



**PSG College of Arts & Science**  
*An Epitome of Quality Learning*

**BBA**

**BACHELOR OF  
BUSINESS ADMINISTRATION**

**2015 - 2018**

**BUSINESS ADMINISTRATION PROGRAMME ( BBA – Regular)**  
**SCHEME OF EXAMINATIONS**  
(For students admitted from 2014-2015 & onwards)

CODE NO.	SUBJECT	EXAM DURATION (Hrs)	Max. Marks			Credit points
			CA	CE	Total	
<b>First Semester</b>						
	<i>Part –I</i>					
14LAU01	Tamil – I OR	3	25	75	100	3
12LAU01	Hindi – I OR					
14LAU01	French-I					
	<i>Part –II</i>					
14EU01	Communicative English - I- Interpersonal Communication	3	25	75	100	3
	<i>Part –III</i>					
14MSU01	Management Process	3	25	75	100	3
14MSU02	Accounting For Managers	3	25	75	100	3
14MSU03	Business Mathematics & Statistics (Allied – ST)	3	25	75	100	5
<b>Second Semester</b>						
	<i>Part –I</i>					
14LAU02	Tamil – II OR	3	25	75	100	3
12LAU02	Hindi – II OR					
14LAU02	French-II					
	<i>Part –II</i>					
14EU02	Communicative English II– Academic Communication	3	25	75	100	3
	<i>Part –III</i>					
14MSU04	Organisational Behaviour	3	25	75	100	3
14MSU05	Managerial Economics	3	25	75	100	3
14MSU06	Cost Accounting (Allied – MS)	3	25	75	100	5
	Outbound Training	-	-	-		2
	<i>Part –IV</i>					
14VEU01	Value Education	--	100	--	100	2
<b>Industrial Training - Students undergo 30 days training in a manufacturing organisation at the end of Second semester.</b>						

CODE NO.	SUBJECT	EXAM DURATION (Hrs)	Max. Marks			Credit points
			CA	CE	Total	
<b>Third Semester</b>						
	<i>Part –III</i>					
14MSU07	Production and Operations Management	3	25	75	100	3
14MSU08	Human Resource Management	3	25	75	100	3
14MSU09	Marketing Management	3	25	75	100	3
14MSU10	Applied Operations Research (Allied – ST)	3	25	75	100	5
14MSU11	Business and Corporate Law	3	25	75	100	3
14MSU12	Lab: Office Automation System	3	40	60	100	2
14MSU13	Industrial Training	-	40	60	100	2
	<i>Part - IV</i>					
14ESU01	Environmental Studies	-	100	-	100	2
<b>Fourth Semester</b>						
	<i>Part –III</i>					
14MSU14	Research Methods for Management	3	25	75	100	4
14MSU15	Entrepreneurship Development and Project Management	3	25	75	100	4
14MSU16	Promotion Management	3	25	75	100	4
14MSU17	Financial Management (Allied – MS)	3	25	75	100	5
14MSU18	Retail Management	3	25	75	100	4
14MSU19	Practice Workshop	3	40	60	100	2
	<b>Part –IV</b>					
14SBU01	<b><u>Skill Based Subject</u> :</b> Internet Security	--	100	--	100	2

Since - 1947

CODE NO.	SUBJECT	EXAM DURATION (Hrs)	Max. Marks			Credit points
			CA	CE	Total	
<b>Fifth Semester</b>						
	<i>Part –III</i>					
14MSU20	Taxation	3	25	75	100	5
14MSU21	Event Management	3	25	75	100	4
14MSU22	<u>Core Elective-I</u> : Business Ethics and Corporate Governance	3	25	75	100	4
14MSU23	E-Business	3	25	75	100	4
14MSU24	Industrial Law	3	25	75	100	4
14MSU25	Major Project	-	40	60	100	5
	<i>Part – IV</i>					
14NME01	<u>Non- Major Elective(1):</u> EDC	-	100	-	100	2
14NME02	<u>Non- Major Elective(2):</u> General Awareness (On-line Test)	1 1/2	-	100	100	2
<b>Sixth Semester</b>						
	<i>Part –III</i>					
14MSU26	Services Marketing	3	25	75	100	4
14MSU27	Export Marketing	3	25	75	100	4
14MSU28	Supply Chain Management	3	25	75	100	4
14MSU29	<u>Core Elective-II</u> : Strategic Management	3	25	75	100	4
14MSU30	Financial Services	3	25	75	100	4
			<b>Total Credits</b>			<b>136</b>

Since - 1947

**OBJECTIVE:** The objective of the subject is to make the students knowledge with the basic management concepts and with the theory of the organizations to enrich with the skills of planning organizing, coordinating, directing and controlling.

**UNIT I****(12 Hours)**

Introduction to Business – Nature and Scope – Management- Introduction – Nature – roles of a manager – managerial skills – Development of Management Thought- Classical, Neo – Classical & Modern Approaches to Management- Management Process-Managerial Levels & Skills required.

**UNIT II****(10 Hours)**

Planning- Nature – Characteristics of a sound plan- Planning Process-types and forms of plans– Planning tools & techniques - MBO – SWOT Analysis-Contemporary Issues in Planning. Decision Making – Types of decisions – Decision making Process – Decision Making Styles.

**UNIT III****(12 Hours)**

Organizing – Importance – Principles of Organizing – Formal & Informal Organisation- Departmentation – Basis of Departmentation - Delegation of Authority – Centralization Vs Decentralization – Co-ordination – Need for Co-Ordination.

**UNIT IV****(12 Hours)**

Staffing - directing – principles of directing – communication process – barriers to effective communication – communication networks. Motivation – importance – types of motivation - Leadership – characteristics – Managerial Grid- functions of a leader – qualities of a leader – leadership styles.

**UNIT V****(9 Hours)**

1. Controlling – purpose of control – control process –Control Techniques - requirements of a good control system.

**TEXTBOOKS:**

- 1.Gupta,R.N, Principles of Management,S.Chand & Company Ltd,NewDelhi,Second Revised Edition, 2007.ISBN: 81-219-2458-8.
- 2.Stephen Robbins and Mary Coulter, Management,Pearson Education Inc.,Upper Saddle River, USA, Eighth Edition,2005,ISBN: 81-7758-724-2

**REFERENCE BOOKS**

- 1.Sivalingam.T, Fundamentals of Management, Vrinda Publications (P) Ltd,Delhi,First Edition 2005,ISBN:81-8281-028-0.
- 2.Chhabra,T.N. and Suri,R.K.,Management Process and Perspectives,Kitab Mahal Publishers, First Edition 2000,ISBN: 81-225-0210-5.

14MSU02

## ACCOUNTING FOR MANAGERS

**TOTAL: 55 Hours**

**OBJECTIVE:** Accounting is very vital for any organization or business. The objective of this course is to equip the students with sufficient knowledge on book-keeping methods and maintaining various accounts related records in order to run the business efficiently.

### UNIT I

**(12 Hours)**

Basic accounting concepts and conventions – principles of double Entry System – Journal – Ledger – Trial Balance – Final Accounts – Trading, Profit and Loss Account and Balance Sheet.

### UNIT II

**(12 Hours)**

Bank Reconciliation statement – Subsidiary books – Purchase book – Sales book- Purchase return book– Sales return book – Cash book – Single column cash book - Double column and triple column cash book

### UNIT III

**(10 Hours)**

Bills of Exchange – Types of Bills - insurance claims – Claims for loss of stock – claims for loss profit.

