

THANTHAI HANS ROEVER COLLEGE

(Autonomous)

Accredited by NAAC

UGC Recognized 2(f) and 12(B) Institution

Affiliated to Bharathidasan University, Tiruchirapalli

Perambalur-621 220, Tamil Nadu, India



BBA/MBA/M.Phil/ and add- on Courses in Management Studies

CHOICE BASED CREDIT SYSTEM SYLLABUS

SEMESTER PATTERN

**PG & RESEARCH DEPARTMENT OF
MANAGEMENT STUDIES**

(2018-2019 ONWARDS)



THANTHAI HANS ROEVER COLLEGE (AUTONOMOUS), ELAMBALUR,
PERAMBALUR



Bachelor of Business Administration Course Structure under CBCS

(For the candidates admitted from the academic year 2018-2019 onwards)

Semester	Part	Course	Course Code	Title of the Course	Ins. Hours/ Weeks	Credit	Exam Hours	CIA (Max)	ESE (Max)	Total (Max)
I	I	Language Course-I (LC) – Tamil*/Other Languages ** #	18UT1	Tamil-I (Ilakiyam-Kavithai, Sirukathai, Urainadai, Ilakkiya Varalaru)	6	3	3	25	75	100
	II	English Language Course-I (ELC)	18UE1	English-I (Prose for Effective Communication and Grammar)	6	3	3	25	75	100
	III	Core Course – I (CC)	18UMS1CC1	Principles and practices of management	6	5	3	25	75	100
		Core Course – 2 (CC)	18UMS1CC2	Financial Accounting	6	5	3	25	75	100
		Allied Course - I (AC)	18UMS1AC1	Business Economics	4	3	3	25	75	100
	IV		18UVE	Value Education	2	2	3	25	75	100
				Total	30	21		150	450	600
II	I	Language Course-II(LC) Tamil*/Other Languages ** #	18UT2	Tamil-II (Idaikkala Ilakkiyam, Nadagam, Puthinam, Ilakkiya Varalaru)	6	3	3	25	75	100
	II	English Language Course-II (ELC)	18UE2	English-II (Poetry for Effective Communication and Grammar)	6	3	3	25	75	100
	III	Core Course – 3 (CC)	18UMS2CC3	Business Communication	6	5	3	25	75	100
		Core Course – 4 (CC)	18UMS2CC4	Business Mathematics and Statistics	6	5	3	25	75	100
		Allied Course - 2 (AC)	18UMS2AC2	Computer application in Business (Theory)	2	2	2	15	45	60
		Allied Practical - 1 (AP)	18UMS2AC2P	Computer application in Business (Practical)	2	1	2	10	30	40
	IV		18UES	Environmental studies	2	2	3	25	75	100
				Total	30	21		150	450	600
III	I	Language Course-III(LC) Tamil*/Other Languages ** #	18UT3	Tamil-III (Kappiya Ilakkiyam , Nadagam, Ilakkiya Varalaru)	6	3	3	25	75	100
	II	English Language Course-III (ELC)	18UE3	English-III(Short Story and Effective Communication Skill)	6	3	3	25	75	100
	III	Core Course – 5(CC)	18UMS3CC5	Human Resource Management	6	5	3	25	75	100
		Core Course – 6(CC)	18UMS3CC6	Legal aspects of Business	6	5	3	25	75	100

		Allied Course - 3(AC)	18UMS3AC3	Cost and Management Accounting	4	3	3	25	75	100
	IV	Non Major Elective-I	18UCS3NME1	Working Principles of Internet	2	2	3	25	75	100
				Total	30	21		150	450	600
IV	I	Language Course-II(LC) Tamil*/Other Languages ** #	18UT4	Tamil-IV (Palan Ilakkiyam, Ilakiya Varalaru, Podhu katturai)	6	3	3	25	75	100
	II	English Language Course-II (ELC)	18UE4	English-IV(One Act Play and Effective Communication Skill)	6	3	3	25	75	100
	III	Core Course – 7(CC)	18UMS4CC7	Marketing Management	5	5	3	25	75	100
		Core Course – 8(CC)	18UMS4CC8	Operations Research	5	4	3	25	75	100
		Allied Course - 4(AC)	18UMS4AC4	Organizational behavior	4	3	3	25	75	100
	IV	Non Major Elective-II	18UCS4NME2	Fundamentals of Information Technology	2	2	3	25	75	100
	IV	SBE - 1	18UMS4SBE1	Insurance Management	2	2	3	25	75	100
					Total	30	22		175	525
V	III	Core Course – 9(CC)	18UMS5CC9	Financial Management	5	5	3	25	75	100
	III	Core Course – 10(CC)	18UMS5CC10	Production Management	5	5	3	25	75	100
		Core Course – 11(CC)	18UMS5CC11	International Business Environment	5	4	3	25	75	100
		Core Course – 12(CC)	18UMS5CC12	E- Business Management	5	5	3	25	75	100
		MBE	18UMS5MBE1	Stock Exchange Practices	4	4	3	25	75	100
	IV	SBE -II	18UMS5SBE2	Quantitative Aptitude and Logical Reasoning	2	2	3	25	75	100
	IV	SBE - III	18UMS5SBE3	Banking Theory and Practices	2	2	3	25	75	100
	IV		18USSD	Soft Skill Development	2	2	3	25	75	100
				Total	30	29		200	600	800
VI	III	Core Course – 11(CC)	18UMS6CC13	Entrepreneurial Development	6	5	3	25	75	100
		Core Course – 12(CC)	18UMS6CC14	Research Methodology	6	5	3	25	75	100
		Core Course – 13(CC)	18UMS6CC15	Principles of Logistics	6	5	3	25	75	100
		MBE -II	18UMS6MBE2	Business Taxation	6	5	3	25	75	100
		MBE -III	18UMS6MBE3	Corporate Planning and strategy	5	4	3	25	75	100
	V		18UEA 18UGS	Extension Activities* Gender Studies	- 1	1 1	- 3	- 25	- 75	- 100
					Total	30	26		150	450
				Grand Total	180	140		975	2925	3900

List of Allied Courses:

First Allied Course I	: Business Economics
Second Allied Course II	: Computer application in Business
Third allied Course III	: Cost and Management Accounting
Fourth Allied Course IV	: Organizational Behaviour

List of Non Major Elective (For 2018 – 2019)

Elective	Semester	Course Code	Title of the Course
NME-I	III	18UCS3NME1	Working Principles of Internet
NME-II	IV	18UCS4NME2	Fundamentals of Information Technology

List of Skill Based Elective (For 2018 – 2019)

Elective	Semester	Course Code	Title of the Course
SBE-I	IV	18UMS4SBE1	Insurance Management
SBE-II	V	18UMS5SBE2	Quantitative Aptitude and Logical Reasoning
SBE-III	V	18UMS5SBE3	Banking Theory and Practices

List of Major Based Elective (For 2018 – 2019)

Elective	Semester	Course Code	Title of the Course
Elective-I	V	18UMS5MBE1	Stock Exchange Practices
Elective-II	VI	18UMS5MBE2	Business Taxation
Elective-III	VI	18UMS5MBE3	Corporate Planning and strategy

Paper Details:

Language Part – I	- 4
English Part –II	- 4
Core Paper	- 15
Allied Paper	- 4
Practical Paper	- 1
Non-Major Elective	- 2
Skill Based Elective	- 3
Major Based Elective	- 3
Environmental Studies	- 1
Value Education	- 1
Soft Skill Development	- 1
Gender Studies	- 1
Extension Activities	- 1 (Credit only)

* for those who studied Tamil up to 10th +2 (Regular Stream)

+ Syllabus for other Languages should be on par with Tamil at degree level

those who studied Tamil up to 10th +2 but opt for other languages in degree level under Part I should study special Tamil in Part IV

** Extension Activities shall be outside instruction hours

Non Major Elective I & II – for those who studied Tamil under Part I

a) Basic Tamil I & II for other language students

b) Special Tamil I & II for those who studied Tamil up to 10th or +2 but opt for other languages in degree programme

Note:

	Internal Marks	External Marks
1. Theory	25	75
2. Practical	40	60
3. Separate passing minimum is prescribed for Internal and External marks		

FOR THEORY

The passing minimum for CIA shall be 40% out of 25 marks [i.e. 10 marks]

The passing minimum for Semester Examinations shall be 40% out of 75 marks [i.e. 30 marks]

FOR PRACTICAL

The passing minimum for CIA shall be 40% out of 40 marks [i.e. 16 marks]

The passing minimum for Semester Examinations shall be 40% out of 60 marks [i.e. 24 marks]

SEMESTER – I

CORE COURSE –I -PRINCIPLES AND PRACTICES OF MANAGEMENT

Course Code: 18UMS1CC1

Total Marks : 100

Hours : 6

External Marks : 75

Credit 5

Internal Marks : 25

OBJECTIVES: After the completion of this course the students will be able

- To understand the Principles of Management and should be able to acquire skills to become a good manager.
- To describe the evolution and theories of management.
- To elucidate the various functions of management in detail.

