

# **St. PETER'S UNIVERSITY**

St. Peter's Institute of Higher Education and Research  
(Declared under section 3 of UGC Act 1956)  
Avadi, Chennai – 600 054.



**BBA (BACHELOR OF BUSINESS ADMINISTRATION)**

**DEGREE PROGRAMME**

(I to VI SEMESTERS)

**REGULATIONS AND SYLLABI**

**REGULATIONS – 2016**

**(Effective from the Academic Year 2016-'17)**

# BBA DEGREE PROGRAMME

Regulations – 2016

(Effective from the Academic Year 2016-'2017)

- 1. Eligibility:** Candidates who have passed Higher Secondary Examinations conducted by the Government of Tamil Nadu or an Examinations accepted by the University as equivalent thereto are eligible for admission to three year BBA Degree Programme.
- 2. Duration:** Three years comprising 6 Semesters. Each semester has a minimum of 90 working days with a minimum of 5 hours a day.
- 3. Medium:** English is the medium of instruction and examinations except for the language subjects.
- 4. Eligibility for the Award of Degree:** A candidate shall be eligible for the award of degree only if he/she has undergone the prescribed course of study in the University for a period of not less than three academic years (6 semesters), passed the examinations of all the six semesters prescribed carrying 140 credits and also fulfilled such conditions as have been prescribed thereof.
- 5. Choice Based Credit System:** Choice Based Credit System is followed with one credit equivalent to one hour for theory paper and two hours for a practical work per week in a cycle of 18 weeks (that is, one credit is equal to 18 hours for each theory paper and one credit is equal to 36 hours for a practical work in a semester in the Time Table. The total credit for the BBA. Degree Programme (6 semesters) is 140 credits.
- 6. Weightage for a Continuous and End Assessment:** The weightage for Continuous Assessment (CA) and End Assessment (EA) is 25:75 unless the ratio is specifically mentioned in the Scheme of Examinations. The question paper is set for a minimum of 100 marks.

## 7. Course of Study and Scheme of Examinations:

### I Semester

Code No.	Course Title	Credits	Marks			
			CA	EA	Total	
116UTMT01 / UTET01 / UHIT01	<b>Part I</b> : Language -I (Tamil / Telugu / Hindi)	3	25	75	100	
116UEHT02	<b>Part II</b> : English –I	3	25	75	100	
116UBBT03	<b>Part III Core Sub:</b>	Financial Accounting	5	25	75	100
116UBBT04		Principles of Management	4	25	75	100
116UBBT05	<b>Allied I:</b> Managerial Economics	4	25	75	100	
116UBBT06	<b>Non Major Elective</b> : Basics of Computer	2	25	75	100	
<b>116UCCT01</b>	Soft Skills (Common to all UG Branches)	2	50	50	100	
<b>Total</b>		<b>23</b>	<b>200</b>	<b>500</b>	<b>700</b>	

### I Semester

#### Non Major Elective:

1. Basics of Computer
2. Basics of Retail Marketing
3. An Overview of ISO
4. Basics of Health Care Management.

## II Semester

Code No.	Course Title	Credits	Marks			
			CA	EA	Total	
216UTMT01 / UTET01 / UHIT01	<b>Part I:</b> Language -II (Tamil / Telugu / Hindi)	3	25	75	100	
216UEHT02	<b>Part II:</b> English -II	3	25	75	100	
216UBBT03	<b>Part III Core Sub:</b>	Business Communication	4	25	75	100
216UBBT04		Management Accounting	5	25	75	100
216UBBT05	<b>Allied II:</b> International Trade	4	25	75	100	
216UBBT06	<b>Non Major Elective :</b> Consumer Protection and Consumer Rights	2	25	75	100	
<b>216UCCT02</b>	Soft Skills (Common to all UG Branches)	2	50	50	100	
<b>Total</b>		<b>23</b>	<b>200</b>	<b>500</b>	<b>700</b>	

### II Semester Non Major Elective:

1. Basic of Cyber Law
2. Basics of Business Insurance
3. Fundamentals of Disaster Management
4. Concept of Self Help Group
5. Consumer Protection and Consumer Rights

## III Semester

Code No.	Course Title	Credits	Marks			
			CA	EA	Total	
316UBBT01	<b>Core Sub:</b>	Financial Management	4	25	75	100
316UBBT02		Organisational Behaviour	4	25	75	100
316UBBT03		Computer Application in Business	4	25	75	100
316UBBT04		Marketing Management	4	25	75	100
316UBBT05	<b>Allied III:</b> Business Mathematics and Statistics	4	25	75	100	
<b>316UCCT03</b>	Soft Skills (Common to all UG Branches)	3	50	50	100	
<b>Total</b>		<b>23</b>	<b>175</b>	<b>425</b>	<b>600</b>	

## IV Semester

Code No.	Course Title	Credits	Marks			
			CA	EA	Total	
416UBBT01	<b>Core Sub:</b>	Human Resource Management	4	25	75	100
416UBBT02		Business Regulatory Frame Work	4	25	75	100
416UBBT03		Financial Services	4	25	75	100
416UBBT04		Management Information System	4	25	75	100
416UBBT05	<b>Allied IV:</b> Operations Research	4	25	75	100	
<b>416UEST01</b>	PART IV: Environmental Studies (Common to all UG Branches)	2	25	75	100	
<b>416UCCT04</b>	Soft Skills (Common to all UG Branches)	3	50	50	100	
<b>Total</b>		<b>25</b>	<b>200</b>	<b>500</b>	<b>700</b>	

## V Semester

Code No.	Course Title	Credits	Marks			
			CA	EA	Total	
516UBBT01	<b>Core Sub:</b>	Advertising Management and Sales Promotion	4	25	75	100
516UBBT02		Research Methodology	4	25	75	100
516UBBT03		Operation Management	4	25	75	100
516UBBT04		Material Management	4	25	75	100
516UBBT05	<b>Elective I:</b>	1. Entrepreneurial Development (OR)	5	25	75	100
		2. Logistics Management				
<b>516UVET01</b>	Value Education (Common to all UG Branches)		2	25	75	100
<b>Total</b>			<b>23</b>	<b>150</b>	<b>450</b>	<b>600</b>

## VI Semester

Code No.	Course Title	Credits	Marks			
			CA	EA	Total	
616UBBT01	<b>Core Sub:</b>	Business Environment	4	25	75	100
616UBBT02		Services Marketing	4	25	75	100
616UBBT03		Business Taxation	4	25	75	100
616UBBT04	<b>Elective II:</b>	1. Customer Relationship Management (OR)	5	25	75	100
		2. E-Business				
616UBBP01	Project Work (Group)		5	20	80	100
<b>616UEAT01</b>	<b>Part IV :</b> Extension Activity (Common to all UG Branches)		1	-	-	-
<b>Total</b>			<b>23</b>	<b>120</b>	<b>380</b>	<b>500</b>

**8. Passing Requirements:** The minimum pass mark (raw score) be 40% in End Assessment (EA) and 40% in Continuous Assessment (CA) and End Assessment (EA) put together. No minimum mark (raw score) in Continuous Assessment (CA) is prescribed unless it is specifically mentioned in the Scheme of Examinations.

### 9. CLASSIFICATION OF SUCCESSFUL CANDIDATES:

#### **PART – I TAMIL/OTHER LANGUAGES:**

TAMIL/OTHER LANGUAGES OTIHER THAN ENGLISH: Successful candidates passing the examinations for the Language 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 the THIRD Class.

#### **PART – II ENGLISH:**

ENGLISH: Successful candidates passing the examinations 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 the THIRD Class.

#### **PART - III CORE SUBJECTS, ALLIED SUBJECTS, AND PROJECT/ELECTIVES :**

Successful candidates passing the examinations for Part-III Courses together and securing the marks (i),60 percent and above (ii) 50 percent and above but below 60 percent in the aggregate of the marks prescribed for the Part-III 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 examinations in the THIRD Class. .

**PART-IV:** Passing requirement as given in para 8 is applicable for Environmental Studies (EVS) and Value Education but there is no classification of successful

candidates. Extension Activity is rated as satisfactory by the Head of the Department as requirement for the award of degree.

**10. Grading System:** Grading System on a 10 Point Scale is followed with 1 mark = 0.1 Grade point to successful candidates as given below.

**CONVERSION TABLE**  
(1 mark = 0.1 Grade Point on a 10 Point Scale)

Range of Marks	Grade Point	Letter Grade	Classification
90 to 100	9.0 to 10.0	O	First Class
80 to 89	8.0 to 8.9	A	First Class
70 to 79	7.0 to 7.9	B	First Class
60 to 69	6.0 to 6.9	C	First Class
50 to 59	5.0 to 5.9	D	Second Class
40 to 49	4.0 to 4.9	E	Third Class
0 to 39	0 to 3.9	<b>F</b>	<b>Reappearance</b>

**Procedure for Calculation**

Cumulative Grade Point Average (CGPA)	=	$\frac{\text{Sum of Weighted Grade Points}}{\text{Total Credits}}$
	=	$\frac{\sum (CA+EA) C}{\sum C}$
Where Weighted Grade Points in each Course	=	Grade Points (CA+EA) multiplied by Credits
	=	(CA+EA)C
Weighted Cumulative Percentage of Marks(WCPM)	=	CGPAx10

C- Credit,            CA-Continuous Assessment,            EA- End Assessment

**11. Effective Period of Operation for the Arrear Candidates :** Two Year grace period is provided for the candidates to complete the arrear examination, if any.