### UNIT IV

**(10 Hours)**

Company accounts – Issue of shares – Issue of shares at par, at discount and at premium

### UNIT V

**(11 Hours)**

Depreciation – meaning – need – methods: straight – line method and Annuity method, diminishing balance method only. Consignment accounts – joint venture (simple problems)

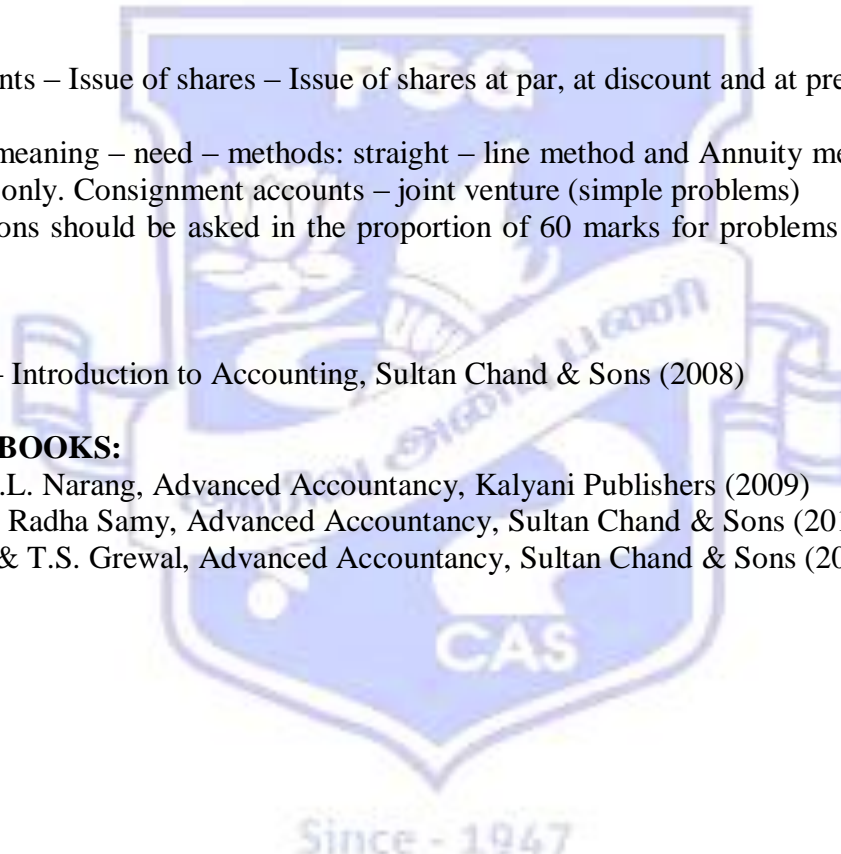
**Note:** 1. Questions should be asked in the proportion of 60 marks for problems and 15 marks for theory.

### TEXT BOOK:

1. T.S. Grewal – Introduction to Accounting, Sultan Chand & Sons (2008)

### REFERENCE BOOKS:

1. S.P. Jain & K.L. Narang, Advanced Accountancy, Kalyani Publishers (2009)
2. R.L. Gupta & Radha Samy, Advanced Accountancy, Sultan Chand & Sons (2011)
3. M.C. Shukla & T.S. Grewal, Advanced Accountancy, Sultan Chand & Sons (2010)



**Objective:**

The motive of the course is to develop the mathematical skills of the students and to explain the extent of the application of analytical skills in decision making.

**UNIT – I** (12 Hours)

Mathematics of finance – Annuities, sinking funds – Discount and present value – Simple interest, compound interest, AP, GP, Average cost, Marginal cost – Average revenue, Marginal revenue, Elasticity of demand, Marginal profit.

Statistics – its application and uses in management. Collection of data - primary and secondary data – Classification and Tabulation of data – Diagrammatic and Graphical representations – Bar, Pie, Histogram, Frequency polygon, Frequency Curve and Ogives.

**UNIT – II** (9 Hours)

Measures of Central Tendency – Definitions – Merits and demerits. Absolute and relative measures of Dispersion – Definitions – Merits and demerits (simple problems). Skewness - Definitions – Karl Pearson's and Bowley's co-efficient of Skewness - simple problems – Kurtosis (Concept only)

**UNIT – III** (9 Hours)

Simple Correlation – types and its uses - Karl Pearson's & Spearman's co-efficient of correlation – Scatter diagram – Simple regression – Finding regression equations – method of least square methods (simple problems)

**UNIT – IV** (8 Hours)

Time series – Definition – Application – Methods of measuring trend by least square and Moving averages – Merits and demerits – Methods of measuring seasonal variations - Simple average and Ratio-to-moving average methods - Merits and demerits.

**UNIT – V** (10 Hours)

Index Numbers - Definition – Uses – Construction of unweighted and weighted Index – Laspyre's, Paasche, Fisher's index numbers- Time Reversal and Factor Reversal Tests – Cost of living Index (Simple Problems).

**NOTE:**

Proof and derivation are excluded. Theory carries 30 marks and problems carries 45 marks.

**TEXT BOOK:**

Business Statistics	: S.P.Gupta, Sultan Chand & Co
An Introduction to Business Mathematics	: V.Sundaram & Jayaseelan
Statistics	: RSN Pillai & Bagavathi
Business Mathematics and Statistics	: PA Navneetham
Statistical Methods	: S.P.Gupta, Sultan Chand & Co

**14MSU04**

**ORGANISATIONAL BEHAVIOUR**

**TOTAL: 55 Hours**

**OBJECTIVE:** The aim of this subject is to enable the readers to understand the ideas and motives behind the behaviour of the humans in working environment and the method to improve the efficiency of the individuals.

**UNIT -I**

**(10 Hours)**

Organizational behaviour – Definition –Contributing disciplines- Models of organization behaviour – Evolution of OB – Hawthorne experiment.

**UNIT -II**

**(12 Hours)**

Individual difference – Personality – Determination of personality – development of personality – Personality traits – Learning – Intelligence – Emotional and mental intelligence – perception– Attitude.

**UNIT -III**

**(10 Hours)**

Groups – Definition – Types – Development – Group norms – Group cohesiveness — conflict – Individual conflict – Interpersonal conflict – Group conflict – Conflict – resolution.

**UNIT -IV**

**(12 Hours)**

Motivation – Maslow’s need hierarchy theory, Herzberg’s two factor theory – Vroom’s expectancy theory – Theory X - Theory Y – McClelland’s theory- Financial and non Financial incentives

**UNIT -V**

**(11Hours)**

Organisational culture – understanding culture – characteristics of culture – cultural system – managing cultural shock.– Organizational Climate . Organisational change – Resistance to change.

**TEXT BOOK:**

1.L.M.Prasad, Organisational behaviour, Sultan Chand and Sons, Third edition, 2004.

**REFERENCE BOOKS:**

1. M.N. Mishra, Organizational behaviour, Vikas Publishing House Pvt. Ltd., First Edition,2008
2. FredLuthans, Organisational behaviour, published by Mc.Graw Hill,Eleventh Edition,2006
3. Jeraki Greenberg, Managing Behaviour in Organisation, Pearson Education Ltd., Fifth edition 2010.
4. Stephen .P.Robbins, “Organisational Behaviour” Prentice Hall India, Ninth Edition, 2002.

14MSU05

**MANAGERIAL ECONOMICS**

**TOTAL: 55 Hours**

**OBJECTIVE:** This subject is designed to enable the students to make sense of the array of economic data and events and its consequences decision makers.

**UNIT -I**

**(12 Hours)**

Managerial Economics - meaning, nature and scope - Managerial Economics and business decision making - Role of Managerial Economist - Fundamental concepts of Managerial Economics. Demand Analysis - meaning, determinants and types of demand - Elasticity of demand.

**UNIT- II**

**(12 Hours)**

Supply: meaning and determinants –Demand meaning and determinants- Production functions - Isoquants, Expansion path - Douglas function. Cost concepts - cost - output relationship - Economies and diseconomies of scale - cost functions.

**UNIT -III**

**(11 Hours)**

Market structure - characteristics - Pricing and output decisions - methods of pricing - differential pricing - Government intervention and pricing.

**UNIT -IV**

**(10 Hours)**

Macroeconomic aggregates and concepts- National Income – meaning and measurement- Money market- Demand and supply of money – money-market equilibrium – Capital market: meaning and components of capital market.

**UNIT -V**

**(10 Hours)**

Inflation –causes, types and measures to control inflation - Business cycle – phases and effects - balance of payments - Monetary and Fiscal Policies-objectives and instruments

**TEXT BOOK:**

1.M.L.Jhingan and J.K.Stephen, Managerial Economics, Vrindha publications, 2012

**REFERENCE BOOKS:**

1. Joel Dean - Managerial Economics, Prentice Hall/Pearson, 2010.
2. Rangarajan - Principles of Macro Economics, Tata McGraw Hill, 2010.
3. Atmanand, Managerial Economics, Excel, 2001.
4. Athmanand.R., Managerial Economics, Excel, New Delhi.2002
5. Mankar.V.G., Business Economics, Macmillan, Business Book, 1999.

14MSU06

## COST ACCOUNTING

**TOTAL: 55 Hours**

**OBJECTIVE:** To gain understanding of costing concepts and the detailed procedure and documentation involved in cost ascertainment systems.

### **UNIT -I (12 Hours)**

Nature and scope of cost accounting – Advantages and limitations of cost accounting – difference between cost and financial accounting – classification of cost – elements of cost – cost sheet – preparation of cost sheet – Materials – classification of materials – material control – Stock levels – Issue of materials – (FIFO, LIFO, simple average, weighted average only).

### **UNIT -II (12 Hours)**

Labour – Timekeeping – Time booking – Remuneration – Time rate – Piece rate (Straight and Taylor's differential piece rate only) incentive plans (Rowan and Hal say only) – overhead – Allocation – Apportionment – Absorption – Primary and secondary distribution Summary (Repeated distribution method, simultaneous equation method).

