

DEPARTMENT OF MANAGEMENT STUDIES

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Board of Studies in Management Studies

CURRICULUM & SYLLABUS (From I –VI Semesters)

*(For the candidates admitted from 2018-19 onwards
Based on Outcome Based Education)*

FOR

Bachelor of Business Administration
DEGREE PROGRAMME

UNIVERSITY VISION

To be a University of global dynamism with excellence in knowledge and innovation ensuring social responsibility for creating an egalitarian society.

UNIVERSITY MISSION

UM1 : Offering well balanced programmes with scholarly faculty and state-of-art facilities to impart high level of knowledge.

UM2 : Providing student-centred education and foster their growth in critical thinking, creativity, entrepreneurship, problem solving and collaborative work.

UM3 : Involving progressive and meaningful research with concern for sustainable development.

UM4 : Enabling the students to acquire the skills for global competencies.

UM5 :Inculcating Universal values, Self respect, Gender equality, Dignity and Ethics.

DEPARTMENT OF MANAGEMENT STUDIES

DEPARTMENT VISION

To be a department of international repute delivering excellence in management education and research with the aim of creating business leaders capable of solving problems of industry and society.

DEPARTMENT MISSION

DM1 : To impart education meeting global standards enabling students to become business leaders.

DM2 : To impart education enabling students to identify and solve problems of industry and society.

DM3 : To impart education enabling students to become entrepreneurs.

DM4 : To impart education enabling students to do research and be innovative.

DM5 : To impart education on values, ethics and protection of the environment.

DEPARTMENT OF MANAGEMENT STUDIES

VISION

To be a department of international repute delivering excellence in management education and research with the aim of creating business leaders capable of solving problems of industry and society.

MISSION

- To impart education meeting global standards enabling students to become business leaders.
- To impart education enabling students to identify and solve problems of industry and society.
- To impart education enabling students to become entrepreneurs.
- To impart education enabling students to do research and be innovative.
- To conduct world class research aimed at solving problems of industry and society.

PROGRAM EDUCATIONAL OBJECTIVES :

PEO1	Graduates will successfully apply management theory in their employment for solving problems of industry and society.
PEO2	Graduates will start and manage new ventures successfully.
PEO3	Graduates will pursue higher education
PEO4	Graduates will practice their profession with honesty and integrity.

Mapping of Mission (MS) with Program Educational Objectives (PEOs)

	PEO1	PEO2	PEO3	PEO4
MS1	3	2	3	1
MS2	3	2	3	1
MS3	1	3	1	1
MS4	3	2	3	1
MS5	3	2	3	1

1- Slightly

2 – Supportive

3-Highly related

PROGRAM OUTCOMES

Graduates of the BBA program should attain the following outcomes:

1. Knowledge of management theory to solve problems of industry and society.
2. Knowledge of the latest tools and technologies in their chosen area of specialization.
3. Understand the local and global business environment and formulate competitive strategies.
4. Communicate effectively with the stakeholders in industry and society.
5. Identify problems, collect relevant data, use appropriate techniques and tools to analyze the data and select the optimum solution. Use research based knowledge and research methods to solve problems.
6. Demonstrate leadership skills and manage projects by organizing tasks and delegating responsibility effectively. Function effectively as a leader and member of a team.
7. Apply ethical principles and social responsibility.
8. Demonstrate knowledge of and need for sustainable development.
9. Possess the ability to engage in lifelong learning.

Mapping of Program Educational Objectives (PEOs) with Program Outcomes (POs)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
PEO 1	3	3	3	3	3	3	3	3	3
PEO 2	3	3	3	3	3	3	3	3	3
PEO 3	3	3	1	3	3	2	2	2	3
PEO 4	1	1	2	1	1	2	3	2	1

1- Slightly

2 – Supportive

3 - Highly related

BACHELORS OF BUSINESS ADMINISTRATION (MBA)**REGULATION 2018****SEMESTER I**

Sl. No.	Category	Code No	COURSE TITLE	L	T	P	C
1	AECC-1	XGL101	Communication skills in English	2	0	1	3
2	CC- 1	XBA102	Principles of Management	4	1	0	5
3	CC -2	XBA103	Fundamentals of Economics	4	1	0	5
4.	CC- 3A	XBA104	Fundamentals of Computer - Theory	4	0	0	4
5	CC- 3B	XBA105	Fundamentals of Computer - Lab	0	0	4	2
6	UMAN-1	XUM106	Human Ethics, Values, Rights, and Gender Equality	3	0	0	0
				17	2	5	19

Total Credits -19

SEMESTER II

Sl. No.	Category	Code No	COURSE TITLE	L	T	P	C
1	AECC-2	XGL201	English for Effective Communication	2	0	0	2
2	AECC -3	XES202	Environmental science	2	0	0	2
3	LAN	XGL203A/ XGL203B	Vaniha Tamil / English for Employability	3	0	0	3
4.	CC – 4	XBA204	Business Statistics	4	1	0	5
5	CC – 5	XBA205	Organizational Behaviour	4	1	0	5
6	CC - 6	XBA206	Business Law for Managers	4	1	0	5
				19	3	0	22

Total Credits -22

SEMESTER III

Sl. No.	Category	Code No	COURSE TITLE	L	T	P	C
1	SEC – I	XBA301	Commercial Correspondence	3	1	0	4
2	CC – 7	XBA302	Fundamentals of Financial and Management Accounting	4	1	0	5
3	CC – 8	XBA303	Production and Operations Management	4	0	0	4
4.	CC – 9	XBA304	Marketing Management	4	0	0	4
5	GE – I	XBA305	Entrepreneurship Development	3	0	0	3
6	UMAN- II	XUM306	Disaster Management	3	0	0	0
				21	2	0	20

Total Credits -20

SEMESTER IV

Sl. No.	Category	Code No	COURSE TITLE	L	T	P	C
1	SEC – II	XBA401	Office Management	3	1	0	4
2	CC – 10	XBA402	Financial Management	4	1	0	5
3	CC – 11	XBA403	Human Resource Management	4	1	0	5
4.	DSE - I	XBA404A /XBA404B	Elective – I (Insurance Management / Customer Relationship Management)	3	0	0	3
5	GE - II	XBAOE3	Human Resource Management	3	0	0	3
6			Total	17	3	0	20
	Minor Course*		Introduction to MS Excel	0	0	0	1

Total Credits -20

SEMESTER V

Sl. No.	Category	Code No	COURSE TITLE	L	T	P	C
1	SEC – III	XBA501	Communication for Managers	3	1	0	4
2	CC – 12	XBA502	Business Research Techniques	4	1	0	5
3	CC – 13	XBA503	Business Organization & Environment	4	1	0	5
4.	CC – 14	XBA504	Entrepreneurship Development	4	1	0	5
5	DSE – II	XBA505A /XBA505B	Elective – II (Organizational Development / Retail Marketing)	3	0	0	3
6	GE – III	XBA506	Business Plan	3	0	0	3
			Total	21	4	0	25
	Minor Course*		Interpersonal Effectiveness	0	0	0	1

Total Credits -25

SEMESTER VI

Sl. No.	Category	Code No	COURSE TITLE	L	T	P	C
1	SEC – IV	XBA601	Employability and Corporate Skills	3	1	0	4
2	CC-15	XBA602	Business Plan	3	1	0	3
3	DSE – III	XBA603A /XBA603B	Elective – IV (Industrial Relations & LabourWelfare / Behavioural Finance)	3	0	0	3
4.	DSE - IV	XBA604A /XBA604B	Elective – I (Advertisement & Sales Promotion & Supply Chain Management)	3	0	0	3
5		XBA605	Business Research Project	0	0	12	6
6			Total	12	2	12	19
			NCC/NSS/SPORTS/RRC/YRC*	0	0	0	1
	Minor Course*		Life skills for Managers	0	0	0	1

Total Credits -19

Total Number of Credits for BBA Program = 125

SEMESTER I		
COURSE CODE	SUBJECT NAME	CREDITS
XGL101	Communication skills in English	3

COURSE CODE		XBA102	L	T	P	C
COURSE NAME		PRINCIPLES OF MANAGEMENT	4	1	0	5
PREREQUISITE:		Nil	L	T	P	H
C:P:A		3 : 0 : 0	4	1	0	5
COURSE OUTCOMES			Domain		Level	
CO1	<i>Understand</i> the functions, qualities and skills of a manager.		Cognitive		Understanding	
CO2	<i>Understand</i> the principles of planning and the concept of MBO.		Cognitive		Understanding Analysing	
CO3	<i>Understand</i> the concept of recent trends in organizing and principles of directing.		Cognitive		Understanding Analysing	
CO4	<i>Learn</i> the motivational theories, leadership styles and communication flow in an organization.		Cognitive		Understanding	
CO5	<i>Understand</i> the management control system and coordination.		Cognitive		Understanding	
UNIT I						12
Management – Various approaches to Management – Management in global environment – Functions – Qualities and Skill of a Manager – Levels of Management.						
UNIT II						12
Planning – Importance – Principles of Planning – Types – MBO - Forecasting – Decision making process.						
UNIT III						12
Organizing – Recent trends in organization – Organisation Charts – Centralisation & Decentralisation - Direction and principles of Direction.						
UNIT IV						13
Motivation - Theories of Motivation – Leadership styles – Communication - process, methods and barriers.						
UNIT V						11
Management Controlling system – Methods of Control – Span of Control –Need – Co-ordination – Techniques of coordination.						
LECTURE		TUTORIAL	PRACTICAL		TOTAL	
45		15	0		60	
TEXT BOOKS						
Dr.J.Jayasankar - Principles of Management, Margham Publications, Chennai						
REFERENCE BOOKS						
1. L.M. Prasad – Principles of Management, Sultan Chand & Sons.						
2. Tripathy and Reddy – Principles of Management,Tata McGraw Hill.						
3. Koontz and O’ Donnel – Essentials of Management, Tata McGraw Hill.						
4. T. Ramasamy – Management Principles, Himalaya Publishers.						
5. Peter F. Drucker – Essence of Management, Taylor and Francis Publishers.						