**Registrar**

**I Semester**

**116UTM01 – TAMIL – I**

## 116UHIT01 –HINDI - I

### PART – I PAPER – I - PROSE, FUNCTIONAL HINDI & LETTER WRITING

#### I . PROSE (Detailed Study): HINDI GADHYA MALA

Ed. by Dr. Syed Rahamathulla  
Poornima Prakashan  
4/7 Begum III Street  
Royapettah,  
Chennai – 14.

#### LESSONS PRESCRIBED :

1. Sabhyata ka Rahasya
2. Mitrata
3. Yuvavon sen
4. Paramanu Oorja evam Khadya Padarth Sanrakshan
5. Yougyata aur Vyavasay ka Chunav.

#### II. FUNCTIONAL HINDI & LETTER WRITING

Students are expected to know the office and Business Procedures, Administrative and Business Correspondence.

1. General Correspondence:
  1. Personal Applications
  2. Leave Letters
  3. Letter to the Editor
  4. Opening an A/C
  5. Application for Withdrawal
  6. Transfer of an A/C
  7. Missing of Pass Book / Cheque Leaf
  8. Complaints
  9. Ordering for Books
  10. Enquiry

#### III. OFFICIAL CORRESPONDENCE:

1. Government Order
2. Demi Official Letter
3. Circular
4. Memo
5. Official Memo
6. Notification
7. Resolution
8. Notice

#### BOOKS FOR REFERENCE :

1. Karyalayeen Tippaniya : Kendriya Hindi Sansthan, Agra
2. Prayojan Moolak Hindi : Dr. Syed Rahamathulla  
Poornima Prakashan  
4/7, Begum III Street  
Royapettah, Chennai – 14.

#### UNITISED SYLLABUS

##### UNIT – I

1. Sabhyata ka Rahasya
2. Personal Applications
3. Leave Letters
4. Government Order
5. Administrative Terminology Hindi to English ( 25 Words )

##### UNIT - II

1. Mitrata
2. Letter to the Editor
3. Opening an A/C
4. Demi Official Letter

5. Administrative Terminology English to Hindi ( 25 Words )

**UNIT-III**

1. Yuvavon Se
2. Application for Withdrawal
3. Circular
4. Memo
5. Administrative Terminology Hindi to English ( 25 Words )

**UNIT-IV**

1. Paramanu Oorja evam Khadya Padarth Sanrakshan
2. Transfer of an A/C
3. Missing of Pass Book / Cheque Leaf
4. Official Memo
5. Administrative Terminology English to Hindi ( 25 Words )

**UNIT-V**

1. Yougyata aur Vyavasay ka Chunav
2. Complaints
3. Ordering for Books
4. Notification
5. Official Noting Hindi to English ( 25 words )

**UNIT-VI**

1. Enquiry
2. Resolution
3. Notice
4. Official Noting English to Hindi ( 25 words )



## 116UEHT02 – ENGLISH -I

### Unit - I Preparatory Lessons

1. Competition Matters - *Suzanne Sievert*
2. A Personal Crisis May Change History - *Dr. A.P.J. Abdul Kalam*
3. Why Preserve Biodiversity - *Prof. D.Balasubramanian*
4. A Call to Action - *Adapted from Hillary Rodham Clinton's address.....*

### Unit - II Prose

1. My Greatest Olympic Prize - *Jesse Owens*
2. If You are Wrong Admit it - *Dale Carnegie*
3. Monday Morning - *Mark Twain*
4. The Unexpected - *Robert Lynd*

### Unit - III Poetry

1. Pulley or Gift of God - *George Herbert*
2. La Belle Dame Sans Merci - *John Keats*
3. The Night of the Scorpion - *Night of the Scorpion*
4. The Death of a Bird - *A.D. Hope*

### Unit - IV Short Story

1. Mrs. Packletide's Tiger - *Saki*
2. A Snake in the Grass - *R.K. Narayan*
3. Three Questions - *Leo Tolstoy*
4. The Gift of the Magi - *O. Henry*

### Unit - V Grammar

Tense, Aspect, Auxiliaries (Primary and Modal), Negatives, Interrogatives (Yes or No, Wh Questions) Tag questions, completing the sentences, Common errors, Synonym, Antonym, Word class, Use in sentences of words. (Refer to the Grammar exercises in the Text Book) and **Part I** from **Spring Board** by Orient Black Swan Pvt. Ltd Rs. 95/-

### Part -I

Sound Right

Introduction to the Sounds of the English Language, Word Stress, Strong and Weak Forms, Sentences Stress and Intonation, Voice Modulation.

## **116UBBT03 - FINANCIAL ACCOUNTING**

### **Theory 20 :Problems 80**

#### **UNIT I**

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

#### **UNIT II**

Preparation of Final Accounts of a Sole Trading Concern – Adjustments, Receipts and Payments Account, Income & Expenditure Account and Balance Sheet of Non Trading Organizations

#### **UNIT III**

Average Due date – Account Current  
Classification of errors – Rectification of errors – Preparation of Suspense Account.  
Bank Reconciliation Statement

#### **UNIT IV**

Depreciation – Meaning, Causes, Types – Straight Line Method – Written Down Value Method Insurance Policy Method, Sinking Fund Method & Annuity Method. Insurance claims – Average Clause (Loss of stock & Loss of Profit)

#### **UNIT V**

Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method

#### **Recommended Texts**

1. R.L.Gupta & V.K.Gupta, Advanced Accounting - Sultan Chand & Sons - New Delhi.
2. Jain & Narang, Financial Accounting - Kalyani Publishers - New Delhi.
3. T.S.Reddy & A.Murthy, Financial Accounting - Margham Publications - Chennai - 17.
4. Shukls & Grewal, Advanced Accounting – S Chand - New Delhi.
5. P.C.Tulsian, Financial Accounting
6. S.Parthasarathy and A.Jaffarulla, Financial Accounting - Kalyani Publishers - New Delhi.

## **116UBBT04 - PRINCIPLES OF MANAGEMENT**

### **UNIT I**

Management: Importance – Definition – 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 II**

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 of Decision.

### **UNIT III**

Organizing: Types of Organisations – Organisation Structure – Span of Control and Committees – Departmentalisation – Informal Organisation- Authority – Delegation – Decentralisation – Difference between Authority and Power – Responsibility.

### **UNIT VI**

Recruitment – Sources, Selection, Training – Direction – Nature and Purpose. Co-ordination – Need, Type and Techniques and requisites for excellent Co-ordination – Controlling – Meaning and Importance – Control Process.

### **UNIT V**

Definition of Business ethics - Types of Ethical issues -Role and importance of Business Ethics and Values in Business - - Ethics internal - Ethics External - Environment Protection - Responsibilities of Business.

### **Recommended Texts**

1. C.B.Gupta, Management Theory & Practice - Sultan Chand & Sons - New Delhi.
2. L.M.Prasad, Principles & Practice of Management - Sultan Chand & Sons - New Delhi.
3. P.C. Tripathi &P.N Reddy, Principles of Managements - Tata Mc.Graw Hill - New Delhi.
4. Wehrich and Koontz, Management – A Global Perspective
5. N.Premavathy, Principles of Management - Sri Vishnu Publication - Chennai.
6. J.Jayasankar, Business Management - Margham Publication - Chennai.

## **116UBBT05 – MANAGERIAL ECONOMICS**

### **UNIT I**

Nature and scope of managerial economics – definition of economics – important concepts of economics – relationship between micro, macro and managerial economics – nature and scope – objectives of firm

### **UNIT II**

Demand analysis – Theory of consumer behavior – Marginal utility analysis – indifference curve analysis Meaning of demand – Law of demand – Types of demand – Determinants of demand – Elasticity of demand – Demand forecasting

### **UNIT III**

Production and cost analysis – Production – Factors of production – production function – Concept – Law of variable proportion – Law of return to scale and economics of scale – cost analysis – Different cost concepts – Cost output relationship – Short run and long run – Revenue curves of firms – Supply analysis

### **UNIT IV**

Pricing methods and strategies – Objectives – Factors – General consideration of pricing – methods of pricing – Dual pricing – Price discrimination

### **UNIT V**

Market classification – Perfect competition – Monopoly – Monopolistic competition – Duopoly – Oligopoly

### **Recommended Texts**

1. Dr. S.Shankaran, Managerial Economics - Margram Publication - Chennai
2. P.L Metha, Managerial Economics - Sultan Chand Publications - New Delhi
3. RL Varsheny and K L Maheshwari, Managerial Economics - Sultan Chand Publications - New Delhi.
4. Joel Dean, Managerial Economics - Prentice Hall of India Pvt. Ltd.,-New Delhi.
5. Spencer M H, Contemporary Economics - Worth publishers - New York.
6. VI Mote Samuel Paul G.S Gupta, Managerial Economics – concepts and cases - Tata McGraw Hill - New Delhi.

## **Non Major Elective For I Semester**

### **116UBBT06**

#### **1. BASICS OF COMPUTER**

##### **INTRODUCTION - UNIT - I**

1. Introduction to computers
2. Input Devices
3. Output Devices
4. Operating System

##### **MS WORD - UNIT - II**

5. Text Manipulations
6. Usage of Numbering, Bullets, Footer and Headers
7. Usage of Spell check, Find & Replace
8. Text Formatting
9. Picture insertion and alignment
10. Creation of documents, using templates
11. Creation templates
12. Mail Merge Concepts
13. Copying Text & Pictures from Excel

##### **MS-EXCEL - UNIT - III**

14. Cell Editing
15. Usage of Formulae and Built-in Functions
16. File Manipulations
17. Data Sorting (both number and alphabets)
18. worksheet Preparation
19. Drawing Graphs
20. Usage of Auto Formatting

##### **MS-POWER POINT - UNIT - IV**

21. Inserting Clip arts and Pictures
22. Frame movements of the above
23. Insertion of new slides
24. Preparation of Organization Charts
25. Presentation using Wizards
26. Usage of design templates

##### **INTERNET - UNIT - V**

27. Introduction to Internet
28. WWW
29. E-Mail

##### **REFERENCE BOOKS :**

1. A first Course in Computers, Sanjay Saxena, Vikas Publishing House Pvt. Ltd.,
2. Microsoft Office in Easy steps, Stephen Copestake, Comdex Computer Publishing
3. Teach yourself, MS Office for Windows, Corey Sandler, Tom Bedgelt, Jan Weingarten, BPB Publication.

