DHANRAJ BAID JAIN COLLEGE

(AUTONOMOUS)

(Owned and Managed by Tamil Nadu Educational and Medical Trust)
A Religious Minority Institution
Affiliated to the University of Madras
Re- Accredited with 'B^{+}' Grade by NACC
Thoraipakkam, Chennai – 600 097, Tamil Nadu, India

SYLLABUS
(Choice Based Credit System)

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B.B.A

DHANRAJ BAID JAIN COLLEGE

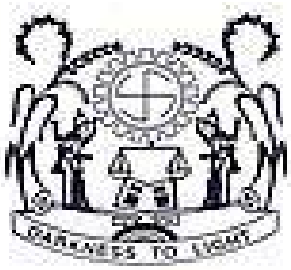
(AUTONOMOUS)

Thoraipakkam, Chennai – 600 097.

Affiliated to University of Madras

DEPARTMENT OF MANAGEMENT STUDIES

B.B.A



SYLLABUS

(Choice Based Credit System)

Total No. of Semesters: 6

Total No. of Credits: 140

DHANRAJ BAID JAIN COLLEGE (AUTONOMOUS) CHENNAI- 97.

DEPARTMENT OF MANAGEMENT STUDIES
B.B.A DEGREE COURSE
Choice Based Credit System
(Effective from the academic year 2019-2020)

PROGRAMME OUTCOMES

1. The programme facilitates students to acquire knowledge in the basic concepts of Financial Accounting, Marketing Management, Organizational behavior, Strategic Management, and Research Methodology.
2. Students will learn manage and coordinate organizational resources.
3. It helps the students to develop and implement components of business strategies.
4. It helps the students to develop leadership skills and encourage for self employment.
5. The course inculcates prescribed ethical codes and behaviors in the workplace

Program Specific Outcome:

PSO1 Understand the knowledge in the business management in both fundamental and advanced levels.

PSO2 Demonstrate proficiency with the ability to engage in critical thinking by analyzing situations and apply their skills on decision making on both business and life.

PSO3 Ability to perform duties in a way

PSO4 Demonstrate the knowledge of the understanding of the fundamental principle of managing a project and apply the same in one‘s own work as a member and as a leader of a team, to manage project in a multi disciplinary environment

REGULATIONS

(AS PER THE INTEGRATED COMMON REGULATIONS OF THE UNIVERSITY OF MADRAS)

1. ELIGIBILITY FOR ADMISSION:

Candidates for admission to the first year of the Degree of Bachelor of Commerce, shall be required to have passed the Higher Secondary Examinations (Academic or Vocational Stream) conducted by the Government of Tamil Nadu or an Examination accepted as equivalent thereof by the Syndicate of the University of Madras.

2. ELIGIBILITY FOR AWARD OF THE DEGREE:

A candidate shall be eligible for the award of the Degree only if he / she has undergone the prescribed course of study for a period of not less than three academic years, passed the examinations of all the Six Semesters prescribed earning 140 credits and fulfilled such conditions as have been prescribed therefore.

3. DURATION:

(a) Each academic year shall be divided into two semesters. The first academic year shall comprise the first and second semesters, the second academic year the third and the fourth semesters and the third academic year the fifth and sixth semesters respectively.

(b) The odd semesters shall consist of the period from June to November of each year and the even semesters from December to April of each year. There shall be not less than 90 working days for each semester.

4. COURSE OF STUDY:

The Main Subject of Study for Bachelor Degree shall consist of the following.

(1) FOUNDATION COURSES: The course shall comprise the study of:
Part – I Tamil or any other Modern (Indian or Foreign) or Classical Languages; and
Part – II English

(2) CORE COURSES consisting of (a) Main Subjects, (b) Allied Subjects (c) Application Oriented Subjects related to the Main Subject of Study and Practical's, etc., if any.

(3) Compulsory Extension Service

5. COMPULSORY EXTENSION SERVICE:

Students shall be awarded a maximum of 1 Credit for Compulsory Extension Service. All the Students shall have to enroll for NSS /NCC/ NSO (Sports & Games) Rotract/ Youth Red Cross or any other Service Organizations in the College and shall have to put in compulsory minimum attendance of 40 hours which shall be duly certified by the Principal of the College before 31stMarch in a year. If a student lacks 40 hours attendance in the first year, heor she shall have to compensate the same during the subsequent years. Those students who complete minimum attendance of 40 hours in one year will get 'half-a-credit and those who complete the attendance of 80 or more hours in Two Years will get 'one credit'. Literacy and Population Education and Field Work shall be compulsory components in the above extension service activities.

6. SCHEME OF EXAMINATION SHALL BE GIVEN IN APPENDIX 'A'

7. REQUIREMENTS FOR PROCEEDING TO SUBSEQUENT SEMESTER

(a) Candidates shall register their names for the First Semester Examination after admission in the UG Courses.
(b) Candidates shall be permitted to proceed from the First Semester up to Final Semester irrespective of their failure in any of the Semester Examinations subject to the condition that the candidates should register for all the arrear subjects of earlier semesters along with current (subsequent) semester subjects.
(c) Candidates shall be eligible to go to subsequent semester, only if they earn sufficient attendance as prescribed thereof from time to time, provided in case of a candidate earning less than 50% of attendance in any one of the semesters due to any extraordinary circumstance such as medical grounds, such candidates who shall produce Medical Certificate issued by the Authorized Medical Attendant (AMA), duly certified by the Principal of the College, shall be permitted to proceed to the next semester and to complete the Course of Study. Such candidates shall have to repeat the missed Semester by rejoining after completion of Final Semester of the Course, after paying the fee for the break of study as prescribed from time to time.

8. PASSING MINIMUM:

- There shall be no passing minimum for Internal.
- For external examination, passing minimum shall be 40% [Forty Percentage] of the maximum marks prescribed for the paper for each Paper/Practical/Project and Viva-Voce.
- In the aggregate [External/Internal] the passing minimum shall be of 40%.
- He / She shall be declared to have passed the whole examination, if he/she passes in all the papers and practical wherever prescribed as per the scheme of the examinations by earning 140 CREDITS in Part I, II, III, IV, V&VI. He/she shall also fulfill the extension activities prescribed earning 1 credit to qualify for the Degree.

9. CLASSIFICATION OF SUCCESSFUL CANDIDATES

(I) FOUNDATION COURSES

(a) LANGUAGE OTHER THAN ENGLISH: Successful candidate passing the examinations for the Language and securing marks (I) 60 percent and above and (II) 50 percent and above but below 60 percent in the aggregate shall be declared to have passed the examination in the FIRST and SECOND Class, respectively. All other successful candidates shall be declared to have passed the examination in THIRD Class.

(b) ENGLISH: Successful candidates passing the examination for English and securing the marks (I) 60 percent and above and (II) 50 percent and above but below 60 percent in the aggregate shall be declared to have passed the examination in the FIRST and SECOND Class, respectively. All other successful candidates shall be declared to have passed the examination in THIRD Class.

(II) CORE COURSES (consisting) of (a) Main Subjects (b) Allied Subjects (c) Application Oriented Subjects and Practical, etc., if any)

Successful candidates passing the examinations for Core Courses together and securing the marks (i) 60 percent and (ii) 50 percent and above but below 60 percent in the aggregate of the marks prescribed for the Core Courses together shall be declared to have passed the examination in the FIRST and SECOND Class, respectively. All other successful candidates shall be declared to have passed the examination in the THIRD Class.

10. RANKING:

Candidates who pass all the examinations prescribed for the Course in the FIRST APPEARANCE ITSELF ALONE are eligible for Classification / Ranking / Distinction.

Provided in the case of Candidates who pass all the examinations prescribed for the Courses with a break in the First Appearance due to the reasons as furnished in the Regulations.7.(c) supra are only eligible for Classification / Distinction.

SCHEME OF EXAMINATION

SEMESTER I

Paper No.	Subjects	Instructional Hours Per week	Exam Duration Hours	Credits	CIA	ESE	Total Marks
I	**Foundation course** : Tamil - I or any language	5	3	3	25	75	100
II	**Foundation Course:** English - I	5	3	3	25	75	100
Core I	**Core Course:** Financial Accounting	6	3	4	25	75	100
Core II	**Core Course:** Business Economics	6	3	4	25	75	100
Allied Subject - I	**Allied -I** Business Statistics	6	3	5	25	75	100
Non major	**Basics of Retail Marketing**	1	3	2	25	75	100
English	**Soft Skill**	1	3	2	25	75	100

SEMESTER II

Paper No.	Subjects	Instructional Hours Per week	Exam Duration Hours	Credits	CIA	ESE	Total Marks
I	**Foundation course** : Tamil/ language II	5	3	3	25	75	100
II	**Foundation Course:** English - II	5	3	3	25	75	100
Core III	Production and Materials Management	6	3	4	25	75	100
Core IV	**Core Course:** Management Information System	6	3	4	25	75	100
Allied Subject - II	**Allied -II** Elements Of Operations Research	6	3	5	25	75	100
Non major	**Fundamental of Insurance**	1	3	2	25	75	100
English	**Soft Skill**	1	3	2	25	75	100

SEMESTER III

Paper No.	Subjects	Instructional Hours Per week	Exam Duration Hours	Credits	CIA	ESE	Total Marks
Core V	Business Management	6	3	3	25	75	100
Core VI	International Business	6	3	3	25	75	100
Core VII	Elements of Cost Accounting	6	3	4	25	75	100
Core VIII	Introduction to Information Technology Theory-50 Marks Practical's - 30 Marks	6	3	4	30	70	100
Allied Subject - III	**Allied -VI** Business Mathematics	6	3	5	25	75	100
Soft skill	**Personality Enrichment**	1	3	3	25	75	100

SEMESTER IV

Paper No.	Subjects	Instructional Hours Per week	Exam Duration Hours	Credits	CIA	ESE	Total Marks
Core IX	Company Law	5	3	3	25	75	100
Core X	Services Marketing	5	3	3	25	75	100
Core XI	Elements of Management Accounting	6	3	4	25	75	100
Core XII	Business communication	5	3	4	25	75	100
Allied Subject - IV	**Allied -IV** Business Environment	5	3	5	25	75	100
	Environmental Studies	2	3	2	25	75	100
Soft Skill	**Computing Skill**	2	3	3	25	75	100

SEMESTER V

Paper No.	Subjects	Instructional Hours Per week	Exam Duration Hours	Credits	CIA	ESE	Total Marks
Core XIII	Human Resource Management	6	3	4	25	75	100
Core XIV	Corporate Financial Management	6	3	4	25	75	100
Core XV	Strategic Management	6	3	4	25	75	100
Core XVI	Marketing Management	6	3	5	25	75	100
Core XVII	**Application Oriented Subject I** Entrepreneurial Development	6	3	5	25	75	100
	Value Education - V	1	3	2	25	75	100

SEMESTER VI

Paper No.	Subjects	Instructional Hours Per week	Exam Duration Hours	Credits	CIA	ESE	Total Marks
Core XVIII	**Core Course:** Total Quality Management	6	3	4	25	75	100
Core XIX	Basics of Research Methodology	6	3	5	25	75	100
Core XX	Computerized Accounting	6	3	4	25	75	100
Core XXI	Organizational Behavior	5	3	5	25	75	100
Core XXII	Application Oriented Subjects II- Project Work (Project Report and Viva Voce Examination)	6	3	5	25	75	100
	Extension Activities			1			

COURSE CODE	COURSE TITLE	L	T	P	C
19M961A	FINANCIAL ACCOUNTING	6	-	-	4

COURSE OBJECTIVES	1. To explain generally accepted accounting principles of financial accounting and their application in business. 2. To illustrate how depreciation is computed and how the change of method is accounted for. 3. To inculcate the ability to rectify the errors arising at different, stage of the accounting process.

UNIT	SYLLABUS
UNIT 1	**Journal & Ledger** Meaning and scope of Accounting - Basic Accounting Concepts and Conventions -Double Entry Book Keeping – Journal, Ledger, Preparation of Cash Book.
UNIT 2	**Final Accounts** Preparation of Final accounts – Adjustments Closing stock – Outstanding and prepaid item, Depreciation, Provision for bad debts, discount on debtors – Interest capital and Drawings.
UNIT 3	**Rectification of Errors** Classification of errors – Rectification of errors – Preparation of suspense account – Bank Reconciliation statement (simple problems).
UNIT 4	**Depreciation** Depreciation – meaning, causes, types – Straight line method – Written down method (change in method excluded).
UNIT 5	**Single entry** Single entry – Meaning, Features – Defects, Difference between single entry and double entry – Statement of affairs method – conversion method (simple problems).

The proportion between Theory and Problems shall be 20:80

COURSE OUTCOME	1. To inculcate the ability to rectify the errors arising at different stages of the Accounting Process. 2. Enable the students to prepare Bank reconciliation statements to identify and understand the timing difference between cash book accounting and pass book. 3. Students learn the types of depreciation and method of calculating depreciation and accounting treatment for the same. 4. Preparation of accounts on Single entry system in small organization along with difference between single and double

	entry system is covered.

Prescribed Texts

a. Reddy T.S. &A.Murthy, Financial Accounting - Margham Publications Chennai .
b. Manikandan Dr. S. and R.Rakesh Shankar , Financial Accounting –3 rd Edition- SCITECH Publisher
c. Dalston L. Cecil and Jenitra L. Merwin, Financial Accounting, Learn Tech press, Trichy, 1st Edition 2015.