COURSE CODE		XBA103	L	T	P	C
COURSE NAME		FUNDAMENTALS OF ECONOMICS	4	1	0	5
PREREQUISITE:		Nil	L	T	P	H
C:P:A		3 : 0 : 0	4	1	0	5
COURSE OUTCOMES			Domain		Level	
CO1	<i>Understand</i> the nature, scope and objectives of a firm.		Cognitive		Understanding	
CO2	<i>Understand</i> the Law of Demand, Types of demand, demand forecasting and production function.		Cognitive		Understanding Analysing	
CO3	<i>Learn</i> the cost - output relationships and concept of pricing.		Cognitive		Understanding Analysing	
CO4	<i>Learn</i> the market classification and price determination.		Cognitive		Understanding	
CO5	<i>Understand</i> the estimation of national income and trade cycle.		Cognitive		Understanding	
UNIT I						12
Managerial Economics – Nature and scope - Objectives of the firm - Theory of Consumer Behavior - Indifference curve analysis						
UNIT II						12
Law of demand - Types of demand - Elasticity of demand – Demand forecasting -Production and cost analysis - Factors of production - Production function - Law of variable proportion - Law of return to scale..						
UNIT III						12
Cost concepts - Cost output relationships - Short run and long run – Supply analysis - Pricing - Objectives - Factors of pricing – Types of pricing – Price discrimination.						
UNIT IV						12
Market classification – Price determination - Perfect competition - Monopoly - Monopolistic competition - Duopoly – Oligopoly						
UNIT V						12
Trade cycle – Phases or stages of a Trade cycle – National Income –Estimation of National Income – Real and Money income.						
LECTURE		TUTORIAL		PRACTICAL		TOTAL
45		15		0		60
TEXT BOOKS						
S. Sankaran - Business Economics – Margham publications, Chennai, 2014						
REFERENCES						
1. R.Cauvery, U.K. Sudhanayak, M. Girija, R. Meenakshi–Managerial Economics, S.Chand& Sons.						
2. Gupta G.S – Managerial Economics, Tata McGraw Hill.						
3. R.L. Varshney& K.L. Maheshwari – Managerial Economics, Sultan Chand & Sons.						
4. R. K. Lekhi – Managerial Economics Kalyani Publisher.						

COURSE CODE		XBA104	L	T	P	C
COURSE NAME		Fundamentals of Computer - Theory	4	0	0	4
PREREQUISITE:		Nil	L	T	P	H
C:P:A		4 : 0 : 0	4	0	0	4
COURSE OUTCOMES			Domain			
CO1	<i>Understand</i> the concept of Computer technology.		Understanding			
CO2	<i>Understand</i> Data Base structure.		Understanding			
CO3	Understand Network Design.		Understanding			
CO4	Understand the Documentation work		Understanding			
CO5	Learn the concept of New trends of computer in business		Understanding			
UNIT I: INTRODUCTION TO COMPUTER						12
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 : DATA BASE						12
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: NETWORK DESIGN						12
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 : DOCUMENT WORK						12
MS-Office : (a) MS-Word (b) MS-Excel (c) MS-Power Point (d) MS-Access						
UNIT V : NEW TRENDS						12
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						
LECTURE		TUTORIAL		PRACTICAL		TOTAL
60		0		0		60
TEXT BOOKS						
1. Sinha & Sinha Priti P.K., Computer Fundamentals, BPB Publications, 2007.						
REFERENCE BOOKS						
1. Vishnu P. Singh, “ <i>Ms Office 2007</i> ”, BPB Publications, 2007.						
2. Ananthi Sheshasaayee, G.Sheshasaayee, “ <i>Computer Applications in Business & Management</i> ”, Margham publishers, 2004						

COURSE CODE		XBA105	L	T	P	C
COURSE NAME		Fundamentals of Computer -Lab	0	0	2	2
PREREQUISITE:		Nil	L	T	P	H
C:P:A		0 : 4 : 0	0	0	4	4
COURSE OUTCOMES			COURSE OUTCOMES			
CO1	<i>Understand</i> the concept of Computer technology.		Applying			
CO2	<i>Identify</i> Data Base structure.		Applying			
CO3	<i>Organize</i> the Presentation work		Applying			
CO4	<i>Organize</i> the Documentation work		Applying			
CO5	<i>Practice</i> the Internet and e-mail		Applying			
UNIT I: COMPUTER ORGANISATION AND ARCHITECTURE						08
Introduction to Computer Systems – Hardware and Software Components (Monitor, CPU, Keyboard, RAM, ROM, hard disk drive, motherboard, video card, main memory unit, cache memory-Inside a computer, SMPS, Motherboard, Ports and Interfaces, expansion cards, ribbon cables, memory chips, processors, Input and output devices (with connections and practical demo), keyboard, mouse, joystick, scanner, web camera, monitor, printer, plotter						
UNIT II : DATA BASE						05
Basic Applications of Computer Systems – Creating, Saving and Retrieving of Documents, Alignments, Formatting and review of documents						
UNIT III: PRESENTATION WORK						06
Introduction and practice of Ms-Office package (Ms-Word, Ms- Excel, and Ms- Power point & Ms-Access).MS-Word , MS- Power Point						
UNIT IV : DOCUMENT MANAGEMENT SYSTEM						06
Usage of MS- Office, MS-Excel and MS Access for storing the documentation.						
UNIT V : NEW TRENDS						05
Introduction & Practice of Internet and e-mail- Designing of Posters and Banners using open soft wares, Multimedia Applications- e-Library, Google Search						
LECTURE		TUTORIAL	PRACTICAL		TOTAL	
0		0	30		30	
TEXT BOOKS						
1. A. Goel, Computer Fundamentals, Pearson Education, 2010.						
2. P. Aksoy, L. DeNardis, Introduction to Information Technology, Cengage Learning, 2006						
3. P. K.Sinha, P. Sinha, Fundamentals of Computers, BPB Publishers, 2007						
REFERENCE BOOKS						
https://www.bitfarm-archiv.com/document-management/dms-howitworks.html						
https://www.documentworks.net/						

SEMESTER I		
COURSE CODE	SUBJECT NAME	CREDITS
XUM106	Human Ethics, Values, Rights, and Gender Equality (Common to All)	0

SEMESTER II		
COURSE CODE	SUBJECT NAME	CREDITS
XGL201	English for Effective Communication	2
XES202	Environmental science	2
XGL203A/ XGL203B	Vaniha Tamil / English for Employability	3

COURSE CODE		XBA204	L	T	P	C
COURSE NAME		BUSINESS STATISTICS	4	1	0	5
PREREQUISITE:		SOME BASIC KNOWLEDGE OF STATISTICS IS REQUIRED	L	T	P	H
C:P:A		3.5:0.5:0.5	4	1	0	5
COURSE OUTCOMES			Domain		Level	
CO1	Explain the statistical data in the form of table, diagram and graph.		Cognitive		Applying	
CO2	Find the measures of central tendency and measures of dispersion and skewness for the given data.		Cognitive		Understanding Applying	
CO3	Evaluate correlation coefficient using Karl Pearson's and find the regression line for the given data.		Cognitive		Understanding Applying	
CO4	Solve the problem in the time series using the method of seasonal variation and find the interpolation using Newtons and Lagranges method.		Cognitive Psychomot or		Applying Imitation	
CO5	Find the index number using aggregative, relative and cost of living index number method. Define the sampling technique and Apply the concept of test of significance for t, f and chi-square.		Cognitive Affective		Remembering Applying Receiving	
UNIT I						15
Introduction - Classification and tabulation of statistical data - Diagrammatic and graphical representation of data.						
UNIT II						15
Measures of Central tendency - Mean, Median and Mode - Dispersion, Range, Quartile deviation, Mean Deviation, Standard Deviation - Measures of Skewness.						
UNIT III						15
Correlation - Karl Pearson's co-efficient of correlation - Spearman's Rank Correlation regression lines and Co-efficient.						
UNIT IV						15
Time series Analysis - Trend - Seasonal variations - Interpolation - Newtons and Lagranges method of estimation.						
UNIT V						15
Index numbers - aggregative and relative index - chain and fixed index - Wholesale index - Cost of living index - Sampling Techniques - types of sample and sampling procedure - tests of significance - Normal, t, F, chi-square - Simple Problems.						
LECTURE		TUTORIAL		PRACTICAL		TOTAL
45		30		0		75
TEXT BOOKS						
1. Statistical methods - S.P. Gupta - S. Chand & Co., New Delhi.						
REFERENCES						
1. The Fundamentals of Statistics - Elhance. Elhance publication.						
2. Business Mathematics and Statistics - Dr. P. R. Vittal - Margham Publications, Chennai.						
E REFERENCES						
www.nptel.ac.in						
1. Advanced Engineering Mathematics Prof. Somesh Kumar						
2. Department of Mathematics, Indian Institute of Technology, Kharagpur.						