UNIT I

[Credit : 1]

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

[Credit : 1]

Planning – Concept – Process – Types of Plans – Objectives, Policies, Procedures, Rules, Strategies, Programmes and Budgets.

UNIT III

[Credit : 1]

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

UNIT IV

[Credit : 1]

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

UNIT V

[Credit : 1]

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

PRACTICUM

Study the management principles, vision and mission statement and quality policy of a selected organization (Each one company)

TEXT BOOKS

1. Prasad L.M. Principles and Practice of Management, New Delhi, Sultan Chand & Sons.
2. Tripathy P.C, Reddy P.N. Principles of Management, New Delhi, Mc-Graw Hill Publishing company Ltd.

REFERENCE BOOKS

1. Harold Koontz, Heinz wehrich, Ramachandra Aryasri, Principles of Management, New Delhi, Mc-Graw Hill Publishing company Ltd.,
2. Govindharajan. M. Natarajan S. Principles of Management, New Delhi, PHI Learning Private Limited.
3. Rao V.S.P., Narayana P.S. Principles and Practice of Management, Delhi, Konark Publishers Private Ltd.

CORE COURSE –II -FINANCIAL ACCOUNTING

Course Code: 18UMS1CC2

Hours : 6

Credit : 5

Total Marks : 100

External Marks : 75

Internal Marks : 25

OBJECTIVES: After the completion of this course the students will be able:

- To understand the postulates, principles and techniques of accounting, and utilization of financial accounting information for planning, decision-making and control.
- To explain the Concepts of Financial Accounting.
- To prepare the accounting records.
- To describe the Final, Company and Depreciation accounts.

UNIT I

[Credit: 1]

Financial Accounting Concepts - Nature, Scope and Importance - Accounting concepts and conventions - Concepts of Capital and Revenue - Principles of Double Entry System

UNIT II

[Credit: 1]

Accounting Records - Preparation of Journal - Preparation of Ledger including three columnar cash book - Preparation of Trial Balance and adjustment entries.

UNIT III

[Credit:1]

Final Accounts -Preparation of Trading, Manufacturing and Profit and loss account - Preparation of Balance sheet and its interpretation

UNIT IV

[Credit: 1]

Company Accounts - Company Account: Issues of Shares, Applications, Allotments, Calls, Premium and forfeitures.

UNIT V

[Credit : 1]

Depreciation accounting and Methods - SLM and WDV

PRACTICUM

Students are required to have a basic level of proficiency in financial calculations using spreadsheets

Problem: 75%; Theory: 25%.

TEXT BOOKS

1. Maheshwari S.N. & Maheshwari S.K. “ Financial Accounting”, New Delhi, Vikas Publishing House Private Limited.
2. Gupta R.L. & Gupta V.K. “Financial Accounting” New Delhi, Sultan Chand& Sons, Educational Publishers.

REFERENCE BOOKS

1. Reddy T.S. & Murthy A. “Financial Accounting”, Chennai, Margham Publishers.
2. Goyal V.K. “Financial Accounting”, New Delhi, Excel Books.
3. Narayanaswamy R. “Financial Accounting”, New Delhi, Prentice Hall of India Private Limited.

ALLIED COURSE –I -BUSINESS ECONOMICS

Course Code: 18UMS1AC1

Total Marks : 100

Hours : 4

External Marks : 75

Credit : 3

Internal Marks : 25

OBJECTIVES: After the completion of this course the students will be able

- To understand the basic Economic theories, concepts and models.
- To gain sound knowledge to apply economic theories and models to execute Managerial functions.
- To enable students to obtain managerial problem solving skills.
- To classify the demand and forecasting techniques.

UNIT I

[Credit : 0.5]

Economics: Definition- Meaning -Concepts and Principle of economics – Nature and Characteristics –Scope –utility-Marginal utility- Consumer surplus -Law of diminishing marginal utility-Indifference curve

UNIT II

[Credit : 0.5]

Demand -Types of Demand, Determinants of Demand -Demand function -Elasticity of Demand - Demand forecasting Techniques.

UNIT III

[Credit : 0.5]

Factors of Production –Law of returns –Law of variable proportions –Law of returns to scale – Economies of Large Scale Production.

UNIT IV

[Credit : 1]

Cost Concepts –Cost Output relationship in the short run and long run –Revenue Analysis – Kinds of Market conditions –Price and Output determination under perfect competition, monopoly, oligopoly and monopolistic competition.

UNIT V

[Credit : 0.5]

National Economic System: Interest- Concept and Theories of Interest –Profit- Concepts and Theories of Profit National Income –Concepts, Measurement and Difficulties in measurement– Inequalities of Income –Causes –Merits and demerits

PRACTICUM

Case study the *business* practices and economy of a different country

TEXT BOOKS

1. Sankaran S “Business Economics”, Chennai, Margham Publishers.
2. Ravilocharan R “Fundamentals of Business Economics”, Delhi, Vrinda Publication (P) Ltd.

REFERENCE BOOKS

1. YogeshMaheshwari“Managerial Economics”, New Delhi, Prentice Hall of India Private Limited.
2. Mankar V.G “Business Economics”, Delhi, Mcmillan India Limited.
3. Ahuja H.L “Managerial Economics”, New Delhi, S.Chand& Company Limited.

SEMESTER - II

CORE COURSE –III -BUSINESS COMMUNICATION

Course Code: 18UMS2CC3

Total Marks : 100

Hours : 6

External Marks : 75

Credit : 5

Internal Marks : 25

OBJECTIVES: After the completion of this course the students will be able

- To comprehend the significance and recent trends of communication in the field of business.
- To list down the Principles of Effective Communication and its Barriers.
- To frame Business letters, Circulars and Resumes.
- To describe the importance of Verbal and Non-verbal communication.

UNIT I

[Credit : 1]

Meaning and importance of Business Communication -Methods of Communication -Types of Communication -Communication Process -Objectives of Communication -Principles of Effective Communication, Barriers and its overcome in communication.

UNIT II

[Credit : 1]

Business letters -Structure of a letter -Qualities of a good business letter -Business enquiries -Offer and Quotations -Orders -Execution of orders -Cancellation of orders -Letters of Complaints - Collection letters.

UNIT III

[Credit : 1]

Circular Letters -Bank correspondence -Insurance corresponding -Letters to the Editor -Application for Situations.

UNIT IV

[Credit : 1]

Oral & Non-verbal Communication: Principles of Oral Presentation Factors affecting Presentation, effective Presentation skills, conducting Surveys. Body Language, Para Language, Effective Listening, Interviewing skill, Writing resume and Letter or application.

UNIT V

[Credit : 1]

Traditional forms of Communication- Telex, Telephone, Fax, Pager, Telegrams, Postal, Intercom, hone - Modern Forms of Communication- E-mail, Face book, WhatsApp, Twitter. IMO, SKYPE, YOUTUBE, LINKEDIN, INSTAGRAM.

PRACTICUM

Collect photocopies of some communication tools used in business (Letters, orders, circulars, complaints) and present it in the classroom

TEXT BOOKS

1. Rejendra Pal &Korlahalli J.S “Essentials of Business Communication”, New Delhi, Sultan Chand & Sons, Educational Publishers.
2. Bhatia R.C “Business Communication”, New Delhi, Ane Books Private Limited.