Reference Books

1. Jain S. P &Narang, Financial Accounting, 2014, Kalyani Publishers. New Delhi.
2. Gupta R.L. &V.K.Gupta, Advanced Accounting, Sultan Chand & Sons, New Delhi.
3. Shukla T.S.&Grewal, Advanced Accounting 18th Edition, S Chand New Delhi.
4. Tulsian P.C., Financial Accounting 2009, Forth Impression,.
5. S.Parthasarathy and A.Jaffarulla, Financial Accounting, Kalyani Publisher, New Delhi.

WebReferences:

1. http://www.accountingcoach.com
2. http://www.learnaccountingforfree.com

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	Definition/Small problems/Answer any 10 out of 12 questions (2 Questions from each units and remaining 2 questions from Larger Unit) (4 questions Problems/ Formulas and 8 Theory questions)	1-12	2	**20**
B	Answer any 5 out of 8 questions (one questions from each units and 3 from larger units) (5 questions problems and 3 theory)	13-20	**5**	**25**
C	Essay Answer any 3 out of 5 questions (one questions from each units) (No theory all questions from problems)	21-25	**10**	**30**
TOTAL MARKS				**75**

COURSE CODE	COURSE TITLE	L	T	P	C
19M961B	BUSINESS ECONOMICS	6	-	-	4

COURSE OBJECTIVES	1. The Development of an Understanding of Micro and Macroeconomic Theory and Their Application to the Economic Sub-fields. 2. Offering a Diverse Selection of Courses to Foster a Broad Knowledge Base in the Field.

UNIT	SYLLABUS
UNIT 1	**Introduction** Introduction to Economics – Wealth, Welfare and Scarcity – Views in Economics – Positives and Normative Economics – Definition – Scope and Importance of Business Economics. Concept – Production Possibility Frontiers – Opportunity Cost – Accounting Profit And Economics – Profit Incremental and Marginal Concepts, Time & Discounting Principle – concept of Efficiency.
UNIT 2	**Demand and supply** Demand and supply Functions – Meaning of Demand – Determinants and Distinctions of Demand – Law of Demand – Elasticity of Demand – Demand Forecasting – Supply Concept and Equilibrium.
UNIT 3	**Consumer Behaviours Theory** Consumer Behaviours Theory – Marshallion and Hicksion Interpretation.
UNIT 4	**Theory of Production** Theory of Production – Law of Variables Proportion – Law of Returns to Scale.
UNIT 5	**Market Structure** Market Structure – Role of Time Elements in Price Theory – Competition and Price Determination.

COURSE OUTCOME	1. Students learn the fundamentals of business economics and meaning of technical terms associated with economics. 2. To know the two key determinants – demand and supply of micro economics. 3. To know the meaning of consumer behavior theory and interpretation of different economists about the theory. 4. To understand about theory of production and law of variable proportion 5. To analyze about market structure and role of time elements

	in price determination.

Prescribed Texts Books:

1. Ahuja H.L., (Jan 2016), Principles of Micro Economics, Sultan Chand & Company, New Delhi.
2. P K Metha..,(July 2013), Business Economics, Taxmann Publications Pvt Ltd
3. Dorling Kindersly.,(Jan 2015), Business Economics
4. Shiv Kumar Agarwal.,(Jan 2018), Business Economics, S Chand Publishing Pvt Ltd

Reference books:

1. Joel Dean, Managerial Economics –December 1951, Prentice Hall of India Pvt. Ltd.,New Delhi.
2. Spencer M H, Contemporary Economics ,8 th Edition, 1993,Worth publishers ,New York.
3. VI Mote Samuel Paul G.S Gupta, Managerial Economics, concepts and cases,1 st Edition, 2004, Tata McGraw Hill - New Delhi

E - Book:

1. Ben Mathew.,(July 2013), Economics, Run Rabbit Books.

Website:

1. https://www.cakart.in/courses/ca-cpt
2. https://www.youtube.com/channel/ucvp3
3. https://imaduddinkhanblog.blogspot.com

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	Definition/Principle Answer ANY 10 out of 12 questions (2 Questions from each units and remaining 2 questions from Larger Unit)	1-12	2	**20**
B	Answer any 5 out of 8 questions (one questions from each units and 3 from larger units)	13-20	**5**	**25**
C	Essay Answer any 3 out of 5 questions (one questions from each units)	21-25	**10**	**30**
TOTAL MARKS				**75**

COURSE CODE	COURSE TITLE	L	T	P	C
19A961C	BUSINESS STATISTICS	6	-	-	5

COURSE OBJECTIVES	1. To understand and apply statistical tools for the business. 2. To know the uses of diagrammatic representation and its application for the business.

UNIT	SYLLABUS
UNIT 1	**Introduction** Meaning and Definition of Statistics – Collection and Tabulation of Statistical data – Diagrammatic and Graphical representation of data.
UNIT 2	**Measures of Central Tendency** Arithmetic Mean, Median, Mode, Geometric Mean and Harmonic Mean.
UNIT 3	**Measures of Dispersion** Quartile deviation– Mean deviation – Standard deviation-Co-efficient of Variation.
UNIT 4	**Correlation Analysis** Correlation Analysis – Types of Correlation – Karl Pearson's Co-efficient of Correlation – Rank Correlation.
UNIT 5	**Regression Analysis** Regression Analysis – Uses of Regression Analysis – Regression Lines.

COURSE OUTCOME	1.The students are able to comprehend, analyse, compare and handle quantitative data and draw interpretation and conclusion about the data. 2. The students will apply various statistical techniques such as correlation, regression, measures of dispersion, trend analysis in their respective field of operation. 3. The students will be able to take right decision applying scientific methods rather than heuristic or thumb rule. 4. The students become employable in statistical and survey related jobs.

The proportion between Theory and Problems shall be 20:80

Prescribed Texts

1. AgarwalB.,(2010),Basic Statistics, New Age International.
2. GuptaS.P., (2017), Statistical Methods, Sultan Chand & Sons, New Delhi.
3. Joseph Anbarasu D., (2006), Learn Tech Press, Trichy.
4. Ken Black, (2010), Business Statistics, John Wiley & Sons, United States.
5. Sharma J.K.,(2014), Business Statistics, Vikas Publication.
6. Thomas K. Tiemann's,(2017), Introductory Business Methods, 1st Canadian Edition.
7. VitalP.R,(2016),Business Statistics, Margham Publications, Chennai

Reference Books:

1. Elhance, Statistics , Himalaya publications.
2. Gupta and Hira, Operations Research , S. Chand.
3. Handy and A. Taha, Operations Research , Macmillan Publishers.

Web Reference

1. https://www.easycalculation.com/tutorial.php
2. http://people.brunel.ac.uk/~mastjjb/jeb/or/contents.html

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	Definition/Small problems/Answer any 10 out of 12 questions (2 Questions from each units and remaining 2 questions from Larger Unit) (4 questions Problems/ Formulas and 8 Theory questions)	1-12	2	**20**
B	Answer any 5 out of 8 questions (one questions from each units and 3 from larger units) (5 questions problems and 3 theory)	13-20	**5**	**25**
C	Essay Answer any 3 out of 5 questions (one questions from each units) (No theory all questions from problems)	21-25	**10**	**30**
TOTAL MARKS				**75**

COURSE CODE	COURSE TITLE	L	T	P	C
19N03ZA	BASICS OF RETAIL MARKETING	1	-	-	2

COURSE OBJECTIVES	1. To expose the students to various trend in retail business. 2. To provide the basic understanding to board set of specialized activities and techniques in managerial retail business.

UNIT	SYLLABUS
UNIT 1	Retailing – Definition – Retail marketing – Growth of organized retailing in India – importance of retailing.
UNIT 2	Function of Retailing – Characteristics of Retailing – Types of Retailing – Store Retailing – Non store retailing.
UNIT 3	Retail Location Factors – Branding in Retailing – Private Labeling – Franchising Concept.
UNIT 4	Communication tools used in retailing – Sales Promotion, E – Tailing – Window Display.
UNIT 5	Supply Chain Management – Definition – Importance – Role of Information technology in Retailing.

COURSE OUTCOME	1. Basics of retailing, meaning of retail marketing, and growth of retailing are covered. 2. Students learn about functions of retailing and types of retailing with characteristics. 3. The factors influencing retail location like branding, labeling and franchising are taught. 4. Methods of communication tools in retailing like window display, advertisement are covered. 5. Fundamentals of supply chain management along with importance of IT in retailing are covered.

Prescribed Texts

1. David Gilbert, (2009), Retail Marketing Management, Pearson Education, New Delhi.
2. Jesko Perrey& Dennis, (2011), Retail Marketing and Branding, A John Wiley & Sons Ltd. publications, United Kingdom.
3. Natarajan L., (2016), Retail Marketing, Margham Publication, Chennai.

Reference Books:

1. David Gilbert, (2009), Retail Marketing 2nd Edition, Person Education Low Price Edition, New Delhi.
2. Swapna Pradhan (2007), Retailing Management, Text and cases, 2 nd Edition, Tata Mcgraw Hill Publishing, New Delhi.
3. AJ Lamba, (2008), The Art of Retailing 2nd Edition , Tata Mcgraw Hill Publishing, New Delhi.

Web Reference

http://crab.rutgers.edu

http:// www.amazon.com

http://www.retailpro.com

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	Definition/Principle Answer ANY 10 out of 12 questions (2 Questions from each units and remaining 2 questions from Larger Unit)	1-12	2	**20**
B	Answer any 5 out of 8 questions (one questions from each units and 3 from larger units)	13-20	**5**	**25**
C	Essay Answer any 3 out of 5 questions (one questions from each units)	21-25	**10**	**30**
TOTAL MARKS				**75**

COURSE CODE	COURSE TITLE	L	T	P	C
19US01A	SOFT SKILL - I ESSENTIALS OF LANGUAGE COMMUNICATION - I	1	-	-	2

COURSE OBJECTIVES	1. To ensure that students imbibe natural flair for English language. 2. To communicate without mistake. 3. To improve the four basic skills, listening, speaking, reading and writing. 4. To enrich their vocabulary. 5. To improve the fluency of students.

UNIT	SYLLABUS
UNIT 1	Recap of language skills – vocabulary, phrase, clause, sentence.
UNIT 2	Fluency building.
UNIT 3	Principles of Communication.
UNIT 4	Types of Communication.
UNIT 5	LSRW in Communication.

COURSE OUTCOME	1. Individuals preparing for a job and students preparing for college or graduate entrance exams will benefit from a time tested review of basic skills. 2. Students developed their ability to think and to organize communicated their ideas. 3. Students utilized reading and research for critical thinking. 4. Students developed college level vocabulary skills to enhance writing. 5. Improved spoken English language and organized basic grammar.

Recommended Texts

- Monippally, Matthukutty. M. 2001. *Business Communication Strategies.* 11th Reprint. Tata McGraw-Hill. New Delhi.
- Sasikumar. V and P.V. Dhamija. 1993. *Spoken English: A Self-Learning Guide to Conversation Practice.* 34th Reprint. Tata McGraw-Hill. New Delhi.
- Swets, Paul. W. 1983. *The Art of Talking So That People Will Listen: Getting Through to Family, Friends and Business Associates.* Prentice Hall Press. New York.
- Hewings, Martin. 1999. *Advanced English Grammar: A Self-Study Reference and Practice Book for South Asian Students.* Reprint 2003. Cambridge University Press. New Delhi.
- Lewis, Norman. 1991. *Word Power Made Easy.* Pocket Books.

- Hall and Shepherd. *The Anti-Grammar Grammar Book: Discovery Activiies for Grammar Teaching.* Longman

Websites

- www.tatamcgrawhill.com/digital_solutions/monippally
- www.dictionary.cambridge.org
- www.wordsmith.org

Semester II

COURSE CODE	COURSE TITLE	L	T	P	C
19M962A	PRODUCTION AND MATERIALS MANAGEMENT	6	-	-	4

COURSE OBJECTIVES	1. To learn about the scope and application of Production management. 2. To students able to understand the importance of Production plans and product plans.

UNIT	SYLLABUS
UNIT 1	**Introduction** Meaning, Nature and Scope of Production Management, Production Planning and control, Selection of sites for locating plants, Layout Planning.
UNIT 2	**Product planning** Routing, Scheduling, Dispatch and Follow up Operations for Jobbing, batch and mass production, New product design and product planning.
UNIT 3	**Quality Assurance** Quality Assurance: Application of statistical quality control, Total quality Management - Role, scope and importance of material management - Make-or-buy Decisions.
UNIT 4	**Concept and scope** Concept and scope of purchasing management, Principles and objectives of purchasing, purchasing procedure: requisitioning, selecting source of supply, Ordering, Delivery, Scientific Purchasing.
UNIT 5	**Inventory Management** Inventory Management: Meaning and functions, Inventory Planning and Control, E.O.Q. Minimum and maximum Level, Re-order level, ABC analysis.

COURSE OUTCOME	1. Students gain knowledge on product planning and development i.e evolution of new products and designing of those products on the basis of specific demand. 2. Students gain knowledge on executing the production plans, policies and decisions of an organization. 3. Students gain an idea about the management functions supporting the entire cycle of material flow, from the purchase of production materials to planning and control of work in progress.

Prescribed Texts

1. Buffa, E.S. and Sarin, R., Modern Productions / Operations Management, 8th Edition, Wiley,2007.
2. Chary, S.N., Production and Operations Management, 5th Edition, TataMcGraw-Hill, 2012.
3. B.Mahadevan, Operations Management,2nd Edition,Pearson,2010.
4. Lee Krajewski,Larry P Ritzman.,Manoj K Malhotra& Samir K Srivastava,Operations Management,9th Edition,Pearson,2011.