### **UNIT -III (10 Hours)**

Marginal costing – meaning and Importance of marginal costing – CPV Analysis – Marginal Costing Equations – contribution – Break Even Analysis – P/V Ratio – Margin of Safety – problems of key factor – Application of marginal costing.

### **UNIT -IV (11Hours)**

Process costing – Features – Advantages – Disadvantages – Losses and gains in process – Normal loss – Abnormal losses – Abnormal Gains.

### **UNIT -V (10 Hours)**

Contract Costing – Operating Costing – Job Costing.

**Note:** Question should be asked in the proportion of 60 marks for problems and 15 marks for theory.

### **TEXT BOOK:**

1. S.P. Jain and KL Narang - Cost Accounting, Kalyani Publishers, 16<sup>th</sup> Edition, 2013.

### **REFERENCE BOOKS:**

1. T.S. Reddy, Hari Prasad Reddy ,Cost Accounting, Margham Publishers ,5<sup>th</sup> Edition, 2013.
2. Prasad N.K,Principles and Practice of Cost Accounting, Mc Graw,Hill,New York 3<sup>rd</sup> Edition, 1991.
3. RSN Pillai V. Bagavathi S ,Cost Accounting , Sultan Chand & Co, Fifth Edition 2008.

**14MSU07**

**PRODUCTION AND OPERATIONS MANAGEMENT**

**TOTAL: 55 Hours**

**OBJECTIVE:** This paper is designed to acquaint the students with decision making in: Planning, Scheduling and control of Production and Operation functions both in manufacturing and services.

**UNIT - I (12 Hours)**

Production and operations management – Meaning and importance. Production Systems- Plant location – Factors affecting Site Location – country, Town, Sub-urban-- Plant layout, principles of Layout – types – computerized techniques for layout. Product and service design – concept and need.

**UNIT - II (12 Hours)**

Process selection & capacity planning. Make or Buy decision – Types of processing Automation - concepts – capacity planning – concept – types of capacity – capacity planning procedure – alternative capacity planning – Determinants of effective capacity – concept of line balancing.

**UNIT - III (11 Hours)**

Production planning control – meaning, functions, types of planning and scheduling. Quality – quality control – Acceptance sampling by variable and attribute – ISO Quality Certifications and types – Quality assurance – Six Sigma concept- Maintenance function – Breakdown – Preventive – routine. Method study – chart and diagram. Time study – Motion study.

**UNIT - IV (10 Hours)**

Material handling – Importance – principles – Criteria for selection of material handling equipment. Material management – functions - Value Analysis - Purchasing – procedure-Vendor management - material requirement planning – Overview of MRP – benefits and limitations of MRP .

**UNIT - V (10 Hours)**

Inventory control – functions of inventory – Importance – Replenishment of stock. Tools of inventory control – EOQ – ABC – VED – FSND Analysis - JIT – KANBAN - Store keeping - Objectives - Functions - Protection and prevention measures - Classification and Coding - Costs and control techniques.

**TEXT BOOKS:**

1. Aswathappa K and Shridhara Bhat K, Production and Operations Management, Himalaya Publishing House, 6th Edition, 2010.
2. Pannerselvam R, Production and Operations Management, Prentice Hall India, 3rd Edition, 2013.

**REFERENCE BOOKS**

1. Kanishka Bedi, Production and Operations Management, Oxford University Press, 2007.
2. Russel and Taylor, Operations Management, Wiley, 7<sup>th</sup> Edition, 2010.
3. Chary S. N, Production and Operations Management, Tata McGraw Hill, 5th Edition, 2008.
4. Chase Jacobs, Aquilano & Agarwal., Operations Management, Tata McGraw Hill, 11<sup>th</sup> edition,2006.
5. Mahadevan B, Operations Management Theory and practice, Pearson Education, 2<sup>nd</sup> edition, 2010.

**HUMAN RESOURCE MANAGEMENT****TOTAL: 55 Hours**

**OBJECTIVE:** To provide students the basic knowledge about management of people in organisation. The subject emphasizes on proactive approach of managing human resources.

**UNIT - I (10 Hours)**

Introduction to Human resource management – meaning – functions - nature and scope – HR manager – role- qualities – Difference between Personnel Management and Human resource management – Human resource planning – need - objectives and process.

**UNIT - II (10 Hours)**

Job analysis – job specification - job description meaning and its contents – Recruitment – sources - process – Selection – selection policy – process - induction and placement – Job evaluation – objectives - procedure and methods.

**UNIT – III (11 Hours)**

Human resource development - Introduction – Training and Development – Meaning - training need analysis – objectives - training methods - Implementation and evaluation of training programme – Wage and Salary administration – objectives - factors determining wage and salary administration - process and types of wage plans.

**UNIT – IV (12 Hours)**

Performance management – meaning – Performance appraisal – meaning – objectives – process – methods - merits and demerits – Potential appraisal – meaning - objectives and evaluation - relationship between performance appraisal and potential appraisal – Career planning - Career development – Organisational development – process and interventions.

**UNIT – V (12 Hours)**

Motivation of human resources – empowerment - workers participation in management – Maintaining HR – promotion – demotion – transfer – separation - downsizing - Grievance handling – Industrial Relations – meaning – significance - causes of poor IR - effect of poor IR and suggestions to improve IR - Strategic HRM - International HRM - HRIS and Future of HRM.

**TEXT BOOKS:**

1. L. M. Prasad, Human Resource Management, Sultan Chand & Sons, 3<sup>rd</sup> Edition, 2003
2. P.C. Tripathi, Personnel Management and Industrial Relations, Sultan Chand & Sons, 21<sup>st</sup> revised Edition, 2013

**REFERENCE BOOKS:**

1. C. B. Mamoria, Personnel Management, Sultan Chand & Sons, 5<sup>th</sup> Edition, 2002
2. Arun Manoppa & Mirza S Saiyadain, Personnel Management, Tata McGraw Hill Publishers, 2<sup>nd</sup> Edition, 2004
3. Biswajeet Pattanayak, Human Resource Management, Prentice Hall India Publishers, 3<sup>rd</sup> Edition, 2003
4. R. Wayne Mondy, Human Resource Management, Pearson Education, 10<sup>th</sup> Edition, 2008

**14MSU09**

**MARKETING MANAGEMENT**

**TOTAL: 55 Hours**

**OBJECTIVE:** To impart the basics of marketing and to develop the knowledge on the modern-day marketing practices.

**UNIT – I (10 Hours)**

Introduction to Marketing Management – Marketing Vs Selling – Scope of Marketing – Evolution of Marketing- Concepts of Marketing-Functions of Marketing Management- De- Marketing- Re-Marketing - Societal Marketing-Marketing Environment- Macro and Micro Environment.

**UNIT – II (12 Hours)**

Consumer Behaviour – Factors influencing Consumer Behaviour - Consumer decision making process – Post purchase dissonance – Market Segmentation-Benefits – Methods-Target Market - Marketing Mix - Elements- Importance - Factors determining Marketing Mix.

**UNIT – III (12 Hours)**

Product Planning – Objectives - Product Mix- Branding – Types of Branding - Packaging – Labeling – Positioning-Positioning Strategies- New Product – New Product Development-Marketing Myopia- Product life cycle.

**UNIT – IV (10 Hours)**

Pricing – Factors affecting Pricing - Pricing strategies - Channels of Distribution – Importance - Wholesalers- Retailers- MLM, Web Marketing - Channel Conflicts & Management.

**UNIT -V (11 Hours)**

Promotion management – Objectives - Promotion mix – Advertising - Personal selling – Sales Promotion – Publicity – Public relations – Physical distribution – Components & Importance.

**TEXT BOOKS:**

- 1.Philip Kotler and Kevin Lane Keller “Marketing Management” Prentice Hall, 14<sup>th</sup> Edition, 2012
2. V.S. Ramaswamy, S. Namakumari “ Marketing Management: Planning, Implementation and Control”, Macmillan and Company, ed.2002

**REFERENCE BOOKS:**

1. William G. Zikmund, Michael D’Amico “Basic Marketing” West Publication Company, ed 1996.
2. Rajen Saxena, Marketing Management, Tata Mc Graw Hill Publishing, 2002
3. C.B.Gupta & N.Rajen Nair, Marketing Management, sultan Chand & Sons, 14<sup>th</sup> Edition ,2012.

## APPLIED OPERATIONS RESEARCH

Semester - III

**Objective:** The objective of the subject is to make the students familiar with the statistical and linear programming techniques. The main focus is however in their application in business.

