

DEPARTMENT OF BUSINESS ADMINISTRATION
CURRICULUM AND SYLLABI
(Applicable for the Candidates admitted from 2014 – 2015)



FACULTY OF MANAGEMENT
SRM UNIVERSITY
SRM Nagar, Kattankulathur – 603 203
Chennai, India

SUBJE CODE		SUBJECT NAME	L	T	P	C
SEMESTER-I						
ULT/H/F 14101		Language – I (Tamil / Hindi / French)	1	4	0	3
ULE14101		English – I	1	4	0	3
UBA14101	Core-1	Management Principles	3	2	0	4
UBA14102	Core-2	Financial accounting	3	2	0	4
UBA14103	Core-3	Managerial Economics	4	0	0	4
UBA14104	Allied-1	Business Environment	4	0	0	4
CDC14101		Communication Skills	2	0	0	2
			24			
SEMESTER-II						
ULT/H/F 14201		Language – II (Tamil / Hindi / French)	1	4	0	3
ULE14201		English – II	1	4	0	3
UBA14201	Core-4	Organizational Behaviour	3	2	0	4
UBA14202	Core-5	Cost and Management Accounting	3	2	0	4
UBA14203	Allied-2	Computer skills	2	2	2	4
CDC14201		Soft Skills	0	2	0	1
UES14201		Environmental studies	2	0	0	2
UNS14201 / UNC14201 /		Extension activity (NSS / NCC)	0	0	0	1
			22			
SEMESTER-III						
UBA14301	Core-6	Marketing Management	3	2	0	4
UBA14302	Core-7	Human Resource Management	3	2	0	4
UBA14303	Core-8	Management information system	2	2	2	4
UBA14304	Allied-3	Business Maths and Statistics	2	4	0	4
UBA14E01	Elective*	Banking Theory and Practice	2	2	0	3
UBA14E02		Training and Development	2	2	0	3
UBA14E03		Creativity and Innovation	2	2	0	3
UVE14301/ UYG14301		Value Education / Yoga	0	2	0	1
CDC14301		Verbal Aptitude	0	2	0	1
		*- Candidate must choose any ONE Elective out of THREE Electives	21			
SEMESTER-IV						
UBA14401	Core-9	Legal Aspects of Business	3	2	0	4
UBA14402	Core-10	Production and Operation Management	3	2	0	4
UBA14403	Core-11	Data Base Management Systems	3	2	0	4
UBA14404	Allied-4	Operations Research	3	2	0	4

UBA14E04	Elective*	Sales Management	2	2	0	3
UBA14E05		Business Taxation	2	2	0	3
UBA14E06		Public Relations	2	2	0	3
UBA14E07		Retail Management	2	2	0	3
UBA14E08		Business outsourcing	2	2	0	3
UBA14E09		Global Trade	2	2	0	3
CDC14401		Quantitative Aptitude and Logical Reasoning-I	2	0	0	2
		*- Candidate must choose any TWO Electives out of SIX Electives	24			
SEMESTER-V						
UBA14501	Core-12	Financial Management	3	2	0	4
UBA14502	Core-13	Entrepreneurial Development	3	2	0	4
UBA14503	Core-14	Total Quality Management	3	2	0	4
UBA14504	Core-15	Research Methodology	3	2	0	4
UBA14E10	Elective*	Leadership and Team Management	2	2	0	3
UBA14E11		Services Marketing	2	2	0	3
UBA14E12		Investment Management	2	2	0	3
UBA14E13		Event Management	2	2	0	3
UBA14E14		Data warehousing and Data Mining	2	2	0	3
UBA14E15		Logistic and Supply Chain Management	2	2	0	3
CDC14501		Quantitative Aptitude and logical Reasoning-II	2	0	0	2
		*- Candidate must choose any TWO Electives out of SIX Electives	24			
		SEMESTER-VI				
UBA14601	Core-16	Business Ethics	3	2	0	4
UBA14602	Core-17	Strategic Management	3	2	0	4
UBA14603	Core-18	Industrial Law	3	2	0	4
UBA14604	Core-19	E-Business Management	3	2	0	4
UBA14605	Core -20	Internship and Project Work	4	0	0	4
UBA14E16	Elective*	Services Operation Management	2	2	0	3
UBA14E17		Information Security Management	2	2	0	3
UBA14E18		Customer Relationship Management	2	2	0	3
UHR14601		Human Rights and Professional Ethics	2	0	0	2
		*- Candidate must choose any ONE Elective out of THREE Electives	25			
			140			

SEMESTER – I

ULT14101	தமிழ் – I	L	T	P	C
		1	4	0	3

பகுதி 1. தமிழ் இலக்கிய வரலாறு

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

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

பகுதி 2. இலக்கியம்

அ. இக்காலக்கவிதைகள்

1. பாரதியார் நெஞ்சு பொறுக்கு திலையே ...என்று தொடங்கும்
கவிதை
2. பாரதிதாசன் உலக ஒற்றுமை - தன்பெண்டு தன்பிள்ளை ...என்று
தொடங்கும் கவிதை
3. ந.பிச்சமூர்த்தி - கிளிக்கூண்டு
4. இன்குலாப் - மரங்களின் சுற்றம்
சந்திக்கச் செல்வதில்லை...என்று தொடங்கும் கவிதை
5. நா. காமராசன் - கருப்பு மலர்கள்
காகிதப் பூக்கள் - கால மழைத்தூறலிலே... என்று தொடங்கும்
கவிதை
6. சு.வில்வரெத்தினம் --வேற்றாகி நின்ற வெளி நிலவின் எதிரொலி
- பறம்பு மலை ...என்று தொடங்கும் கவிதை
7. பாரதி புத்திரன் - மாரிக்கால இரவுகள் சிவகாசி சிசுக்கள் - மகனே
அன்றொரு நாள் ...என்று தொடங்கும் கவிதை
8. து.நரசிம்மன் - வானம் பிறந்தது ஒரு பிஞ்சின்
வேண்டுகோள்...என்று தொடங்கும் கவிதை
9. பொன்மணி வைரமுத்து- தாய்ப்பல்லாண்டு
10. ப.கல்பனா- வானம் பிறந்தது கீறல் விழுந்த மாலைக்காலங்கள்-
இன்று வர... என்று தொடங்கும் கவிதை

ஆ. சிற்றிலக்கியம்

கலிங்கத்துப்பரணி- போர் பாடியது: 404 -- 408 பாடல்கள்

குற்றாலக்குறவஞ்சி - மலைவளம்

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

இ. காப்பியங்கள்

சிலப்பதிகாரம் - வழக்குரை காதை - 'தேரா மன்னா!

செப்புலகு உடையேன்'---

இணை அடி தொழுது வீழ்ந்தனளே, மடமொழி. (30 - வரிகள்)

பகுதி 3

உரைநடைப் பகுதி

"எண்ணங்கள்" டாக்டர் எம்.எஸ்.உதயமூர்த்தி ,கங்கை புத்தக நிலையம், 2005.

ULH14101	HINDI-I	L	T	P	C
		1	4	0	3

Paper I – Prose, One Act Play, Letter- official and demi-official letter, Computer and Technical Terminology.

PROSE

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

ONE ACT PLAY

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

CORRESPONDENCE

1. OFFICIAL LETTER
2. DEMI- OFFICIAL LETTER

COMPUTER

TECHNICAL TERMINOLOGY

ULF14101	FRENCH-I	L	T	P	C
		1	4	0	3

UNITE-I

(15Heures)

Vous comprenez? – Conjugaison des verbes – Masculin/Féminin – Singulier/ Pluriel – Interrogation – Négation simple- L'identité- Les lieux de la ville- Les mots du savoir-vivre.

UNITE-II

(15Heures)

Au travail ! Conjugaison – Les verbes en –ER – Accord des noms et des adjectifs - Articles indéfinis et définis- Interrogation- Est-ce-que, Qu'est-ce, Qu'est-ce que c'est, Où- L'état civil- Personnes et objets caractéristiques d'un pays.

UNITE-III (15Heures)

On se détend ?- Conjugaison- faire, aller, venir, vouloir, pouvoir, devoir- Futur proche- Pronoms moi, toi, lui, elle, etc..., après une préposition – On = Nous- Les loisirs, Sports, Spectacles, Activités.