## **2.BASICS OF RETAIL MARKETING**

### **UNIT – I**

Retailing – Definition – Retail Marketing – Growth of organized retailing in India – Importance of retailing

### **UNIT – II**

Functions of Retailing – characteristics of Retailing – Types of Retailing – store retailing – Non-store retailing

### **UNIT – III**

Retail location factors – Branding in retailing – private labeling – Franchising concept.

### **UNIT – IV**

Communication tools used in Retailing – Sales promotion, e-tailing- window display

### **UNIT - V**

Supply chain management – definition – importance – Role of information Technology in retailing.

### **Reference Books:**

1. Modern Retail Management – J.N.Jain & P.P.Singh Regal Publications , New delhi
2. Retail Management – Suja Nair, Himalaya Publishing house.

### **3. AN OVERVIEW OF ISO**

#### **UNIT-I**

An Introduction to ISO 9000, 9001,9002,9003. The Quality systems to be certified- Meaning of ISO- Benefits of ISO 9001- Certification- General Scheme of ISO 9001.

#### **UNIT-II**

QMS (Quality Management Systems).Meaning- Principles of ISO 9001-2000- Preparing a specimen QMS – future of ISO? – QMS Documentation- QMS Process & Measurement.

#### **UNIT-III**

ISO 9001-2000 Requirements- Explanation of main clauses – Time Line and cost Implication of Implementing.

#### **UNIT-IV**

ISO 9001-2000 and QIS- Comparison of ISO 901 and the capability Maturity Model for software. Certification bodies operating Multinationals.

#### **UNIT-V**

ISO and how to hire an ISO 9000 Consultant- What is Internal Quality Auditing.

#### **REFERENCE BOOKS**

1. guide to ISO 9001-2000.  
A.K.Chakraborty  
P.K.Basu  
S.C.Chakravarthy

PUBLICATIONS: Asian Books Pvt. Ltd.

## **4. BASICS OF HEALTH CARE MANAGEMENT**

### **UNIT – I PERSONAL (SELF) HEALTH CARE**

Personal Hygiene – Personal Diet pattern – Self health maintenance by yoga and other spiritual practice – Drills

### **UNIT – II FAMILY HEALTH CARE**

Family hygiene – group health care by vaccination – propitiation and prevention – Sanitation and diet patterns

### **UNIT - III COMMUNAL HEALTH CARE**

Mass – Hygiene (Social Hygiene) – Environmental Hygiene - Communal health care centres – Hospitals – Statistical bodies - Government and Non government organizations (NGO) for propagation of nutritious diet patterns - maintained by voluntary health organizations and government schemes.

### **UNIT – IV HEALTH AWARENESS**

Health awareness programme organized by governmental and non governmental agencies. Communal amenity programme.

### **UNIT – V HEALTH DISASTER MANAGEMENT**

First Aid – Disaster management techniques like epidemic eruption control, management and eradication.

### **Books for reference :**

Text books on

1. Social and preventive Medicine, K. Park, Brimnot publishers



## **116UCCP01 – SOFT SKILLS (COMMON TO ALL UG BRANCHES)**

### **Semester-I-. Essentials of Language and Communication – Level I**

#### **Unit I**

Recap of Language Skills – Speech, Grammar, Vocabulary, Phrase, clause, sentence, Punctuation.

#### **Unit II**

Fluency building

What is fluency – Why is fluency important – Types of fluency – Oral fluency – Reading fluency – Writing fluency – Barriers of fluency – How to develop fluency.

#### **Unit III**

Principles of communication: LSRW in communication.

What is meant by LSRW Skills – Why it is important – How it is useful – How to develop the skills?

Oral – Speaking words, articulation, speaking clearly.

Written communication – Generating ideas/ gathering data organizing ideas, Setting goals, Note taking, Outlining, Drafting, Revising, Editing and Proof reading.

Non verbal communication – Body language, Signs and symbols, Territory/Zone, Object language.

#### **Recommended Texts:**

1. Hewing, Martin. 1999. Advanced English Grammar: A Self-study Reference and practice Book for South Asian Students. Reprint 2003. Cambridge University Press. New Delhi.
2. Lewis, Norman. 1991. Word Power Made Easy. Pocket Books.
3. Hall and Shepherd. The Anti-Grammar Book: Discovery Activities for Grammar Teaching Longman.
4. Powell. In Company. MacMillan.
5. Cotton, et al. Market Lader. Longman.

**II Semester**

**216UTM01 – TAMIL - II**

## 216UHIT01 - HINDI - II

### **PART – I PAPER – II – ONE ACT PLAY, SHORT STORY & TRANSLATION**

#### **I . ONE ACT PLAY (Detailed Study): AATH EKANKI Edited By:**

Devendra Raj Ankur, Mahesh Aanand

Vani prakashan

4695, 21-A Dariyagunj,

New Delhi – 110 002

#### **LESSONS PRESCRIBED :**

1. Aurangazeb ki Aakhari Raat
2. Laksmi Ka Swagat
3. Basant Ritu ka Naatak
4. Bahut Bada Sawal

#### **II. SHORT STORIES (Non- Detailed Study): SWARNA MANJARI Edited by:**

Dr. Chitti. Annapurna

Rajeswari Publications

21/3, Mothilal Street, (Opp. Ranganathan Street),

T. Nagar, Chennai – 600 017.

#### **LESSONS PRESCRIBED :**

1. Mukthidhan
2. Mithayeewala
3. Seb aur Dev
4. Vivah ki Teen Kathayen

#### **III. TRANSLATION PRACTICE : (English to Hindi)**

##### **BOOKS FOR REFERENCE :**

1. Prayojan Moolak Hindi : Dr. Syed Rahamathulla

Poornima Prakashan

4/7, Begum III Street

Royapettah, Chennai – 14.

2. Anuvad Abhyas Part III Dakshin Bharat Hindi Prachar Sabha

T. Nagar, Chennai -17.

#### **UNITISED SYLLABUS**

##### **UNIT – I**

1. Auranzeb ki Aakhiri Raat
2. Mukthidhan
3. Practice of Annotation Writing
4. Practice of Summary and Literary evaluation Writing

##### **UNIT – II**

1. Laksmi ka Swagat
2. Mithayeewala
3. Practice of Annotation Writing
4. Practice of Summary and Literary evaluation Writing

##### **UNIT-III**

1. Basant Ritu ka Natak
2. Seb Aur Dev
3. Practice of Annotation Writing
4. Practice of Summary and Literary evaluation Writing

##### **UNIT-IV**

1. Bahut Bada Sawal
2. Vivah ki Teen Kathayen
3. Practice of Annotation Writing
4. Practice of Summary and Literary evaluation Writing

##### **UNIT-V**

1. Translation Practice. (English to Hindi)

## 216UEHT02 – ENGLISH - II

Text - **Panorama** *English for Communication* by Emerald Publishers Rs.89/-

### Unit - I Prose

1. The Refugee - *K.A. Abbas*
2. The Lion and The Lamb - *Leonard Clark*
3. The Lady or the Tiger? - *Frank R. Stockton*
4. The Sky is the limit - *Kalpana Chawla*

### Unit - II Poems

1. The Solitary Reaper - *William Wordsworth*
2. Gift - *Alice Walker*
3. O What is that Sound - *W. H. Auden*
4. Ode to the West Wind - *P.B. Shelly*

### Unit - III Short Stories

1. The Fortune-Teller - *Karel Capek*
2. The Postmaster - *Rabindranath Tagore*
3. The Model Millionaire - *Oscar Wilde*
4. The Dying Detective - *Arthur Canon Doyle*

### Unit - IV One-Act Plays

1. The Death Trap - *Saki* (H.H. Munro)
2. The Dear Departed: A Comedy in ONE-ACT- *Stanley Houghton*
3. The Sheriff's Kitchen - *Ronald Gow*
4. The Anniversary - *Anton Chekkov*

### Unit - V Communicative Grammar

Refer to the Text **Panorama** and **Part III** from **Spring Board** by Orient Black Swan Pvt. Ltd

### Watch Your English

Grammar, Framing Questions, Common Errors, More Grammar, Word Building: Prefixes and Suffixes.

## **216UBBT03 – BUSINESS COMMUNICATION**

### **UNIT I**

Definition – Methods – Types – Principles of effective Communication – Barriers to Communication – Business Letter – Layout.

### **UNIT II**

Kinds of Business Letters: Interview – Appointment – Acknowledgement – Promotion – Enquiries – Replies – Orders – Sales – Circular – Complaints.

### **UNIT III**

Bank Correspondence – Insurance Correspondence – Agency Correspondence – Correspondence with Shareholders, Directors.

### **UNIT IV**

Reports Writing – Agenda, Minutes of Meeting – Memorandum – Office Order – Circular – Notes.

### **UNIT V**

Modern Forms of Communication: Fax – Email – Video Conferencing – Internet – Websites and their use in Business.

