

2019 BATCH**Department of Business Administration****I Semester**

Part	Course Code	Course Title	Course type	Offer to	Offer by	Hour per week	Cr.	Academic Council Book No.
III	BAE1301FM	MANAGEMENT PRINCIPLES	TH	SUBBA	BBA	TH-4	3	AU2013
III	BAE1401AA	BUSINESS ECONOMICS	TH	SUBBA	BBA	TH-5	4	BD2019
III	BAE1501CM	PRINCIPLES OF ACCOUNTING	TH	SUBBA	BBA	TH-5	5	BD2019
IV	BAE1201FS	COMMUNICATION SKILLS IN MANAGEMENT	TH	SUBBA	BBA	TH-2	2	BA2018

**BAE1201FS COMMUNICATION SKILLS IN MANAGEMENT
(THEORY)**

LEARNING OUTCOME:**2 hrs./wk.**

On successful completion of the course, the student will be able to

- actively participate in group discussions
- gain confidence in presenting ideas
- use business jargon appropriately. .

COURSE CONTENT:**UNIT I: COMMUNICATION THROUGH GROUP DISCUSSION****12 hrs.**

Meaning of Group discussion-Do's and Don't,s in group discussion – understand the topic and gather information- remember important points- express ideas-appreciate and respect others views-listen and reply to others questions/arguments- use one's own creativity and provide novel solutions.

UNIT II: PRESENTATION SKILLS**10 hrs.**

Gather information from reports- understand and elaborate the information – Plan time- select right pitch of voice and speed of delivery -prepare slides and present data using power point- interpret statistical data-ask and answer questions- clarify doubts.

UNIT III: BUSINESS JARGON**8 hrs.**

Types of Business jargon – Business jargon used while learning management subjects- choice of business jargon -appropriate usage during conversation and class presentations- awareness about misleading Jargon.

TEXT BOOK(S):

Sinha, K.K. *Business Communication*. 3rd revised, New Delhi: Galgotia Publishing company, 2011.

REFERENCE BOOK(S):

Ashok, K.Sinha, Nisha singh. *4 Dimensional Personality Development*. New Delhi: Galgotia Publishing company, 2010. Print.

Julia, T. Wood, Gerald M. Phillips, Douglas J. Pedersen, *Group Discussion, A Practical Guide to Participation and leadership*. Harper and Row publishers, 2006. Print.

Rai and Rai, *Managerial Communication Skills*. New Delhi: Himalaya Publishing House Pvt Ltd, 2010.Pint.

Viswanathan, Rajesh, *Business communication*, New Delhi, Himalaya Publishing House Pvt, Ltd, 2010. Print.

**BAE1301FM MANAGEMENT PRINCIPLES
(Theory)**

LEARNING OUTCOME :**4 Hrs./Wk.**

On successful completion of the course, the student will be able to

- describe the basic principles in management.
- demonstrate the various functions of management.
- relate the process of management in their day to day life.

COURSE OUTLINE :**UNIT-I : INTRODUCTION TO MANAGEMENT****10 Hrs.**

Meaning and nature of management–significance of management, – process of management– roles and functions of a manager – Evolution of management thought – Schools of management thought.

UNIT-II : PLANNING

10 Hrs.

Meaning and Nature of planning function– Management by Objectives–Types of planning– Steps in Planning– Planning techniques– Forecasting techniques– Decision making process.

UNIT-III : ORGANISING

15 Hrs.

Nature and importance of organizing– organizing process –Organization structure– forms of organization– forms of departmentation – meaning and features of centralization and decentralization –delegation of authority and responsibility– Line / Staff Authority– advantages and disadvantages–types of committees.

UNIT-IV : STAFFING AND DIRECTING

15 Hrs.

Nature and meaning of staffing–Elements of staffing– directing and motivating people at work– Recruitment sources– Selection process– Elements and types of Communication – Leadership functions & styles

UNIT-V : CONTROLLING AND COORDINATING

10 Hrs.

Meaning– Process of controlling – Control techniques–[Budget, Break Even Analysis, Internal / External Audit, PERT and CPM]– meaning, importance and types of coordination.

TEXT BOOK(S)

Reddy P.N., Tripathi P.C., *Principles of Management*, New Delhi: Tata McGraw Hill Publishing House Ltd., 2008. Print

REFERENCE BOOK(S)

Moshal B.S., *Management Theory and Practice*, New Delhi, Galgotia Publishing company, 2000. Print

Dinkarpagare, *Principles of management*, New Delhi, Sultan Chand and Sons, 2010. Print

Dipak Kumar Bhattacharyya, *Principles of management*, New Delhi, Dorling Kindersley [India] Pvt Ltd, Pearson, 2012. Print

Harold Koontz, *Essentials of Management*, Tata McGraw Hill Publishing House Ltd, 2006. Print

BAE1401AA BUSINESS ECONOMICS

(THEORY)

LEARNING OUTCOME:

5 hrs./wk.

On successful completion of the course, the student will be able to

- demonstrate their knowledge on various economic concepts & principles in the day to day life
- associate the managerial problem with economic problems
- apply economic principles in solving managerial problems.

COURSE CONTENT:

UNIT I: INTRODUCTION

10 hrs.

Definition – Characteristics – Nature & Scope of Managerial Economics – Relationship with other subjects – Role of Managerial Economist – characteristics of micro and macro environment.

UNIT II: DEMAND ANALYSIS

15 hrs.

Meaning – Law of Demand – Perverse Demand Curves-Demand determinants – Elasticity of demand-Price, Income and Cross Elasticity of Demand – Demand Distinctions – Demand forecasting – purposes – Techniques – Criteria for a good forecasting method.

