

UNIVERSITY OF MADRAS
INSTITUTE OF DISTANCE EDUCATION
BBA[BACHELOR OF BUSINESS ADMINISTRATION]
 Under Choice Based Credits System
 (With effect from the academic year 2018-2019)

SCHEME OF EXAMINATION

| SEMESTER I | | SUBJECTS | CREDIT | MAX MARKS | | TOTAL |
|-------------------------|------------------|--------------------------|---------------|------------------|------------|--------------|
| COURSE COMPONENT | | | | INT | EXT | |
| Part I | Paper – I | Tamil/ other Language | 3 | 25 | 75 | 100 |
| Part II | Paper – I | English | 3 | 25 | 75 | 100 |
| Part III | Core Paper – I | Financial Accounting | 4 | 25 | 75 | 100 |
| | Core Paper – II | Principles of Management | 4 | 25 | 75 | 100 |
| | Allied Paper - I | Managerial Economics | 3 | 25 | 75 | 100 |

| SEMESTER II | | SUBJECTS | CREDIT | MAX MARKS | | TOTAL |
|-------------------------|-------------------|------------------------|---------------|------------------|------------|--------------|
| COURSE COMPONENT | | | | INT | EXT | |
| Part I | Paper – II | Tamil/ other Language | 3 | 25 | 75 | 100 |
| Part II | Paper – II | English | 3 | 25 | 75 | 100 |
| Part III | Core Paper – III | Business Communication | 4 | 25 | 75 | 100 |
| | Core Paper – IV | Management Accounting | 4 | 25 | 75 | 100 |
| | Allied Paper - II | Business Statistics | 3 | 25 | 75 | 100 |

| SEMESTER III | | SUBJECTS | CREDIT | MAX MARKS | | TOTAL |
|-------------------------|-------------------|----------------------------------|---------------|------------------|------------|--------------|
| COURSE COMPONENT | | | | INT | EXT | |
| Part III | Core Paper –V | Financial Management | 4 | 25 | 75 | 100 |
| | Core Paper –VI | Organisational Behaviour | 4 | 25 | 75 | 100 |
| | Core Paper –VII | Computer Application in Business | 4 | 25 | 75 | 100 |
| | Core Elective – I | Operations Research | 3 | 25 | 75 | 100 |
| Part IV | NME – I | International Economics | 2 | 25 | 75 | 100 |

| SEMESTER IV | | SUBJECTS | CREDIT | MAX MARKS | | TOTAL |
|------------------|--------------------|--------------------------------|--------|-----------|-----|-------|
| COURSE COMPONENT | | | | INT | EXT | |
| Part III | Core Paper –VIII | Business Regulatory Frame Work | 4 | 25 | 75 | 100 |
| | Core Paper –IX | Financial Services | 4 | 25 | 75 | 100 |
| | Core Paper –X | Marketing Management | 4 | 25 | 75 | 100 |
| | Core Elective – II | E - Business | 3 | 25 | 75 | 100 |
| Part IV | NME – II | Basics of Psychology | 2 | 25 | 75 | 100 |

| SEMESTER V | | SUBJECTS | CREDIT | MAX MARKS | | TOTAL |
|------------------|--------------------|-------------------------------|--------|-----------|-----|-------|
| COURSE COMPONENT | | | | INT | EXT | |
| Part III | Core Paper –XI | Management Information system | 4 | 25 | 75 | 100 |
| | Core Paper – XII | Research Methodology | 4 | 25 | 75 | 100 |
| | Core Paper – XIII | Operations Management | 4 | 25 | 75 | 100 |
| | Core Elective –III | Advertising Management | 3 | 25 | 75 | 100 |
| Part IV | | Environmental studies | 2 | 25 | 75 | 100 |

| SEMESTER VI | | SUBJECTS | CREDIT | MAX MARKS | | TOTAL |
|------------------|--------------------|----------------------------------|--------|-----------|-----|-------|
| COURSE COMPONENT | | | | INT | EXT | |
| Part III | Core Paper – XIV | Business Taxation | 4 | 25 | 75 | 100 |
| | Core Paper – XV | Human Resource Management | 4 | 25 | 75 | 100 |
| | Core Paper – XVI | Customer Relationship Management | 4 | 25 | 75 | 100 |
| | Core Elective – IV | Services Marketing | 3 | 25 | 75 | 100 |
| Part IV | | Value Education | 2 | 25 | 75 | 100 |