### Unit I (12 hours)

Introduction to operations Research – Definition and nature of operations research – Scope of operations research – General linear programming problem – Mathematical formulation of linear programming problem - Solution to linear programming problem by graphical method - Simplex method – Simple problems.

### Unit II (11 hours)

Transportation problems – Attaining initial basic feasible solution using North / West Corner Rule and Vogel's Approximation Method – Optimal solution – Simple balanced problems and Unbalanced problems on the above method without degeneracy – Assignment problems – Hungarian method.

### Unit III (10 hours)

Sequencing problem – Johnson's rule for n jobs – 2 machines, n job 3 machines problems – Replacement problems – Simple method – items that deteriorate with time and money value is fixed.

### Unit IV (10 hours)

Game theory – concept of pure and mixed strategies – value of games – solving 2 person zero sum games with saddle point – solving 2X2 games without saddle point – simple problem – dominance principle – simple problem. Queuing theory – introduction – characteristics - queuing system – description of Poisson queues – problem on (M/M/1 FIFO/∞) only.

### Unit V (11 hours)

Net Work analysis: concepts of PERT & CPM – simple problem. Simulation - process Monte Carlo simulation -simple problems

**Note:** proof of theorem and derivatives are excluded.

#### Text Book:

Operation research	-	Dharani Venkatakrishnan, Keerthi Publications
Operations Research, Sultan Chand & Co	-	Kantiswarup, P.K. Gupta & ManMohan
Operations Research, Dhanpat Rai & Sons	-	Nair N.G

**OBJECTIVE:**

To impart knowledge of different business laws prevalent in the country and to enable them to confront legal complications involved in the business.

**UNIT -I****(12 Hours)**

Contract- essentials of contract- agreements- void- voidable and illegal contracts- express and implied contracts- executed and executory contracts- absolute and contingent contracts- offer- legal rules as to offer- and lapse of offer- acceptance and rules as to acceptance-to create legal relations- capacity of parties to create-consideration- legal rules as to consideration- stranger to a contract and exceptions- contract without consideration- consent- coercion- undue influence- misrepresentation- fraud- mistake of law and mistake of fact.

**UNIT -II****(11 Hours)**

Legality of object- unlawful and illegal agreements- effects of illegality- wagering agreements- agreements to public policy- agreements in restraint of trade- exceptions- void agreements- restitution- quasi contract- discharge of contract- breach of contract- remedies for breach of contract.

**UNIT -III****(12 Hours)**

Law of sale of goods: Formation of contract of sale- sale and agreement to sell- hire purchase agreement- sale and bailment- capacity to buy and sell- subject matter of contract of sale- effect of destruction of goods- documents of title of goods- conditions and warranties- rules of caveat emptor – exceptions- transfer of property- goods sent on approval-sale by non owners- right of lien- termination of lien- right of resale- right of stoppage in transit- rights of unpaid seller.

**UNIT -IV****(10 Hours)**

The Companies Act 1956-Nature and types of company. Formation of company, memorandum of association, articles of association, prospectus and allotment of shares, share and share capital, meetings and proceedings.

**UNIT -V****(10 Hours)**

Company management- appointment- rights , duties and liabilities of managerial personnel- meetings, requisites, agenda, voting, types of membership, membership- its rights and liabilities, termination of membership, winding up of company, - its types- consequences of winding up.

**TEXT BOOKS:**

- 1.N D Kapoor, Elements of Mercantile Law, Sultan Chand & Sons, New Delhi, Twenty Ninth edition,2007
2. S S Gulshan, and G K Kapoor, Business law, including company law, New Age International Publishers, New Delhi, Sixteenth edition.,2013

**REFERENCE BOOKS:**

1. S K Agarwal, Business Law, Galgotia publishing company, New Delhi, 2003
2. M C Kuchhal, Mercantile Law, , Vikas publishing house Pvt Ltd, New Delhi,2002
3. Avtar Singh, Company Law, Eastern Book Company, New Delhi, 2007.

**LAB - OFFICE AUTOMATION SYSTEM****OBJECTIVE:**

This lab makes the students to gain practical knowledge and depth working application principles in the office packages for the day to day office transactions.

**SOFTWARE:** MS – OFFICE Package

**EXERCISES:****Word**

1. Create Table with four columns and five rows. Do the following options using that Table:

1. Sorting
2. The Sum Function
3. Merge cell
4. Table Headings

Convert Text to a table, Splitting a Table and Table AutoFormat. Show with example.

2. Assuming yourself as the General Manager of a company draft an appointment letter to a candidate short-listed through an interview. (Use Mail Merge)

3. Create atleast two pages of text with multicolumn layouts like magazines and newspapers. Add the following options:

1. Header and Footer
2. Borders and shading for title
3. Use WordArt for heading
4. Use Text Box

**Excel**

1. Prepare a Mark Sheet of a School for 10 Students with 6 Subjects details and Calculate how many students pass and fail by including one column as result in the mark sheet.

2. Prepare an EMPLOYEE Database of an Organization with the following details: (Atleast 10 Details)

Name, Emp Id, Gender, Address, Phone No, E-Mail Id Qualification, Designation, Department, Salary, Year Of Joining And Working Station

- Draw Chart to Find Out The % Of Male & Female Working (Pie Chart)
- Find Out How Many Employees Drawn Salary Above 10000.
- Draw a Chart For Emp Id And Salary Drawn.

3. Create Balance Sheet and Profit & Loss Statement by your own data for an organization and use atleast 10 Different Formulas in Different Cells.

4. Graphically present the following sales data from ABC Corporation Limited

	Sales in Lakhs			
	1 <sup>st</sup> quarter	2 <sup>nd</sup> quarter	3 <sup>rd</sup> quarter	4 <sup>th</sup> quarter
North	23	26	32	30
South	21	25	30	30
East	24	26	29	27
West	21	26	28	29

Use the following chart types:

- a. Bar Chart
- b. 3-D Column

**Power Point**

1. Present the agenda of the Annual General Meeting of a company using PowerPoint.

- a. Set a suitable timing between two slides.
- b. Use appropriate templates, fonts and styles.
- c. Store a copy of the presentation as a PowerPoint show (ie., with a pps extension)

- d. The timing between slides is 30 seconds.
- e. Use different animation effects for each slide.

Prepare at least seven slides.

2. Design presentation slides for a products of your choice the slides must include name, brand name, type of product, characteristics, special offers, price etc.

- a. Changing background colour, font colour using wordart
- b. Use manual mode for the slide show
- c. Use Top-down, Bottom-up, Zoom in and Zoom out effects

**Access**

1. Create a table, form and report for the database: "Patient\_details"

Fields are: Patient\_ID, Patient\_name, Patient\_age, Patient\_Gender, Patient\_address, Patient\_phone, Patient\_mobile, Patient\_email, Doctor\_detail, Patients\_reports  
(Atleast 10 records should be included)



**RESEARCH METHODS FOR MANAGEMENT**

**TOTAL: 55 Hours**

**OBJECTIVE:** To equip the students with the basic understanding of the research methodology and to provide an insight into the application of modern analytical tools and techniques for the purpose of decision-making.

**UNIT- I ( 9 Hours)**

Meaning of research - Objectives of research - Types of research -Research approaches - significance of research - Research process - Criteria of good research .

**UNIT-II (10 Hours)**

Defining the research problem : Research problem definition – Identification of research problems – Selection of research problem – Formulation of research problem – hypothesis – Procedure of hypothesis testing.

**UNIT- III (12 Hours)**

Research design: – Features of a good design – Important concepts relating to research design – Types of research design. Sampling design: Steps in sampling design – Criteria of selecting sampling – Different types of sampling designs. Measurement and scaling techniques: - Measurement: Measurement scales – Sources of error in measurement. Scaling :Scale classification bases – Important scaling techniques – Scale constructions techniques.

**UNIT- IV (12 Hours)**

Methods of data collection-Data processing and analysis - Measures of central tendency – measures of dispersion – chi-square test – simple correlation and regression. Interpretation and report writing– different steps in writing report – layout of the research report – types of reports – mechanics of writing a research report.

**UNIT V ( 12 Hours)**

Marketing research- Nature of Marketing Research –Techniques of Marketing Research- Characteristics of good Marketing Research - Marketing research plan. New Product Research – Consumer Behaviour Research in Retail-Advertising Research –Media Selection Research – Motivation Research –Sales Control Research.

**TEXT BOOKS:**

1. Kothari, C.R, Research Methodology Methods And Techniques, Second Edition, New Age International (P) Limited Publishers, New Delhi,2004- ISBN: 81-224-1522-9.
2. Gupta, S.L, Hitesh Gupta – Business Research Methods, McGraw Hill Education (India) Private Limited, New Delhi, 2012
3. Sharma, D.D Marketing Research – Principles , Applications And Cases, Second Revised Edition , Sultan Chand And Sons , New Delhi,2010 ISBN: 978 -81-8054-685-3.