UNIT III: COST & PRODUCTION ANALYSIS

15 hrs.

Cost concepts – cost-output relationship in the short run and long run – Economies & diseconomies of scale – Relationship between revenue and output – Cost control – importance – Techniques of cost control – Production functions – Cobb-Douglas production function – Isoquants – Laws of Production – Law of Variable Proportions and Law of Returns to Scale.

UNIT IV: MARKET STRUCTURE AND COMPETITIONS**25 hrs.**

Market – Meaning – Classification – Competitions – Perfect Competition – Monopoly – Monopolistic and Oligopoly – Features of different types of competitions – Price determination under various market conditions – Pricing methods – Cost Plus – Marginal Cost – Target Pricing – Going Rate – Customary prices – Differential Pricing – Pricing policy for a new product – Pricing policy for Public Utility Services.

UNIT V: NATIONAL INCOME AND OTHER MACRO CONCEPTS**10 hrs.**

National income – meaning – definition – uses of national income statistics – components – GDP – GNP – NNP and Personal Income – Business cycles – characteristics – phases of Business cycle.

TEXT BOOK:

Varshney, R.L., K.L. Maheswari, *Managerial Economics*. New Delhi: Sultan Chand and Sons, 2010. Print.

REFERENCE BOOK(S):

Ahuja, H.L. *Managerial Economics*. Sultan Chand & Sons, 2005. Print.

Sundaram, K.P.M. *Business Economics*. Sultan Chand & Sons, 2001. Print.

Varshney, L. & K.L. Maheswari. *Managerial Economics*, Sultan Chand & Sons, 2003. Print

Mehta, P.L. *Managerial Economics*. Sultan Chand & Sons, 2003. Print.

BAE1501CM PRINCIPLES OF ACCOUNTING**(Theory)****LEARNING OUTCOME :****5 Hrs./Wk.**

On successful completion of the course, the student will be able to

- define the basics of accounting
- prepare final accounts for a concern
- record the entries of consignment accounts
- convert single entry system in to double entry system

COURSE OUTLINE :**UNIT-I : ACCOUNTING AND BOOK KEEPING****10 Hrs**

Introduction to Accounting – Meaning and definition of Book keeping and Accounting – Distinction between Accounting and Book Keeping– objectives–advantages– Limitations– Double Entry System – Rules.

UNIT-II : FINAL ACCOUNTS**20 Hrs.**

Journal – preparation of journal entries – Ledger posting – Trial Balance– preparation of trial balance – Meaning of Final Accounts of trading Concerns – preparation of Trading account, Profit & Loss account and Balance sheet without adjustments – preparation of final accounts with Adjustments – outstanding and prepaid expenses and income, depreciation, bad debts (simple problems)

UNIT-III : DEPARTMENTAL ACCOUNTS**20 Hrs.**

Departmental Accounts – objectives of departmental accounting – Advantages and limitations – Allocation and apportionment of expenses – preparation of departmental accounts.

UNIT-IV : CONSIGNMENT ACCOUNTS**10 Hrs.**

Consignment Accounts – Need– Meaning– Important terms in consignment – Distinctions between consignment and sale – consignment Accounts at cost price– Normal loss and abnormal loss.

UNIT-V : SINGLE ENTRY SYSTEM**15 Hrs.**

Single entry system – Features of single entry system – Limitations of single entry – preparation of statement of profit and statement of affairs – conversion of single entry system into double entry system – Total debtors, bills receivable, Total creditors and Bills payable account.

TEXT BOOK(S)

S.P Jain & K.L Narang, *Financial Accounting*: Kalyani Publishers, 2005. Print

REFERENCE BOOK(S)

Mukherjee A & Hanif M., *Modern Accountancy*, I, New Delhi, TATA Mc Grill publishing house, 2002. Print
Gupta R.L., Radhaswamy M., *Advanced Accountancy*, Kalyani publishers, 1997. Print
Bagavathi, Pillai R.S.N., *Advanced Accountancy*, New Delhi, Konark Publishers, 2000. Print.
Narang K L, Jain S P, *Advanced Accountancy*, New Delhi, Kalyani Publishers, 2003. Print

2019 batch II Semester

Academic Year: 2019-2020

Part	Course Code	Course Title	Course type	Offer to	Offer by	Hour per week	Cr.	Academic Council Book No.
III	BAE2401AA	BUSINESS STATISTICS	TH	SUBBA	BBA	TH-5	4	BA2018
III	BAE2401CM	BUSINESS ENVIRONMENT	TH	SUBBA	BBA	TH-4	4	AU2013
III	BAE2402CM	PRINCIPLES OF COSTING	TH	SUBBA	BBA	TH-4	4	AU2013
IV	BAE2201FS	CASE ANALYSIS AND REPORTING SKILLS	TH	SUBBA	BBA	TH-2	2	BA2018
VI	BAE2201CE	ANNUAL e-ASSESSMENT	CE	SUBBA	BBA	--	2	AZ2017

BAE2201FS CASE ANALYSIS AND REPORTING SKILLS

(THEORY)

LEARNING OUTCOME:

2 hrs./wk.

On successful completion of the course, the student will be able to

- read and understand cases
- analyse the cases and draw conclusions
- make the right choice of style and technique of writing

COURSE CONTENT:

UNIT I: INTRODUCTION TO CASE ANALYSIS

5 hrs.

Meaning of case- significance of case study method- objectives of case study – types of cases- case study method in business policy- sources of case materials- approaches to case analysis

UNIT II: CASE ANALYSIS AND DISCUSSION

10 hrs.