UNITE-IV (15Heures)

Racontez-moi- Passé composé - Présentation d'un événement passé- La date et l'heure- Les moments de la journée, de l'année- Événements liés au temps - **Bon voyage !**- Comparaison simple- Adjectifs démonstratifs- Adjectifs possessifs- Les Voyages – Les transports.

UNITE-V (15Heures)

Bon appétit- Articles partitif- Emploi des articles- Interrogation, forme avec inversion- Réponses : Oui, Si, Non- Forme possessive : à+pronom- La nourriture, Les repas, La fête.

REFERENCE

1. **"Echo-A1"**, Méthode de français, J.GIRARDET, J.PECHEUR, CLE International, Janvier-2011.

ULE14101	ENGLISH-I	L	T	P	C
		1	4	0	3

Paper I – Poetry, Prose, Short Story, Movie Review, Grammar

SYLLABUS**UNIT I - POETRY**

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

UNIT II - PROSE

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

UNIT III - SHORT STORIES

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

UNIT IV - MOVIE REVIEW

1. Whose Life is it anyway?

2. The Accused- Feature Film
3. Water

UNIT V - LANGUAGE COMPONENT

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

TEXT BOOK

1. Raymond Murphy Grammar book.

UBA14101	MANAGEMENT PRINCIPLES	L	T	P	C
		3	2	0	4

COURSE RATIONALE

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

COURSE OBJECTIVES

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

SYLLABUS

UNIT I

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

UNIT II

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

UNIT III

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

UNIT IV

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

UNIT V

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

TEXT BOOK:

1. GUPTA C.B., "*Principles and Practice of Management*", National Publishing House, 2006.

REFERENCES

1. Prasad L M, "*Principles And Practice Of Management*", Sultan Chand & Sons, Edition, 6, 2001.
2. Tripathi P.C., Reddy P.N., "*Principles of Management*", Tata Mc Graw Hill Publishing Co., Ltd., 1991.
3. Peter Drucker, "*The Principles of Management*", HarperCollins Publishers, 1954.

UBA14102	FINANCIAL ACCOUNTING	L	T	P	C
		3	2	0	4

COURSE RATIONALE

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

COURSE OBJECTIVES

1. Understand the basic accounting concepts and their application in
2. business.
3. Apply the dual-entry recording framework to a series of transactions that
4. results in a balance sheet.
5. Gain knowledge on the preparation of financial statements.
6. Develop the skills needed to analyze financial statements effectively, and

7. Students will be exposed to take decisions on depreciation method to be adopted

SYLLABUS

UNIT I

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

UNIT II

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

UNIT III

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

UNIT IV

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

UNIT V

Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method- Company Accounts-an Introduction –Issue of shares at par, at premium and at Discount- Prorata allotment- forfeiture and reissue of shares problems)

TEXT BOOK

1. Reddy T.S. & Murthy A., "*Financial Accounting*", Margham Publications, 2008.

REFERENCES

1. Shukla M.C., Grewal T.S., "*Advanced Accounting*", Sultan Chand & Sons, 2001.
2. Tulsian, "*Financial Accounting*", Pearson Education, 2004.

UBA14103	MANAGERIAL ECONOMICS	L	T	P	C
		4	0	0	4

COURSE RATIONALE

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

COURSE OBJECTIVES

To familiarize the students with the fundamental principles of economics
To make them understand the relevance of economics in business decisions
To help them be equipped with economic tools for business analysis.

SYLLABUS

UNIT I

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

UNIT II

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

UNIT III

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

UNIT IV

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

UNIT V

National Income-definition, measurement – Factors – difficulties in measurement. GDP-NDP-Business cycle- phases – Inflation- types and control measures. Managerial Economics in the Context of Globalization.

TEXT BOOK

1. Dr. Sankaran S., "*Managerial Economics*", Margham Publications, 1999.

REFERENCES

1. Varshney & Maheswari, "*Managerial Economics*", Sultan Chand & Sons, 2007.
2. Victor L. Mote & Samuel Paul, "*Managerial economics*", Tata McGraw-Hill Education, 1977

UBA14104	BUSINESS ENVIRONMENT	L	T	P	C
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COURSE RATIONALE

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

COURSE OBJECTIVES

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

SYLLABUS

UNIT I

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

UNIT II

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

UNIT III

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

UNIT IV

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

UNIT V

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

TEXT BOOK

1. Francis Cherunilum, Business Environment, Himalaya Publishing House,

2003.

REFERENCES

1. Aswathappa K., "*Essentials of Business Environment*", Himalya Publishing House, 2004.
2. Suresh Bedi, "*Business Environment*", Excel Books, 2004.

CDC14101	COMMUNICATION SKILL	L	T	P	C
		2	0	0	2

PURPOSE/ OBJECTIVES

To cater to the four essential aspects of communication skills namely, listening, Speaking, Reading and Writing and thereby create a congenial class room atmosphere, leaving enough scope for confident interactions and free flow of individual thoughts.

LISTENING SKILL

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

SPEAKING SKILL

Group communication - Features of an effective, fluent speech through regular practice - role play, extempore – Situational conversations – Greetings, requests, demands, instructions and enquiries. Informal speech - Facing audience – Body language – Conversion of mother tongue to English language – Pitfalls in the direct translation of words and essential phrases to

English language through short conversations Formal speech - Paper presentation, - Essential aspects of Business communication – Address, Tone, Choice of words (language), Style, Deciding the target audience

READING SKILL

Reading Comprehension - Poems, passages(stories, essays, articles, reports), conversations, short messages, e-mails, formal/informal letters – Purpose - Phonemic awareness, Phonics, Vocabulary development, Reading fluency, including oral reading skills, Reading comprehension strategies.

WRITING SKILL

Letter writing – Formats and language – Types – Personal, Business, Applications, Thanks, Invitation, Condolence, Requisition, Complaint – E-mail etiquette. Reports – Oral report – Periodical report – Progress report – Field report. Essay writing- essential elements of an essay – structure – coherence – relevance.

INTERPERSONAL AND INTRAPERSONAL COMMUNICATION –

Ways to communicate in different scenarios – job interview, business meeting, project submission/proposal, informal gathering, speech for a large audience, a debate, etc, – Dress code, Eye contacts, body language and handshakes – survey and reporting (Role of IT in Environment and human health).

SEMESTER – II

ULT14201	தமிழ் - II	L	T	P	C
		1	4	0	3

பகுதி -1.

தமிழ் இலக்கிய வரலாறு

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

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

பகுதி -2

அ. சங்க இலக்கியம்

1. முளி தயிர் பிசைந்த... என்று தொடங்கும் குறுந்தொகை(167) பாடல் முல்லை, செவிலித்தாய் கூற்று).
2. மனை நடு வயலை வேழம் சுற்று... என்று தொடங்கும் ஐங்குறுநாறு (11) பாடல் (மருதம், ஐங்குறுநாறு - வேழப்பத்து.)
3. எம் வெங் காமம் இயைவது ஆயின்என்று தொடங்கும் அகநானூறு (15) பாடல் (பாலை , மகட் போக்கிய தாய் சொல்லியது)
4. கூடர் தொடிஇ கேளாய்..... என்று தொடங்கும் கலித்தொகை (51) பாடல் (குறிஞ்சி, தலைவி கூற்று)
5. மண்டு அமர் அட்ட ... என்று தொடங்கும் புறநானூறு (213) பாடல், பாடியவர் : புல்லாற்றூர் எயிற்றியனார், பாடப்பட்டோன் : கோப்பெருஞ்சோழன்; திணை : வஞ்சி; துறை- துணைவஞ்சி.
6. நறவுவாய் உறைக்கும் நாகுமுதிர் ... என்று தொடங்கும் பத்துப்பாட்டு – சிறுபாணற்றுப்படை (51-67) பாடல்
7. கலந்தோர் உவப்ப எயில் பல கடையி... என்று தொடங்கும் பத்துப்பாட்டு -- மதுரைக் காஞ்சி (220-237) பாடல்.