REFERENCE BOOKS

1. Meenakshi Raman &Prakash Singh “Business Communication”, New Delhi, Oxford University Press.
2. Jain N.C. &Saakshi “Essentials of Business Communication”, New Delhi, AITBS Publishers & Distributors.
3. Dona J. Young “Foundations of Business Communication”, New Delhi, Tata McGraw Hill Publishing Company Limited.

CORE COURSE –IV -BUSINESS MATHEMATICS AND STATISTICS

Course Code: 18UMS2CC4

Total Marks : 100

Hours : 6

External Marks : 75

Credit : 5

Internal Marks : 25

OBJECTIVES: After the completion of this course the students will be able

- To apply the mathematical tools and statistical techniques in business.
- To solve the Finance related Mathematical problems.
- To derive the measures of dispersion.
- To distinguish between Correlation & Regression.

UNIT I

[Credit : 1]

Differentiation: Differentiation – Maxima and Minima Methods – Application of Derivative in business. (Simple Problems)

UNIT II

[Credit : 1]

Application of Matrices: Basic Concepts - Addition, Subtraction and Multiplication of Matrices – Elementary Operations: Transpose of matrix, Inverse, Solving equations by matrix method.

UNIT III

[Credit : 1]

Basic Statistics: Definition of Statistics - Scope and Objectives - Collection of Primary and Secondary data – Graphic Representation - Measures of Central Tendency: Mean, Median, Mode, Geometric Mean and Harmonic Mean for Discrete and Continuous data series.

UNIT IV

[Credit : 1]

Measures of Dispersion: Range, Quartile Deviation, Mean Deviation, Standard Deviation and Co-efficient of variation for Discrete and Continuous data series

UNIT V

[Credit : 1]

Correlation & Regression: Definition of Correlation and its types – Problems in Karl Pearson's Coefficient of Correlation and Spearman's Rank Correlation. Definition of Regression – Estimation of Regression lines – Distinguish between Correlation & Regression.

PRACTICUM

Apply the statistical analysis for a real business data.

Problem: 80%: Theory : 20%.

TEXT BOOKS

1. Saroj Kumar , Pravesh Kumar Singh “ Mathematics and Statistics For Managers” , Thakur Publishers, Chennai, 2012.

Unit I	Chapter -1	Sections: 1.1 to 1.4
Unit II	Chapter- 2	Sections: 2.1 to 2.3
Unit III	Chapter- 3 &4	Sections: 3.1 , 3.2 & 4.1 to 4.3
Unit IV	Chapter -4	Sections: 4.4 to 4.9
Unit V	Chapter- 5	Sections: 5.1 to 5.3

REFERENCE BOOKS

1. Sancheti D.C & Kapoor V.K “Business Mathematics”, New Delhi, Sultan Chand & Sons.
2. Gupta S.C & Kapoor V.K “Fundamentals of Mathematical Statistics”, New Delhi, Sultan Chand & Sons.
3. Aggarwal D.R “Business Mathematics and Statistics”, New Delhi, Vrinda Publications (P) Ltd.

ALLIED COURSE –II-COMPUTER APPLICATIONS IN BUSINESS

Code:18UMS2AC2

Hours : 4

Credit :3

Total Marks : 100

External Marks : 45

Internal Marks : 25

Practical : 40

OBJECTIVES: After the completion of this course the students will be able

- To know the Computer Applications in Business.
- To identify the main components of a computer.
- To explain the usage of MS Office components.
- To describe the application of Accounting Packages through system.

UNIT I

[Credit : 0.5]

Introduction to Computer: Computer Characteristics, Evolution of computer and Generations of Computer. Types of Computer, Input Devices, Output Devices.

UNIT II

[Credit : 0.5]

Personal Computers- PC and its main components, hardware configuration, Computer Memory – Concept, Internal and External Memory, Internal Memory- Types-RAM, SRAM, DRAM, ROM, PROM, EPROM, EEPROM External Memory- Floppy Disk, Hard Disk, CD, DVD, ZIP drive.

UNIT III

[Credit : 0.5]

Software – System and Application Software, Operating system- Functions and types. Computer Languages- Lower level language and higher level language, compiler and interpreter, Characteristics of Good Language. Introduction to Windows, Basic commands in Windows.

UNIT IV

[Credit : 1]

Word Processing: Introduction to MS Office components, Introduction and working with MS Word, MS-Excel. Presentation with Power-Point: Power-point basics, creating presentation, working with graphics, show time, sound effects and animation effects.

UNIT V

[Credit : 0.5]

Introduction to Accounting Packages: Presentation of vouchers, invoice, Maintenance of inventory records, Maintenance of accounting books and final accounts.

TEXT BOOKS

1. Parameswaran R. “Computer Application in Business” New Delhi, S.Chand Publishers.
2. Sanders D.H, “Computer in Business” – New Delhi, Tata McGraw Hill.

REFERENCE BOOKS

1. Sinha, P.K., “Fundamentals of Computer”, U.K. Progressive Business Publications.
2. Rajaraman, V. “Fundamentals of Computer” New Delhi, Prentice Hall of India Private Limited.
3. Ed. Jones & Derek, “Microsoft office for windows 95” New Delhi, Sultan publications.

SEMESTER -III
CORE COURSE –V-HUMAN RESOURCE MANAGEMENT

Course Code: 18UMS3CC5

Hours: 6

Credit: 5

Total Marks: 100

External marks : 75

Internal Marks :25

OBJECTIVES: After the completion of this course the students will be able

- To understand the management of human Resources with reference to various aspects of personnel management.
- To classify the staff training methods and career planning.
- To have a clear understanding about the monetary benefits.
- To explain about the Performance evaluation and Grievance handling steps.

UNIT I

[Credit : 1]

Meaning and Definition of HR– Characteristics, Scope, Objectives – Principles of HRM– Functions of Personnel Department – Managerial and Operative Functions.

UNIT II

[Credit : 1]

Basics and needs of HR Planning – Factors affecting HR Planning – Steps in HR Planning – Recruitment, Selection and Placement of Personnel – Interviews and Tests – Job Analysis, Job Description, Job Specification, Job Evaluation.

UNIT III

[Credit : 1]

Training – Objectives – Methods - Executive development methods – Promotion - Transfer - Career planning.

UNIT IV

[Credit : 1]

Wages – Different methods of wage payments – Time rate – Piece rate –Incentive schemes - Fringe benefits.

UNIT V

[Credit : 1]

Performance evaluation-Methods-Motivation- Discipline and Disciplinary procedure – Grievances and Grievance Handling.

PRACTICUM

Conduct mock recruitment and selection process for your dream organization

TEXTBOOKS

1. Khanka.S.S “Human Resource management”, New Delhi, sultanchandpvt.ltd.
2. Tripathi.P.C “Human Resource Management”, New Delhi, sultan chandpvt.ltd.

REFERENCE BOOKS

1. Aswathappa.K. “Human Resource Management” New Delhi, Tata McGraw-Hill.
2. Gupta.C.B. “Human Resource Management”, New Delhi, sultan chandpvt.ltd.
3. Subba Roa.P. Human Resource Management”, Bombay Himalaya publications.

CORE COURSE – VI-LEGAL ASPECTS OF BUSINESS

Course Code: 18UMS3CC6

Total Marks: 100

Hours : 6

External marks : 75

Credit : 5

Internal Marks :25

OBJECTIVES: After the completion of this course the students will be able

- To understand the Indian Industrial legislations.
- To state the law of contract and its discharge and explain the Sale of Goods Act
- To describe the Companies Act, Consumer Protection Act and Negotiable Instrument Act.
- To illustrate Cyber laws and Information Technology Agreement (ITA).

UNIT I

[Credit : 1]

Introduction and Meaning – Law of contract –Elements of contract: Offer and Acceptance-Capacity of parties-Consideration-Free Consent-Legality of Object- Discharge of Contract - Quasi contract- Indemnity and Guarantee – Bailment & Pledge

UNIT II

[Credit : 1]

Sale of Goods Act –Transfer of Property Act – Insurance: Objectives, Types and Importance.

UNIT III

[Credit : 1]

Companies Act – Definition – Formation – Memorandum of Association – Articles of Association – Prospectus – Share capital – Debentures- Winding up.