Read and grasp facts- evaluate situation- get insights in to the organization and environment related to the cases- identify the major issues-prepare SWOT- prepare notes for discussion -state assumptions- think of alternatives- evaluate options- draw conclusions- provide recommendations.

UNIT III: CASE REPORTING

15 hrs.

Essentials of written case analysis- Stages in report writing- structure of the report- prepare summary-organize information- style of writing- tables and diagrams-presentation of the report.

TEXT BOOK(S):

Bapurao, G.S.R.K, *Business Communication and Report Writing*. New Delhi: Himalaya Publishing House Pvt, Ltd, 2005. Print

Chansarkar, B.P, *Cases in Indian management*. New Delhi: Himalaya Publishing House Pvt, Ltd, 2010. Print

REFERENCE BOOK(S):

AMEXCEL, *Cases in management*. New Delhi: Amexcel publishers, 2000. Print

Ashok, K. Sinha, Nisha singh. *4 Dimensional Personality Developments*. New Delhi: Galgotia Publishing company, 2010.Print

Business world, *selected BW case studies*. 1997-2010.Print

Ranee, W. Campoy. *Case Study Analysis in the Classroom*, New Delhi, SAGE Publications, Inc, 2005.

Thomas, J. Raymond, *Written Analysis of Cases in The Case Method at the Harvard Business School*: M.

P. McNair, 2009. Print

BAE2401AA BUSINESS STATISTICS

(THEORY)

LEARNING OUTCOME:

5 hrs./wk.

On successful completion of the course, the student will be able to

- classify and tabulate data
- develop knowledge in sampling methods
- compute different statistical measures related to business activities

COURSE CONTENT:

UNIT I: INTRODUCTION

15 hrs.

Meaning – Scope – Functions - Importance – limitations of Statistics – Survey – Planning & Design of Enquiry – Execution of survey – Collection of Data – Primary – Secondary Data – Methods of collecting Primary Data- Scrutinizing & Editing Primary data – Sources of Secondary data – Framing a Questionnaire.

UNIT II: CLASSIFICATION & TABULATION

15 hrs.

Meaning- Objectives – Types of Classification – Tabulation – Definition – Difference between classification and tabulation- Parts and Structure of a Table – Diagrammatic Presentation – Importance – Essentials – Limitations – Types – Bar Diagrams – Pie diagram – Line Graphs – Frequency Polygon – Histogram- Ogive.

UNIT III: SAMPLING & SAMPLING DESIGN

10 hrs.

Meaning- Census – Sample method – Need for Sampling – Methods of Sampling – Random & Non-Random – Merits & Demerits of sampling.

UNIT IV: MEASURES OF CENTRAL TENDENCY AND DISPERSION

20 hrs.

Meanings – Functions – Types – Arithmetic Mean – Median – Mode – for Individual Series – Discrete series & Continuous Series – Merits and Demerits – Quartiles – Meaning – First and Third Quartiles.

UNIT V: CORRELATION & REGRESSION

15 hrs.

Meaning – Types – Scatter – Diagram – Co-efficient of Correlation – Rank Correlation – Uses of Regression lines – Regression Co-efficient – Difference between correlation & Regression.

TEXT BOOK:

Pillai, R.S.N.& V.Bagavathi, *Statistics Theory and Practice*. S. Chand & Co Ltd, 2012.Print.

REFERENCE BOOK(S):

Sanchevi, D.C and Kapoor V.K. *Statistics*. Seventh edition. Sultan Chand & Sons, 1991. Print

Beri, G.C. *Business Statistics*. Second edition, New Delhi: Tata McGraw-Hill Publishing Company Limited, 2007.Print

Gupta, S.P. M.P.Gupta, *Business Statistics*, 14th edition, Sultan Chand & Sons, 2006.Print

BAE2401CM BUSINESS ENVIRONMENT

(Theory)

LEARNING OUTCOME :

4 Hrs./Wk.

On successful completion of the course, the student will be able to

- identify the various environmental factors affecting business.
- analyse the various elements of culture.
- develop an attitude of social responsibility.
- demonstrate the skills in solving environmental problems relating to business.

COURSE OUTLINE :

UNIT-I : INTRODUCTION

10 Hrs.

Business environment –meaning –various environments affecting business – social, Economics, political and legal, culture competitive, demographic, technological and international environment- Environmental scanning- SWOT analysis.

UNIT-II : BUSINESS AND CULTURE

10 Hrs.

Elements of culture –foreign culture –tradition values and its impact – change and resistance to change – caste and communities –linguistic and religious groups – joint family system.

UNIT-III : BUSINESS AND SOCIETY

15 Hrs.

Social responsibilities of business –responsibilities to shareholders, responsibility to employees, responsibility to community, responsibility to the government , customers and suppliers – business ethics –population – demographic pattern changes –standard of living –urbanization –migration.

UNIT-IV : BUSINESS AND ECONOMIC SYSTEM

15 Hrs.

Socialism – capitalism –mixed economy –their impacts on business –forms of business organization – public sector – private sector –joint sector- objectives, growth achievements and problems of private sector- managerial and pricing problems of public sectors.

UNIT-V : BUSINESS AND GOVERNMENT

10 Hrs.

State regulation on business –industrial licensing policy – monetary and fiscal policy- indigenous technology- import of technology –impact of technological changes on business- analysis of relevant cases.

TEXT BOOK(S)

Cherunilam Francis, **Business Environment**, 12th, Mumbai, Himalaya Publishing House, 2010.

REFERENCE BOOK(S)

Aswathappa K, **Essentials of Business Environment**, 7th Ed, Mumbai, Himalaya Publishing House, 2010.

Cheunilam Francis, **Business and Government**, Mumbai, Himalaya Publishing House, 2010.

