PONDICHERRY UNIVERSITY
(A CENTRAL UNIVERSITY)

B.B.A
(BACHELOR OF BUSINESS ADMINISTRATION)
(Choice Based Credit System)

Regulations & Syllabus

2017-18 onwards
PONDICHERY UNIVERSITY

B.B.A
(BACHELOR OF BUSINESS ADMINISTRATION)

COURSE STRUCTURE & SYLLABI

(CBCS REGULATIONS)
2017-18 ONWARDS
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B.B.A. (REGULAR) DEGREE PROGRAMME

REGULATIONS
(Effective from the academic year 2017-18)

Aim of the course
The Degree of Bachelor of Business Management is to impart business education with a view to enabling them to undertake positions of responsibilities at the middle level in a Business Organization by training them to gain knowledge, attitude, skills, values and habit to contribute to the Organisation.

Eligibility for Admission
Candidates for admission to UGM shall be required to have passed Higher Secondary Examination Conducted by the Government of Tamil Nadu with Mathematics/Business/Commerce as one of the subjects of study or an examination accepted as equivalent thereto subject to such conditions as may be prescribed therefore.

Duration of the Course
The course shall be of three years duration spread over six semesters. The Maximum duration to complete the course shall be 3 years after the completion of the Course.

Medium
The Medium of instruction shall be English.

All the UG courses including B.B.A in affiliated colleges will follow Pondicherry University CBCS regulations for UG Course.
# COURSE STRUCTURE

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SEMESTER I
# SEMESTER I

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</table>
PRINCIPLES OF MANAGEMENT

OBJECTIVES

- To understand the principles and functions of General management.
- To acquaint the students with the current management practices.

UNIT I
Management-meaning, Nature and Scope; Management, Science or art; Scientific Management; Role and function of the Manager

UNIT II
Planning-Types, steps, objectives, strategies, policies and planning premises-The nature and purpose of strategies and policies, the strategic planning Process-Decision making under certainty, uncertainty and risk.

UNIT III
Organizing - Structure and process of organizing –Formal and Informal organisation- Organisational levels and Span of Management-Line and staff Concepts-Delegation and Decentralisation.

UNIT IV
Staffing –Definition, factors affecting, Recruitment-Sources of Recruitment-Selection-process, selection techniques and instruments-job design, Training

UNIT V
Directing-nature and purpose- Leadership-approaches, committees, teams and group decision making- Communication- Hurdles to effective communication- Organization Culture- Elements and types of culture-controlling-system and process-meaning and importance of control, control process-control Techniques-Cost control- Purchase control- Maintenance control- Quality control.

TEXT BOOK

MARKETING MANAGEMENT

OBJECTIVES

- To understand the fundamentals of Marketing Management.
- To understand the application of marketing concepts in making strategic decision.

UNIT – I

UNIT – II

UNIT – III

UNIT – IV

UNIT – V

TEXT BOOK:
Principles of Marketing – Philip Kotler – Prentice Hall of India
SEMESTER II
# SEMESTER II

## LIST OF PAPERS

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ACCOUNTING FOR MANAGERS

OBJECTIVES

- To acquaint the students with the fundamentals principles of financial, cost and management accounting.
- To enable the students to prepare, analyse and interpret financial statements.

UNIT – I


UNIT – II


UNIT – III


UNIT -IV

Income and Expenditure Account – Receipts and Payments – Preparation of Receipts and Payment Account and Income and Expenditure Account.

UNIT – V


TEXT BOOKS:
1. N. Vinayakam & B. Charumathi: Financial Accounting, S. Chand
HUMAN RESOURCE MANAGEMENT

OBJECTIVES

- To familiarize the students with the concepts of human resource practices of organization and methods and techniques of Human Resource Management.

UNIT I

HRM-meaning, nature, objectives and scope, Functions of Human Resource Management, significance of Human Resource Management - Role and Qualities of HR manager.

UNIT II


UNIT III


UNIT IV


UNIT V


TEXTBOOK

- Human Resource Management- Text and Cases-- VSP Rao
- Personal Management and Human Resources—Venkata Ratnam , Srivasthava
- Human Resource Management - Aswathappa
- Human Resource Management -Garry Dessler & Varkkey
SEMESTER III
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<td>Field Study</td>
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BUSINESS STATISTICS

OBJECTIVES:

- To Understand the Statistical Tools – Data Collection – Analysis the data – Diagrams and tables with correction analysis – Result and Report to the Management.