### **Recommended Texts**

1. Rajendra Pal & J.S. Korlahalli, Essentials of Business Communication - Sultan Chand & Sons - New Delhi.
2. Shirley Taylor, Communication for Business - Pearson Publications - New Delhi.
3. Bovee, Thill, Schatzman, Business Communication Today - Peason Education Private Ltd. - New Delhi.
4. Penrose, Rasbery, Myers, Advanced Business Communication - Bangalore.
5. Simon Collin, Doing Business on the Internet - Kogan Page Ltd.- London.
6. Mary Ellen Guffey, Business Communication – Process and Product - International Thomson Publishing - Ohio.

## **216UBBT04 - MANAGEMENT ACCOUNTING**

**Theory :20 Problems : 80**

### **UNIT I**

Management accounting – Meaning, nature, scope and functions, need, importance and limitations – Management Accounting vs. Cost Accounting. Management Accounting vs. Financial Accounting.

### **UNIT II**

Analysis and Interpretation of financial statements – Nature, objectives, essentials and tools. methods – Comparative Statements, Common Size statement and Trend analysis.

### **UNIT III**

Ratio Analysis – Interpretation, benefits and limitations. Classification of ratios- Liquidity, Profitability, turnover, capital structure and Leverage.

### **UNIT IV**

Funds flow and Cash flow analysis. Budgets and budgetary control – Meaning, objectives, merits and demerits.

### **UNIT V**

Marginal costing (excluding decision making) Absorption costing and marginal costing – CVP analysis.

### **Recommended Texts**

1. SN Maheswari, Management Accounting - Sultan Chand & Sons.
2. RSN Pillai & Bagavati, Management Accounting - S Chand & Co Ltd - New Delhi.
3. Horngren Sunderu Stratton, Introduction to Management Accounting - Pearson Education.
4. T. S. Reddy and Hari Prasad Reddy.  
Management Accounting, Maegham Publication.

## **216UBBT05 - Allied – II International Trade**

### **UNIT I**

Difference between Internal and International trade – Importance of International Trade in the Global Context

### **UNIT II**

Theories of Foreign Trade – Absolute, Comparative, Equal cost differences (Adam Smith, Ricardo, Haberler's, Heckscher – Ohlin theories only)

### **UNIT III**

Balance of Trade, Balance of Payment Concepts, causes of disequilibrium methods to correct disequilibrium: Fixed and floating exchange rates

### **UNIT IV**

International Monetary system:-IMF – International Liquidity – IBRD

### **UNIT V**

WTO and its implications with special reference to India

### **Recommended Texts**

1. Cherunilam Francis, International Trade and Export Management - Himalaya Publishing House - Mumbai.
  2. T.T. Sethi, Money Banking & International Trade - S.Chand & Co., - Delhi.
  3. Paul.R.Krugman and Maurice Obstfeld, International Economics (Theory and Policy) - Pearson Education Asia - Addison Wesley Longman (P) Ltd. - Delhi-92.
  4. Robert J.Carbaugh, International Economics - Thomson Information Publishing Group - Wadwon Publishing Company - California.
- H.G. Mannur, International Economics – Vikas Publishing House (P) Ltd.- New Delhi

## NON MAJOR ELECTIVE For II Semester

### Basic of Cyber Law

**Objective:** The objective of this course is to acquaint the students with cyber law .

**UNIT-1;** Introduction; Jurisprudence of cyber law: overview of computer and web technology, Freedom of expression on the internet: global value, Internet and problems of geography, Sovereignty, e-commerce.

**UNIT-2;**The Information Technology Act, 2000 Overview of the Act, Jurisdiction, Electronic governance, Legal recognition of electronic records and electronic evidence, Digital signature certificates, Securing electronic records and digital signature,

**UNIT-3;** Cyber Crimes Meaning of cyber crimes, Cyber crimes under Indian Penal Code, 1860, Criminal Procedure Code, 1973, and Indian Evidence Act, 1872,

**Unit -4** Cyber crimes under the Information Technology Act, 2000, Cyber crimes under International law, Legal implications of social networking, Investigation and jurisdiction over cyber crimes.

**UNIT-5;** Intellectual Property Issues and Cyberspace The Indian perspective: overview of intellectual property related legislation, Copyright law and cyberspace, Trademark law and cyberspace, Law relating to semi-conductor layout and design.

#### Text Books

1. Gupta, Apar; Commentary on Information Technology Act  
Reference Books

1. Viswanathan, Aparna; Cyber Law;

2. Bhansali, S.R.; The Information Technology Act, Bharat Law House



## **BASICS OF BUSINESS INSURANCE**

### **Unit – I**

Introduction to Insurance – Type of Insurance – Principles of Insurance.

### **Unit – II**

Salient features of IRDA Act – Administration of IRDA Act – Regulatory measures of IRDA

### **Unit – III**

Life insurance products – Term, Whole life, Endowment.

### **Unit – IV**

Introduction to general Insurance – fire, marine and motor insurance.

### **Unit – V**

Government and insurance companies – LIC India- private players in Insurance in India.

### **Text Books Recommended:**

Dr.N.Premavathy – Elements of Insurance, Sri Vishnu Publications, Chennai. Dr.A.Murthy – Elements of Insurance, Margham Publications, Chennai  
M.N.Mishra – Insurance, Principles and practice, S.Chand & Co. Ltd., New Delhi

### **References**

Nalini Prava Tripathy, Prabir Paal – Insurance Theory & Practice, Prentice Hall of India  
Anand Ganguly – Insurance Management, New Age International Publishers.

## **FUNDAMENTALS OF DISASTER MANAGEMENT**

### **Objectives**

1. To develop an understanding of the process of Disaster Management.
2. To understand the mitigation programmes of Disaster Management.
3. To develop an understanding of the Disaster Management poling and legislation.

### **UNIT I**

Meaning, definition, basic aspects and types of disasters.

### **UNIT II**

Stages IN Disaster - Pre, during and post disaster.

### **UNIT III**

Disaster Mitigation – guiding principles of Mitigation. Formulation and implementation of Mitigation programmes.

### **UNIT IV**

Disaster training – Utilisation of resources, training and public awareness.

### **UNIT V**

Disaster Management policy and legislation; Disaster Management – Strategy in India.

### **Books for Reference**

1. "Disaster Management" , I sundar, T. Sezhiyan 1<sup>st</sup> Edition, Sarup and Sons, New Delhi, 2007.
2. "Disaster Management" , A Disaster Manager's Hand boob; Carter.W, ASTAN Development Bank, Manila.
3. Natural Disaster Management, Destruction, Safety and Pre cautions, S. Prasad, Mangalam publishers and Distributors, New Delhi – 2007.
4. Challenge and Response; K.D.Gangrade, S.Dhadde, Delhi, Rachna publications, 1973.

## CONCEPT OF SELF HELP GROUPS

### Objectives of the course

1. To develop an understanding of the basic concepts of SHGS.
2. To enable the students Understand the operative mechanisms of SHGS
3. To Help the students to know about the various activities undertaken by SHGS
4. To help the students to understand the concept of women empowerment through SHGS
5. To develop an understanding of the role of govt. & NGO's for the development of SHGS.

### UNIT - I

Meaning, Concept and Functions of SHGS

### UNIT - II

Women empowerment through SHGS

### UNIT - III

Micro finance through SHGS

### UNIT - IV

Social Development through SHGS

### UNIT -V

Role of Govt. and NGO's in fostering SHGS

### Bibliography

1. "Clinical approach to promotion of entrepreneurship" ED.Setty, Anmol publications Pvt., Ltd, New Delhi 2004.
2. "India economic Empowerment of Women", V.S. Ganesamurthy, New Century publications, New Delhi, 1<sup>st</sup> published – May 2007.
3. "Readings in Microfinance", N. Lalitha Dominant publishers and Distributors, New Delhi, 1<sup>st</sup> Edition 2008.
4. "Rural Credit and Self Help Groups, Micro finance needs & concepts in India", K.G.Karmakar, Sage publications, New Delhi, 1999.
5. "Rural empowerment through, SHGS, NGO's & PRI's S.B.Verma, Y.T. Pavar, Deep & Deep publications, New Delhi 2005.
6. "Women's Own; the Self help movement of Tamil Nadu". C.K. Gariyali, S.K. Vettivel, Vetri publishers, New Delhi, 2003.

### Journals

1. Yoja na, A Development Monthly, Chief Editor Anurag Misra, Published by Ministry of information and Broad casting.
2. Kurukshetra, A Journal on Rural Development, Montly Journal, Editors; Kapil kumar, Lalitha Khurane published by Ministry of Rural Development.

## **CONSUMER PROTECTION AND CONSUMER RIGHTS**

### **UNIT - I**

Introduction of consumer protection act 1986 - other amendments - salient features

### **UNIT - II**

Definitions of the terms - : consumer - appropriate laboratory - complainant - consumer dispute - complaint - restrictive trade practice.

### **UNIT - III**

The various consumer rights - right to safety, Right to information, Right to choose, - right to be heard - Right against exploitation - Right to consumer education

### **UNIT - IV**

Consumer protection councils - Central - State.

### **UNIT - V**

Consumer disputes redressal agencies - Direct forum - state commission - national commission

### **REFERENCE BOOKS:**

1. Lectures On Torts And Consumer Protection Laws By Dr. Rega Surya Rao - Asia Law House. Hyderabad.
2. Consumer Protection Laws - By Prof. Rakesh Khanna - Central Law Agency.
- 6.

