

BHARATHIAR UNIVERSITY, COIMBATORE-641 046
(For the students admitted from the academic year 2015-16 and onwards)

SCHEME OF EXAMINATIONS – CBCS Pattern

B.B.A (Bachelor of Business Administration)

Part	Study Components	Course Title	Ins. Hrs / Week	Examinations				Credits
				Dur. Hrs.	CIA	Marks	Total Marks	
	SEMESTER –I							
I	Language-I		6	3	25	75	100	4
II	English-I		6	3	25	75	100	4
III	Core I – Management Process		5	3	25	75	100	4
III	Core II –Business Communication		5	3	20	55	75	3
III	Allied Paper I – Mathematics for Management-I		6	3	25	75	100	4
IV	Environmental Studies #		2	-	-	50	50	2
	SEMESTER –II							
I	Language-II		6	3	25	75	100	4
II	English-II		6	3	25	75	100	4
III	Core III – Organisational Behaviour		5	3	20	55	75	3
III	Core IV – Economics for Executives		6	3	25	75	100	4
III	Allied Paper II – Mathematics for Management-II		5	3	25	75	100	4
IV	Value Education – Human Rights #		2	-	-	50	50	2
	SEMESTER –III							
III	Core V – Financial Accounting		5	3	25	75	100	4
III	Core VI – Production and Material Management		5	3	25	75	100	4
III	Core VII – Marketing Management		5	3	25	75	100	4
III	Core VIII – Business Law		5	3	25	75	100	4
III	Allied : III - PC Software (Ms Office) – Practical		5	3	40	60	100	4
IV	Skill based Subject-1 : Communication Skills I ^		3	3	30	45	75	3
IV	Tamil @ /Advanced Tamil # (or) Non-major elective-I : Yoga for Human Excellence # / Women’s Rights # Constitution of India #		2	-	50	50	50	2
	SEMESTER –IV							
III	Core IX - Human Resource Management		5	3	25	75	100	4
III	Core X – Cost & Management Accounting		5	3	25	75	100	4
III	Core XI – Advertising and Sales Promotion		5	3	25	75	100	4
III	Core XII –Management Information System		5	3	25	75	100	4
III	Allied : IV – Financial Accounting Package – Tally (Practical only)		5	3	40	60	100	4
IV	Skill based Subject-2 : Communication Skills II ^		3	3	30	45	75	3
IV	Tamil @ / Advanced Tamil # (or) Non-major elective-II : General Awareness #		2	-	50	50	50	2

B.B.A (Bachelor of Business Administration)

SEMESTER –V							
III	Core XIII –Financial Management	6	3	25	75	100	4
III	Core XIV – Research Methods for Management	5	3	25	75	100	4
III	Core XV - Insurance Principles and Practice	5	3	25	75	100	4
III	Core XVI – Taxation Law and Practice	6	3	25	75	100	4
III	Elective –I :	5	3	25	75	100	4
IV	Skill based Subject –3 : Campus to Corporate ^	3	3	30	45	75	3
SEMESTER –VI							
III	Core XVII – Entrepreneurship and Project Management	6	3	25	75	100	4
III	Core XVIII - Investment Management	6	3	25	75	100	4
III	Core XIX – Services Marketing	5	3	25	75	100	4
III	Elective –II :	5	3	25	75	100	4
III	Elective –III :	5	3	25	75	100	4
IV	Skill based Subject –4 : Soft Skills for Business ^	3	3	30	45	75	3
V	Extension Activities @	-	-	50	-	50	2
TOTAL		-	-	-	-	3500	140

^ Refer the detailed note on this curricular aspect

\$ Includes 25% / 40% continuous internal assessment marks for theory and practical papers respectively.

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List of Elective papers (Colleges can choose any one of the paper as electives)		
Elective – I	A	Portfolio Analysis and Management
	B	Modern Office Management
	C	Company Law and Secretarial Practice
	D	Customer Relationship Management
Elective – II	A	Banking Law and Practice
	B	Industrial Relations and Labour Laws
	C	Strategic Management
	D	Consumer Behaviour
Elective - III	A	Financial Services
	B	Project Work & Viva-Voce
	C	E-Commerce
	D	Global Business Management

Project Work & Viva-Voce

Project Work-50 Marks (25 Marks for Internal and 25 Marks for External) & Viva Voce-50 marks (External) : (25 marks for Internal Assessment & 75 marks for External Assessment)

B.B.A – C.A (Computer Applications)

Part	Study Components	Course Title	Ins. Hrs / Week	Examination				Credit
				Dur.Hrs.	CIA	Marks	Total Marks	
	SEMESTER –I							
I	Language-I		6	3	25	75	100	4
II	English-I		6	3	25	75	100	4
III	Core I – Management Process		5	3	25	75	100	4
III	Core II –Business Communication		5	3	20	55	75	3
III	Allied Paper I : Mathematics for Management –I		6	3	25	75	100	4
IV	Environmental Studies #		2	-	-	50	50	2
	SEMESTER –II							
I	Language-II		6	3	25	75	100	4
II	English-II		6	3	25	75	100	4
III	Core III – Organisational Behaviour		5	3	20	55	75	3
III	Core IV – PC Software (MS Office) - Practical		6	3	40	60	100	4
III	Allied Paper II : Mathematics for Management –II		5	3	25	75	100	4
IV	Value Education – Human Rights #		2	-	-	50	50	2
	SEMESTER –III							
III	Core V – Financial Accounting		5	3	25	75	100	4
III	Core VI – Production and Materials Management		5	3	25	75	100	4
III	Core VII – Marketing Management		5	3	25	75	100	4
III	Core VIII – Business Law		5	3	25	75	100	4
III	Allied Paper III : Financial Accounting Package -Tally (Practical only)		5	3	40	60	100	4
IV	Skill based Subject -1 : Communication Skills I ^		3	3	30	45	75	3
IV	Tamil @ /Advanced Tamil # (or) Non-major elective-I : Yoga for Human Excellence # / Women’s Rights # Constitution of India #		2	3	50	50	50	2
	SEMESTER –IV							
III	Core IX – Human Resource Management		5	3	25	75	100	4
III	Core X – Cost & Management Accounting		5	3	25	75	100	4
III	Core XI – Advertising and Sales Promotion		5	3	25	75	100	4
III	Core XII –Internet and Web Page Design (Theory)		2	3	10	40	50	2
III	Core XIII –Internet Web Page Design Programming Laboratory (Practical)		3	3	20	30	50	2
III	Allied Paper IV : Management Information System		5	3	25	75	100	4
IV	Skill based Subject -2 : Communication Skills II ^		3	3	30	45	75	3
IV	Tamil @ / Advanced Tamil # (or) Non-major elective -II : General Awareness #		2	3	50	50	50	2

B.B.A – C.A (Computer Applications)

SEMESTER –V							
III	Core XIV –Financial Management	6	3	25	75	100	4
III	Core XV – Research Methods for Management	5	3	25	75	100	4
III	Core XVI– Taxation Law and Practice	5	3	25	75	100	4
III	Core XVII–Visual Basic Theory	3	3	10	40	50	2
III	Core XVIII – Visual Basic & Oracle – Practical	3	3	20	30	50	2
III	Elective –I :	5	3	25	75	100	4
IV	Skill based Subject -3 : Campus to Corporate ^	3	3	30	45	75	3
SEMESTER –VI							
III	Core XIX –Entrepreneurship & Project Management	6	3	25	75	100	4
III	Core XX –RDBMS & Oracle Programming	3	3	10	40	50	2
III	Core XXI –RDBMS & Oracle Programming - Practical	3	3	20	30	50	2
III	Core XXII – Services Marketing	5	3	25	75	100	4
III	Elective –II :	5	3	25	75	100	4
III	Elective –III :	5	3	25	75	100	4
IV	Skill based Subject -4 : Soft Skills for Business ^	3	3	30	45	75	3
V	Extension Activities @	-	-	50	-	50	2
TOTAL		-	-	-	-	3500	140

^ Refer the detailed note on this curricular aspect

\$ Includes 25% / 40% continuous internal assessment marks for theory and practical papers respectively.

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List of Elective papers (Colleges can choose any one of the paper as electives)		
Elective – I	A	Insurance Principles and Practice
	B	Modern Office Management
	C	Software Design Technique
	D	Customer Relationship Management
Elective – II	A	Strategic Management
	B	Industrial Relations and Labour Laws
	C	Systems Analysis and Design
	D	Consumer Behaviour
Elective - III	A	Financial Services
	B	Project Work & Viva-Voce
	C	E -Commerce
	D	Multimedia

Project Work & Viva-Voce

Project Work-50 Marks (25 Marks for Internal and 25 Marks for External) & Viva Voce-50 marks (External) : (25 marks for Internal Assessment & 75 marks for External Assessment)

B.B.A –International Business

Part	Study Components	Course Title	Ins. hrs / week	Examinations				Credits
				Dur.Hrs	CIA	Marks	Total	
SEMESTER –I								
I	Language-I		6	3	25	75	100	4
II	English-I		6	3	25	75	100	4
III	Core I – Management Process		5	3	25	75	100	4
III	Core II – Business Communication		5	3	20	55	75	3
III	Allied Paper I - Mathematics for Management-I		6	3	25	75	100	4
IV	Environmental Studies #		2	3	-	50	50	2
SEMESTER –II								
I	Language-II		6	3	25	75	100	4
II	English-II		6	3	25	75	100	4
III	Core III – Organisational Behaviour		5	3	20	55	75	3
III	Core IV – Economics for Executives		5	3	25	75	100	4
III	Allied Paper II – Mathematics for Management-II		6	3	25	75	100	4
IV	Value Education – Human Rights #		2	3	-	50	50	2
SEMESTER –III								
III	Core V –Financial Accounting		5	3	25	75	100	4
III	Core VI– Production and Materials Management		5	3	25	75	100	4
III	Core VII –Marketing Management		5	3	25	75	100	4
III	Core VIII– Business Law		5	3	25	75	100	4
III	Allied : III – PC Software (MS Office) - Practical		5	3	40	60	100	4
IV	Skill based Subject-1 : Communication Skills I ^		3	3	30	45	75	3
IV	Tamil @ / Advanced Tamil # (or) Non-Major Elective–I: Yoga for Human Excellence # / Women’s Rights # Constitution of India #		2	3	50		50	2
SEMESTER –IV								
III	Core IX – Human Resource Management		5	3	25	75	100	4
III	Core X – Cost & Management Accounting		5	3	25	75	100	4
III	Core XI – World Resources		5	3	25	75	100	4
III	Core XII – International Strategic Management		5	3	25	75	100	4
III	Allied : IV – International Financial Management		5	3	25	75	100	4
IV	Skill based Subject-2 : Communication Skills II ^		3	3	30	45	75	3
IV	Tamil @ / Advanced Tamil # (or) Non-major elective -II : General Awareness #		2	3	50		50	2

B.B.A –International Business

SEMESTER –V							
III	Core XIII – Financial Management	6	3	25	75	100	4
III	Core XIV – Research Methods for Management	5	3	25	75	100	4
III	Core XV – International Marketing Management	5	3	25	75	100	4
III	Core XVI – Taxation Law and Practice	6	3	25	75	100	4
III	Elective–I :	5	3	25	75	100	4
IV	Skill based Subject-3 : Campus to Corporate ^	3	3	30	45	75	3
SEMESTER –VI							
III	Core XVII – Entrepreneurship and Project Management	6	3	25	75	100	4
III	Core XVIII - Foreign Exchange Management	6	3	25	75	100	4
III	Core XIX- Foreign Trade Procedure and Documentation	5	3	25	75	100	4
III	Elective –II :	5	3	25	75	100	4
III	Elective –III :	5	3	25	75	100	4
IV	Skill based Subject-4 :Soft Skills for Business ^	3	3	30	45	75	3
V	Extension Activities @	-	-	50	-	50	2
Total		-	-	-	-	3500	140

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List of Elective Papers (Colleges can choose any one of the paper as electives)		
Elective – I	A	International Business Environment
	B	Logistics and Supply chain Management
	C	Insurance Principles and Practice
	D	Customer Relationship Management
Elective – II	A	Foreign Trade Laws
	B	Industrial Relations and Labour Laws
	C	Financial Services
	D	Consumer Behaviour
Elective - III	A	Shipping and Port Management
	B	Project Work & Viva-Voce
	C	E - Commerce
	D	Global Business Management

Project Work & Viva-Voce

Project Work-50 Marks (25 Marks for Internal and 25 Marks for External) & Viva Voce-50 marks (External) : (25 marks for Internal Assessment & 75 marks for External Assessment)

B.B.A - Retail Management

Part	Study Components	Course Title	Ins. hrs / week	Examinations					Credits
				Dur. Hrs	CIA	Mar ks	Total		
SEMESTER –I									
I	Language-I		6	3	25	75	100	4	
II	English-I		6	3	25	75	100	4	
III	Core I – Management Process		5	3	25	75	100	4	
III	Core II – Business Communication		5	3	20	55	75	3	
III	Allied Paper I - Mathematics for Management-I		6	3	25	75	100	4	
IV	Environmental Studies #		2	3	-	50	50	2	
SEMESTER –II									
I	Language-II		6	3	25	75	100	4	
II	English-II		6	3	25	75	100	4	
III	Core III –Organisational Behaviour		5	3	20	55	75	3	
III	Core IV – Economics for Executives		5	3	25	75	100	4	
III	Allied Paper II – Mathematics for Management-II		6	3	25	75	100	4	
IV	Value Education – Human Rights #		2	-	-	50	50	2	
SEMESTER –III									
III	Core V –Financial Accounting		4	3	25	75	100	4	
III	Core VI– Production and Materials Management		5	3	25	75	100	4	
III	Core VII – Marketing Management		5	3	25	75	100	4	
III	Core VIII – Business Law		5	3	25	75	100	4	
III	Allied : III - PC Software (MS Office) - Practical		5	3	40	60	100	4	
IV	Skill based Subject 1 : Communication Skills I ^		4	3	30	45	75	3	
IV	Tamil @ /Advanced Tamil # (or) Non-major elective-I : Yoga for Human Excellence # / Women’s Rights # Constitution of India #		2	3	-	50	50	2	
SEMESTER –IV									
III	Core IX – Human Resource Management for Retail Organization		5	3	25	75	100	4	
III	Core X – Cost and Management Accounting		5	3	25	75	100	4	
III	Core XI – Management Information System and Retail Business		5	3	25	75	100	4	
III	Core XII–Retail Operations, Systems and Inventory		5	3	25	75	100	4	
III	Allied : IV - Financial Accounting Package – Tally (Practical only)		5	3	40	60	100	4	
IV	Skill based Subject-2 : Communication Skills II ^		3	3	30	45	75	3	
IV	Tamil @ / Adanced Tamil # (or) Non-major elective -II : General Awareness #		2	3	-	50	50	2	

B.B.A - Retail Management

SEMESTER –V							
III	Core XIII – Financial Management in Retailing	5	3	25	75	100	4
III	Core XIV – Research Methods for Management	6	3	25	75	100	4
III	Core XV – Retail Supply Chain Management	5	3	25	75	100	4
III	Core XVI – Taxation Law and Practice	6	3	25	75	100	4
III	Elective –I :	5	3	25	75	100	4
IV	Skill based Subject-3 : Campus to Corporate ^	3	3	30	45	75	3
SEMESTER –VI							
III	Core XVII – Global Business Management	5	3	25	75	100	4
III	Core XVIII – Retail Advertising and Promotion	6	3	25	75	100	4
III	Core XIX – Channel Management	5	3	25	75	100	4
III	Elective –II :	5	3	25	75	100	4
III	Elective –III :	5	3	25	75	100	4
IV	Skill based Subject 4 :Soft Skills for Business ^	4	3	30	45	75	3
V	Extension Activities @	-	-	50	-	50	2
Total						3500	140

^ Refer the detailed note on this curricular aspect

\$ Includes 25% / 40% continuous internal assessment marks for theory and practical papers respectively.

