media-dark rural audience of lower literacy rates & poor infrastructure.**

UNIT I - RURAL MARKET – AN OVERVIEW

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

UNIT II - RURAL CONSUMER BEHAVIOUR& SEGMENTATION

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

UNIT III - RURAL PRODUCT & PRICING STRATEGIES

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

UNIT IV - DISTRIBUTION & PROMOTION STRATEGIES

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

UNIT V - INNOVATIONS IN RURAL MARKETS

Changing scenario of Rural Markets- Role of Innovation – ICT initiatives – Emergence of organized retailing – Future Trends of Rural Marketing – Rural CRM

TEXT BOOK

1. Kashyap Pradeep, The Rural Marketing Book, Pearson Education Publications, 2012.

REFERENCES

1. Pradeep Kashyap & Siddhartha Raut, The Rural Marketing Book, Biztantra Publications, New Delhi, 2005.
2. Shipra Chawla, A textbook on Rural Marketing, Dominant Publishers And Distributors, 2007.

UBA15E83	CONSUMER PROTECTION AND CONSUMER RIGHTS	L	T	P	C
		2	0	0	2

COURSE RATIONALE:

The course is aimed at building a perspective necessary for the application of Consumer Protection laws, rights and knowledge about authorities in Indian perspective. The course will also look at recent developments in this context.

COURSE OBJECTIVES:

1. Enabling students to understand the basic Safety needs and rights of Consumers.
2. To familiarize the students with the authorities and bodies involved in enforcing Consumer Protection Act in India.

UNIT - I

Introduction of consumer protection act 1986-other amendments-salient features

UNIT - II

Definitions of the terms- : Consumer - Appropriate Laboratory - Complainant - Consumer Dispute -Complaint-Restrictive Trade Practice.

UNIT - III

The various consumer rights:-right to safety, Right to information, Right to choose, -right to be heard -Right against exploitation -Right to consumer education

UNIT - IV

Consumer Protection Councils:-Central - State.

UNIT - V

Consumer Disputes -Redressal Agencies:-Direct forum-state commission-national commission -case studies

TEXT BOOKS:

1. Saraf D.N., Law of Consumer Protection in India, 1995 Tripathi
2. R.K.Bangia, Consumer Protection Act, second edition, 1998
3. P.K.Majumdar, The Law of Consumer Protection in India, 1998
Orient Publishing Co. Delhi

REFERENCES

1. Lectures On Torts And Consumer Protection Laws, Dr.Regu Surya Rao- Asia Law House. Hyderabad.
2. Consumer Protection Laws, Prof.Rakesh Khanna, Central Law Agency.

UBA15E87	BUSINESS ANALYTICS	L	T	P	C
		0	0	4	2

COURSE RATIONALE:

This course provide an introduction to the field of business analytics, which has been defined as the extensive use of data, statistical and quantitative analysis, exploratory and predictive models and fact based management to drive decisions and actions. The development and use of data warehouses and data marts to support analytics is discussed. Application of selected data mining techniques to business decision making situations is illustrated.

COURSE OBJECTIVES:

After studying this course students will be able to:

Gain an understanding of how managers use business analytics to formulate and solve business problems and to support managerial decision making.

Become familiar with the processes needed to develop report and analyze business data.

Understand how to use and apply selected business analytics software for Finance, Marketing, Operations and Human Resources Management.

Introduction to Predictive Analytics Software (PASW)-Forecasting-Modelling-Statistical Methods-Finance-Marketing-Operations-HR Analytics

SYLLABUS:

UNIT I

Overview of Business analytics – Components of Business analytics

UNIT II

Data warehousing – data mining – mindset required for a business analytics profession

UNIT III

Concept of Data Warehousing – Online analytical processing –

UNIT IV

Business Analytics and Data visualization

UNIT V

Introduction to Data, Text and Web mining

REFERENCES:

- 1. E.Turban, R.Sharda, J.Aronson, and D.King , Business Intelligence : A Managerial Approach, Pearson Prentice Hall, 9th edition, 2011.**
- 2. Darren George and Paul Mallery, "SPSS for Windows STEP BY STEP- A simple guidance and Reference 17.0 UPDATE", PEARSON, First Impression 2011**
- 3. Dean P. Foster, Robert A. Stine, Richard P. Waterman, "Business Analysis using Regression – A Casebook", Springer International Edition**
- 4. Computer Applications in Business by S. V. Srinivasa Vallabhan – Sultan Chand & Sons**

SEMESTER – IV
Non-Major Elective-II
 (* Candidate from Other department must choose any ONE out of
THREE Non-Major Electives)

UBA15E84	BUSINESS ORGANIZATION	L	T	P	C
		2	0	0	2

COURSE RATIONALE:

To specialize students in the general knowledge and skills involved in starting and managing business organizations.

COURSE OBJECTIVES:

- 1) To educate students on the various forms of business organizations and their nature and functions.
- 2) To give an exposure about the resources required for developing business organizations.

UNIT I

Business - Meaning - Types of Business and Profession - Organization - Meaning and importance of Business Organization.

UNIT II

Forms of Business Organization - Sole Trader, Partnership - Joint Hindu Family System - Joint Stock Companies - Co-operative Societies - Public Utilities and Public Enterprises.

UNIT III

Location of Industry - Factors influencing location and size - Industrial Estates and District Industries Centre.