## **216UCCP02 - SOFT SKILLS (COMMON TO ALL BRANCHES)**

### **Semester-II- Essentials of Language and Communication - Level - II**

#### **Unit-I**

Speaking Skills

Formal and Informal Conversation - Conversation in the work place - Interviews - Public Speech - Lectures.

#### **Unit - II**

Listening Skill

Comprehending - Retaining - Responding - Tactics - Barriers to Listening - Overcoming listening barriers - Misconception about listening.

#### **Unit - III**

Reading Skill

Acquiring reading - Reading Development - methods teaching - Reading difficulties.

#### **Unit - IV**

Writing skill

Note-making - CV's - Report writing, copy writing, Agenda - Minutes - Circular - Essay writing on any current issues - paragraph - Essay writing, Writing Research papers - Dissertation.

#### **Unit- V**

Business Correspondence

Meaning of Business correspondence - Importance of Business Correspondence essential qualities of a business letters. Different types of business letters - cover letter, thank you letters, message through email and Fax, Acceptance letters, rejection letters, and withdrawal letters.

### **Recommended Texts:**

- 1.** Minippally, Methukutty. M. 2001. Business Communication Strategies. 11<sup>th</sup> Reprint. Tata McGraw – Hill. New Delhi.
- 2.** SasiKumar. V and P.V. Dharmija. 1993. Spoken English: A Self-Learning Guide Conversation Practice. 34<sup>th</sup> reprint. Tata McGraw – Hill. New Delhi.
- 3.** Swets, Paul. W. 1983. The Art of Talking So That People Will Listen: Getting
- 4.** Through to Family, Friends and Business Associates. Prentice Hall Press. New York.
- 5.** John, Seely The Oxford guide to writing and speaking. Oxford U P, 1998, Delhi.
- 6.** The Process of Writing: Planning and Research, Writing, Drafting and Revising.

### **III Semester**

#### **316UBBT01 – FINANCIAL MANAGEMENT**

##### **UNIT I**

Meaning, objectives and Importance of Finance – Sources of finance – Functions of financial management – Role of financial manager in Financial Management.

##### **UNIT II**

Capital structures planning - Factors affecting capital structures – Determining Debt and equity proportion – Theories of capital structures – Leverage concept.

##### **UNIT III**

Cost of capital – Cost of equity – cost of preference capital – Cost of debt – Cost of retained earnings – weighted Average (or) composite cost of capital (WACC)

##### **UNIT IV**

Dividend policies – Factors affecting dividend payment -Company Law provision on dividend payment –Various Dividend Models (Walter's Gordon's – M.M. Hypothesis)

##### **UNIT V**

Working capital – components of working capital – working capital operating cycle – Factors influencing working capital – Determining (or) Forecasting of working capital requirements.

##### **Reference Books :**

1. Financial Management -I.M. Pandey
2. Financial Management – Prasanna Chandra
3. Financial Management – S.N. Maheswari
4. Financial Management – Y. Khan and Jain

## **316UBBT02 – ORGANISATIONAL BEHAVIOUR**

### **UNIT I**

Need and scope of organizational behavior - Theories of organization - Individual difference Vs Group intelligence tests -Measurement of intelligence - Personality Tests - Nature - Types and uses of perception.

### **UNIT II**

Motivation - Financial and non -Financial motivational techniques - Job satisfaction - meaning - Factors - Theories -Measurement -Morale - Importance - Employee attitudes and behavior and their significance to employee productivity.

### **UNIT III**

Work environment -Good house keeping practices - Design of work place - Fatigue - Causes and prevention and their importance - Leadership -Types and theories of leadership

### **UNIT IV**

Group dynamics -Cohesiveness - Co-operation - Competition - Resolution - Sociometry - Group norms - Role position status

### **UNIT V**

Organizational culture and climate - Organizational Development

### **Recommended Books**

1. Uma Sekaran, Organisational Behaviour Text & cases, 2nd edition, Tata McGraw Hill Publishing CO.Ltd
2. Gangadhar Rao, Narayana ,V.S.P Rao, Organisational Behaviour 1987, Reprint 2000, Konark Publishers Pvt.Ltd , 1 st edition
3. S.S. Khanka ,Organisational Behaviour , S.Chand & Co , New Delhi.
4. J.Jayasankar , Organisational Behaviour , Margham Publications , Chennai . 3.

## **316UBBT03 – COMPUTER APPLICATIONS IN BUSINESS**

### **UNIT – I**

Word Processing: Meaning and role of word processing in creating of documents, Editing, formatting and printing documents using tools such as spell check, thesaurus, etc., in word processors (MS Word), Electronic Spreadsheet, Structure of Spread sheet and its applications to accounting , finance, and marketing functions of business; Creating a dynamic/ sensitive worksheet; Concept of absolute and relative cell – reference; Using built – in functions; Goal seeking and solver tools; Using graphics and formatting to worksheet; Sharing data with other desktop applications ; Strategies of creating error – free worksheet (MS Excel)

### **UNIT – II**

Programming under a DBMS environment :The concept of data base management system; Data field, records, and files, Sorting and Indexing data; Searching records. Designing queries, and reports; Linking of data files; Understanding programming environment in DBMS; Developing menu driven applications in query language (MS – Access).

### **UNIT – III**

Electronic Data Interchange (EDI) :Introduction of EDI - Basics of EDI; edi standards; Financial EDI (FEDI) FEDI for international trade transaction; Applications of EDI, Advantages of EDI; Future of EDI.

### **UNIT – IV**

The internet and its basic concepts: Internet concept, History, Development in India: Technological foundation of internet; Distributed computing; Client – server computing ;internet protocol suite; Application of distributed computing ; Client server computing; Internet protocol suite in the internet environment ; Domain Name System (DNS); Generic Top – Level Domain (gTLD); Country code Top Level Domain (ccTLD) – India; Allocation of second level domains; IP addresses, Internet protocol; Applications of Internet in business, Education, Governance , etc.

### **UNIT – V**

Information System Audit :Basic idea of information audit; - Difference with the traditional concepts of audit; Conduct and applications of IS audit in internet environment.

### **Reference Books:**

1. Agarwala Kamlesh N and Agarwala Deeksha – Business on the Net – Introduction to E-Commerce
2. Goyal – Management Information System.
3. Minoli Daniel, Minoli Emma – e Commerce Technology Handbook.
4. Kanter – Managing with informations.



## **316UBBT04 – MARKETING MANAGEMENT**

### **UNIT I**

Fundamentals of marketing - Role of Marketing - Relationship of Marketing with other functional areas - concept of marketing mix-Marketing approaches - Various Environmental factors affecting the marketing functions.

### **UNIT II**

Buyer Behavior - Consumer goods and Industrial goods - Buying motives - Factors influencing buyer Behaviour

Market segmentation - Need and basis of Segmentation -Targeting - positioning.

### **UNIT III**

The Product - Characteristics - benefits - classifications - consumer goods - industrial goods - New Product Development process - Product Life Cycle - Branding -Packaging.

### **UNIT IV**

Physical Distribution: Importance - Various kinds of marketing channels - distribution problems. Sales management: Motivation, Compensation and Control of salesmen.

### **UNIT V**

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

### **Recommended Texts**

1. Philip Kotler, 2003, Marketing Management, 11th edition, Pearson Education (Singapore) Pte Ltd, New Delhi.
2. V.S. Ramaswamy &S.Namakumari, 1994, Principles of Marketing, first edition, S.G. Wasani /Macmillan India Ltd, New Delhi.
3. Crrainfield, Marketing Management, Palgrave Macmillan
4. Sontakki .C.N , Marketing Management, Kalyanni Publishers, Ludhiana
5. Gary Armstrong & Philip Kotler, 2003, Marketing -An Introduction, sixth edition, Pearson Education (Singapore) Pvt Ltd, New Delhi
6. R.S.N. Pillai and Bagavathi ,Modern Marketing , S.Chand & Co , New Delhi.
7. Jayasankar, Marketing, Margham publications, Chennai.

## **Allied III**

### **316UBBT05 – BUSINESS MATHEMATICS AND STATISTICS**

#### **UNIT – I**

Introduction – meaning and definition of statistics – collection and tabulation of statistical data – presentation of statistical data – graphs and diagram – measures of central tendency – Arithmetic mean, median, mode, harmonic mean and geometric mean.

#### **UNIT – II**

Measures of variation – standard deviation, mean deviation – Quartile deviation – skewness and kurtosis – Lorenz curve. Simple correlation – scatter diagram – Karl Pearson's correlation – Rank correlations – regressions.

#### **UNIT – III**

Analysis of Time series – methods of measuring trend and seasonal variations.

#### **UNIT – IV**

Index number s- consumer's price index and cost of living indices – statistical quality control.

#### **UNIT – V**

Sampling procedures – simple, stratified and systematic. Hypothesis testing – Fundamental ideas – Large sample Test – small sample test –t, F, Chi – square (without proof) – simple applications.

#### **REFERENCE BOOKS**

1. P.R Vittal, Business mathematics & statistics
2. S.C.Gupta& V.K.Kapoor.

## 316UCCP03 – SOFT SKILLS (COMMON TO ALL UG BRANCHES)

### Semester- III- COMPUTING SKILLS – LEVEL - I

#### Objective:

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 1 :** 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 - 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 – 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

**Unit 4 :** Spreadsheets – 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 :** 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*

#### 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– Ron Mansfield , Tata Mc-Graw Hill, India

#### Examinations :

1. Sessional tests could be based on Theory and practical
2. End semester is based on practical examination only
- 3.

## **IV Semester**

### **416UBBT01 – HUMAN RESOURCES MANAGEMENT**

#### **UNIT I**

Nature and scope of Human Resources Management – Differences between personnel management and HRM – Environment of HRM – Human resource planning – Recruitment – Selection – Methods of Selection – Uses of various tests – interview techniques in selection and placement.