COURSE CODE		XBA205	L	T	P	C
COURSE NAME		ORGANIZATIONAL BEHAVIOUR	4	1	0	5
PREREQUISITE		NIL	L	T	P	H
C:P:A		3:0:0	4	1	0	5
COURSE OUTCOMES			Domain		Level	
CO1	<i>Understand</i> the challenges and opportunities for OB and OB Model		Cognitive		Understanding	
CO2	<i>Understand</i> the concept of Personality, Attitude, Value and Perception		Cognitive		Understanding	
CO3	<i>Understand</i> the styles and theories of leadership and motivation		Cognitive		Understanding	
CO4	<i>Understand</i> the group formation, team building and communication		Cognitive		Understanding	
CO5	<i>Understand</i> the concept of managing changes and dealing with resistance to change		Cognitive		Understanding	
UNIT I INTRODUCTION TO ORGANIZATIONAL BEHAVIOUR						15
Definition of Organizational Behavior - Disciplines contributing to the OB Field: Psychology, Social Psychology, Sociology, Anthropology - Challenges and Opportunities for OB: Managing Workforce Diversity, Improving Quality and Productivity, Outsourcing - Developing of OB Model - Contingency OB Model						
UNIT II THE INDIVIDUAL BEHAVIOUR						15
Personality – types – Factors influencing personality – Theories; Attitudes – Characteristics – Components – Formation – Measurement – Theories; Values; Perceptions – Importance - Factors influencing perception - Interpersonal perception.						
UNIT III LEADERSHIP AND MOTIVATION						15
Leadership concept - characteristics - leadership theories - leadership styles managerial grid - leadership continuum - leadership effectiveness. Motivation - concept and importance - motivators - financial and Non-financial - theories of motivation.						
UNIT IV GROUP BEHAVIOUR						15
Defining and Classifying Groups - Stages of Group Development – Group Decision making - Groups and Teams - Types of Teams - Creating Effective Teams; Function of Communication-Communication Process - Direction of Communication - Barriers to effective Communication						
UNIT V MANAGEMENT OF CHANGE						15
Meaning - importance - resistance to change - causes - dealing with resistance to change - concepts of social change and organizational causes - factors contributing to organizational change - introducing change in large organizations - change agents - organizational development - meaning and process.						
LECTURE		TUTORIAL		PRACTICAL		TOTAL
60		15		0		75
TEXT BOOKS						
S.S.Khanka, Organizational Behaviour (Text and Cases), S. Chand & Company (P) Ltd.,						
REFERENCES						
1. Fred Luthans, Organizational Behaviour, 11th edition, Mc Graw Hill International Edition, 2008.						
2. Hughes, Ginnet, Curphy, Leadership, 6th edition, Tata Mc Graw Hill publishing Company, 2008						
3. Gregory Moorehead and R.W. Griffin, Managing People and Organizations, Jaico, 1994.						
4. Judith R. Gordon, A Diagnostic Approach to Organizational Behaviour, Allyn & Bacon, 1993.						
5. Harold Koontz, Heinz Weihrich, Essentials of Management 5th Edition Tata Mc Graw Hill publishing Company.						

COURSE CODE		XBA206	L	T	P	C
COURSE NAME		BUSINESS LAW FOR MANAGERS	4	1	0	5
PREREQUISITE:		Nil	L	T	P	H
C:P:A		3 : 0 : 0	4	1	0	5
COURSE OUTCOMES			Domain		Level	
CO1	<i>Explain</i> essentials of Contract, performance and breach of Contract under Indian Contract Act 1872		Cognitive		Understanding	
CO2	<i>Interpret</i> necessary formalities of contract of sale and rights of unpaid seller under the Sale of Goods Act 1930.		Cognitive		Understanding Analysing	
CO3	<i>Illustrate</i> the objectives of Consumer Protection Act and jurisdiction of Consumer Protection Councils		Cognitive		Understanding	
CO4	Explain the essentials of partnership, rights and duties of partners under Partnership Act 1932.		Cognitive		Understanding	
CO5	Summarize the effects of dishonor of negotiable instruments under Negotiable Instruments Act 1881.		Cognitive		Understanding	
UNIT I: THE INDIAN CONTRACT ACT, 1872						15
Nature of contract – Definition – essentials for valid contract – Consideration – Performance of contracts - Discharge of contracts- Remedies for breach of contract – Quasi contracts						
UNIT II: THE SALE OF GOODS ACT, 1930						15
Formation of the contract of sale– Conditions and Warranties-Transfer of ownership and delivery of goods- Unpaid seller and his rights						
UNIT III: CONSUMER PROTECTION ACT, 1986						15
Objectives, Consumer, goods, service, defect in goods, deficiency in service, unfair trade practice, restrictive trade practice. Consumer Protection Councils at the Central, State and District Levels – Objectives & jurisdiction						
UNIT IV: THE INDIAN PARTNERSHIP ACT, 1932						15
Nature of Partnership-Rights and duties of partners-Registration and dissolution of a firm						
UNIT V: NEGOTIABLE INSTRUMENTS ACT,1881						15
Definition-Acceptance and negotiation- Rights and liabilities of Parties-Dishonour of negotiable Instrument-Relationship between Bankers and Customers						
LECTURE		TUTORIAL	PRACTICAL		TOTAL	
60		15	0		75	
TEXT BOOKS						
Kapoor N.D., “Elements of Mercantile Law”, Sultan Chand & Sons, New Delhi, 2014						
REFERENCES						
1. Desai T.R, “Indian Contract Act, Sale of Goods Act and Partnership Act”, S.C. Sarkar & Sons Pvt. Ltd., Kolkata, 1968						
2. Khergamwala J.S, “The Negotiable Instruments Act”, N.M.Tripathi Pvt. Ltd, Mumbai, 1975						
3. Avtar Singh, “Principles of Mercantile Law”, Eastern Book Company, Lucknow, 2011						

COURSE CODE		XBA301	L	T	P	C
COURSE NAME		COMMERCIAL CORRESPONDENCE	3	1	0	4
PREREQUISITE:		Nil	L	T	P	H
C:P:A		3 : 1 : 0	3	1	0	4
COURSE OUTCOMES			Domain		Level	
CO1	<i>Summarize</i> the process and barriers to Communication		Cognitive		Understanding	
CO2	<i>Classify</i> the structure and different kinds of business letters		Cognitive		Understanding	
CO3	<i>Write</i> circulars, adjustments and complaint letters in the appropriate format.		Cognitive		Understanding	
CO4	<i>Explain</i> the importance of sales and collection letter with sample		Cognitive		Understanding	
CO5	<i>Summarize</i> the different context in banking correspondence.		Cognitive		Understanding	
UNIT I Introduction to business communication						12
Communication – Meaning – Definition – Process– Principles of effective communication - Importance – Barriers of communication – Measures to Overcome the Barriers.						
UNIT II Business letters I						12
Structure of a business letter – Kinds of Business Letters — Letter of Enquiry – Quotations – Offers – Order letters – Trade Reference - Execution of order – Cancellation of an order.						
UNIT III Business letters II						12
Complaint letters – Adjustment and Settlements – Circular letters.						
UNIT IV Collection & Sales Letter						12
Collection letters – Series Of Collection Letter – Sales letters – Three P’s of Sales Letters – Functions of Sales Letters.						
UNIT V Banking Correspondence						12
Banking letters – Importance – Principles – Functions of bank – Asking for Overdraft and Loans – Correspondence with Head office and Other Banks - Status enquiries – Replies and their types – Bank references - Job Applications .						
LECTURE		TUTORIAL	PRACTICAL		TOTAL	
45		15	0		60	
TEXT BOOKS						
1. Commercial Correspondence and Office management – R.S.N.Pillai and Baghavathi 2. Modern Business Correspondence and Minutes writing – J.C. Bahi and S.M. Nagamia 3. Essentials of Business communication – Rajendrapal anf J.S.Korlahali 4. Business correspondence and Report writing – R.C. Sharma , Krishna mohan						
REFERENCES						
1. Modern Business Letter – L. Gartside 2. Communication – C.S. Rayudu 3. Communication Skills – Dr. Nageshwar Rao and Dr. Rajendra P. Das						

COURSE CODE	XBA302	L	T	P	C
COURSE NAME	Fundamentals of Financial and Management Accounting	4	1	0	5
PREREQUISITE:	Nil	L	T	P	H
C:P:A	4 : 1 : 0	4	1	0	5
COURSE OUTCOMES		Domain		Level	
CO1	<i>Explain</i> the fundamentals and principles of accounting.	Cognitive		Understanding	
CO2	<i>Outline</i> the accounting transaction analysis.	Cognitive		Understanding	
CO3	<i>Build</i> the Bank Reconciliation Statement and subsidiary books.	Cognitive		Applying	
CO4	<i>Construction</i> of Balance Sheets	Cognitive		Applying	
CO5	<i>Explain</i> the Double Entry System	Cognitive		Understanding	
UNIT I- INTRODUCTION TO FINANCIAL ACCOUNTING					15
Introduction – Meaning and Definition – Objectives of Accounting – Functions of Accounting – Users of Accounting Information – Limitations of Accounting – Accounting Principles – Accounting Concepts and Accounting Conventions. Accounting Standards –List of Indian Accounting Standards. Meaning – Process of Accounting – Kinds of Accounts – Rules - Transaction Analysis – Journal – Ledger – Balancing of Accounts – Trial Balance – Problems.					
UNIT II- SUBSIDIARY BOOKS					15
Meaning – Significance – Types of Subsidiary Books – Purchases Book – Sales Book – Purchase Returns Book – Sales Return Book – Bills Receivable Book – Bills Payable Book – Cash Book (Simple Cash Book, Double Column Cash Book, Three Column Cash Book and Petty Cash Book) and Journal proper. Bank Reconciliation Statement – Preparation of Bank Reconciliation Statement. Preparation of Profit& Loss Account and Balance Sheet (Vertical form).					
UNIT III- MANAGEMENT ACCOUNTING					15
Objectives – Functions of Management Accounting –Nature and Scope of Management Accounting, Financial statement analysis- Comparative Statements – Common Size Statements – Ratio Analysis – Fund Flow Statement – Cash Flow Analysis – Uses and Construction					
UNIT IV- MARGINAL COSTING AND BUDGET					15
Objectives and Limitations – Cost Volume Profit (CVP) Analysis Break Even Analysis – Margin of Safety, Preparation of Sales, Production, Material, Cash,					
UNIT V- BUDGET AND VARIANCE ANALYSIS					15
Master Budgets and Flexible Budgets. Concept and Importance of Variance- Types – Direct variance analysis only– Material Variance – Labor Variance – Simple Problems					
LECTURE	TUTORIAL	PRACTICAL		TOTAL	
60	15	0		75	
TEXT BOOKS					
1.Reddy T.S and Murthy A,Financial Accounting, Margham Publications P Ld.Chennai,2015 2.T.S.Reddy and Y.Reddy, Management Accounting , Margham Publications					
REFERENCES					
1. Jawaharlal &Seema Srivastava: Financial Accounting, HPH 2. R.G Saha, Fundamentals of Accounting, HPH 3. Dr. S.N. Maheswari, Financial Accounting, HPH 4. Dr. Venkataraman R. & others, Fundamentals of Accounting, VBH 5. S Jayapandian: Financial Accounting from Zero, 6. Grewal and Gupta, Advanced Accounting, Sultan Chand. 7. S. P Jain and K. L. Narang ; Financial Accounting, Kalyani Publishers.					
E-REFERENCES					
https://www.youtube.com/user/vedbangia/featured					