CREDIT DISTRIBUTION

| | | CREDITS |
|----------------|--------|---------|
| Language Paper | 2 X 3 | 6 |
| English | 2 X 3 | 6 |
| Core Paper | 16 X 4 | 64 |
| Allied | 2 X 3 | 6 |
| Elective | 4 X 3 | 12 |
| NME | 2 X 2 | 4 |
| EVS | 1 X 2 | 2 |
| VE | 1 X 2 | 2 |
| TOTAL | | 102 |

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Under Choice Based Credits System
(With effect from the academic year 2018-2019)

REVISED SYLLABUS

SEMESTER I

Core Paper – I : FINANCIAL ACCOUNTING

UNIT I

Meaning and scope of Accounting, Basic Accounting Concepts and Conventions – Objectives of Accounting – Accounting Transactions – Double Entry Book Keeping – Journal, Ledger, Preparation of Trial Balance – Preparation of Cash Book.

UNIT II

Preparation of Final Accounts of a Sole Trading Concern – Adjustments Receipts and Payments Account, Income & Expenditure Account and Balance Sheet of Non Trading Organizations

UNIT III

Partnership Accounts-Final accounts of partnership firms – Basic concepts of admission, retirement and death of a partner including treatment of goodwill - rearrangement of capitals. (Simple problems on Partnership Accounts).

UNIT IV

Depreciation – Meaning, Causes, Types – Straight Line Method – Written Down Value Method, Insurance Policy Method, Sinking Fund Method & Annuity Method. Insurance claims – Average Clause (Loss of stock & Loss of Profit)

UNIT V

Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method

Recommended Texts

1. R.L.Gupta & V.K.Gupta, Advanced Accounting – Sultan Chand & Sons - New Delhi.
2. Jain & Narang, Financial Accounting – Kalyani Publishers - New Delhi.
3. T.S. Reddy & A.Murthy, Financial Accounting -Margham Publications –Chennai-17.
4. Shukla & Grewal, Advanced Accounting – S Chand -New Delhi.
5. Nirmal Gupta, Financial Accounting-Ane Books India– New Delhi.
6. S.Parthasarathy and A.Jaffarulla, Financial Accounting- Kalyani Publishers – New Delhi.

Core Paper – II : PRINCIPLES OF MANAGEMENT

UNIT I

Management: Importance – Definition – Nature and Scope of Management Process – Role and Functions of a Manager – Levels of Management – Development of Scientific Management and other Schools of thought and approaches.

UNIT II

Planning: Nature – Importance – Forms – Types – Steps in Planning – Objectives – Policies – Procedures and Methods – Natures and Types of Policies – Decision –making – Process of Decision – making – Types of Decision.

UNIT III

Organizing: Types of Organisations – Organisation Structure – Span of Control and Committees – Departmentalisation – Informal Organisation- Authority – Delegation – Decentralisation – Difference between Authority and Power – Responsibility.

UNIT IV

Recruitment – Sources, Selection, Training – Direction – Nature and Purpose. Co-ordination – Need, Type and Techniques and requisites for excellent Co-ordination – Controlling – Meaning and Importance – Control Process.

UNIT V

Definition of Business ethics - Types of Ethical issues -Role and importance of Business Ethics and Values in Business - - Ethics internal - Ethics External - Environment Protection - Responsibilities of Business

Recommended Texts

1. C.B.Gupta, Management Theory & Practice - Sultan Chand & Sons - New Delhi.
2. L.M.Prasad, Principles & Practice of Management - Sultan Chand & Sons - New Delhi.
3. P.C. Tripathi & P.N Reddy, Principles of Managements - Tata Mc.Graw Hill - New Delhi.
4. Weihrich and Koontz, Management – A Global Perspective
5. N.Premavathy, Principles of Management - Sri Vishnu Publication - Chennai.
6. J.Jayasankar, Business Management - Margham Publication - Chennai.

Allied Paper – I : MANAGERIAL ECONOMICS

UNIT I

Nature and scope of managerial economics – definition of economics – important concepts of economics – relationship between micro, macro and managerial economics – nature and scope – objectives of firm

UNIT II

Demand analysis – Theory of consumer behavior – Marginal utility analysis – indifference curve analysis Meaning of demand – Law of demand – Types of demand – Determinants of demand – Elasticity of demand – Demand forecasting

UNIT III

Production and cost analysis – Production – Factors of production – production function – Concept – Law of variable proportion – Law of return to scale and economics of scale – cost analysis – Different cost concepts – Cost output relationship – Short run and long run – Revenue curves of firms – Supply analysis

UNIT IV

Pricing methods and strategies – Objectives – Factors – General consideration of pricing – methods of pricing – Dual pricing – Price discrimination

UNIT V

Market classification – Perfect competition – Monopoly – Monopolistic competition – Duopoly – Oligopoly

Recommended Texts

1. Dr. S.Shankaran, Managerial Economics - Margram Publication - Chennai
2. P.L Metha, Managerial Economics - Sultan Chand Publications - New Delhi
3. RL Varsheny and K L Maheshwari, Managerial Economics - Sultan Chand Publications -New Delhi.
4. Joel Dean, Managerial Economics - Prentice Hall of India Pvt. Ltd.,- New Delhi.
5. Spencer M H, Contemporary Economics - Worth publishers - New York.
6. VI Mote Samuel Paul G.S Gupta, Managerial Economics – concepts and cases - Tata McGraw Hill - New Delhi.