UNIT – I

UNIT – II

UNIT – III

UNIT – IV

UNIT – V
Binomial, Poisson & Normal distribution (Simple Problems Only) Test of Significance. Based on one – Sample, two – Sample and paired t-test – chi Square test (Independence of attributes) – F-test.

TEXTBOOK

FINANCIAL MANAGEMENT

OBJECTIVES:

- The Students must observe the work of the Financial Manager on Financial planning – Analysis and Forecast the company’s Financial position –
- To know the factors affecting the working capital of the concern.

UNIT I:

UNIT II:

UNIT III:
Financial Planning – Meaning – Significance and Limitation of financial planning and financial forecasting – Budget – Classification of budget, budgetary control- techniques (numerical problems)

UNIT IV:

UNIT V:

TEXT BOOKS
1. Elements of Financial management by S.N.Maheswari Sultan chand & sons
FIELD STUDY

The subject aims to give birds eye view of the functioning of industries / business organizations to students through factory visits or any business reality. The department is expected to organize a minimum of three field visits in that semester. Each student should submit a final record at the end of semester about each visits on the following items

1. Industrial profile
2. Company profile
3. Organization of facilities in the company / field (layout)
4. Unique practices of the company
5. Lessons learned through visits

Each field visit can be for about 2 to 5 days
SEMESTER IV
# SEMESTER IV

## LIST OF PAPERS

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<td>Business Analytics</td>
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</table>
BUSINESS LAW

OBJECTIVES:

- To impart in-depth knowledge of the Law of contracts which forms the foundation of all day to day obligations in the business world.
- To impart conceptual and practical knowledge to students of Companies Act 2013, a historic legislation in corporate world replacing the Companies Act, 1956.
- To introduce Law relating to sale of goods its special reference to current GST practices in India forms an integral part of the syllabus so as to acquaint the students with this alternative form of business organizations available in the country.

UNIT – I


UNIT II:


UNIT III:


UNIT IV:

The Companies Act 2013: Meaning and types, Incorporation, Memorandum & Articles of association, Prospectus - Doctrine of Ultravires - Doctrine of Indoor Management - Directors- Appointment, Powers and Duties.

UNIT V:


TEXT BOOK


REFERENCES

Business Law/Mercantile Law, Vikas Publishing House (P) Ltd. M.C. Kucchal
Business Law, Tata McGraw-Hill Education, P C Tulsian,
A Manual of Mercantile law – M.C. Shukla
Mercantile law – M.J. Sethna
Business law – R.S.N. Pillai & Bagavathi
OPERATIONS MANAGEMENT

OBJECTIVES:

- To understand the production and operation function and familiarize students with the technique for planning and control.

UNIT I

Introduction to Production and Operation functions: definition, objectives and functions-
Relationship between production and other functions – Plant location – factors influencing plant location –. Plant layout – objectives, principles, Factors for good layout different types of layout – their merits and demerits and suitability.

UNIT II

Work study: Definition, meaning Advantages of work study- Method study, objectives of method study. Work measurement- meaning and Objectives-Time study and Motion study - Maintenance – Types – Break down & Preventive maintenance.

UNIT III


UNIT IV

Quality control: Need for Quality control, Objectives. – Inspection- Methods of inspection-
Statistical Quality Control: Control charts and Acceptance sampling procedures –Total Quality Management- 6 Sigma approach and Zero Defect Manufacturing.

UNIT V


Aggregate Planning: Definition, nature, strategies of aggregate planning, methods of aggregate planning

TEXT BOOKS

1. Panneerselvam R, Production and operations management – Prentice Hall

REFERENCES

1. M.M.Varma – Materials Management
2. Goel – Production Management
4. Production / operation management – Elwood Buffa
BUSINESS ANALYTICS

OBJECTIVES

- To understand and improve the value of the Business
- To familiarize the use and applications of Business Analytics

UNIT I
Introduction to Data Analysis and interpretation-information-data-big data-interpretation techniques.

UNIT II
Data Collection-methods-merits and demerits-sample size-sampling-qualitative data analysis-coding-encryption-decryption.

UNIT III
Quantitative Techniques- Statistical Tools-Operation research technique- Econometric techniques and introduction

UNIT IV

UNIT V

TEXT BOOK

SEMESTER V
# SEMESTER V

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RURAL ENTREPRENEURSHIP

OBJECTIVES

- To familiarize the students about Rural Entrepreneurship, and the institutional facilities available to a rural entrepreneur in India.
- And also to understand the opportunities and challenges faced by a rural entrepreneur in India.