Reference Books:

1. Heizer, J., Render, B. and Rajashekhar, J., Operations Management, 9th Edition,Pearson, 2009.
2. Panneerselvam, R., Production and Operations Management, 3rd Edition, PHILearning, 2012.
3. Srinivasan,G., Quantitative Models in Operations and Supply Chain Management, PHI Learning Pvt. Ltd.

E-Books

1.Https://Gurukpo.Com/Content/Bba/Production_And_Material_Management.
2.http://ebooks.lpude.in/management/mba/term_4/DMGT525_MATERIALS_MANAGEMENT.pdf
3.https://perso.crans.org/fortineau/ressources_maxnce_nouchet/Introduction%20to%20Materials%20Management.pdf
4.https://www.worldcat.org/title/production-and-operations-management/oclc/695033719

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	Definition/Principle Answer ANY 10 out of 12 questions (2 Questions from each units and remaining 2 questions from Larger Unit)	1-12	2	**20**
B	Answer any 5 out of 8 questions (one questions from each units and 3 from larger units)	13-20	**5**	**25**
C	Essay Answer any 3 out of 5 questions (one questions from each units)	21-25	**10**	**30**
TOTAL MARKS				**75**

COURSE CODE	COURSE TITLE	L	T	P	C
19M962B	MANAGEMENT INFORMATION SYSTEMS	6	-	-	4

COURSE OBJECTIVES	1. The primary objective is to provide learners to facilitate the importance of information systems in business. 2. To inculcate modern management aids to handle quantitative and qualitative information.

UNIT	SYLLABUS
Unit 1	Definition of Management Information System – MIS support for planning, Organizing and controlling – Structure of MIS – Information for decision – making.
Unit 2	Concept of System – Characteristics of System – Systems classification – Categories of Information Systems – Strategic information system and competitive advantage.
Unit 3	Computers and Information Processing – Classification of computer – Input Devices – Output devices – Storage devices – Batch and online processing. Hardware – Software. Database management system.
Unit 4	System Analysis and design – SDLC – Role of System Analyst – Functional Information system – Personnel, production, material, marketing.
Unit 5	Decision Support Systems – Definition. Group Decision Support Systems – Business Process Outsourcing – Definition and function.

COURSE OUTCOME	On completion of the course, the students will be able to understand the basic concepts and technologies used in the field of management information system and understand the role of information system in organizations, the strategic management processes and the implications for the management.

Prescribed Texts

1. James A O"Brien, "Introduction to Information Systems", Tata McGraw Hill, 14th Edition, 2008.
2. O"Brien, J.A., and Marakas, G.M. Management Information Systems. (7th edn.), Tata McGraw Hill: India
3. Oz, E. (2008). Management Information Systems. (2nd edn.), India: Cengage Learning
4. Laudon, J.P and Laudon, K.C. (2007). Management Information System. (10th edn.), Pearson Education: India

5. Haag, S., Cummings,M., and Phillips, A. (2008). Management Information Systems. (6th edn.), Tata McGraw Hill: India

Reference books:

1. Rajagopalan Dr.S.P, Management Information Systems and EDP",3rd Edition, Margham Publications, Chennai.

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	Definition/Principle Answer ANY 10 out of 12 questions (2 Questions from each units and remaining 2 questions from Larger Unit)	1-12	2	**20**
B	Answer any 5 out of 8 questions (one questions from each units and 3 from larger units)	13-20	**5**	**25**
C	Essay Answer any 3 out of 5 questions (one questions from each units)	21-25	**10**	**30**
TOTAL MARKS				**75**

OURSE CODE	COURSE TITLE	L	T	P	C
19A962C	ELEMENTS OF OPERATIONS RESEARCH	6	-	-	5

COURSE OBJECTIVES	1. To introduce students to the techniques of operations research 2. To involve demonstration of principles and techniques of operations research using real life projects.

UNIT	SYLLABUS
UNIT 1	**Introduction** Origin and Development of OR – Introduction – Definitions – Scope of Operation Research – Phase of OR – Models in operations Research Advantages of a model.
UNIT 2	**Linear Programming** Linear Programming – Formulation of LP Problem – Graphical solution – Procedure of solving LPP by Graphical method only. (Simple Problems).
UNIT 3	**Transportation Problem** Transportation Problem – Introduction – Determining Initial Solution – North West Corner Rule – Least Cost methods - Matrix Minima Method - Vogel's Approximation method. (Simple Problems)
UNIT 4	**Assignment Problem** Assignment Problem – Introduction – Difference between Transportation and Assignment Problem – Unbalanced Assignment problem (Simple Problems).
UNIT 5	**Network Analysis** Network Analysis – PERT and CPM (No crashing).

COURSE OUTCOME	1. Identify and develop operational research models from the verbal description of the real system 2. To practice the transportation problems and its application 3. To practice the Assigning procedure of work allotment to different employees in company. 4. To properly understand the network diagram process with reference to business enterprises.

Prescribed Texts:

1. Hira & Gupta S., (2018), Operations Research, Sultan Chand & Sons, New Delhi.

2. Vital P.R & MaliniV.,(2018),Operations Research Margham Publication, Chennai.

Reference Books:

1. Gurusamy S., (2018), Elements of operations Research, Vijay Nicole imprints Pvt. Ltd.
2. Kanthi &Warup et al, (2017), Operations Research, Sultan Chand & Sons.
3. Nagarajan K., (2017), Operations Research, New Age International Pvt. Ltd., Chennai.
4. Prem Kumar Gupta & Hira D.S, (2011), Operations Research, SultanChand Company Ltd.

Web Reference

1. https://www.easycalculation.com/tutorial.php
2. http://people.brunel.ac.uk/~mastjjb/jeb/or/contents.html

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	Definition/Small problems/Answer any 10 out of 12 questions (2 Questions from each units and remaining 2 questions from Larger Unit) (4 questions Problems/ Formulas and 8 Theory questions)	1-12	2	**20**
B	Answer any 5 out of 8 questions (one questions from each units and 3 from larger units) (5 questions problems and 3 theory)	13-20	**5**	**25**
C	Essay Answer any 3 out of 5 questions (one questions from each units) (No theory all questions from problems)	21-25	**10**	**30**
TOTAL MARKS				**75**

COURSE CODE	COURSE TITLE	L	T	P	C
19N01ZB	FUNDAMENTALS OF INSURANCE	1	-	-	2

COURSE OBJECTIVES	1. To acquaint the students with the origin and scope of insurance along with types of insurance. **2.** To impart the fundamentals of life insurance and the regulating bodies associated with insurance.

UNIT	SYLLABUS
UNIT 1	**Introduction** Meaning and definition of Insurance - Features of Insurance – Principle of Insurance – Objective and advantage of Insurance – Types of Insurance.
UNIT 2	**Regulatory and Development Authority** Insurance – Insurance Organization in India And their Profile – Insurance Regulatory and Development Authority – Its duties and functions.
UNIT 3	**Life Insurance** Meaning and definition of Life Insurance – Its Features – Its fundamental Principles – Types of Policies in Life Insurance.
UNIT 4	**Fire Insurance** Meaning and definition of Fire Insurance – Features– Fundamental Principles – Types of Policies in Fire Insurance.
UNIT 5	**Marine Insurance** Meaning and definition of Marine Insurance – Features– Fundamental Principles – Types of Policies in Marine Insurance.

COURSE OUTCOME	1. Origin of insurance and features, principles, types are covered. 2. To know about life insurance, principles and types of policies in fire, marine and life insurance. 3. Students learn about regulating authorities governing the insurance companies

Prescribed Texts:

1. Mishra M.N, (2009), Insurance – Principles and Practices ofInsurance, Sultan Chand&Company Ltd.
2. Murthy A.,(2010), Elements ofInsurance, Margham Publications,Chennai.
3. Murthy A.,(2018), Elements ofInsurance, Margham Publications,Chennai.

Reference Books

1. Emmett J. Vaughan, (2009), Fundamentals of Risk and Insurance, Wiley Editions, New Delhi.
2. Jagroop Singh, (2016), Fundamentals of Insurance, Kalyani Publishers, Chennai.
3. Kaninika Mishra, (2016), Fundamentals of Life Insurance, PHI Learning Publishers.
4. Khanna P.R.,(2005), Life Insurance Agent,Taxmann Allied Services, New Delhi.

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	Definition/Answer any 10 out of 12 questions (2 Questions from each units and remaining 2 questions from Larger Unit) (4 questions Problems/ Formulas and 8 Theory questions)	1-12	2	**20**
B	Answer any 5 out of 8 questions (one questions from each units and 3 from larger units) (5 questions problems and 3 theory)	13-20	**5**	**25**
C	Essay Answer any 3 out of 5 questions (one questions from each units) (No theory all questions from problems)	21-25	**10**	**30**
TOTAL MARKS				**75**

COURSE CODE	COURSE TITLE	L	T	P	C
19US02B	SOFT SKILL – II ESSENTIALS OF SPOKEN A PRESENTATION SKILLS-II	1	-	-	2

COURSE OBJECTIVES	1. Students to speak correct English. 2. To chisel the presentation skills. 3. To improve their body language. 4. To boost the confidence of the students. 5. Giving them chance to present on various topics.

UNIT	SYLLABUS
UNIT 1	Thinking and Articulation – cognitive, affect critical, creative aspects of articulation.
UNIT 2	Acquisition of Oral and Aural Skills.
UNIT 3	Communication Boosters – body language.
UNIT 4	Function of Cultural Codes in Presentation – etiquette.
UNIT 5	Models of Presentation.

COURSE OUTCOME	1. Developed abilities promises a double pay off in the business world. 2. Gained appropriate behaviors and effective communication. 3. Improved in their dress code. 4. Confidently faced interviews. 5. Learnt good English and prospered in professional and personal lives.

Recommended Texts

- Powell. *In Company*. MacMillan.
- Cotton, et al. *Market Leader*. Longman.
- Pease, Allan. 1998. *Body Language: How to Read Others Thoughts by their Gestures.* Sudha Publications. New Delhi.
- Gardner, Howard. 1993. *Multiple Intelligences: The Theory in Practice: A Reader*. Basic Books. New York.
- De Bono, Edward. 2000. *Six Thinking Hats.* 2nd Edition. Penguin Books.
- De Bono, Edward. 1993. *Serious Creativity.* Reprint. Harper Business.

Semester III

COURSE CODE	COURSE TITLE	L	T	P	C
19M963A	BUSINESS MANAGEMENT	6	-	-	3

COURSE OBJECTIVES	1. To enable the students to appreciate the contribution made by management thinkers towards the basic principles and function of management. 2. To provide opportunities to apply the general function of management in day today managerial practice. 3. To analyze and implement simple decision making techniques in day to day activities.

UNIT	SYLLABUS
UNIT 1	**Management** Definition – Importance - Nature and Scope of Management - Process – Role and Functions of a Manager – Levels of Management – Development of Scientific Management and other Schools of thought and approaches.
UNIT 2	**Planning** Nature – Importance – forms – Types – Steps in Planning – Objectives – Policies Procedures and Methods – Natures and Types of Policies – Decision Making- Process of Decision-Making – Types.
UNIT 3	**Organizing** Types of Organizations – Organization Structure – Span of Control– Departmentalization – Informal Organization.
UNIT 4	**Authority** Delegation – decentralization – Difference between Authority and Power – Responsibility –Direction – Nature and Purpose – Leadership and Kinds Motivation Kinds of Motivation.
UNIT 5	**Co-ordination** Need, Type and Techniques and Requisites for Excellent Co - Ordination – Controlling – Meeting and Importance – Control Process.

COURSE OUTCOME	On successful completion of the course, the students will be able to: 1. To learn the management function of planning, its importance, forms and different types like policies, procedures, methods etc. Also, the function of decision making is learnt. 2. Function of organizing is taught with focus on organization structure , both formal and informal 3. Students learn about the importance of Authority in an organization and requirement of delegation and difference between the two. Also, introducing the students to leadership styles along with motivational theories.

Prescribed Texts:

1. Jaya shankar J., (2017), Principles of Management, Margham publications, Chennai.
2. Harold Koontz & Cyril O' Donnell, (2016), Principles of Management, McGraw Hill Education.
3. Dinkar Pagare, (2013), Principles of Management, Sultan Chand & sons.

Reference Books:

1. Harold Koontz, (2016), Principles of Management, Tata McGraw Pvt. Ltd., New Delhi.
2. Doug Dockery, Lauren Knudsen., Texas USA (2017), Modern Business Management
3. Sanjay Shah Forwarded by Dr Radhakrishnan Pillai.,(Oct 2015), Business Management.
4. Prasad L.M, (2012), Principles of Management, Sultan Chand & sons

E Book:

1. Thomas Bryan.,(2014), Principles of Management

Website:

1. http://amzn.to//2G1Ndqv
2. https://doi.org/10.1007/978-1-4842-3261-3
3. https://goo.gl/NxYVDj

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	Definition/Answer any 10 out of 12 questions (2 Questions from each units and remaining 2 questions from Larger Unit)	1-12	2	**20**
B	Answer any 5 out of 8 questions (one questions from each units and 3 from larger units)	13-20	**5**	**25**
C	Essay Answer any 3 out of 5 questions (one questions from each units)	21-25	**10**	**30**
TOTAL MARKS				**75**

COURSE CODE	COURSE TITLE	L	T	P	C
19M963B	INTERNATIONAL BUSINESS	6	-	-	3

COURSE OBJECTIVES	1.To gain knowledge on international business scenario and develop the ability to understand the global business environment. 2. Educate the students about International monetary system and regulatory bodies governing the same.