II SEMESTER

Core Paper – III : BUSINESS COMMUNICATION

UNIT I

Definition – Methods – Types – Principles of effective Communication – Barriers to Communication – Business Letter – Layout.

UNIT II

Kinds of Business Letters: Interview – Appointment – Acknowledgement – Promotion – Enquiries – Replies – Orders – Sales – Circular – Complaints.

UNIT III

Bank Correspondence – Insurance Correspondence – Agency Correspondence – Correspondence with Shareholders, Directors.

UNIT IV

Reports Writing – Agenda, Minutes of Meeting – Memorandum – Office Order – Circular – Notes.

UNIT V

Modern Forms of Communication: Fax – Email – Video Conferencing – Internet – Websites and their use in Business.

Recommended Texts

1. Rajendra Pal & J.S. Korlahalli, Essentials of Business Communication - Sultan Chand & Sons - New Delhi.
2. Shirley Taylor, Communication for Business - Pearson Publications - New Delhi.
3. Bovee, Thill, Schatzman, Business Communication Today - Pearson Education Private Ltd. - New Delhi.
4. Penrose, Rasbery, Myers, Advanced Business Communication - Bangalore.
5. Simon Collin, Doing Business on the Internet - Kogan Page Ltd.- London.
6. Mary Ellen Guffey, Business Communication – Process and Product - International Thomson Publishing - Ohio.

Core Paper – IV :MANAGEMENT ACCOUNTING

UNIT I

Management accounting – Meaning, nature, scope and functions, need, importance and limitations – Management Accounting vs. Cost Accounting. Management Accounting vs. Financial Accounting.

UNIT II

Analysis and Interpretation of financial statements – Nature, objectives, essentials and tools. methods – Comparative Statements, Common Size statement and Trend analysis.

UNIT III

Ratio Analysis – Interpretation, benefits and limitations. Classification of ratios - Liquidity, Profitability, turnover, capital structure and Leverage.

UNIT IV

Funds flow and Cash flow analysis. Budgets and budgetary control – Meaning, objectives, merits and demerits.

UNIT V

Investment decisions; brief introduction of cost of capital; methods of capital budgeting; Average Rate of Returns (ARR), Pay Back Period (PBP), Net present Value (NPV) and Internal Rate of returns (IRR), capital rationing (simple problems on capital budgeting methods).

Recommended Texts

1. SN Maheswari, Management Accounting - Sultan Chand & Sons.
2. Jhamb, Fundamentals of Management Accounting – AneBooks India - New Delhi.
3. Horngren Sunderu Stratton, Introduction to Management Accounting - Pearson Education.
4. T. S. Reddy and Hari Prasad Reddy-Management Accounting, Maegham Publication.

Allied Paper – II : BUSINESS STATISTICS

UNIT – I

Introduction – meaning and definition of statistics – collection and tabulation of statistical data – presentation of statistical data – graphs and diagram – measures of central tendency – Arithmetic mean, median, mode, harmonic mean and geometric mean.

UNIT – II

Measures of variation – standard deviation, mean deviation – Quartile deviation – skewness and kurtosis – Lorenz curve. Simple correlation – scatter diagram – Karl Pearson's correlation – Rank correlations – regressions.

UNIT – III

Analysis of Time series – methods of measuring trend and seasonal variations.

UNIT – IV

Index number s- consumer's price index and cost of living indices – statistical quality control.

UNIT – V

Sampling procedures – simple, stratified and systematic.

Hypothesis testing – Fundamental ideas – Large sample Test – small sample test –t, F, Chi – square (without proof) – simple applications.

Reference Books:

1. P.R Vittal, Business mathematics & statistics
2. S.C.Gupta & V.K.Kapoor.

III SEMESTER

Core Paper – V : FINANCIAL MANAGEMENT

UNIT I

Meaning, objectives and Importance of Finance – Sources of finance – Functions of financial management – Role of financial manager in Financial Management.