UNITIV

Stock Exchange - Functions - Working - Services - Regulations of Stock Exchange in India, Business combinations - Causes - Types - Effects.

UNIT V

Trade Associations and Chamber of Commerce.

TEXT BOOK:

1. Reddy P. N. and Gulshan S. S. - Principles of Business Organization and Management

REFERENCES

1. Bhusan Y. K - Business Organization.
2. PrakeshJagadeesh - Business Organization and Management.B.B.A.: Syllabus (CBCS)9
3. Vasudevan and Radhaswami - Business Organization.
4. Chopra R. K - Office Management.
5. G. Prasad, C.D. Balaji - Business Organization.
6. M.C. Shukla - Business Organization & Management.

UBA15E85	E – MARKETING	L	T	P	C
		2	0	0	2

COURSE RATIONALE:

This course examines the fundamental principles associated with the strategic adoption, implementation, use and evaluation of internet in organizations. It discusses the theories and principles which govern the strategic adoption of the internet to create and sustain value-competitiveness

COURSE OBJECTIVES:

1. Analyze the strategic issues, processes, policies and techniques associated with doing business online;
2. Assess and explain global and socio-cultural issues surrounding the adoption of internet;
3. Write a technical report on findings from a case study on the use of the internet in business and society

UNIT I

Marketing on the net: Meaning and Conceptual foundation of net marketing; Market opportunity

UNIT II

Managing in the E - Commerce world; Business models: B2B, B2C, and C2C

UNIT III

Understanding internet consumer; B2C internet marketing; Shopping agents and Consumer behavior

UNITIV

Internet marketing communication; B2B internet marketing

UNIT V

Customer relationship development; Developing and managing effective websites; Customer service and support in web space

TEXT BOOK

1. Chaston, E-marketing Strategy, Tata McGraw Hill

REFERENCES

1. Paul S Richardson, Internet Marketing, Tata McGraw Hill
2. Marry Lou Roberts, Internet Marketing, Tata McGraw Hil
3. Thomas Eisenmann, Internet Business Models, Tata McGraw Hill

UBA15E86	MARKETING RESEARCH	L	T	P	C
		2	0	0	2

COURSE RATIONALE:

1. To introduce the students to marketing research as an important tool of marketing management.
2. To familiarize the students so as to understand and apply the techniques for researching markets and to offer basic research orientation.

UNIT I - Marketing Research

Introduction – Meaning of Marketing research – Kinds of Marketing research – interaction between management and marketing research – marketing research process

UNIT II - Marketing Research Process

The seven steps in designing a research project – inter-relating the steps – research objectives and information needs and developing – marketing research plan

UNIT III - Types of Research

Exploratory – Descriptive – Basic Experimentation

UNIT IV - Data Collection

Sampling-sampling designs and sampling procedure -Kinds of data – search for secondary data – basic methods of primary data collection – observation – interviewing and questionnaire

UNIT V - Report

Research presentation and research process evaluation

TEXT BOOKS:

1. D D Sharma- 1995-Marketing Research Principles, Application and Cases- Sultan Chand Publications-New Delhi
2. Harper W.Boyd, Ralph Westfall, Stanley F Stasch, Marketing research – text and cases, Richard D Irwin Int. Publishers, New York, 2004
3. Suja R Nair 2003 Marketing Research, Himalaya Publications-New Delhi

REFERENCES

1. Naresh K Malhotra, Marketing research – An applied orientation, Pearson Education Publishers, 2000
2. Luck, Marketing Research, Bookwell Publishers, New Delhi 1989
3. Mazumdar, Marketing Research – Text & Applications, Willey Eastern Publishers.

UBA15E88	BUSINESS ANALYTICS-II	L	T	P	C
		0	0	4	2

COURSE RATIONALE:

This course provide an introduction to the field of business analytics, which has been defined as the extensive use of data, statistical and quantitative analysis, exploratory and predictive models and fact based management to drive decisions and actions. The development and use of data warehouses and data marts to support analytics is discussed. Application of selected data mining techniques to business decision making situations is illustrated.

COURSE OBJECTIVES:

After studying this course students will be able to:

Gain an understanding of how managers use business analytics to formulate and solve business problems and to support managerial decision making.

Become familiar with the processes needed to develop report and analyze business data.

Understand how to use and apply selected business analytics software for Finance, Marketing, Operations and Human Resources Management.

Introduction to Predictive Analytics Software (PASW)-Forecasting-Modeling-Statistical Methods-Finance-Marketing-Operations-HR Analytics

UNIT I

Performance Management -Data mining methods and Applications

UNIT II

Frequency analysis, Correlation, regression

UNIT III

Chi-square, Forecasting

UNIT IV

Factor analysis, T-Test, Cluster analysis using Predictive Analytics Software (SPSS)

UNIT V

Finance – Marketing – Operations – Human Resource analytics using SPSS

REFERENCES:

- 1. E.Turban, R.Sharda, J.Aronson, and D.King , Business Intelligence : A Managerial Approach, Pearson Prentice Hall, 9th edition, 2011.**
- 2. Darren George and Paul Mallery, "SPSS for Windows STEP BY STEP- A simple guidance and Reference 17.0 UPDATE", PEARSON, First Impression 2011**
- 3. Dean P. Foster, Robert A. Stine, Richard P. Waterman, "Business Analysis using Regression – A Casebook", Springer International Edition**
- 4. Computer Applications in Business by S. V. Srinivasa Vallabhan – Sultan Chand & Sons**