#### **UNIT II**

Induction – Training – Methods – Techniques – Identification of the training needs – Training and Development – Performance appraisal – Transfer – Promotion and termination of services – Career development.

#### **UNIT III**

Remuneration – Components of remuneration – Incentives – Benefits – Motivation – Welfare and social security measures.

#### **UNIT IV**

Labour Relation – Functions of Trade Unions – Forms of collective bargaining-Workers' participation in management – Types and effectiveness – Industrial Disputes and Settlements (laws excluded)

#### **UNIT V**

Human Resource Audit – Nature – Benefits – Scope – Approaches.

#### **REFERENCE BOOKS :**

1. Human Resource Management – V S P Rao
2. Human Resource Management – Ashwathappa
3. Human Resource Management – Garry Deseler
4. Human Resource Management – L M Prasad
5. Human Resource Management – Tripathi.

## **416UBBT02 – BUSINESS REGULATORY MANAGEMENT**

### **UNIT I**

Brief outline of Indian Contracts Act - Special contracts Act - Sale of goods Act - Contract of Agency

### **UNIT II**

Brief outline of Indian Companies Act 1956.

### **UNIT III**

Brief outline of FEMA - Consumer Protection Act

### **UNIT IV**

The laws of Trade Marks - Copyright - Patents - Designs - Trade related Intellectual Property Rights. (TRIPS) RTP -IDRA -an overview

### **UNIT V**

Brief outline of Cyber Laws

### **Recommended Text books**

1. N.D.Kapoor, 1993, Business Laws, Sultan Chand, New Delhi
2. K.S.Anantharaman, 2003 Business and Corporate Laws ,Sitaraman&co. Pvt.Ltd.
3. Chandrasekaran ,2004 Sitaraman&co Pvt Ld , Intellectual Property Law
4. Bare Acts- FEMA , Consumer Protection Act
5. Acharya -2004, Intellectual Property Rights Asia Law House Publication,

## **416UBBT03 – FINANCIAL SERVICES**

### **UNIT I**

Meaning and importance of financial services – Types of financial services – Financial services and economic environment – Players in Financial Services Sector.

### **UNIT II**

Merchant Banking – Functions – Issue management – Managing of new issues – Underwriting – Capital market – Stock Exchange – Role of SEBI

### **UNIT III**

Leasing and Hire purchase – Concepts and features – Types of lease Accounts. Factoring – Functions of Factor

### **UNIT IV**

Venture Capital – Credit Rating – Consumer Finance

### **UNIT V**

Mutual Funds :Meaning – Types – Functions – Advantages – Institutions Involved – UTI

### **REFERENCE BOOKS**

1. Financial Services – M.Y.Khan
2. Financial Services – B.Santhanam
3. Law of Insurance – Dr.M.N. Mishra
4. Indian Financial System – H.r. Machiraju
5. A Review of current Banking Theory and Practice – S.K. Basu.

## **416UBBT04 – MANAGEMENT INFORMATION SYSTEM**

### **UNIT I**

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

### **UNIT II**

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

### **UNIT III**

Computers and Information Processing - Classification of computer - Input Devices - Output devices - Storage devices, - Batch and online processing. Hardware - Software. Database management Systems.

### **UNIT IV**

System Analysis and design - SDLC - Role of System Analyst - Functional Information system - Personnel, production, material, marketing.

### **UNIT V**

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

### **Recommended Books:**

1. Mudrick & Ross, "Management Information Systems", Prentice - Hall of India .
2. Sadagopan, "Management Information Systems" - Prentice- Hall of India
3. CSV Murthy - "Management Information Systems" Himalaya publishing House .
4. Dr. S.P. Rajagopalan, "Management Information Systems and EDP " , Margham Publications , chennai .

## **Allied IV**

### **416UBBT05 – OPERATION RESEARCH**

#### **UNIT – I**

Introduction to OR – Meaning and scope – Characteristics – models in OR.LPP- Formulation graphical method – Simplex method- Big M Method application in Business – merits and Demerits.

#### **UNIT – II**

Transportation model – basic feasible solution – formulation, solving a TP. Assignment models – formulation – solution.

#### **UNIT – III**

Network analysis – work break down analysis – construction – numbering of event. Time Calculation – critical path, slack, float – application.

#### **UNIT – IV**

Queuing models- elements of queuing system – characteristics of queuing model.

#### **UNIT – V**

Decision theory – statement of Baye's theorem application. Probability – decision trees. Game theory meaning and characteristics – saddle point – Dominance property.

#### **RECOMMENDED TEXTS/REFERANCE BOOKS**

1. P.R. Vittal & V. Malini, Operative Research – Margham Publications – Chennai – 17.
2. P.K. Gupta & Man mohan, Problems in Operations Research – Sultan Chand & sons – New Delhi
3. V.K. Kapoor, Introduction to operational Research – Sultan chand sons – New Delhi
4. Hamdy A Taha, Operation Research – An Introduction prentice Hall of India- New Delhi.



**416UEST01 – ENVIRONMENTAL STUDIES  
(Common TO all UG Branches)**

**CORE MODULE SYLLABUS FOR ENVIRONMENTAL STUDIES  
FOR UNDER GRADUATE COURSES OF ALL BRANCHES  
OF HIGHER EDUCATION**

**Vision**

The importance of environmental science and environmental studies cannot be disputed. The need for sustainable development is a key to the future of mankind. Continuing problems of pollution, loss of forest, solid waste disposal, degradation of environment, issues like economic productivity and national security, Global warming, the depletion of ozone layer and loss of biodiversity have made everyone aware of environmental issues. The United Nations Conference on Environment and Development held in Rio de Janeiro in 1992 and world Summit on Sustainable Development at Johannesburg in 2002 have drawn the attention of people around the globe to the deteriorating condition of our environment. It is clear that no citizen of the earth can afford to be ignorant of environment issues. Environmental management has captured the attention of health care managers. Managing environmental hazards has become very important.

Human beings have been interested in ecology since the beginning of civilization. Even our ancient scriptures have emphasized about practices and values of environmental conservation. It is now even more critical than ever before for mankind as a whole to have a clear understanding of environmental concerns and to follow sustainable development practices. India is rich in biodiversity, which provides various resources for people. It is also basis for biotechnology. Only about 1.7 million living organisms have been described and named globally. Still many more remain to be identified and described. Attempts are made to conserve them in ex-situ and in-situ situations. Intellectual property rights (IPRs) have become important in a biodiversity-rich country like India to protect microbes, plants and animals that have useful genetic properties. Destruction of habitats, over-use of energy resource and environmental pollution have been found to be responsible for the loss of a large number of life-forms. It is feared that a large proportion of life on earth may get wiped out in the near future.

In spite of the deteriorating status of the environment, study of environment has so far not received adequate attention in our academic programmes. Recognizing this, the Hon'ble Supreme Court directed the UGC to introduce a basic course on environment at every level in college education. Accordingly, the matter was considered by UGC and it was decided that a six months compulsory core module course in environmental studies may be prepared and compulsorily implemented in all the University/Colleges of India. The experts committee appointed by the UGC has looked into all the pertinent questions, issues and other relevant matters. This was followed by framing of the core module syllabus for environmental studies for undergraduate courses of all branches of Higher Education. We are deeply conscious that there are bound to be gaps between the ideal and real. Genuine endeavour is required to minimize the gaps by intellectual and material inputs. The success of this course will depend on the initiative and drive of the teachers and the receptive students.

**SYLLABUS**

**Unit 1 : Multidisciplinary nature of environmental studies**

Definition, scope and importance, need for public awareness. (2 lectures)

**Unit 2 : Natural Resources :**

**Renewable and non-renewable resources :**

Natural resources and associated problems.

- (a) Forest resources : Use and over-exploitation, deforestation, case studies.  
Timber extraction, mining, dams and their effects on forest and tribal people.
- (b) Water resources : Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.
- (c) Mineral resources : Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
- (d) Food resources : World food problems, changes caused by agriculture and over-grazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.

- (e) Energy resources : Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources. Case studies.
- (f) Land resources : Land as a resource, land degradation, man induced landslides, soil erosion and desertification.
- Role of an individual in conservation of natural resources.
- Equitable use of resources for sustainable lifestyles. (8 lectures)

### **Unit 3 : Ecosystems**

- Concept of an ecosystem.
- Structure and function of an ecosystem.
- Producers, consumers and decomposers.
- Energy flow in the ecosystem.
- Ecological succession.
- Food chains, food webs and ecological pyramids.
- Introduction, types, characteristic features, structure and function of the following ecosystems :-
  - (a) Forest ecosystem
  - (b) Grassland ecosystem
  - (c) Desert ecosystem
  - (d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries) (6 lectures)

### **Unit 4 : Biodiversity and its conservation (8 lectures)**

- Introduction – Definition : genetic, species and ecosystem diversity.
- Biogeographical classification of India
- Value of 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 (8 lectures)**

#### Definition

- Cause, effects and control measures of :-
  - a. Air pollution
  - b. Water pollution
  - c. Soil pollution
  - d. Marine pollution
  - e. Noise pollution
  - f. Thermal pollution
  - g. Nuclear hazards
- Solid waste Management : Causes, effects and control measures of urban and industrial wastes.
- Role of an individual in prevention of pollution.
- Pollution case studies.
- Disaster management : floods, earthquake, cyclone and landslides.