COURSE CODE		XBA303	L	T	P	C
COURSE NAME		PRODUCTION AND OPERATIONS MANAGEMENT	4	0	0	4
PREREQUISITE:		NIL	L	T	P	H
C:P:A		3:0:0	4	0	0	4
COURSE OUTCOMES			Domain		Level	
CO1	<i>Explain & Describe</i> the scope and significance of production		Cognitive		Understanding	
CO2	<i>Summarize & Identify</i> the work study and time study		Cognitive		Understanding	
CO3	<i>Understand</i> the production planning and control		Cognitive		Understanding	
CO4	<i>Understand</i> the quality control measures		Cognitive		Understanding	
CO5	<i>Explain, Identify & Make Use</i> the concept of Just in Time.		Cognitive		Understanding	
UNIT I INTRODUCTION TO PRODUCTION SYSTEM						12
Production Management– Scope and Significance –Production System – Functions and Types – Factors influencing Plant Location – Plant Layout and its kinds.						
UNIT II WORK STUDY AND TIME STUDY						12
Work Study - Time Study - Motion Study – Work Measurement – Principles and factors - Maintenance of Plant – Types.						
UNIT III PRODUCTION PLANNING AND CONTROL						12
Definition – Objectives and Importance – Elements of Production Planning – Routing and Scheduling.						
UNIT IV QUALITY CONTROL AND INSPECTION						12
Quality Control and Inspection – Objectives and Significance – SQC – AGMARK, ISI and ISO – Certification Marks.						
UNIT V MATERIAL MANAGEMENT						12
Material Management – Objectives and importance – Purchasing – Procedure – Store Keeping – Objectives – Functions – Types - JIT.						
LECTURE		TUTORIAL	PRACTICAL		TOTAL	
60		0	0		60	
TEXT BOOKS						
5. P.Saravanavel and S.Sumathi, Production and Material Management, Margham Publications, Chennai.						
REFERENCES						
4. Production and Operations Management – K.ASWATHAPPA, Himalaya Publishing House						

COURSE CODE		XBA304	L	T	P	C
COURSE NAME		MARKETING MANAGEMENT	4	0	0	4
PREREQUISITE:		Nil	L	T	P	H
C:P:A		3 : 0 : 3	4	0	0	4
COURSE OUTCOMES			Domain		Level	
CO1	<i>Explain</i> the importance of market and marketing in an organization.		Cognitive		Understanding	
CO2	<i>Infer</i> the dimensions of market segmentation; consumer behavior.		Cognitive		Understanding	
CO3	<i>Explain</i> the product planning and pricing methods.		Cognitive		Understanding	
CO4	<i>Show</i> the importance & functions of marketing channels.		Cognitive		Understanding	
CO5	<i>State</i> the significance of promotion mix.		Cognitive		Understanding	
UNIT I: MARKET AND MARKETING						12
Distinction between marketing and selling - Types of market – Concepts – Functions - Marketing management – Objectives – Importance - Marketing Environment - Marketing Information System.						
UNIT II : MARKET SEGMENTATION						12
Criteria of effective segmentation – Benefits – Bases for market segmentation - Factors influencing consumer behavior – Buyer motives – Buying process.						
UNIT III:MARKETING MIX						12
Product planning and development – Product mix decisions – New product development – Product life cycle and strategies - Pricing – Meaning – Influencing factors – Objectives – Pricing methods.						
UNIT IV :MARKETING CHANNEL						12
Marketing channels -Need and importance – Classification – Types of Intermediaries – Wholesalers – Functions – Retailers – Functions - Physical distribution – Elements of physical distribution (logistics)						
UNIT V : PROMOTION MIX						12
Promotion mix - Personal selling –Process - Advertising – Objectives – Types - Sales promotion – Objectives – Sales promotion methods, publicity and public relations.						
LECTURE		TUTORIAL		PRACTICAL		TOTAL
60		0		60		0
TEXT BOOKS						
6. Dr.J.Jayasankar. Marketing 3 rd Edition Reprint2016 Margham Publications.						
REFERENCES						
5. Ramaswamy and Namakumari, Marketing Management, 5th Edition Revised McGraw Hill Education(India) Pvt. Ltd						
6. Philip Kotler, Marketing Management, 14th edition, Pearson.						

SEMESTER I		
COURSE CODE	SUBJECT NAME	CREDITS
XBA305	Entrepreneurship Development (OE – I)	3
XUM306	Disaster Management (Common to All)	0

COURSE CODE		XBA401	L	T	P	C
COURSE NAME		OFFICE MANAGEMENT	3	1	0	4
PREREQUISITE:		Nil	L	T	P	H
C:P:A		3 : 0 : 0	3	1	0	4
COURSE OUTCOMES			Domain		Level	
CO1	Define the qualities and functions of an Office Manager		Cognitive		Remembering	
CO2	List out the objectives of office environment		Cognitive		Remembering	
CO3	Summarize the types of filing and its advantages		Cognitive		Understanding	
CO4	Explain the importance of Indexing with its advantages		Cognitive		Understanding	
CO5	Outline the factors and components of MIS		Cognitive		Understanding	
UNIT I						12
Office – Meaning and Importance – Functions of Office – Office Manager – Qualities of a Manager – Functions of an Office Manager.						
UNIT II						12
Office Environment : Office layout – Objectives – Open office and Private office – Advantages and Disadvantages – Physical Conditions of the Office						
UNIT III						12
Mail Handling – Centralised and Decentralised Mail Handling –Filing – Advantages – Objectives - Types of Filing.						
UNIT IV						12
Indexing – Meaning – Types of index – Advantages and Disadvantages – Office forms - Meaning – Types of forms – Objectives and its Advantages.						
UNIT V						12
Office Appliances – Meaning – Importance – Factors in Selecting Office Machines – Modern devices – MIS – Components of MIS.						
LECTURE		TUTORIAL	PRACTICAL		TOTAL	
45		15	0		60	
TEXT BOOKS						
1. Commercial correspondence and Office management – R.S.N.Pillai and Baghavathi						
2. Office Management – R.K. Chopra						
3. Office Management – Prasanta K. Ghosh						
REFERENCES						
1. Office Organisation and Management – S. P. Arora						
2. Business Communication (Text, cases and Laboratory Manual) – C.S.C. Krishnamacharyulu And Lalitha Ramakrishnan.						

COURSE CODE	XBA402	L	T	P	C
COURSE NAME	FINANCIAL MANAGEMENT	4	1	0	5
PREREQUISITE	NIL	L	T	P	H
C:P:A	4: 1:0	4	1	0	5
COURSE OUTCOMES		Domain		Level	
CO1	<i>Explain& Describe</i> the importance of Financial Management <i>Summarize</i> Sources of Finance .	Cognitive		Understanding	
CO2	<i>Summarize & Identify</i> The cost of capital <i>Compute</i> The cost of Equity and Cost of Preference Shares.	Cognitive		Applying	
CO3	<i>Explain& Describe</i> the significance of Leverages and <i>summarize</i> The dividend theories and policies	Cognitive		Applying	
CO4	<i>Explain& Describe</i> Meaning and scope of Capital Structure and approaches	Cognitive		Understanding	
CO5	<i>State</i> the significance and Importance of Capital Budgeting <i>Summarize</i> the – Appraisal methods	Cognitive		Applying	
UNIT I Financial Management					15
Meaning and Scope - Finance Functions – Profit Maximization and Wealth Maximization – Sources of Finance - Short term sources – Long term sources (Shares - debentures, preferred stock – debt.)					
UNIT II Cost of Capital					15
Concept, Importance – Classification – Calculation of Cost of Debt – Cost of Equity -- Cost of Preference Shares – Weighted Average cost of capital					
UNIT III Leverages					15
Meaning and Significance – Types: Operating Leverage, Financial Leverage and Combined Leverage – significance of Operating Leverages, Financial Leverages and Combined Leverage—Simple Problems					
UNIT IV Capital Structure Planning					15
Meaning and Scope – Features of Capital Structure – factors determining Capital structure – technique of planning the capital structure-- Indifference Point – Introduction to all Approaches: –Net Income Approach– Net Operating Income approach					
UNIT V Capital Budgeting (Investment Decisions)					15
Concept ,Objectives and Importance - Types–Factors influencing capital budgeting decisions -- Appraisal Methods: Non Discounted Cash Flow Method– Discounted Cash Flow Method - NPV Method- Present value index - Pay Back Method—ARR Method					
LECTURE		TUTORIAL		PRACTICAL	
60		15		0	
TEXT BOOKS					
1. Dr.A.Murthy, Financial Management, Margham Publications					
REFERENCES					
1. I.M. Pandey, Financial Management, Vikash Publishing House Pvt. Ltd.					
2. Prasanna Chandra, Fundamentals of Financial Management, Tata McGraw Hills.					
3. M.Y.Khan&P.K. Jain, Theory and Problems in Financial Management, Tata McGraw Hills.					
4. R.K. Sharma, Shashi and K.Gupta, Financial Management, Kalyani publication					