UNIT	SYLLABUS
UNIT 1	**Introduction** Difference between Internal and International trade – Importance of International Trade in the Global Context.
UNIT 2	**Theories of Foreign Trade** Theories of Foreign Trade – Absolute, Comparative, Equal cost differences (Adam Smith, Ricardo, haberler's hecksher – ohlin theories only).
UNIT 3	**Balance of Payment** Balance of Trade, Balance of Payment: Concepts, causes of disequilibrium methods of correct disequilibrium: Fixed and floating exchange rates.
UNIT 4	**International Monetary System** International Monetary System: - IMF – International Liquidity – IBRD
UNIT 5	**WTO** WTO : and its implications with Special reference to India.

COURSE OUTCOME	1. To understand international legal procedure, customs and regulati 2. Introduce the concepts of Foreign trade and balance of trade and terminologies associated with the same. 3. Students learn about International monetary system and the governing body IBRD. 4. An overview of the functions of WTO, the Inter governmental organization that regulates international trade is dealt with.

Prescribed Text:

1. Francis Cherunilam, International Trade and Export Management, 5th Edition, 2006, Himalaya Publishing House - Mumbai – 04.
2. Paul.R.Krugman and Maurice Obstfeld, International Economics (Theory and Policy), 1997, Pearson Education Asia - Addison Wesley Longman (P) Ltd, Delhi -92.

Reference books:

1. Robert J. Carbaugh, International Economics , Thomson Information Publishing Group,
15th Edition, 2014, Wadsworth Publishing Company, California.
2. H.G. Mannur, International Economics, 2009, Vikas Publishing House (P) Ltd, New Delhi

Web References:

1. www.knowledge – management-online.com

2. www.systems-thinking.org

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	Definition/ Answer any 10 out of 12 questions (2 Questions from each units and remaining 2 questions from Larger Unit)	1-12	2	**20**
B	Answer any 5 out of 8 questions (one questions from each units and 3 from larger units)	13-20	**5**	**25**
C	Essay Answer any 3 out of 5 questions (one questions from each units)	21-25	**10**	**30**
TOTAL MARKS				**75**

COURSE CODE	COURSE TITLE	L	T	P	C
19M963C	ELEMENTS OF COST ACCOUNTING	5	-	-	4

COURSE OBJECTIVES	1. To enhance student learning about cost concepts, material control and kinds of costing. 2. To enhance the basis of cost accounting through the preparation of cost sheets. **3.** To make the feasibility report to the management about the labour turnover and the overheads incurred by each department.

UNIT	SYLLABUS
UNIT 1	**Introduction** Nature and scope of cost accounting - Cost analysis - Concepts and classifications – Installation of costing systems, cost centers and profit centers.
UNIT 2	**Statement of cost sheet** Preparation of statement of cost sheet – Meaning – Prime cost – Works cost – Cost of Production – Cost of sales – Profit.
UNIT 3	**Material Costing** Material Costing – Issue of Material – FIFO, LIFO, HIFO, STORES control – EOQ – Material purchase control – Levels, Aspects, Need and Essentials of Material control – Inventory Control - Re-order Levels – Minimum, Maximum, and Average Stock Levels.
UNIT 4	**Labour Cost** Labour Cost – Computation and Treatment – Methods of wage payment – Time rate and Piece rate system (Taylor's, Merrick's, Gantts task) – Labour turnover.
UNIT 5	**Overheads** Overheads – Classifications – Apportionment and Allocation – Accounting and control of Overheads – Manufacturing, Administration, Selling and Distribution – Primary and Secondary – Direct, Repeated Distribution Method, Step Ladder Method.

COURSE OUTCOME	1. Students learn the purpose of material control, its importance and objectives, optimum order quantity, method of pricing – LIFO, FIFO, HIFO etc. **2.** Students understand about the concept of process costing along with basics of normal and abnormal loss and methods to ascertain inter process profit

Prescribed Text:

1. Reddy and MurthyA, (2017), Cost accounting, Margham publications.
2. Saxena VK & Vashist C.D.,(2009), Cost Accounting Sultan Chand & sons New Delhi
3. Jain and Narang, (2018), Cost Accounting, Kalyani Publishers

Reference Books:

1. Arora M.N.,(2015), Cost & Management Accounting Himalaya Publishing House Mumbai
2. Iyengar S.P.,(2002), Cost Accounting. Sultan Chand & sons New Delhi
3. Maheswari S.N, (2009), Cost Accounting, Sultan Chand & Sons.
4. Murthy A. & Gurusamy S., (2016), cost accounting Vijay Nicole Imprints. Chennai.

E- Book

1. Cost Accounting Principles & Practices 12 th edition M.N. Arora.
2. Cost Accounting (2017), 16 th edition A Managerial emphasis, Srikant.M.Datar, Madhar.V.Rajan.
3. Cost Accounting made simple Mike Pipen, (PA 2017, Simple subjects,LLC)

Web Reference

1. www.scribd.com
2. www.easynotes4u.vom
3. www.slideshare.com

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	Definition/Small problems/Answer any 10 out of 12 questions (2 Questions from each units and remaining 2 questions from Larger Unit) (4 questions Problems/ Formulas and 8 Theory questions)	1-12	2	**20**
B	Answer any 5 out of 8 questions (one questions from each units and 3 from larger units) (5 questions problems and 3 theory)	13-20	**5**	**25**
C	Essay Answer any 3 out of 5 questions (one questions from each units) (No theory all questions from problems)	21-25	**10**	**30**
TOTAL MARKS				**75**

COURSE CODE	COURSE TITLE	L	T	P	C
19M963D	INTRODUCTION TO INFORMATION TECHNOLOGY	5	-	-	4

COURSE OBJECTIVES	1. The aim is to facilitate the usage of large volumes of data in an orderly and effectively manner. 2. It is intended to provide set of principles needed for programming and lay a strong foundation for problem solving methodologies or techniques using computers.

UNIT	SYLLABUS
UNIT 1	▪ The Computer system-their uses and components-CPU: control & logic unit ▪ Generation of computers-Classification of Computers ▪ PC-Laptop ▪ Memory: Volatile, non-volatile & virtual memory-Types of Bus.
UNIT	▪ Input devices: Keyboard, mouse, joystick, scanner, light pen, and touch screen ▪ Output devices: printers, dot-matrix printer, ink-jet printer, laser printer-monitor. ▪ Storage devices: Magnetic tape, Hard disks, CD-ROM, Speakers.
UNIT 3	▪ Software concepts: Types of software ▪ System software: Operation System and its types, Assembler, Compiler, Interpreter. ▪ Application software: Word processing, Presentation tools, Electronic Spreadsheets Database system, DTP Packages, Graphic packages, Business system.
UNIT 4	▪ Principles and Techniques of Programming: Program definition-Program lifestyle. ▪ Flow-Chart: Definition, Symbols, Benefits, Limitations and examples. ▪ Characteristics, Benefits, Drawbacks and Examples of Algorithms.
UNIT	▪ Databases: Structure of a data table. ▪ Internet features– E-mail

COURSE OUTCOME	1. Students learn the basic components of computers and about processing unit and memory unit. 2. Students gain knowledge about keyboard, joystick, scanners, types of printers and magnetic tapes, hard drives. 3. To learn about the operating system, device drivers, types of application software – word, excel, power point. 4. They learn about how to define a problem, write algorithm and create flowcharts. 5. Database concepts like relationships in database, file

	structures and internet related features are covered.

Prescribed Text:

1. V.RAJARAMAN, 2015, *Fundamentals of Computers*, 3rd Edition, Prentice Hall of India.
2. C.S.V.Murthy, 2001, *Fundamentals of Computers*, 1st Edition, Himalaya publishing House

Reference Books

1. Marilyn W. Meyer and Roberta L. Baber, *Computers in your future*, 2nd Edition Prentice Hall of India.
2. LPEditorial Board, *Fundamentals of Computer*, 1st Edition, Law Point Publishers

Web Reference

www.itmagz.com

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (2 Questions from each units and remaining 2 questions from Larger Unit)	1-12	1	**10**
B	Answer any 5 out of 8 questions (one questions from each units and 3 from larger units)	13-20	**2**	**10**
C	Essay Answer any 3 out of 5 questions (one questions from each units)	21-25	**10**	**30**
TOTAL MARKS				**50**

COURSE CODE	COURSE TITLE	L	T	P	C
19A963E	BUSINESS MATHEMATICS	6	-	-	5

COURSE OUTCOME	1. To equip the students in terms of basic mathematical areas such as Set theory and Matrix. 2. To gain basic knowledge about the Business forecasting tools such as Time series and Index numbers. 3. To acquire the knowledge about the Vital statistics.

UNIT	SYLLABUS
UNIT 1	Sets – Introduction – Definition – Sets Operation – Laws of Sets
UNIT 2	Matrices – Introduction – Fundamental Idea about Matrices – Matrix Operation – Types of Matrix.
UNIT 3	Time Series Analysis – Introduction – Uses of Analysis of Time Series – Components of Time Series – Measurement of Secular Trend – Method of Semi Averages – Methods of Moving Averages – Methods of Least Squares.
UNIT 4	Index Numbers – Introduction – Classification of Index Numbers – Uses of Index Numbers – Laspeyre's – Paasche's – Fisher's Index Numbers – Time Reversal Test – Factor Reversal Test.
UNIT 5	Vital Statistics – Introduction – Uses of Vital Statistics – Methods of obtaining Vital Statistics – Measurement of Mortality – Crude Death Rate – Specific Death Rates – Standardized Death Rates – Infant Mortality Rate.

COURSE OUTCOME	To equip the students by providing basic knowledge about mathematical tools, Business forecasting tools and Vital statistics

Prescribed Text:

1. Statistical Methods by S.P.Gupta Published by Sultan Chand & Sons, Publishing Year, : 2018 New Delhi.
2. Business Mathematics & Statistics – P.R. Vittal Published by Margham Publications 2018

Reference Books:

1. Business Mathematics – Sunderasen & Jayaselan.
2. Elements of Mathematics – Prem Narain, publiced by sultan Chand & Sons, (2015)
3. Business Mathematics – P.P. Gupta & G.S. Malik (2017) published by Pragati Prakashan

Web Reference

1.http://ilectureonline.com
2.http://www.learnixglobal.com

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	Definition/Small problems/Answer any 10 out of 12 questions (2 Questions from each units and remaining 2 questions from Larger Unit) (4 questions Problems/ Formulas and 8 Theory questions)	1-12	2	**20**
B	Answer any 5 out of 8 questions (one questions from each units and 3 from larger units) (5 questions problems and 3 theory)	13-20	**5**	**25**
C	Essay Answer any 3 out of 5 questions (one questions from each units) (No theory all questions from problems)	21-25	**10**	**30**
TOTAL MARKS				**75**

COURSE CODE	COURSE TITLE	L	T	P	C
19US03C	PERSONALITY ENRICHMENT	6	-	-	5

COURSE OBJECTIVES	1. To develop skills and techniques necessary for public speaking and personality development. 2. The course aims at building self-confidence and enhances the self-esteem and improves the overall personality of the students. 3. Power of positive thinking is inculcated in the students.

UNIT	SYLLABUS
UNIT 1	**Introduction** • Definition of Personality • Components of Personality – Structural and Functional aspects • Determinants of Personality – Biological, Psychological and Socio-Cultural factors • Assessment of Personality – Observation, Interview and Psychological Tests • Misconceptions and Classifications • Need for Personality Development
UNIT 2	**Self Awareness and Self Motivation** • Self Analysis through SWOT and Johari window • Elements of Motivation • Seven rules of Motivation • Techniques and Strategies for Self Motivation • Motivation Checklist and Goal Setting based on the principles of SMART • Self Motivation and Life
UNIT 3	**General Knowledge and Current Affairs** • Regional, National and International events • Geographical, Political and Historical facts • Information on sports and other recreational activities • Basic knowledge with regard to health and health promotion

UNIT 4	**Memory, Decision Making and Study Skills** • Definition and Importance of Memory • Causes of Forgetting • How to forget (thought stopping), how to remember (techniques for improving memory) • The technique of passing exams • The rational decision making process • Improving creativity in decision making and components of creativity.
UNIT 5	**Power of Positive Thinking** • Thinking power – seven steps for dealing with doubt • Traits of positive thinkers and high achievers • Goals and techniques for positive thinking • Enhancement of concentration through positive thinking • Practicing a positive life style
	PRACTICAL TRAINING – The course would include the following practical exercise • Ice Breaking • Brainstorming • Simulation Exercises • Thought Stopping • Memory • Study Skills Training

COURSE OUTCOME	1. The students learn the importance of improving their personality and learn about the components and need for Personality development. 2. Motivation as an attribute is learnt and inculcated in the students. 3. An overview of the current social and economic scenario is imparted to the students. 4. Rational decision making and nurturing creativity are the outcomes expected. 5. Students understand the importance of Positive thinking and traits of positive thinkers and how to follow a positive life style.

Prescribed Text:

1. Saurav Das, (2016), The Personality Development, Saurav Publishers, Chennai.
2. Hurlock E B., (2006), Personality Development, 28th Reprint, Tata McGraw Hill, New Delhi.