UNIT IV

[Credit : 1]

The Laws of Trade Marks – Copyright – Patents – Designs – Trade related Intellectual Property Rights – Trips – FEMA – Consumer Protection Act – Negotiable Instrument Act.

UNIT V

[Credit : 1]

Cyber laws – Changes made in Indian Penal Code – Indian Evidence Act – bankers book Evidence act – Reserve Bank of India – Information Technology Agreement ITA. Competition act.

PRACTICUM

Survey the *legal* and *business issues* confronted by entrepreneurs

TEXT BOOKS

1. N.D.Kapoor “Business Law”, New Delhi, sultan chandpvt.ltd.
2. S.Sumathi& P.Saravanel, “Business Law”, New Delhi, Eswar Press.

REFERENCE BOOKS

1. NirmalSingh.P “Business Law”, New Delhi, Deep Pulisherspvt. Ltd.
2. Chandra Bose D “Business Law”, New Delhi, PHI Learning pvt. Ltd.
3. R.S.N Pillai& Bagavathi, “Business Law”, New Delhi sultan chandpvt.ltd.

ALLIED COURSE – III-COST AND MANAGEMENT ACCOUNTING

Course Code: 18UMS3AC3

Hours: 4

Credit: 3

Total Marks: 100

External marks : 75

Internal Marks :25

OBJECTIVE: After the completion of this course the students will be able

- To analyze the elements of cost, preparation of cost sheet, methods of costing and the use of techniques of Management accounting.
- To compare the cost Accounting and Management Accounting.
- To estimate the methods of costing.
- To explain the Managerial costing and Budgetary control.

UNIT I

[Credit: 0.5]

Introduction: Nature and Scope of Cost and Management Accounting. Cost Accounting VS Management Accounting, Advantages and limitations of cost accounting, Installation of costing system Cost concepts - classification of cost - preparation of cost sheet.

UNIT II

[Credit: 1]

Elements of cost: Material cost: Direct and indirect material cost, Issue of materials of production, pricing methods. Labour cost - Direct and indirect labour cost - Methods of payment of wages, incentive plans, over heads classification, allocation and apportionment of over heads.

UNIT- III

[Credit : 0.5]

Methods of Costing: Single or Output costing. Job/Contract costing and Process Costing.

UNIT IV

[Credit : 0.5]

Marginal Costing – Concept –Features - Break Even Analysis – Cost Volume Profit.

UNIT V

[Credit : 0.5]

Budgetary Control – Concept, Objectives, Types of functional budget.

PRACTICUM

Analyze the budget submitted in State Assembly.

Problem: 75%; Theory: 25%.

TEXT BOOKS

1. ReddyJ.S, “Cost Accounting”, Chennai, Margham Publications.
2. Liming Guan “Cost & Management Accounting”, New Delhi, Cengage learning India Pvt. Ltd.

REFERENCE BOOKS

1. Jain S.P &Narang K L “Cost Accounting”, Ludhiana, Kalyani Publications.
2. PillaiR.S.N. &Bagavathi “Management Accounting”New Delhi,Sultan chand.
3. MaheswariS.N &Maheswarai S.K. “Account For Management” New Delhi, Vikas Publishing, pvt.Ltd.

NON-MAJOR ELECTIVE –I
WORKING PRINCIPLES OF INTERNET

Course Code: 18UCS3NME1

Total Marks: 100

Hours : 2

External marks : 75

Credit : 2

Internal Marks :25

Objective :

- To understand the basics of Internet.
- To apply internet in business

UNIT I

[Credit: 0.5]

Introduction about Internet - The Internet's underlying Architecture and Communication

UNIT II

[Credit: 0.5]

Connecting to the Internet – Communicating on the Internet

UNIT III

[Credit: 0.25]

How the World Wide Web works. Common Internet tools

UNIT IV

[Credit: 0.5]

Multimedia on the Internet – Intranet and shopping on the Internet

UNIT V

[Credit: 0.25]

Safeguarding the Internet

TEXT BOOKS

1. How the Internet Works, Preston Gralla, Pearson Education, Eighth Edition, 2006.

REFERENCE BOOKS

1. Internet for Everyone, Alexis Leon, S. Chand (G/L) & Company Ltd; Second Edition 2012.

SEMESTER – IV

CORE COURSE –VII-MARKETING MANAGEMENT

Course Code: 18UMS4CC7

Hours : 5

Credit : 5

Total Marks: 100

External marks : 75

Internal Marks :25

OBJECTIVES: After the completion of this course the students will be able

- To comprehend the various concepts of Marketing.
- To develop their interest in Marketing and categorize the market environment.
- To improve a New product with proper Planning and illustrate the various promotion methods of Product.
- To design the Marketing Research and use the Marketing Information System effectively.

UNIT I

[Credit: 1]

Marketing Management – Meaning of Market, Classification –Marketing Approaches – Marketing Functions – Recent trends in Marketing: Digital Marketing, Bottom of the Pyramid, Green Marketing.

UNIT II

[Credit: 1]

Market Environment – Market Segmentation - Marketing Research – Steps in Marketing Research – Marketing of Services – Buyer Behaviour – Determinants of Buyer Behaviour.

UNIT III

[Credit: 1]

Marketing Mix (11P's) - Product Planning – Product Mix – Product Life Cycle - Price – Objectives – Factors influencing Pricing – Methods of Pricing.

UNIT IV

[Credit: 1]

Promotion – Promotion Mix – Advertisements – Strength and Weakness – Media Selection – Process of Personal Selling – Publicity – Sales Promotion Features - Physical Distribution – Marketing Channels

UNIT V

[Credit: 1]

People – Process – Physical evidence - Personalization – Participation – Peer to Peer - Predictive Modeling.

PRACTICUM

Create a promotion strategy for own product along with promotion mix and pricing.

TEXT BOOKS

1. Philip Kotler “Marketing Management”, New Delhi, Pearson Publications.
2. C.B. Gupta “ N. Rajan Nair “ Marketing Management”, New Delhi, Sultan chand.

REFERENCE BOOKS

1. RamaswamyV.S. & NamakumariS “Marketing Management”, New Delhi, Macmillan Publications.
2. PillaiR.S.N. & Bagavathi, “Marketing Management”, New Delhi, Sultan chand Publications.
3. Cravens Hills Woodruff, “Marketing Management” Richard D Irwin Inc.

CORE COURSE –VIII-OPERATIONS RESEARCH

Course Code: 18UMS4CC8

Total Marks: 100

Hours : 5

External marks : 75

Credit: 3

Internal Marks : 25

OBJECTIVES: After the completion of this course the students will be able

- To comprehend the scientific methods available to take proper decisions.
- To provide the students with opportunity of using various software package for solving linear programming and integer programming models.
- To solve the linear programming problem, transportation problem, assignment problem and sequencing problem.
- To effectively use the replacement theory.

UNIT I

[Credit:0.5]

Operations Research – Concepts – Models – Scope – Phases – Limitations – Operations Research and Decision Making – Linear Programming Problem: Formulation of L.P.P. - Graphical Method.

UNIT II

[Credit:1]

Transportation Problem: North West Corner Rule - Least Cost Method - Vogel's Approximation Method.

UNIT III

[Credit:0.5]

Assignment Problem: Solving assignment Problem – Hungarian Method – Maximization case in assignment Problems - Travelling Salesman Model .

UNIT IV

[Credit:0.5]

Sequencing Problem: Processing of n jobs through two machines – Processing of n jobs through 3 machines – processing of two jobs through m machines.

UNIT V

[Credit: 0.5]

Replacement Theory: Replacement of equipment that deteriorates gradually – Replacement of Equipment that fails suddenly – Individual Vs Group replacement.

PRACTICUM

Create a suitable strategy to replace the faulty equipment in your company.

Problem: 80% ; Theory : 20%.

TEXT BOOKS

1. Prof. V. Sundaresan, K.S. Ganapathy Subramaniyan “ Resource Management Techniques”, A.R. Publications
2. Premkumar Gupta & D.S. Hira” Operations Research” NewDelhi, Sultan chand.

