

**Thanthai Hans Roever College (Autonomous), Prambalur**

**Department of Management Studies**

**2020-2021**

**Allied Courses offered from Management Studies – III Semester**

| <b>S.No</b> | <b>Subject Code</b> | <b>Subject Title</b> | <b>Thoery/Practical</b> |
|-------------|---------------------|----------------------|-------------------------|
| 1           | 20UMS3AC3:1         | Financial Accounting | Thoery                  |
| 2           | 20UMS3NME1          | Event Management     | Thoery                  |

**Allied Courses offered from Management Studies – IV Semester**

| <b>S.No</b> | <b>Subject Code</b> | <b>Subject Title</b>            | <b>Thoery/Practical</b> |
|-------------|---------------------|---------------------------------|-------------------------|
| 1           | 20UMS4AC4:1         | Principles of Management        | Thoery                  |
| 2           | 20UMS4NM2           | Advertising and Sales Promotion | Thoery                  |

## **SEMESTER III**

**Course Code** : 20UMS3AC3:1  
**Instruction Hours** : 4  
**Credits** : 4

**Exam Hours: 3**  
**Internal. Marks: 75**  
**External Marks:25**

### **ALLIED COURSE III - FINANCIAL ACCOUNTING**

#### **Objective:**

- To enable learners understand the fundamental concepts of Accounting
- To give them a basic knowledge of accounting principles
- To facilitate them to prepare final Accounts of business.

#### **LEARNING OUTCOME**

After completing the course the student will be able to

- define book keeping and accounting
- explain the general purposes and functions of accounting and describe the main elements of financial accounting information – assets, liabilities, revenue and expenses.
- calculate depreciation in various methods
- locate and rectification of errors.
- apply the computer applications in accounting

#### **UNIT I**

Accounting concepts – conventions – Rules of Double entry – Journal – ledger – Trial Balance

#### **UNIT II**

Trading Account, Profit and Loss Account, Balance sheet, subsidiary Books – Purchases Book, Sales Book, Cash Book, Simple cash book, petty cash book

#### **UNIT III**

Depreciation accounting straight line method, written down value method and annuity method

#### **UNIT IV**

Rectification of errors, Basic principles for Rectification of Errors, suspense account, Errors disclosed by Trial Balance, Guidelines to locate Errors in the Trial balance.

#### **UNIT V**

Computer Accounting and Algorithm – Areas of application of computer in Accounting, features and advantages of computers and computer accounting – Algorithm, Requisites of an effective Algorithm – features of algorithm

Theory 40% & Problems 60%

**TEXT BOOKS:**

1. Financial Accounting – T.S. Reddy and A. Murthy – Margham Publications.
2. Financial and Management Accounting – T.S. Reddy and Y. Hari Prasad Reddy Margam Publications

**REFERENCE BOOKS:**

1. Advanced Accountancy – M.c. Shukla T.S. Grewal & SC Gupta – S. Chand and co.
2. Fundamentals of Advanced Accounting – Volume I Pillai and Bagavathy S. chand & Co.
3. Financial Accounting – B. Charumathy and L. Vinayagam – S. Chand & Company

### SEMESTER- III

**Course Code** : 20UMS3NME1  
**Instruction Hours** : 2  
**Credits** : 2

**Exam Hours: 3**  
**Internal Marks: 75**  
**External Marks:25**

### NON- MAJOR ELECTIVE I –EVENT MANAGEMENT

#### Objectives:

- To comprehend their vision, increase business acumen and enhance event management skills.
- To know the multiple facts of team management.
- To classify and design the corporate events.
- To compare the In-house vs. event management companies.
- To organize Charity Events and Award Ceremonies.

#### Learning Outcomes:

After the completion of this course the students will be able to

- Define an event concept and set objectives bases on this.
- Explain all the components and various roles involved in planning, organizing, running and evaluating an event;
- Assess all post-event activities.
- Apply the theory and skills necessary to professionally plan, and organize a outdoor event
- Understand the importance of strategic planning for an event or festival, including monitoring and evaluating the impacts on the wider community.

#### UNIT I

Designing corporate events that meet customer’s needs – fundamentals of corporate hospitality – Managing customer expectations – Types of corporate events.

#### UNIT II

In-house vs. event management companies – Corporate event packages – Staff events – Customer events -Team building – Nature of Teams – Types of Teams.

#### UNIT III

Charity Events and Award Ceremonies – Setting fund raising targets and objectives – Working with volunteers and committees – Generating goodwill and media exposure – Commissioning celebrities.

#### UNIT IV

Outdoor Events - Concerts – Logistics – Risk Management – Types of outdoor events – Risk management – Planning and logistics, Marketing and sponsorship.

## **UNIT V**

Celebrity events- Concerts – Launches – Fashion shows – National festivals and high-profile charity events – Liaising with agents – Contract negotiations – Client briefings – Celebrity wish lists and expectations – Paparazzi and entourages.

## **PRACTICUM**

Organize an event and submit a report .

## **TEXT BOOKS**

1. Lynn Van Derwagen “Event Management” New Delhi, Pearson Publications.
2. Sharma D. “Event Planning and Management” New Delhi, Deep &Deep Publishers Pvt. Ltd.