UNIT II

Capital structures planning - Factors affecting capital structures – Determining Debt and equity proportion – Theories of capital structures – Leverage concept.

UNIT III

Cost of capital – Cost of equity – cost of preference capital – Cost of debt – Cost of retained earnings – weighted Average (or) composite cost of capital (WACC)

UNIT IV

Dividend policies – Factors affecting dividend payment - Company Law provision on dividend payment – Various Dividend Models (Walter's Gordon's – M.M. Hypothesis)

UNIT V

Working capital – components of working capital – working capital operating cycle – Factors influencing working capital – Determining (or) Forecasting of working capital requirements.

Reference Books :

1. Financial Management - I.M. Pandey
2. Financial Management – Prasanna Chandra
3. Financial Management – S.N. Maheswari
4. Financial Management – Y. Khan and Jain

Core Paper – VI : ORGANISATIONAL BEHAVIOUR

UNIT I

Need and scope of organizational behaviour - Theories of organization - Individual difference Vs Group intelligence tests -Measurement of intelligence - Personality Tests - Nature - Types and uses of perception.

UNIT II

Motivation - Financial and non -Financial motivational techniques - Job satisfaction - meaning - Factors - Theories -Measurement -Morale - Importance - Employee attitudes and behavior and their significance to employee productivity.

UNIT III

Work environment -Good house keeping practices - Design of work place - Fatigue - Causes and prevention and their importance - Leadership -Types and theories of leadership

UNIT IV

Group dynamics -Cohesiveness - Co-operation - Competition - Resolution - Sociometry - Group norms - Role position status

UNIT V

Organizational culture and climate - Organizational Development

Recommended Books

1. Uma Sekaran, Organisational Behaviour Text & cases, 2nd edition, Tata McGraw Hill Publishing CO.Ltd
2. Gangadhar Rao, Narayana, V.S.P Rao, Organisational Behaviour 1987, Reprint 2000, Konark Publishers Pvt.Ltd , 1 st edition
3. S.S. Khanka , Organisational Behaviour , S.Chand & Co , New Delhi .
4. J.Jayasankar , Organisational Behaviour , Margham Publications , Chennai . 3.

Core Paper – VII : COMPUTER APPLICATION IN BUSINESS

UNIT – I

Word Processing: Meaning and role of word processing in creating of documents, Editing, formatting and printing documents using tools such as spell check, thesaurus, etc., in word processors (MS Word), Electronic Spreadsheet, Structure of Spread sheet and its applications to accounting , finance, and marketing functions of business; Creating a dynamic/ sensitive worksheet; Concept of absolute and relative cell – reference; Using built – in functions; Goal seeking and solver tools; Using graphics and formatting to worksheet; Sharing data with other desktop applications ; Strategies of creating error – free worksheet (MS Excel)

UNIT – II

Programming under a DBMS environment : The concept of data base management system; Data field, records, and files, Sorting and Indexing data; Searching records. Designing queries, and reports; Linking of data files; Understanding programming environment in DBMS; Developing menu driven applications in query language (MS – Access).

UNIT – III

Electronic Data Interchange (EDI) : Introduction of EDI - Basics of EDI; edi standards; Financial EDI (FEDI) FEDI for international trade transaction; Applications of EDI, Advantages of EDI; Future of EDI.

UNIT – IV

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

UNIT – V

Information System Audit : Basic idea of information audit; - Difference with the traditional concepts of audit; Conduct and applications of IS audit in internet environment.

Reference Books:

1. Agarwala Kamlesh N and Agarwala Deeksha – Business on the Net – Introduction to E-Commerce
2. Goyal – Management Information System.
3. Minoli Daniel, Minoli Emma – e Commerce Technology Handbook.
4. Kanter – Managing with informations.

Core Elective – I : OPERATIONS RESEARCH

UNIT – I

Introduction to OR – Meaning and scope – Characteristics – models in OR.LPP- Formulation graphical method – Simplex method- Big M Method application in Business – merits and Demerits.

UNIT – II

Transportation model – basic feasible solution – formulation, solving a TP. Assignment models – formulation – solution.

UNIT – III

Network analysis – work break down analysis – construction – numbering of event. Time Calculation – critical path, slack, float – application.

UNIT – IV

Queuing models- elements of queuing system – characteristics of queuing model.

UNIT – V

Decision theory – statement of Baye's theorem application. Probability – decision trees. Game theory meaning and characteristics – saddle point – Dominance property.