References Books

1. Abdul Kalam A.P.J., (2012), You Are Unique, Punya Publishing Ltd, Karnataka.
2. Dudley, G A., (2004), Double your Learning Power, Konark Press, Thomas Publishing Group Ltd., New Delhi.
3. LorayneH., (2004), How to develop a super power memory, Konark Press, Thomas Publishing Group Ltd., New Delhi.
4. Mile D.J., (2004), Power of Positive Thinking, Rohan Book Company, Delhi.
5. Pravesh Kumar, (2005), All about Self-Motivation, Goodwill Publishing House, New Delhi.

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	Definition/ Answer any 10 out of 12 questions (2 Questions from each units and remaining 2 questions from Larger Unit)	1-12	2	**20**
B	Answer any 5 out of 8 questions (one questions from each units and 3 from larger units)	13-20	**5**	**25**
C	Essay Answer any 3 out of 5 questions (one questions from each units)	21-25	**10**	**30**
TOTAL MARKS				**75**

SEMESTER IV

COURSE CODE	COURSE TITLE	L	T	P	C
19M964A	COMPANY LAW	5	-	-	3

COURSE OBJECTIVES	1. To prepare the students to take professional examinations. 2. Aims at enhancing student knowledge about the secretarial practices followed in Corporates and Industries.

UNIT	SYLLABUS
UNIT 1	**Introduction** The Companies Act,2013- Introduction –Tabulation of all important changes in the provisions of the companies Act, 1956 and companies Act, 2013-National company Law Tribunal (NCLT) Nature of company - Definition - Characteristics - Lifting the corporate veil, Kinds of Companies – Formation of Company- Documents to be filed with the Registrar-Certificate of Incorporation- Effects of Registration- Promoter- Pre-incorporation contract-Provisional Contracts
UNIT 2	**Documents of the company** Memorandum of Association – Meaning – Purpose- Printing – Signing and Form of Memorandum- Contents and Alteration of Memorandum – Doctrine of Ultra Virus – Articles of Association – Meaning, Contents – Alteration of Articles - Constructive notice – Doctrine of indoor Management- Prospectus- Meaning – Contents – Misstatement in Prospectus and their Consequences.
UNIT 3	**Membership** Membership – Who can become a Member – How to become a member – Termination of
UNIT 4	**Company Management** Company Management – Directors- Number of Directors – Appointment – Number of Directorship – Qualification- Vacation of Office – Removal- Resignation - Powers and duties Of directors.
UNIT 5	**Meetings & Proceedings** Meetings and Proceedings – Statutory – General and Extraordinary General Meeting – Class Meeting – Requisites of valid Board Meeting – Proxies - Voting and Poll. Ordinary and Special Resolution. Winding up – Meaning –Modes of winding up - Winding up by the Court-Compulsory Winding up.

COURSE OUTCOME	On completion of the course, the students will be able to 1. Students are introduced to Companies Act 2013 and its provisions. Also, the kinds of companies and role of

	promoters in incorporating a company are dealt with. 2. Various documents related to a company like MoA, AoA, Prospectus, and provision for alteration of documents are introduced to the students. 3. Rules and regulations for appointment of directors, qualification required, methods of acquiring membership, rights and liabilities of members are covered. 4. Latest trends in corporate governance are demonstrated. **5.** Different kinds of meeting that happens in a company and kinds of resolutions that are passed are covered. Also, role of company secretary with respect to meetings is learnt.

Prescribed Text:

1. Kapoor N.D., (2018), Elements of Company law, Sultan Chand & Sons Publications.
2. Company law, Dr.G.K. Kapoor, Dr.Sanjay Dhamija, Dr.Vipan KKumar, Publisher: Taxmann's, 2018 Edition.
3. N.S.Zad , company law (CS- Executive), 6th edition (2019) Taxmann

References Books

1. Ashok K.Bagrial, (2000), Company law, Vikas publishing house Pvt. Ltd.
2. Avtar Singh, (2016), Principles of Company Law, Eastern Book company [EBC].
3. GognaP.S., (2013), Company Law, SultanChand Publications, New Delhi.
4. Jain D.P., (2007), Company law, Konarle publishers Pvt Ltd.
5. Kapoor N.D., (2013), Company law, Sultan Chand & Sons Publications.
6. Kathiresan- Radha, (1996), Company law and Secretarial practice, Creative offset.
7. Majumdar A.K. and Kapoor G.K, (2017), Company Law and Practice.
8. Saharay H.K., (2015), Company law, New central book agency.
9. Shanti J.,(2016), Company law and Secret Arial practice, Margham publication.

Web Reference

1. https://www.myadvo.in/blog/company-and-business-law-in-india/
2. www.mca.gov.in(Ministry of Corporate Affairs-Government)
3. www.company law india.com
4. www.slideshare.com

You tube channel

1. Law student swamy lectures
2. Open Tuition
3. CA RAJA Classes.

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	Definition/ Answer any 10 out of 12 questions (2 Questions from each units and remaining 2 questions from Larger Unit)	1-12	2	**20**
B	Answer any 5 out of 8 questions (one questions from each units and 3 from larger units)	13-20	**5**	**25**
C	Essay Answer any 3 out of 5 questions (one questions from each units)	21-25	**10**	**30**
TOTAL MARKS				**75**

COURSE CODE	COURSE TITLE	L	T	P	C
19M964B	SERVICES MARKETING	5	-	-	3

COURSE OBJECTIVES	1. Aims at enriching the students understanding of service marketing and its characteristics. **2.** To provide an overview of effective management of service marketing and techniques for delivering high quality service.

UNIT	SYLLABUS
UNIT 1	**Marketing Services** Introduction growth of the service sector. The concept of service, Characteristics of service – classification of service – designing of the service, blueprinting using technology, developing human resources, building service aspirations.
UNIT 2	**Marketing Mix in Service Marketing** The seven Ps: product decision, pricing strategies and tactics, promotion of service and distribution methods for services. Additional dimension in services marketing – people, physical evidence and process.
UNIT 3	**Effective Management of Service Marketing** Marketing demand and supply through capacity planning and segmentation –internal marketing of services – external versus internal orientation of service strategy.
UNIT 4	**Delivering Quality Service** Causes of Service – quality gaps. The customer expectations versus perceived service gap. Factors and techniques to resolve this gap. Customer relationship management. Gaps in services – quality standards, factors and solutions – the service performance gap – key factors and strategies for closing the gap. External communication to the customers – the promise versus delivery gap – developing appropriate and effective communication about service quality.
UNIT 5	**Marketing of Service With Special Reference to:** 1. Financial services, 2. Health services, 3. Hospitality services including travel, hotels and tourism, 4. Professional service, 5. Public utility service, 6. Educational services.

COURSE OUTCOME	1. Students will learn the challenges facing the services marketing in diverse environments – traditional, commercial, marketing, e-marketing, and non-commercial.

	2. Learn about marketing mix and the four unique traits of services marketing. 3. The difference between marketing physical products and intangible services, including dealing with the extended services are covered. 4. Recognize the challenges faced in services delivery as a part of effective management of service marketing. 5. Diverse services involving marketing – Financial, Health, Hospitality, Travel, Educational are covered.

Prescribed Text:

1. S.M. Jha, (2012), ervices marketing, Himalaya Publishers, India
2. Sinha.P.K and Sahoo.S.C., (2012),Services Marketing Text and Reading, Himalaya Publishers House,lndia.

Reference Books:

1. Natarajan Dr. L, (2013), Services Marketing, Margham Publications, Chennai
2. Thakur .G.S. Sandhusupreet & Dogra Babzan , Services marketing , kalyani Publishers, Ludhianna .
3. Balaji Dr. B., (2015), Services Marketing and Management, S. Chand & Co , New Delhi .

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	Definition/Answer any 10 out of 12 questions (2 Questions from each units and remaining 2 questions from Larger Unit)	1-12	2	**20**
B	Answer any 5 out of 8 questions (one questions from each units and 3 from larger units)	13-20	**5**	**25**
C	Essay Answer any 3 out of 5 questions (one questions from each units)	21-25	**10**	**30**
TOTAL MARKS				**75**

COURSE CODE	COURSE TITLE	L	T	P	C
19M964C	ELEMENTS OF MANAGEMENT ACCOUNTING	6	-	-	4

COURSE OBJECTIVES	1. To understand and analyze financial statement to help in managerial decision making. 2. To prepare statements like Cash Flow, Fund Flow, Budgets etc., so as to assist the managements to take meaningful and correct decisions.

UNIT	SYLLABUS
UNIT 1	**Introduction** Management Accounting – Meaning, Scope, Importance and Limitations – Management Accounting vs. Cost Accounting – Management Accounting vs. Financial Accounting.
UNIT 2	**Financial Statements Analysis** Analysis and interpretation of financial statements – Nature, Objective, Tools – Methods – Comparative statements, Common size statement and Trend Analysis – Ratio Analysis – Classification of ratios – Profitability, Turnover & Solvency Ratio.
UNIT 3	**Funds Flow and Cash Flow Analysis** Funds Flow and Cash Flow Statements (Simple Problems only)
UNIT 4	**Budgetary control** Budgets and Budgetary control – Meaning, Objectives, merits and demerits – Types of Budgets – Production, Cash and Flexible Budgets.
UNIT 5	**Marginal Costing** Marginal Costing (excluding decision making) – Break Event Analysis – Break Even chart.

COURSE OUTCOME	1. The students learn critically to analyze and provide recommendations to improve the operations of organizations through the application of management accounting techniques. 2. The students attain expertise about the fund flow and cash flow

	frameworks, budgeting systems and performance measurement systems. 3. It guides the students to know weight age of financial and non-financial information in decision making, control and performance evaluation applications of management accounting are dealt. 4. Students can attain skill to conduct financial analysis and appraisal of business. 5. To understand and analyze financial statement to help in managerial decision making. To prepare statements like Cash Flow, Fund Flow, Budgets etc.

Prescribed Texts:

1. Reddy T. S. and Hari Prasad Reddy,Management Accounting, 2014-MarghamPulication.
2. Maheswari SN, Management Accounting - Sultan Chand & Sons.

Reference Books:

1. Dalton L.Cecil, (2014), Management accounting, Leavnhech press.
2. Rustagi RP, (2011), Management accounting, Taxmann publications ltd.
3. KhanM.Y.& JainP.K., (2013), Management accounting, Tata McGraw – Hill Publishing Company Ltd.
4. PandayI.M., (2014), Management accounting, Vikas publishing house ltd.
5. Pillai R.S.N. &Bhagavathi, (2014), Management accounting, S. Chand company Ltd.
6. ReddyT.S.&Hari Prasad ReddyY., (2016) Management Accounting, Margham Publication Chennai.
7. Shashik. Gupta, (2014), Management accounting, Kalyani publishers

Web References:

1. http://pakaccountants.com/courses/managementaccounting/
2. http://www.elearnuk.co.uk/course/management-accounting

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	Definition/Small problems/Answer any 10 out of 12 questions (2 Questions from each units and remaining 2 questions from Larger Unit) (4 questions Problems/ Formulas and 8 Theory questions)	1-12	2	**20**
B	Answer any 5 out of 8 questions (one questions from each units and 3 from larger units) (5	13-20	**5**	**25**

	questions problems and 3 theory)			
C	Essay Answer any 3 out of 5 questions (one questions from each units) (No theory all questions from problems)	21-25	**10**	**30**
TOTAL MARKS				**75**

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COURSE CODE	COURSE TITLE	L	T	P	C
19M964D	**BUSINESS COMMUNICATION**	**5**	**-**	**-**	**4**

COURSE OBJECTIVES	1. Aims at enhancing student understanding about the practical usage of business communication in corporate and industries. 2. To identify communication barriers and ways to overcome them. 3. To draft different types of Business letters.

UNIT	SYLLABUS
UNIT 1	**Introduction** Definition – methods – types – principles of effective communication – Barriers to communication – business letter – lay out.
UNIT 2	**Business Letters** Kinds of business letters: Interview – appointment – acknowledgement – promotion – enquiries – replies- orders - sales – circular – complaints.
UNIT 3	**Banking and Insurance Correspondence** Correspondence by Banking and Insurance Companies to the customers– correspondence with Directors, Correspondence with shareholders.
UNIT 4	**Report Writing** Report writing – Agenda – minutes of meetings– memorandum - office - orders – circular- notes.
UNIT 5	**Modern Forms of Communication** Modern forms of communication: Fax, E-mail- video conferencing- internet – websites and their uses in business.

COURSE OUTCOME	On successful completion of the course, the students will be able to 1. Students learn the importance of business communication and the methods of communication. Also, introduction to business letter is done. 2. To learn the types of business letter in various context like

	interview, enquiry, sales letters. 3. Different letter forms like bank correspondence, insurance correspondence which are of practical importance are learnt. 4. Students learn how to write a report and its components like agenda, minutes of meeting, office order, circular etc. 5. Students demonstrate strong knowledge on latest trends in communication like e-mail – video conferencing – internet, creation of website and their utility.

Prescribed Texts:

1. Raghunthan N.S., B. Santhanam, 3rd Edition, Margham Publications,Chennai,
2. Gupta C.B., Business communication, Organisation and Management, 2014.
3. Rajendra Pal and Korlahalli, (2010), Essentials of Business communication, Sultan Chand & Sons.

REFERENCE BOOK:

1. Gupta C.B, (2012), Business Communication, Sultan Chand & Sons.
2. Marlene morais and John G., Joseph adaikalam, (2014), Business communication, Scitech publication Pvt. Ltd.
3. Priyadharshini.J, (2016), Business Communication, Charulatha Publications.
4. Ragunathan N.S.and Sandhanam B, (2016), Business communication, Margham Publishers.
5. Randolph H. Hudson and Bernard J. Selzler, (2006), Business communication Concepts & Applications in an electronic age, Jaico Publishing House.
6. Sathya swaroop debasish and Bhagaban das, (2009), Business communication, Phi learning Pvt. Ltd, New Delhi.
7. Sinha A.K., (2007), Business communication skills, Vrinda publication (p) Ltd.