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List of Elective papers (Colleges can choose any one of the paper as electives)		
Elective – I	A	Insurance Principles and Practice
	B	Customer Relationship Management
	C	Brand Management
Elective – II	A	Strategic Management
	B	Industrial Relations and Labour Laws
	C	Consumer Behaviour
Elective - III	A	E-Commerce
	B	Project Work & Viva-Voce
	C	Merchandising Management

Project Work & Viva-Voce

Project Work-50 Marks (25 Marks for Internal and 25 Marks for External) & Viva Voce-50 marks (External) : (25 marks for Internal Assessment & 75 marks for External Assessment)

**Bachelor of Business Administration (BBA) All streams
Skill Based Subjects I – IV from III to VI semester
Redefined from academic year 2014-15 onwards
^ Curriculum Aspects**

Need for the course

In order to effectively deploy the graduates for productive purposes of the society at large, it is imperative that the learners should equip themselves with effective communication skills. The lack of which could be a serious concern to all concerned. Developing explicitly this skill-set will definitely help in all other aspects such as learning the subjects, getting employment, excelling in higher studies. The need of the hour, therefore, is ensure adequate communicative power to empower the youth in all their spheres. In order to augment this weak area, it is proposed to have four new papers in place of the earlier four papers which were marketing-oriented specialization subjects. The newly introduced subjects are communicative skill-set builders. With the whole-hearted support of the teaching fraternity, these practices-driven and exercises-oriented subjects will go a long way in achieving the stated objectives.

Course framework

Sem	Name of the Subject	Components to be covered
III	Communication Skills I	Listening and Speaking skill development
IV	Communication Skills II	Reading and Writing skill development
V	Campus to Corporate	Etiquettes; Attire-related niceties; quantitative aptitude building; and e-communicative skills
VI	Soft Skills for Business	Presentation, negotiation, team-working skills; Resume preparation; and facing interviews & GDs.

Course Objectives

- To give the learners extensive practices to develop the LSRW (Listening and Speaking; Reading and Writing) skill-set
- To develop soft skills among the learners enabling them to communicate as effectively and efficiently as possible while dealing with others viz. peers, subordinates, superiors, clients, customers in the organization.

Level of Prior Knowledge

- No prerequisite level of knowledge is required to take up the subjects.

Learning Outcomes

- To hone their speaking and writing skills by reinforcing their listening and reading skills and habituating them
- To assist in developing their personality
- To help the students in developing their communication skills through effective use of English

- To augment the areas such as business correspondence, presentation, group discussion, and interviews
- To focus on to a chosen career path

Evaluation Method

- There shall be a university-approved viva-voce examination at the end of each semester to orally and personally test the learners' extent of attainment in the various metrics specified for each subject of the curriculum.
- Students shall maintain a Skill Development Record Note (SDRN) individually for the purpose of these oral examinations separately for each semester; and the institution may design a uniform SDRN for this purpose.
- Maintenance grades shall be awarded by the internal faculty for the SDRNs on a continuous and comprehensive way.
- SDRN shall also be evaluated jointly with an external examiner during the viva-voce examination.
- During every semester, the student shall maintain the SDRN in which a minimum of (20) twenty exercises / programmes / activities are to be recorded in consultation with the class teacher with dates of starting and completion.
- This SDRN has to be submitted to the internal faculty for evaluation at least 15 days before the end of each semester.
- For class-room based common exercises and group-tasks, teacher may distribute the soft-copy to all the students and evaluation may be individualized with high order critical questions.
- The individual tasks recorded in the SDRN shall be unique and the concerned subject teacher needs to certify for the work's originality. University appointed external also need to ensure the originality of the recorded works in the SDRN during viva-voce exam.
- The soft copies of video/ audio-related tasks used in the SDRNs need to be recorded in a convenient medium such as CD/DVD for verification purposes and appended to the SDRN.
- Students shall be encouraged to use their lap-tops for listening exercises.
- Language / Communication lab, if available in the college/campus, may be used to practice the activities suggested for practical skill test.
- The viva-voce examination with University-appointed external examiner contains a paper-pencil test group-administered and individualized face-to-face oral examination for about 5-7 minutes per candidate. Hence, in a three-hour session, limit the maximum number of candidates to twenty per session.
- The total mark of 75 for the skill-based subjects shall be divided between internal and external evaluations and it is 30 and 45 marks respectively; the course teacher shall continuously and comprehensively evaluate the students with the following sub-distribution of marks:

Class involvement and proactive participation	10
Originality in the practical exercises and regularity	10
Skill Development Record Note (SDRN) maintenance	10

- The following table gives the metrics to be evaluated in the viva-voce exam with the weightage [in marks] to be assigned for each criterion.

Course Title	Metrics to be evaluated and the weightage for each component	Marks
Communication Skills I	Listening: Play an audio file and evaluate the comprehension by posing critical questions	10
	Speaking: Present a topic and face questions; enact role plays such as newscaster; make announcements. Use of (portable) PA system	10
	General conversational abilities [situation-oriented]; Story telling	10
	SDRN's originality and maintenance	15
Communication Skills II	Reading: Extent of vocabulary built, the volume of materials read, active vocabulary in current use A passage may be assigned for reading and evaluated on the basis of reading with intonation, pauses and the tone & tenor required for the textual matter	15
	Writing: The students shall write at least 250 words on their own words on on-the-spot topics given [jointly by internal and external examiners] and evaluate the same for the presence of skills in this domain such as vocabulary, grammar, idea flow	15
	SDRN's originality and maintenance	15
Campus to Corporate	Etiquettes': Exhibition of various aspects (dressing, on the viva-voce exam table, etc)	10
	Use of ICT in daily life – frequency and extent of usage (Validate the same)	10
	Dress codes and attire aspects	10
	Quantitative Aptitude developed (Time bound test – question paper in consultation with the internal)	10
	SDRN's originality and maintenance	15
Soft Skills for Business	Presentation, Negotiation and Team-working skills	10
	Job-specific Resume preparation, mock interview / group discussion Presentation of the on the chosen general study (vox-pop) with evidences	10
	Career-related: SWOT analysis and its presentation, [job-offering] Industry-related awareness, so on	10
	SDRN's originality and maintenance	15

Suggestive means of Course Delivery for Skill based papers

- The class teacher need to be highly self-motivated to ensure the practice (less of preaching)

- The course teacher, instead of having a single prescribed text book, has wider option in choosing the material and needed to assume the role of a facilitator in building the skill set
- Exercises and practice assignments need to be unique and current; and the faculty need to ensure original work / contribution of the individual students
- To give more of individual and group tasks / assignments focused on communicative skill-set building
- Allow use of IT gadgets to assist skill building (voice recorder in a mobile phone, replay in lap-tops / PA systems, internet)
- Field visits, exploration, observation can be extensively used to augment skill-building
- Encourage newspaper reading (learner can chose the area of interest such as sports, business, politics, regional, etc.,) in the class room; corroborate the same with TV news /debate listening; compare headlines of different newspapers of the main news;
- Audio/video clippings from BBC (Learn English series) and Oxford's BEC course materials can be deployed wherever possible.
- Teacher to shift from hard-copy to soft-copy orientation in disseminating common information;
- Have fun games, instant quizzes, vocabulary-building word games, encourage Sudoku solvers, word jumbles;
- Allow as many teams and leaders to function and constantly motivate with suitable exercises and foster a competitive spirit among the teams;
- Encourage using the bulletin and notice boards to populairise / disseminate information and ideas;
- Allow students to discuss and debate on current issues and matters of interest to them by positioning as a facilitator;
- Assist in recording the skill enhancing activities in a useful manner in the SDRN and ensure constant monitoring of the same for originality;
- The list of activities suggested in the following four sub-areas are only suggestive; the faculty can assume freedom in redesigning / rejigging rearranging the exercises / practice problems/assignments. However, ensure the course objectives are fulfilled and desired learning outcomes are exhibited by the learners.

Course Content: Skill based paper - I Semester III
COMMUNICATION SKILLS - I- Listening and Speaking
Listening –

- Write an essay on the ART OF LISTENING in your own words
- List the qualities for a good listener.
- Illustrate the difference between hearing and listening
- Enumerate the types of listeners
- Listening exercises – Listen from movie clips, news items, good speeches by eminent personalities, and Keep up your English - BBC's English learning audios with accompanying .pdf files.

Listening exercises need to accompany suitable tests to judge the depth of understanding the issue involved

Speaking –

- Write an essay on the ART OF SPEAKING in your own words
- Appreciate the importance of vocabulary and build the same.
- Use Oxford – 3000 key words in different sentences (OUP.com)
- Read a passage from the newspaper and compare with that of the news broadcast from TV
- Make a presentation to the class on a topic of your choice for ten minutes and handle Q&A. List in the SDRN the toughest question that was asked.
- Role play and simulated games with more speaking
- Conversational practice (situations)): 1. At the college, 2. Outside the campus, 3. At the post office, 4. At the railway reservation counter, 5. Movie/ article/book Review
- Anecdotes and Stories
- Vary Your Volume, watch your tone and record your voice for replay in the preferred group

Course Content: Skill based paper - II Semester IV
COMMUNICATION SKILLS - II – Reading and Writing

- Vocabulary building: Explain Abstract words - Words often to confuse – Abbreviations - Idioms and Phrasal Verbs - One word substitution - Business terms - Flash card method - Procure any two insurance policies (photocopies) and paste them in the SDRN and underline the new words you have added to your vocabulary.
- Reading: Newspaper reading on daily basis – Book review (at least two per semester) Allow students to select a novel or autobiography or self-improvement or short stories book; and make them to prepare a journal in the SDRN for the reading exercises of these books. Practice louder reading and other members in listening mode
- Application Writing – preparation of job-specific Resume /CV
- Collection of financial statements of any one organization for two consecutive years and prepare comparative statements.
- List any three MNC's and FMCGs operating in India along with their products or services offered.
- Collect a partnership deed, Memorandum and Article of Association of any company and paste in your SDRN

- Form filling: Railway ticket booking with specimen of reservation/cancellation slip – Banking transaction slips sample specimen copy collect and paste (forms for account opening, pay-in-slips, purchase of DDs, RTGS/EFTs) – share application form of a limited Company – documents used in Import and Export trade/Commercial / income tax departments of Government
- Prepare on Advertisement for recruitment / selection of candidates for any organization of your choice – Develop an ad copy for a product.
- Collect an annual report of a joint-stock (public limited) company and list out its assets and Liabilities.
- Comprehension: Market / field study report on a locale issue (at least 1000 words) – Transfer positive and / or negative emotions to paper -- Draft an application to the Chief Information Officer of any government office seeking information about a specific public spending – Draft a complaint to District Consumer Forum on the deficiency of service which you have consumed – Success stories of Entrepreneurs in the region – List out unethical aspects of Advertising which you have come across recently
- For an IPO, collect a Prospectus of a company and identify the reasons to invest or not to invest in shares.
- List the environmental issues of an industry of your choice operating in your region
- Select any organization and undertake SWOT analysis.
- Visit a few e-com websites and note down the appealing features and negative impressions in the SDRN.
- Pick any three print advertisements and critically evaluate them.

Course Content: Skill based paper - III Semester V Campus to Corporate

To train the learners for smooth transition from their campus to corporate for employment...

Etiquette Elaborated: Corporate etiquette -Workplace etiquette-Business etiquette-Email etiquette-Telephone and meeting etiquette. (Theory blended learning with notes and hints in the SDRNs) – Video clippings to watch and noting down the critical aspects pertaining to etiquettes.

Attire Aspects: Paste your own photograph in formal and informal dress – Dressing sense and grooming skills – Cut and paste various photographs from ad pictures to distinguish dressing for different occasions.

E-communication: Students are expected to have an email id and work with groups, make mail attachments, join professional groups in social networks; download and upload files using virtual memory – Use of Electronic Devices in Modern Communication such as Fax, e-mail, chat using skype – work with social networking sites such as linkedin, facebook, orkut, tumblr, twitter – narrate them in the SDRN with clippings as evidence.

Aptitude Appetizer: Quantitative vs verbal aptitude — practice – shortcut routes – workouts from previous year / batch tests – familiarize the various types of problems from quantitative aspects in competitive exams for employment and / or higher studies

Course Content: Skill based paper - IV Semester VI
Soft Skills for Business

Presentation skills – effective presentation of an idea or concept – use of MS-Powerpoint or Flash is assisting the presentation need to be encouraged

Negotiation Skills – dealing and preparing for negotiation – clinching and compromising – observe and record – practical role plays

Group Discussions – leaderless group behavior – arguments vs discussions – guiding and controlling – small group practices as well as observation

Team Working Skills (Forming, norming, performing) – problems and prospects – encourage team formation inter and intra-class teams – list the experiences

Assertiveness building – How to say ‘no’ and ‘yes’ – knowing limits – identify and list the occasions where you could not be assertive --

Facing interviews – How to prepare – how to presents – FAQs

Conduct a vox pop – make a brief report – present to the group

Non verbal Cues in Communication – Body Language – Gesture – Postures - Facial Expressions

Career Options – Skills and physique vis-à-vis career options – career planning – SWOT analysis (self) – Career focus – Awareness of different career and its sources of information, choosing a career.

(SDRN to have in-depth SWOT analysis, clippings from opportunities / appointments columns of newspapers, resume for different situations, evidences related to career focus)

A note

Various activities /practices/games and role-plays adopted in this skill development subjects are to be recorded in the SDRN. The aforesaid aspects are only guidelines and it may be altered/added/deleted to suit the ground realities. The above listed delivery strategies are purely suggestive and situational demands may warrant a distinctive and unique approach which can be adopted to suit the local conditions. Such practices may be documented and shared among the colleagues so that novel and new methods of this skill-builder can be spread to all concerned. However, ensure the fulfillment of the objectives to get the desired learning outcomes.

The industry attachment cum training program (during the IV semester vacation) may be twinned with this skill curriculum by means of suitable instruction to the students at the college level.

SUGGESTED BOOKS FOR REFERENCE

- 1) **Study Guides Basic Business Communication: Skills for Empowering the Internet Generation** by Lesikar & Flatley.
- 2) **Business Communication: The Real World and Your Career.** By Senguin
- 3) **Business Communication: Process and Product** by Mary Ellen Guffey and Dana Loewy
- 4) **Contemporary English Grammar, Structure and composition** By David Green - Macmillan
- 5) **Creative English communication** by N. Krishna swami and T. Shriraman
- 6) **Good English in Business** A P H Publishers.
- 7) **Getting from College to Career: Your Essential Guide to Succeeding in the Real World** by Lindsey Pollak
- 8) **Soft Skills Enhancing Employability: Connecting Campus With Corporate** by M.S. Rao. I.K. International
- 9) **Effective Communication and Soft Skills** by Bhatnagar
- 10) **Spoken English – A self-learning Guide to Conversation Practice** (Audio) by V. Sasikumar, P.V.Dhamija.
- 11) **Sparkplug to Creative Communication** (eBook) by Bittleston, John
- 12) **Let's Talk: Negotiation & Communication at the Workplace** by Mukta Mahajani
- 13) **The Power of Focus for College Students** by Luc D'Abadie, Les Hewitt, Andrew Hewitt (Health Communications - 2005)
- 14) **The Power of Focus for College Students** by Trump Donald (Westland - 2006)
- 15) **Enhancing Employability @ Soft Skills** by Verma
- 16) **Personality Development and Soft Skills** by Barun K Mitra

MANAGEMENT PROCESS
For BBA/BBA(CA)/BBA(IB)/BBA(RM)

Goal: To enable the students to learn principles, concepts and functions of management.

Objective: On successful completion of this course, the students should have understood

- ✓ The nature and types of business organizations
- ✓ Principles & functions of Management
- ✓ Process of decision making
- ✓ Modern trends in management process.

UNIT -I

Business - meaning -business and profession, requirements of a successful business-
Organisation - meaning - importance of business organisation. Forms of business Organisation-
Sole traders, partnership, Joint Hindu family firm - Joint Stock Companies - Cooperative
Organisations - Public Utilities and Public Enterprises.

UNIT –II

Nature and Scope of Management process – Definitions of Management – Management: a
science or an art? - Scientific Management - Managerial functions and roles – The evolution of
Management Theory.

UNIT –III

Planning: meaning and purpose of planning - steps in planning - types of planning. Objectives
and Policies - Decision making: Process of Decision making - types of Decisions.

UNIT -IV

Organising: Types of organisation - Organisational structure - span of control - use of staff units
and committees. Delegation: Delegation and centralisation. Staffing: Sources of recruitment -
Selection process - training.

UNIT - V

Directing: Nature and purpose of Directing. Controlling: Need for co-ordination - meaning and
importance of controls - control process - Budgetary and non-Budgetary controls - Modern
trends in Management Process - case studies.

REFERENCE BOOKS

1. Business Organisation - Bhushan Y.K.
2. Principles of Management – L.M. Prasad
3. Business Management – Dinkar Pagare
4. Principles of Business organisation and Management – P.N. REDDY

BUSINESS COMMUNICATION
For BBA/BBA(CA)/BBA(IB)/BBA(RM)

Goal: To enable the students to learn the nuances of good communication.