**REFERENCE BOOKS:**

1. Uma Sekaran – Research Methods for Business – A Skill Building Approach – Wiley Student Edition.Wiley India Pvt.Ltd new Delhi-2003 ISBN : 81-265-0928-7
2. William G. Zikmund/Barry J. Babin -Essentials of Marketing Research- Thomson – south-western – ,2010.ISBN 81-315-0281-3.

**ENTREPRENEURSHIP DEVELOPMENT AND PROJECT  
MANAGEMENT**

**TOTAL 55 Hours**

**OBJECTIVE:** To enable the students understand the concept of entrepreneurship and make them acquire entrepreneurial skills, attitude and knowledge.

**UNIT-I (11 Hours)**

Entrepreneurship- Meaning-Characteristics- Functions – Factors influencing entrepreneurship- Barriers to entrepreneurship - Role of entrepreneurship in economic development- Entrepreneur- Definition- Entrepreneurial Competencies- Entrepreneur and Manager – Intrapreneur- Women entrepreneur

**UNIT- II (11 Hours)**

Entrepreneurial Culture – Need for Innovation in entrepreneurship- entrepreneurial motivation- Entrepreneurship Development Program (EDP)- Need for EDP- Objectives- Phases of EDP- Course content and curriculum of EDP- Evaluation of EDP- Steps for Starting a SSI unit- Selection of forms of Organization- Sickness of SSI Unit.

**UNIT-III (11 Hours)**

Institutional Support to Entrepreneurs - Central level institutions: NSIC, SIDO, MSME-DI, SIDBI, NABARD, NIESBUD, IDBI, IFCI, ICICI, KVIC, NEDB and MDI- State level institutions: DIC, SFC, SSIDC, SIDC, TCO-Commercial Banks – Venture Capital, Incubation support- Incentives for SSI units- Cluster Development Programme

**UNIT-IV (11 Hours)**

Concept of a Project- Characteristics of a project- Project classification- project life cycle- Project Identification- Sources of Information- Selection – Project formulation-Project report- Content of a project report- Importance- Preparation of a Project Report-Project Appraisal

**UNIT-V (11 Hours)**

Project Management-Meaning-Functions: Project Definition-Project Planning and Project Control- Project Manager-Responsibilities of a Project Manager-Project Network Design-Application of Network Techniques-Project Contracting-Project Control-Project Audit-Computer aided project Management.

**TEXT BOOKS:**

1. E.Gordon and Dr.K.Natarajan, Entrepreneurship Development, Himalaya Publishing House, 2013.
2. Prasanna Chandra, “Projects”, Tata Mc Graw Hill Publication New Delhi, Fifth edition 2005.

**REFERENCE BOOK:**

1. B.Gupta and N.P.Srinivasan, Entrepreneurship Development, Sultan Chand and Sons, New Delhi.2012.

**PROMOTION MANAGEMENT****TOTAL: 55 Hours**

**OBJECTIVE:** This Paper will help students to be fully aware of modern tools and techniques in the areas of promotion management. The subject will provide a basic idea about the creative realms of promotion mix, wherein they can make the organisations to win over the competition.

**UNIT-I****(11 Hours)**

Promotion-Meaning- Promotion as communication- Promotion mix – meaning- Elements of promotion mix – Advertising- Sales Promotion- Personal Selling- Publicity and Public Relations – Promotional Strategies – Push and Pull strategies. Advertising – meaning- objectives- functions – social - economic and ethical aspects of advertising.

**UNIT – II****(12 Hours)**

Medias of Advertising – indoor – outdoor - direct advertising and display media - Online advertising - Media selection considerations. Advertisement Copy - Advertisement layout. Advertising agency – meaning - types - criteria for selection of an agency - agency compensation - ISCA .

**UNIT – III****(12 Hours)**

Sales promotion – meaning – objectives - reasons for the increase of sales promotion - types of sales promotion activities – Consumer oriented sales promotion – objectives- techniques - Trade oriented sales promotion – objectives - techniques – Sales promotion programme – factors influencing sales promotion decision.

**UNIT – IV****(10 Hours)**

Personal selling – meaning - theories of personal selling – objectives - steps in personal selling – Salesmanship – meaning - qualities of sales force – Sales force management – motivation and compensation of sales force.

**UNIT – V****(10 Hours)**

Public Relations – meaning, publics of the company - public relations programme - tools of public relations - types of public relations activities.  
Publicity – meaning- publicity messages- publicity plans- publicity organisation and evaluating publicity results.

**TEXT BOOK**

1.S.A. Chunawalla, Advertising, Sales and Promotion Management, Himalaya Publishing House, 4<sup>th</sup> Edition, 2008

**REFERENCE BOOKS:**

- 1.P.K.Agarwal, Advertising, Sales Promotion and CRM,Pragati Prakasan Educational Publishers. 2<sup>nd</sup> edition, 2013
2. Neeru Kapoor, Advertising and Personal Selling, Pinnacle Learning Publishers, 2nd edition 2005.
3. CN Sontakki, Advertising and Sales Management, Kalyani Publishers, 2006 Edition,
4. SL Gupta & VV Ratna, Advertising and Sales Promotion Management, Edition, Sultan Chand & Sons. 2011.
5. MN Mishra, Sales Promotion &Advertising Management, Himalaya Publishing House. 2014 Edition,

**FINANCIAL MANAGEMENT**

**TOTAL: 55 Hours**

**OBJECTIVE:** The purpose of the subject is to familiarize the students with the broad frame work of financial decision making in a business unit.

**UNIT- I (12 Hours)**

Financial management: meaning – Scope and objectives of financial management – Profit maximization – Wealth maximization – Funds flow statement (Problems only) – Cash flow statement. (Problems only)

**UNIT -II (10 Hours)**

Leverages: Meaning–Types of leverages - EBIT – EPS Analysis- Point of indifference point – Cost of capital – Cost of equity – Cost of preference capital – Cost of debenture capital – Capital structure – Capital structure theories.

**UNIT -III (12 Hours)**

Ratio analysis – Merits and limitations of ratio analysis - Classification of ratios – Capital structure ratios – Liquidity ratios – Turnover ratios and profitability ratios

**UNIT -IV (11 Hours)**

Management of working capital – Cash management (theory only) – Accounts receivable and inventory management (theory only)

**UNIT -V (10 Hours)**

Capital Budgeting – Meaning – Importance – Payback period – Accounting rate of returns – Internal rate of return method – Net present value methods – Profitability index

**Note:** Question in problems and Theory shall be distributed as 60 marks for problems and 15 marks for theory.

**TEXT BOOK:**

1. M.Y. Khan & P.K Jain, Financial Management.,Tata Mc Graw Hill, 4<sup>th</sup> edition 2011.

**REFERENCE BOOKS:**

1. R.K. Sharma & Shashi K. Gupta., Financial Management, Kalyani Publishers, 2003
2. Prasanna Chandra, Financial Management, Tata Mc Graw Hill 2011
3. Pandey . I.M,Financial Management ,Vikas publication, New Delhi, 2011

**OBJECTIVE:**

To understand the concepts of effective retailing and to manage the retail chains with the help of latest Information technology aids.

**UNIT -I**

**(10 Hours)**

Retailing - An introduction: Definition, Functions, Importance - Retailing in India - Current Scenario, Retailing from International perspectives; Consumer buying decision process - influencing factors, Consumer shopping behaviour.

**UNIT -II**

**(11 Hours)**

Retail Formats - Types of retail formats - Retail planning - Purpose, method - Retail location decision - Trading area analysis, Types of location Site evaluation; Store design - layout and space - Visual merchandising and displays.

**UNIT -III**

**(11 Hours)**

Retail brand management- positioning, Types of brand - Merchandise management - Meaning, Methods, Assortment and Inventory; Purchase negotiation, Supply channel and relationship - retail logistics. Retail pricing - approaches, influencing factors - Price sensitivity - mark down policy.

**UNIT -IV**

**(11 Hours)**

Retail promotion - setting objectives, Role of advertising, sales promotion, personal selling public relations and relationship marketing in retailing – CRM – importance, advantages and recent trends.

**UNIT -V**

**(12 Hours)**

Concept of Internet Retailing – Traditional Vs internet retailing - Impact of information technology in retailing - Integrated systems and Networking EDI, Bar Coding, Customer database management - Consumerism and Ethics in retailing - Social and Green issues - Retail audit.

**TEXT BOOKS:**

1. Swapna Pradhan, Retail Management -Text and Cases, Tata McGraw Hill, 3rd Edition, 2009.
2. Ogden, Integrated Retail Management, Biztantra, India, 2008.