ஆ. நீதி இலக்கியம்

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

இ. பக்தி இலக்கியம்

சைவம் - பன்னிரு திருமுறைகள்

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

வைணவம் - நாலாயிரத்திவ்யப் பிரபந்தம்

1. பூதத்தாழ்வார் பெருகு மத வேழம் மாப்பிடிக்கு...என்று தொடங்கும் பாடல்
2. குலசேகராழ்வார் ஆனாத செல்வத்து அரம்பைய கள் தற்கூழ என்று தொடங்கும் பாடல்
3. பெரியாழ்வார் எந்நாள் எம்பெருமான் ...என்று தொடங்கும் பாடல்
4. ஆண்டாள் ஓங்கி உலகளந்த உத்தமன் ... என்று தொடங்கும் பாடல்
5. திருப்பாணாழ்வார் சதுர மாமதி சூழ் இலங்கைக்கு ... என்று தொடங்கும் பாடல்

இஸ்லாம்

குணங்குடி மஸ்தான் சாகிபு பாடல்கள் -தவமே பெற வேண்டுமெனல்- 3 பாடல்கள்

கி த்துவம்

ஆதிநந்தாவனப் பிரளயம் - ஏதேன் தோட்டம்- 3 பாடல்கள்

பகுதி 3:

சிறுகதை: "ஓற்றைச் சிறகு", இலக்கியச் சிந்தனை 2012 ஆம் ஆண்டின் சிறந்த சிறுகதைகள் தொகுப்பு.

ULH14201	HINDI-II	L	T	P	C
		1	4	0	3

Paper II– Poetry, Story, Administrative words and Translation

POETRY

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

STORY

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

ULF14201	FRENCH-II	L	T	P	C
		1	4	0	3

SYLLABUS

UNITE I

(15Heures)

Quelle journée !- La conjugaison pronominale- L'impératif- L'expression de la quantité : peu, un peu de, quelque, etc.,- Les activités quotidiennes- Les achats, L'argent - **Qu'on est bien ici !** Prépositions et adverbess de lieu- Verbes exprimant un déplacement : emploi des prépositions- Le logement, La localisation, L'orientation, L'état physique, Le temps qu'il fait.

UNITE II

(15Heures)

Souvenez-vous- L'imparfait- Emploi du passé composé et de l'imparfait- Expression de la durée- L'enchainement des idées : alors, donc, mais - Les sens réciproque- Les moments de la vie- La famille- Les relations amicales, amoureuses, familiales.

UNITE III

(15Heures)

On s'appelle ? – Les pronoms compléments directs- les pronoms compléments

indirects de personne- L'expression de la fréquence et de la répétition – Les moyens de communication : courrier, téléphone, internet.

UNITE IV (15Heures)

Un bon conseil ! – Expression du déroulement de l'action – Passé récent- Présent progressif – Futur proche – Action achevée/ inachevée – Les phrases rapportées – Les Corps – La santé et la maladie.

UNITE V (15Heures)

Parlez-moi de vous – La place de l'adjectif – La proposition relative finale avec « qui » - C'est/il est – Impératif des verbes avec pronoms – La formation des mots – La description physique et psychologique des personnes – Les vêtements – Les Couleurs.

REFERENCE

1. “Echo-A1”, Méthode de français, J.GIRARDET, J.PECHEUR, CLE International, Janvier-2011.

ULF14201	English-II	L	T	P	C
		1	4	0	3

Paper I – Poetry, Prose, One Act Play, Book Review, Grammar

SYLLABUS

UNIT I - POETRY

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

UNIT II - PROSE

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

UNIT III - PLAY

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

UNIT IV - BOOK REVIEW

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

UNIT V - LANGUAGE COMPONENT

1. Transformation of Sentences,
2. Jumbled Sentences
3. Précis Writing

TEXT BOOKS

1. Macmillan publishers India Ltd.
2. Raymond Murphy Grammar book.

UBA14201	ORGANIZATIONAL BEHAVIOUR	L	T	P	C
		3	2	0	4

COURSE RATIONALE

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

COURSE OBJECTIVES

After completing this course, learners should be able to:

1. Understand the implications of individual and group behaviour in organizational context.
2. Understand the concept of organizational behaviour, the social organization and the diverse environment alongside with the management of groups and teams.
3. Appreciate the concept of organizational culture.
4. Manage conflict amongst groups in a business environment.
5. Comprehend and apply motivational theories in the workplace.
6. Identify changes within organizations and power and politics in organizations.

SYLLABUS**UNIT I**

Introduction To Organizational Behaviour – Various Disciplines contributing to OB – Hawthorne Experiment – Foundation Of individual Behaviour – Need And importance Of Organizational Behaviour – Nature And Scope – Framework of Organizational Behaviour

UNIT II

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

UNIT III

Motivation – Theories – Importance – Types – Values And Attitudes – Characteristics – Components – Formation And Measurement – Group Dynamics – Group Behaviour – Formation – Types Of Groups – Stages of Group Development – Conflict Management – Nature of Conflict – Types of Conflict

UNIT IV

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

UNIT V

Organizational Structure and Design – Organization Climate – Factors Affecting Organization Climate – Organization Development – Organization culture – Organization Change – Current Trend in OB

TEXT BOOK

1. Prasad L M., "*Organizational Behaviour*", Sultan Chand & Sons, 1994.

REFERENCES

1. Stephen Robbins, "*Organisational Behaviour*", Pearson Education, 2013
2. Bhattacharya, "*Organization Behaviour*", Oxford University Press, 2013.

UBA14202	COST AND MANAGEMENT ACCOUNTING	L	T	P	C
		3	2	0	4

COURSE RATIONALE

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

COURSE OBJECTIVES

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

1. Understand contemporary developments in cost and management accounting practice
2. Understand contemporary approaches to cost and management accounting research
3. Critically evaluate different management accounting approaches;

SYLLABUS

UNIT I

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

UNIT II

Materials: Stores Records – Bin Card – Stores Ledger-First in First Out(FIFO) and Last in First Out(LIFO), ABC Analysis – Economic Ordering Quantity – Maximum, Minimum and Reordering levels. Labour: Importance of Labour Cost Control – Various Methods of Wage Payment –Time Rate System, Piece Rate system-premium and Bonus Plans.

UNIT III

Overheads: Classification – Allocation and Apportionment of overheads-primary Distribution of Overheads- Secondary Distribution of Overheads. Including 'Machine Hour Rate'

UNIT IV

Funds Flow and Cash Flow Analysis: Schedule of changes in working capital – Preparation of 'funds flow statement'-Preparation of 'Cash Flow Statement' – Importance of funds flow and cash flow Analysis – Difference between funds flow and cash flow. Ratio Analysis: Utility and limitations of Accounting Ratios – calculation of Accounting Ratios – Ratio Analysis for Liquidity, Solvency, Profitability and Leverage.

UNIT V

Marginal Costing: The Concept – Break Even Analysis – Break – Even Chart – Cost Volume Profit Analysis- Break Even Point –Margin of Safety. Budget and Budgetary Control: Preparation of different types of Budget – Production, Cash and Flexible Budget

TEXT BOOK

1. Reddy T.S. & Y.Hariprasad Reddy, "*Cost Accounting*", Margham

publishers, 2003.

REFERENCES

1. Iyengar S. P., "*Cost Accounting: Principles and Practice*, Sultan Chand & Sons, 1980.
2. B.K. Bhar, "*Cost Accounting: Methods and problems*", Academic Publishers, 1970.

UBA14203	COMPUTER SKILLS	L	T	P	C
		2	2	2	4

COURSE RATIONALE

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

COURSE OBJECTIVES

After studying this course learners will be able to:

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

SYLLABUS

UNIT I

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

UNIT II

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

UNIT III

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

UNIT IV

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

UNIT V

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

TEXT BOOK

1. Sinha & Sinha Priti P.K., Computer Fundamentals, BPB Publications, 2007.

REFERENCES

1. Vishnu P. Singh, "*Ms Office 2007*", BPB Publications, 2007.
2. Ananthi Sheshasaayee, G.Sheshasaayee, "*Computer Applications in Business & Management*", Margham publishers, 2004.

CDC14201	SOFT SKILLS	L	T	P	C
		0	2	0	1

PURPOSE/ OBJECTIVES

To equip the students with the required soft skills that would instill confidence and courage in them, to take up new opportunities for their career.

TOPICS

Self analysis

Attitude- perceptions– Positive approach to challenges.

Change management – ideas & approach

Goal setting – vision

Time management - planning

Entrepreneurial skills - Leadership skills

People management – team work, leadership.

Decision making – problem identification

Interview skills – getting familiar with one's CV – presentation and performance – giving and receiving feedback, setting expectations and exhibiting professional behavior.

JOB SEARCH –

Scope of job opportunities / higher education for the courses undertaken –Knowledge of all prominent companies/ concerns related to the respective fields/departments
– Employer's expectations – Practical exposure through industrial visits.