Unit I Chapter -1&2 Sections: 1.1 , 1.8 & 1.9 , 2.1 to 2.3 &2.5 [1]

Unit II	Chapter- 7	Sections: 7.1 [1]
Unit III	Chapter- 8	Sections: 8.1 to 8.7 & 8.9 [1]
Unit IV	Chapter -14	Sections: 14.1 to 14.6 [1]
Unit V	Chapter- 11	Sections: 11.1 to 11.3 [2]

REFERENCE BOOKS

1. Srinivasan . G. “Operations Research” New Delhi, PHI Learning Pvt., Ltd.
2. Ramamurthy. P. “Operations Research” New Delhi, New Age International Pvt., Ltd.
3. Sharma S.D. “Operations Research”, New Delhi. KedarNath Ram Nath Pvt., Ltd.

ALLIED COURSE – IV-ORGANISATIONAL BEHAVIOUR

Course Code: 18UMS4AC4

Total Marks: 100

Hours : 4

External marks : 75

Credit: 3

Internal Marks : 25

OBJECTIVES: After the completion of this course the students will be able

- To comprehend the organisation Structure.
- To explain about the introduction to groups and teams.
- To effectively manage organisational conflict & maintain power.
- To compare the different types of motivational theories.

UNIT I

[Credit:0.5]

Introduction to Organizational Behaviour: Concept of Organizational Behaviour (OB)- Importance of Organizational Behaviour, Key Elements, Approaches, Challenges and Opportunities for OB, Role of Managers in OB.

UNIT II

[Credit:1]

Individual behaviour: Personality - concept, determinants and theories - Perception - concept, process – Motivation: Theories of Motivation, Maslow’s need of Hierarchy Theory, McGregor’s X Theory & Y Theory, Herzberg Two Factor Theory, Adams equity theory.

UNIT III

[Credit:0.5]

Leadership: Definition and Meaning, Theories of Leadership, Contemporary Business Leaders, Power & Authority, Types of Power, Sources of Power.

UNIT IV

[Credit:0.5]

Group: Meaning and Importance of Groups, Reasons for Group Formation, Types of Groups, Stages of Group Development – Attitudes and Values.

UNIT V

[Credit:0.5]

Organisational Conflict: Definition and Meaning, Types of Conflict, Sources of Conflict, Conflict Resolution.

PRACTICUM

Team building exercise.

TEXT BOOKS

1. Aswathappa “Organizational Behaviour” Mumbai, Himalaya Publications.
2. Singh.B.P. Chabra .T.N. “Organizational Behaviour” New Delhi, Dhanpat Rai Company Pvt. Ltd.

REFERENCE BOOKS

1. Arunkumar Meenakshi, “Organizational Behaviour” New Delhi, Vikas Publishing House.
2. Prasad.L.M. “Organizational Behaviour” New Delhi, Sultan chand & sons.
3. Stephen. P. Robbins , “Essentials of Organizational Behaviours”, New Delhi, Prentice Hall.

NON- MAJOR ELECTIVE-II-FUNDAMENTALS OF INFORMATION TECHNOLOGY

Course Code: 18UCS4NME2

Hours : 2

Credit : 2

Total Marks: 100

External marks : 75

Internal Marks : 25

OBJECTIVE :

To Provide the Basic Concepts in Information Technology

UNIT I

[Credit:0.25]

Introduction to Computers - Generation of Computers - Classification of Digital Computer - Anatomy of Digital Computer.

UNIT II

[Credit:0.25]

CPU and Memory - Secondary Storage Devices - Input Devices - Output Devices.

UNIT III

[Credit:0.5]

Introduction to Computer Software - Programming Language – Operating Systems - Introduction to Database Management System.

UNIT IV

[Credit:0.5]

Computer Networks - WWW and Internet - Email - Web Design

UNIT V

[Credit:0.5]

Computers at Home, Education, Entertainment, Science, Medicine and Engineering - Introduction to Computer Security - Computer Viruses, Bombs, Worms.

TEXT BOOKS

1. Fundamentals of Information Technology, Alexis Leon And Mathews Leon, Vikas Publishing House Pvt. Ltd, 2009

REFERENCE BOOKS

1. Fundamentals of Computers and Information Technology, M.N Doja, 2005

SKILL BASED ELECTIVE – 1-INSURANCE MANAGEMENT

Code: 18UMS4SBE1

Hours : 2

Credit : 2

Total Marks: 100

External marks : 75

Internal Marks : 25

OBJECTIVES: After the completion of this course the students will be able

- To comprehend the evolution, fundamentals, function and role of insurance.
- To describe insurance and state insurance.

UNIT I

[Credit: 0.5]

Introduction –Origin of insurance, definition of insurance, insurer, insured - Role of Insurance – Importance use to an industry, business and society.

UNIT II

[Credit: 0.5]

Insurance Contracts-nature of a contract of insurance, fundamentals of Insurance. Essential of General Contract as applied to Insurance mentioned under section 10 of the Indian Contract Act.

UNIT III

[Credit: 0.25]

Functions of Insurance –Double Insurance- Re insurance.

UNIT IV

[Credit: 0.25]

Evolution of Insurance-Marine, Fire, Life and Miscellaneous insurance-types of insurance and organization.

UNIT V

[Credit: 0.5]

Lloyd's Insurance and State Insurance-LIC, KGID, ESI, Deposit Insurance Corporation or Export credit Guarantee Corporation (only outline and objectives of all the above)

PRACTICUM

Field study to know the types of insurance products and procedure to get insured.

TEXT BOOKS

1. Boclla.B.S.Garg. M.C. Singh.K.P. "Insurance Management", New Delhi, Deep & Deep Publication Pvt., Ltd.
2. Tyagi, C.L. MadhuTyagi"Insurance Management", New Delhi. Atlantic Publishers Pvt., Ltd.

REFERENCE BOOKS

1. Tripathy. N.P. "Insurance Management", New Delhi, PHI Learning Pvt.
2. Mishra.M.N. & Mishra S.B. "Insurance Principles&Practice,New Delhi, Sultan chand.
3. Murthy A. "Principles & Practice of Insurance", New Delhi,Margham Publication.

SEMESTER - V
CORE COURSE – IX-FINANCIAL MANAGEMENT

Code: 18UMS5CC9

Total Marks: 100

Hours : 5

External marks : 75

Credit : 5

Internal Marks : 25

OBJECTIVES: After the completion of this course the students will be able

- To understand the various concepts and principles of financial management.
- To develop the necessary skills and techniques to take decisions on various financial matters.
- To explain the capital structure is planning and estimate the capital budgeting.
- To classify the cost of capital and describe the Leverages.

UNIT I

[Credit:1]

Financial Management: Meaning and Scope of Finance Functions – Goals: Profit Maximization and Wealth Maximization – Organization of Finance Function.

UNIT II

[Credit:1]

Capital Structure Planning – Meaning and Scope – Approaches – Arbitrage Process – Traditional Approach – Indifference Point.

UNIT III

[Credit:1]

Capital Budgeting – Concept and Importance – Capital Budgeting Appraisal Methods: Pay Back Method – Discounted Cash Flow Method: NPV Method, Excess Present Value Index and IRR Method - Return on Investment Method.

UNIT IV

[Credit:1]

Cost of Capital – Concept, Importance - Classification: Cost of Debt – Cost of Equity – Cost of Retained Earnings – Weighted Average Cost of Capital.

UNIT V

[Credit:1]

Leverages – Meaning and Significance – Types: Operating, Financial and Combined Leverages – Dividend Theories and Dividend Policies – Forms of Dividend.

(Marks: Theory 20% and Problems 80%)

PRACTICUM

Students are asked to analyze the budget recently submitted in Parliament

TEXT BOOKS

1. Maheshwari S.N “Elements of Financial Management”, New Delhi, Sultan Chand & Sons.
2. Khan M.Y &Jain P.K “Theory and Problems in Financial Management”,New Delhi, Tata McGraw Hill Publishing Company Limited.

REFERENCE BOOKS

1. Pandey I.M “Financial Management”,New Delhi, Tata McGraw Hill Publishing Company Limited.
2. Prasanna Chandra “Fundamentals of Financial Management”,New Delhi, Tata McGraw Hill Publishing Company Limited.
3. R. P. Rustaqi“Financial Management, Tenth Edition, New Delhi, Taxmann Publications (P) Ltd.