**REFERENCEBOOKS:**

1. Patrick M. Dunne and Robert F Lusch, Retailing, Thomson Learning, 4th Edition 2008.
2. Chetan Bajaj, Rajnish Tow and Nidhi V. Srivatsava, Retail Management, Oxford University Press, 2007.
3. Berman and Evens, Retail Management, PHI, 2010.
4. Gibson Vedamani, Retail Management, Jaico Books, 3e, 2010.
5. Levy & Weitz, Retail Management, Tata McGraw Hill, Eighth Edition,2012.

**PRACTICE WORKSHOP**

**OBJECTIVE:** To make the students become familiar in business correspondence and help them to understand the procedures involved in Banking, Insurance and Share trading activities.

**Module 1 - BUSINESS COMMUNICATION**

**Exercise No. 1:**

- I. Write an enquiry letter seeking quotation for manufacture/purchase of any components/products.
- II. Write a letter for placing an order for any product of your choice.

**Exercise No. 2:**

- I. Write a sales letter about your Company's product to your client.
- II. Write a complaint letter to your supplier towards the supply of defective products.

**Exercise No. 3**

- I. Collect Annual Reports of five different companies. Use the balance sheet of a company and analyse the financial position with the help of Financial Ratios. (Liquidity, Solvency and Profitability Ratios)
- II. Prepare a Circular, Agenda and Minutes of the Annual General Meeting of a firm.

**Exercise No. 4**

Collect and fill up various tax application forms (VAT & Service tax)

**Module 2 - BANKING PROCEDURES**

**Exercise No. 5**

Fill up the following forms:

- I. Opening Savings Bank Account of a nationalised bank.
- II. Pay in slip for deposit.
- III. Withdrawal slip
- IV. Challan for taking Demand Draft
- V. Fixed deposit and Recurring deposit forms
- VI. Current account application form and seeking Overdraft facility

**Exercise No. 6**

- I. Fill in the application form for opening Online account.
- II. Learn the procedure for seeking Credit Card and Debit Card.
- III. Collect and fill up the ATM card application form.

**Exercise No. 7**

- I. Collect information related to getting an Educational Loan from a Nationalised bank. Fill in the application form for obtaining educational loan.
- II. Collect information related to sending funds through online money transfer system from your bank account.

**Exercise No. 8**

- I. Prepare a Project Report to obtain financial assistance from a Nationalised Bank for starting a new business.
- II. Fill in the form to seek entrepreneurial support from DIC.

**Module 3 - INSURANCE CORRESPONDENCE**

**Exercise No. 9**

- I. Write a letter to insurance company seeking claim for loss of products due to fire accident.
- II. Collect information related to various life and general insurance.

**Exercise No. 10**

- I. Fill in the application form for obtaining personal life insurance and vehicle insurance.
- II. Fill in the application form for seeking medi-claim policy of an insurance company.

**Module 4 - SHARE TRADING**

**Exercise No. 11**

Collect information related to opening DEMAT Account and Trading Account. Fill up the forms related to opening DEMAT Account and Trading Account along with delivery instruction slip, market transfer and off- market transfer.

**Exercise No. 12**

Visit to Simulated Share Trading Lab at PSG IM, Coimbatore and Report submission.



Since - 1947

14MSU20

## TAXATION

**TOTAL:55 Hours**

**OBJECTIVE:** The subject focuses on the broad framework on the direct taxes amended by the government and which influences on financial decisions of a firm.

### UNIT- I

**(10 Hours)**

Income tax Act 1961-current finance act – definition-residential status – scope of income liable to tax incomes – exemption from income tax.

### UNIT -II

**(12 Hours)**

Income from salary –computation – allowance – perquisites – profit in lieu of salary – deductions us 16 – saving qualifying for rebate.

### UNIT -III

**(11 Hours)**

Income from House property – self occupied and let out house property – deduction us 24. Profits and gains from business of profession – deductions expenses allowed and disallowed – general deduction – depreciation.

### UNIT -IV

**(12 Hours)**

Capital gains – short term and long term capital gains – exempted capital gains – incomes taxable under the head other sources – deductions - Clubbing of income-set off and carry forward losses – deductions from gross total income (Sec 80D to 80U)

### UNIT -V

**(10 Hours)**

Assessment of individual's income – computation of income tax – Computation of wealth tax (Individual & company)

### Note:

Questions in theory and problems shall be distributed as 60 marks for problems and 15 marks for theory.

### TEXT BOOK:

1. Gaur and Narang - Income Tax Law and Practice, Kalyani Publications, Revised First Edition, 2013-14.

### REFERENCE BOOKS:

1. Dinkar Pagare - Income Tax Law and Practice, Sultan Chand & Co, Revised First Edition, 2013 -14.
2. Hariharan.N - Income Tax Law and Practice, MC Graw Hill, 4<sup>th</sup> Edition, 2013.

**14MSU21**

**EVENT MANAGEMENT**

**TOTAL: 55 Hours**

**OBJECTIVE:** To explain the need and significance of marketing for an event and educate the students to know about the management strategies in organising events.

**UNIT- I**

**(10 Hours)**

Event – Meaning - Definition – 5C’s of Events – Key elements of Events – Event Infrastructure – Target Audience – Client- event Organisers – Venue – Media –Problems associated with Traditional Media(Event as a Marketing Tool).

**UNIT- II**

**(12 Hours)**

Event Management – objectives – activities in events management concept and design - Planning – Protocols – Staging – operations and Logistics – Safety and Security – risk management – types - Crowd management and evacuation – monitoring, control and evaluation of events

**UNIT- III**

**(11 Hours)**

Concept of products in events – benefit levels – event hierarchy categories of events and their characteristics – concept of pricing in events – event budget – typical event expenditure – event marketing – concept of markets for events – segmentation and targeting of the market for events.

**UNIT- IV**

**(12 Hours)**

Concept of promotion in events – steps involved in creating a promotional Campaign for the event - networking components – revenue generating – non-revenue generating customers – positioning in events and the concept of event property – repositioning of events – reach of an event – interaction – reach – interaction matrix – event variation – Development to watch.

**UNIT – V**

**(10 Hours)**

Event Management of corporate events– Trade shows – Seminars – Meetings – Press Conferences – Team Building Events - Networking Events – Product Launches – VIP Events – Award Ceremonies – Incentive and personal events.

**TEXT BOOK:**

1.Lynn Vas Der Wagen and Brenda R.Carlos, “Event Management”, Pearson Education Ltd, Fourth Edition, 2009.

**REFERENCE BOOKS:**

1. Ashutosh Chaturvedi, “Event Management: A professional and development approach”, Global India publication Pvt Ltd, First edition, 2009.
2. Sanjai Singh and Sanjai.V.Saggere, “Event marketing and management”, Pearson Education Ltd, Third Edition, 2009.
3. Purnima Kumari, “Event Management” , Anmol Publication Pvt Ltd, First Edition, 2013.

**14MSU22**

**CORE ELECTIVE-I**

**BUSINESS ETHICS AND CORPORATE GOVERNANCE**

**TOTAL: 55 Hours**

**OBJECTIVE:** To know about the ethical issue practices of Indian industry and business and to sensitize the social principles in evaluating the societal problems and assessing the global concerns.

**UNIT -I**

**( 12 Hours)**

Meaning- definition- nature- importance- characteristics of managerial ethics- ethical theory- teleological framework/ deontological frame work/ mixed frame work- structure and business ethics -contemporary issues in business ethics.

**UNIT -II**

**(12 Hours )**

Ethical dilemma, ethical decision making, code of ethics, guidelines for developing code of ethics- work ethics-work culture- benefits of managing ethics in work place- ethical values- the role of corporate culture and leadership. Concept of CSR- changing expectations of social responsibility.

**UNIT -III**

**(11 Hours)**

Ethics & business (marketing/ HR/ advertisement)- ethics and environment, ethics and health care, ethics & information technology, ethics and financial reporting- Ethics in global economy- Evaluation of corporate ethics- establishing ethics training programmes, ethical audit- system to monitor and enforce ethical standards.

**UNIT -IV**

**(10 Hours)**

Corporate governance- issues of corporate governance, board of directors- types of BOD, role of BOD, structure, training of BOD, disclosure to outsiders, and performance evaluation of the board.

**UNIT -V**

**(10 Hours)**

Protection of stake holders, changing roles of corporate boards with change in time. Indian ethos in management- principles- approaches.

**TEXT BOOKS:**

- 1.R V Badi, N V Badi, Business Ethics, Vrinda Publications Pvt Ltd, 2007 Edition.
- 2.Bowie, Norman and Ronald Duska, Business Ethics, Englewood cliffs, NJ, Prentice Hall. Second edition,2008.