RECOMMENDED TEXTS / REFERANCE BOOKS

1. P.R. Vittal & V.Malini, Operative Research – Margham Publications – Chennai – 17.
2. P.K.Gupta & Man mohan, Problems in Operations Research – Sultan Chand & sons – New Delhi
3. V.K.Kapoor, Introduction to operational Research – Sultan chand & sons – New Delhi
4. Hamdy A Taha, Operation Research – An Introduction prentice Hall of India- New Delhi.

NME – I : INTERNATIONAL ECONOMICS

UNIT I

International Trade – Importance of International Trade, Theories of Foreign Trade: - Theories of Adam Smith, Ricardo, Haberler's Hechsher-Ohlin

UNIT II

Balance of Trade, Balance of Payment – Concepts – Causes of Disequilibrium, Methods to Correct Disequilibrium – Fixed and Floating Exchange Rates – Euro – Dollar Marketing (An Over View)

UNIT III

Export Management – Export Procedure and Documents – Export Finance – Export Promotion – Export Pricing.

UNIT IV

International Economic Organizations and its Functions IMF, IDA, IFA, IBRD, ADB, UNCTAD, UNIDO

UNIT V

WTO and Trade Liberalization – Liberalization of Trade in Manufacturing and in Agricultural Trade – TRIPS, TRIMS – Indian Patent Law

Recommended Texts

1. Francis Cherunilam, International Trade and Export Management - Himalaya Publishing House - Mumbai – 04.
2. Paul.R.Krugman and Maurice Obstfeld, International Economics (Theory and Policy) - Pearson Education Asia - Addison Wesley Longman (P) Ltd. - Delhi – 92.
3. Robert J.Carbaugh, International Economics - Thomson Information Publishing Group - Wadsworth Publishing Company - California.
4. H.G. Mannur, International Economics – Vikas Publishing House (P) Ltd - New Delhi -14.

SEMESTER IV

Core Paper – VIII : BUSINESS REGULATORY FRAME WORK

UNIT I

Brief outline of Indian Contracts Act - Special contracts Act - Sale of goods Act - Contract of Agency

UNIT II

Brief outline of Indian Companies Act 1956.

UNIT III

Brief outline of FEMA - Consumer Protection Act

UNIT IV

The laws of Trade Marks - Copyright - Patents - Designs - Trade related Intellectual Property Rights. (TRIPS) RTP -IDRA -an overview

UNIT V

Brief outline of Cyber Laws

Recommended Text books

1. N.D.Kapoor, 1993, Business Laws, Sultan Chand, New Delhi
2. K.S.Anantharaman, 2003 Business and Corporate Laws ,Sitaraman&co. Pvt.Ltd.
3. Chandrasekaran ,2004 Sitaraman&co Pvt Ld , Intellectual Property Law
4. Bare Acts- FEMA , Consumer Protection Act
5. Acharya -2004, Intellectual Property Rights Asia Law House Publication,

Core Paper – IX : FINANCIAL SERVICES

UNIT I

Meaning and importance of financial services – Types of financial services – Financial services and economic environment – Players in Financial Services Sector.

UNIT II

Merchant Banking – Functions – Issue management – Managing of new issues – Underwriting – Capital market – Stock Exchange – Role of SEBI

UNIT III

Leasing and Hire purchase – Concepts and features – Types of lease Accounts. Factoring – Functions of Factor

UNIT IV

Venture Capital – Credit Rating – Consumer Finance

UNIT V

Mutual Funds : Meaning – Types – Functions – Advantages – Institutions Involved – UTI

REFERENCE BOOKS

1. Financial Services – M.Y.Khan
2. Financial Services – B.Santhanam
3. Law of Insurance – Dr.M.N. Mishra
4. Indian Financial System – H.r. Machiraju
5. A Review of current Banking Theory and Practice – S.K. Basu.

Core Paper – X : MARKETING MANAGEMENT

UNIT I

Fundamentals of marketing - Role of Marketing - Relationship of Marketing with other functional areas - concept of marketing mix-Marketing approaches - Various Environmental factors affecting the marketing functions.

UNIT II

Buyer Behavior - Consumer goods and Industrial goods - Buying motives - Factors influencing buyer Behaviour Market segmentation - Need and basis of Segmentation - Targeting - positioning.

UNIT III

The Product - Characteristics - benefits - classifications - consumer goods - industrial goods - New Product Development process - Product Life Cycle - Branding -Packaging.

UNIT IV

Physical Distribution: Importance - Various kinds of marketing channels - distribution problems.

Sales management: Motivation, Compensation and Control of salesmen.