## **REFERENCE BOOKS**

1. Harichandan C.B. “Event Management”, New Delhi. Global Vision Publishing House.
2. Cherylrimball, “Event Planning Business” New Delhi, Entrepreneur press.
3. Sita Ram Singh “Event Management” New Delhi, APH Publications Corporation.

## SEMESTER IV

**Course Code** : 20UMS4AC4:1  
**Instruction Hours** : 4  
**Credits** : 4

**Exam Hours: 3**  
**Internal Marks: 75**  
**External Marks:25**

### ALLIED COURSE – IV PRINCIPLES OF MANAGEMENT

#### Objective:

- To make students understand the basic concepts and principles of management
- To help them acquire the skills needed to become a successful manager
- To enable them to understand the various types of control.

#### Learning Outcomes:

After completing the course the student will be able to

- Describe the evolution of management thought
- Integrate the planning with decision making process of a given organization.
- Relate the function of organizing with staffing in consideration of their effort on individual actions.
- Identify the range of leadership. motivation and communication existing in the organisation .
- Know about controlling tools available in the management.

#### UNIT I

Management – Concept – Evolution - Nature –Management as a Science, an Art and Profession – Process – Levels of management – F.W. Taylor’s Scientific Management – Fayol’s Theory of Management – Modern Management - Recent trends in management.

#### UNIT II

Nature and purpose of planning- Planning process- Types of plans- Objectives- Managing by Objective (MBO). Strategies- Types of strategies – Policies – Decision Making- Types of decision-Decision making process- Decision making under different conditions.

#### UNIT III

Organizing – Concept – Organisation as a process – Elements of Organization process – Types of organization – Delegation – Departmentation – Span of Control - Centralization – Decentralisation.

#### UNIT IV

Staffing - Functions – Process – Selection – Recruitment – Training. Direction –Elements of Direction – Principles of Direction – Process of Direction.

#### UNIT V

Co-ordination – Controlling – Concept – Need and importance – Process – Types - Characteristics of an ideal control system – Budgetary Control.

### **TEXT BOOKS**

1. Prasad L.M. Principles and Practice of Management, New Delhi, Sultan Chand & Sons, 9<sup>th</sup> Edition, 2015.
2. Tripathy P.C, Reddy P.N. Principles of Management, New Delhi, Mc-Graw Hill Publishing company Ltd, 5<sup>th</sup> Edition, 2012.

### **REFERENCE BOOKS**

1. Harold Koontz, Heinz wehrich, ramachandra Aryasri, Principles of Management, New Delhi, Mc-Graw Hill Publishing company Ltd., Reprint 2004.
2. Govindharajan. M. Natarajan S. Principles of Management, New Delhi, PHI Learning Private Limited, 2<sup>nd</sup> Edition 2007.
3. Rao V.S.P., Narayana P.S. Principles and Practice of Management, 1<sup>st</sup> Edition, 1996, Delhi, Konark Publishers Private Ltd.

## SEMESTER – IV

**Course Code** : 20UMS4NME2  
**Instruction Hours** : 2  
**Credits** : 2

**Exam Hours: 3**  
**Internal Marks: 75**  
**External Marks:25**

### NON- MAJOR ELECTIVE-II - ADVERTISING AND SALES PROMOTION

#### Objectives:

- To understand the concepts, techniques and give experience in the application of concepts for developing an effective advertising and sales promotion programme.
- To classify the various types of advertising media.
- To frame the advertising message.
- To implement the sales promotion methods.

#### Learning Outcomes:

After the completion of this course the students will be able to

- Develop creative strategies for advertising
- Develop strategic plan for sales promotion
- Analyze the pros and cons of various media
- Prepare a effective advertising copy for product and services
- Asses strategic uses of sales promotion

#### UNIT I

Advertising: Definition, Importance and Functions of Advertising - Role of advertising.

#### UNIT II

Advertising media- Types of Media: Print Media (Newspaper & Magazines, Pamphlets, Posters & Brochures), Electronic Media(Radio, Television , Audio Visual Cassettes), Other Media (Direct Mail, Outdoor Media), Characteristics, merits & Demerits of media.

#### UNIT III

Advertising message: Preparing an effective advertising Copy- Elements of a Print Copy: Headlines illustration, body copy, slogan, logo, seal, role of colour - Elements of Broadcast copy.

#### UNIT IV

Forms of sales promotions- Consumer oriented sales promotion; trade oriented sales promotion & Sales force-oriented sales promotion.



## **UNIT V**

Major tools of sales promotion- samples point of purchase, displays & demonstrations, exhibitions & fashion shows, sales contests & games of chance and skill, lotteries gifts offers, premium and free goods, price packs, rebates patronage rewards.

### **PRACTICUM**

Create an advertisement for both existing and new products.

### **TEXT BOOKS**

1. Rajeev. V. Batra. "Advertising Management" New Delhi, Prentice Hall of India Pvt. Ltd.
2. Mahendra Mohan "Advertising Management" New Delhi, Tata McGraw – Hill Publishing.

### **REFERENCE BOOKS**

1. Chunawall. S. A. "Advertising & Sales & Promotion Management", Mumbai, Himalaya Publications.
2. Thomas C. O'Guinn. Chris T. Allen, "Advertising Management" New Delhi, Cengage Learning India Pvt.,Ltd.,
3. Amandeep Kaur & Gulveenkaru "Advertising & Sales Management" New Delhi, Kalyani Publications.