**REFERENCE BOOKS:**

1. B N Ghosh, Business ethics & Corporate Governance, Tata McGraw Hill education Pvt Ltd, edition,2011
2. Laura P. Hartman, Perspectives in Business Ethics, Tata McGraw Hill, Third edition-2001.
3. C S V Murthy, Business ethics & corporate governance, Himalaya publishing house Pvt Ltd, Mumbai, edition 2012.
4. Peter A stanwick, sarah D Stanwick, Understanding Business ethics, Pearson education Inc, publishing, First edition,2011.

**OBJECTIVE:** To impart understanding of the concepts and various application issues of e-business like e-Business models, e-Business strategy, Internet infrastructure, e-business development, Digital marketing and global issues in e-Business

**UNIT -I****(10 Hours)**

Introduction to e-Business: Meaning of e-Business – e-Business Vs. e-Commerce – Characteristics of e-Business – Elements of an e-Business solution – e-Business roles and their challenges – e-Business requirements – Impacts of e-Business – Inhibitors of e-Business

**UNIT -II****(11 Hours)**

e-Business Strategy: Strategic positioning – Levels of e-Business strategy – The changing competitive agenda – Strategic planning process – Strategic alignment – The consequences of e-Business theoretical foundations – Success factors for implementation of e-Business strategies - e-Business models – Classification of business models

**UNIT -III****(12 Hours)**

e-business relationships –Types and characteristics - Building an e-Business design, Development and Management: e-Business technological infrastructure: Technological e-Business challenges – Basic infrastructure web technologies and applications – Collaborative technologies – The role of enterprise information system in e-Business

**UNIT -IV****(10 Hours)**

e-Procurement – Purchasing process- Developments in purchasing – IT and purchasing - Key procurement activities – e-procurement models- The components of e-procurement system- e-procurement solutions – Internet –based e-Catalog systems - Online career services- Online banking and investing.

**UNIT- V****(12 Hours)**

Digital marketing – The effects of e-Business technologies on marketing strategy – Customer retention and e-CRM – Measuring the extent of digital marketing activity – Market analysis – First generation digital marketing tools – Second generation digital marketing tools – Viral marketing – Future challenges and opportunities in the e-Business

**TEXT BOOK:**

1. Michael P. Papazoglou and Pieter M.A Ribbers; e-Business (Organizational and technical foundations) Kay Kay Printers, Delhi (2011)

**REFERENCE BOOKS:**

1. Harvey M. Deitel, Paul J. Deitel and Kate Steinbuhler ; e-Business and e-commerce for managers ; Published by Prentice Hall, Indian edition published by Dorling Kendersley (India) pvt ltd (Pearson) education in South Asia 2011
2. Janathan Reynolds ; e-Business (A management perspective) Oxford publication, 2010
3. Gary P. Schneider; e-commerce, India Edition, – Cengage Learning. 2012.
4. . Laudon and Traver; e- Commerce: Business Technology & Society, Pearson education 2011

**OBJECTIVE:** The aim of this subject is to make the students understand the theoretical concept in the subject and to help them gain knowledge on various laws in industries.

**UNIT-I****(9 Hours)**

Introduction to Labour Law – Definition -Need. Factories Act 1948-Meaning- Definition- Approval- Licensing and Registration of Factories- Health- Safety- Welfare- Working Hours of adults- penalties.

**UNIT-II****(11 Hours)**

Social Security Legislations-Workmen's compensation Act 1923-Need and Scope- Definitions- Rules regarding Workmen's- Amount of compensation- Distribution of Compensation- Penalties. Employees State Insurance Act 1948-Applicability of the Act- Definitions- Administration of the scheme- Benefits- General Provisions- Penalties.

**UNIT-III****(12 Hours)**

The Employees Provident Funds and Miscellaneous Provisions Act- 1952-Scope and Object of the Act- Definitions- Employee's Provident Fund Schemes- Administration of the scheme- Penalties. Payment of Gratuity Act- 1972- Scope and Coverage of the Act- Definitions- Payment of Gratuity- Forfeiture of Gratuity- Penalties.

Maternity Benefit Act- 1961-Scope and Coverage of the Act- Definitions- Benefits- Penalties

**UNIT-IV****(12 Hours)**

Payment of Wages Act- 1936 –Application of the Act- Definitions- Rules for payment of Wages- Deduction from Wages- Inspectors- Penalties. Payment of Bonus Act- 1965- Application of the Act- Determination of Bonus- Penalties

**UNIT –V****(11 Hours)**

Industrial Dispute Act 1947-Salient features- Forms- Collective Bargaining- Benefits- Settlement- Penalties. Trade Union Act 1926- Scope and Coverage of the Act - Registration- Rights and privileges- Dissolution- Penalties.

**TEXT BOOK**

1. PC Tripathi, C B Gupta- ND Kapoor, Industrial Relations and Labour Law, Sultan Chand & Sons-5<sup>th</sup> Edition-2013
2. ND Kapoor, .Handbook of Industrial Law, Sultan Chand & Sons, 11<sup>th</sup> Edition, 1998.

**REFERENCE BOOKS**

1. MC Kuchhal, Business and Industrial Law, PHI Third Edition, 2005.
2. ND Kapoor, Elements of Industrial Law, Sultan Chand, 13<sup>th</sup> Edition

14MSU26

## SERVICES MARKETING

**TOTAL: 55 Hours**

**OBJECTIVE:** The objective is to develop the understanding of services & service marketing with emphasis on various aspects which make it different from goods marketing.

### UNIT -I

**(11Hours)**

Introduction of services- Evolution & Growth of service sector in India- Characteristics of services marketing-Nature & Scope-Difference between goods and services-Classification of services-Expanded marketing mix for services-Service Quality- Introduction to Gaps Model & SERVQUAL dimensions.

### UNIT-II

**(12 Hours)**

Managing demand & capacity-Strategies for managing demand & capacity- Consumer behaviour in services-Customer expectation & perception-Factors influencing expectation & perception-Service recovery-Building recovery strategies –Service encounter-Service scape-Service supply relationship.

### UNIT-III

**(10 Hours)**

Service product – Levels of Service Product-New service development- Service lifecycle- Pricing for service-Emerging service pricing strategies-Service delivery & Service communication.

### UNIT-IV

**( 11 Hours)**

People in Services - Role of employees in Services marketing- Challenges for people element-Internal marketing- Service Process-Physical Evidence-Service Design & Positioning-Service Blueprinting-Customer participation in designing of service- Customer retention techniques-Relationship marketing.

### UNIT-V

**(11 Hours)**

Service marketing strategies for marketing financial services, Information services, Health & Hospitality services ,Hotel, Tourism, Professional services, Public utility services, Educational services, Entertainment services.

### TEXT BOOK:

1. Nimit Chowdhary & Monika Chowdhary, "Marketing of Services" (The Indian experience) published by Macmillan Publishers India Ltd, second edition-2010.

### REFERENCE BOOKS:

- 1.S.Balachandran, Service Marketing, Shroff Publishers & distributors Pvt Ltd, First Edition – July2011.
- 2.Dr.S.Shajahan, Service Marketing, Himalaya publishers, Second Edition-2009
- 3.Dr.S.L.Gupta ,Marketing of Services, International Book House,First Edition-2011
- 4.R.Srinivasan, "Services Marketing",Prentice Hall of India Pvt Ltd, Second printing –Aug'2004
- 5.Ravishankar, "Service Marketing"Published by Excel Books, First Edition-2002.
- 6.Bholanath Dutta & B.Rose Kavitha, "Services Marketing" I.K.International publishing house Pvt Ltd, First edition- 2011.

**OBJECTIVE:** The basic aim of the subject is to acquaint the students with the export import procedures, documentation and logistics.

**UNIT- I (12 Hours)**

Export marketing-Definition-Orientation and stages- Reasons for going international-domestic Marketing Versus International Marketing-Export business environments –Economic – Technological- Political-Social Factors - Export barriers – Tariff and Non Tariff Barriers- Role of GATT and WTO

**UNIT- II (12 Hours)**

Export marketing Information and research–International Market Entry Strategies-Indian institutional infrastructure for exports – Export – import policy – Export assistance, EPZ, EOU, SEZ.

**UNIT-III (11 Hours)**

Export Procedure-Product planning and decisions – Export marketing channels – Physicals distribution – transportation – packaging and marine insurance – promotion of exports – pricing for exports.

**UNIT- IV (10 Hours)**

Quality control and pre-shipment inspection – Export Documentation – Export financing Procedure - Import Management-Stages in Import Process – Import Documentation.

**UNIT- V (10 Hours)**

State Trading-Foreign exchange regulations for Exports– FEMA- Globalization –Global Mergers and Acquisitions-Future of International Management in India.