CORE COURSE – X-PRODUCTION MANAGEMENT

Course Code: 18UMS5CC10

Hours : 5

Credit : 5

Total Marks: 100

External marks : 75

Internal Marks : 25

OBJECTIVES: After the completion of this course the students will be able

- To understand the nature and importance of production management.
- To estimate the production planning and control.
- To implement various methods of work study.
- To manage the material requirements.

UNIT I

[Credit:1]

Production –Production System - Production Management - Objectives of Production Management - Functions and Types -- Relationship of production with other functional areas.

UNIT II

[Credit:1]

Production Planning and Control - Objectives and Importance -Routing and Scheduling - Dispatching -Maintenance management -Types of maintenance – Breakdown –Preventive.

UNIT III

[Credit:1]

Plant Location - Need for selecting a suitable location - Advantage of Urban, suburban and rural locations -Factors influencing plant location. Plant layout - Objectives -Principles of plant layout - Factors influencing plant layout -Types of layout.

UNIT IV

[Credit:1]

Work and Method Study -Importance of work study -Work study procedures -Time study - Introduction to method study -Objectives of method study -Steps involved in method study. Work measurement -Objectives of work measurement -Techniques of work measurement.

UNIT V

[Credit:1]

Material Management –Objectives–Purchasing –Procedure –Store Keeping -Functions. Quality Control -Types of inspection -Centralized and Decentralized -TQM.

PRACTICUM

Application modules in which students will have to simulate organize, design, *produce* and *manage productions* on campus.

TEXT BOOKS

1. Saravanavel P & Sumathi S “Production and Materials Management”, Chennai, Margham Publications.
2. Paneerselvam “Production and Operations Management”, New Delhi, PHI Learning Pvt Ltd.

REFERENCE BOOKS

1. Elwood S. Buffa & Rakesh K. Sarin “Modern Production / Operations Management”, New Delhi, John Wiley & Sons.
2. B. S. Goel “Production Operation Management”, New Delhi, Pragati Prakashan Publishers.
3. Ebert J Ronald & Adams E Everett, Production & Operations Management, New Delhi, PHI Learning Pvt Ltd.

CORE COURSE – XI-INTERNATIONAL BUSINESS ENVIRONMENT

Course Code: 18UMS5CC11

Hours : 5

Credit : 4

Total Marks: 100

External marks : 75

Internal Marks : 25

OBJECTIVES: After the completion of this course the students will be able

- To understand the global business and the current trends in Indian Foreign trade.
- To enlist the international economic institutions.
- To identify the recent trends in India's foreign trade.
- To know about the India's trade Policy.

UNIT I

[Credit:0.5]

Basics of international trade: Basics of international trade – GATT, WTO, GATS, TRIMS, TRIPS international trade theories, drivers of international trade, restraining forces, recent trends in world trade.

UNIT II

[Credit:1]

Foreign trade & economic growth: Globalization of Business – Recent Trends - Foreign trade & economic growth, balance of trade, balance of payments, free trade, forms and restrictions.

UNIT III

[Credit:1]

International economic institutions: International economic institutions, IMF, World Bank, WTO (in brief), Regional economic groupings NAFTA, EU, ASEAN, SAARC.

UNIT IV

[Credit:0.5]

Recent trends in India's foreign trade: LPG - Recent trends in India's foreign trade, institutional infrastructure for export promotion in India, projects & consultancy exports.

UNIT V

[Credit:1]

India's Trade Policy: India's Trade policy, EXIM, export assistance, marketing plan for exports, documentations – LOC, BOP, other important documents.

PRACTICUM

A survey of the major aspects of the selected international company's business environment and operations.

TEXT BOOKS

1. Bhattacharya. B & Varshney R. L "International Marketing Management", New Delhi, Sultan Chand & Sons.
2. Raj Agrawal "International Trade", New Delhi, Excel Books Pvt Ltd.

REFERENCE BOOKS

1. Bimal Jaiswal, International Business, New Delhi, Himalaya Publishing House Pvt Ltd.
2. Francis Cheruilam, International Business, New Delhi, PHI Learning Pvt Ltd.
3. Dewan & Sudarshan, International Business Management, New Delhi, Discovery Publishing House Pvt Ltd.

CORE COURSE – XII-E – BUSINESS MANAGEMENT

Course Code: 18UMS5CC12

Hours : 5

Credit : 5

Total Marks: 100

External marks : 75

Internal Marks : 25

OBJECTIVES: After the completion of this course the students will be able

- To understand the emerging environment of E – Business.
- To describe about the E-procurement and E marketing.
- To define the E-payment systems.
- To maintain the E-customer relationship management.

UNIT I E- Business & Internet

[Credit:1]

Introduction to E-Business – Evolution – EDI and E – Business - Traditional vs. E-Business- E-business vs. E-commerce, Internet, Intranet, Extranet & Goals of E-Business, Models of E-Business, Advantages and Limitations of E- Business, electronic markets - B2C, B2B, C2B and C2C.

UNIT II E-Procurement and E Marketing

[Credit:1]

E-Procurement – Meaning, types, advantages, purchase vs. procurement, online sales and promotion – creating an effective web presence – identifying and reaching customers – creating and maintaining brands on the web, Comparison of E- marketing media and its uses.

UNIT III E-Payment Systems

[Credit:1]

Electronic means of payment, micro and macro payment, Online Payment – Payments Cards – Electronic Cash – Electronic Wallets – Digital Cards – Types – Stored Value Cards – Internet Technologies – Banking – Net, Mobile.

UNIT IV E-Contracting and Distribution management

[Credit:1]

Generic services - information, negotiation, archiving, enforcement, reconciliation; structure of a contract, digital signature, legal affairs, Components of a distribution system, characterisation of online distribution, hybrid distribution networks, model for electronic software distribution.

UNIT V E-Customer Relationship Management

[Credit:1]

Objectives of CRM, customer acquisition and liaison, customer buying cycle, architecture of CRM systems-customer satisfaction survey Security and privacy issues in E- Business - Introduction to security, Types of Securities - Security Tools, Network Security, Firewalls, Electronic Market / e-shop - ethics in E- business.

PRACTICUM

Analyse the structure and environment of an existing E Business

TEXT BOOKS

1. Gary p. Schneider “E-Business”, Joe Sabatino, New Delhi, Cengage Learning.
2. U.S Pandey, Rahul Srivastava, SaurabhShukla, “E- Commerce & its applications”, New Delhi, S.Chand& Company Ltd.

REFERENCE BOOKS

1. George Korte “The GIS book”, Nigeria, Onward Press.
2. Milind M oka “E-Commerce”, Pune, Everest Publishing House.
3. Paul May “The Business of E-Commerce”, US, Cambridge University Press.

MAJOR BASED ELECTIVE-1-STOCK EXCHANGE PRACTICES

Course Code: 18UMS5MBE1

Total Marks: 100

Hours : 4

External marks : 75

Credit : 4

Internal Marks : 25

OBJECTIVES: After the completion of this course the students will be able

- To comprehend the functioning of stock exchanges, methods of trading in stock exchanges, kinds of intermediaries in the capital market and Credit rating Agencies.
- To explain the need and importance of capital market and the growth of secondary market.
- To describe about the shares and securities.
- To illustrate the registration procedures of stock brokers.
- To gain deep knowledge in depositories and DEMAT accounting.

UNIT I

[Credit: 1]

Need and Importance of Capital Market – Primary and Secondary Market- Types of Securities – Advantages and Disadvantages of Primary Securities.

UNIT II

[Credit:0.5]

Secondary Market – Origin and Growth – Importance – Functions – Reading of Stock Indices – NSE – Benefits and Weaknesses of Stock Exchange – Debt Market, Commodity Market.

UNIT III

[Credit:1]

Listing of Securities – Group A, Group B, Group C Shares – Advantages of Listing – Drawbacks – Listing Procedure – Criteria for Listing – Listing Obligations – SEBI guidelines.