COURSE CODE		XBA403	L	T	P	C
COURSE NAME		HUMAN RESOURCE MANAGEMENT	4	1	0	5
PREREQUISITE		NIL	L	T	P	H
C:P:A		4:1:0	4	1	0	5
COURSE OUTCOMES			Domain		Domain	
CO1	<i>Explain & Describe</i> the managerial and operative functions		Cognitive	Understanding		
CO2	<i>Summarize & Identify</i> the Job Analysis and Job Evaluation		Cognitive	Understanding		
CO3	<i>Outline</i> the steps involved in Human Resource Planning		Cognitive	Understanding		
CO4	<i>List</i> the different sources of recruitment and <i>Explain</i> the selection process		Cognitive	Remembering, Understanding		
CO5	<i>Explain</i> the concept, importance, methods of training and performance appraisal system.		Cognitive	Understanding		
UNIT I - INTRODUCTION TO HRM						12
Human Resource - Definition – Characteristics and Objectives – Difference between Personnel Management & Human Resource Management - Principles of HRM– Functions of HRM – Managerial and Operative Functions.						
UNIT II -JOB ANALYSIS AND EVALUATION						12
Job Analysis - Meaning - Skills and Capabilities required - Advantages of Job Analysis - Job Description - Specimen of Job Description Statement - Job Specification - Specimen of Job Specification Statement - Job Evaluation - Objectives - Methods of Job Evaluation - Advantages and Limitations.						
UNIT III – HUMAN RESOURCE PLANNING						12
Meaning - Definition - Importance - Objectives - Factors influencing Human Resource Planning - Limitations - Steps involved in Human Resource Planning						
UNIT IV -RECRUITMENT & SELECTION						12
Recruitment - Meaning - Definition - Sources of Recruitment - Selection - Steps involved in selection - Specimen of Application Blank - Preliminary Interview - Test - Types of Tests - Interview - Types of Interview						
UNIT V-TRAINING & PERFORMANCE APPRAISAL						12
Training - Meaning - Need for Training - Importance of Training - Process of Training - Methods of Training - Merits and Demerits - Performance Appraisal - Meaning - Features - Advantages - Methods of performance appraisal - Steps to make performance appraisal effective.						
LECTURE		TUTORIAL	PRACTICAL		TOTAL	
45		15	0		60	
TEXT BOOKS						
1. Dr.J.Jayasankar, Human Resources Management, Margham Publications, Chennai.						
REFERENCES						
1. C.B.Gupta , Human Resource management Sultan Chand & Sons, New Delhi						

COURSE CODE		XBA404A	L	T	P	C
COURSE NAME		INSURANCE MANAGEMENT	3	0	0	3
PREREQUISITE:		NIL	L	T	P	H
C:P:A		3:0:0	3	0	0	3
COURSE OUTCOMES			Domain		Domain	
CO1	Understand the concept of Insurance		Cognitive		Understanding	
CO2	Understand the concept of Life Insurance		Cognitive		Understanding	
CO3	<i>Understand</i> the concept of Marine Insurance		Cognitive		Understanding	
CO4	<i>Understand</i> the concept of Fire Insurance		Cognitive		Understanding	
CO5	<i>Understand</i> the concept of Motor insurance		Cognitive		Understanding	
UNIT - I: INTRODUCTION						12
Concept of Insurance – nature – role and importance of insurance management – principles and functions – role of an insurance company manager.						
UNIT II - LIFE INSURANCE						12
Nature of Life Insurance – classification of policies – selection of risk – measurement of risk–surrender value – valuation and surplus – management of LIC of India.						
UNIT III – MARINE INSURANCE						12
Nature of Marine Insurance contracts – classification of policies – policy conditions – premium calculations – marine losses – payment claims – management of marine insurance – role of manager in marine insurance business – recent trends in marine insurance business.						
UNIT IV - FIRE INSURANCE						12
Nature and uses of Fire Insurance – Fire insurance contract – kinds of policies – policy conditions – rate fixation in fire insurance –Payment of claim – management of fire insurance– role of a manager in fire insurance – Recent trends in fire insurance business.						
UNIT V- MOTOR INSUARNC E						12
Motor Insurance – Burglary Insurance – Personal Accident Insurance – Rural Insurance in India – role of a manager of these insurance – Privatisation of Insurance Industry and its impacts.						
LECTURE		TUTORIAL		PRACTICAL		TOTAL
45		0		0		45
TEXT BOOKS						
1. Insurance- Principles and Practice – M.N.Mishra						
REFERENCES						
1. Georges Dionne- Handbook of Insurance 2 nd Edition-Springer Science & Media -2013						
2. Kaninika Mishra-Fundamentals of Life Insurance: Theories and Application-PHI Learning Pvt Ltd-2010						
3. Anand Ganguly- Insurance management-New ge International Publisher-2002						

COURSE CODE	XBA404B		L	T	P	C
COURSE NAME	CUSTOMER RELATIONSHIP MANAGEMENT		3	0	0	3
PREREQUISITE:	NIL		L	T	P	H
C:P:A	3:0:0		3	0	0	3
COURSE OUTCOMES			Domain		Domain	
CO1	Understand the concept of Relationship Marketing		Cognitive		Understanding	
CO2	Understand the evolution of CRM		Cognitive		Understanding	
CO3	Understand CRM in India		Cognitive		Understanding	
CO4	Understand the sales force management		Cognitive		Understanding	
CO5	Understand the database marketing		Cognitive		Understanding	
UNIT I - INTRODUCTION						07
Overview of Relationship marketing – Basis of building relationship – Types of relationship marketing – customer life cycle						
UNIT II -EVOLUTION OF CRM						08
CRM – Overview and evolution of CRM – CRM and Relationship marketing – CRM strategy – importance of customer divisibility in CRM						
UNIT III – CRM IN INDIA						10
Sales Force Automation – contact management – concept – Enterprise Marketing Management – core beliefs – CRM in India						
UNIT IV -VALUE CHAIN						10
Value Chain – concept – Integration Business Management – Benchmarks and Metrics – culture change – alignment with customer eco system – Vendor selection						
UNIT V-DATABASE MARKETING						10
Database Marketing – Prospect database – Data warehouse and Data Mining – analysis of customer relationship technologies – Best practices in marketing Technology – Indian scenario.						
LECTURE		TUTORIAL		PRACTICAL		TOTAL
45		0		0		45
TEXT BOOKS						
1. Dr.P.Sheela Rani, Customer Relationship Management, Margham Publications.						
REFERENCES						
1. S. Shajahan – Relationship Marketing – McGraw Hill, 1997						
2. Paul Green Berg – CRM – Tata McGraw Hill, 2002						
3. Philip Kotler, Marketing Management, Prentice Hall, 2005						

SEMESTER IV		
COURSE CODE	SUBJECT NAME	CREDITS
XBA405	Human Resource Management (OE - II)	3
Minor Course	Introduction to MS Excel	1

COURSE CODE		L	T	P	C
COURSE NAME		1	0	0	1
PREREQUISITE:		L	T	P	H
C:P:A		1	0	0	1
COURSE OUTCOMES			Domain	Domain	
CO1	Practice the basic concepts of excel	Cognitive	Applying		
CO2	Apply the functions in excel	Cognitive	Applying		
UNIT I INTRODUCTION					8
Basic spreadsheet concepts - workbooks & worksheets - Entering, Editing and Deleting Text, Numbers, Dates - Auto Lists - Inserting, Deleting and Hiding Rows, Columns & Sheets - Navigation techniques					
UNIT II FORMULAE AND FUNCTIONS					7
Concept of Formulae - Bodmas : Mathematical Order - Using Functions - Sum, Average, Max, Min, Count - Mathematical Functions					
LECTURE		TUTORIAL		PRACTICAL	
15		0		0	
				TOTAL	
				15	
TEXT BOOKS					
Vikas Guptha, Reprint(2012), Comdex Computer Course Kit, Wiley - Dreamtech, New Delhi, ISBN-9788177221718					
REFERENCES					
1. Sanjay Saxena, S.Mohan Naidu, Rajneesh (2016) Computer Application In Management, Agarwal Amit K Kashyap&Vikas Publishing House, New Delhi, ISBN –978-93-5259-115-2					
2.Nasib Singh Gill Handbook of Computer Fundamentals, 2016)1st Edition, Khanna publication,ISBN-9789382609674					

COURSE CODE		XBA501	L	T	P	C
COURSE NAME		COMMUNICATION FOR MANAGERS	3	1	0	4
PREREQUISITE:		Nil	L	T	P	H
C:P:A		3 : 1 : 0	3	1	0	4
COURSE OUTCOMES			Domain		Domain	
CO1	<i>Elucidate</i> the communication process		Cognitive		Understanding	
CO2	<i>Understand</i> the presentation techniques		Cognitive		Understanding	
CO3	<i>Explain</i> the process of resume building		Cognitive		Understanding	
CO4	<i>Show</i> how to attend group discussion		Cognitive		Understanding	
CO5	<i>Demonstrate</i> various interview skills and practice mock interviews		Cognitive		Understanding	
UNIT I BUSINESS COMMUNICATION						12
Business Communication Foundations – Principles of effective communication, Goals of business communication, Types of Communication, Communication process, Communication barriers.						
UNIT II: PRESENTATION						12
Presentation – Types of Presentation – Do’s and Don’ts of Presentation - Presentation Etiquettes and Public speaking.						
UNIT III: RESUME BUILDING						12
Job search and Resume – Chronological resume, Functional resume and Job Application letter						
UNIT IV : GROUP DISCUSSION						12
Group Discussion – What is GD? - Why GD? – Do’s and Don’ts of GD – Mock GD						
UNIT V: INTERVIEW						12
Interview – Skills required – Types of Interview – Interview Etiquettes – Mock Interview						
LECTURE		TUTORIAL	PRACTICAL			TOTAL
45		15	0			60
TEXT BOOKS						
1. Business Communication – R.K.Madhukar, Vikas Publications.						
REFERENCES						
1. Business Communication – K.K.Ramachandran, K.K.Lakshmi, K.K.Karthick and M.Krishnakumar, Macmillan India Ltd.,						

COURSE CODE	XBA502	L	T	P	C
COURSE NAME	BUSINESS RESEARCH TECHNIQUES	4	1	0	5
PREREQUISITE:	NIL	L	T	P	H
C:P:A	4:1:0	4	1	0	5
COURSE OUTCOMES		Domain		Domain	
CO1	<i>Understand</i> how to define a research problem	Cognitive		Understanding	
CO2	<i>Understand</i> the concept of research design and sampling design	Cognitive		Understanding	
CO3	<i>Explain</i> the measurement and scaling techniques	Cognitive		Understanding	
CO4	<i>Understand</i> the various methods of data collection	Cognitive		Understanding	
CO5	<i>Understand</i> the techniques in report writing	Cognitive		Understanding	
UNIT - I: INTRODUCTION - DEFINING A RESEARCH PROBLEM					15
Meaning of Research - Objectives - Types of Research - Research Process - Criteria for Good Research - What is a research problem? - Selecting the problem - Necessity for defining the problem - Technique involved in defining a problem.					
UNIT - II: RESEARCH DESIGN & SAMPLING DESIGN					15
Meaning of Research Design - Need for Research Design - Features of Research Design - Different Research Designs - Census and Sample Survey - Implications of a Sample Design - Steps in Sampling Design - Criteria of Selecting a Sampling procedure - Characteristics of a good sample design - Different types of sample designs.					
UNIT - III: MEASUREMENT AND SCALING TECHNIQUES					15
Measurement Scales - Sources of Error in Measurement - Tests of Sound Measurement - Scaling - Meaning - Scale Classification Bases - Important Scaling Techniques - Scale Construction Techniques.					
UNIT - IV: METHODS OF DATA COLLECTION					15
Collection of Primary Data - Observation Method - Interview Method - Collection of Data through questionnaire - collection of data through schedule - Difference between Questionnaires and Schedules - Other methods of Data Collection - Collection of Secondary Data - Selection of Appropriate Method for Data Collection.					
UNIT - V: REPORT WRITING					15
Meaning - Significance of Report Writing - Steps in Report Writing - Layout of Research Report - Types of Report - Precautions for Writing research report					
LECTURE		TUTORIAL		PRACTICAL	
60		15		0	
TOTAL		75			
TEXT BOOKS					
1. C.R.Kothari, Research Methodology, New Age International Publishers..					