**TEXT BOOK:**

1. B.S.Rathor and J.S.Rathor, "Export Marketing Himalaya Publisher, Student Edition, 8 e, 2005
2. R.L. Varshney and B.Bhattacharyya, International Marketing Management, Sultan Chand & sons, 24e, 2012.

**REFERENCE BOOKS :**

1. Francis Cherunilam, International Trade and Export Management, Himalaya publishing house, 2004.
2. B.S.Rathor & J.S.Rathor, Export Marketing, Himalaya publishing house, 3 Edition, 2006.
3. Cateora, Philip R., John L. Graham, International Marketing, McGraw Hill, 13<sup>th</sup> Edition, 2008.
4. Douglas, Susan P., and Craig, C.S., Global Marketing Strategies, McGraw-Hill, 2007.
5. Subhash C. Jain, International Marketing, Cengage Learning India Pvt Ltd, 2008.

**OBJECTIVE:** To understand the concepts and the methods which will enable the students to increase the probability of the supply chain management concepts to be applied.

**UNIT – I (12 Hours)**

Supply chain management - Definition - Scope, SCM Approach - Traditional and Modern approach - SCM - Functions and contributions – types – Major drivers of supply chain - need for SCM in market today – Key issues in SCM.

**UNIT – II (12 Hours)**

SCM strategy – Model strategy formulation in SCM –Inventory management in supply chain - Inventory planning-Types of inventory- inventory costs - Vendor managed inventory system - Distribution management - distribution strategies - Warehousing - types of warehouse - Site selection process.

**UNIT – III (11 Hours)**

Transportation management in supply chain - material handling - Packaging - logistics requirements of packaging - Transportation management - Transportation selection - participants in transportation - Transport documentation.

**UNIT – IV (10 Hours)**

Reverse supply chain -Reverse supply chain Vs forward supply chain - Types of reverse flows, Issues in management of reverse supply chain - 3 PL Service provider - logistics implementation - measuring evaluation & performance - 4 PL Key components - Information Technology in supply chain.

**UNIT –V (10 Hours)**

Integration and collaboration supply chain - Efficient Consumer Response (ECR) - B2C e-commerce. Logistics management -Components of logistics management-Logistics customer service – Value added logistics services.

**TEXT BOOK:**

1. D.K.Agarwal, “ A Text book of Logistics and Supply Chain management”, Mac Millan publishers India Ltd,2003

**REFERENCE BOOKS:**

- 1.R.P. Mohanty, S.G.Deshmukh, “Supply chain management Theories and practices”, Biztantra publication,Indian text Edition – 2005,
2. Rahul V. Atlekar,”Supply chain management – Concepts & Cases”, PHI Learning Pvt.Ltd,Seventh printing -2005.
3. Sunil chopra/Peter Mrindl / D.V.Kalra ,”Supply chain management”, Pearson publication Pvt Ltd.,Fifth dition ,2010.

**14MSU29**

**CORE ELCTIVE-II  
STRATEGIC MANAGEMENT**

**TOTAL: 55 Hours**

**OBJECTIVE:** The aim of this subject is to make the students understand the theoretical concept in the subject and to help them gain knowledge in the strategic process.

**UNIT-I (12 Hours)**

Introduction to Strategic Management- Definition- Need- Benefits and Challenges of Strategic Management – Strategic Management Process – Hierarchy of Strategic Intent: Vision – Mission – Objectives – Goals – Strategy – Tactics.

**UNIT-II (11 Hours)**

Strategic Analysis – External Environment – Internal Environment – Environmental Scanning – Sources of Information for Scanning – Techniques of Environmental Scanning – Porter’s Industry analysis.

**UNIT-III (11 Hours)**

Strategy Formulation – Strategic Choice: Corporate level, Business level and Functional Strategies - Portfolio analysis: Meaning – Models- Strategic Alternatives: Mergers, Acquisitions, Joint Ventures, Strategic Alliance and Outsourcing.

**UNIT-IV (11Hours)**

Strategy implementation – Structural, Functional and Behavioural implementation – Strategic Evaluation and Control – Five Step Model – Strategic Audit – Strategic Information System – Balanced Score Card – 7S’s Framework model.

**UNIT-V (10 Hours)**

Global Strategic Management – Features, Strategic choice – International, Multinational, global strategy, Strategic alliance – Global Strategic Management process – Blue Ocean Strategy- Meaning and its features.

**TEXTBOOK**

1. P.Subba Rao, Business Policy and Strategic Management (Text and cases), Himalaya Publishing House, Mumbai (2010)

**REFERENCE BOOKS:**

1. Azhar Kazmi, Business Policy and Strategic Management, Tata McGraw Hill Publication, New Delhi. Second edition.
2. Francis Cherunilam, Business Environmrnt Himalaya Publishing House, New Delhi.12 th edition.
3. R.Srinivasan, Strategic Management – The Indian Context, Prentice Hall of India Pvt. Ltd., New Delhi (2008)

**OBJECTIVE:** The objective of the subject is to help the students to learn the various financial service rendered by the commercial banks and financial institutions in India.

**UNIT - I (10 Hours)**

Financial system – Nature and role of financial system – Indian financial system – Financial development – concepts - legal and regulatory frame work -Security Exchange board of India - financial institutions and other players in financial service sector

**UNIT - II (10 Hours)**

An overview of financial market - capital market, money market, government securities market, foreign exchange market - derivatives market - international financial markets.  
Mutual Funds – importance – basic concept of NAV – types of mutual funds in India.

**UNIT - III (12 Hours)**

Merchant banking - public issue management - underwriting - portfolio management services - corporate advisory services - SEBI guidelines on merchant bankers - pricing of public issues - raising capital in foreign markets - Trading in stock exchanges - screen based and scripless trading - online trading - types of quotes - settlement procedures - insider trading - investor protection.

**UNIT - IV (12 Hours)**

Leasing – Concept – Types — Lease Documentation and agreement – Hire purchase – Concept – Difference between leasing and hire purchase – Venture Capital – Concept –Indian Venture Capital - Factoring Concept- factoring Vs bill discounting.

**UNIT - V (11 Hours)**

Stock broking – Stock brokers – Sub brokers – Foreign brokers – Stock market trading – Derivatives trading – Credit rating – Credit rating agencies – Ranking procedure – Methodology – Symbols and grades.

**TEXT BOOK**

1. M.Y. Khan – Financial Services – Tata McGraw Hill Publishing Co, 6<sup>th</sup> edition, 2011.

**REFERENCE BOOKS**

1. Sundaram and Varshney – Banking theory Law and Practice – Sultan Chand & Co, 2005
2. M.Y. Khan – Indian Financial Systems –Tata McGraw Hill Publishing Co, 2010.
3. L.M Bhole, Mahakud - Financial Institutions and market – Tata McGraw Hill Publishing Co, 5e, 2010.
4. Machiraji, “Indian Financial System”, Vikas Publishers, 1998.
5. Mark Grinblatt, Sheridan Titman, “Financial markets and corporate strategy”, Tata Mc Graw Hill, New Delhi, 2003.
6. B.S. Bhatia, G.S. Bhatra, “Management of Capital Markets, Financial services and Institutions”, Deep & Deep Publishers, 2000.

**OBJECTIVE:** To impart the significance of Event Management and Marketing and educate the students to know about the management strategies in organising events.

**UNIT- I****(8 Hours)**

Event – Definition – 5C’s of Events – Key elements. Event Management – objectives – activities - concept and design - Planning – Protocols – Staging – operations and Logistics – Safety and Security – risk management – types - Crowd management and evacuation – monitoring, control and evaluation of events

**UNIT- II****(8 Hours)**

Event Management of corporate events– Trade shows – Seminars – Meetings – Press Conferences – Team Building Events - Networking Events – Product Launches – VIP Events – Award Ceremonies – Incentive and personal events.

**UNIT- III****(8 Hours)**

Event marketing – concept– segmentation- targeting of the market for events- Concept of products in events -concept of pricing in events – event budget- Concept of promotion in events

**TEXT BOOK:**

- 1) Lynn Vas Der Wagen and Brenda R.Carlos, “Event Management”, Pearson Education Ltd, Fourth Edition, 2009.

**REFERENCE BOOKS:**

- 1) Ashutosh Chaturvedi, “Event Management: A professional and development approach”, Global India publication pvt Ltd, First edition, 2009.
- 2) Sanjai Singh and Sanjai.V.Saggere, “Event marketing and management”, Pearson Education Ltd, Third Edition, 2009.
- 3) Purnima Kumari, “Event Management” , Anmol Publication Pvt Ltd, First Edition, 2013.



Since - 1947