UNIT I

Entrepreneurship-definition, Types-Entrepreneur-Characteristics, Functions-Rural Entrepreneurship-concept, Significance of rural entrepreneurship, Types of rural entrepreneurship-Agro based, forest based, Mineral based, Textiles, Handicrafts, Engineering and services- Rural entrepreneurship in India-Rural entrepreneurship in changing environment.

UNIT II

Rural Entrepreneurship globalization effects-productivity & efficiency effect, economic growth effect, Technological effect, Distributional effect, Policy-Opportunities of Rural Entrepreneurship-Rural Entrepreneurship Challenges-Family, Social, Technological, Policies.

UNIT III


UNIT IV


UNIT V

Financial Organisations-Regional Rural Banks and State Finance Corporations Women in Rural Entrepreneurship-scope-Women empowerment through Rural entrepreneurship-Self Help Groups[SHG’S]-structure, Problems and prospects of SHG’s

REFERENCES

- Donald L. Sexton & Raymond W.Smilor, THE ART AND SCIENCE OF ENTREPRENEURSHIP, Ballinger
- Ahirrao Jitendra, Entrepreneurship and Rural Women in India, New Century, New Delhi,2013
SERVICES MARKETING

OBJECTIVES

- To familiarize students with the meaning of services, significance of marketing services and how to tackle issues in the management of services.

UNIT I

Services-Introduction, Characteristics-Growth of service Sector-Classification of services-services marketing-strategic aspects of service marketing -service marketing mix- Goods versus service Marketing-Service marketing mix.

UNIT II

The seven P’s of Service Marketing-Place-Promotion-Price-People-Physical evidence and Process

UNIT III

Consumer behaviour in services-customer Satisfaction-Customer satisfaction survey. The customer expectations versus perceived –Service Gap-Techniques to resolve the Gap-Quality perceptions in services-SERVQUAL

UNIT IV

Segmentation Targeting and Positioning applicable to Service Marketing-Demand and Supply management for Services-Advertising and branding of services-employees role in service delivery.

UNIT V

Marketing of various Services-Educational institutions, Banking services, Tourism, Finance, Hospital care, Transport services- Marketing E-services

REFERENCE BOOKS

- Christopher H. Lovelock, SERVICES MARKETING: PEOPLE, TECHNOLOGY, STRATEGY, Pearson Education Asia.
BANK FINANCIAL MANAGEMENT

OBJECTIVES:
- To provide expertise in managing banking functions
- To develop an understanding on the practices and problems of banking industry.
- To understand the Role of RBI
- To provide an overview of different Financial Institutions working in India

UNIT-I


UNIT- II

CENTRAL BANK: Introduction – Characteristics - Origination, Structure and Functions of RBI – The role of RBI in controlling the monetary and credit system in India. – NBFCs – Growth of NBFCs.

UNIT- III


UNIT- IV

SOURCES AND APPLICATIONS OF FUNDS: Capital adequacy, Deposits and non-deposit sources, application of bank funds – Investments and Lending functions, Principles and issues in lending - Types of lending – Fund based, non-fund based, asset based – Different types of loans and their features, Steps involved in Credit analysis, Credit delivery and administration, Pricing of loans, Customer profitability analysis.

UNIT- V

CREDIT MONITORING AND RISK MANAGEMENT Need for credit monitoring, Signals of borrowers’ financial sickness– Rehabilitation process, Risk management – Interest rate, liquidity, forex, credit, market, operational and solvency risks – risk measurement process and mitigation, Basic understanding of NPAs and ALM.

TEXT BOOKS:
2. Varshney: banking and financial system (S.Chand)
TRAINING AND DEVELOPMENT

OBJECTIVES

- To understand the concepts, tools and techniques of management training and development.

UNIT I


UNIT II

Training Methods-Concept-Approaches-Choosing Appropriate Training and Development method, designing training Methods-Training and development methods-on the site methods-off the site Method-Sensitivity-Transactional analysis-selecting a training method.

UNIT III


UNIT IV

Designing and conducting Training and Development, concept-process of designing and conducting Training and development. Designing A Training Unit (Cross Cultural, Leadership, Training the Trainer, Change), Budgeting of Training.