UNIT IV

[Credit:1]

Registration of Stock Brokers – Registration Procedure – Code of Conduct for Stock Brokers – Kinds of Brokers and their Assistants – Methods of Trading in a Stock Exchange – Carry over or Badla Transactions – Genuine Trading – Kinds of Speculators – Speculative Transactions.

UNIT V

[Credit: 0.5]

Credit Rating – CRISIL – CARE – ICRA Agencies Dematerialization – Depositories – DEMAT Accounting.

PRACTICUM

Practical simulation Training to buy and sell of securities.

TEXT BOOKS

1. Punidhavadhi Pandiyan, Security analysis & Portfolio Management, New Delhi, Vikas Publishing House Pvt Ltd.
2. Kevin. S, Security analysis & Portfolio Management, New Delhi, PHI Learning Pvt Ltd.

REFERENCE BOOKS

1. V.K. Bhalla “Investment management & Portfolio Management”, New Delhi, S.Chand& Company Ltd.
2. V. A. Avadhani “Investment & Securities markets in India”, New Delhi, Himalaya Publishing House Pvt Ltd.
3. E. Gordon & K. Natarajan “Financial Markets & Institutions”, New Delhi, Himalaya Publishing House Pvt Ltd.

SKILL BASED ELECTIVE – II
QUANTITATIVE APTITUDE AND LOGICAL REASONING

Course Code: 18UMS5SBE2

Hours : 2

Credit : 2

Total Marks: 100

External marks : 75

Internal Marks : 25

OBJECTIVES: After the completion of this course the students will be able to apply in the competitive examinations and can utilize this section to improve their Aptitude and logical reasoning skills.

1. To solve the ratio and proportion and estimate the stocks and share values.
2. To have a deep knowledge about volume and surface Area.
3. To understand the equations, probability and trigonometry.
4. To estimate the general awareness of logical problems.

UNIT I **[Credit: 0.5]**

Profit – loss – Partnership.

UNIT II **[Credit: 0.5]**

Time and Work – Time and Distances.

UNIT III **[Credit: 0.25]**

Simple and compound interest.

UNIT IV **[Credit: 0.25]**

Clocks – Stocks and Shares – True discount and Bankers discount.

UNIT V **[Credit: 0.5]**

Arithmetic Reasoning – Inserting the missing Character.

PRACTICUM

Sample interview questions for *practicum* applicants.

TEXT BOOKS

1. R.S Aggarwal “Quantitative Aptitude”, New Delhi, S.Chand & Company Ltd, Re print 2013.
2. R.S Aggarwal “ A Modern Approach to verbal and Non verbal Reasoning” S.Chand & Company Ltd Reprint 2007.

Unit I Page no: 251 – 293 & 311-325[1]

Unit II Page no: 341 – 370 & 384 - 404[1]

Unit III Page no: 441-486[1]

Unit IV Page no: 597 – 604, 605-612, 632-636 & 637-641[1]

Unit V Page no: 459 – 494[2]

SKILL BASED ELECTIVE – III-BANKING THEORY AND PRACTICES

Course Code: 18UMS5SBE3

Hours : 2

Credit : 2

Total Marks: 100

External marks : 75

Internal Marks : 25

OBJECTIVES: After the completion of this course the students will be able

- To comprehend the banking regulation, and illustrate the key reasons for and against the regulation of banking systems.
- To know the RBI roles, functions, provisions and negotiable instrument Act
- To state the recent developments in the Indian Banking System

UNIT I

[Credit: 0.5]

Introduction to Banking – Meaning, Origin, Scope – Indian Banking System- Types of Banks- Role and functions of Banks – Banking Structure.

UNIT II

[Credit: 0.25]

RBI Act, 1934 – Role and Functions of RBI, Monetary Policy of RBI – Provisions of RBI Act 1935, Banking Regulation Act 1949 – Opening of new banks and branch licensing – Constitution of board of directors and their rights.

UNIT III

[Credit: 0.5]

Negotiable Instrument Act – Cheque – meaning, crossing of cheques, Payment and collection of Cheque – duties and responsibilities of paying and collecting Banker – protection available to paying and collecting banker under NI Act – endorsements – forged instruments – bouncing of cheques and their implications.

UNIT IV

[Credit: 0.5]

Opening of accounts for various types of customers – minors – joint account holders – HUF – firms – companies – trusts – societies – Govt. and public bodies – Importance of AML – Know your Customer(KYC) guidelines.

UNIT V

[Credit: 0.25]

Recent developments in the Indian Banking System – Retail Banking– Wholesale Banking – Universal Banking – Narrow Banking – Investment banking – Electronic Banking – Core Banking, E-Banking.

PRACTICUM

Collection of some negotiable instruments and demonstrate its usage.

TEXT BOOKS

1. Shekhar K.C. &LekshmyShekhar “Banking Theory & Practices”, New Delhi, Vikas Publishing House Pvt Ltd.
2. Benton E. Gup& James W. Kolari “Commercial Banking”, New Delhi, Tata McGraw Hill Publishing Company Limited.

REFERENCE BOOKS

1. N.K. Sinha “Banking & Finance”, New Delhi, BSC Publishing Co. Pvt.Ltd.
2. Clifford Gomez. J.M. Holden “Banking & Finance- Theory, Law & Practice”, New Delhi, PHI Learning Pvt Ltd.
3. “The Law & Practice of Banking”, Universal Law Publishing, New Delhi, Lexis Nexis Publishers Pvt Ltd.

SEMESTER – VI
CORE COURSE – XIII-ENTREPRENEURIAL DEVELOPMENT

Course Code: 18UMS6CC13

Total Marks : 100

Hours : 6

External marks : 75

Credit : 5

Internal Marks : 25

OBJECTIVES: After the completion of this course the students will be able

- To comprehend the concepts of Entrepreneurial Development for Young Entrepreneurs.
- To give a detailed knowledge about the successful entrepreneurs and to know about the various subsidies provided by the government for the entrepreneurs.
- To identify the business opportunities & prepare a Business Plan.
- To illustrate the importance of entrepreneurship development programme (EDP).

UNIT I

[Credit: 1]

Introduction to Entrepreneurship: Meaning and concept of entrepreneurship, the history of entrepreneurship development, role of entrepreneurship in economic development and future of entrepreneurship.

UNIT II

[Credit: 1]

The Entrepreneur: Meaning of entrepreneur, the skills required to be an entrepreneur, the entrepreneurial decision process and role models, mentors and support system.

UNIT III

[Credit: 1]

Business Opportunity Identification & Preparing a Business Plan: Business ideas, methods of generating ideas, and opportunity recognition, Meaning and significance of a business plan, components of a business plan and feasibility study

UNIT IV

[Credit: 1]

Entrepreneurship Development Programme (EDP): Need for EDP- Objectives, Phases of EDP, Evaluation of EDP – EDP Institutions in India and their functions – DIC, SISI, TCOs

UNIT V

[Credit: 1]

Government Subsidies for Entrepreneurship: Incentives and Subsidies – Incentives to Small Scale Industries – Benefits to Industrial Units located in Backward & Remote Areas – Industrial Estates.

PRACTICUM

Create a EDP for one of the leading company in India

TEXT BOOKS

1. Gupta & Srinivasan C.B “Entrepreneurial Development”, New Delhi, Sultan Chand & Sons.
2. Peter Drucker “Innovation & Entrepreneurship”, New York, Harper Collins Publishers.

REFERENCE BOOKS

1. Supriya Singh, Akshara Singh “Entrepreneurial Development”, Lucknow, Thakur Publishers.
2. Robert D Hisrich, Michael P. Peters, Dean A. Shepherd “Entrepreneurship”, New Delhi, Tata McGraw Hill Publishing Company Limited.
3. S. Nagendra & V.S. Manjunath “Entrepreneurship & Management”, New Delhi, Pearson Education India.

CORE COURSE – XIV-RESEARCH METHODOLOGY

Code : 18UMS6CC14

Hours : 6

Credit : 5

Total Marks: 100

External marks :75

Internal Marks : 25

OBJECTIVES: After the completion of this course the students will be able

- To comprehend the framework of Research Methodology in a business unit.
- To classify the methods and sources of data collection.
- To apply statistics in research methods.
- To describe the Measures of Parametric and Non-parametric tests.