Objective: on successful completion of this course, the students should have understood

- ✓ Methods of communication
- ✓ Types of communication and Barriers of communication.

UNIT-I

Essential and Importance of Business Communication. Methods of Communication – Types – Barriers.

UNIT – II

Communication through letters – Layout of letters business enquiries – Offers and Quotations – Orders – Execution of Orders – Cancellation of Orders – Claims – Adjustments and settlement of accounts – Letters of complaints – Collection letters –Status enquiries.

UNIT – III

Bank **correspondence** – Letter to the editor. Correspondence of company secretary with share holders and directors – Agenda – Minutes – Preparation.

UNIT – IV

Communication through reports: Essentials – Importance – Contents - Reports by individuals – Committees – Annual report – Application for appointment – reference and appointment orders.

UNIT - V

Internal communication: Short speeches – Memo – Circulars – Notices – Explanations to superiors – Communication media – Merits of various devices – Intercom, Telex and Telephone – Fax – Internet.

Books for Reference:

1. **Rajendra Pal Korahill**, “Essentials of Business Communication”, Sultan Chand & Sons, New Delhi, 2006.
2. **Ramesh, MS, & C. C Pattanshetti**, “Business Communication”, R.Chand&Co, New Delhi, 2003.
3. **Rodriquez M V**, “Effective Business Communication Concept” Vikas Publishing Company ,2003.

MATHEMATICS FOR MANAGEMENT - I
For BBA/BBA(CA)/BBA(IB)/BBA(RM)

Goal: To enable the students to acquire knowledge of mathematics & statistics and their use in business decision making.

Objective: On successful completion of this course, the students should have understood

- ✓ Set operations, matrix and Mathematics of Finance
- ✓ Statistical tools and their applications

UNIT - I

Matrices: Fundamental ideas about matrices and their operational rules – Matrix multiplication -Inversion of square matrices of not more than 3rd order- solving system of simultaneous linear equations.

UNIT-II

Set theory – Introduction - Types of sets - set operation - Venn Diagrams - Mathematics of Finance - Simple and Compound Interest.(Simple problems only)

UNIT-III

Meaning and Definitions of Statistics - Scope and Limitations.Collections of data –primary data and secondary data - Presentation of data byDiagrammatic and Graphical Method - Formation of Frequency Distribution.Measures of Central tendency - Arithmetic Mean, Median and Mode.

UNIT-IV

Measures of Variation : Standard, Mean and Quartile deviations-Co efficient of variation. Simple Correlation - Karl Pearson’s Co-efficient of correlation – Rank correlation - Regression lines.

UNIT-V

Analysis of Time Series: Methods of Measuring Trend - Index number – Unweighted and Weighted indices–Tests of index numbers-Consumers price and cost of living indices.

***Questions in theory and problems carry 20% and 80% marks respectively
Problems need to be simple keeping students’ non-mathematical background***

REFERENCE BOOKS

1. Navaneethan P. - Business Mathematics
2. Sundaresan and Jayaseelan- An Introduction to Business Mathematics and Statistical Methods
3. P.R. Vittal - Business Mathematics and Statistics
4. Statistics - R.S.N. Pillai, Mrs. Bhagavathi
5. Gupta S.P. - Statistical Methods

ORGANISATIONAL BEHAVIOUR
For BBA/BBA(CA)/BBA(IB)/BBA(RM)

Goal: To enable the students to acquire knowledge of organisational behaviour

Objective: On successful completion of this course, the students should have understood Personality, Perception, Motivation, Job-satisfaction, morale, Group dynamics, Leadership traits, Counselling and guidance, etc.

UNIT - I

Importance and scope of organisational psychology – Individual differences - Intelligence tests - Measurement of intelligence - Personality tests - nature, types and uses.

UNIT - II

Perception - Factors affecting perception - Motivation - theories - financial and non-financial motivation - techniques of motivation - Transactional Analysis - Brain storming.

UNIT - III

Job satisfaction - meaning – factors, Morale - importance - Employee attitude and behaviour and their significance to employee productivity - Job enrichment - job enlargement.

UNIT – IV

Hawthorne Experiment - importance - Group Dynamics – Cohesiveness. Conflict - Types of Conflict – Resolution of conflict - Sociometry - Group norms – supervision - style - Training for supervisors.

UNIT - V

Leadership - types - theories – Trait, Managerial Grid, Fiedler's contingency. Counselling - meaning - Importance of counsellor - types of counselling - merits of counselling.

REFERENCE BOOKS

1. Keith Davis - Human Behaviour at Work
2. Ghos - Industrial Psychology
3. Fred Luthans - Organisational Behaviour
4. L.M. Prasad - Organisational Behaviour
5. Hippo - Organisational Behaviour

ECONOMICS FOR EXECUTIVES
For BBA/BBA(IB)/BBA(RM)

Goal: To enable the students to learn principles and concepts of Business Economics

Objective: On successful completion of this course, the students should have understood

- ✓ The objectives of business firms
- ✓ Factors of production and BEP Analysis
- ✓ Types of competitions and price administration
- ✓ Government measures to control monopoly

UNIT -I

Objectives of business firms - Profit Maximisation - Social responsibilities - Demand analysis - Law of Demand - Elasticity of demand.

UNIT - II

Production function - Factors of production - Laws of diminishing returns and Law of variable proportions . Cost and Revenue Curves – Break-even-point (BEP) analysis.

UNIT – III

Market structure and prices - Pricing under perfect Competition - Pricing under Monopoly - Price discrimination - Pricing under Monopolistic competition - Oligopoly.

UNIT – IV

Pricing under factors of production; wages - Marginal productivity theory - Interest - Keynes's Liquidity Preference theory – Theories of Profit - Dynamic theory of Profit - Risk Theory - Uncertainty theory.

UNIT - V

Government and Business - Performance of public enterprises in India - Price policy in public utilities, Public sector – Goals – Types and classification – Evolution and objectives of public sector in India

REFERENCE BOOKS

- 1) Sankaran - Business Economics
- 2) Markar et al - Business Economics
- 3) Sundaram K.P & Sundaram E - Business Economics

MATHEMATICS FOR MANAGEMENT-II
For BBA/BBA(CA)/BBA(IB)/BBA(RM)

Goal: To enable the students to learn the techniques of Operation Research and their applications in business management.

Objective: On successful completion of this course, the students should have understood
✓ Operations Research models such as LPP, Transportation, network PERT, CPM

UNIT I:

Introduction to Operations Research – Meaning – Scope – Applications - Limitations.
Linear programming - Mathematical Formulation - Application in management decision making (Graphical method only)

UNIT II:

Transportation problems: Introduction- Finding Initial Basic Feasible solutions- moving towards optimality (non degenerate only) – Maximization in transportation problem- Unbalanced transportation problem.

Assignment problem: Introduction –Hungarian Assignment method – Maximization in Assignment problem – Unbalanced Assignment problem.

UNIT III:

Game theory: Concept of Pure and Mixed strategies – solving 2 x 2 matrices with and without saddle point. Graphical solution - m x 2 and 2 x n games.Solving games by Dominance Property.

UNIT IV:

CPM – Principles – Construction of network – Forward pass – Backward pass computations – Types of floats.

UNIT V:

PERT – Time scale analysis- Critical path- probability of completion of project.
Replacement models – Introduction- Replacement of items that deteriorates gradually (value of money does not change with time).

**Note: Theory and problem shall be distributed as 20% and 80% respectively.
Problems shall be simple so that non-maths students can also solve it.**

REFERENCE BOOKS:

1. KantiSwarup, P.K.Gupta and Man Mohan – Operations Research
2. P.R. Vittal - Operations Research
3. S.P.Gupta - Statistical methods.

FINANCIAL ACCOUNTING
For BBA/BBA(CA)/BBA(IB)/BBA(RM)

Goal: To enable the students to acquire knowledge of Accounting principles and practice

Objective: On successful completion of this course, the students should have understood

- ✓ The basic accounting concepts
- ✓ Double entry book keeping system and various books of accounts
- ✓ Preparation of final accounts, etc.

UNIT - I

Basic Accounting concepts - Kinds of Accounts. Double Entry Book Keeping – Rules of Double Entry System – Preparation of Journal and Ledger Accounts- problems - Subsidiary books - cash book – types of cash book - problems - purchase book - sales book - sales return and purchase return books.

UNIT - II

Trial balance - Errors – types of errors - Rectification of errors – problems - Bank reconciliation statement – problems.

UNIT - III

Manufacturing - Trading - Profit & Loss Account - Balance sheet. – Problems with simple adjustments.

UNIT - IV

Accounting for non-trading institutions-Income & Expenditure Account- Receipts and Payment Accounts and Balance sheet - Accounting for depreciation – methods of depreciation – problems (straight line method and written down value method only)

UNIT - V

Preparation of accounts from incomplete records.

(Theory and problems may be in the ratio of 20% and 80% respectively)

REFERENCE BOOKS

1. Grewal, T.S. : Double Entry Book Keeping
2. Jain and Narang : Advanced Accountancy
3. Shukla and Grewal : Advanced Accountancy
4. Gupta and Radhaswamy : Advanced Accountancy
5. Gupta R.L. : Advanced Accountancy

PRODUCTION AND MATERIALS MANAGEMENT
For BBA/BBA(CA)/BBA(IB)/BBA(RM)

Goal: To enable the students to acquire knowledge of production processes and Materials Management

Objective: On successful completion of this course, the students should have understood

- ✓ Principles, functions and process of Production Management
- ✓ Effective management of materials

UNIT-I

Production Management - Functions - Scope - Plant location - Factors - Site location - Plant layout - Principles - Process - Product layout. Production Planning and control - Principles - Meaning - Routing - Scheduling - Despatching - Control.

UNIT-II

Materials Handling - Importance - Principles - Criteria for selection of material handling equipments. Maintenance - Types - Breakdown - Preventive - Routine - Methods study - Time study - Motion study.

UNIT-III

Organisation of Materials Management - Fundamental Principles - Structure - Integrated materials management. Purchasing – procedure - principles - import substitution and import purchase procedure. Vendor rating - Vendor development .

UNIT-IV

Function of Inventory - Importance - Tools - ABC, VED, FSN Analysis - EOQ - Reorder point - Safety Stock - Lead time Analysis. Store keeping - Objectives - Functions - Store keeper - Duties – Responsibilities, Location of store - Stores Ledger - Bin card.

UNIT-V

Quality control - Types of Inspection - Centralised and Decentralised. TQM: Meaning - Objectives - elements – Benefits. Bench marking: Meaning - objectives – advantages. ISO: Features - Advantages - Procedure for obtaining ISO.

TEXT BOOKS:

1. Banga and Sharma : Production Management
2. O.P. Khanna : Industrial Engineering and Management
3. M.V. Varma : Materials Management

MARKETING MANAGEMENT
For BBA/BBA(CA)/BBA(IB)/BBA(RM)

Goal: To enable the students to acquire knowledge of principles of marketing management

Objective: On successful completion of this course, the students should have understood

- ✓ Principles of marketing management, market segmentation
- ✓ Product life cycle, pricing, branding,.....

UNIT - I

Definition of Marketing - Marketing Management- Marketing concept - meaning Importance of marketing in developing countries - Functions of Marketing - Marketing environment: various environmental factors affecting the marketing function.

UNIT - II

Buyer Behaviour - Buying motives. Market Segmentation - bases - Marketing strategy - Market Structure - Definition and types of channel - Channel selection & problems.

UNIT - III

The Product - Types -consumer goods-industrial goods. Product Life Cycle (PLC) - Product mix - modification & elimination - packing - Developing new Products- strategies.

UNIT - IV

Pricing: Meaning to Buyer & Seller - pricing policies – Objective factors influencing pricing decisions - Competitors action to price changes – multi product pricing. Physical distribution - Management of physical distribution - marketing risks.

UNIT - V

Branding Decisions: Brand-Brand Image, Brand Identity-Brand Personality -Positioning and leveraging the brands-Brands Equity.

REFERENCE BOOKS:

1. Philip Kotler - Marketing Management
2. Rajan Nair - Marketing Management
3. Cundiff and Still - Fundamentals of modern marketing

BUSINESS LAW
For BBA/BBA(CA)/BBA(IB)/BBA(RM)

Goal: To enable the students to acquire knowledge of legal aspects of business

Objective: On successful completion of this course, the students should have understood

- ✓ Law of contract, Law of sale of goods
- ✓ Law of Agency, Negotiable Instruments Act,....

UNIT - I LAW OF CONTRACT

Contracts - Essentials of Contract - Agreements - Void - voidable and illegal contracts - Express and implied Contracts - Executed and Executory Contracts - Absolute and contingent contracts - Offer - Legal rules as to offer as to offer and lapse of offer - Acceptance - and rules as to acceptance - to create legal relation - Capacity of parties to create contract .

UNIT - II

Consideration - Legal rules as to Consideration - Stranger to a Contract and exceptions - Contract without consideration - Consent - Coercion - undue influence – misrepresentation - fraud - mistake of law and mistake of fact. Legality of Object - Unlawful and illegal agreements - Effects of illegality - Wagering Agreements.

UNIT - III

Agreement opposed to public policy - Agreements in Restraint of trade - Exceptions – void agreements - Restitution - Quasi-contracts - Discharge of contract - Breach of contract - Remedies for breach of Contract. Formation of contract of sale - Sale and agreement to sell – Hire purchase agreement - Sale and bailment.

UNIT – IV

Capacity to buy and sell - Subject matter of contract of sale - Effect of destruction of goods - Documents of title to goods - conditions and warranties - Rules of Caveat - Emptor - Exceptions - Transfer of property - Goods sent on approval - FOB, CIF, FOR and Ex-ship contracts of sale - Sale by non - owners - right of lien - termination of lien - right of resale - right of stoppage in transit - Unpaid Vendor's rights.

UNIT - V

Creation of agency - Classification of agents - relations of principal and agent - delegation of authority - relation of principal with third parties - personal liability of agent - Termination of agency.

REFERENCE

1. N.D. Kapoor - Elements of Mercantile Law
2. Shukla M.C. - A Manual of Mercantile Law
3. Venkatesan - Hand Book of Mercantile Law
4. Pandia R. H. - Mercantile La
5. K.P.Kandasami - Banking Law & Practice

PC SOFTWARE(MS-OFFICE) - PRACTICAL
For BBA/BBA(CA)/BBA(IB)/BBA(RM)

Broad areas for practical

MS WORD

Introduction to MSWord — Shortcuts — Document types —Working with Documents —
Opening Files – New & Existing — Saving Files —Formatting page and Setting Margins —
Converting files to different formats - Importing - Exporting - Sending files to others

Editing text documents —Inserting — Deleting — Cut, Copy, paste — Undo, Redo — Find,
Search, Replace

Formatting Documents — Setting Font Styles —Font selection – style, size, color etc., — Type
face – Bold Italic, underline — Case settings — Highlighting — Special symbols

Setting Paragraph style —Alignments — Indents — Line space — Margins —Bullets and
Numbering

Setting Page Style —Formatting — Border & Shading — Columns — Header & footer —
Setting Footnotes

Inserting Clip arts, pictures, and other files — Page Numbering, data &Time, Author etc.,

Creating Tables — Table settings — Borders —. Alignments —Insertion, deletion — Merging
— Splitting —Sorting

Drawing Pictures —formatting & Editing pictures

Tools —Word Completion — Spell Checks —Mail merge (Setting up the mail merge —
Creating a main document — Building the data source — Placing the merge fields)

Printing Documents

MS EXCEL

Introduction — Spreadsheet & its Applications — Opening spreadsheet — Shortcuts

Working with Spreadsheets — Opening a File — Saving Files — Converting files to different
formats — Importing, Exporting and Sending files to others

Entering and Editing Data — Entering Data — Find, Search & Replace — Filling continuous
rows, columns — Inserting - Data, cells, column, rows & sheets

Computing data — Setting Formula — Finding total in a column or row — Mathematical
operations (Addition, Subtraction, Multiplication, Division, Exponentiation) — Using other
Formulas

Formatting Spreadsheets — Formatting – Cell, row, column & Sheet — Alignment, Font, Border
&shading — Highlighting values —Hiding/Locking Cells

Worksheet — Sheet Name — Row & Column Headers —Row Height, Column Width

Formatting – worksheet — Sheet Formatting & style - background, color , Borders & shading —
Anchoring objects — Formatting layout for Graphics, Clipart etc.,

Creating Charts — Selecting charts — Formatting charts, label, scaling etc., and Printing
worksheet

MS ACCESS

Introduction — Database concepts — Tables— Queries — Forms — Reports

Opening and saving database files — Creating Tables— Table Design — Indexing — Entering data — Importing data

Creating Queries — SQL statements — Setting relationship — Using wizards

Creating Forms for data entry and printing reports

MS POWER POINT

Introduction — Opening new Presentation — Different presentation templates — Setting backgrounds — Selecting presentation layouts

Creating a presentation — Setting presentation style — Adding Text to the presentation

Formatting a presentation — Adding style — Color and gradient fills — Arranging objects — Adding Header & Footer — Slide Background — Slide layout

Adding Graphics to the presentation — Inserting pictures, movies, tables, etc into the presentation — Drawing Pictures using Draw

Adding effects to the presentation — Setting Animation & transition effects — Adding audio and video

Printing Handouts and generating standalone presentation viewer

Note: Question paper for practical purposes need to be designed keeping three hours of practical duration and the broad areas as given hereunder. The composition of the question should be equitably loaded with at least one exercise in MS Word and the other one from any of the other three components MS Excel, PowerPoint and Access. The questions are to be exhaustive and trying to test the skill level acquired by the students. A few model questions are appended for guide lining purposes.