UNIT V

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

Recommended Texts

1. Philip Kotler, 2003, Marketing Management, 11th edition, Pearson Education (Singapore) Pte Ltd, New Delhi.
2. V.S. Ramaswamy & S.Namakumari, 1994, Principles of Marketing, first edition, S.G. Wasani / Macmillan India Ltd, New Delhi.
3. Crrainfield, Marketing Management, Palgrave Macmillan
4. Sontakki . C.N , Marketing Management, Kalyanni Publishers, Ludhiana
5. Gary Armstrong & Philip Kotler, 2003, Marketing -An Introduction, sixth edition, Pearson Education (Singapore) Pvt Ltd, New Delhi
6. R.S.N. Pillai and Bagavathi ,Modern Marketing , S.Chand & Co , New Delhi.
7. Jayasankar, Marketing, Margham publications, Chennai.

Core Elective – II : E- BUSINESS

UNIT I

Introduction to electronic business - meaning - value chains - the Internet and the web - infrastructure for e-business

UNIT II

Web based tools for e - business - e - business software - overview of packages

UNIT III

Security threats to e - business - implementing security for e - commerce and electronic payment systems.

UNIT IV

Strategies for marketing, sales and promotion - B2C and strategies for purchasing and support activities - B2B - web auction virtual - web portals

UNIT V

The environment of e-business - international - legal ethical - tax issues - business plan for implementing e-business

REFERENCE BOOKS:

1. Garry P Schneider and James T Perry - Electronic Commerce, Course technology, Thomson Learning, 2000
2. Diwan, Prag and Sunil Sharma - E-Commerce - Managers guide to E-Business
3. Kosivr, David - Understanding E-Commerce

NME – II : BASICS OF PSYCHOLOGY

UNIT I

Introduction – Definition, Psychology as a Science .A brief history of Psychology –, Structuralism, Functionalism, Behaviorism, Gestalt Psychology, Psychoanalytic Psychology, Humanistic Psychology. Approaches to Psychology – Behavioral, Psychodynamic Approach, Cognitive Approach, Behavioral Neuroscience, Evolutionary Psychology, Sociocultural Approach, Humanistic Movement, Positive Psychology.

UNIT II

Methods of Psychology – Introduction to the Scientific Method, Research Methods: Descriptive Research – Observation, Surveys and Interviews, Standardised Tests, Case Studies, Correlational Research, Experimental Research.

UNIT III

Sensation and Attention. Sensation – Definition, Sensory receptors and the brain, Thresholds – absolute threshold, difference threshold, Subliminal perception, Sensory adaptation, Sensory Gating, Selective Attention, Determinants of attention.

UNIT IV

Perception – Definition, Perceptual constancy, Perceptual organization, Depth Perception, Motion Perception, Perceptual learning, Motives and Perception, Perceptual expectancy, Extra Sensory Perception.

UNIT V

Learning – The nature of learning, Classical Conditioning – Principles and Applications, Operant Conditioning – Principles and Applications, Observational Learning, Cognitive factors in learning – Latent Learning, Insight Learning.

References:

1. Santrock, J.W. (2006). Psychology Essentials (Updated 2nd ed.). New Delhi: Tata McGraw Hill.
2. Coon, D., & Mitterer, J.O. (2007). Introduction to Psychology (11th ed.). New Delhi: Cengage Learning India Pvt Ltd.

SEMESTER V

Core Paper – XI : MANAGEMENT INFORMATION SYSTEM

UNIT I

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

UNIT II

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

UNIT III

Computers and Information Processing - Classification of computer - Input Devices - Output devices - Storage devices, - Batch and online processing. Hardware - Software. Database management Systems.

UNIT IV

System Analysis and design - SDLC - Role of System Analyst - Functional Information system - Personnel, production, material, marketing.

UNIT V

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

Recommended Books:

1. Mudrick & Ross , "Management Information Systems", Prentice - Hall of India .
2. Sadagopan , "Management Information Systems" - Prentice- Hall of India
3. CSV Murthy - "Management Information Systems" Himalaya publishing House .
4. Dr. S.P. Rajagopalan , "Management Information Systems and EDP " , Margham Publications , chennai .

Core Paper – XII : RESEARCH METHODOLOGY

UNIT-I

Introduction to Business Research - Research in Business – Research Process- Research need, formulating the problem, designing, sampling, pilot testing .

UNIT -II

Research Design- Exploratory, Descriptive, Casual, Formulation of hypothesis - types. Measurement- characteristics of sound measurement tool, Scaling methods and sampling techniques.

UNIT –III

Sources and Collection of Data- : Primary and secondary sources, survey observation, experimentation- details and evaluation. - Questionnaires – schedules, data entry, tabulation & cross tabulation-and Graphic presentation . Data.