COURSE CODE	XBA503	L	T	P	C
COURSE NAME	BUSINESS ORGANIZATION AND ENVIRONMENT	4	1	0	5
PREREQUISITE:	Nil	L	T	P	H
C:P:A	4 : 1 : 0	4	1	0	5
COURSE OUTCOMES			Domain		
CO1	Understand what is business and classifications of business.		Understanding		
CO2	Understand preparation of partnership deed.		Understanding		
CO3	Understand formation of companies.		Understanding		
CO4	Understand the political, economic and legal environment		Understanding		
CO5	Learn the concept of LPG		Understanding		
UNIT I: INTRODUCTION TO BUSINESS ORGANIZATION					15
Meaning of Business – Classification of Business Activities – Industry – Types of Industry – Commerce – Trade – Aids to Trade –Meaning – Advantages and Disadvantages.					
UNIT II : FORMS OF BUSINESS ORGANIZATION					15
Sole Proprietorship – Meaning – Characteristics – Advantages and Disadvantages. Partnership – Meaning – Characteristics – Advantages and Disadvantages - Types of Partners. Co-operative Society - Meaning – Characteristics – Types – Advantages and Disadvantages.					
UNIT III: JOINT STOCK COMPANY					15
Meaning – Definition – Features – Types of Companies – Formation of a Company.					
UNIT IV : BUSINESS ENVIROvNMENT					15
Meaning and Importance. Dimensions of Business Environment – Political, Economic, Social, Legal, Natural and Technological Environment.					
UNIT V : GOVERNMENT AND BUSINESS					15
Meaning and Importance. Impact of Government policy on business and industry with reference to liberalization, privatization and globalization.					
LECTURE		TUTORIAL		PRACTICAL	
60		15		0	
TOTAL		75			
Text Book					
1. Dr. Aswathappa: Essentials of Business Environment, HPH.					
REFERENCE					
1. Francis Cherrunilam : Business Environment, HPH.					
2. Muniraju S.K. Podder – Business Organisation&Environment , VBH					
3. VivekMittall, – Business Environment, Excel Books, New Delhi.					
4. Raj Agarwal – Business Environment, Excel Books, New Delhi.					
5. K. Venkataramana, Business Environment, SHB Publishers.					
6. Dr. Alice Mani: Business Organization & Environment, SBH.					

COURSE CODE	XBA504	L	T	P	C
COURSE NAME	ENTREPRENEURSHIP DEVELOPMENT	4	1	0	5
PREREQUISITE:	NIL	L	T	P	H
C:P:A	4:1:0	4	1	0	5
COURSE OUTCOMES		Domain		Domain	
CO1	<i>Explain</i> the concept of entrepreneurship	Cognitive		Understanding	
CO2	<i>Summarize</i> the characteristics of an entrepreneur	Cognitive		Understanding	
CO3	<i>Classify</i> the types of entrepreneurs	Cognitive		Understanding	
CO4	<i>Illustrate</i> the factors influencing entrepreneurship	Cognitive		Understanding	
CO5	<i>Explain</i> the concept of rural entrepreneurship	Cognitive		Understanding	
UNIT I: ENTREPRENEURSHIP - AN INTRODUCTION					15
Meaning - Origin of the term - Definition - Application of the terms to Business - Characteristics of an Entrepreneur - Need, Role and Importance of Entrepreneurship - Scope of Entrepreneurial Development - Limitations.					
UNIT II CHARACTERISTICS OF AN ENTREPRENEUR					15
Introduction - Characteristics features of successful Indian Entrepreneurs - Differences between an Entrepreneur and a Manager - Difference between an Entrepreneur and an Intrapreneur - Relationship between the terms Entrepreneur, Entrepreneurial and Entrepreneurship - Difference between a Scientist, Inventor and Entrepreneur - Relationship between Entrepreneur and Enterprise - Difference between Entrepreneur and Enterprise - Difference between a Self-employed person and Entrepreneur - Common Myths on Entrepreneur					
UNIT III: CLASSIFICATION OF ENTREPRENEURS					15
Innovative Entrepreneurs - Imitative or Adaptive Entrepreneurs - Fabian Entrepreneurs - Drone Entrepreneurs - Types of Entrepreneurs - Classification according to type of Business - Classification according to Technology - Classification according to Motivation - Classification according to Growth - Classification according to the stages of development - Classification according to the chosen path					
UNIT IV :FACTORS INFLUENCING ENTREPRENEURSHIP					15
Factors influencing the emergence of Entrepreneurship - Internal Factors - Family Atmosphere - Categories of Internal factors - External Factors - Political Environment - Social and Cultural Environment - Economic Environment - Legal Environment - Lay Off, Retrenchment and Closure - Technological Environment - Government and Non Government Policies, programmes and incentives - Barriers to Entrepreneurship					
UNIT V WOMEN ENTEPRENEURS & RURAL ENTREPRENEURSHIP					15
Women Entrepreneurs - Definition - Problems of Women Entrepreneurs - Steps to encourage women entrepreneurs - Business Opportunities for Women Entrepreneurs - Future of Women Entrepreneurs - Rural Entrepreneurship - Definition - Problems of Rural Entrepreneurship - Overcoming the problems of Rural Entrepreneurship - Relationship between Rural and Urban Markets - Steps to promote Rural Entrepreneurship - Future of Rural Entrepreneurs.					
LECTURE		TUTORIAL		PRACTICAL	
60		15		0	
TEXT BOOKS					
1. Jayashree Suresh, Entrepreneurial Development, Margham Publications.					
REFERENCE BOOKS					
1.Essentials of Entrepreneurship and Small Business Management (6th Edition) by Norman M. Scarborough (Paperback - Jan 13, 2010)					
2. Entrepreneurship and Small Business Management, Student Edition by Glencoe McGraw-Hill (Hardcover - Feb 24, 2005)					

COURSE CODE		XBA505A	L	T	P	C
COURSE NAME		ORGANIZATIONAL DEVELOPMENT	3	0	0	3
PREREQUISITE:		Nil	L	T	P	H
C:P:A		3 : 0 : 0	3	0	0	3
COURSE OUTCOMES			Domain		Level	
CO1	<i>Define</i> the different models of OD		Cognitive		Remembering	
CO2	<i>Explain</i> the various OD intervention techniques		Cognitive		Understanding	
CO3	<i>Explain</i> the various Comprehensive OD intervention techniques		Cognitive		Understanding	
CO4	<i>Outline</i> the process of OD		Cognitive		Understanding	
CO5	<i>Demonstrate</i> group dynamics and effective team work.		Cognitive		Understanding	
UNIT I INTRODUCTION						9
OD – Meaning – Definitions – History – Values, Assumptions and Beliefs in OD – Foundations of OD – Models – Kurt Lewin Three-stage model of the change Process – The Burke-Litwin Model of Organizational change.						
UNIT II - OD INTERVENTION TECHNIQUES						9
OD Interventions – Classifying the major families of OD – Techniques & Exercises used in Team Building – Role-Analysis Technique – Force-Field Analysis – Visioning – Constructive Interventions – Inter group Team – Building Interventions.						
UNIT III COMPREHENSIVE OD INTERVENTIONS						9
Comprehensive OD Interventions – Search Conferences & future Search Conferences – Beckhard’s Confrontation Model – Grid OD – Schein’s Cultural Analysis – Large-scale Change and High-Performance Systems – Trans organizational Development.						
UNIT IV OD PROCESS						9
Managing the OD Process – Diagnosis – Marvin Weisbord’s Six-Box Model – Action Component – The Program Management Component - Phases of OD Program – A model for managing Change – Pitfalls & Remedy – Creating Parallel Learning Structures.						
UNIT V FUTURE OF OD						9
The Role of Power & Politics in the Practice of OD – Positive Development in Research on OD – Assessing the effects of OD - OD’s Future.						
LECTURE		TUTORIAL		PRACTICAL		TOTAL
45		0		0		45
TEXT BOOKS						
Organizational Development – Wendell L. French, Cecil H. Bell, Jr. and Veena Vohra, Pearson Education Inc., 2010, ISBN: 978-0130093745						
Organizational Development – French & Bell, Prentice-Hall of India Private Limited, 2011, ISBN: 978-8177582311						
http://otgo.tehran.ir/Portals/0/pdf/organization%20development%20and%20change.pdf						
REFERENCE BOOKS						
Organizational Development and HRD – Macmillan, New Delhi, 2010,ISBN: 978-0071331760						
Best Practices in OD and Change - Bennis Warren, Tata Mc Graw Hill,ISBN: 978-04706604557						