Web References:

1. http://www.businesscommunication.org
2. http://www.iabc.com
3. http://www.etiquettetrainer.com

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	Definition/ Answer any 10 out of 12 questions (2 Questions from each units and remaining 2 questions from Larger Unit)	1-12	2	**20**
B	Answer any 5 out of 8 questions (one questions from each units and 3 from larger units)	13-20	**5**	**25**
C	Essay Answer any 3 out of 5 questions (one questions from each units)	21-25	**10**	**30**
TOTAL MARKS				**75**

COURSE CODE	COURSE TITLE	L	T	P	C
19A964E	**BUSINESS ENVIORNMENT**	**5**	**-**	**-**	**5**

COURSE OBJECTIVES	1. To introduce the concept of business environment and its impact on business decisions. 2. To enable the students to have an overview of business environment - political, social and global. 3. To enable the students to appreciate the importance of environment and its impact on business and society.

UNIT	SYLLABUS
UNIT 1	**Introduction** The concept of Business Environment – its nature and significance – Brief overview of political – Cultural – legal – economic and social and environments and their impact on business and strategic decisions.
UNIT 2	**Political environment** Political Environment – Government and Business relationship in India – Provisions of Indian Constitution pertaining to business.
UNIT 3	**Social environment** Social environment – Cultural heritage – social attitudes – impact of foreign culture – castes and communities – joint family system – linguistic and religious groups – Types of social organization –social responsibilities of business.

UNIT 4	**Economic environment** Economics Environment – Economic systems and their impact on business – Macroeconomic parameters like GDP – growth rate of population – Urbanization – Fiscal deficit – Plan investment – Per capita income and their impact on business decisions – Five Year Planning.
UNIT 5	**Financial environment** Financial and technological Environment – Financial system – Commercial banks – Financial Institutions – RBI Stock Exchange – Non Banking Financial Companies (NBFCs)- Mutual Funds-Meaning and functions.

COURSE OUUTCOMES	**1.** To impart knowledge on Political Environment –and Government and Business relationship in India. **2.** To gain knowledge on Social environment, Cultural heritage, social attitudes and impact of foreign culture. **3.** To know about Economical Environment and planning system with focus on urbanization and Fiscal deficit. **4.** To understand about Financial and technological Environment, Financial system, Commercial banks, RBI and stock exchange.

Prescribed Texts:

1. Cherunilam Francis, 2017, Business environment, Himalaya Publishing House, 11th Revised Edition, India
2. Sankaran Dr.S. (2015), Business Environment, Margham Publications.

Reference Books:

1. Gupta CB (2018) Business environment. Sultan publication.
2. Namita Gopal (2012), Business Environment. McGraw Hill. New Delhi
3. Prof. M.B. Shukla, (2012), business environment, Taxmann publications (P) Ltd. T-Nagar, Chennai.
4. Ravindra Saini,(2011), Business Environment, Global Vision publishing House, New Delhi.
5. Saroj Upadhyay, (2005), business environment, Asian books Pvt. Ltd. Chennai.
6. Sheikh Saleem, (2010), business environment, Dorling Kindersley Pvt. Ltd. Noida.

COURSE CODE	COURSE TITLE	L	T	P	C
19US04E	ENVIORNMENTAL STUDIES	2	-	-	2

Section	Question Component	Numbers	Marks	Total
A	Definition/Answer any 10 out of 12 questions (2 Questions from each units and remaining 2 questions from Larger Unit)	1-12	2	**20**
B	Answer any 5 out of 8 questions (one questions from each units and 3 from larger units)	13-20	**5**	**25**
C	Essay Answer any 3 out of 5 questions (one questions from each units)	21-25	**10**	**30**
TOTAL MARKS				**75**

Question Paper Pattern:

COURSE OBJECTIVES	1. To understand the importance of environment and impact on human life. 2. To develop a sense of community responsibility by becoming aware of scientific issues in the larger social context.

UNIT	SYLLABUS
UNIT 1	**The Multi disciplinary Nature of Environmental Studies** Definition, scope and importance, Need for public awareness.
UNIT 2	**Natural Resources** Renewable and non-renewable resources: Natural resources and associated problems • **Forest Resources:** Use and over-exploitation, deforestation case studies, limber extraction, mining, dams and their effects on forests and tribal people. • **Water Resources:** Use and over-utilization of surface arid ground water, floods, drought, and conflicts over water, dams – benefits and problems. • **Mineral Resources:** Use and exploitation, environmental effects of extracting using mineral resources case studies. • **Food Resources:** World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging salinity, case

	studies. • **Energy Resources:** Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources – Case Studies. • **Land Resources:** Land as a resource, land degradation, man induced landslides, soil erosion and desertification. Role of an individual and conservation of natural resources – Equitable use of resources for sustainable life styles.
UNIT 3	**Ecosystems** Concept of an Ecosystem – Structure and Function – Producers, consumers and decomposers – Energy flow in the ecosystem – Ecological succession – Food chains, food webs and ecological pyramids – Introduction, types, characteristics, features, structures and function of Forest Ecosystem, Grassland Ecosystem, Desert Ecosystem and Aquatic Ecosystem (ponds, streams, lakes, rivers, oceans, estuaries).
UNIT 4	**Biodiversity and its Conservation** Introduction – Definition genetic species and eco-system diversity – Bio-geographical classification of India – Value of the biodiversity consumptive use, productive use, social, ethical. Aesthetic and option values – Biodiversity at Global, National and Local levels – India as a mega – diversity nation – Hot-Spots of biodiversity – Threats to biodiversity habitat loss, poaching of wildlife, man wildlife conflicts – Endangered and endemic species of India – Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.
UNIT 5	**Environmental Pollution Definition** Causes, effects and control measures of Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution and Nuclear hazards – Solid water management causes, effects and control measures of urban and industrial wastes – Role of an individual in prevention of pollution – Pollution of case studies – Disaster management, floods, earthquake, cyclone and landslides.
UNIT 6	**Social Issues and the Environment** Unsustainable to Sustainable development – Urban problems related to energy – Water conservation, rain water harvesting, watershed management – Resettlement and rehabilitation of people; its problems and concerns & Case Studies – Environmental ethics issues and possible solutions – Climate change, global warming, Acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies, Wasteland reclamation – Consumerism and waste products – Environmental Protection Act – Air (Prevention and Control of Pollution) Act – Water (Prevention and Control of

	Pollution) Act – Wildlife Protection Act – Forest Conservation Act – Issues involved in enforcement of environmental legislation – Public awareness**.**
UNIT 7	**Human Population and the Environment** Population growth, variation among nations – Population explosion – Family Welfare Programme – Environment and human health – Human Rights – Value Education – HIV / AIDS – Women and Child welfare – Role of Information Technology in Environment and human health – Case Studies.
UNIT 8	**Field Work** Visit to a local area to document environmental assets – river / forest / grassland / hill mountain – Visit to a local polluted site – Urban / Rural / Industrial / Agricultural – Study of common plants, insects, birds – Study of simple ecosystems – pond, river, hill slopes, etc. (Field work equal to 5 lecture hours)

COURSE OUTCOME	On successful completion of the course the students will be able to 1. To learn about the basic of environment and its composition. 2. To understand the value of our natural systems and to know how our ecosystems work in the order of nature. 3. Students learn what biodiversity is and how to protect and preserve the same. **4.** Factors causing environmental pollution are being taught to the student current issues in the society in the environmental context are covered and the effects of human population on environment are being taught.

References:

1. B.S. Chauhan, (2008), Environmental studies, University science press, New Delhi.
2. Chary S.N., (2008), Environmental studies, MacMillan India Ltd, New Delhi.
3. Chauhan B.S., (2008), Environmental studies, University science press, New Delhi.
4. Dhinakaran A., V Sankaran, (2017), Environmental studies, Himalaya publishing house Pvt Ltd.
5. Jayshree A. Parikh, (2010), Environmental studies, Ane books Pvt. Ltd, New Delhi.
6. Rajesh Dhankhar, (2006), Environmental studies, Daya publishing house, New Delhi.
7. SinghR.P., (2012), Environmental studies, Concept publishing company Pvt. Ltd, New Delhi.

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	Definition/Answer any 10 out of 12 questions (2 Questions from each units and remaining 2 questions from Larger Unit)	1-12	2	**20**
B	Answer any 5 out of 8 questions (one questions from each units and 3 from larger units)	13-20	**5**	**25**
C	Essay Answer any 3 out of 5 questions (one questions from each units)	21-25	**10**	**30**
TOTAL MARKS				**75**

COURSE CODE	COURSE TITLE	L	T	P	C
19US04D	**COMPUTING SKILL**	**2**	**-**	**-**	**3**

COURSE OBJECTIVES	The major objective in introducing the course is to impart hands on training to students in Microsoft Office essentials like MS Word, MS Excel and MS Access. The course is basic course offered at two levels exclusively meant for students who have no computer knowledge. Course is designed as a practical oriented course and not for chalk and board teaching. Pre-requisite: NIL

UNIT	SYLLABUS
UNIT 1	**Introduction to Computers** Introduction to computers –classification of computers; Computers inside –Hardware(processing, memory i/o, storage etc), Software (Systems, application); Operating Systems –DOS, LINUX, UNIX, Windows ; Programming –Overview, need and skills; Networking Basics; Virus; Hacking
UNIT 2	**Word Processing** Word processing -Operating of word documents like open, close, save, print ; Editing Text –tools, formatting , bullets, layout ; Navigating word –Keyword, mouse, document formatting ; paragraph alignment -indentation, headers, footers, numbering; printing –preview, options.
UNIT 3	**File Management** File Management –Importance of file management, backing of files, files and folders-editing, deleting, retrieving, renaming, subfolders; Manipulating windows –minimize, maximize; power point basics-terminology-templates, viewing 20.
UNIT 4	**Spreadsheets** Spread sheets –MS Excel –opening, entering text and data,

	formatting, navigating; Formulas-entering, handling and copying; charts-creating, formatting and printing, header and footer, centering of data; printing.
UNIT 5	**Networks** Networking -Internet explorer; www –working, browsing, searching, saving; bookmark –features, favorite, create, delete ; printing webpage; email –creating, receiving, reading and sending messages Note –Unit 2 -5 are to be taught as practical with hands on experience

COURSE OUTCOME	Students are introduced to the generation of computers, components and classification of computers, various input and output devices. Basic functions like opening, saving and closing a file are being taught. Creating tables in word, inserting pictures from excel, formatting of documents, mail merge concepts are taught. 3. Understanding the importance of file management, back up of files and folders, renaming of files and folders, basics of power point are covered. 4. Operations on spreadsheet, creation, tabulation, formatting, mathematical functions, chart creation are covered. Students are introduced to basic networking topologies, surfing of internet, bookmarking, how to create email account, printing web

References:

1. Introduction to Computers –Peter Norton, Tata McGraw-Hill, India
2. Microsoft,(2003) –Jennifer Ackerman Kettel et al., Tata Mc-Graw Hill, India
3. Working In Microsoft office,(2006) –RonMansfield , Tata Mc-Graw Hill, Ind

SEMESTER V

COURSE CODE	COURSE TITLE	L	T	P	C
19M965A	HUMAN RESOURCES MANAGEMENT	6	-	-	4

COURSE OBJECTIVES	1. To enrich the knowledge base of the students about recruitment and Training. 2. To apply the techniques of recruitment and compensation planning and to align it with the organization as a whole. 3. To analyze the wage structure and incentives offered in an organization.

UNIT	SYLLABUS
UNIT 1	**Human Resource Management (HRM)** Definition – Objectives – Functions – nature and scope of HRM – Difference between personnel management and HRM – Qualities of good HR manager – changing roles of a HR manager – problems and challenges of HR manager.
UNIT 2	**Human Resource Planning (Man power planning)** Definition of HR planning – objectives – Steps in HR Planning – Types of Planning – Need and importance – Tools and Techniques - Job analysis – Job analysis – Job Description Job Specification - Job evaluation.
UNIT 3	**Recruitment** & **Selection** Recruitment and Selection – objectives of Recruitment- Recruitment Sources – internal and external recruitment – application blank – Testing – Interviews – Techniques in selection – Placement & Induction.

UNIT 4	**Training & Development** Training and Development – Principles of Training – Assessment of Training needs – methods – evolution of effectiveness of training program.
UNIT 5	**Performance Appraisal** Performance Appraisal – Process – Methods of Performance appraisal – appraisal counseling – Motivation Process – Theories of motivation – compensation – Incentives – Monetary & Non-Monetary – Promotion & Transfers.

COURSE OUTCOMES	On successful completion of the course, the students will be able to 1. To know the fundamentals of Human resource management – functions, scope, challenges, role of HRM. 2. Students learn about HR planning – objectives, tools and techniques and terms like Job evaluation, description, and specification and Job analysis. 3. Methods of recruitment and selection and sources of recruitment and steps in recruitment are covered. 4. Meaning and principles of training, Evaluation and effectiveness of training program are learnt. 5. Meaning of performance appraisal, process and methods and latest trends in performance appraisal along with compensation and incentives for employees are covered.