UNIT –IV

Analysis and Preparation: Hypothesis testing – statistical significance, statistical testing procedure. Tests of significance- -Simple Correlation -Regression .

UNIT –V

Presenting results and writing the report: - The written research Report.

REFERENCE

1. Donald R Cooper, Business Research Methods 7th Ed, McGraw Hill, 2001
2. Krishnaswami OR, M.Ranganatham, Methodology of Research for Social Science, Himalaya, Mumbai, 2001.
3. Anderson J. et.al, Thesis and Assignment writing, Wiley Eastern
4. Research Methodology by C.R. Kothari

Core Paper – XIII : OPERATIONS MANAGEMENT

UNIT – I

Introduction: Nature and Scope of Operations Management. Production design & Process planning: Plant location: Factors to be considered in Plant Location – Plant Location Trends.

UNIT – II

Layout of manufacturing facilities: Principles of a Good Layout – Layout Factors – Basic Types of Layout – Service Facilities.

UNIT – III

Production and Inventory Control: Basic types of production – Basic Inventory Models – Economic Order Quantity, Economic Batch Quantity – Reorder point – Safety stock – Classification and Codification of stock – ABC classification – Procedure for Stock Control, Materials Requirement Planning (MRP). JIT.

UNIT – IV

Methods Analysis and Work Measurement: Methods Study Procedures – The Purpose of Time Study – Stop Watch Time Study – Performance Rating – Allowance Factors – Standard Time – Work Sampling Technique. Quality Control: Purposes of Inspection and Quality Control – Acceptance Sampling by Variables and Attributes – Control Charts.

UNIT – V

Service Operations Management: Introduction – Types of Service – Service Encounter – Service Facility Location – Service Processes and Service Delivery.

Reference Books

1. Buffa, E.S. and Sarin, R., Modern Productions / Operations Management, 8th Edition, Wiley, 2007.
2. Chary, S.N., Production and Operations Management, 5th Edition, Tata McGraw-Hill, 2012.
3. B.Mahadevan, Operations Management, 2nd Edition, Pearson, 2010.
4. Lee Krajewski, Larry P Ritzman., Manoj K Malhotra & Samir K Srivastava, Operations Management, 9th Edition, Pearson, 2011.
5. Heizer, J., Render, B. and Rajashekhar, J., Operations Management, 9th Edition, Pearson, 2009.
6. Panneerselvam, R., Production and Operations Management, 3rd Edition, PHI Learning, 2012.
7. Srinivasan, G., Quantitative Models in Operations and Supply Chain Management, PHI Learning Pvt. Ltd

Core Elective – III : ADVERTISING MANAGEMENT

UNIT I

Advertising: Advertising, objectives, task and process, market segmentation and target audience – Message and copy development.

UNIT II

Media: Mass Media - Selection, Planning and Scheduling – Web Advertising – Integrated programme and budget planning.

UNIT III

Implementation: Implementing the programme coordination and control – Advertising agencies – Organization and operation.

UNIT IV

Sales Promotion: Why and When Sales promotion activities, Consumer and sales channel oriented – planning, budgeting and implementing and controlling campaigns.

UNIT V

Control: Measurement of effectiveness – Ethics, Economics and Social Relevance.

Reference Books

1. Bhatia, T.K., Advertising and Marketing in Rural India, 2nd Edition, Macmillan India Ltd., 2007.
2. Hackley, C., Advertising and Promotion: An integrated communications approach, 2nd Edition, Sage Publications, 2010.
3. Jefkins, F., Advertising, 4th Edition, Pearson, 2002.
4. Wells, W.D., Burnett, J. and Moriarty, S., Advertising: Principles and Practice, 7th Edition, Pearson, 2007.

SEMESTER VI

Core Paper – XIV :BUSINESS TAXATION

UNIT – I

Objectives of Taxation – Canons of Taxation – Tax system in India – Direct and Indirect Taxes – Meaning and Types.

UNIT – II

Central Excise Duty – Classification – Levy and Collection of Excise duty – Clearance of excisable goods- Exemption from excise duty – Excise and Small Scale Industries – Excise and Exports – Demand, Refund, Rebate of Central Excise duty – Offences and Penalties – Settlement – Appellate Provisions.

UNIT – III

The Customs duty – Levy and Collection of customs duty – Organisation of the customs department – Officers of the customs – Powers – Appellate machinery – Infringement of the law – offences and penalties – Exemption from duty – customs duty drawback – duties free zones.

UNIT - IV

Central Sales Tax Act – Levy and Collection of CST -Important Definitions - Sales Purchase in the course of export or import- Liability of Tax – Registration of dealers – Goods of Special Importance – Offences and penalties.