COURSE CODE	XBA505B	L	T	P	C
COURSE NAME	RETAIL MARKETING	3	0	0	3

PREREQUISITE:		NIL	L	T	P	H
C:P:A		3:0:0	3	0	0	3
COURSE OUTCOMES			Domain	Level		
CO1	<i>Understand</i> the concept of retail		Cognitive	Understanding		
CO2	<i>Understand</i> the retail model		Cognitive	Understanding		
CO3	<i>Explain</i> the strategic planning in retailing		Cognitive	Understanding		
CO4	<i>Understand</i> the retail in India		Cognitive	Understanding		
CO5	<i>Understand</i> the Global Retail Markets		Cognitive	Understanding		
UNIT I INTRODUCTION TO RETAIL						7
Meaning – Functions and Characteristics of a Retailer – Reasons for studying. Retailing – Marketing – Retailer Equation – Marketing concepts applied to retailing – Retailing as a career – Trends in Retailing.						
UNIT II - RETAIL MODEL AND THEORIES OF RETAIL DEVELOPMENT						8
Retail Model and Theories of Retail Development – Life cycle and phases in growth of retail markets – Business models in retail – other Retail models.						
UNIT III STRATEGIC PLANNING IN RETAILING						10
Strategic Planning in Retailing: Situation Analysis – Objectives Identifying consumer needs – Overall strategy, feedback and control – consumer decision-making process.						
UNIT IV RETAIL IN INDIA						10
Retail in India: Evolution and Size of retail in India – Drivers of retail change in India – Foreign Direct Investment in retail – Challenges to retail developments in India.						
UNIT V GLOBAL RETAIL MARKETS						10
Global retail markets: Strategic planning process for global retailing – Challenges facing global retailers – Challenges and Threats in global retailing – Factors influencing the success of a global retailing strategy.						
LECTURE		TUTORIAL		PRACTICAL		TOTAL
45		0		0		45
TEXT BOOKS						
Dr.L.Natarajan, Retail Management, Margham Publication.pdf						
REFERENCE BOOKS						
Swapna Pradhan – Retailing Management – Text and Cases, Tata McGraw Hill – 2nd edition, 2004						
Barry Berman and Joel R Evans – Retailing Management – A Strategic Approach, Prentice Hall of India, 8th Edition, 2002.						
James R. Ogden, Denise Ogden – Integrated, Retail Management – Biztantra 2005						
Gibson G Vedamani – Retail Management – Functional Principles and Prectice, Jaico Publishing House, Second edition, 2004						

SEMESTER V		
COURSE CODE	SUBJECT NAME	CREDITS
XBA506	BUSINESS PLAN (OE-III)	3
Minor Course	Interpersonal Effectiveness	1

COURSE CODE	XBA601	L	T	P	C	
COURSE NAME	INTERPERSONAL EFFECTIVENESS	1	0	0	1	
PREREQUISITE:	Nil	L	T	P	H	
C:P:A	1 : 0 : 0	1	0	0	1	
COURSE OUTCOMES		Domain		Level		
CO1	To understand themselves & understand the importance of interpersonal relationship	Cognitive		Understanding		
CO2	Develop good interpersonal relationship.	Cognitive		Understanding		
UNIT I INTRODUCTION TO INTERPERSONAL EFFECTIVENESS					8	
Foundation of human behavior – human relations and human nature – self-awareness – the —I —me – steps to awareness - experimental learning - Perception – social Perception – interpersonal Perception; Perceptual distortion – implicit personal theory – superiential learning						
UNIT II INTERPERSONAL SKILLS					12	
Interpersonal communication – factors contributing effective communication – barriers - experimental learning- Interpersonal relationship – symptoms of interpersonal difficulties; exercise on developing interpersonal skills.						
LECTURE		TUTORIAL		PRACTICAL		TOTAL
15		0		0		15
TEXT BOOKS						
1. M.S. Shookla (2004) A Hand book of Human Relations, Macmillan India ltd, New Delhi, ISBN: 1403922268						
REFERENCE BOOKS						
1. E.H. McGrath (2004), Basic Managerial Skills for all, Prentice Hall of India private ltd.,New Delhi, ISBN: 9788120321809.						
2. Morey Stettner, (2003), Skills of New Managers, Tata McGrath hill publishing co ltd, New Delhi, ISBN: 9780071356183.						

COURSE CODE	XBA601	L	T	P	C
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COURSE NAME		EMPLOYABILITY AND CORPORATE SKILLS	3	1	0	4
PREREQUISITE:		Nil	L	T	P	H
C:P:A		3 : 0 : 0	3	1	0	4
COURSE OUTCOMES			Domain		Level	
CO1	Learn the group discussion techniques		Cognitive		Understanding	
CO2	Learn the interview skills		Cognitive		Understanding	
CO3	Identify the time management techniques		Cognitive		Understanding	
CO4	Learn how to manage and overcome stress		Cognitive		Understanding	
CO5	Demonstrate decision making and negotiation skills		Cognitive		Understanding	
UNIT I GROUP DISCUSSION						12
Group Discussion – Communication skills in Group Discussion, Structure of GD, GD process, successful GD techniques, skills bought out in GD – leadership and co-ordination						
UNIT II: INTERVIEW SKILLS						12
Interview skills – Types of interview, preparation for interview, mock interview						
UNIT III: TIME MANAGEMENT						12
Time management and effective planning – identifying barriers to effective time management, prudent time management techniques, relationship between time management and stress management.						
UNIT IV: STRESS MANAGEMENT						12
Stress management – causes and effect, coping strategies – simple physical exercises, simple Yoga and Meditation techniques, Relaxation techniques, stress and faith healing, positive forces of nature, relaxation by silence and music.						
UNIT V: DECISION MAKING AND NEGOTIATION						12
Decision making and Negotiation skills, People skills, Team work, development of leadership qualities.						
LECTURE		TUTORIAL	PRACTICAL		TOTAL	
45		15	0		60	
TEXT BOOKS						
Business Communication – R.K.Madhukar, Vikas Publications						
REFERENCE BOOKS						
Control Your Stress & Manage Your Time! – Georgias P. Piperopoulos Gibson G Vedamani – Retail Management – Functional Principles and Prectice, Jaico Publishing House, Second edition, 2004						

COURSE CODE	XBA602	L	T	P	C
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COURSE NAME	BUSINESS PLAN	3	1	0	4
PREREQUISITE:	Nil	L	T	P	H
C:P:A	3 : 1 : 0	3	1	0	4
COURSE OUTCOMES		Domain	Level		
CO1	<i>Explain</i> the business environment and idea generation	Cognitive	Understanding		
CO2	<i>Outline</i> the marketing feasibility.	Cognitive	Understanding		
CO3	<i>Build</i> the Feasibility plan	Cognitive	Applying		
CO4	<i>Construction</i> of Business Plan	Cognitive	Applying		
CO5	<i>Explain</i> the Project appraisal	Cognitive	Understanding		
UNIT I- BUSINESS IDEA					12
Scanning of Environment- Evaluation of factors – Sensing Opportunities – harnessing different sources of knowledge and information- Generation of Ideas. - Difference between 'Basic Ideas' and post scanning ideas- Identification of Business Opportunities.					
UNIT II- MARKETING FEASIBILITY					12
Market survey & Assessment – Demand, Supply and Nature of Competition- Cost and Price of Products - Project Innovation and Changes. Feasibility Study – Identification of applicable Entrepreneurial Opportunities. Selection of an Enterprise - Identification of product or service - identifying problems and opportunities- Defining Business Idea.					
UNIT III- FEASIBILITY PLAN					12
Data collection for setting up small ventures -Preparing to set up a smallscale enterprise- Assessing Opportunities [Financial, Economic Feasibilities, Technical, Legal, managerial, Locational and Other Feasibilities]- Preliminary screening and preparation of detailed feasibility plan. main features of feasibility plan.					
UNIT IV- BUSINESS PLANNING					12
Importance, Levels, Purpose - steps in Business Planning- Elements/ Components of a Business Plan- Planning location of the industry: factors for reckoning-Sourcing process: Raw materials, machineries and equipments- Infrastructure: land & Building - water & Power. Planning production-Pricing –paying back loans and profit generation.					
UNIT V- PROJECT REPORT					12
Importance - uses– Characteristics of a Project Report- Basic elements of a Project Report- Preparation of Project Report- Project Appraisal.					
LECTURE	TUTORIAL	PRACTICAL		TOTAL	
45	15	0		60	
TEXT BOOKS					
1. S.S.Khanka, Entrepreneurial Development, S.Chand and Company Limited, New Delhi. 2013					
REFERENCES					
Gupta C.B. & Khanka. S.S, “Entrepreneurship and small business management”, 5th edition , sultan chand & sons, 2014					
Jayshree Suresh, “Entrepreneurial Development”, Margham Publishers, Chennai, 2011.					
E-REFERENCES					
Jeff Cornwall, “Entrepreneurship -- From Idea to Launch”, Udemy online Education, https://www.udemy.com/entrepreneurship-from-idea-to-launch/					

COURSE CODE	XBA603A	L	T	P	C
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COURSE NAME		INDUSTRIAL RELATIONS AND LABOUR WELFARE	3	0	0	3
PREREQUISITE:		Nil	L	T	P	H
C:P:A		3 : 0 : 0	3	0	0	4
COURSE OUTCOMES			Domain		Level	
CO1	<i>Learn</i> the basic concepts of Industrial relations		Cognitive		Understanding	
CO2	<i>Understand</i> how to prevent industrial dispute		Cognitive		Understanding	
CO3	<i>Understand</i> the concept of collective bargaining		Cognitive		Understanding	
CO4	<i>Learn</i> the grievance redressal procedure and disciplinary procedure		Cognitive		Understanding	
CO5	<i>Understand</i> the various welfare measures & employee health and safety.		Cognitive		Understanding	
UNIT I INDUSTRIAL RELATIONS						07
Concept – Approach to Industrial Relations – Industrial Relations problems in the Public Sector – Trade Unions – Objectives – Functions – Problems – Types						
UNIT II INDUSTRIAL DISPUTES						10
Disputes – Impact – Causes – Strikes – Prevention – Industrial Peace – Government Machinery – Conciliation – Arbitration – Adjudication						
UNIT III COLLECTIVE BARGAINING						08
Concept - Functions - Types of Collective bargaining – Process of Collective bargaining						
UNIT IV DISCIPLINE AND GRIEVANCE						10
Grievance – Causes – Redressal Procedure – Discipline – Types - Disciplinary Procedure and Policies						
UNIT V INDUSTRIAL WELFARE AND SAFETY						10
Concept – Objectives – Scope – Need – Voluntary Welfare Measures – Statutory Welfare Measures – Industrial Safety - Causes of Accidents – Prevention – Safety Provisions – Industrial Health and Hygiene - Importance – Problems – Occupational Hazards – Diseases – Psychological problems – Counseling – Statutory Provisions						
LECTURE		TUTORIAL		PRACTICAL		TOTAL
45		0		0		45
TEXT BOOKS						
1. Saxena.R.K, Zubiulla and Aruna Rani, Employee Relationship Management, Kalyani Publishers, Bangalore.						
2. Mamoria C.B. and Sathish Mamoria, Dynamics of Industrial Relations, Himalaya Publishing House, New Delhi, 2007.						
REFERENCE BOOKS						
1.Ratna Sen, Industrial Relations in India, Shifting Paradigms, Macmillan India Ltd., New Delhi, 2007.						
2. C.S.Venkata Ratnam, Globalisation and Labour Management Relations, Response Books, 2007.						
3. Srivastava, Industrial Relations and Labour laws, Vikas, 2007.						
4. P.N.Singh, Neeraj Kumar. Employee relations Management. Pearson. 2011.						
5. P.R.N Sinha, Indu Bala Sinha, Seema Priyadarshini Shekhar. Industrial Relations, Trade Unions and Labour Legislation. Pearson. 2004						