Prescribed Texts:

1. Rao P.Subba, Essentials of Human Resource Management and Industrial Relations, 2010, Himalaya Publishing House.
2. Prasad L M, Human Resource Management, Third Edition Reprint 2014, Sultan Chand & Sons.
3. Ashwathappa, Human Resource Management, 5th Edition, McGraw Hill

REFERENCE BOOKS:

1. Aswathappa - (2007),HRM Tata me grow hill Publishing co. New Delhi..
2. Jayashankar (2018), HRM – Margham Publications, Chennai.
3. Chitra Atmaran Naik – Hen – Ane books Pvt.Ltd.
4. Dr. Radha - HRM

Web Reference:

1. https://www.wiziq.com/tutorials/human-resource-management
2. https://www.sophia.org/tutorials/introductory-human-resource-concepts

Question Paper Pattern :

Section	Question Component	Numbers	Marks	Total
A	Definition/Answer any 10 out of 12 questions (2 Questions from each units and remaining 2 questions from Larger Unit)	1-12	2	**20**
B	Answer any 5 out of 8 questions (one questions from each units and 3 from larger units)	13-20	**5**	**25**
C	Essay Answer any 3 out of 5 questions (one questions from each units)	21-25	**10**	**30**
TOTAL MARKS				**75**

COURSE CODE	COURSE TITLE	L	T	P	C
19M965B	**CORPORATE FINANCIAL MANAGEMENT**	**6**	**-**	**-**	**4**

COURSE OBJECTIVES	1. To appreciate the role of the finance in an organization. 2. To identify sources from where funds can be raised keeping in mind the cost and risk involved. **3.** To familiarize the students the techniques to be employed for investing the funds, taking into consideration the risk and the return

UNIT	SYLLABUS
UNIT 1	Meaning, objective and scope – Relationship between management accounting, Cost accounting and financial accounting – Financial statements – Tools for analysis and interpretation
UNIT 2	Financial planning and control – Break – even analysis – Operation leverage – Cost – volume – Profit analysis
UNIT 3	Cost of capital – Basic concepts, rational and assumptions – Cost of equity capital – Cost of debt –Cost of preference capital – Cost of retained earnings.
UNIT 4	Capital structure decision of the firm – Composition and sources of long – term funds – financial leverage – Factors determining funds requirements.

UNIT 5	Financial Information systems

Note: The proportion between theory and problems shall be 50:50.

COURSE OUTCOME	1.Students able to analyze the relationship between strategic decision making and corporate financing decisions. 2.Compute the appropriate discount rate for assets and cost of capital for a firm. 3.Analyze how corporate financial decisions (such as financing policy, capital structure, dividend, etc.) influence firm value.

Prescribed Texts:

1. Murthy Dr. A.,(2015), Financial Management, Margaham Publications, Chennai
2. Maheswari S.N.,(2013), Financial Management,Sultan Chand & Sons, New Delhi

Reference Book:

1. Panday I.M. 9th Edition (2007), financial management- Vikas publishing house, New Delhi.
2. Sharma R.K., Shashi k. Gupta, 2nd Edition (2016)Financial management -, Kalyani Publishers, Ludhiana
3. Srinivasan NP & Sakthivel Murugan M, (2008), Financial management Vrinda Publications.
4. Sumit Gulati & Sing YP,(2013), Financial management McGraw hill Education P Ltd.
5. Tulsian PC.,(2010), Financial Management Sultan Chand Co. New Delhi

Web Reference:

https://www.toppr.com/guides/business-environment/business.../financial-management/
https://www.elearnmarkets.com › Courses › CA, CFA Preparatory Courses

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	Definition/Small problems/Answer any 10 out of 12			**20**

	questions (2 Questions from each units and remaining 2 questions from Larger Unit) (4 questions Problems/ Formulas and 8 Theory questions)	1-12	2	
B	Answer any 5 out of 8 questions (one questions from each units and 3 from larger units) (5 questions problems and 3 theory)	13-20	**5**	**25**
C	Essay Answer any 3 out of 5 questions (one questions from each units) (No theory all questions from problems)	21-25	**10**	**30**
TOTAL MARKS				**75**

COURSE CODE	COURSE TITLE	L	T	P	C
19M965C	**STRATEGIC MANAGEMENT**	**6**	**-**	**-**	**4**

COURSE OBJECTIVES	1. To understand the practical and integrative model of strategic management. 2. Demonstrate the knowledge and abilities in formulating strategies and strategic plans.

UNIT	SYLLABUS
UNIT 1	An overview of strategic Management: Defining Strategy, levels at which strategy operates: Approaches to strategic decision making: Strategic intent, vision, Mission, Business definition, objectives and goals, Environmental analysis and Diagnosis: concept of environment and its components; Environment scanning and appraisal, Organization appraisal, Strategic advantage analysis and diagnosis.
UNIT 2	Corporate-level strategies: Grand, Stability, Expansion, Retrenchment, Combination strategies, corporate Restructuring, Business-level/strategies: Generic and tactics for business strategies.
UNIT 3	Strategic Analysis and choice: Process of strategic choice, corporate and business level strategic analysis, subjective factors in strategic choice, contingency strategies and strategic plan.
UNIT 4	Activating Strategies: Interrelationship between formulation and implementation. Aspects of strategy implementation, Project and Procedural Implementation. Resource allocation, Structural and

	Behavioural implementation.
UNIT 5	Functional and Operational implementation: Financial, Marketing, Operation/production Personnel plans and policies, information, integration of functional plans and policies, strategic evaluation and control: Techniques of strategic evaluation and control.

COURSE OUTCOMES	1. Students will learn about different approaches to strategic decision making and the importance of Mission, vision, goals for a organization. 2. Students can learn the challenges faced by managers in implementing and evaluating strategies based on the nature of business, industry, and cultural differences. 3. To gain the knowledge about how to take strategic decisions at corporate level with the given factors and ways to implement it. 4. Interrelationship between formulation and implementation are learnt along with diverse aspects of strategy implementation. 5. To learn about functional and operational implementation along with techniques of strategic evaluation and control.

Prescribed Texts:

1. Strategic Management And Business Policy, Azhar Kazmi, (2013) Edition 3, Mcgraw Hill Publication.
2. Strategy And The Business Landscape, Pankaj Ghemawat, (2009), Pearson Publication.
3. Strategic Management, Sanjay Mohapatra, (2016), Pearson Publication

REFERENCE BOOK:

1. Azhar Kaxmi: Business Policy and Strategic Management, Tata McGraw Hill, New Delhi, 2005
2. Jain, P.C.L.,: Strategic management (Hindi), 2005
3. Bhattacharry, S.K. and N.Venkataraman: Managing Business Enterprises. Strategies, structure and Systems, Vikas publishing house, New Delhi, 2004

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	Definition/Answer any 10 out of 12 questions (2 Questions from each units and remaining 2 questions from Larger Unit)	1-12	2	**20**

B	Answer any 5 out of 8 questions (one questions from each units and 3 from larger units	13-20	**5**	**25**
C	Essay Answer any 3 out of 5 questions (one questions from each units)	21-25	**10**	**30**
TOTAL MARKS				**75**

COURSE CODE	COURSE TITLE	L	T	P	C
19M965D	**MARKETING MANAGEMENT**	**6**	**-**	**-**	**5**

COURSE OBJECTIVES	1. To know the importance of marketing in current business scenario. 2. To explain the components of marketing mix for a product. **3.** Introduce the students to online marketing and sales promotion techniques.

UNIT	SYLLABUS
UNIT 1	**Introduction** Definition of Marketing and Marketing Management Marketing Process – marketing management – orientation – marketing plan – marketing mix – functions of marketing management – MIS.
UNIT 2	**Emerging Issues in Marketing** Consumer orientation – Integrated marketing – Business Ethics in Marketing – Direct and online marketing (Cyber Marketing) – Green Marketing – Quantitative Techniques for marketing Decisions – Consumerism – Consumer Relation Building.

UNIT 3	**Product and Pricing Decisions** Product – features – Product Mix – Product Policy – Product Planning – New Product Development – Product Life Cycle – Pricing – Importance – Objectives – Pricing Policies, Strategies and Techniques – Pricing Methods.
UNIT 4	**Market Segmentation** Definition – Need for Segmentation – factors deciding the success of market segmentation. Bases for Segmentation – Process of market segmentation – Niche Marketing – Characteristics of Niche Market.
UNIT 5	**Sales Promotion and Advertising** Sales Promotion Techniques and Methods – Advertising – Objectives Benefits – Selection of Media, Advertising copy – Ethics in Advertising Salesmanship – Objectives, qualities and types of salesman – E. marketing.

COURSE OUTCOMES	On successful completion of the course, students will be able to 1. Emerging issues in marketing like business ethics in marketing, cyber marketing, and green marketing are covered. 2. Students learn about Product mix, product life cycle, its importance, pricing policies and methods to fix pricing. 3. The students exhibit strong understanding of the need for segmentation in business and factors influencing the same. Also, niche marketing is introduced as a concept.

Prescribed Texts:

1. Kotler, Philip and Gary Armstrong, (2016), Principles of Marketing, Prentice Hall, New Delhi

2. Kotler,(2017), Philip Marketing Management Analysis, Planning, Implementation and Contorl, Prentice Hall, new Delhi

REFERENCE BOOKS:

1. Majumdar, Ramanuj: Product Management in India, Prentice Hall, New Delhi
2. Mc Gcarthy, E. Nenome and William D Perrault, Jr. Basic Marketing management Approach, Richard D. Irwin, Homewood, Illionois.
3. Ramaswamy, V.S, and Namakumari, S: Marketing Management, macmillan India, New Delhi
4. Srinivasan R: Case Studies in Marketing: The Indian Context, Prentice Hall, New Delhi

5. Santon, William, J and Charles Futrell: Fundamentals of Marketing: McGraw Hill Publishing co, New York
6. Still, Richard R, Edward W, Clundiff and Norman A.P

Web Reference:
1. http://www.marketing91.com/marketing-management/
2. https://www.managementstudyguide.com/marketing-management-articles.htm

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	Definition/Small problems/Answer any 10 out of 12 questions (2 Questions from each units and remaining 2 questions from Larger Unit)	1-12	2	**20**
B	Answer any 5 out of 8 questions (one questions from each units and 3 from larger units	13-20	**5**	**25**
C	Essay Answer any 3 out of 5 questions (one questions from each units)	21-25	**10**	**30**
TOTAL MARKS				**75**

COURSE CODE	COURSE TITLE	L	T	P	C
19M965E	**ENTREPRENEURIAL DEVELOPMENT**	**6**	**-**	**-**	**5**

COURSE OBJECTIVES	1. To introduce entrepreneurship to students community. 2. Increase the awareness of students about EDP programs and their role in economic growth. **3.** Entrepreneurship accelerates the economic development, understanding the importance of promoting entrepreneurial spirit among the Students community.

UNIT	SYLLABUS
UNIT 1	**Introduction** Concept of Entrepreneurship – Meaning – Types – Qualities of an Entrepreneur – Classification of Entrepreneurs – Factors influencing Entrepreneurship – Functions of Entrepreneurs.
UNIT 2	**Financing Agencies** Entrepreneurial Development – Agencies – Commercial Banks – District Industries Centre – National Small Industries Corporation – Small Industries Development Organization – Small Industries Service Institute. All India Financial Institutions – IDBI

	–IFCI – ICICI – IRDBI.
UNIT 3	**Project Management** Business idea generation techniques – identification of Business Opportunities – Marketing, Finance, Technology & Legal Formalities- Preparation of Project Report- Tools of Appraisal.
UNIT 4	**EDP** Business idea generation techniques – identification of Business Opportunities – Feasibility study – Marketing, Finance, Technology & Legal Formalities- Preparation of Project Report Tools of Appraisal.
UNIT 5	**Growth of Entrepreneurship** Role of Entrepreneur in economic growth – Strategic approaches in the changing economic scenario for small scale Entrepreneurs – Networking – Niche play, Geographic Concentration, Franchising/dealership – Development of Women Entrepreneurship.

COURSE OUTCOME	1. Basics of entrepreneurship and qualities of entrepreneur and factors influencing entrepreneurship are taught. 2. To learn the ways entrepreneurial development can be implemented through various agencies like DIC, NSIC, SIDBI, SIDO, IDBI, IFCI. 3. Techniques of business idea generation and business opportunities and preparation of project report are learnt. 4. Meaning of entrepreneurial development programs, their role and relevance with achievements and role of government in organizing EDP are dealt. 5. Students gain knowledge on the role of entrepreneur in economic growth and changing approaches in economic scenario for small-scale entrepreneurs.

Prescribed Text:

1. Suresh Jayashree, (2016) Entrepreneurial development, Margham Publication.
2. Gupta Dr. C.B. & Dr. S.S. Khanka,(2014), Entrepreneurship and Small Business, Himalaya Publishing House

Reference Books:

1. Badi R.V., Badi N.V., (2010), Entrepreneurship, Vrinda publication Pvt. Ltd.
2. Gupta C.B, Srinivasan N.P, (2012), Entrepreneurial development in India, Sultan Chand co.
3. Jayshree Suresh, (2017), Entrepreneurial Development, Margham Publications.

4. Khanka S.S., (2014), Entrepreneurial Development, SultanChand& Company Pvt.
5. Raj Shankar, (2017), Essentials of entrepreneurship, Vijay Nichole imprints pvt.
6. Robert D. Hisrich, (2015), Entrepreneurship, MC Graw Hill education (India) Pvt. Ltd.