UES14201	ENVIRONMENTAL STUDIES	L	T	P	C
		2	0	0	2

INSTRUCTIONAL OBJECTIVES

1. To gain knowledge on the importance of environmental education and ecosystem
2. To acquire knowledge about environmental pollution- sources, effects and control
3. measures of environmental pollution
4. To understand the various energy sources, exploitation and need of alternate
5. energy resources. Disaster management
6. To acquire knowledge with respect to biodiversity, its threats and its conservation
7. and appreciate the concept of interdependence
8. To be aware of the national and international concern for environment for protecting the environment
- 9.

SYLLABUS

UNIT I - ENVIRONMENTAL EDUCATION AND ECOSYSTEMS

Environmental education: Definition and objective. Structure and function of an ecosystem – ecological succession –primary and secondary succession - ecological pyramids – pyramid of number, pyramid of energy and pyramid of biomass.

UNIT II - ENVIRONMENTAL POLLUTION

Pollution – Air, water, soil –causes and effects and control measures . Specifically: acid rain, ozone layer depletion, green house gas effect and global warming. Waste management: prevention and control measures of solid waste.(General). National concern for environment: Important environmental protection Acts in India – water, air (prevention and control of pollution) act, wild life conservation and forest act . Functions of central and state pollution control boards. Issues involved in enforcement of environmental legislation.

UNIT III - BIODIVERSITY AND ITS CONSERVATION

Introduction: definition - genetic, species and ecosystem diversity – bio diversity hot spots - values of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values - threats to biodiversity: habitat loss, poaching

of wildlife – endangered and endemic species of India, Conservation of biodiversity: in-situ and ex-situ conservations.

UNIT IV - ENERGY RESOURCES AND CONSERVATION

Energy resources and their exploitation. . Conventional energy sources: -coal, oil, biomass and nature gas (overview)- over- utilization.. Non-conventional energy sources: hydroelectric power, tidal, wind, geothermal energy, solar collectors, photovoltaic, nuclear-fission and fusion. Energy use pattern and future need projection in different parts of the world, energy conservation policies.

UNIT IV - NATURAL HAZARDS AND DISASTER MANAGEMENT

Natural and Manmade disasters -types, causes, onset, impacts. (viz. earthquake, flood, drought, cyclone, tsunamic, volcanics, landslide, industrial accidents.). Forecasting and managements

TEXT BOOKS

1. Jeyalakshmi.R, "*Principles of Environmental Science*", 1st Edition, Devi Publications, Chennai, 2006.
2. De.A.K., "*Environmental Chemistry*", New Age International, New Delhi, 1996.
3. Sharma.B.K. and Kaur, "*Environmental Chemistry*", Goel Publishing House, Meerut, 1994.

REFERENCES

1. Dara S.S., "*A Text Book of Environmental Chemistry and pollution control*", S.Chand & Company Ltd., New Delhi, 2004.
2. Dr.Rahavan Nambiar, "*Textbook of Environmental studies*. SciTech Publication (India) Pvt.Ltd.Second edition.

UNS14201/ UNC14201/	EXTENSION ACTIVITY (NSS/NCC)	L	T	P	C
		0	0	0	1

SEMESTER – III

UBA14301	MARKETING MANAGEMENT	L	T	P	C
		3	2	0	4

COURSE RATIONALE

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

COURSE OBJECTIVES

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

SYLLABUS

UNIT I

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

UNIT II

Buyer Behavior – Consumer goods and Industrial goods – Buying motives – Factors influencing buyer Behavior – Market segmentation – Need and basis of Segmentation – Targeting – Positioning.

UNIT III

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

UNIT IV

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

UNIT V

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

TEXT BOOK

1. Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileshwar Jha, Marketing Management: A South Asian Perspective, Pearson Prentice Hall, 2008

REFERENCES

1. Rajan Saxena, "Marketing Management", Tata McGraw-Hill Publishing, 2002.
2. Ramaswamy & Nmakumary-Marketing Management-Global Perspective-Indian Context-Mac Millon India Ltd

UBA14302	HUMAN RESOURCE MANAGEMENT	L	T	P	C
		3	2	0	4

COURSE RATIONALE

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

COURSE OBJECTIVE

After completing this course, learners should be able to:

1. understand the concept of Managing Human Resources and work
2. Identify effective Human Resources practices
3. Understand the importance of HRP, Training, and performance appraisal

SYLLABUS

UNIT I

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

UNIT II

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

UNIT III

Recruitment – Job Analysis – Purpose – Job Description – Job Specification – Recruitment policy – Centralized /decentralized recruitment – Sources of– Factors

affecting Recruitment – Recruitment Process – Recruitment Vs Selection – Selection Procedure – Placement – Induction – Objectives – Advantages

UNIT IV

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

UNIT V

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

TEXT BOOK

1. Aswathappa K, Human Resource Management, Tata McGraw Hill, New Delhi, 2013

REFERENCES

1. Rao, V. S. P., "*Human Resource Management*", Pearson, New Delhi, 2005.
2. Cascio, W. F., "*Managing Human Resources*", Tata McGraw Hill, New Delhi, 2010

UBA14303	MANAGEMENT INFORMATION SYSTEM	L	T	P	C
		2	2	2	4

COURSE RATIONALE

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

COURSE OBJECTIVES

After studying this course learners will be able to:

1. To learn the design, development and security of Management Information Systems
2. To understand the various ethical and social issues in using Information Systems
3. To gain knowledge in various Decision Support Systems
4. To learn the major importance of Information Systems in doing Business effectively
5. To employ TALLY for effective accounting and financing performance in the organization.

SYLLABUS

UNIT I

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

UNIT II

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

UNIT III

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

UNIT IV

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

UNIT V

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

TEXT BOOK

1. Dr. Rajagopalan S.P., "*Management Information System*", Margham Publishing, 1998.

REFERENCES

1. Mudrick & Ross, "*Management Information Systems*", Prentice-Hall of India, 2007.
2. Gordon B. Davis, Margrethe H. Olson, "*Management Information Systems*", McGraw-hill, 1976.

UBA14304	BUSINESS MATHS AND STATISTICS	L	T	P	C
		2	4	0	4

COURSE RATIONALE

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

COURSE OBJECTIVES

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

SYLLABUS

UNIT I - MATRICES

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

UNIT II - Commercial Maths and Probability

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

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

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

UNIT IV - Time Series

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

UNIT V - CORRELATION & REGRESSION

Simple correlation analysis – Karl Pearson's coefficient of correlation – Spearman's rank correlation coefficient – simple regression analysis.

TEXT BOOK

1. Sancheti D.C. and Kapoor V.K., "*Business Mathematics*", Sultan Chand & Sons, 1993.

REFERENCE

1. Gupta M.P. & Gupta S.P., "*Business Statistics*", 16th Edition, Sultan Chand Publications, 2008.
2. Vittal P.R., "*Business Mathematics*", Margam Publishers, 2003.

UBA14E01	BANKING THEORY AND PRACTICE	L	T	P	C
		2	2	0	3

COURSE RATIONALE

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

COURSE OBJECTIVES

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

SYLLABUS

UNIT I

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

UNIT II

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

UNIT III

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

UNIT IV

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

UNIT V

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

TEXT BOOK

1. Shekhar K.C. and Lekshmy Shekhar, Banking Theory and Practice, Vikas Publishing House Pvt. Ltd, 2009.

REFERENCES

1. Money, *"Banking and Finance"* 3rd Edition by N.K. Sinha, BSC Publishing House, 2012
2. *"Basics of Banking"*, Know your Banking – I by IIBF

UBA14E02	TRAINING AND DEVELOPMENT	L	T	P	C
		2	2	0	3

COURSE RATIONALE

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

COURSE OBJECTIVES

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

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

SYLLABUS

UNIT I

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

UNIT II

Pre Training- Expectations and Motivations -Training – Exposure to opportunities for learning Training Process for the Participant's Organization – Pre Training-objectives, and Motivation, Training Post Training Support and organizational, Adjustments

UNIT III

Training Strategy – External – Establishing Training Goals – Defining Training specifications. Internal – Organizing Training Inputs – Pre Training Phase – Organizational collaboration through clarifying needs – Individual Motivation

UNIT IV

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

UNIT V

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

TEXT BOOK

1. Raymond Noe, Employee Training & Development, Tata McGraw Hill, 2011.

REFERENCES

1. Dr. Ratan Reddy, "*Effective HR Training Development Strategy*", HPH, 2005.
2. S. Mathews, "*Designing and Managing a Training and Development*

Strategy", Pearson, 2005.