Model QP Questions

- 1) Set the paper size to A4, the Top, Bottom, Left, Right margins set to 2 cm — Set the line spacing to one and half — Insert a header that reads “Microsoft Word Test”, and a footer that reads “PC Quotation” —Set the font type of the entire document to Arial and the font size to 12 — Read the following passage and type the required letter: *Research laboratory head needs the following items to be purchased from M/S Raj InfoTech Ltd, a) Samsung make TFT 17” Monitor, qty 15, Rs 10000/- each as per quotation b) Hard Disk (SATA) 160 GB, qty 15, Rs 6000/- each c) Logitech Make Web Cam, qty 15, Rs 1000/- each. In this quotation M/S Raj InfoTech Ltd has ensured 5 % discount on total bill amount. The sales tax is 2%. Full payment is made at the time of placing the order. All the items should a carry a warranty of three years from the date of purchase order. — Prepare purchase order containing item details, condition*

mentioned.

- 2) Type the following matter and carry out the below-listed tasks on the same

The Fairy Tales we deserve: The Disney Stories that enchant us today are drawn from ancient, worldwide folk tradition. Some folklorists believe that "Cinderella" in its most basic form—neglected youngest child is tested, found worthy, rewarded with mate – dates back to the Old Stone Age.

Cinderella: Folk versions of "Cinderella" were related in hundreds of societies. In these stories, the "test" for the unfortunate child is different. Our familiar Cinderella is beautiful and has tiny feet. By contrast, the Japanese Cinderella gets her Prince by writing a prize-winning poem.

Other fairytales include:

- Little Red Riding Hood*
- Three Little Pigs*
- Beauty and the Beast*

Split paragraph two into two columns

Insert a border around paragraph one

Change the alignment of the first paragraph to right align

Indent the first line of paragraph three with tab spacing set at 1cm

Change the font colour of the third paragraph to Red

Change the font to Comic Sans Ms, outline bold, 16 point

Use WordArt to place the heading "Word Processing" at the top of the document

Use the word count tool and type this number at the end of the document

- 3) Type the following matter and carry out the below-listed tasks on the same

The history of the concept of "engineering" stems from the earliest times when humans began to make clever inventions, such as the pulley, lever, or wheel, etc. The exact etymology of the word engineer, however, is a person occupationally connected with the study, design, and implementation of engines. The word "engine", derives from the Latin ingenium (c. 1250), meaning "innate quality, especially mental power, hence a clever invention." Hence, an engineer, essentially, is someone who makes useful or practical inventions.

From another perspective, a now obsolete meaning of engineer, dating from 1325, is "a constructor of military engines". Engineering was originally divided into military engineering, which included construction of fortifications as well as military engines, and civil engineering, non-military construction of such as bridges.

The first electrical engineer is considered to be William Gilbert, with his 1600 publication of De Magnete, who was the originator of the term "electricity".

Tasks to be performed

Type the heading "Engineering" at the top of the Document. Use *wordart* to do this.

Justify all the text

Format the last paragraph so that they have a hanging indent

Place a border around the full page

Format the document with 1.5 Line Spacing

Change the Heading to upper case

Change the page layout to landscape

Count the number of words and place it in a text box at the bottom of the page

Insert an appropriate picture somewhere on this document

Find all instances of the word “engineer” and replace it with “designer”

4) Perform following calculation in MS-Excel.

Places	Target	Production	Achievement	Grade
Coimbatore	4800	6000	125%	??
Erode	5000	4500	??	??
Pollachi	5000	5000	??	??
Ooty	4933.33	5166.67	??	??

Tasks need to be done are a) Calculate grade. (A+ for more than 100% achievement; A for 100% achievement and B for below 100% achievement); and b) Create a bar chart to show the target and production of three places under observation.

FINANCIAL ACCOUNTING PACKAGE - TALLY
For BBA/BBA(CA)/BBA(RM)

Practical examination exercises

Following is the broad guideline to take financial accounting task digitally using the licensed software. Utmost care need to be given with proper examples and with sufficient hypothetical entries. Question paper need to be designed for practical examination and to be sent to colleges.

At the end of this practical course the learner is expected to have operational skills in doing financial accounting tasks using computer – creation, updation and reporting related tasks.

1. Create a new company – name and other relevant details and configure the company
2. Journalizing
3. Posting into ledger (with and without predefined groups)
4. Configuring, creating, displaying, altering and cancellation of Vouchers
5. Trail balance
6. Final accounts- trading account- profit and loss account and balance sheet
7. Final accounts with adjustments
8. Rectification off error
9. Show the cash, bank and other subsidiary books of the company.
10. Show the Day Book.
11. Integrate stock and inventory details (stock groups/ categories/measurement units)
12. Stock summary
13. Bank reconciliation statement
14. Enable VAT in Tally and VAT Computation report
15. Integrate pay-roll system

Note

- A detailed question paper (containing detailed problems) based on the above guidelines should be prepared and distributed for the purpose of examination.
- Model questions (only two questions appended as a sample); Practical question paper need to set question papers bases on the above exercises with hypothetical and real-life figures.

1) *Create a Company as “Vasavi Industries Ltd.” in Tally with inventory management. Pass the following Entries :-*

- (i) *Siva started “Vasavi Industries Ltd.” by bringing Capital Rs.3,00,000/- Cash.*
- (ii) *He deposited Rs.1,00,000/- cash at ICICI bank.*
- (iii) *He paid electricity bill for Rs.1,200/- by cash.*
- (iv) *He withdrawn Rs.10,000/- cash for his personal use.*
- (v) *He purchased the following item from Computer Lab. Ltd. on credit with 4% Vat rate. (a) Computer - 10 Nos. - @20000/- each*
- (vi) *He sold the following item to Somnath Traders in cash with 4% Vat rate. (a) Computer - 5 Nos. - @27500/- each*
- (vii) *He received Rs.6,000/- as commission from Rohit by cash.*
- (viii) *He paid House Rent for Rs.5,000/- by cash.*

(ix) He withdrawn Rs.25,000/- cash from ICICI Bank.
(x) He purchased furniture for Rs.25,000/- by cash for office use.
Show the Trial Balance and Balance Sheet of “Vasavi Industries Ltd.”
Show the Vat Computation report of the above company.
Show the Cash Book & Bank Book of the company.
Show the Day Book.

2) From the following prepare accounts in Tally.
Balance sheet of Dream Home Appliances as on 1-1-2011

Capital	10, 00,000
Reserves	600,000
Creditors:	
Bismi Ltd. Bill no P/ 100, 28-12-10 – 30 days credit	2,00,000
Total	18, 00,000
Land and Building	5,00,000
Furniture and Equipments	2,00,000
Stock:- 10 Refrigerators @ Rs 8000 (LG)	80,000
Washing machine:	
5 semi automatic (LG) @ 7000	35000
5 fully automatic (LG) @ 14000	70,000
10 T.V sets sony @Rs 10,000	100,000
Debtors: (Both 45 days credit)	
KEEN Bill No. S/ 1001 dt. 30/12/10	50,000
Best Home Bill No.S/ 2010 dt. 22/12/10	60,000
Bank current account with SBT	600,000
Cash in hand	105,000
Total	18, 00,000

Create company with address - Cochin-5

Income Tax No. PNR/ 1234000 N

VAT TIN no. K GST/ L50006

Inter state sales tax no. I/L1001

Provide other assumed details for the company

5/1/11 Purchased for cash :-

3 Refrigerators @Rs 9500 from a stockist viz Kottayam Home Appliances
and issued a cheque

VAT paid-12.5% and carriages-Rs 750 for the above purchase.

10/1 /11Sales made on credit:-

QRS 5 Fridges @Rs 11,500 S/ 1100 - 30 days credit. at 2% discount, VAT
12.5%.

Show Trial Balance, List of vouchers, P&L Account, Balance sheet with
percentages and VAT computation report

HUMAN RESOURCE MANAGEMENT **For BBA/BBA(CA)/BBA(IB)**

Goal: To enable the students to acquire knowledge of Human Resource Management

Objective: On successful completion of this course, the students should have understood

- ✓ Functions of HR/Personnel Department
- ✓ Manpower planning, performance appraisal,...
- ✓ Salary administration, Labour Welfare, Industrial Relations,...

UNIT - I

Personnel Management - meaning, nature, scope and objective – Functions of Personnel Department - The Role of Personnel manager - Organisation of personnel department - Personnel Policies and Procedures.

UNIT - II

Manpower planning - Job description - Job analysis - Role analysis - Job specification - Recruitment and Selection - Training and Development.

UNIT - III

Performance appraisal - Job evaluation and merit rating - Promotion - Transfer and demotion - Human relations - approaches to good human relations - Punishment.

UNIT - IV

Wages and Salary administration - Incentive system - Labour welfare and Social Security - Safety, health and Security - retirement benefits to employees.

UNIT - V

Industrial relations - Trade unionism - Grievance handling – collective bargaining and worker's participation in management.

REFERENCE BOOKS:

1. Tripathy - Personnel Management and Industrial Relations
2. Bhagoiwal - Personnel Management and Industrial Relations
3. Memoria - Personnel Management and Industrial Relations
4. VSP. Rao - Human Resource Management
5. B.Nandhakumar - Industrial Relations Labour Welfare and Labour Laws -Vijay Nicole Imprints

COST AND MANAGEMENT ACCOUNTING
For BBA/BBA(CA)/BBA(IB)/BBA(RM)

Goal: To enable the students to acquire knowledge of Accounting for managerial decisions

Objective: On successful completion of this course, the students should have understood

- ✓ Cost sheet, Material issues, Labour cost...
- ✓ Financial statement analysis, Budgeting,...

UNIT I (Theory questions only)

Meaning-definition-scope-objectives-function-merits and demerits of Cost and Management Accounting-distinction between cost, management and financial accounting - Elements of cost-cost concepts and costs classification.

UNIT II (Problems and theory questions)

Preparation of cost sheet-stores control- ECQ-maximum, minimum, reordering levels-pricing of materials issues-FIFO,LIFO,AVERAGE COST, STANDARD PRICE-methods -labour cost-remuneration and incentives.

UNIT III (Problems only)

Financial statement Analysis - preparation of comparative and common size statements -analysis and interpretation. Ratio analysis - classification of ratios-liquidity, profitability, solvency – inter firm comparison.

UNIT IV (Problems only)

Fund flow analysis-cash flow analysis (problems only)

UNIT V (Problems and theory questions)

Standard costing-variance analysis-material and labour variances Marginal Costing-cost volume profit analysis.

(Theory carries 20 marks and problems carry 80 marks)

REFERENCE BOOKS:

1. Jain and Narang - Costing
2. Nigam and Sharma - Cost accounting
3. RK Sharna & K. Gupta - Management Accounting
4. S.N.Maheswari - Management Accounting

ADVERTISING AND SALES PROMOTION **For BBA/BBA(CA)**

Goal: To enable the students to acquire knowledge of sales promotional measures

Objective: On successful completion of this course, the students should have understood

- ✓ Advertising, Ad media, Ad agencies,
- ✓ Sales force management, promotional strategies...

UNIT - I

Advertising: Meaning-importance-objectives-media-forms of media-press Newspaper trade journal-Magazines-out door advertising-poster-banners - neon signs, publicity literature booklets, folders, house organs-direct mail advertising-cinema and theatre programme-radio and television advertising-exhibition-trade fair-transportation advertising.

UNIT II

Advertising agencies-advertising budget-advertising appeals - advertising organisation-social effects of advertising-advertising copy - objectives-essentials - types-elements of copy writing: Headlines, body copy - illustration-catch phrases and slogans-identification marks.

UNIT III

Advertising layout- functions-design of layout-typography printing process-lithography-printing plates and reproduction paper, and cloth- size of advertising-repeat advertising-advertising campaign- steps in campaign planning.

UNIT IV

Sales force Management-Importance-sales force decision-sales force size-recruitment & selection-training-methods-motivating salesman Controlling - compensation & incentives-fixing sales territories-quota - Evaluation.

UNIT V

Sales promotion: Meaning-methods-promotional strategy-marketing communication and persuasion-promotional instruments: advertising -techniques of sale promotion-consumer and dealers promotion. After sales service-packing – guarantee - Personal selling-Objectives - Salesmanship-Process of personal selling-types of salesman.

REFERENCE BOOKS:

1. Bolen J.H. Advertising
2. Sontakk C.N. Advertising and Sales Management
3. Davar S.K. Salesmanship and advertising
4. Neelamegam, Sales Forecasting key to Integrated Management.

MANAGEMENT INFORMATION SYSTEM

For BBA/BBA(CA)

Goal: To enable the students to acquire knowledge of MIS

Objective: On successful completion of this course, the students should have understood

- ✓ Computer based information system
- ✓ MIS support for the functions of management

UNIT I

Introduction to Information Systems - definition - features - steps in implementation of MIS - Need for information-information system for decision making- MIS as competitive advantages – MIS structures.

UNIT II

MIS - Strategic information system - MIS support for planning - organising - controlling - MIS for specific functions - personnel, finance, marketing, inventory and production. Data Base Management System Models - hierarchical -network – relational.

UNIT III

Computer Hardware - Description of electronic computers – CPU operations - Classification of computers - main - mini - workstations - micro computers - Super computers - personal computers. Computer Software - types of software - data representation in computers. Introduction to client-server.

UNIT IV

Input devices - mouse - touch screens - MICR - OCR - keyboard - pen based Input - digital scanners - voice input devices - sensors. Output devices - impact printers - non-impact printers - video display terminals - plotters - voice output devices. Secondary storage devices - magnetic disk, floppy, magnetic tape, optical disk storage – CD-ROM.

UNIT V

Telecommunication revolution - Introduction to Email, internet, intranet and teleconferencing, www architecture, Introduction to E-Commerce - models B_B and B_C. EDI - EDI applications in business. Electronic payment cash, smart cards, and credit cards.

REFERENCES

Management Information System - Murdick and Ross

Management Information System- A contemporary perspective - Kenneth Laudon &
Jane Laudon

Management Information System - Gordon B Davis

Management Information System - James O brien

Computer applications in business - Subramanian K

TAXATION – LAW AND PRACTICE
For BBA/BBA(CA)/BBA(IB)/BBA(RM)

Goal: To enable the students to acquire knowledge of principles of Taxation
Objective: On successful completion of this course, the students should have understood Principles of Direct and Indirect Taxes| Calculation of Tax, Tax Authorities, Procedures

UNIT – I

General Principles of Taxation, Distinction between direct and Indirect taxes, tax evasion – avoidance – causes - remedies. Direct Taxes: Income Tax Act 1961 – important definitions – basis of charge – residential status – Income exempted from income tax – Heads of income.

UNIT – II

Computation of income under salary and house property. (problems to be included).

UNIT – III

Computation of income under profits and gains of business - profession (problems be included).-- Income tax Authorities – duties and their powers.

UNIT – IV

Indirect taxes – selected provisions of VAT– with regard to registration of dealers - procedure and effects of registration - mode of charging VAT – exemption from VAT – authorities and their powers.