### **Unit 6 : Social Issues and the Environment (7 lectures)**

- From 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.
- Environment 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** (6 lectures)

- Population growth, variation among nations.
- Population explosion – Family Welfare Programme.
- VII
- 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  
rivers/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,ect. (Field work Equal to 5 lecture hours)

## 416UCCP04 – SOFT SKILLS (COMMON TO ALL UG BRANCHES)

### Semester- IV- COMPUTING SKILLS – LEVEL II

#### **Objective:**

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 with no computer knowledge. Course is designed as a practical oriented course and not for chalk and board teaching.

**Pre- requisite :** Essentials of Microsoft office as given in Level I

**Unit 1 :** Word processing - Auto formatting; Paragraph and character styles – creating , modifying and using styles; Templates – modifying, attaching and controlling; Tables and columns - creating, manipulating and formulating; mail merge; labels-creating

**Unit 2 :** Data Management – MS Access - Introduction, concepts and terms; database and tables- creating, data types, editing fields, renaming, resizing of fields, finding, sorting and displaying of data –printing

**Unit 3 :** Spreadsheets – MS Excel – Worksheets – moving, copying, sorting, inserting of cells, rows, columns; Charts – creating, editing, adding, rotating, printing, deleting and controlling; graphics- creating and placing, drawing lines and shapes; using multiple worksheets ; printing

**Unit 4 :** Presentations – Power point- starting, browsing and saving, creating, editing, formatting of text and paragraphs, inserting tables and charts; Presentation through slides, handouts and printing.

**Unit 5 :** Graphics and Multimedia - Clip art – create and insert; shapes- draw, insert and copy; create a flow

*Note – Unit 1 -5 are to be taught as practical with hands on experience*

#### **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– Ron Mansfield , Tata Mc-Graw Hill, India

#### **Examinations :**

1. Sessional tests could be based on Theory and practical
2. End semester is based on practical examination only

## **V Semester**

### **516UBBT01 – ADVERTISING MANAGEMENT AND SALES PROMOTION**

#### **UNIT I**

Advertising: Advertising, objectives, task and process, market segmentation and target audience – Message and copy development.

#### **UNIT II**

Media: Mass Media - Selection, Planning and Scheduling – Web Advertising – Integrated programme and budget planning.

#### **UNIT III**

Implementation: Implementing the programme coordination and control – Advertising agencies – Organization and operation.

#### **UNIT IV**

Sales Promotion: Why and When Sales promotion activities, Consumer and saleschannel oriented – planning, budgeting and implementing and controlling campaigns.

#### **UNIT V**

Control: Measurement of effectiveness – Ethics, Economics and Social Relevance.

#### **Reference Books**

1. Bhatia, T.K., Advertising and Marketing in Rural India, 2nd Edition, Macmillan India Ltd., 2007.
2. Hackley, C., Advertising and Promotion: An integrated communications approach, 2<sup>nd</sup> Edition, Sage Publications, 2010.
3. Jefkins, F., Advertising, 4<sup>th</sup> Edition, Pearson, 2002.
4. Wells, W.D., Burnett, J. and Moriarty, S., Advertising: Principles and Practice, 7<sup>th</sup> Edition, Pearson, 2007.

## **516UBBT02 – RESEARCH METHODOLOGY**

### **UNIT-I**

Introduction to Business Research - Research in Business – Research Process- Research need, formulating the problem, designing, sampling, pilot testing .

### **UNIT -II**

Research Design- Exploratory, Descriptive, Casual, Formulation of hypothesis - types.Measurement- characteristics of sound measurement tool, Scaling methods and sampling techniques.

### **UNIT -III**

Sources and Collection of Data- :Primary and secondary sources, survey observation, experimentation- details and evaluation. - Questionnaires – schedules, data entry, tabulation & cross tabulation-and Graphic presentation .Data.

### **UNIT -IV**

Analysis and Preparation: Hypothesis testing – statistical significance, statistical testing procedure. Tests of significance- -Simple Correlation -Regression .

### **UNIT -V**

Presenting results and writing the report:- The written research Report.

### **REFERENCE**

1. Donald R Cooper, Business Research Methods 7<sup>th</sup> Ed, McGraw Hill, 2001
2. Krishnaswami OR, M.Ranganatham, Methodology of Research for Social Science, Himalaya, Mumbai, 2001.
3. Anderson J. et.al, Thesis and Assignment writing, Wiley Eastern
4. Research Methodology by C.R. Kothari

## **516UBBT03 – OPERATION MANAGEMENT**

### **UNIT – I**

Introduction: Nature and Scope of Operations Management. Production design & Process planning: Plant location: Factors to be considered in Plant Location – Plant Location Trends.

### **UNIT – II**

Layout of manufacturing facilities: Principles of a Good Layout – Layout Factors – Basic Types of Layout – Service Facilities.

### **UNIT – III**

Production and Inventory Control: Basic types of production – Basic Inventory Models – Economic Order Quantity, Economic Batch Quantity – Reorder point – Safety stock – Classification and Codification of stock – ABC classification – Procedure for Stock Control, Materials Requirement Planning (MRP). JIT.

### **UNIT – IV**

Methods Analysis and Work Measurement: Methods Study Procedures – The Purpose of Time Study – Stop Watch Time Study – Performance Rating – Allowance Factors – Standard Time – Work Sampling Technique. Quality Control: Purposes of Inspection and Quality Control – Acceptance Sampling by Variables and Attributes – Control Charts.

### **UNIT – V**

Service Operations Management: Introduction – Types of Service – Service Encounter – Service Facility Location – Service Processes and Service Delivery.

### **Reference Books**

1. Buffa, E.S. and Sarin, R., Modern Productions / Operations Management, 8<sup>th</sup> Edition, Wiley, 2007.
2. Chary, S.N., Production and Operations Management, 5<sup>th</sup> Edition, TataMcGraw-Hill, 2012.
3. B.Mahadevan, Operations Management, 2<sup>nd</sup> Edition, Pearson, 2010.
4. Lee Krajewski, Larry P Ritzman, Manoj K Malhotra & Samir K Srivastava, Operations Management, 9<sup>th</sup> Edition, Pearson, 2011.
5. Heizer, J., Render, B. and Rajashekhar, J., Operations Management, 9<sup>th</sup> Edition, Pearson, 2009.
6. Panneerselvam, R., Production and Operations Management, 3<sup>rd</sup> Edition, PHI Learning, 2012.
7. Srinivasan, G., Quantitative Models in Operations and Supply Chain Management, PHI Learning Pvt. Ltd.

## **516UBBT04 – MATERIAL MANAGEMENT**

### **UNIT I**

Materials management -Definition and function - Importance of materials management.

### **UNIT II**

Integrated materials management - The concept - Service function advantages - inventory control - Function of inventory -Importance - Replenishment stock -Material demand forecasting -MRP - Basis tolls - Inventory control- ABC - VED - FSN analysis-Inventory control of spares and slow moving items - EGO -ESQ -Stores planning.

### **UNIT III**

Purchase management - Purchasing - Procedure – Dynamic Purchasing - Principles - import substitution -International purchase-Import purchase procedure.

### **UNIT IV**

Stock keeping and materials handling - Objectives - Function store keeping - Stores responsibilities -Location of store house -centralized store room - Equipment - security measures -Protection and prevention of stores.

### **UNIT V**

Vendor rating - Vendor management - Purchase department -Responsibility - Buyer - seller relationship - Value analysis - ISO -Types.

### **Recommended Texts:**

1. Sumathi & Saravanel, Production & Materials management, Margham Publications,Chennai.
2. M.M. Varma, 1999, Materials Management,4th Edition, Sultan Chand & Sons, New Delhi
3. Hill, Operations management ,Palgrave Macmillan



## **Elective - I**

### **516UBBT05**

#### **1. ENTREPRENEURIAL DEVELOPMENT**

##### **UNIT I**

Concept of Entrepreneurship

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

##### **UNIT II**

Entrepreneurial Development – Agencies

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

##### **UNIT III**

Project Management

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

##### **UNIT IV**

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

##### **UNIT V**

Economic development and entrepreneurial growth

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

##### **REFERENCE BOOKS :**

1. Srinivasan N.P. – Entrepreneurial Development
2. Saravanavel – Entrepreneurial Development
3. Vasant Desai – Project management
4. Jayashree Suresh – Entrepreneurial development
5. Holt – Entrepreneurship – New Venture Creation
6. J.S. Saini & S.I. Dhameja – Entrepreneurship and small business.
7. P.C. Jain – Handbook for New Entrepreneurs
8. Dr. C.B. Gupta & Dr. S.S. Khanka – Entrepreneurship and Small Business.

## . Logistics Management

**Unit I-** Logistics Management: Origin and Definition – Types of Logistics – Logistics Management - Concepts in Logistics and Physical Distribution.

**Unit II** -Types of Inventory Control - Demand Forecasting - Warehousing and Stores Management – Routing -Transportation Management.

**Unit III-** Supply Chain Management: Introduction and Development- Nature and Concept - Importance of Supply Chain - Value Chain - Components of Supply Chain - The Need for Supply Chain.

**Unit IV** -Role of a Manager in Supply Chain - Supply Chain Performance Drivers - Key Enablers in Supply Chain Improvement.

**Unit V** -Aligning the Supply Chain with Business Strategy –Outsourcing and 3PLs – Fourth Party Logistics – Bull Whip Effect and Supply Chain – Supply Chain Relationships.