UBA14E03	CREATIVITY AND INNOVATION	L	T	P	C
		2	2	0	3

COURSE RATIONALE

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

COURSE OBJECTIVES

The course aims at enabling students to:

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

SYLLABUS

UNIT I

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

UNIT II

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

UNIT III

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

UNIT IV

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

UNIT V

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

TUTORIAL

1. Creative designs.

2. Model preparation.
3. Testing of models and Cost evaluation.
4. Patent application & Patent evaluation.

INDICATIVE SOURCES

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

UVE14301/ UYG14301	VALUE EDUCATION / YOGA	L	T	P	C
		0	2	0	1

SYLLABUS

UNIT I - ETHICS (AXIOLOGY)

1. To familiarize the students with the concepts of "right" and "good" in individual and social context
2. Help him/her determine what action or life is best to do or live
3. Right conduct and good life
4. Explications for how a highly, or at least relatively highly, valuable action may be regarded as ethically "good" , and an action of low, or at least relatively low, value may be regarded as "bad"
5. Value systems- Positive and negative value

UNIT II - BEHAVIOURAL PSYCHOLOGY

1. Perceptual, Cognitive and Emotional Development (friendships, peers, moral development)
2. Emotions revealed and Emotions assessed
3. EQ Tests

UNIT III - GREEN VALUES

1. One Thing Affects Many Things — Systems Thinking
2. The Exchange Between Trees and Humans

UNIT IV - HUMANISM

1. Cross Cultural Learning
2. Inclusive humanism
3. The inclusive sensibility of all species, planet and lives
4. Animalism- theory of evolution
5. Religious Values (Reference to World Religion)

UNIT V - ETHNICAL AND SOCIAL ISSUES

1. Perspective Discussions

2. Movies related to ethnical and social issues will be aired
3. Videos related to value inculcation will be aired

TEXT BOOKS

1. Moral Element by Dr. Shanthichitra, Published by Department of English, FSH, SRM University, Chennai

REFERENCES

1. Collective Learning for Transformational Change by Valerie A. Brown, Judith A. Lambert
2. Defining the Humanities by Robert Proctor
3. The Moral Animal by Robert Wright

CDC14301	VERBAL APTITUDE	L	T	P	C
		0	2	0	1

PURPOSE/ OBJECTIVES

Proposed with an integral focus on Campus Placement, this course would train the students on a variety of question types used by the companies and improve their language skill.

TOPICS

Synonyms

Antonyms

Idioms and phrases

Sentence completion

Spotting errors

Error correction

Sentence correction

Reading comprehension

Writing Curriculum Vitae

Group discussion / Case studies (Topics: Current affairs across all related fields and other such topics of the general criteria)

SEMESTER – IV

UBA14401	LEGAL ASPECTS OF BUSINESS	L	T	P	C
		3	2	0	4

COURSE RATIONALE

Students will gain an understanding of basic business legal vocabulary. The course will include an understanding of the legal system related to business administration. Students will gain an understanding of contract law, their rights and responsibilities as citizens, utilization of financial transactions, employment and agency relationships, and the regulations governing different types of business organizations.

COURSE OBJECTIVES

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

SYLLABUS

UNIT I

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

UNIT II

Sale of Goods Act –Transfer of Property Act.

UNIT III

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

UNIT IV

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

UNIT V

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

TEXT BOOK

1. Sumathi S & P Saravanavel, Legal Aspects Of Business, Himalaya Publishing House, 2003.

REFERENCES

1. N.D.Kapoor, "*Business Law*",, Sultan Chand & Sons, 2005.
2. N.D.Kapoor, "*Elements of Law*",, Sultan Chand & Sons, 2006.

UBA14402	PRODUCTION AND OPERATION MANAGEMENT	L	T	P	C
		3	2	0	4

COURSE RATIONALE

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

COURSE OBJECTIVES

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

SYLLABUS

UNIT I - INTRODUCTION

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

UNIT II - FACILITIES LOCATION AND LAYOUT

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

UNIT III - MATERIALS HANDLING SYSTEM AND DESIGN OF WORK SYSTEM

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

UNIT IV - MAINTENANCE MANAGEMENT AND STATISTICAL QUALITY CONTROL

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

UNIT V - PURCHASE AND STORES MANAGEMENT

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

TEXT BOOK

1. Aswathappa K., K.Shridhara Bhat ., "*Production and Operations Management*", Himalaya Publishing House, 2014

REFERENCES

1. Paneerselvam R., "*Production and Operations Management*", PHI Learning Private limited, 2013.
2. Saravana Vel P., "*Production and Operations Management*", Margam publishers, 2010

UBA14403	DATABASE MANAGEMENT SYSTEMS	L	T	P	C
		3	2	0	4

COURSE RATIONALE

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

COURSE OBJECTIVES

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

1. Database Development life cycle
2. Relational Database Management System
3. Database Modeling
4. Query Languages
5. Database Implementation issues

SYLLABUS

UNIT I

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

UNIT II

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

UNIT III

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

UNIT IV

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

UNIT V

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

TEXT BOOK

1. Ramez Elmasree & Shankant B. Navathe, Fundamentals of Database Systems, Pearson Education, 2007.

REFERENCES

1. Gerald V. Post, "*Database Management Systems-Designing And Building Business Application*", Tata Mcgraw hill Edison. 2005.
2. Colin Ritchie, "*Principles of Database System and Design*", Cengage Learning, 2009.

UBA14404	OPERATIONS RESEARCH	L	T	P	C
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		3	2	0	4
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COURSE RATIONALE

1. Operations Research is the study of scientific approaches to decision making. Through mathematical modeling, it seeks to design, improve and operate complex systems in the best possible way.
2. The module covers topics that include: linear programming, transportation, assignment, dynamic programming and integer programming.

COURSE OBJECTIVES

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

SYLLABUS

UNIT I

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

UNIT II

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

UNIT III

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

UNIT IV

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

UNIT V

Queuing Theory – Meaning – Elements of Queuing System – Single Channel model only. Network Analysis – PERT/CPM – Objectives, Advantages and limitations, Similarities and dissimilarities (excluding crash cost method).

TEXT BOOK

1. Kothari C R, Quantitative Techniques, Vikas Publishing House, 2009.

REFERENCES

1. Sharma J.K., "*Operatins Research*", Macmillan India Limited, 2012
2. Pannerselvam R., "*Operations Research*", Prentice Hall India Private Limited, 2011.

UBA14E04	SALES MANAGEMENT	L	T	P	C
		2	2	0	3

COURSE RATIONALE

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

COURSE OBJECTIVES

After this course the learner will be able

1. To understand selling, setting achievable selling objectives.
2. To estimate market and sales potential
3. To set up a sales organization and lead sales personnel in implementing selling plans
4. To achieve three general objectives of any organization namely sales volume, Contribution to profits and continuing growth.

SYLLABUS

UNIT I

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

UNIT II

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

UNIT III

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

UNIT IV

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

UNIT V

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

TEXT BOOK

1. Richard R. Still, Edward W.Cundiff & Norman A.P.Govoni, Sales Management, Prentice Hall of India, 2001.

REFERENCES

1. Ramneek Kapoor, "*Fundamentals of Sales Management*", Macmillan, 2008.
2. Ingram, LaForge, Avila, Schwepker Jr., Williams, "*Sales Management*", Thomson, 2006.

UBA14E05	BUSINESS TAXATION	L	T	P	C
		2	2	0	3

COURSE RATIONALE

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

COURSE OBJECTIVES

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

SYLLABUS

UNIT I

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

UNIT II

Income – Residential Status – Scope of Total Income – Exempted income – Agricultural income –

Capital income and expenditure – Revenue Income and expenditure – taxable income – deemed income – Heads of Income – Income from Salaries – Income from House property – Income from Business or Profession –Income Tax Returns Filing, Forms.

UNIT III

Indirect Taxes – Meaning – Types – Central Excise – meaning – scope – items covered – Valuation procedure – warehousing- significance – Customs duty – meaning – scope – items covered – significance – import and export procedure – warehousing – critical analysis of the present taxation system (Indian context).