UNIT – V

Central Excise Duty -- objectives of excise duty – goods exempted from duty – customs duties – Levy of import and export duty – types of import duty – exemption from customs duty -- distinction between advalorem and specific duties. Note: Theory and problems shall be distributed at 60% & 40% respectively.

BOOKS RECOMMENDED

1. Bhagavathi Prasad - Income Tax Law & Practice
2. Mehrotra - Income Tax Law & Practice
3. Gour & Narang - Income Tax Law & Practice
4. Dingare pagare - Income Tax Law & Practice
5. Dingare Pagare - Business Taxation
6. Balasubramanian - Business Taxation

FINANCIAL MANAGEMENT **For BBA/BBA(CA)/BBA(IB)**

Goal: To enable the students to acquire knowledge of Financial Management

Objective: On successful completion of this course, the students should have understood

- ✓ Finance Functions, Cost of capital, Capital structure,...
- ✓ Capital Budgeting, Working capital management,...

UNIT - I (Theory only)

Finance Functions: Meaning - Definition and scope of finance functions - Objectives of Financial management - profit maximization and wealth maximisation. Sources of Finance - Short term - Bank sources – Long term - Shares - debentures, preferred stock - debt.

UNIT - II (Theory only)

Financing Decision: Cost of Capital - Cost of Specific Sources of capital - Equity - preferred stock debt - reserves - weighted average cost of capital, Operating Leverage and Financial Leverage.

UNIT - III (Theory only)

Capital Structure - Factors influencing capital structure – optimal capital structure - Dividend and Dividend policy: Meaning, classification - sources available for dividends - Dividend policy general, determinants of dividend policy.

UNIT - IV (Theory only)

Working capital management: Working capital management - concepts - importance - Determinants of Working capital. Cash Management: Motives for holding cash - Objectives and Strategies of cash management. Receivables Management: Objectives - Credit policies.

UNIT - V (Problems only)

Budgeting and preparation of various budgets (Problems in purchase, sales, production, cash and flexible budgets). Capital budgeting-meaning-objectives-preparation of various types capital budgeting.

(Theory carries 80% Marks, Problems carry 20% Marks)

REFERENCE BOOKS

1. P.V. Kulkarni - Financial Management
2. Khan and Jain - Financial Management - A Conceptual Approach
3. I. M. Pandey - Financial Management
4. S.N. Maheswari - Management Accounting

RESEARCH METHODS FOR MANAGEMENT
For BBA/BBA(CA)/BBA(IB)/BBA(RM)

Goal: To enable the students to acquire knowledge of Research

Objective: On successful completion of this course, the students should have understood

- Research methods and sampling techniques
- Analysis and interpretation of data, Application of research

UNIT -I

Research - Definition - Importance - Advantages and Limitations. The research process - problem identification - Design of research - Types of Design - Sampling process and selection - sample types - Sample size and sampling errors.

UNIT -II

Data Collection - methods - tools - Questionnaire – Interview Schedule - Kinds of Data - Attitude measurement of scaling technique - Editing, Coding, Tabulation.

UNIT -III

Statistical Data Analysis - Hypothesis - its sources - formulation and testing of Hypothesis - Z test, T test - Chi-square test (Simple Problems Only)

UNIT -IV

Interpretation and report writing - steps in writing reports - layout of report, types, and principles of report writing - Graphical representation of results.

UNIT -V

Application of research: Product research - Price research - Motivation research - Promotion research – Distribution research - Sales control research - Media research.

TEXT BOOKS:

1. Boyd and Westfall : Marketing Research
2. Gown M.C. : Marketing Research
3. Green Paul and Tall : Marketing Research
4. C.R. Kothari : Research Methodology

INSURANCE PRINCIPLES AND PRACTICE
For BBA/BBA(CA)/BBA(IB)/BBA(RM)
(Elective) (Elective) (Elective)

Goal: To enable the students to acquire knowledge of Insurance Business

Objective: On successful completion of this course, the students should have understood

- Principles of Insurance
- Life Insurance and General Insurance business in India

UNIT-I

Defining Risk and Uncertainty - Classification of risk - Management of risk – loss minimization techniques. Insurance - Meaning, nature and significance of Insurance, Insurance market, principles of insurance; Evaluation insurance business in India; Insurance Regulatory Development Authority (IRDA) – Recent Developments in the Insurance sector.

UNIT-II

Life Insurance - Law relating to life Insurance; General Principles of Life Insurance Contract - different products offered by life insurers- Premiums and bonuses - Assignment, Nomination and Surrender of policy - Policy claims; ULIPs; Postal Life Insurance; LIC - Role and functions.

UNIT-III

General Insurance - Law relating to general insurance; different types of general insurance; general insurance Vs life insurance; Proposal form- Cover notes – Endorsement – Co- insurance. Underwriting policy; Role of Actuary; Renewal procedure; Claims – Surveyors and loss assessors. **Reinsurance** - Function of General Insurance Corporation of India.

UNIT-IV

Fire insurance - various types of fire policy ; coverages; subrogation; double insurance; contribution; proximate cause; claims of recovery.

Marine Insurance - Law relating to marine insurance; scope and nature; types of policy; insurable interest; disclosure and representation; insured perils; proximity cause; voyage; warranties; measurement; subrogation; contribution; under insurance.

UNIT-V

Miscellaneous Coverages - Motor Insurance - Liability only policy - Package policy. Nature, terms and conditions of **Health Insurance** - Personal Accident insurance - Burglary insurance - Legal Liability insurance- Engineering insurance - Rural insurances - Micro insurance.

TEXT BOOK

1. M.N.Mishra : Insurance Principles and Practices

Reference Books

1. Kothari & Bahl : Principles and Practices of Insurance
2. Karam Pal, B.S.Bodla & M.C.Garg: Insurance Management –Principles and Practices
3. Davis . W. Gregg : Life and Health insurance handbook
4. John Magee & David Bicklhaup: General Insurance
5. Insurance Institute of India – Study Materials IC 01, 02 & 11.

RETAIL SUPPLY CHAIN MANAGEMENT For BBA(RM)

UNIT I :

Supply chain management-meaning, definition, need and evolution-traditional and modern approaches to SCM-key issues in SCM-phases of SCM-SCM and its relation to other departments in the organization.

UNIT II :

Operations management in SCM: Type of manufacturing systems-lean manufacturing - mass customization - outsourcing-service operations management - managing supply and demand.

UNIT III:

Procurement for supply chain: Type of purchases-inventory models-inventory counting systems-universal bar code-materials requirement planning-just in time and vendor management inventory.

UNIT IV:

Logistics management: Elements of logistics management-supply chain integration-innovations in SCM-retail logistics-distribution management and strategies-transportation management-warehousing and warehouse management systems-packaging for logistics-third party logistics-GPS and GIS technologies.

UNIT V:

Global issues in SCM: Forces behind globalization-world class SCM-world class demand management (WCDM)-world class logistics management (WCLM).

TEXT BOOKS:

Rahul V Alterkar-Supply Chain Management-Concepts and Cases, Prentice Hall of India, 2005.

REFERENCE BOOKS:

David Simchi Levi, Philip Kaminsky and Edith Simchi Levi-Managing the Supply Chain-The Definitive Guide, Tata McGraw Hill, 2004.

Burt, Dobler and Starling-World Class Supply Management-The Key to SCM. Tata-McGraw Hill, Seventh Edition, 2006.

Christopher Ryan, High Performance Interactive Marketing, Viva Books Ltd. 2003.

VISUAL BASIC(Theory) For BBA(CA)

Goal: To enable the students to learn Visual programming in windows Environment.

Objective: On successful completion of this course, the students should have understood

- ❖ VB environment with tool bars, controls and components.
- ❖ Programming steps
- ❖ Declaring variables & arrays
- ❖ Fundamentals of Graphics & Files
- ❖ Data bases & SQL

UNIT- I

Getting Started – Visual Basic environment – initial VB screen - single document interface - tool bars and systems control and components - use of file, edit , view , projects , format, Run and Debug, tools, window menu, properties window, procedures, image controls, text boxes, labels, navigating between controls, message controls, message boxes and grids.

UNIT – II

Steps in programming – the code window – editing tools – statements in VB – Assignment – and property setting – variable, strings, numbers, constants, displaying information – controlling program flow- repeating operation – making decisions – GOTO – string function – RND functions – data and time functions – financial functions.

UNIT – III

Control arrays - lists: one dimensional arrays – array with more than one dimension - using lists functions and procedures – passing by reference /passing by values - code module – global procedure and global variable – documents for users defined types with statements - common dialog box - MDI forms .

UNIT – IV

Fundamentals of Graphics and files - screen – the line and shapes – graphics via codes, lines & boxes, Circle, ellipse, pie charts, curves, paint picture method – graph control - file commands - file system controls - sequential files – random access files - binary files .

UNIT – V

Clip board, DDE, OLE, Data control – programming with data control – monitoring changes to the data bases – SQL basics – Data Base Objects.

REFERENCE BOOK:-

1. Visual Basic 5 from the Ground Up - Gary cornell Tata McGraw hill Publishing

VISUAL BASIC & ORACLE – PRACTICAL
For BBA(CA)

1. Develop a VB project to check user name and password given by user.
2. Develop a VB project to add and remove items from the list box.
3. Develop a VB project to copy all items in a list box to combo box.
4. Develop a VB project to enter and display student information.
5. Develop a VB project to scroll text from left to right using timer.
6. Develop a VB project to display system date and time on screen.
7. Develop a VB project to find day of a week of a given date.
8. Develop a VB project for mini calculator function.
9. Develop a VB project for monthly calendar using flex grid.
10. Develop a VB project to view all image file in your system.
11. Develop a VB project for notepad.
12. Develop a VB project for document typing using MDI forms.

Use Employee information for the following projects.

13. Develop a VB project to search a record in MS-Access database using data control
14. Develop a VB project to delete a record from MS-Access database using Data Control
15. Develop a VB project to perform the following operation in MS - Access database using DAO a) Move first record b) Move next record c) Move previous record d) Move last record
16. Develop a VB project to insert a record in MS -Access database using ADO.
17. Develop a VB project to modify a record in MS - Access database using ADO.

Use student information for the following projects.

18. Develop a VB project to search a record in a Oracle database using data control.
19. Develop a VB project to delete a record from Oracle data base data control.
20. Develop a VB project to perform the following operation in Oracle database using DAO. a) Move first record b) Move next record c) Move previous record d) Move last record
21. Develop a VB project to insert a record in Oracle database using ADO.
22. Develop a VB project to modify a record in Oracle database using ADO

ENTREPRENEURSHIP AND PROJECT MANAGEMENT
For BBA/BBA(CA)/BBA(IB)

Goal: To enable the students to acquire knowledge of Entrepreneurship

Objective: On successful completion of this course, the students should have understood

- ✓ EDP, Project management
- ✓ **Institutional support to entrepreneurial development**

UNIT I

Meaning of Entrepreneurship - characteristics, functions and types of entrepreneurship - Intrapreneur - Role of entrepreneurship in economic development.

UNIT II

Factors affecting entrepreneur growth - economic – non-economic. Entrepreneurship development programmes - need - objectives – course contents - phases - evaluation. Institutional support to entrepreneurs.

UNIT III

Project Management: Meaning of project - concepts - categories - project life cycle phases - characteristics of a project – project manager - role and responsibilities of project manager.

UNIT IV

Project identification - selection - project formulation – contents of a project report - planning commission guidelines for formulating a project - specimen of a project report.

UNIT V

Source of finance for a project - Institutional finance supporting projects project evaluation - objectives - types - methods.

TEXT BOOK

1. Entrepreneurial Development: S.S.Khanka
2. Entrepreneurial Development: C.B.Gupta & N.P. Srinivasan
3. Project Management : S.Choudhury
4. Project Management : Denis Lock

INVESTMENT MANAGEMENT For BBA

Goal: To enable the students to acquire knowledge of Investment management

Objective: On successful completion of this course, the students should have understood

- ✓ Investment avenues
- ✓ Security analysis,...

UNIT I

Concept of investment - importance. Features of Investment, Speculation - Forms of investment - Bank deposits, Post office schemes, Government Securities, Mutual fund schemes, Provident funds, Company deposits - Real estate, Gold & silver.

UNIT II

Investment Instruments-Capital market instruments, Money market instruments, Derivatives-Futures & Options. Shares –types &features. Debentures - nature & types. Primary market - Role of NIM, methods of floating new issues.

UNIT III

Secondary market-functions, Bombay Stock Exchange, National Stock Exchange –trading practices , security market indicators. Return - Risk – kinds. Role of SEBI.

UNIT IV

Security analysis- Fundamental analysis: economic, industry and company analysis. Technical Analysis, Dow Theory, types of Charts, important chart patterns.

UNIT V

Efficient Market theory. Random Walk Theory, weak form, semi strong form & strong form. Portfolio Analysis:
Markowitz theory –Portfolio management

REFERENCE BOOKS:

1. Preethi Singh- Investment Management
2. Bhalla G.S-. Investment Management
3. Francis Cherunilam- Investment Management
4. Dr. Avadhani-Investment Management

SERVICES MARKETING **For BBA/BBA(CA)**

Objective: Pure product-based firms too understand the value of intangible services embedded onto their products. The course aims at making students to understand and appreciate the growing importance of services in every organization.

Unit I: Introduction — What are services? — The Services Sector in the Indian Economy — Components of services economy — Distinctive characteristics of services — Importance of services — Classification of services — Players in services sector — Evolution and growth of service sector — Differences between goods and services

Unit II: Service marketing system — Importance of services in marketing — Expanded marketing mix Services marketing mix — Service product planning — Service pricing strategy — Services distributions — Employees' and Customers' Roles in Service Delivery — Services promotions — Physical evidence — Role of technology in services marketing.

Unit III: Service quality — Understanding customer expectations and perceptions— Measuring service quality — Gap model of service quality — SERVQUAL — Service Quality function development — Service Quality Management — Quality Function Deployment for Services —

Unit IV: Services from sectoral perspective — Hospitality – Travel & Tourism – Financial – Logistics – Educational – Entertainment – Healthcare & Medical — Telecom Services

Unit V: Marketing the Financial Services — Devising of Strategies in financial Services marketing mix. Education as service — Marketing of educational services — Strategies for educational marketing.

Suggested Readings

- 1) Lovelock – Services Marketing: People, Technology and Strategy (Pearson Education, 5th edition) 2001.
- 2) Rajendra Nargundkar – Services Marketing - McGraw Hill Edn (India) p ltd 3rd ed 2010
- 3) Harsh V. Verma – Service-Marketing: Text and Cases, 2/Ed 2011
- 4) Zeithaml VA – Services Marketing: Integrating Customer Focus Across the Firm - McGraw Hill Edn India 2013 6th ed.
- 5) Rama Mohana Rao K – Services Marketing (Pearson Education). 2nd ed (2011).
- 6) Govind Apte – Services Marketing 1st ed. 2004 - Oxford Univ. Press
- 7) R. Srinivasan – Services Marketing - The Indian Context, 3rd Ed.(2012) PHI Learning

GLOBAL BUSINESS MANAGEMENT
For BBA(Elective)/BBA(IB)(Elective)/BBA(RM)

UNIT -I

Need and relevance-international trade – current pattern of India’s foreign trade and world trade-India’s trade-trends-composition-volume and direction-traditional and non traditional products-brief background of import trade-future.

UNIT -II

Indian institutional assistance for export promotion – export policy – features – policy measures – infrastructure set up and aids – expert promotion council – commodity boards – board of trade – trade development authority – FIFO, IIFT, Export inspection council, STC, Export houses.

UNIT -III

Export procedures-offer and receipt of confirmed orders – production – shipping and banking procedure – negotiation-documents for export trade –export incentives.

UNIT -IV

Export financing – procedure for pre-shipment finance-post shipment finance-terms of payment in international trade-letter of credit-features and types-medium and long term loans. ECGC-functions and policies.

UNIT -V

International agencies and agreement – IMF-World Bank – functions and features – WTO features-import policy features.