### Reference Book:

1. G Raghuram & N Rangaraj, Logistics and Supply Chain Management - Cases and Concepts. Mac Millan.
2. Martin Christopher, Logistics & Supply Chain Management: Creating Value-Adding Networks, FT Press.
3. Janat Shah, Supply Chain Management: Text and Cases, 1st Edition, Pearson.
4. V.V.Sople, Logistics Management, 4 th Edition Pearson.
5. Sunil Chopra,Peter Meindl & D.V.Kalra, Supply Chain Management,5 th Edition,Perason.
6. L.Natarajan,Logistics & Supply Chain Management,Margham Publications,Chennai,2014.

## **516UVET01 – VALUE EDUCATION (COMMON TO ALL UG BRANCHES)**

### **PART- IV VALUE EDUCATION - III YEAR – FIFTH SEMESTER CREDITS : 2**

**Objective :** Values are socially accepted norms to evaluate objects, persons, and situations that form part and parcel of sociality. A value system is a set of consistent values and measures. Knowledge of the values are inculcated through education. It contributes in forming true human being, who are able to face life and make it meaningful. There are different kinds of values like, ethical or moral values, doctrinal or ideological values, social values and aesthetic values. Values can be defined as broad preferences concerning appropriate courses of action or outcomes. As such, values reflect a person's sense of right and wrong or what "ought" to be. There are representative values like, "Equal rights for all", "Excellence deserves admiration". "People should be treated with respect and dignity". Values tend to influence attitudes and behavior and help to solve common human problems. Values are related to the norms of a culture.

**Unit I:** Value education-its purpose and significance in the present world – Value system – The role of culture and civilization-Holistic living – Balancing the outer and inner – Body, Mind and Intellectual level- Duties and responsibilities.

**Unit II :** Salient values for life- Truth, commitment, honesty and integrity, forgiveness and love, empathy and ability to sacrifice, care, unity , and inclusiveness, Self esteem and self confidence, punctuality – Time, task and resource management – Problem solving and decision making skills- Interpersonal and Intra personal relationship – Team work – Positive and creative thinking.

**Unit III :** Human Rights – Universal Declaration of Human Rights – Human Rights violations – National Integration – Peace and non-violence – Dr. A P J Kalam's ten points for enlightened citizenship – Social Values and Welfare of the citizen – The role of media in value building.

**Unit IV:** Environment and Ecological balance – interdependence of all beings – living and non-living. The binding of man and nature – Environment conservation and enrichment.

**Unit V :** Social Evils – Corruption, Cyber crime, Terrorism – Alcoholism, Drug addiction – Dowry – Domestic violence – untouchability – female infanticide – atrocities against women- How to tackle them.

#### **Books for Reference:**

1. M.G.Chitakra: Education and Human Values, A.P.H.Publishing Corporation, New Delhi, 2003

## **VI Semester**

### **616UBBT01 - BUSINESS ENVIRONMENT**

#### **UNIT I**

The concept of Business Environment - Its nature and significance - Brief overview of political - Cultural - Legal - Economic and social environments and their impact on business and strategic decisions.

#### **UNIT II**

Political Environment - Government and Business relationship in India.

#### **UNIT III**

Social environment - Cultural heritage - Social attitudes - Castes and communities - Joint family systems -linguistic and religious groups - Types of social organization.

#### **UNIT IV**

Economic Environment - Economic systems and their impact of business - Fiscal deficit - Plan investment -Five Year Planning.

#### **UNIT V**

Financial Environment - Financial system - Commercial bank Financial Institutions - RBI Stock Exchange - IDBI - Non Banking Financial Companies NBFCs.

#### **Recommended Texts**

1. Francis Cherunilam, 2000, Business environment, Himalaya Publishing House, 11th Revised Edition, India.
2. Dr.S.Sankaran , Business Environment, Margham Publications.
3. K Aswathappa , 1997, Essentials of Business Environment, Himalaya Publishing House, 6th Edition, India.
4. Joshi Rosy Kapoor Sangam, Business Environment, Kalyani Publishers, Ludhiana

## **616UBBT02 - SERVICES MARKETING**

### **UNIT I**

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 II**

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 III**

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 IV**

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 V**

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.

### **Recommended Texts**

1. S.M. Jha, Services marketing, Himalaya Publishers, India
2. Baron, Services Marketing , Second Edition. Palgrave Macmillan
- 3 Dr. L Natarajan Services Marketing, Margham Publications, Chennai.
4. Thakur .G.S. Sandhu supreet & Dogra Babzan , Services marketing , kalyanni Publishers, Ludhianna .
5. Dr. B. Balaji , Services Marketing and Management ,S. Chand & Co , New Delhi.

## **616UBBT03 - BUSINESS TAXATION**

### **UNIT - I**

Objectives of Taxation – Canons of Taxation – Tax system in India – Direct and Indirect Taxes – Meaning and Types.

### **UNIT - II**

Central Excise Duty – Classification – Levy and Collection of Excise duty – Clearance of excisable goods- Exemption from excise duty – Excise and Small Scale Industries – Excise and Exports – Demand, Refund, Rebate of Central Excise duty – Offences and Penalties – Settlement – Appellate Provisions.

### **UNIT - III**

The Customs duty – Levy and Collection of customs duty – Organisation of the customs department – Officers of the customs – Powers – Appellate machinery – Infringement of the law – offences and penalties – Exemption from duty – customs duty drawback – duties free zones.

### **UNIT - IV**

Central Sales Tax Act – Levy and Collection of CST -Important Definitions -Sales Purchase in the course of export or import- Liability of Tax – Registration of dealers – Goods of Special Importance – Offences and penalties.

### **UNIT - V**

Value added tax – objectives – Levy of VAT – Arguments in favour of VAT – Difficulties in administering VAT – Set off /Input Tax credit – Carrying over of Tax credit – Registration – TIN – Returns – Assessment of VAT Liability – Declaration form – Service Tax – Tax on different services – Rate of Service Tax.

### **REFERENCE BOOKS**

- 1.** Central Excise Act.
- 2.** Customs Act
- 3.** Central Sales Act
- 4.** Practical Approach to Income Tax – Ahuja Girish and Gupta Ravi
- 5.** Students Guide to Income Tax by Dr. Vinod K. Singhania and Monica Singhania.
- 6.** Indirect Taxes – Datty
- 7.** Business Taxation – T.S. Reddy & Dr. Y. Hariprasad Reddy .

## **Elective –II**

### **616UBBT04**

#### **1. CUSTOMER RELATIONSHIP MANAGEMENT**

##### **UNIT-I**

Communication - need/ Mode of communication – barriers, channels of communication - oral - written -listening skill – Verbal skill- interpersonal communication and intra personal communication , Essentials of business letter.

##### **UNIT -II**

CRM - concept and approach - CR in competitive environment public relation and image building

##### **UNIT -III**

Banker - customer relationship -retaining and enlarging customer base - customer services - quality circle.

##### **UNIT -IV**

Nature and types of customer - complaint redressal methods Talwar and Goiporia committee report, customer service committee, customer day - Copra Forum - ombudsman.

##### **UNIT - V**

Market Segment - Customer Data Base - Market Research. Review and Evaluation of Customer Satisfaction.

##### **Recommended Books**

- 1.H.Peeru Mohamed & A. Sangadevan , Customers Relationship Management - A Step – by – step approach , Vikas Publishing House Private Limited , Noida .
2. Mukesh Chaturvedi Abhinav , Chaturvedi , Customers Relationship Management – An Indian Perspective , Excel Books , New Delhi.

## **2. E-Business**

### **UNIT I**

Introduction to electronic business - meaning - value chains - the Internet and the web - infrastructure for e-business.

### **UNIT II**

Web based tools for e - business - e - business software - overview of packages.

### **UNIT III**

Security threats to e - business - implementing security for e - commerce and electronic payment systems.

### **UNIT IV**

Strategies for marketing, sales and promotion - B2C and strategies for purchasing and support activities - B2B - web auction virtual - web portals.

### **UNIT V**

The environment of e-business - international - legal ethical - tax issues - business plan for implementing e-business.

### **REFERENCE BOOKS:**

1. Bajaj, K.K. and Nag, D., E-Commerce, 2nd Edition, Tata McGraw-Hill Education, 2005
2. Diwan, P. and Sharma, S., E-Commerce: A Manager's Guide to E-Business, Vanity Books International, 2002.
3. Kalakota, R. and Whinston, A., Frontiers of Electronic Commerce, Pearson, 2011.
4. Laudon, K.C., and Traver, C.G., E-Commerce: Business, Technology, Society, 4th Edition, Pearson, 2008.
5. Schneider, G.P., Electronic Commerce, Cengage Learning, 10th Edition, 2012.
6. Turban, E., Lee, J., King, D., Liang, T.P. and Turban, D., Electronic Commerce 2010, 6<sup>th</sup> Edition, Pearson, 2012.



### **616UBBP01- Project Work (Group)**

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 and submit to the University 15 days prior to the commencement of the University Examinations.

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.

Those who fail in the project work will have to redo the project work and submit to the college for external examination by the University.

**616UAET01 – Extension Activity  
(Common to all UG Branches)**

A candidate shall be awarded a maximum of 1 Credits for Complusory Extension Service.

All the Students shall have to enrol for NSS /NCC/ NSO (Sports & Games) Rotract/ Youth Red cross or any other service organizations in the college and shall have to put in Complusory minimum attendance of 40 hours which shall be duly certified by the Principal of the college before 31<sup>st</sup> March in a year. If a student LACKS 40 HOURS ATTENDANCE in the First year, he/she shall have to compensate the same during the subsequent years.

Students those 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 ONE CREDIT.

Literacy and population Education Field Work shall be compulsory components in the above extension service activities.

**Registrar**