UNIT IV

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

UNIT V

Assessment Procedure – Income tax Authorities – Penalties – Assessment of Fringe Benefit Tax – An outline of Wealth Tax – Computation of Net wealth- wealth tax – securities transaction act – fringe benefit tax.

TEXT BOOK

1. Business Taxation by Reddy T.S. & Dr Hari .Y.Prasad Reddy, Margham Publication, 2006

REFERENCES

1. Dinkar Pagare, *"Income Tax Law and Practice"* Sultan Chand & Sons, New Delhi
2. Gaur V.P & Narang K.L, *"Income Tax Law and Practice"*, Kalyani Publishers, New Delhi

UBA14E06	PUBLIC RELATIONS	L	T	P	C
		2	2	0	3

COURSE RATIONALE

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

COURSE OBJECTIVES

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

1. Understand the distinction between public relations and advertising as well as between publicity/press agencies.
2. Evaluate and analyze the ethical and legal responsibilities of the PR writer
3. Analyze and evaluate the use of specific language to bring about desired results, e.g., the language of news writing, advertising copy, and direct mail appeals.

SYLLABUS

UNIT I

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

UNIT II

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

UNIT II I

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

UNIT IV

Book Publications in India – Role of publishers, distributors and booksellers – electronic media – radio – television – house journals – documentary films – mobile

film shows – film censorship – guidelines – Exhibition and trade fair – consumer and marketing fair – photography – folk dance – sponsorship programme – music festivals – Crisis Management.

UNIT V

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

TEXT BOOK

1. Senguptha S., "*Management of Public Relations*", Vikas Publishing House, 2011.

REFERENCES

1. "*Public Relations Problems And Prospects With Case Studies*", Anil baby, Space Age Publications, 2010.
2. Frason P. Seital, E Charler, "*The Practice of Public Relations*", Merial Publishing Company, Columbus, 2012.

UBA14E07	RETAIL MANAGEMENT	L	T	P	C
		2	2	0	3

COURSE RATIONALE

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

COURSE OBJECTIVES

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

SYLLABUS

UNIT I - INTRODUCTION TO RETAIL

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

UNIT II - RETAILING STRATEGY

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

UNIT III - MERCHANDISE MANAGEMENT

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

UNIT IV - RETAIL PRICING

Concept and considerations in setting Retail prices, Pricing Strategies, Pricing Techniques, The Internet and Price Competition. Retail Communication Mix: Communication programs, Methods of Communicating with Customers, Planning, Implementing and Evaluating Retail Communication Programs

UNIT V - STORE MANAGEMENT

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

TEXT BOOK

1. Chetan Bajaj, Rajnish Tuli, Nidhi Varma Srivastava, Retail Management, Oxford University Press, 2010.

REFERENCES

1. Swapna Pradhan, *"Retailing Management Text and Cases"*, McGrawHill,

- 2009..
- Michael Levy, Barton A Weitz & Ajay Pandit, "*Retail Management*", Tata McGraw Hill, 2008.

UBA14E08	BUSINESS OUTSOURCING	L	T	P	C
		2	2	0	3

COURSE RATIONALE

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

COURSE OBJECTIVES

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

SYLLABUS

UNIT I

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

UNIT II

Call centres – Evolution, Technology and Success factors.

UNIT III

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

UNIT IV

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

UNIT V

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

TEXT BOOK

- Vinod V. Sople, Business Process Outsourcing: A Supply Chain Of Expertises, Prentice Hall of India, 2011.

REFERENCES

- Marc J. Schniederjans, "*Outsourcing And Insourcing In An International*

UBA14E09	GLOBAL TRADE	L	T	P	C
		2	2	0	3

COURSE RATIONALE

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

COURSE OBJECTIVES

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

SYLLABUS

UNIT I

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

UNIT II

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

UNIT III

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

UNIT IV

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

UNIT V

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

TEXT BOOK

1. Dr.Francis Cherunilam, International Trade and Export Management, Himalaya Publishing House, 2013.

REFERENCES

1. Varshney & Bhattacharya, *"International Marketing"*, Sultan Chand & Sons, 1980.
2. TAS Balagopal, *"Export Management"*, Himalaya Publishing House, 1986.

CDC14401	QUANTITATIVE APTITUDE AND LOGICAL REASONING - I	L	T	P	C
		2	2	0	3

PURPOSE/ OBJECTIVES

This module would train the students on the quick ways to solve quantitative aptitude problems and questions applying logical reasoning, within a short time span given during the placement drives.

Mock interviews on one-on-one basis

QUANTITATIVE APTITUDE

Partnership

Simple Interest, Compound Interest

Profit and Loss

Problems on Clock, Calendar and Cubes

Permutation and Combination

Allegation and mixtures

LOGICAL REASONING

Letter and Symbol series

Number series

Analyzing arguments

SEMESTER – V

UBA14501	FINANCIAL MANAGEMENT	L	T	P	C
		3	2	0	4

COURSE RATIONALE

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

COURSE OBJECTIVES

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

SYLLABUS

UNIT I

Meaning, Objective and scope – Relationship between management accounting, Cost accounting and financial accounting – Financial statements – Tools for analysis and interpretation.

UNIT II

Financial planning and control – Leverage – Operating leverage, financial leverage and Combined leverage -Working capital management- operating cycle-determination of Working capital.

UNIT III

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

UNIT IV

Capital structure decision of the firm – Composition and sources of long – tem funds – Factors determining funds requirements.

UNIT V

Financial Information systems – Capital Budgeting – Pay Back Period (PBP) – Net Present Value (NPV) – Average Rate of Return – Internal Rate of Return – Only Simple Problems

TEXT BOOK

1. Murthy A., "*Financial Management*", Margham Publications, 2010.

REFERENCES

1. Prasanna Chandra, Financial Management: "*Theory and Practice*", Tata McGraw-Hill Education, 2008.
2. M Y Khan & P K Jain, Financial Management: Text, "*Problems Cases*", Tata McGraw - Hill Education, 2011.

UBA14502	ENTREPRENEURIAL DEVELOPMENT	L	T	P	C
		3	2	0	4

COURSE RATIONALE

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

COURSE OBJECTIVES

After the completion of course the learner should be able to Understanding of the sources of opportunities and development of the skills to identify and analyze these opportunities for entrepreneurship. Understanding of the industry dynamics of and factors for developing successful innovations and apply this understanding to different sectors. Development of a personal skill set for entrepreneurship and specific concepts and tools for combining and managing an organization.

SYLLABUS

UNIT I

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

UNIT II

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

UNIT III

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

UNIT IV

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

UNIT V

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

TEXT BOOK

1. Dr. Gupta C.B, Dr. Srinivasan N.P., "*Entrepreneurial Development*", Sultan Chand & Sons, 2009.

REFERENCES

1. Saravanavel P., "*Entrepreneurial Development*", Ess Pee kay Publishing House, 1997.
2. Vasant Desai, "*Project Management*", Himalaya Publishing House, 1999.
3. Jayshree Suresh, "*Entrepreneurial Development*", Margham Publications, 2010.

UBA14503	TOTAL QUALITY MANAGEMENT	L	T	P	C
		3	2	0	4

COURSE RATIONALE

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

COURSE OBJECTIVES

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

SYLLABUS

UNIT I - INTRODUCTION TO QUALITY

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

UNIT II - CONTRIBUTIONS OF QUALITY GURUS

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

UNIT III - CONTINUOUS PROCESS IMPROVEMENT TOOLS

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

UNIT IV - BENCH MARKING AND QUALITY FUNCTION DEPLOYMENT

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

UNIT V - QUALITY CIRCLES AND INTRODUCTION TO QUALITY MANAGEMENT SYSTEM

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

TEXT BOOK

1. Dr.V.Jayakumar,Dr.R.Raju, Total Quality Management, Lakshmi Publications,2005.

REFERENCES

1. Poornima M Charantimath, "*Total Quality Management*", Pearson Education, 2003.
2. KanishkaBedi, "*Quality Management*", Oxford University Press, 2006.

UBA14504	RESEARCH METHODOLOGY	L	T	P	C
		3	2	0	4

COURSE RATIONALE

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

COURSE OBJECTIVES

The overall objectives of this course are:

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

SYLLABUS

UNIT I

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

UNIT II

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

UNIT III

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

UNIT IV

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

UNIT V

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

TEXT BOOK

1. Kothari C.R., Research Methodology: Methods and Techniques, New Age International publisher, 2004.

REFERENCES

1. Rao K.V., "*Research Methodology in Commerce and Management*", Sterling Publishers, 1993.
2. Wilkinson Bhadarkar, "*Methodology & Techniques Of Social Research*", Himalaya Publishing House, 2003.