COURSE CODE		XBA603B	L	T	P	C
COURSE NAME		BEHAVIORAL FINANCE	4	0	0	4
PREREQUISITE:		NIL	L	T	P	H
C:P:A		4: 0:0	4	0	0	4
COURSE OUTCOMES			Domain		Level	
CO1	Explain& Describe the expected utility Summarize Mental accounting.		Cognitive		Understanding	
CO2	Summarize & Identify financial information processing		Cognitive		Applying	
CO3	Explain& Describe the significance of Decisions and summarize The behavioral anomalies.		Cognitive		Applying	
CO4	Explain& Describe neuroscience in investment planning.		Cognitive		Understanding	
CO5	State the significance and Importance of Group behavior Summarize the investment styles.		Cognitive		Understanding	
UNIT I INTRODUCTION						07
Expected utility, prospect theory and mental accounting; conventional finance and challenges to market efficiency						
UNIT II INFORMATION PROCESSING						10
Bayesian Decision Making,heuristics and biases, overconfidence and emotion; financial decision-making stemming from psychology						
UNIT III BEHAVIOR AND DECISIONS						08
Behavioral explanations of observed behavioral anomalies; Aggregate stock market puzzles; and retirement and pensions.						
UNIT IV EMOTIONS AND FORECASTING						10
Forecasting Biases, consensus forecasting, Emotion and Neuroscience in investment decisions and risk taking						
UNIT V HERD VS INDIVIDUALISM						10
Group Behavior: Conformism, herding, fatal attractions, Investing Styles and Behavioral Finance						
LECTURE		TUTORIAL		PRACTICAL		TOTAL
45		0		0		45
TEXT BOOKS						
Prasanna Chandra, Behavioural finance- TMH publication						
REFERENCE BOOKS						
1. William Forbes, Behavioral finance, Wiley student edition						
2. M.M.Sulphey, Behavioral Finance.						
3. Richard Deaves, Lucy Ackert-Behavioral Finance, Psychology, decision making						

COURSE CODE	XBA604A	L	T	P	C
COURSE NAME	ADVERTISING AND SALES PROMOTION	3	0	0	3
PREREQUISITE:	NIL	L	T	P	H
C:P:A	3: 0 :0	3	0	0	3
COURSE OUTCOMES		Domain		Level	
CO1	<i>Explain</i> the importance of advertising and media.	Cognitive		Understanding	
CO2	<i>Infer</i> the dimensions of market segmentation; consumer behavior	Cognitive		Understanding	
CO3	<i>Explain</i> the product planning and pricing methods	Cognitive		Understanding	
CO4	<i>Show</i> the importance & functions of marketing channels.	Cognitive		Understanding	
CO5	<i>State</i> the significance of promotion mix.	Cognitive		Understanding	
UNIT I INTRODUCTION					08
Meaning – Importance – Objectives – Forms of media – Press – Newspaper – Trade Journal _ Magazines – Outdoor advertising – Poster – Banners – Neon signs – Publicity literature booklets – folders – House organs – Direct mail advertising – cinema and theatre programme – Radio and Television advertising – Exhibition – Trade fair transportation advertising.					
UNIT II ADVERTISING					10
Advertising budget - Advertising appeals – Advertising objectives – Social effects of Advertising – Advertising copy – Objectives – Essentials – Types – Elements of copy writing – Headlines body copy _ Illustration of Catch phrases and slogans – Identification marks – Advertisement Ethics					
UNIT III ADVERTISING LAYOUT					10
Advertising layout – functions – Design of layout – typography printing process – Lithography – Printing Plates and reproduction paper & Cloth _ Size of advertising – repeat Advertising – Advertising campaign – Steps in campaign planning					
UNIT IV SALES PROMOTION					10
Meaning – Methods – Promotional strategy – Marketing communications and persuasion – Promotional instruments – Advertising – Difference between salesmanship and sales promotion – Techniques of sales promotion – Consumer and dealers promotion					
UNIT V AFTER SALES SERVICE					07
After sales services – Packing guarantee – Sales Territory – Sales quota - Buying motive – Consumer Psychology – Characteristics of Customers.					
LECTURE		TUTORIAL		PRACTICAL	
45		0		0	
TEXT BOOKS					
1. Advertising Management - S.A. Chunawalla					
REFERENCE BOOKS					
1. Advertising - Bolen J.H					
2. Advertising and Sales Management - Sontakk C.N.					
3. Salesmanship and Advertising - Davar S.K.					
4. Sales forecasting key to integrated Management - Neelamegam 2. M.M.Sulphey, Behavioral Finance.					
5. Richard Deaves, Lucy Ackert-Behavioral Finance, Psychology, decision making					

COURSE CODE	XBA604B	L	T	P	C
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COURSE NAME		SUPPLY CHAIN MANAGEMNT	3	0	0	3
PREREQUISITE:		NIL	L	T	P	H
C:P:A		3: 0 :0	3	0	0	3
COURSE OUTCOMES			Domain		Level	
CO1	Identify the importance of Supply Chain Management in an organization.		Cognitive		Remembering	
CO2	Identify barriers to Supply Chain Management		Cognitive		Understanding	
CO3	Describe the process of Supply Chain Management		Cognitive		Understanding	
CO4	Describe the process of outsourcing in Supply Chain Management		Cognitive		Understanding	
CO5	State the performance measurement of Supply Chain Management		Cognitive		Understanding	
UNIT I SUPPLY CHAIN MANAGEMENT						09
SCM – Definition – objectives – Evolution - need-Issues involved in developing SCM Framework - Types. SCM activities – constituents in organisation.						
UNIT II SUPPLY CHAIN INTREGRATION						09
Supply chain Integration – Stages - Barriers to internal integration - Achieving Excellence in SCM-Dimensions of Supply Chain Excellence - Forces influencing SCE Emotions, Physical and Financial Supply Chains - Check list for Excellence						
UNIT III PURCHASING AND SUPPLY MANAGEMENT						09
Purchasing and Supply Management – Introduction – importance – Objectives - purchasing process - purchasing & other functions - Purchasing and integrated logistics interfaces - Types of purchases-Purchasing partnerships - Materials sourcing - Just-in-time purchasing.						
UNIT IV OUTSOURCING IN SUPPLY CHAIN MANAGEMENT						09
Outsourcing in SCM - Meaning – need - outsourcing risks - outsourcing process outsourcing in SCM - New opportunities in SCM outsourcing - Myths of SCM outsourcing.						
UNIT V PERFORMANCE MEASUREMENT IN SUPPLY CHAIN MANAGEMENT						09
Performance Measurement in SCM-Meaning - Advantages of performance measures - The benefits of performance measurement - Measuring SCM - Supplier performance measurement - Parameters choosing suppliers.						
LECTURE		TUTORIAL		PRACTICAL		TOTAL
45		0		0		45
TEXT BOOKS						
. Natarajan L., “Logistics and Supply Chain Management” Margham Publications, Chennai						
REFERENCE BOOKS						
Sarika Kulkarni : Supply Chain Management, Tata Mc- Ashok Sharma McGraw Hill Publishing Co Ltd., New Delhi, 2004						

SEMESTER VI

COURSE CODE	SUBJECT NAME	CREDITS
XBA605	Business Research Project	6
Minor Course	Life skills for Managers	1

COURSE CODE		XBA604B	L	T	P	C
COURSE NAME		LIFE SKILLS FOR MANAGERS	1	0	0	1
PREREQUISITE:		Nil	L	T	P	H
C:P:A		1 : 0 : 0	1	0	0	1
COURSE OUTCOMES			Domain		Level	
CO1	Students will be enlightened with personality development.		Cognitive		Understanding	
CO2	Understands how to manage work pressure and helps to create a stress free workplace.		Cognitive		Understanding	
UNIT I INTRODUCTION TO SELF						8
Interpersonal Skill – Attitude- Self-Awareness – Perception						
UNIT II PERSONALITY DEVELOPMENT						7
Personality Development – Motivation – Body Language-Stress Management: Positive And Negative Stress-Body Stress Release-Mental Stress Release– Smile and Laugh .						
LECTURE		TUTORIAL	PRACTICAL			TOTAL
15		0	0			15
TEXT BOOKS						
. 1. Life Skills to Excel in Life- Dr. J.N.Reddy.Macmillan Publishers India LTD., 2012, ISBN: 978-9351382652.						
2. Learn to Learn- How to excel in your academic studies- By MenachenReinshmidt ASIN – BOOANOROUG						
REFERENCE BOOKS						
1. A hand book of human relations with structured experiences and instruments– M.S.Shooklaa – Macmillan Indian Ltd -2010, ISBN – 978-1403922267.						
2. Successful people management, Life skill for Managers – David Griffiths, ISBN – 978-1785899898						