UNIT I

[Credit: 1]

Research: Meaning –Objectives -Types -Nature and scope of research –Defining the research problem -Research process -Research Designs.

UNIT II

[Credit: 1]

Methods of data collection -Observational and Interview methods –Collection of data through Questionnaires and Schedules –Other methods of data collection.

UNIT III

[Credit: 1]

Sampling methods –Probability Sampling and Non Probability sampling -Sample size.

UNIT IV

[Credit: 1]

Simple Analysis: Coding, Data entry, Tabulation, Diagrams

UNIT V

[Credit: 1]

Presenting results: Written and oral reports, the written research report, preparatory items, Introduction, methodology, finding and conclusions.

PRACTICUM

Prepare a research proposal and apply any one statistical test for the collected data.

Problem: 20%; Theory: 80%

TEXT BOOKS

1. Kothari C.R “Research Methodology: Methods and Techniques”, New Delhi VishwaPrakashan Publishers.
2. Saravanavel P “Research Methodology”, Allahabad, Kitabmahal pvt ltd.

REFERENCE BOOKS

1. P. Philominathan “Research Methodology Practice”, Thanjavur, Thakur Publishers.
2. Kothari C. R “Research Methodology – Methods & Techniques”, New Delhi VishwaPrakashan Publishers.
3. Gopal M. A “An Introduction to Research Procedure in Social Sciences” Bombay, Asia Publishing House.

CORE COURSE – XV- PRINCIPLES OF LOGISTICS

Course Code: 18UMS6CC15

Total Marks: 100

Hours : 6

External marks : 75

Credit : 5

Internal Marks : 25

OBJECTIVES: After the completion of this course the students will be able

- Develop an understanding of the role of logistics in a market-oriented society
- Examine the major functions of logistics
- Provide an opportunity for comprehensive analysis and discussion of key contemporary issues and problems in logistics management
- Examine the details of planning and control processes in logistics management

UNIT – I (Credit: 1)

Logistics management and Supply Chain management - Definition, Evolution, Importance. The concepts of logistics. Logistics relationships. Functional applications – HR, Marketing, Operations, Finance, IT.

UNIT – II (Credit: 1)

Logistics Activities: – functions, objectives, solution. Customer Service, Warehousing and Material Storage, Material Handling, order processing, information handling and procurement Transportation and Packaging.

UNIT – III (Credit: 1)

Fundamentals of Supply Chain and Importance, Development of SCM concepts and Definitions Supply chain strategy, Strategic Supply Chain Management and Key components. Drivers of Supply Chain Performance.

UNIT – IV (Credit: 1)

Modeling logistics systems - Simulation of logistic systems - Dimensions of Logistics & SCM – The Macro perspective and the macro dimension .

UNIT – V (Credit: 1)

Framework and Role of Supply Chain in e-business and b2b practices. Value of information in logistics & SCM - E-logistics, E-Supply Chains - International and global issues in logistics.

TEXT BOOKS

1. Bowersox, Logistical Management, Mc-Graw Hill, 2000
2. Sahay B S, Supply Chain Management for Global Competitiveness, Macmillan India Ltd., New Delhi.

REFERENCE BOOKS

1. Reguram G, Rangaraj N, Logistics and Supply Chain Management Cases and Concepts, Macmillan India Ltd., New Delhi, 1999.
2. Coyle, Bradi&Longby, The Management of Business Logistics, 3rd Ed., West Publishing Co.

MAJOR BASED ELECTIVE-II-BUSINESS TAXATION

Course Code: 18UMS6MBE2

Total Marks: 100

Hours : 6

External marks : 75

Credit : 5

Internal Marks : 25

OBJECTIVES: After the completion of this course the students will be able

- To understand the rules imposed upon employers in relation to employee taxation and application of the corporation system, tax self assessment, capital gains and VAT.
- To gain knowledge about the Income Tax Act 1961 and Central Sales Tax Act.
- To explain the excise duty.
- To illustrate about the overview of Tax Audit.

UNIT I

[Credit: 1]

Income Tax Act 1961: Objectives of Taxation - Canons of Taxation - Tax System in India - Direct and Indirect Taxes - Meaning and Types.

UNIT II

[Credit: 1]

Income Tax Act 1961 - Basic Concepts and Definitions - Income, Assesses, Person, Previous Year, Assessment Year, Gross Total Income, Total Income. Meaning of Permanent Account Number, Return of Income, TDS, Advance Tax, Rates of Taxation, Assessment Procedure.

UNIT III

[Credit: 1]

Excise Duty - Customs Duty - Advalorem and Specific duties - Entry Tax - Service Tax.

UNIT IV

[Credit: 1]

Central Sales Tax Act - Important Definitions and Sec. 3, 4, 5 & 6 - GST - Definitions and Charging Sections.

UNIT V

[Credit: 1]

An Overview of Tax Audit - Tax Incentives and Export promotions, deductions and exemptions.

TEXT BOOKS

1. Aghuja Girish & Gupta Ravi "Practical Approach to Income Tax", New Delhi, Bharat Law House Pvt. Ltd.
2. Dr. Vinod K. Singhania & Monica Singhania "Students Guide to Income Tax", New Delhi, Taxmann Publications Pvt. Ltd.

REFERENCE BOOKS

1. Simon James, Nobes Christopher "Economics of Taxation", New Delhi, Prentice Hall Publishers.
2. D.P. Mittal "Indian Double Taxation Agreements & Tax Laws", New Delhi, Taxmann Publications Pvt. Ltd.
3. R.N.Lakhotia & Subhash Lakhotia "Succession and Tax Planning Through Trusts & Wills", New Delhi, Vision Books.

MAJOR BASED ELECTIVE-III- CORPORATE PLANNING AND STRATEGY

Course Code: 18UMS6MBE3

Hours : 5

Credit : 4

Total Marks: 100

External marks : 75

Internal Marks : 25

OBJECTIVES: After the completion of this course the students will be able

- To understand the corporate planning and its objective.
- To inculcate the basic knowledge of planning, formulation, implementation and evaluation of strategies in the corporate world.
- To identify the organizational apparatus.

UNIT I

[Credit: 1]

Corporate Planning - Concept of long term planning, Nature, Process & Significance of Planning – types, needs and scope, corporate planning system – approach, role of planner, corporate planning & budgeting, corporate responsibility Vs profitability and productivity.

UNIT II

[Credit: 1]

Corporate Objective – concept of corporate purpose, mission, objectives and goals process of setting corporate objectives - Forces intersecting with corporate objectives external and internal. Corporate strategy - Concept, Components, Importance, nature and scope - process of strategic planning.

UNIT III

[Credit: 1]

Formulation of strategy - identifying strategic alternatives of business process, Strategic decision making process - Environmental Analysis, Resource Analysis - project life cycle - portfolio analysis: BCG matrix - G.E matrix– Challenges in strategy formulation

UNIT IV

[Credit: 0.5]

Strategy implementation and evaluation– Introduction to growth strategies, Diversification, acquiring, merger and joint venture - Organizing the strategies - implementation operations, developing production, marketing and financial strategies.

UNIT V

[Credit: 0.5]

Organizational apparatus – dynamics, capacity, factors consideration, methods and techniques and structuring gaps analysis, manager, audit and significance of gap – strategic failures - Case study.

PRACTICUM

Submit a Business *plan* that incorporates financial, marketing and operational *strategies*.

Formulate a strategy for your own company when your product is in decline stage of PLC

TEXT BOOKS

1. C.B. Matoria & Dr. Satish Matoria “Business Planning & Policy”, New Delhi, Himalaya Publishing House Pvt Ltd.
2. G. John, “Exploring Corporate Strategy”, New Delhi, Prentice Hall Publishers.

REFERENCE BOOKS

1. Azharkazmi “Business Policy & Strategic Management”, New Delhi, Tata McGraw Hill Publishing Company Limited.
2. S.C. Bhattacharya “Strategic Management Concepts & Cases”, Allahabad, A H Wheeler Publishing Co Ltd.
3. Gerry Johnson, Kevan Scholes “Exploring Corporate Strategy”, US, Prentice Hall Publishers