UBA14E10	LEADERSHIP AND TEAM MANAGEMENT	L	T	P	C
		2	2	0	3

COURSE RATIONALE

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

COURSE OBJECTIVES

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

Clearly articulate an understanding of setting vision and mission as a leader.

Identify and describe several theories of leadership

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

Acquire thorough knowledge and understanding of multiple facts of team management

SYLLABUS

UNIT I

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

UNIT II

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

UNIT III

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

UNIT IV

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

UNIT V

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

TEXT BOOK

1. Uday Kumar Haldar, Leadership And Team Building, Oxford Publications, 2011

REFERENCES

1. Chandra Mohan, "*Leadership and Management*", Himalaya Publishing House, 2007
2. Richard Hughes, Robert C. Ginnett, Gordon J Curphy, Leadership: enhancing the lessons of Experience, McGraw –Hill Publication, 6th Edition, 2011

UBA14E11	SERVICES MARKETING	L	T	P	C
		2	2	0	3

COURSE RATIONALE

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

COURSE OBJECTIVES

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

1. Define service
2. Classify services
3. Project service life cycle
4. Develop new service

5. Measure service quality gap
6. Position, price, deliver, services

SYLLABUS

UNIT I

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

UNIT II

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

UNIT III

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

UNIT IV

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

UNIT V

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

TEXT BOOK

1. Services Marketing Christopher H.Lovelock and Jochen Wirtz, Pearson Education, 2004.

REFERENCES

1. Palmer, Adrian, "*Principles of Services marketing*", McGraw Hill
2. Services Marketing, Valarie Zeithaml et al, 5th Edition, Tata McGraw Hill, 2012 Pvt. Ltd., 2010.

UBA14E12	INVESTMENT MANAGEMENT	L	T	P	C
		2	2	0	4

COURSE RATIONALE

This course aims at providing the students a comprehensive introduction to the areas of security analysis and portfolio management and equipping them with advanced

tools and techniques for making profitable investment decisions.

COURSE OBJECTIVES

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

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

SYLLABUS

UNIT I

Meaning of Investment- Characteristics and Objectives of investment- types investment- investment and their lives-Sources of finance

UNIT II

Financial market- types-primary market- role and importance of primary market- methods of floating new issues-stock exchange in India -BSE, NSE, OTCEI-SEBI- Regulatory Role of SEBI -listing

UNIT III

Risk –classification of risk –causes of risk return- factors influencing return,-risk and return trade off – mutual funds –types-Bond & Stock valuations

UNIT IV

Fundamental and technical analysis-forecasting techniques (industry analysis – industry classification-industry life cycle) – company analysis-technique analysis-charting analysis –trend analysis-difference between fundamental and technical analysis.

UNIT V

Portfolio analysis – portfolio selection-portfolio revision-portfolio evaluation

TEXT BOOK

1. Security Analysis & portfolio management – Dr. Punithavathy Pandian (vikas publication)

REFERENCES

1. *"Investment analysis & portfolio management"* – R.P.Rastagi
2. *"Stock Exchanges and Investments"* – V. Raghunathan (Tata McGraw – Hill Publishing Co Ltd.)

UBA14E13	EVENT MANAGEMENT	L	T	P	C
		2	2	0	3

COURSE RATIONALE

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

COURSE OBJECTIVES

After completing this course, learners should be able to:

1. Sharpen their vision, increase business acumen and enhance event management skills.
2. View 360 degree perspective on event management
3. Acquire thorough knowledge and understanding of multiple facts of team management

SYLLABUS

UNIT I

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

UNIT II

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

UNIT III

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

UNIT IV

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

UNIT V

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

TEXT BOOK

1. Event Entertainment and Production, Mark Sonder, Wiley & Sons, 2010

REFERENCES

1. *"Crew Resource Management"*, Barbara G. Kanki, Robert L. Helmreich, and Jose Anca, Academic Press, second edition, 2010
2. *"Professional Event Coordination"*, Julia Rutherford Silvers, Wiley Desktop Editions, 2012

UBA14E14	DATA WAREHOUSING AND DATA MINING	L	T	P	C
		2	2	0	3

COURSE RATIONALE

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

COURSE OBJECTIVES

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

1. Use of data in the organization
2. Understand the Business analytics using data
3. Learn the predictive models and quantitative analysis

SYLLABUS

UNIT I - INTRODUCTION

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

UNIT II - DATA PROCESSING

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

UNIT III - DATAWAREHOUSE

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

UNIT IV - DATA MINING

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

UNIT V - DATA INTEGRATION

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

TEXT BOOK

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

REFERENCES

1. Hand D. J., Heikki Mannila, Padhraic Smyth, "Principles of data mining" MIT Press, 2001.
2. Soumen Chakrabarti, Earl Cox, Ian H. Witten, Morgan Kaufmann, Data Mining: Know It All, 2008.

UBA14E15	LOGISTICS AND SUPPLY CHAIN MANAGEMENT	L	T	P	C
		2	2	0	3

COURSE RATIONALE

The purpose of learning this course on Logistics Supply Chain Management is to understand the challenges that are useful in developing and sustaining efficient and effective supply chains required by organizations in today's dynamic market place.

COURSE OBJECTIVES

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

SYLLABUS

UNIT I - INTRODUCTION TO LOGISTICS

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

UNIT II - LOGISTICS DOCUMENTATION

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

UNIT III - MODES OF TRANSPORTATION

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

UNIT IV - INTRODUCTION TO SCM

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

UNIT V - STRATEGIES IN SCM

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

TEXT BOOK

1. Text book of Logistics and Supply Chain Management; D.K.Agarwal, PHI 2010

REFERENCES

1. *"Logistics Management World Seaborne Trade"* – Dr. Krishnaveni Muthiah, PHI, 2010
2. *"Logistics and Supply Chain Management"* – Raghuram G., PHI 2010

CDC14501	QUANTITATIVE APTITUDE AND LOGICAL REASONING–II	L	T	P	C
		2	0	0	2

PURPOSE/ OBJECTIVES

This module is designed to suit the need of the outgoing students and to acquaint them with frequently asked patterns in quantitative aptitude and logical reasoning. Mock interviews on one-on-one basis

QUANTITATIVE APTITUDE

Time and Distance
Height and Distance
Problems on Ages, Trains
Pipes and Cistern Boats and Streams
Probability

LOGICAL REASONING

Direction Sense test
Venn diagrams
Seating arrangements
Cause and effect
Blood relation test
Dice
Logical verbal puzzles

SEMESTER – VI

UBA14601	BUSINESS ETHICS	L	T	P	C
		3	2	0	4

COURSE RATIONALE

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

COURSE OBJECTIVES

After learning this subject, the student will be able

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

SYLLABUS

UNIT I

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

UNIT II

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

UNIT III

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

UNIT IV

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

UNIT V

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

TEXT BOOK

1. Sankaran S, Business Ethics & Values, Margham Publications, 2006.

REFERENCES

1. David J. Fritzsche, Business Ethics: "*A Global and Managerial Perspective*", McGraw-Hill, 2004.
2. William H Shaw, Business Ethics: "*A Textbook with Cases*", Cengage Learning, 2010.
3. Velasquez, Business Ethics: "*Concepts and Cases*", Prentice Hall of India, 2002.

UBA14602	STRATEGIC MANAGEMENT	L	T	P	C
		3	2	0	4

COURSE RATIONALE

Focuses on corporate and divisional policy formulation and implementation. The knowledge and techniques learned in earlier courses will be applied in an integrated fashion to the process of strategic decision making and organizational change. Among the topics considered in the course will be the relationships of organizations to their environments, the hierarchy of organizational objectives, structured as well as informal approaches to strategic planning, the integration of business functions, organizational structure, and policy implementation and evaluation. A significant aspect of the course is devoted to assessing the competitive dynamics of firms.

COURSE OBJECTIVES

1. To develop an understanding of the concepts, tools and techniques of corporate strategic management so as to enable them to develop analytical and conceptual skills and the ability to look at the totality of situations
2. To learn the role that various models developed by different thinkers to improve strategic thinking.
3. To familiarize with the different concepts and practices of the strategic decision making and analysis of external environment.