Jain.Tr, Mukesh Trehan, Ranju Trehan, **Indian Economy and Business Environment**, New Delhi, V.K.Publications, 2012.

Ravindra Saini, **Business Environment**, New Delhi, Global Academic Publishers, 2012..

BAE2402CM PRINCIPLES OF COSTING

(Theory)

LEARNING OUTCOME :

4 Hrs./Wk.

On successful completion of the course, the student will be able to

- distinguish between various costs
- prepare cost sheets
- calculate labour costs and overhead costs.
- apply the costing techniques and Break even analysis.

COURSE OUTLINE :

UNIT-I : INTRODUCTION

10 Hrs.

Introduction to cost, costing, cost Accounting – objectives- Advantages of cost accounting –limitations of costing - Cost center – profit center – cost concepts - Methods of cost - Types of costing - Elements of cost- Classification and division of cost –cost sheet- Duties of cost accountant.

UNIT-II : MATERIAL CONTROL

15 Hrs.

Material control – objectives –essentials –advantages of material control Purchase control – Functions of purchase department – store control –Functions of store keeper –Types of stores –Fixation of stock levels – bin cards – stores ledger- Methods of pricing issues(FIFO,LIFO,HIFO methods)–Inventory system- techniques of inventory system.

UNIT-III : LABOUR COST

15 Hrs.

Introduction to Labour cost – Direct labour – Indirect labour – Instruments of labour cost control(Time and motion study, job evaluation ,job analysis ,merit rating –Time keeping and Time Booking methods) –causes and control of labour turnover- computation of wages(Time Rate , Piece rate system) – Labour incentive plans(Halsey plan, Rowan plan).

UNIT-IV : OVERHEADS

10 Hrs.

Overheads –Meaning and classification of overheads –allocation and apportionment- basis for apportionment and allocation-primary distribution method (simple problems).

UNIT-V : MARGINAL COSTING

10 Hrs.

Meaning –Definition – Features of Marginal Costing – contribution –Break Even analysis – margin of safety – profit volume ratio (Simple Problems).

TEXT BOOK(S)

Maheswari.S.N, **Cost Accounting**, New Delhi, Sultan Chand Publications, 2008.

REFERENCE BOOK(S)

Jain.S.P.& Narang.K.L, **Cost Accounting**, New Delhi, Kalyani Publishers, 2011.

R.S.N pillai . &V. Bagavathi, **Cost Accounting**, New Delhi, S.Chand &Company Ltd, 2011.

Rajeseakaran.V, Lalitha.R, **Cost Accounting**, New Delhi, Dorling Kindersley (India), Pvt, Ltd, 2011.

2019 BATCH

Part	Course Code	Course Title	Course type	Offer to	Offer by	Hour per week	Cr.	Academic Council Book No.
III	BAE3401CM	HOSPITAL MANAGEMENT	TH	SUBBA	BBA	TH-5	4	BB2019
III	BAE3403CM	MANAGEMENT ACCOUNTING	TH	SUBBA	BBA	TH-5	4	BB2019
III	BAE3505CM	MARKETING MANAGEMENT	TH	SUBBA	BBA	TH-6	5	BA2018
III	BAE3506CM	ORGANIZATIONAL BEHAVIOUR	TH	SUBBA	BBA	TH-6	5	BA2018
III	BAE3401AT	BUSINESS ANALYTICS	TH	SUBBA	BBA	TH-4 LA-1	4	BB2019
IV	BABT3201EI	MARKET DEVELOPMENT FOR BIOTECHNOLOGY PRODUCT	TH	ALLM	BBA & BTE	TH-2	2	AZ2017
IV	BACS3201EP	ADVERTISING	LA	ALLM	BBA & CSC	LA-2	2	AV2014

IV	BAMA3201EI	OPTIMIZATION TECHNIQUES IN MANAGEMENT	TH	ALLM	BBA & MAT	TH-2	2	BA2018
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BAE3505CM MARKETING MANAGEMENT

(THEORY)

LEARNING OUTCOME:

6 hrs./wk.

On successful completion of the course, the student will be able to

- define marketing management and its functions
- acquire knowledge in planning and development of a product
- compare the effectiveness of place and promotion mix

COURSE CONTENT:

UNIT I: INTRODUCTIO

18 hrs.

Introduction to Marketing Management – Functions – Market planning – Marketing environment – Marketing Mix – Bases for Consumer Market segmentation – Market Targeting and Positioning – Importance of studying Consumer behavior – Buying Decision process

UNIT II: PRODUCT PLANNING AND DEVELOPMENT

18 hrs.

New Product planning & Development decision process – Product mix – Product line – Diversification – Branding – Brand Decision – Types of brands – Functions – Packaging, Labeling – Requisites of Good Package – Product positioning – Product lifecycle – Product testing

UNIT III: PRICING

18 hrs.

Importance of Price – Pricing objectives – Factors deciding price – Setting the Price – Determining demand – Estimating cost – Adapting the Price – Product mix pricing – Promotional pricing – Kinds of pricing – Selecting final price

UNIT IV: PLACE

18 hrs.

Functions – Channels of distribution, Retailing, Wholesaling – Types and Importance of channel of distribution – Logistics Management – Decision making with regard to warehousing and transportation – E-Marketing – Recent trends in Channel of distribution.

UNIT V: PROMOTIONAL MIX

18 hrs.

Advertising – Objectives – types of Media – Social media – Advantages & Disadvantages – Publicity – Objectives of Personal Selling – Salesmanship – Effectiveness of Sales promotion – Importance of Public Relations – Mass Marketing Vs. Direct Marketing – Need for Direct Marketing – International Marketing – Analysis of relevant cases

TEXT BOOK(S):

Pillai, R.S.N & Bagavathi. *Marketing Management*. 3rd Ed. New Delhi: S. Chand & Company Ltd, 2014 Print.