Web Reference:

1. www.inderscience.com/jibed
2. http://www.slideshare.net/balajisetty/entrepreneurship-development-8886110

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	Definition/ Answer any 10 out of 12 questions (2 Questions from each units and remaining 2 questions from Larger Unit)	1-12	2	**20**
B	Answer any 5 out of 8 questions (one questions from each units and 3 from larger units	13-20	**5**	**25**
C	Essay Answer any 3 out of 5 questions (one questions from each units)	21-25	**10**	**30**
TOTAL MARKS				**75**

COURSE CODE	COURSE TITLE	L	T	P	C
19V66AG	**VALUE EDUCATION**	**1**	**-**	**-**	**2**

COURSE OBJECTIVES:	1. To impart value system in the students minds. 2. To inculcate the qualities of self esteem and confidence which will attribute to their success **3.** To understand the value of every aspects of business. **4.** To inculcate discipline in life and to learn techniques to handle situations.

UNIT	SYLLABUS
UNIT 1	**Introduction:** Value education and its relevance to present day - Meaning of value education - The meaning of the word value - Significance of Thirukkural about 'Value Education'.
UNIT 2	**Personal Values** Meaning – Different personal values – Love – Compassion – Gratitude – Courage – Optimism – Friendship.
UNIT 3	**Family Values** Meaning – Social Attitude to Women, Children and Elders – Familal Responsibilities – Dos and Don'ts for Stronger Family bonding – Significance of Thirukkural about 'Family Values'.

UNIT 4	**Self Esteem** Fear of failure – Approval seeking – Self Esteem is not selfishness / Ego – Self Esteem / Arrogance – Qualities of a person with Self Esteem – Significance of Thirukkural about 'Self Esteem'
UNIT 5	**Anger** Common situations where people fly into rage – Anger at services – Some practical methods of handling anger – techniques to handle our anger – Handling anger in others – methods to replace anger.

REFERENCE BOOKS:

1. Shukla, (2004), Value education, SARUP & Sons, New Delhi.
2. VenkatalahN., (2007), Value education, A.P.H publishing Corporation, New Delhi.
3. Yogesh KumarSingh, (2008), Value education, A.P.H publishing corporation, New Delhi.

SEMESTER VI

COURSE CODE	COURSE TITLE	L	T	P	C
19M966A	**TOTAL QUALITY MANAGEMENT**	**6**	**-**	**-**	**4**

COURSE OBJECTIVES	1. To Students learn fundamentals and Techniques of TQM 2. To gain the knowledge about strategic planning of TQM and evaluation techniques.

UNIT	SYLLABUS
UNIT 1	**An overview of TQM** Meaning of TQM and partial quality- Concept of TQM-Definitions of TQM-Fundamentals principles of TQM-Aims of TQM-Strategic tools and Techniques of TQM and New Management Tools.
UNIT 2	**Implementation of TQM** Twelve steps in implementing a TQM-Barriers/Obstacles to TQM implementation-Areas of improper planning-Tactics for implementation of TQM-TQM vs Traditional management consideration for TQM implementation.

UNIT 3	**Quality Planning and Quality council** Strategic planning-Steps in strategic quality planning-Annual quality improvement programme-Quality Council-Objective of the quality council-Activities of quality councils-Factors contributing to council effectiveness.
UNIT 4	**Seven New Management Tools** Affinity diagram-Relations diagram-Tree diagram-Matrix diagram- Matrix data Analysis diagram- Process decision programme chart- Arrow Diagram.
UNIT 5	**Evaluation Techniques in TQM.** Six sigma: Definition of six sigma quality, Philosophy of six sigma. Quality function: Meaning, need, functions, characteristics of QFD. Failure Mode and Effective Analysis: Practical use of FEMA, Purpose , Designing, FEMA document, stage of FEMA. ISO 9000, 2000 standard.

COURSE OUTCOME	1. To understand the concept of TQM and Fundamental, principles of TQM. 2. Demonstrate the knowledge and abilities in obstacles to TQM implementation. 3. Aims at enriching the students understanding of Quality Planning and Quality council. **4.** To provide an overview of effective seven new management tools.

Prescribed Text:

1. P. Saravanavel, S. Balakumar (2016), Margham publications
2. P. Saravanavel, S. Balakumar (2016), Margham publications

Reference Books:

1. C. Sugandhi, Anand A. Samuel (2015),P.H.P Learning pvt. ltd.
2. Dr. S. Kumar (2017), University Science Press.
3. Pandi, Rao and Jeya Thilagar,(2016), Vrinda publication Pvt. L.t.d

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	Definition/ Answer any 10 out of 12 questions (2 Questions from each units and remaining 2 questions from Larger Unit)	1-12	2	**20**
B	Answer any 5 out of 8 questions (one questions			

	from each units and 3 from larger units	13-20	**5**	**25**
C	Essay Answer any 3 out of 5 questions (one questions from each units)	21-25	**10**	**30**
TOTAL MARKS				**75**

COURSE CODE	COURSE TITLE	L	T	P	C
19M966C	**ORGANIZATIONAL BEHAVIOUR**	**5**	**-**	**-**	**5**

COURSE OBJECTIVES	1.To introduce the students to the concept and determinants of organizational structure and group dynamics. 2. To analyze the different approaches in the field of Organizational behaviour and study about the attributes impacting the organizational behaviour

UNIT	SYLLABUS
UNIT 1	**The concept of organization, meaning of organization theory.** Organization goals, determinants of goals, goal displacement, goal distortion, organizational and industrial goals, integration of goals. Concept and determinants of organization structure. Different types and importance of organizational structure. Environment and structure, designing and organizing structure, planning for the structure.
UNIT 2	**Group Dynamics:** The concept of groups, kinds and functions of groups, formal and informal groups, group cohesiveness, group thinking, transactional

	analysis.
UNIT 3	**Attitudes and perception :** Concept of attitude; attitude, opinions and beliefs; attitudes and behaviour, formation of attitude, factors determine formation of attitude, attitude measurement; attitude change. Definition and meaning of perception; perceptual process; factors influencing perception.
UNIT 4	**Conflict and change:** Meaning and Process of conflict; causes, sources, consequences of conflict; conflict resolution strategies. Kind of change; Identification of the problem and implementation of change; resistance to change, overcoming resistance to change.
UNIT 5	**Organizational Effectiveness :** The concept of organizational effectiveness; efficiency, effectiveness and productivity; approaches of organizational effectiveness; contributing factors of organizational effectiveness.

COURSE OUTCOME	1. Students will gain knowledge to analyze and compare different models used to explain individual behaviour related to organization. 2. Student understand the concepts of group dynamics, organizational change, organizational culture, and organizational climate of an organization. **3.** Students able to understand about Attitudes, perception, conflict and change which are attributes impacting behaviour in an organization.

Prescribed Text:

1. Stephen Robbins, (2018), Organization Behaviour, Edition 15, San Diego State University.
2. LM Prasad: Organizational Theory and Behaviour, (2018), Sultan Chand & Son's.
3. V.S.P. Rao & P.S.Narayan:,(2006),Organization Theory and Behaviour

Reference Books:

1. Fred Luthans: Organizational Behaviour
2. Keith Davis: Human Behaviour at work
3. Stephen Robbins, (2016),Organization Behaviour
4. R.A.Sharma: Organization Theory and Behaviour

E- Book

1. Sunil Lalla, Dr. Praveen Prasad Organizational Behaviour
2. Nehhashukla organizational Behaviour,(2018)
3. P.S. James, Organizational Behaviour ,2017

Web Reference:

1. www.slideshare.com
2. www.cedunote.com

Youtube Channel

1.Institute of distance learning
2.Nelson college London

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	Definition/Answer any 10 out of 12 questions (2 Questions from each units and remaining 2 questions from Larger Unit)	1-12	2	**20**
B	Answer any 5 out of 8 questions (one questions from each units and 3 from larger units	13-20	**5**	**25**
C	Essay Answer any 3 out of 5 questions (one questions from each units)	21-25	**10**	**30**
TOTAL MARKS				**75**

COURSE CODE	COURSE TITLE	L	T	P	C
19M966B	**BASICS OF RESEARCH METHODOLOGY**	**6**	**-**	**-**	**5**

COURSE OBJECTIVES	1. To provide an exposure to the students pertaining to the nature and extent of research orientation, which they are expected to possess when they enter the industry as practitioners. **2.** To give them an understanding of the basic techniques and tools of business marketing research.

UNIT	SYLLABUS
UNIT 1	**Introduction** Research: Definition; Nature of Social Services Research; Research Design; Components and Significance; Types of Research Design for Various Methods of Research: Explanatory, Descriptive, Experimental, Case Study; Marketing Research.
UNIT 2	**Formulation of Research Problems**

	Formulation of Research Problem; Literature Review; Hypothesis; Significance; Qualities of Good Hypothesis; Sources; Tools and Techniques: Questionnaire, Interview, Schedule, Observation, Interviews; Qualitative Research.
UNIT 3	**Sampling and Analysis of Data** Sampling: Sampling Methods; Random Sampling and Non-Random Sampling; Choice of Sample, Sample Size, Sample Error; Analysis and Interpretation of Data: Checking, Coding, Editing, Transcription and Tabulation.
UNIT 4	**Data Collection** Types of Data; Tools of Data Collection; Difference between Questionnaire and Interview Schedule; Processing Of Data; Meaning of Editing, Coding, Classification and Tabulation; Types of Tables.
UNIT 5	**Report Writing** Report Writing: Scheme of Presentation; Contents, List of Tables and Preface; Certificate; Footnotes and Bibliography; Indices; Diagrammatic Presentation of Data: Various Kinds of Figures and Diagrams.

COURSE OUTCOME	1. On successful completion of the course, the students will be able to understand the nuances involved in Creativity & Innovation. 2. Students able to familiarize themselves with creative and innovative thinking styles. 3. Enable students to recognize the problems and limitations associated with certain research methods, instruments for data collection and techniques for data analysis. 4. Enable students to review and update their initial research proposal accordingly.

Prescribed Texts:

1. Sharma D D, (2010), Marketing Research -Principles, Application and Cases , Sultan Chand Publications ,New Delhi
2. Beri G. C. (2014) -Marketing Research-Second Edition- Tata Mc-Graw Hill Publication-New Delhi.
3. Ravilochan P., (2012) ,Marketing Research, Margham Publications, Chennai.
4. Kothari R.C. and GauravGarg, (2016), Research Methodology Methods and techniques, New Age International Publishers.

Reference Books:

1. Gurumani N., (2015), Scientific Thesis Writing and Paper Presentation, MJP Publishers. New Delhi.
2. Ranjit Kumar, (2015), Research Methodology, Sage Publications, Australia.
3. Ravilochanan P, (2016), Research Methodology, Margham Publications Chennai.
4. Tripathi P.C., Enlarged Edition, (2002), A Textbook of Research Methodology in Social Science, Sultan Chand & Sons, New Delhi.
5. Vijay Upagade, ArvindShende, (2016), Research Methodology, Sultan Chand Publishers, New Delhi.

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	Definition/ Answer any 10 out of 12 questions (2 Questions from each units and remaining 2 questions from Larger Unit)	1-12	2	**20**
B	Answer any 5 out of 8 questions (one questions from each units and 3 from larger units	13-20	**6**	**30**
C	Essay Answer any 3 out of 5 questions (one questions from each units)	21-25	**10**	**30**
TOTAL MARKS				

COURSE CODE	COURSE TITLE	L	T	P	C
19M4461	**COMPUTERISED ACCOUNTING**	**6**	**-**	**-**	**4**

COURSE OBJECTIVES	1. The students are introduced to computerized accounting environment. 2. Knowledge of Tally, computerized accounting software is imparted to the students. 3. To train the students in preparations of final accounts and other financial statements in Tally.

UNIT	SYLLABUS
UNIT 1	Computer- Environment usage - Tally loading - Setting the directory.
UNIT 2	Tally - Starting - Creating Company - Altering company operations - General environment configuration - Functional keys and shortcut keys**.**
UNIT 3	Voucher entry - Delivery note - Payment voucher - Receipt voucher debit note - Credit note.

UNIT 4	Creations of various accounts - Indexing - Creation of ledgers - Multiple ledgers - Cost categories - Cost centers, Budget - Bank reconciliation - Inventory maintenance - Inventory valuation - Interest calculation.
UNIT 5	Consolidation of accounts - Import / export data - Final accounts - Reporting -- Fund flow statements, cash flow statements - Inventory analysis report - Printing of Report - ERP.

COURSE OUTCOME	1. Students able to learn the basics of tally and importance of tally in today's computerized environment. 2. Students able to create company accounts using tally and about function keys and shortcut keys. 3. Students able to create single and multiple ledgers, group creation, budget, inventory groups and other functions. **4.** Students able to prepare final accounts in tally along with cash flow statements and inventory analysis reports.

REFERENCE BOOKS:

1. Vishnu Priya Singh - Tally 9
2. Kogent Sloution Inc - Tally 9
3.Ramaiah Publications - Tally 9

COURSE CODE	COURSE TITLE	L	T	P	C
19A4462	**APPLICATION ORIENTED SUBJECT II**	**6**	**-**	**-**	**5**

PROJECT WORK

UNIT	SYLLABUS
UNIT 1	A group of 3 students will be assigned a project in the beginning of the final year. The project work shall be submitted to the college 20 days before the end of the final year and the college has to certify the same. The project shall be evaluated externally. The external examiner shall be from the panel of examiners suggested by the board of studies from time to time. Project report shall carry 75 marks and Viva – Voce examinations 25 marks. Those who fail in the project work will have to redo the project work and submit to the college for external examination.