UNIT- V

Value added tax – objectives – Levy of VAT – Arguments in favour of VAT – Difficulties in administering VAT – Set off / Input Tax credit – Carrying over of Tax credit – Registration – TIN – Returns – Assessment of VAT Liability – Declaration form – Service Tax – Tax on different services – Rate of Service Tax.

REFERENCE BOOKS

Central Excise Act.

1. Customs Act
2. Central Sales Act
3. Practical Approach to Income Tax – Ahuja Girish and Gupta Ravi
4. Students Guide to Income Tax by Dr. Vinod K. Singhanian and Monica Singhanian.
5. Indirect Taxes – Datt
6. Business Taxation – T.S. Reddy & Dr. Y. Hariprasad Reddy .

Core Paper – XV : HUMAN RESOURCE MANAGEMENT

UNIT I

Nature and scope of Human Resources Management – Differences between personnel management and HRM – Environment of HRM – Human resource planning – Recruitment – Selection – Methods of Selection – Uses of various tests – interview techniques in selection and placement.

UNIT II

Induction – Training – Methods – Techniques – Identification of the training needs – Training and Development – Performance appraisal – Transfer – Promotion and termination of services – Career development.

UNIT III

Remuneration – Components of remuneration – Incentives – Benefits – Motivation – Welfare and social security measures.

UNIT IV

Labour Relation – Functions of Trade Unions – Forms of collective bargaining-Workers' participation in management – Types and effectiveness – Industrial Disputes and Settlements (laws excluded)

UNIT V

Human Resource Audit – Nature – Benefits – Scope – Approaches.

REFERENCE BOOKS :

1. Human Resource Management – V S P Rao
2. Human Resource Management – Ashwathappa
3. Human Resource Management – Garry Deseler
4. Human Resource Management – L M Prasad
5. Human Resource Management – Tripathi.

Core Paper – XVI : CUSTOMER RELATIONSHIP MANAGEMENT

UNIT-I

Communication - need/ Mode of communication – barriers, channels of communication - oral - written -listening skill – Verbal skill- interpersonal communication and intra personal communication , Essentials of business letter.

UNIT -II

CRM - concept and approach - CR in competitive environment public relation and image building

UNIT -III

Banker - customer relationship -retaining and enlarging customer base - customer services - quality circle.

UNIT -IV

Nature and types of customer - complaint redressal methods Talwar and Goiporia committee report, customer service committee, customer day - Copra Forum - ombudsman.

UNIT - V

Market Segment - Customer Data Base - Market Research. Review and Evaluation of Customer Satisfaction.

Recommended Books

1. H.Peeru Mohamed & A. Sangadevan , Customers Relationship Management - A Step –by – step approach , Vikas Publishing House Private Limited , Noida .
2. Mukesh Chaturvedi Abhinav , Chaturvedi , Customers Relationship Management – An Indian Perspective , Excel Books , New Delhi .

Core Elective – IV : SERVICES MARKETING

UNIT I

Marketing Services: Introduction growth of the service sector. The concept of service. Characteristics of service - classification of service designing of the service, blueprinting using technology, developing human resources, building service aspirations.

UNIT II

Marketing Mix in Service Marketing: The seven Ps: product decision, pricing strategies and tactics, promotion of service and distribution methods for services. Additional dimension in services marketing- people, physical evidence and process.

UNIT III

Effective Management of Service Marketing: Marketing demand and supply through capacity planning and segmentation - internal marketing of services - external versus internal Orientation of service strategy.

UNIT IV

Delivering Quality Service: Causes of service - quality gaps. The customer expectations versus perceived service gap. Factors and techniques to resolve this gap. Customer relationship management. Gaps in services - quality standards, factors and solutions - the service performance gap - key factors and strategies for closing the gap. External communication to the customers- the promise versus delivery gap - developing appropriate and effective communication about service quality.

UNIT V

Marketing of Service With Special Reference To:1.Financial services, 2.Health services, 3.Hospitality services including travel, hotels and tourism, 4.Professional service, 5.Public utility service, 6.Educational services.

Recommended Texts

1. S.M. Jha, Services marketing, Himalaya Publishers, India
2. Baron, Services Marketing , Second Edition. Palgrave Macmillan
3. Dr. L. Natarajan Services Marketing, Margham Publications, Chennai.
4. Thakur .G.S. Sandhu supreet & Dogra Babzan , Services marketing , kalyanni Publishers, Ludhianna .
5. Dr. B. Balaji , Services Marketing and Management ,S. Chand & Co , New Delhi .