SYLLABUS

UNIT I - BACKGROUND AND BASICS

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

UNIT II -BASICS OF BUSINESS POLICY

Business Policy-Types, Basic concepts of policy3-Programs, procedures, budgets, Objectives, rules, tactics-Differences among policy, strategy, Program and tactics. Environmental Scans and Forecasts, Michael Porter's five forces-Opportunities and

Threats, Internal analysis-Strength and Weaknesses, SWOT & Competitive advantage

UNIT III - STRATEGIC MANAGEMENT

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

UNIT IV -STRATEGIC PLANNING & CHOICE

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

UNIT V -STRATEGIC IMPLEMENTATION, EVALUATION AND CONTROL

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

TEXT BOOK

1. Dr.S. Sankaran, Policy & Strategic Management, Margham Publications, 2010.

REFERENCES

1. Prasad L.M, "*Strategic Management*", Sultan Chand & Sons, 2008.
2. Azhar Kazmi, "*Strategic Management & Business Policy*", Tata McGraw Hill, 2008.

UBA14603	INDUSTRIAL LAW	L	T	P	C
		3	2	0	4

COURSE RATIONALE

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

COURSE OBJECTIVES

1. To impart basic knowledge of the Indian Industrial legislations.
2. To understand the maintenance of industrial harmony and ensuring healthy relationship among the workforce for achieving the organizational goals.
3. Provisions related to Industrial Disputes, Trade Union and Workmen Compensation.

SYLLABUS

UNIT I - FACTORIES ACT, 1948

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

UNIT II - THE PAYMENT OF WAGES ACT, 1936

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

UNIT III - THE INDUSTRIAL DISPUTES ACT, 1947

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

UNIT IV - TRADE UNION ACT 1926

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

UNIT V - WORK MEN COMPENSATION ACT 1923 –

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

TEXTBOOK

1. Dr Sreenivasan. M.R., Commercial and Industrial Law, Margham Publications, 2000.

REFERENCES

1. Kapoor N.D., *"Elements of Mercantile Law"*, Sultan Chand & Sons, 2006.
2. Tripathi P.C and C.B.Gupta, *"Industrial Relations and Labour Laws"*, Sultan Chand & Sons, 1990.

UBA14604	E-BUSINESS MANAGEMENT	L	T	P	C
		3	2	0	4

COURSE RATIONALE

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

COURSE OBJECTIVES

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

SYLLABUS

UNIT I

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

UNIT II

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

UNIT III

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

UNIT IV

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

UNIT V

The Internet and its basic concepts :- Internet concept, History, Development in India: Technological foundation of internet; Distributed computing; Client – server computing; internet protocol suite; Application of distributed computing; Client server computing; Internet protocol suite in the internet environment;

Domain Name System (DNS) ; Generic Top Level Domain (gTLD) : Country code Top Level Domain (ccTLD) – India : – Allocation of Second level domains; IP addresses, Internet protocol; – Applications of internet in business, Education, Governance, etc.

INTERNET LAB TEXT BOOK

1. Gary P. Schneider, E-Commerce – Strategy, Technology and Implementation- 2011 Course Technology-First India Edition 2012.

REFERENCES

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

UBA14605	INTERNSHIP AND PROJECT WORK	L	T	P	C
		4	0	0	4

COURSE RATIONALE

This course produces a practical exposure and help the students to get placed.

COURSE OBJECTIVES

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

INTERNSHIP AND PROJECT WORK

Each candidate has to undergo internship for not less than 30 days in any industry during the 5th Semester holidays and has to submit the report for the same in the 6th Semester.

GUIDELINES FOR PROJECT WORK

1. Candidate should submit the internship certificate to the supervisor.
2. Project can be in any field of specialization (HR, Finance, Systems, Marketing and related Management based topics)
3. The project report should be neatly presented in not less than 60 pages.
4. Paper size should be A4
5. 1.5 spacing should be used for typing the general text. The text should be 'justified' and typed in the font style (Font: Times New Roman, Font Size: 12pt for text, 14pt for sub-headings)
6. The candidate should submit the periodical report of the project to the supervisor.
7. TWO reviews would be conducted before the viva-voce.
8. Each candidate should submit 2 hard copies and one soft copy in CD to the Department. After the evaluation of the project report one hard copy would be returned to the candidate.

EVALUATION SCHEME

Internal -50 Marks

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

Total Marks - 100

Note: If a candidate fails to submit the Project report or fails to appear for the viva-voce examination then the candidate should submit or appear only in the next academic year Viva-voce Examination.

UBA14E16	SERVICE OPERATIONS MANAGEMENT	L	T	P	C
		2	2	0	3

COURSE RATIONALE

The purpose of learning this course on service operations management is to provide good exposure to manage the industries in the services sector from management point of view.

COURSE OBJECTIVES

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

SYLLABUS

UNIT I

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

UNIT II

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

UNIT III

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

UNIT IV

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

UNIT V

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

TEXT BOOK

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

REFERENCES

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

UBA14E17	INFORMATION SECURITY MANAGEMENT	L	T	P	C
		2	2	0	3

COURSE RATIONALE

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

COURSE OBJECTIVES

After studying this course learners will be able to:

1. Understand the need for security
2. Identify Legal, Ethical and Professional issues in Information security
3. Learn about risk management
4. Understand the Information security maintenance

SYLLABUS

UNIT I

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

UNIT II

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

UNIT III

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

UNIT IV

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

UNIT V

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

TEXT BOOK

1. Dr.MichealE.Whitman, Herbert J. Mattord,"Principles and Practices of Information Security" Cengage Learning Fourth Indian Reprint, 2010

REFERENCES

1. Michael T. Simpson, "*Ethical Hacking and Network Defense*", course technology, Language Learning, 2009
2. Rajneesh Agarwal, Bharat Bhushan Tiwari, "*Data communication and computer networks*", VIKAS Publishing House Pvt Ltd, 2009

UBA14E18	CUSTOMER RELATIONSHIP MANAGEMENT	L	T	P	C
		2	2	0	3

COURSE RATIONALE

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

COURSE OBJECTIVES

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

SYLLABUS

UNIT I - THE CONCEPT OF CUSTOMER RELATIONSHIP MANAGEMENT

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

UNIT II - CRM APPLICATIONS IN CONSUMER AND BUSINESS MARKETS

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

UNIT III - TECHNOLOGICAL TOOLS FOR CRM

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

UNIT IV - CRM IMPLEMENTATION

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

UNIT V OPERATIONAL ISSUES IN IMPLEMENTING CRM

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

TEXT BOOK

1. Shainesh G. and Jagdish N.Seth, CRM, McMillan, 2006.

REFERENCES

1. Jagdish N Sheth, Atul parvathiyar and G.Shainesh, "*CRM:Emerging concepts,Tools and applications*", Tata McGrawHill, 2001
2. Francis Buttle,"*CRM Concepts & Technologies*", Rout ledge, Second Edition, 2009.

UHR14601	HUMAN RIGHTS AND PROFESSIONAL ETHICS	L	T	P	C
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COUSRE OBJECTIVE

This course on professional ethics introduces the students to ethical practices around the world. It will help the students to understand and imbibe within them ethical values which are important in furthering one's professional life in their workplaces.

SYLLABUS**UNIT I**

Human values – Types - Morals – Ethics – Integrity – Work ethics – Service learning – Virtues – Respect for others – Honesty – Courage - Commitment – Empathy – Challenges in the workplace – Character – Spirituality – Corporate excellence

UNIT II

Variety of moral issues – Types of inquiry – Moral dilemmas – moral autonomy – Kohlberg's theory – Gilligan's theory – Consensus and Controversy – Models of professional roles – Theories about right action

UNIT III

Self interest – Customs and religion – Use of ethical theories – Valuing time – Cooperation Codes of ethics – Outlook on law – The challenger case study

UNIT IV

Safety and risk – Assessment – Responsibility and rights - Risk benefit analysis – reducing risk – The three mile island and Chernobyl case studies

UNIT V

Global issues – Multinational corporations – Environmental ethics – Computer ethics – Weapons development and ethics – Moral leadership

REFERENCES

1. Naagarazan. R.S., "*A textbook on Professional Ethics and Human values*", New Age International, New Delhi, 2006.
2. Mike Martin, "*Ethics in engineering*", McGraw Hill, New York, 1996.