Ramasami & Namakumari. *Marketing Management*. 5th Ed. New Delhi: McGraw Hill Education, 2013. Print.

REFERENCE BOOK(S):

Kotler Philip, Kevin Lane & Keller *Marketing Management*, 15th Edition. New Delhi: Prentice Hall India, 2015. Print.

Sherlaker. *Marketing Management*. New Delhi: Himalaya Publishing House, 2010. Print.

Govindarajan, M. *Marketing Management*. 2nd Edition. New Delhi: PHI Learning, 2007. Print.

Kazmi, S.H.H. *Marketing Management*. 1st Edition. New Delhi: Anurag Jain for Excel Books, 2007. Print.

BAE3506CM ORGANIZATIONAL BEHAVIOUR

(THEORY)

LEARNING OUTCOME:

6 hrs./wk.

On successful completion of the course, the student will be able to

- identify various leadership styles & its application in different situations
- examine personality, attitudes and perceptual skills
- differentiate between constructive and destructive conflicts.

COURSE CONTENT:

UNIT I: INTRODUCTION

16 hrs.

Nature – Scope – Organizational goals – Fields contributing to Organizational Behaviour – Organizational Behaviour models – Challenges & opportunities of Organizational Behaviour – Case Analysis

UNIT II: PERSONALITY AND PERCEPTION

20 hrs.

Personality: Definition – Determinants of Personality – Biological, Cultural, Family & Social factors – Personality Traits – Big Five Factor Theory – Types A & B – Psychoanalytical Theory; Perception: Definition – Process – Approaches – Factors influencing perception; Emotional Intelligence – Meaning – **Sources of Emotions** – Steps – Case Analysis.

UNIT III: LEARNING AND ATTITUDE

18 hrs.

Learning: Meaning – Characteristics – Factors determining learning – Process – Theories on learning (classical, Operant, and social learning); Attitudes: Definition & features – Formation of attitudes – Functions – Attitudes & Productivity– Values – Types of values – Case Analysis.

UNIT IV: MOTIVATION AND LEADERSHIP

18 hrs.

Motivation – Definition – Importance – Characteristics – Types of Motivation – Theories – Maslow, McGregor and Herzberg; Leadership – Meaning – Characteristics – Qualities of a leader & various Leadership styles – Case Analysis.

UNIT V: CONFLICT AND ORGANIZATIONAL CHANGE

18 hrs.

Conflict – Meaning – Causes of conflicts – Constructive & Destructive conflicts – Stages of conflict – Conflict resolution; Organizational change: Meaning – Resistance to change – Change management – Lewin's 3-Step model – Organization Development – Meaning – Characteristics – Case Analysis

TEXT BOOK:

Aswathappa, K. *Organizational Behavior*. New Delhi: Himalaya Publishing House, 2009.Print.

REFERENCE BOOK(S):

Dwinvedi, R.S. *Human Relations & Organizational Behaviour, Human Behaviour at work*. 12th Edition. New York: McGraw Hill, 2005. Print.

Keith Davis and John.W.Newstrom. "*Organizational Behaviour – Human Behaviour at Work*". 12th Edition. New York: McGrawHill, 2005.Print.

Luthans, Fred. *Organizational Behaviour*. 12th Edition. New York: Ed,McGraw Hill, 2010.Print.

Robbins Stephen, P. *Organizational Behavior*. 7th Edition. New Delhi: Prentice–Hall of India Pvt. Ltd, 2007.Print.

Rao Subba, P & Mishra Ratnakar. *Organizational Behaviour*. New Delhi: Himalaya Publishing House

BAE3401AT BUSINESS ANALYTICS

(LAB CUM THEORY)

LEARNING OUTCOME:

4T + 1L hrs./wk.

On successful completion of the course, the student will be able to

- relate big data application to business intelligence
- demonstrate the concept of systematic transformation of process-oriented data into information of underlying business process
- interpret data analysis techniques and to apply principles of data sciences integrating enterprise reporting

COURSE CONTENT:

UNIT I: INTRODUCTION TO THE BUSINESS ANALYTICS (BA) ROLE **18 T hrs.**
Business Analysis – Business Analyst – Evolving role of the Business Analyst – BA roadmap: different levels of business analysis – Rules of Business & Business Analysis – Classical Requirements and Tasks performed by Business Analysts.

UNIT II: BUSINESS VIEW OF INFORMATION TECHNOLOGY APPLICATIONS **15 T hrs.**
Core business process – Baldrige Business Excellence framework – Key purpose of using IT in business – Enterprise Applications – Information users and their Requirements.

UNIT III: DATA **15 T hrs.**
Types of Data – Attributes and Measurement – Types of data sets – Data quality – Types of Digital Data. Data Integration – Data Warehouse – Goals – Data sources – Extract – Transform, Load – Data Integration – Technologies – Data Quality maintenance – Data profiling.

UNIT IV: DATA MODELLING **12 T hrs.**
Basics – Types – Techniques – Fact table – Dimension Table – Typical Dimensional Models – Dimensional modelling life cycle – Designing the Dimensional Model.

UNIT V: ANALYSIS, INTERPRETATION AND REPORT WRITING **15 L hrs.**
Data Analysis using MS Excel – Correlation, Regression, Chi-square – Interpretation and report writing, E-views.

TEXT BOOK(S):

Pang-Ning Tan Michael Steinbach, Vipin Kumar. *Introduction to Data Mining*. Revised Edition. New Delhi: Pearson Education, 2015. Print.