Recommended Books:

1. TAS Balagopal Export Management
2. Francis Cherunilam International Trade and Export Management
3. S K Varghese Foreign Exchange and Financing of Foreign Trade
4. Y R Ullal Export Management
5. P.Boominathan - Global business Management-Thakur Publishers

CUSTOMER RELATIONSHIP MANAGEMENT
For BBA/BBA(CA)/BBA(IB)/BBA(RM)

Subject Description: This course presents the basics of Customer Relationship Management

Goals: To enable the students to learn the basics of Customer Relationship Management

Objectives: On successful completion of the course the students should have:

Understood Relationship Marketing

Learnt Sales Force Automation

Learnt Database Marketing

UNIT – I

Overview of Relationship marketing – Basis of building relationship – Types of relationship marketing – customer life cycle

UNIT – II

CRM – Overview and evolution of the concept – CRM and Relationship marketing – CRM strategy – importance of customer divisibility in CRM

UNIT – III

Sales Force Automation – contact management – concept – Enterprise Marketing Management – core beliefs – CRM in India

UNIT – IV

Value Chain – concept – Integration Business Management – Benchmarks and Metrics – culture change – alignment with customer eco system – Vendor selection

UNIT – V

Database Marketing – Prospect database – Data warehouse and Data Mining – analysis of customer relationship technologies – Best practices in marketing Technology – Indian scenario.

REFERENCE BOOKS:

S. Shajahan – Relationship Marketing – Mc Graw Hill, 1997

Paul Green Berg – CRM – Tata Mc Graw Hill, 2002

Philip Kotler, Marketing Management, Prentice Hall, 2005

Barry Berman and Joel R Evans – Retail Management – A Strategic Approach- Prentice Hall of India, Tenth Edition, 2006

INTERNET AND WEB PAGE DESIGN (Theory) **For BBA(CA)**

UNIT – I

Internet basics – Internet Address – Domain names – Browsers – search Engine – Connecting to the internet – installing and configuring a modem – creating a connection profile – changing the default connection.

UNIT – II

Working with E-Mail – running an email program – sending , reading , replying deleting and exiting mail – sending files via email - attaching a signature – managing an address book.

UNIT – III

Introduction to HTML - information file creation – web server – web client / browser - HTML – commands – title – footer – paragraph breaks – line breaks – headin style – spacing – centering – Font size and color.

UNIT – IV

List – Types of list – Adding graphics to HTML document – Using width, height , alignment and alternative attributes – tables – header rows – data rows – caption tags – cell spacing - BG color – rows span – cplspan attributes – Links – internal and external document reference – Images as hyper links.

UNIT – V

Introduction to DHTML - cascading style sheets – color and background attributes – text attributes – border attributes – marginal related attributes – list attributes – class – external style sheet.

1. (Unit 1,2)
 - Internet compete
 - Maureen Adams, Sherry Bonelli
 - BPB Publications – 1998.
2. (Unit 3,4,5)
 - Web enabled commercial application development using HTML,DHTML , Java Script , Perl CGI.
 - Ivan Bayross
 - BPB Publications – 2000.

Internet and Web Page Design Programming Laboratory (Practical)
For BBA(CA)

List of Programs

- 1 Install a modem in your system.
 - 2 connect internet using an account in you system.
 - 3 search a particular topic in using internet search engines.
 - 4 Create a new mail id using any available service providers.
 - 5 Send an email to another person's email id.
 - 6 Send an email to more than one users at the same time.
 - 7 Send an email to a person with an attachment.
 - 8 Send a greeting to a person using internet.
 - 9 Develop a HTML page to check username and password.
 - 10 Develop a HTML page to add and remove item from list box.
 - 11 Develop a HTML page to link other web page.
 - 12 Develop a HTML page to scroll text from left to right.
 - 13 Develop a HTML page to display an advertisement.
 - 14 Develop a static HTML page for a college information.
 - 15 Develop a HTML page to input information to create a mail id.
 - 16 Develop a HTML page to conduct auction.
- The following program based on database.
- 17 Develop a HTML page to input student information.
 - 18 Develop a HTML page to display student results for a given roll number.
 - 19 Develop a DHTML page to sale a product to users.
 - 20 Develop a DHTML page to display product information for a given product id.

RDBMS AND ORACLE PROGRAMMING For BBA(CA)

UNIT – I

RDBMS-Data base Management System verses RDBMS –Normalization (1NF, 2NF, 3NF)-Introduction to Oracle-Data types-Data Definition Language – Creating, altering, dropping tables –Types of Keys.

UNIT – II

Data Manipulation Language— Insertions, updation, deletion and select command – Transaction control statements- commit, save point, roll back-.Constraints- Defining table and column constraints .

UNIT – III

Built-in-functions-single row functions-Character, number, date, conversion function-group functions-Grouping data-Having clause-Nesting group functions.

UNIT – IV

Joins– Types of joins-Set operators-. Views-Creating, removing and altering views Sequences-Creation, dropping sequence. Table Indexes.

UNIT – V

Fundamentals of PL/SQL- reserved words, user-defined identifiers- PL/SQL Block structure- Cursors-Implicit, Explicit cursors -Creating and using stored procedures and Functions. Triggers.

Reference Books :-

Nilesh Shah-Database systems using Oracle- A simplified guide to SQL and PL/SQL – Second edition-PHI Learning Private limited, New Delhi.

Ivan Bayross : SQL, PL/SQL – The Programming Language of Oracle, BPB Publications, New Delhi, 4th revised edition.2009.

Reference Books :-

Developing Personal Oracle for windows 95 Application – David Loctman.

Ivan Bayross – Commercial Application Development using Oracle Developer 2000.

Ivan Bayaross – Oracle – 7 the complete reference.

RDBMS AND ORACLE PROGRAMMING - PRACTICAL For BBA(CA)

List of Programs

- 1 Design a database for student information.
- 2 Insert records for student database table.
- 3 Alter a field size in the student database table.
- 4 Delete a field in the student students database table.
- 5 Select records with roll number, name, class, subject with all mark details.
- 6 Prepare a list of all student who are having arrears.
- 7 Find the percentage of marks of a student.
- 8 Find the pass percentage of a subject in student database.
- 9 Prepare semester mark sheet for a given student roll number.
- 10 Design a database for employee information.
- 11 Insert records for employee database table.
- 12 Select records with employee id ,name,department, designation with all salary details.
- 13 Prepare a list of employees who are getting net pay more than 10000.
- 14 list all employees with total allowances and total deductions.
- 15 List all employees with their net pay.
- 16 Design a database for bank information.
- 17 Insert records for bank database table.
- 18 Create a view for an employee with their deposit information.
- 19 Write a stored function to find net balance of a customer.
- 20 Write a PL/SQL procedure to deposit amount to bank database.

MULTIMEDIA
For BBA(CA)
Elective

Goal: To learn about multiple media and their technologies .

Objective: To inculcate knowledge on media ,text , image , text , audio & video .

Unit-I :

Introduction : multimedia presentation and production –characteristics of multimedia presentation – multiple media –utilities of sensory perception –hardware and software requirement . **D**igital representation: analog representation –waves – digital representation- need for digital representation .

Unit-II :

Text: types of text – Unicode standard – font – insertion of text – text compression – file formats.

Unit-III : Image: Image type –seeing color- color modals –basis steps for image processing- scanner- digital camera – interface standards – specification of digital images.

Unit-IV :

Audio: Introduction – acoustics – nature of sound wave –fundamental characteristics of sound – microphone- amplifier- loudspeakers – audio mixer-digital audio.

Unit-V :

Video: Analog video camera – transmission of video signals- video signal formats – PC video – video recording formats and systems – video file formats and CODECs.

Text Book:

1. Principles of Multimedia – **Ranjan Parekh, 2007, TMH.**

Reference Books:

1. Multimedia : making it work – tay Vaughan,7th edition , TMH
2. Comdex multimedia and web design – vikas Gupta,dreamtech paess.2007

INTERNATIONAL STRATEGIC MANAGEMENT For BBA(IB)

UNIT – I

International Strategic Management – Distinguishing Characteristics of international Strategic Management - Difference between international Strategic Management and Domestic Strategic Management.

UNIT – II

Corporate Strategies – Mission – Vision – Analyzing industry and competition – Internal appraisal of the firm – Competitive advantage – Core competence – Internal analysis – Turnaround.

UNIT – III

Portfolio Analysis –Process of strategic choice- focusing in strategic alternatives – GAP Analysis – Selection Factors – Corporate portfolio analysis – BCG Matrix – Limitations of BCG Matrix – GE Nine cell matrix – SWOT analysis.

UNIT – IV

Strategy implementation – Concept of strategy implementation – steps in strategy implementation – Factors causing unsuccessful implementation of Strategy –Organization structure for strategy implementation – Forms of organization structure - relating structure to strategy.

UNIT – V

Strategy evaluation and control – Requirements for effective evaluation – Strategic control – Types of strategic Control – Process of evaluation – Setting Performance standards – Evaluation techniques for strategic control.

BOOKS RECOMMENDED

1. International Strategic Management, R.M. Srivastava, Himalaya Publishing House, Bombay
2. Strategic Planning formulation of Corporate Strategy Text & Cases, V.S. Ramasamy, S. Namakumari, Macmillan India Ltd., New Delhi.
3. Strategic Management, Francis Cherunillam, Himalaya Publishing House, Bombay.
4. Business policy & Strategy, LM Prasad, Sultan Chand Co., New Delhi.
5. Corporate Strategic Management, RM Srivastava & Divya, Nigam Pragati prakashan, Meerut.
6. Business Policy & strategic management, Agarwal, Ban erjeed Nair, Pragati Prakashan, Meerut.

WORLD RESOURCES For BBA(IB)

UNIT – I

Geography of resources : Introduction to world geography – Definition, Importance – Scope – continents – Classifications – World and oceans.

UNIT – II

Climatic zones – Time zones – Resources – Conservation of resources – Interlink between Resources and Trade.

UNIT – III

Agricultural resources ; types of agriculture – Geographical distribution of rice, Wheat, Tea, Coffee, Cotton & Sugarcane, animal resources, dairy farming, fishing world fishing grounds.

UNIT – IV

Mineral resources: Types, distribution of iron ore, bauxite, copper, Gold and manganese – Power resources : Production of coal, petroleum, natural gas, hydal and nuclear power.

UNIT – V

Industrial resources: Locational factors – Distribution of Iron and Steel, Engineering, Ship building, Automobile, Textile & Clothing, paper and pulp industries, leather, major industrial regions of the world – Aircraft and Electronic Industries.

BOOKS RECOMMENDED

1. Economic and commercial geography - K.K.Khana & V.K. Gupta
2. An appraisal of resources - S.K. Sadhukhan
3. Economic geography - J.W. Alexander
4. Geography of resources - Dr.B.S. Negikedanath & Ramnath

INTERNATIONAL MARKETING MANAGEMENT For BBA(IB)

UNIT – I

International Marketing – Basic concepts – orientation- importance – Problems – International Vs domestic marketing global marketing – evolution of global marketing..

UNIT – II

Analyzing marketing opportunities – the marketing process – product planning. Analysing consumer markets and buyer behavior – influencing buyer behavior – the buying decision process – stages of the buying decision process.

UNIT – III

Dealing with the competition – competitive forces – identifying competitors – analyzing competitors - designing the competitive intelligence system – designing competitive strategies – balancing customer and competitor orientations.

UNIT – IV

Developing new market offering – Challenges in new product development – managing the development process – managing the development process – concept to strategy – development to commercialization – the consumer adoption process. Setting the product and branding strategy – the product and the product mix-product line decisions – brand decisions – packaging and labeling.

UNIT – V

Developing price strategies and programs – setting the price – adapting the price. Managing advertising-developing and managing an advertising program – deciding on media – sales promotional – direct marketing.

REFERENCE BOOKS:

1. Marketing Management – Philip Kotler (Eleventh edition)
2. Global Marketing Management – Warren J Keegan
3. Export Marketing – Jacob Cherian & B.Parab.
4. Global Marketing Management – Masaaki Kotabe & Krishnan Helsen (II-Edition)
5. International Marketing – Philip R Cateora
6. International Marketing Management – Dr.Varma & Aggrawal.

INTERNATIONAL FINANCIAL MANAGEMENT For BBA(IB)

UNIT-I

International financial management – nature and scope – types of markets – Euro – currency markets – Euro credits – Euro deposits – Euro – issues.

UNIT- II

International monetary system – developments – international monetary fund – international liquidity – special drawing rights – funding facilities.

UNIT - III

Internal Investment decision – International capital budgeting – evaluation – international cost of capital – methods – International Cash Management.

UNIT-IV

International financial decisions – International capital markets – bond issue procedure – types of bonds – International money market – types of instruments – interest rates – forward rate agreements.

UNIT - V

Internal accounting – consolidation of financial statements – accounting of foreign currency translation – Analyzing foreign financial statements – techniques – problems in the analysis.

BOOKS RECOMMENDED :

1. International Finance - Prakash G. Apte
2. International Financial management - V. Sharan
3. Foreign Exchange & Risk Management - C. Jeevanandam
4. International Financial Management - V.K. Bhalla
5. Global Financial markets - Ian H. Giddy.

FOREIGN EXCHANGE MANAGEMENT For BBA(IB)

UNIT - I

Foreign Exchange markets-participants-settlement of transactions- functions of foreign Exchange market- Foreign currency accounts- determination of exchange rates-Foreign Exchange Management Act- Administration of foreign exchange.

UNIT – II

Foreign exchange transactions-spot, forward and swap transactions- exchange quotations-foreign exchange rates-basis-types of rates-buying and selling rates-cross rates.

UNIT – III

Forward exchange contracts - features -forward margin - factors determining forward margin-calculations - Inter bank deals - cover deals- trading.

UNIT – IV

Foreign exchange risk and exposure - types of exchange risk and exposure- internal techniques of exposure-external techniques of exposure.

UNIT – V

Pre-shipment finance - features- categories of pre-shipment finance pre-shipment credit in foreign currency - post-shipment credit finance features -categories.

BOOKS RECOMMENDED

1. Foreign exchange & Risk Management : C. Jeevanandam
2. International Financial : Prakash G.Apte
3. International Financial Management : V.K. Bhalla
4. International Financial Management : V. Sharan
5. International Financial Management : Eun / Resnick
6. Global Financial Markets : Ian H. Giddy.

FOREIGN TRADE PROCEDURE & DOCUMENTATION For BBA(IB)

UNIT- I

Foreign trade policy 2004-2009 – Export licensing procedures and formalities –Export price Quotations – Deemed Exports – benefits – Categories of supply Role of Export Promotion in Export credits guarantee Corporation (ECGC) – Export promotion councils (EPCS) & commodity Boards (CB) – Export promotion schemes.

UNIT – II

EOU scheme (Export Oriented Units) – Eligibility – Setting up EOUs – supplies by DATA (Domestic Tariff Area) Units to EOUs – Special Economic Zones (SEZ) scheme – Eligibility Approval – conditions – fiscal Incentives for developer of SEZ's – New status Holder Categorization – one to five star Export Houses – Free trade and Warehousing Zones.

UNIT – III

Procedure for Registration of Importers- Categories of Importers – Importer Registration with regional licensing Authorities (IEC Number, I – card and modification of particulars) import of capital Goods under EPCG scheme (Export promotion capital Goods) – Duty Exemption / Remission scheme.

UNIT – IV

General provisions for Imports – Financing Import – Foreign Exchange Facilities to Importers – Customer and Central Excise Duty Drawbacks in Export goods –Foreign Currency Accounts in India and Abroad permitted currencies and methods of payment- Customs formalities for clearance of Imports goods- Shipment of goods.

UNIT – V

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

BOOKS RECOMMENDED :

1. Foreign trade policy procedures and documents – M.I. Mahajan
2. 100% Export oriented unites special economic zones award procedure – S.M. Bhat Nagar
3. Import – M.I. Mahajan
4. Import Management – Nand Kishore sharmas
5. Import do it yourself – M.L. Mahajan
6. Export Management - Dr. Verma and Aggarwal
7. A guide on Export policy procedures and documentation – M.L. Mahajan

RETAIL OPERATIONS, SYSTEMS AND INVENTORY **For BBA(RM)**

UNIT I

Choosing a Store Location: Importance of location to a retailer – Trading Area Analysis regional Analysis” – Characteristics of the trading areas

UNIT II

Site selection: Actual site analysis and selection – Choice of a general location – characteristics of the available site – Retail store layout – the circulation plan – space mix and effective retail space management – Floor space management

UNIT III

Operations Management: Operating a retail business – operations Blueprint – store maintenance, Energy management and renovations – Inventory management – store security – Insurance – Credit management – Computerisation – Outsourcing – Crisis Management

UNIT IV

Evaluating a retail operation: Store operating parameters – Using the strategic resource model in retailing – designing a performance programme

UNIT V

Retail Inventory: Inventory Planning – Return on inventory investments and stock turnover – Inventory Management – Physical and perpetual inventory systems – retail method of inventory valuation.