UNIT V

Evaluation of Training and Development programme -Concept-Definition of Training Evaluation-Types of Evaluation-Evaluation design issues, Induction versus Orientation-Evaluating Training and development-objects, process, purpose, Effectiveness of training and development,

TEXT BOOK

- Lynton R Pareek, U, Training for Development, Vistaar, New Delhi
- Peppar, Allan D, Managing the Training and Development Function, Gower, Aldershot
- Buckley, R., &Caple, J The theory and practice of Training (5th ed.) London and Sterling
RETAIL MANAGEMENT

OBJECTIVES:

- The primary objective of the course is to have students develop marketing competencies in retailing and retail consulting.
- The course is designed to prepare students for positions in the retail sector or positions in the retail divisions of consulting companies.
- The course is designed to foster the development of the students more about retailing and retail consulting.

UNIT 1

UNIT 2
Retail Marketing: Advertising & Sales Promotion, Store Positioning, Retail Marketing Mix, CRM, Advertising in Retailing. Retail Merchandising: Merchandise Planning, Buying function, Markups & Markdown in merchandise management, Visual Merchandising–Category Management, shrinkage in Retail merchandise management.

UNIT 3

UNIT 4
Retail Operation: Elements/Components of Retail Store Operation, Store Administration, Store Manager –Responsibilities, Store Maintenance, Store Security. Store Planning: Design & Layout, Location Planning and its importance, retailing image mix, Effective Retail Space Management, Floor Space Management. Inventory Management, Management of Receipts, Customer Service, Management of Retail Outlet/Store,

UNIT 5
Retail in India: Evolution and Size of retail in India – Drivers of retail change in India – Challenges to retail developments in India – Emergence of MNCs in Retailing- New Retail formats: Malls, Category Killers, Membership/Warehouse clubs, Ethnic and Home & Design Centres- Multi Channel Retailing - Foreign direct Investment in Retail Industry.

TEXT BOOK
2. Harjit Singh: Retail Management, S. Chand Publication.
COMPENSATION MANAGEMENT

OBJECTIVES:
- To enable the students to understand the various aspects of Compensation Management

UNIT 1:

UNIT 11:
Wage and Salary Administration – nature and scope, wage determination process – factors influencing wage and salary administration – Theories of wages – types of Wage System – Time and Piece Rate System

UNIT 111:
Compensation planning – introduction, Components of compensation planning – pay structure

UNIT IV:
Incentives – definition, types of incentives, individual incentives, creating an individual incentives plan, organisation wide incentive Plan – Scanlon plan, Kaiser plan, profit sharing – non financial incentives, fringe benefits – objectives, types and benefits

Unit V:
Regulatory bodies of compensation management – the work men compensation act 1923, Minimum wages act 1948, the equal remuneration act 1976, wage boards and pay commissions, criticism of wage board – compensation management in MNCs

REFERENCES
RESEARCH METHODOLOGY

OBJECTIVES:

- To enable the students, know about the information needs of management
- To introduce the concept of scientific research and the method of conducting scientific enquiry
- To introduce the statistical tools of data analysis

UNIT I:
Research methodology- meaning, objectives, significance, characteristics. Research process- different steps. Types of research-descriptive, analytical, applied, fundamental, quantitative, qualitative, empirical and conceptual – Criteria of good research.

UNIT II:
Research Problem-meaning of Research Problem – Sources of research problem –Selection of research problem – techniques involved in defining a problem. Research design- need, procedure and elements in developing a research design.

UNIT III:
Types of data- Methods of Data Collection- questionnaire and schedule Classification and Tabulation of data

UNIT IV:
Data analysis- Tools and Techniques of data analysis- Standard deviation, Correlation, Regression and Chi Square Test.

UNIT V:
Interpretation and report writing – Techniques of interpretation, precautions in interpretation, meaning and significance of report writing, Types of reports – Components of reports – Precautions.

TEXT BOOK:
2. Krishnaswami, O R and Ranganathan, Methodology of Research in Social Sciences, Himalaya
3. Ghosh,B N,Scientific Methods and Social Research,Sterling,New Delhi
4. Gupta, Santhosh, Research Methods and Statistical Techniques, Deep&Deep, New Delhi
SEMESTER VI
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<td>Strategic Management</td>
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SOFT SKILL DEVELOPMENT

OBJECTIVES

- To understand the communication process in an organisation
- To Sharpen the communication skills—both oral and written—of the learner
- To simulate the real world business communication conducts and communicate effectively

UNIT I


UNIT II


UNIT III


UNIT IV


UNIT V


TEXTBOOK:

- Office 2000—Micheal Busley and Russel A Stul—BPB Publications
- Effective Business Communication—Kaul—Prentice Hall, New Delhi
CONSUMER BEHAVIOUR

OBJECTIVE

- To understand the conceptual foundations of consumer buying behavior
- To equip the learner to apply the principles and prepare for a career in product and brand management in the FMCG and consumer durables industry

UNIT – I


UNIT – II

Environmental influences on consumer behaviour – cultural influences – social class, reference group and family influence – opinion leadership – marketing implication of the above influence.