Prasad, R.N. Seema Archarya, *Fundamentals of Business Analytics*. 2nd ed. New Delhi: Wiley India Pvt. Ltd, 2015. Print.

REFERENCE BOOK(S):

Dean, P. Foster, Robert A. Stine, Richard P. Waterman. *Business Analysis using Regression – A Casebook*. New York: Springer International Edition, 2015. Print

Haydon Thomas, Demonoid, *Business Analysis Fundamentals*. Revised Edition. New Delhi: Pearson, 2015. Print.

Srinivasa Vallabhan S.V. *Computer Applications in Business*. New Delhi: Sultan Chand & Sons. 2016. Print.

Turban, E., Sharda R., Aronson J., and King D. *Business Intelligence, A Managerial Approach*, 9th ed. New Delhi: Pearson Prentice Hall, 2011. Print.

e- BOOK(S):

https://cs.anu.edu.au/courses/comp3120/public_docs/BOKV1_6.pdf

<https://www.business-analysis-excellence.com/wp-content/uploads/2014/11/eBook.pdf>

<http://analyst.by/wp-content/uploads/2013/02/Course-Technology-The-Business-Analysts-Handbook.pdf>

BAE3403CM MANAGEMENT ACCOUNTING

(THEORY)

LEARNING OUTCOME: **5 Hrs./Wk.**

On successful completion of the course, the student will be able to

- recognize the importance of Management accounting in business.
- prepare financial statements and financial reports.
- evaluate and classify different types of budgets

COURSE CONTENT:

UNIT I: INTRODUCTION**10 hrs.**

Meaning – Objectives – Functions – Importance – Scope – Tools and Techniques – Limitations – Duties of Management Accountant

UNIT II: FINANCIAL STATEMENTS**20 hrs.**

Meaning of financial statements – Nature and objectives – Types of Financial statements – Characteristics of ideal financial statements – Uses and Limitations – Analysis and interpretation of financial statements – Tools of analysis – Comparative and common size balance sheet and income statements.

UNIT III: FINANCIAL ANALYSIS**20 hrs.**

Nature – Importance and limitations of ratio analysis – Types of ratios and their interpretation – Fund flow & cash flow analysis – Meaning of fund flow statement – Distinction between fund flow and cash flow analysis – Preparation of funds from operation – Fund flow statement – Preparation of cash from operations – Cash flow statement

UNIT IV: BUDGET AND BUDGETARY CONTROL**10 hrs.**

Meaning of Budget and Budgetary Control – Definition – Nature – Objective – Limitations – Steps in Budgetary Control – Types – Classification of Budgets.

UNIT V: STANDARD COSTING AND REPORTING TO MANAGEMENT**15 hrs.**

Meaning of standard – Standard cost and standard costing – Advantages and limitations of standard costing – Types of standards – Uses of variance analysis – Computation of Material and labour variance – Reporting to management – Objects of reporting – Essentials of an Ideal report – Types of reports – Preparation of reports at different levels of management

TEXT BOOK(S):

Pillai R.S.N and Bagavathi V, *Management Accounting*, New Delhi, Sultan Chand Publication, 1996.

REFERENCE BOOK(S):

Khan & Jain, *Management Accounting*. New Delhi: Tata McGraw-Hill Publishing Company Ltd, 2008.

Sahaf, M.A, *Management Accounting*. New Delhi: Vikas publishing House Pvt. Ltd, 2000.

Shashi, K. Gupta R.K. Sharma. *Management Accounting*. New Delhi: Kalyani Publishers, 2010.

BAE3401CM HOSPITAL MANAGEMENT**(THEORY)****LEARNING OUTCOME:****4 hrs./wk.**

On successful completion of the course, the student will be able to

- relate the managerial functions to Hospitals.
- know the recent developments in hospital administration.
- analyze the problems in Hospital administration

COURSE CONTENT:**UNIT I: INTRODUCTION****10 hrs.**

Definition of Hospital – Nature & Scope – Functions – Classification – Types – Distinction between hospital and an industrial organization – Role of Professionals in Hospitals – Careers in Hospital Management.

UNIT II: HOSPITAL PLANNING**10 hrs.**

Need for planning – Importance – Factors influencing modern hospital site – Hospital layout – Logistics and Equipment – Medical Record Maintenance – Budgeting and cost control in Hospitals.

UNIT III: HUMAN RESOURCE MANAGEMENT IN HOSPITALS**15 hrs.**

Recruitment – Selection – Training and Development – Wage and salary – Employee performance appraisal.

UNIT IV: MODERN HOSPITAL ADMINISTRATION**15 hrs.**

Front – Office management – MIS in Hospitals – Medical Transcription – Telemedicine – Video conferencing – Extension Services – Community Relations and services – Mobile health services and ambulatory care – computer in hospitals.

UNIT V: HOSPITAL ETHICS AND HUMAN RELATIONS

10 hrs.

Hospital Ethics – Problems faced by hospitals in India – Management of Hospital waste – Human Relations in Hospitals – Hospital services – Legal Tips for hospital administration.

TEXT BOOK:

Goyal R.C, *Human Resource Management in Hospitals*. Fourth edition. New Delhi: Prentice Hall of India Pvt Ltd, 2008. Print.

REFERENCE BOOK(S):

Francis, C.B. Marios, De. Souza and Roy A.K, *Hospital Administration*. New Delhi: Jaypee Brothers, Medical Private Publishers Ltd, 2000. Print.

Malhotra, A.K. *Hospital Management an Evaluation*. New Delhi: Global India Publication, 2009. Print.