TEXT BOOK

James R Ogden and Denise T Ogden – Integrated Retail Management, Biztantra, 2005

REFERENCE BOOK

Barry Berman and Joel R Evans – Retail Management – A strategic Approach, Prentice Hall of India, Tenth edition, 2006

Gibson G Vedamani – Retail Management – Functional Principles and Practice, Jaico Publishing House, Second edition. 2004

Swapna Pradhan – Retailing Management : Text and Cases – Tata McGraw Hill Publishing Company Ltd., 2004

HUMAN RESOURCE MANAGEMENT FOR RETAIL ORGANISATION
For BBA(RM)

UNIT I

Nature and scope of human resource management-meaning of human resource-nature and importance of HRM-functions of HRM.

UNIT II

Human Resource Management In Retail – Planning for Human Resources: Task analysis, Long Range and Short Range Analysis- Rechniques for Determining Human Resource Requirements – Measures to Control Quantitative Human Resource Requirements

UNIT III

Hiring Process: Sources – Screening and Selection. Training: Needs and Objectives – Types and Evaluation of Training Programmes

UNIT IV

Managing Existing Employees: Teamwork, and Developing Employees, Evaluating employees, Motivating Employees

UNIT V

Human Resource Compensation: Nature and Role of Incentives – Common Types of Compensation: Individual and organization-wide Inventive Systems – Non-financial Incentives.

TEXT BOOK

LM Prasad – Human Resource Management. Sultan chand & Sons 2006

REFERENCE BOOK

B.Nandhakumar - Industrial Relations Labour Welfare and Labour Laws-Vijay Nicole Imprints.

R.S.Dwivedi – Managing Human Resources In Indian Enterprises, Galgotia Publishing Company, 2003

Tirupathi PC Human Resource Management Sultanchand & Sons 2004.

Swapna Pradhan – Retailing Management Text & Cases, Tata Mc Graw Hill Publishing Company Ltd., 2004

FINANCIAL MANAGEMENT IN RETAILING
For BBA(RM)

UNIT 1

Financial Management – Definition – Scope- Functions – Objectives – Role of Financial Management in Retailing – Finance-related Performance Measures and Audit in Retailing

Unit II

Sources of finance – Term Loan – Fixed Deposit– Debentures – Bonds – Equity and Preference shares –non-bank sources – Role of FIs – GoI regulations on issue of securities

UNIT III

Financing decision – cost of capital – cost of equity – preference – debt – reserves- weighted average cost of capital – operating leverage- financial leverage.

UNIT IV

Working capital management – meaning – concepts – importance – determinants working capital – cash management – motives – objectives – strategies of cash management – receivables management objectives – credit – cost and benefits – credit policies- credit terms – collection policies.

UNIT V

Ratio analysis – liquidity – activity – efficiency – solvency – retail operations ratio – stock holding GMROI / GMROI (Gross Margin Return on Inventory Investment) – space productivity GMROF (Gross Margin Return on Footage) – employee productivity GMROL (Gross Margin Return on Labour).

TEXT BOOK:

Sharma RK and Shashi K Gupta – Financial Management, Kalyan Publishing, 2004.

Gibson G Vedamani – Retail Management – Functional Principles and Practice, Jaico Publishing House, Second edition, 2004.

REFERENCE BOOKS:

Barry Berman and Joel R Evans – Retail Management – A strategic Approach, Prentice Hall of India, Tenth edition, 2006.

SN Maheswari – Management According – Sultan Chand & Sons, 2004.

Swapna Pradhan – Retailing Management: Text and Cases – Tata McGraw Hill Publishing Company Ltd., 2004.

MANAGEMENT INFORMATION SYSTEM AND RETAIL BUSINESS
For BBA(RM)

UNIT I

Management Information system – Definition – data information and system – objectives of MIS – approaches to information – role of information systems in organization – value of information – steps in implementation needs – challenges of information systems.

UNIT II

Management information system and decision making – strategic planning for MIS Development of strategic management information system – MIS strategy implementation – Barriers to development of SMIS.

UNIT III

Data base management system – meaning of data base – data models – hierarchical – net work – relational model – components of DBMS – data ware housing – distributed data base – client server architecture – data mining.

UNIT IV

Decision support systems – evolution – objectives – classification – characteristics – components – functions – development of DSS – group DSS – Executive Information system – Artificial intelligence – Customer relationship management system – Radio Frequency Identification Device (RFID).

Unit V

Information systems in Business – marketing Information system – quality information system – financial accounting information system – research and development information system – geographical information system information flow in retail distribution channel – A void retail strategies based on inadequate information – building and using retail information system – retail DBMS in action.

TEXT BOOK

Gupta AK. Management Information System, S.Chand & Company Ltd, 2000.

REFERENCE BOOKS

Kenners C Laudon, Jane P. Laudon, Management Information System, Prentice Hall of India Private Limited 2004.

James A O Brien Management Information system Tata McGraw Hill edition – 2002.

Effy OZ, Management Information System Thomson Course Technology 2002.

RETAIL ADVERTISING AND PROMOTION
For BBA(RM)

UNIT I :

Advertising in retailing: Advertising principles-steps in planning a retail advertising campaign-advertising for the retail store.

UNIT II :

Media and copy decisions: Media objectives-planning and budgeting-advertising evaluation-creating and producing copy-copy testing.

UNIT III:

Retail promotional strategy: Promotional objectives, promotional budget, selecting the promotional mix, implementing the promotional mix.

UNIT IV:

Management of sales promotion: Role of sales promotion-types of sales promotion-evaluating sales promotion.

UNIT V:

Personal selling and publicity: Publicity and special events-role of personal selling in retailing-process in personal selling.

TEXT BOOKS:

Drake, Mary Frances and Spooone, Janice Ha-Retail Fashion Promotion and Advertising, Prentice Hall-Pearson, New Delhi, First Edition, 2003.

REFERENCE BOOKS:

Chunawalla Reddy, Appannaiah-An Introduction to Advertising and Marketing Research, Himalaya Publishing House, 2004.

Patrick M Dunne, Robert F. Lusch and David A. Griffith-Retailing, Thomson Asia Pvt. Ltd. 2002.

Gillespie, Hecht and Lebowitz-Retail Business Management, McGraw Hill Book Company, Third Edition, 2002.

CHANNEL MANAGEMENT **For BBA(RM)**

UNIT I :

Marketing channels-structure, functions and relationships-meaning, need, importance and functions of marketing channels-emergence of marketing channel structure-primary and specialized participants-channel structure.

UNIT II :

Channel strategy and design-enterprise positioning-corporate strategy-customer, competitive and internal environmental analysis-channel objectives-product impact on marketing channel design-transaction cost analysis-analytical tools for evaluating alternative structures-evaluation of channel members-channel strategy-multiple channels.

UNIT III:

Channel development and marketing: Negotiations in marketing-negotiation strategy-channel negotiation process-leadership-vertical marketing system-conflict-types and resolution-macro

prospective of channel performance-measuring final performance-measuring customer satisfaction.

UNIT IV:

Issues in retail channel management: Channel dynamics-impact of information age-information systems and channel management-channel change and management-strategic issues in international retailing-need for distribution innovation.

UNIT V:

Channel institutions-retailing-non-store retailing-wholesaling-international distribution channels-channels of distribution for services.

Retail organizations-independent retailers-chain retailers-leased departments-franchises-integrated and consumer co-operatives.

TEXT BOOKS:

Donald J Powerson-Strategic Marketing Channels Management, McGraw Hill, 2002.

REFERENCE BOOKS:

Stren, El. Ansary, Cough man and Anderson-Marketing Channels, Prentice Hall of India-Sixth Edition, 2003.

Barry Berman and Joel R Evans-Retail Management-A strategic approach, prentice Hall of India, Tenth Edition, 2006.

Christopher Ryan, High Performance Interactive marketing, Viva Books Ltd 2003.

ELECTIVE
MODERN OFFICE MANAGEMENT
For BBA/BBA(CA)

Unit –I

Office Management and organization

Basic concepts of office – Importance – Functions – size of the office – office management – relations with other departments – scientific office management – office manager - principles of office organization – types / systems of organization – charts – centralization Vs. decentralization.

Unit- II

Office Environment & Communication

Office location – characteristics / Qualities of office building – Environment – Physical – hazards in office safety – security – secrecy – communication – meaning – essential features – classification – barriers to communication.

Unit –III

Office correspondence & Record management

Centralized Vs Departmental correspondence – departmental typing and typing pools – classification of records – principles of record keeping – filing – methods.

Unit –IV

Office systems & Procedures

Systems – procedure – Advantages – Characteristics of sound office system & procedures – work simplification – principles – kinds of reports.

Unit –V

Office Personnel relations

Personnel management – definitions – functions –office committees- employee morale – productivity – Employee welfare – grievances – work measurement – control of office work.

Reference Books:

1. Modern office management – Dr. I.M.SAHAI –Sathiya Bhawan Agra
2. Office organization And Management – S.P Arora – Vikas publishing House Pvt Ltd.

ELECTIVE
COMPANY LAW AND SECRETARIAL PRACTICE
For BBA

Goal : To enlighten the students' knowledge on Companies Act.

Objectives : After the successful completion of the course the student should have a thorough knowledge on Formation of Company, Documents required and Acts pertaining to it.

UNIT-I

Formation of Companies – promotion – Meaning – Promoters – their functions – Duties of Promoters – Incorporation – Meaning – certification of Incorporation – Memorandum of Association – Meaning – Purpose – Alteration of Memorandum – Doctrine of Ultravires – Articles of Association - Meaning – Forms – Contents – Alteration of Article – Relationship between Articles and Memorandum – Doctrine of Indoor Management – Exceptions to Doctrine of Indoor Management – Prospectus – Definitions – Contents – Deemed Prospectus – Misstatement in prospectus – Kinds of Shares and Debentures.

UNIT-II

Directors – Qualification and Disqualification of Directors – Appointment of Directors – Removal of Directors – Director's remuneration – Powers of Directors – Duties of Directors – Liabilities of Directors.

UNIT-III

Winding up – Meaning, Modes of Winding up – Compulsory Winding up by the court – voluntary Winding up – Types of Voluntary Winding up – members voluntary Winding up – Creditors voluntary Winding up – Winding up subject to supervision of the court – Consequences of Winding up(General).

UNIT-IV

Company Secretary – Who is a secretary – Types – Positions – Qualities – Qualifications – Appointments and Dismissals – Power – Rights – Duties – Liabilities of a Company Secretary – Role of a Company Secretary – (1) As a statutory officer, (2) As a Co-Coordinator, (3) As an Administrative Officer.

UNIT-V

Kinds of Company meetings – Board of Directors Meeting – Statutory meeting – Annual General meeting – Extra ordinary General meeting - Duties of a Company Secretary to all the company meetings – Drafting of Correspondence – Relating to the meetings – Notices – Agenda – Chairman's speech – Writing of Minutes.

Books for reference:

M.C.Shukla and S.S.Gulshan----Principles of Company Law----S.Chand & Co.,
M.C.Shukla and S.S.Gulshan---- S.Chand & Co.,
N.D.Kapoor----Company Law----Sultan Chand & Sons
M.C.Kuchhal---- Secretarial Practice----Vikas Publications

ELECTIVE
BANKING LAW AND PRACTICE
For BBA

Goal : To enlighten the students' knowledge on Banking Regulation Acts.

Objectives : After the successful completion of the course the student should have a thorough knowledge on Indian Banking System and Acts pertaining to it.

Unit – I

Definition of banker and customer – Relationships between banker and customer – special feature of RBI, Banking regulation Act 1949. RBI credit control Measure – Secrecy of customer Account.

Unit – II

Opening of account – special types of customer – types of deposit – Bank Pass book – collection of banker – banker lien.

Unit – III

Cheque – features essentials of valid cheque – crossing – making and endorsement – payment of cheques statutory protection duties to paying banker and collective banker - refusal of payment cheques Duties holder & holder id due course.

Unit – IV

Loan and advances by commercial bank lending policies of commercial bank - Forms of securities – lien pledge hypothecation and advance against the documents of title to goods – mortgage.

Unit – V

Position of surety – Letter of credit – Bills and supply bill. Purchase and discounting bill Traveling cheque, credit card, Teller system.

Books for Reference:

1. Sundharam and Varshney, Banking theory Law & Practice, Sultan Chand & Sons., New Delhi.
2. Banking Regulation Act, 1949.
3. Reserve Bank of India, Report on currency and Finance 2003-2004.
4. Basu : Theory and Practice of Development Banking
5. Reddy & Appanniah : Banking Theory and Practice
6. Natarajan & Gordon : Banking Theory and Practice

ELECTIVE
INDUSTRIAL RELATIONS AND LABOUR LAWS
For BBA/BBA(CA)/BBA(IB)/BBA(RM)

Objectives:

On successful completion of this course, the students should have understood

- Legislations relating to Industrial Disputes and Labour welfare

UNIT I

Industrial relations - industrial disputes - causes - handling and settling disputes - employee grievances - steps in grievance handling - causes for poor industrial relations - remedies.

UNIT II

Collective Bargaining: - Concept - Principles and forms of collective bargaining - Procedure - conditions for effective collective bargaining - worker's Participation in management.

UNIT III

Factories Act 1948 - The Workman's Compensation Act, 1923.

UNIT IV

The Industrial Disputes Act 1947 - The Trade Union Act, 1926.

UNIT V

The Payment of Wages Act,1936 - The Employee's State Insurance Act, 1948

REFERENCES:

1. Personnel Management & Industrial Relation -P.C.Tripathi
2. Dynamics of Personnel Management - C.B.Mamoria
3. B.Nandhakumar - Industrial Relations Labour Welfare and Labour Laws - Vijay Nicole Imprints Pvt. Ltd.
4. Essentials of Human Resource Management and Industrial Relations – P.SubbaraoHimalaya.
5. N.D. Kapoor - Mercandile Law - Sultanchand & Sons
6. R.Venkatapathy & Assissi Menachery - Industrial Relations & Labour Legislation - Aditya Publishers.

ELECTIVE
STRATEGIC MANAGEMENT
For BBA/BBA(CA)/BBA(RM)

UNIT-I

Strategic Management: Concepts- Difference between strategy and tactics-Three levels of strategy, Strategic Management Process- Benefits, TQM and strategic management process, Social responsibility, Social audit.

UNIT-II

Strategic Formulation: Corporate Mission: Need –Formulation, Objectives: Classification- Guidelines, Goals: Features- Types, Environmental Scanning- Need- Approaches- SWOT analysis-ETOP-Value chain analysis.

UNIT-III

Choice of strategy: BCG matrix-The GE nine cell planning grid- Corporate level generic strategies: Stability, Expansion, Retrenchment, Combination strategies.

UNIT-IV

Strategic Implementation: Role of top management-Process- Approaches, Resource allocation-Factors -Approaches, Mckinsey's 7's framework, Strategic Positioning- Four routes to competitive advantage.

UNIT-V

Strategic Evaluation: Importance- Criteria- Quantitative and Qualitative factors, Strategic control: Process-Criteria-Types, Essential features of effective evaluation and control systems.

Reference Books:

1. Strategic Management- Francis Cherunillam-Himalaya Publishing House.
2. Strategic Planning and Management- P.K.Ghosh-Sultan Chand & Sons, 2000.
3. Strategic Planning-Formulation of corporate strategy,- V.S.Ramaswamy & S.Namakumai, Macmillan Business Books, 2001.

ELECTIVE
FINANCIAL SERVICES
For BBA/BBA(CA)/BBA(IB)

Objectives:

On successful completion of the course the students should have:

- To learn the various financial services provided by NBFCs.
- To understand the modes of raising capital from domestic and foreign market.
- To evaluate feasibility of projects on hire purchase and leasing.
- To study and understand mutual funds, venture capital, merges and appreciation along with other financial services.

UNIT I

Merchant Banking - Functions - Modes of raising capital from Domestic and foreign markets - Raising short term funds -Recent developments in the capital markets - SEBI guidelines on merchant banking in India. NBFCs in India.

UNIT II

Hire Purchase - Concept - evaluation of Hire Purchase Proposals. Leasing - Lease Accounting - Types of leases.

UNIT III

Mutual funds - operations performances, regulation - SEBI guidelines for mutual funds.

UNIT IV

Other financial services. Venture Capital - Bill Discounting - Factoring - credit rating - Asset securitization - Depositories.

UNIT V

Mergers and Acquisitions - SEBI code on Take-overs - Business Failures and reorganizations.