UNIT – III

The individual consumer and buying behaviour and marketing implications – consumer perception, learning, attitude, motivation and personality – psychographics, value and lifestyles.

UNIT – IV


UNIT – V


TEXT BOOK:

Loudon and Della Bitta: CONSUMER BEAVIOIR: CONCEPTS AND APPLICATION, Tata Mc-Graw Hill.
COST AND MANAGEMENT ACCOUNTING

OBJECTIVE

- To provide cost information and techniques and their application to ‘Efficient and Effective’ business decisions.

UNIT – I


UNIT – II

Process costing – operating costing – transport costing – Contract Costing

UNIT – III

Marginal costing – Breakeven point – profit/ volume ratio – margin of safety -

UNIT – IV


UNIT – V


TEXT BOOK

Cost and management accounting: method and techniques – A.P. Roy Chowdhury and A. Bhattacharya, New Central Book Agency

Cost and management accounting – N.P. Srinivasan, Sterling Publishers Pvt.Ltd,
INDUSTRIAL RELATIONS MANAGEMENT

OBJECTIVES:
1. To offer knowledge on managing industrial relations and the processes, regulations and the authorities regarding industrial relations.
2. To acquaint students with the Development of Trade unionism in India with its importance and role.

UNIT I

UNIT II
INDUSTRIAL RELATIONS – Introduction - Concept and Determinants of Industrial Relations - Industrial Relations in India - Role of government employers and the unions in industrial relations - forms of disputes – Industrial relations machinery - Contemporary Trends and Future of Industrial Relations in India.

UNIT III

UNIT IV

UNIT V

TEXT BOOKS
2. N.G.Nair and Latha Nair, Personnel Management and Industrial relations, S. Chand.

REFERENCES
3. Arun Monapa – Industrial Relations. Tata Mc graw Hill.
4. V.P. Michael – HRM and Human Relations, Himalaya Publishing House
TAXATION MANAGEMENT

OBJECTIVE

- To make the student understand the concept of tax
- To enable the student to know about individual tax and income tax concept
- To enable the student to prepare tax returns and other tax related documents

UNIT I –

INTRODUCTION


UNIT II–

INCOME FROM SALARY


UNIT III–

INCOME FROM HOUSE PROPERTIES

Basis of determination of annual value – Computation of income from house properties – Small numerical problems

UNIT IV –

PROFIT AND GAINS OF BUSINESS AND PROFESSION

Income from business or profession – Deduction – Allowances - Numerical problems

UNIT V –

CAPITAL GAIN and INCOME OTHER SOURCES


TEXT BOOK:

Direct taxes – Vinod .K.Singhana, Taxman Pub, Ltd.
QUALITY MANAGEMENT

OBJECTIVES:
- To Understand the Overview of Quality
- To Understand the essentials of Quality
- To Understand and apply Selected Quality Improvement techniques
- To Understand the concepts and application of TPM, Reliability and FMEA
- To have comprehensive knowledge on Quality Management Systems and awards

UNIT I
INTRODUCTION

UNIT II
ESSENTIALS OF QUALITY MANAGEMENT

UNIT III
QUALITY IMPROVEMENT TECHNIQUES
Quality System – Process Capability – SIX SIGMA – Bench Marking – Cost of Quality – Quality function Deployment

UNIT IV
TOTAL PRODUCTIVE MAINTENANCE (TPM)

UNIT V
QUALITY MANAGEMENT SYSTEMS AND AWARD

TEXT BOOKS:

REFERENCES:
STRATEGIC MANAGEMENT

OBJECTIVES:

- To make the students to understand the concepts of strategic Management – Analysis business situation identify craft and execute strategies at different levels in business

UNIT I:


UNIT II:


UNIT III:


UNIT IV:


UNIT V:


TEXT BOOKS


REFERENCE:

1. Francis Cherunilam – Himalaya Publishing House
2. Dr.S.Sankaran – Margham Publications
3. Dr. V.Balu - Business Policy and Strategic Management – Sri Venkateswar Publications.