Nalini, V. Dave. *Hospital Management*. New Delhi: Deep and Deep publications, 2002. Print.

Sakharkar, B.M. *Principles of Hospital Administration & Planning*. New Delhi: Jaypee Brothers Medical Publishers (P) Ltd, 2009. Print.

BABT3201EI MARKET DEVELOPMENT FOR BIOTECHNOLOGY PRODUCT

(Theory)

LEARNING OUTCOME :

2 Hrs./Wk.

On successful completion of the course, the student will be able to

- identify the commercial aspects of biotechnology
- develop themselves as effective professionals
- apply the management principles to sciences of biotechnology

COURSE OUTLINE :

UNIT-I : ENTREPRENEURSHIP IN BIOTECHNOLOGY CONTEXT

8 Hrs.

National & international status of biotechnology industries, Products – SCP – Spirulina, Biofertilizer – Azolla, herbal formulations, vermicomposting etc., – recycling and value addition

UNIT-II : BIOTECH ENTREPRENEUR BASICS

7 Hrs.

Qualities of a biotech entrepreneur, Industry trends, Raising capital – Financial Assistance by Government sectors- DST, DSIR, DBT, MSME, NSIC, special schemes to women entrepreneur - TREAD, Bank loans - The Small Industries Development Bank of India (SIDBI) – Mahila Udyam Nidhi & Mahila Vikas Nidhi, Venture capitalists (VC) and Private equity (PE) Ethical Issues – Regulation of Biotech industry

UNIT-III : BASIC MANAGEMENT PRINCIPLES

8 Hrs.

Introduction - Managerial Functions - Planning, Organizing, Staffing, Directing & Controlling; Levels of Management – Strategic, Tactical & Operational Managers; Managerial Roles, Qualities & Skills; Management Trends - Business Ethics

UNIT-IV : MARKETING MIX

7 Hrs.

Marketing – Meaning, Definition, Need & Significance – Marketing Mix – Product / Service – Characteristics; Pricing, Place – Channels of Distribution; Promotion

REFERENCE BOOK(S)

Harold Koontz, Heinz Weihrich & Ramachandra Aryasri A, **Principles of Management**, New Delhi, Tata McGraw-Hill Education, 2006.

Hine D., Kapeleris J, **Innovation and Entrepreneurship in Biotechnology, an International perspective- Concepts, theories & cases**, USA, Edward Elgar publishing Ltd, 2006.

Moussalli C and the staff of vault, **Vault career guide to biotech**, New Delhi, New Age International Publishers, 2006.

Philip Kotler, **Marketing Management**, New Delhi, Prentice Hall India, 2004.

Pisano G.P, **Science Business: The Promise, the Reality, and the Future of Biotech**, Boston, Harvard Business School Press, 2006.

Sherlaker S.A, **Marketing Management**, New Delhi, Himalaya Publishing House, 2004.

Tripathi P.C., Reddy P.N, **Principles of Management**, New Delhi, Tata McGraw Hill Publishing House Ltd, 2008.

WEBSITE(S) :

- <http://www.dcmsme.gov.in/>
- <http://www.msmedi-chennai.gov.in/MSME/>
- <http://india.smetoolkit.org/india/en>
- <http://nenonline.org/>
- http://shodhganga.inflibnet.ac.in/bitstream/10603/367/12/12_chapter4.pdf

BACS3201EP ADVERTISING

(Lab)

LEARNING OUTCOME:

2 Hrs./Wk.

On successful completion of the course, the student will be able to

- understand the concept and process of advertising
- design advertisement layout for print and visual media
- create advertisements using software

COURSE OUTLINE:

EXPERIMENTS/LAB:

30 Hrs.

- Advertising – Definition – Need, role and scope – Types of advertising – Market segmentation, Targeting and Theme identification – e-Advertising – Advertisements in Internet, Mobile phones and Television.
- Principles of good advertising – Idea visualization – Copy writing – Headlines – Slogans – Illustrations – layout – copy preparation – Audio recording – Audio mix – Video recording – Video mix.
- Creative aspects in visual media advertisements – Creation of Blogs – Social media networking – Adobe page maker – Photoshop – Moving Images – Placing files – Advertising in web using HTML.
- Preparing the advertisement using software in print media – Coral draw – Clay animation – Preparing the advertisement using software in visual media – adobe premiere, studio version, sound forge & Final Cut Pro (FCP).

REFERENCE BOOK(S):

Adele Droblas Greenberg & Seth Greenberg, **The complete reference-Photoshop 6**, New Delhi, Tata McGraw hill publishing company ltd, 2001.

Adobe creative team, **Adobe Photoshop CS6 classroom in a book**, First edition, United States, 2012.

Chunnawala and Sethia.,**Advertising Principles and Practices**, New Delhi, Himalaya Publishing House, 2001.

David Hillman, **Multimedia: Technology and Applications**, New Delhi, Galgotia Publications Pvt Ltd, 2007.

Gupta S.L., Dr. Ratna V.V, **Advertising and Sales promotion**, New Delhi, Sultan Chand and Sons, 2005.

WEBSITE(S):

www.lfarryjordan.biz/final-cut-pro-xtutorial

BAMA3201EI OPTIMIZATION TECHNIQUES IN MANAGEMENT

(THEORY)

(Prerequisite: Open to ALL OTHER THAN B.Sc. Mathematics with Computer Applications, B.Sc. Computer Applications and B.Sc. Information Technology and Management Students)

LEARNING OUTCOME:

2 hrs./wk.

On successful completion of the course, the student will be able to

- use various optimization techniques for decision making
- solve transportation and assignment problems using different methods
- change network scheduling techniques in uncertainty context

COURSE CONTENT:

UNIT I: TRANSPORTATION PROBLEM

8 hrs.