REFERENCES :

1. M.Y.Khan, Indian Financial Systems.
2. K.Sriram, Hand Book of Leasing Hire Purchase & Factoring.
3. R.M.Srivastava, Indian Financial System.
4. Rajas Parashine and Ashok Kumar, Introduction to Lease Financing.
5. T.Sundar Rajan, Merchant Banking.
6. L.M.Bhole, Financial Institution & Markets.
7. Habel J.Johnson, Financial Institution & Markets.
8. Dr.J.C.Verma, Mutual Funds & Investment Portfolio.
9. Nalini Prava Tripathy, Financial Instruments and Services, Prentice Hall of India, New Delhi.

ELECTIVE
E-COMMERCE
For BBA/BBA(CA)/BBA(IB)/BBA(RM)

UNIT – I

Foundation of electronic Commerce :- Definition and content of the field – Driving force of EC- Impact of Ec – Managerial Issues- Benefits and Limitations of EC Retailing in EC :- Business models of E – marketing – Aiding comparison shopping - The impact of EC on Traditional Retailing System.

UNIT – II

Internet Consumers and market Research: - The consumer behavior model – Personal Characteristics and the Demographics of internet Surfers - Consumer Purchasing Decision making - One – to – One Relationship marketing - Delivering Customer Service in Cyberspace – Marketing research of EC-Intelligent Agents for Consumers – Organizational Buyer Behavior.

UNIT – III

Advertisement in EC :- Web Advertising – Advertisement Methods – Advertisement Strategies – Push Technology and Intelligent Agents – Economics and Effectiveness of Advertisement – Online Catalogs. Internet and Extranet :- Architecture of Intranet and External :- Applications of Intranet and Extranet

UNIT – IV

Business – to – Business Electronic Commerce : Characteristics of B2B EC- Model– Procurement Management Using the Buyer’s Internal Market Place – Supplier and Buyer Oriented Marketplace – Other B2B Models Auctions – and Service – Integration with back End Information System _ The Role of S/W Agents in B2B – Electronic Marketing in B2B.

UNIT –V

Public Policy : From Legal Issues to Privacy :- Legal, Ethical and Other Public Policy Issues – Protecting Privacy – Free Speech , Internet Indecency Censorship – Taxation and Encryption Policies and Seller Protection in EC.

Reference Books :-

- EFRAIM TURBUN, JAE LEE, DAVID KING, H. MICHAEL CHUNG
- “ELECTRONIC COMMERCE – A MANAGERIAL
 - PERSPECTIVE ,
 - Pearson Education Asis – 2000.

ELECTIVE
SOFTWARE DESIGN TECHNIQUE
For BBA(CA)

Subject Description: This subject deals with Software Designing concepts like Analysis, Design, Implementation, and Testing.

Goal: Knowledge on how to do a software project with in-depth analysis.

Objective: To inculcate knowledge on Software Designing concepts in turn gives a roadmap to design a new software project.

UNIT-I: Introduction to Software Designing: Definitions – Size Factors – Quality and Productivity Factors. **Planning a Software Project:** Planning the Development Process – Planning an Organizational Structure.

UNIT-II: Software Cost Estimation: Software cost Factors – Software Cost Estimation Techniques – Staffing-Level Estimation – Estimating Software Estimation Costs.

UNIT-III: Software Requirements Definition: The Software Requirements specification – Formal Specification Techniques. **Software Design:** Fundamental Design Concepts – Modules and Modularization Criteria.

UNIT-IV: Implementation Issues: Structured Coding Techniques – Coding Style – Standards and Guidelines – Documentation Guidelines.

UNIT-V: Verification and Validation Techniques: Quality Assurance – Walkthroughs and Inspections – Unit Testing and Debugging – System Testing.

TEXT BOOK:

1. SOFTWARE ENGINEERING CONCEPTS – Richard Fairley, 1997, TMH.
(UNIT-I: 1.1-1.3,2.3-2.4 UNIT-II: 3.1-3.4 UNIT III: 4.1-4.2,5.1-5.2
UNIT-IV: 6.1-6.4 UNIT-V: 8.1-8.2, 8.5-8.6)

REFERENCE BOOKS:

1. Software Engineering for Internet Applications – Eve Anderson, Philip Greenspun, Andrew Grumet, 2006, PHI.
2. Fundamentals of SOFTWARE ENGINEERING – Rajib Mall, 2nd edition, PHI
3. SOFTWARE ENGINEERING – Stephen Schach, 7th edition, TMH.

ELECTIVE
INTERNATIONAL BUSINESS ENVIRONMENT
For BBA(IB)

UNIT – I

Environmental adjustment needs – Analysing the international marketing environment – Vital importance of continuous monitoring, adapting to the changing environment.

UNIT – II

The national physical endowment – Topography – Climate – The nature of Economic activity – Rostow’s view. Infrastructure – Transportation. Energy – communication – Urbanisation – Tax structure, Inflation foreign investment.

UNIT – III

Cultural environment: Material culture – language – Aesthetics – design, colour, music, brand names – educational – religious – Attitudes and values – Eastern Vs Western Culture.

UNIT – IV

Legal environment – Bases for legal system – Jurisdiction International Legal disputes – International dispute resolution crime, Corruption and law – Commercial law within countries – Impact on International law on Business of human Rights.

UNIT – V

Fundamentals of environmental protection and economics – Environmental problems, air, water pollution – forests – land use – Environmental policy : Basic approach – Regulation – Distributive effects – International policy – India’s policy and the relevant constitutional provisions – law of environment – protection in India.

BOOKS FOR REFERENCE:

1. International Marketing : Onkvist & Shaw
2. International Marketing : Philip R. Careora
3. Environmental Economics : M. Karpagam
4. Environmental Pollution : Katyal, Timmy & Satake.

ELECTIVE
LOGISTICS AND SUPPLY CHAIN MANAGEMENT
For BBA(IB)

UNIT- I

Introduction to logistics – Business logistics – marketing logistics – objectives –importance – logistics and customer services – physical supply and distribution –elements and evolution of purchasing and integrated logistics – Integrated logistical activities – strategic integrated logistics management.

UNIT - II

Transportation – types – transportation decision making service selection – sea transport, Air, Courier, road and pipe lines – infrastructure – vehicle routing and scheduling – MTO / Intermodal transportation – regulation.

UNIT – III

Warehousing – concepts & development – types – operations location analysis –storage – need – functionality and principles – materials handling considerations – packaging – perspectives – purposes – functions – design and costs –Traffic inventory management models – pull and push methods – EOQ – assumptions –policies and control – methods of improved inventory management.

UNIT – IV

Logistics information system – system design – Information functionality and principles of information architecture – application of new information technology – EDI standards.

UNIT – V

Future management of logistics – logistics and outsourcing – Benefits – third party logistics – value added services – reverse logistics.

BOOKS RECOMMENDED

1. Physical Distribution - K.K. Khanna
2. Sales and Distribution Management - S.L. Gupta
3. Logistics management - Vinod V. Sople
4. Logistical management - Bowersox Closs

ELECTIVE
FOREIGN TRADE LAWS
For BBA(IB)

UNIT- I

The nature of international law and the international legal system Role –enforcement – effectiveness – juridical basis – future – international law and national law – international private and public laws – legal framework of India’s Foreign Trade – Foreign Trade (Development & regulation) Act 1992.

UNIT – II

Law of contract – Elements – Classifications – offer and acceptance – rules as to offer and acceptance – communication of offer, acceptance and revocation –consideration – rules as to consideration – capacity to contract – free consent –legality of object – void agreements.

UNIT – III

Elements of export import contract – documents required in relation to export- import contract – Uniform law of international trade – International conventions –Carriage of goods by sea, air and over road - contract of Affreightments – sale of goods Act – conditions & warranties – transfer of property – performance of contract – right of an unpaid seller.

UNIT – IV

Technology import contracts – Technology policy and environment – selection and transfer issues – law for protection of intellectual property rights, copy right, patents, trademarks etc. FEMA- objectives, transactions.

UNIT – V

Marine Insurance – Meaning, need for marine insurance –The Marine Insurance Act 1969 – Marine Insurance policies – Insurance documents – Export (Quality control and inspection) Act 1963 – Institutional setup for quality control and inspection.

BOOKS RECOMMENDED

1. Mercantile Law, N.D. Kapoor
2. Mercantile Law, M.C. Kuchal
3. 3.International Marketing analysis and strategy, Sak Onkviset and Shaw.
4. New Exim Policy, Nabhis Publications.

ELECTIVE
SHIPPING AND PORT MANAGEMENT
For BBA(IB)

UNIT – I

Introduction to shipping - General structure of shipping industry – Characteristics - Liner and Tramp operations - Types of chartering - International shipping routes - Technological development in ocean transport

UNIT – II

Role of shipping intermediaries – shipping agents – clearing and forwarding agents – freight forwarders – freight brokers – CHAs – surveyors – stevedores – liners – opened and closed conference system – shipping freight rate structure and practices – meaning of ICD – procedures – problems and prospects – CFS – containerization – Types of containers - Benefits and constraints.

UNIT – III

Investment analysis in shipping – negotiating the sale of a ship. Bill of lading disputes – strategies for ship repair – maintenance and materials management in shipping.

UNIT – IV

Ports and harbour – classification - major and minor ports in India – regulatory framework in Indian port sector – port laws in India – shipping laws – port labour laws – privatization in Indian port sector.

UNIT – V

India's maritime trade – development of port sector in India – emerging context for port reforms economic liberalization and port sector – ports and globalization. Information Technology and Indian port sector.

BOOKS RECOMMENDED

1. Physical Distribution – K.K. Khanna
2. Shipping Management (Cases and Concepts), Raghuram Ashopa, Batnagar Dixit, Ramani Rao, Sinha.
3. The state and market in India's shipping, Nayar.

ELECTIVE
PORTFOLIO ANALYSIS AND MANAGEMENT
For BBA

Unit – I : Portfolio Analysis : Risk and Return

Introduction; Portfolio and Security Returns; Risk; Portfolio Risk; When diversification Does not help; when diversification can eliminate risk; the insurance principle; borrowing and lending.

Unit – II : Portfolio choice : utility theory and indifference curves

Introduction; utility functions; linear utility function and risk; concave utility function and risk; indifference curves.

Unit – III : Markowitz : Portfolio Selection Model

Introduction; Markowitz Model; the mean variance criterion; corner portfolios; Dents in the efficient set dominance principle; Modifications to the Efficient Frontier; Critique.

Unit – IV : Sharpe : The Single Index Model

Introduction Characteristics lines; portfolio characteristic Lines; constructing the optimal portfolio.

Unit – V : Capital Asset Pricing Model

Introduction, Assumptions, the Security Market Line, CAPM Vs. Market Model; Realism of the Capital Asset pricing model.

BOOKS FOR REFERENCE :

1. Portfolio Management - S.K.Baura
2. Investment Analysis and Portfolio Management – Reilly
3. Security analysis and Portfolio management - Fischer and Jordan

ELECTIVE
CONSUMER BEHAVIOUR
For BBA/BBA(CA)/BBA(IB)/BBA(RM)

Subject Description: This course presents the basics of consumer behaviour

Goals: To enable the students to learn the basics of consumer behaviour

Objectives: On successful completion of the course the students should have:

Understood consumer motivation and perception

Learnt consumer learning and attitude

Learnt consumer decision making

UNIT-I

Introduction - Consumer Behaviour — definition - scope of consumer behaviour — Discipline of consumer behaviour — Customer Value Satisfaction — Retention — Marketing ethics.

UNIT –II

Consumer research — Paradigms — The process of consumer research - consumer motivation — dynamics — types — measurement of motives — consumer perception

UNIT – III

Consumer Learning — Behavioural learning theories — Measures of consumer learning — Consumer attitude — formation — Strategies for attitude change

UNIT – IV

Social class Consumer Behaviour — Life style Profiles of consumer classes — Cross Cultural Customers Behaviour Strategies.

UNIT-V

Consumer Decision Making — Opinion Leadership — Dynamics — Types of consumer decision making — A Model of Consumer Decision Making

REFERENCE BOOKS:

Leon G. Schiffman and Leslie Lazar Kanuk, Consumer Behaviour, Prentice — Hall of India, Sixth Edition, 1998.

Paul Green Berg-Customer Relationship Management -Tata Mc Graw Hill , 2002

Barry Berman and Joel R Evans — Retail Management — A Strategic Approach- Prentice Hall of India, Tenth Edition, 2006

Gibson G Vedamani — Retail Management — Functional Principles and Practice, Jaico Publishing House, Second Edition, 2004

ELECTIVE
SYSTEMS ANALYSIS AND DESIGN
For BBA(CA)

UNIT I

The system concept – characteristics of a system – elements of a system – types of system – the system development life cycle- consideration for candidate system – the role of a system analyst- real life example for systems.

UNIT II

Systems analysis – systems planning and the initial investigation – need - determine the requirements- background analysis – fact finding techniques and analysis – information gathering – review of literature – procedures – forms- onsite observation- interviews and questionnaires and types.

UNIT III

Tools of structures analysis – data flow diagram – data dictionary-decision tree- decision table – feasibility study- system performance –identification of system objectivesdescription of outputs- feasibility considerations – steps in feasibility analysis- Report and oral presentation –cost benefit analysis.

UNIT IV

System design –process and stage of system design –methodologies-structured and form driven methodology –process control –data validation – i/o and form design – file organization and database design – sequential and indexed sequential organizations data base objectives-logical and physical data normalization.

UNIT V

System implementation – system testing and quality assurance-nature of test data –test plan - levels of test quality assurance-implementation and software maintenance – hardware and software selection –system security –applications.

TEXT BOOK

Elias M.Awad “System Analysis And Design” Galgotia Publications 2nd edition

Reference book

James A Senn “Analysis and Design of Information Systems,Tata McGraw HillPublishing company,second edition

**ELECTIVE
BRAND MANAGEMENT
For BBA(RM)**

UNIT I :

Brand-history of branding-importance of branding-strategic brand management process-brand image-branding challenges and opportunities.

UNIT II :

Brand positioning-brand equity-sources-building a strong brand-brand building implications-identifying brand positioning-positioning guidelines-defining brand values-internal branding.

UNIT III:

Planning and implementing brand marketing-choosing brand elements-criteria-options and tactics for brand elements-new perspective on marketing-co-branding-guidelines-licensing guidelines.

UNIT IV:

Measuring and interpreting brand performance-brand value chain-brand tracking studies-establishing effective brand equity management systems-capturing market performance-comparative methods.

UNIT V:

Implementing brand strategies-brand product matrix-breadth and depth of branding strategy-brand hierarchy-designing a long term brand strategy-brand extensions-advantages and disadvantages-reinforcing brands-adjusting brand portfolios.

TEXT BOOKS:

Kelvin Lane Keller-Strategic Brand Management-Prentice Hall India, 2003.

REFERENCE BOOKS:

Jean Noel Kapferer-Strategic Brand Management, Prentice Hall, 2004.

Micheal Moon And Dova Millison-Building Brand Loyalty In the Internet Age, Tat McGraw Hill, 2000.

Ajay Kumar-Brand Management Text and Cases-India Book Distributors, 2000.

ELECTIVE
MERCHANDISING MANAGEMENT
For BBA(RM)

Subject Description: This course presents the basics of merchandising
Goals: To enable the students to learn the basics of merchandising management
Objectives: On successful completion of the course the students should have:
Understood merchandising planning
Learnt merchandise buying
Learnt visual merchandising

UNIT-I

Merchandising — meaning — concept — factors affecting merchandising function — merchandise manager functions — merchandise mix — components of merchandise management — merchandise strategies

UNIT –II

Merchandise Planning — steps involved — merchandise control — assortment planning — merchandising stages

UNIT – III

Merchandise buying — types — sources of supply — identifying and contracting - evaluating sources- branding strategies — category management

UNIT –IV

Merchandise performance — retail pricing — merchandise allocation — analyzing merchandise performance — methods.

UNIT-V

Visual Merchandising — types of display — display planning — methods of display — Window and interior display — space management — planning lay out

REFERENCE BOOKS:

Chetan Bajaj and Ranjith — Retail Management — Oxford University Press, Second Edition, 2005
Gillespie Hecht and Lebowitz — Retail Business Management, Mc Graw Hill Book Company, Third Edition, 2002
James ROgden, Denise T.Ogden - Integrated Retail Management, Wiley Pvt Ltd, 2005
Gibson G Vedamani — Retail Management — Functional Principles and Practice, Jaico Publishing House, Second Edition, 2004