Introduction of Operational Research – Definitions of Operations Research – General transportation problem – northwest corner rule – least cost method – Vogel's approximation method – Difference between a balanced transportation problem and an unbalanced transportation problem.

UNIT II: ASSIGNMENT PROBLEM

7 hrs.

Assignment Problem – Mathematical formulation and assignment method – solution methods of assignment problem – special cases in assignment problem.

UNIT III: NETWORK SCHEDULING BY PERT/CPM

8 hrs.

Introduction – Network: Basic Components – Logical Sequencing – Rules of Network Construction – Concurrent activities – Critical Path Analysis

UNIT IV: DECISION ANALYSIS

7 hrs.

Introduction – Decision making problem – Decision making process – Decision making Environment – Decision under Uncertainty.

TEXT BOOK(S):

Kanti Swarup, P.K. Gupta and Man Mohan, (2015). *Operations Research*, (18th ed.), New Delhi: Sultan Chand and Sons Educational Publishers. Print. Chapter 10 (10.1-10.13 theorems statement only), Chapter 11, (11.1 - 11.4) theorems statement only), Chapter 16(16.1-16.5), Chapter 25(25.1-25.6).

REFERENCE BOOK(S):

Sharma, J.K., (1997). *Operations Research*, (3rd ed.), Delhi: Macmillan Company of India Ltd., Print.

2019 batch IV Semester

Part	Course Code	Course Title	Course type	Offer to	Offer by	Hour per week	Cr.	Academic Council Book No.
III	BAE4201SS	MANAGERIAL SKILLS	TH	SUBBA	BBA	TH-2	2	AV2014
III	BAE4402CM	BUSINESS ETHICS	TH	SUBBA	BBA	TH-4	4	AV2014
III	BAE4403CM	SERVICES MARKETING	TH	SUBBA	BBA	TH-5	4	BB2019
III	BAE4404CM	TOTAL QUALITY MANAGEMENT	TH	SUBBA	BBA	TH-5	4	BB2019
III	BAE4502CM	HUMAN RESOURCE MANAGEMENT	TH	SUBBA	BBA	TH-5	5	AV2014
III	BAE4503CM	COMPANY AND INDUSTRIAL LAW	TH	SUBBA	BBA	TH-5	5	AV2014
VI	BAE4201CE	ANNUAL e-ASSESSMENT	CE	SUBBA	BBA	--	2	AZ2017
IV	BACS4201EP	PROJECT MANAGEMENT	LA	ALLM	BBA & CSC	LA-2	2	AV2014
IV	BAHO4201EI	e-RETAILING	TH	ALLM	BBA & COH	TH-2	2	BA2018

BAE4402CM BUSINESS ETHICS

(Theory)

LEARNING OUTCOME :

4 Hrs./Wk.

On successful completion of the course, the student will be able to

- recognize the importance of corporate social responsibility
- discuss on the link between social responsibility and business ethics
- relate the concept of Indian ethos to business.

COURSE OUTLINE :

UNIT-I : INTRODUCTION

10 Hrs.

Nature, scope and purpose of ethics – Relevance of values – Importance of ethics and Moral standards – Ethics and moral decision making.

UNIT-II : CORPORATE SOCIAL RESPONSIBILITY

10 Hrs.

Corporate Social responsibility – Nature, scope and importance – Corporate governance importance for industry.

UNIT-III : ETHICAL ISSUES

10 Hrs.

Ethical issues related with advertisements, finance, investment, taxation and technology – Secular verses spiritual values in management – work ethics, concept of Swadharma

UNIT-IV : GANDHIAN APPROACH

15 Hrs.

Gandhian approach in management and trusteeship – Gandhiji's doctrine of Sathya and Ahimsa – Concept, importance, and relevance of trusteeship in modern business.

UNIT-V : INDIAN ETHOS

15 Hrs.

Indian Ethos – Need, purpose and relevance of Indian Ethos – Salient features – Brain stalling, Total quality mind – Intuition – Intellectual rational brain Vs holistic spiritual brain – Holistic approach for management in decision making.

TEXT BOOK(S)

Ferando A.C, **Business Ethics**, New Delhi, Pearson Publication, 2008.

REFERENCE BOOK(S)

Gaurav Bissa , Purohit,G N, **Business Ethics and Indian ethos**, Mumbai, Ajmer books company, 2004.

Ghosh. P.K, **Business Ethics**, New Delhi, Vrinda Publication (P) Ltd, 2009.

Murthy C.S.V, **Business Ethics**, New Delhi, Himalaya Publishing House, 2002.

Rao A.B, **Business Ethics and professional values**, New Delhi, Excel Book publishers, 2005.

BAE4403CM SERVICES MARKETING

(THEORY)

LEARNING OUTCOME:

5 hrs./wk.

On successful completion of the course, the student will be able to

- relate the marketing concepts to services
- recognize the importance of service quality
- analyze the new trends in services marketing

COURSE CONTENT:

UNIT I: CONCEPT OF SERVICE MARKETING

15 hrs.

Meaning of service – Objectives of service marketing – Characteristics of services and its marketing implications – Types of service marketing – Differences between service and goods.

UNIT II: STRATEGIC ASPECTS OF SERVICES MARKETING

15 hrs.

Study of Indian Marketing Strategies – Hotel Industry – IT Industry – IT services outsourcing – Hospital – Tourism – Role of Marketing Research in services.

UNIT III: SERVICES MARKETING MIX

15 hrs.

Service life cycle – Services Marketing Mix – Product, Price – Place – Promotion – People – Physical evidence – Process.

UNIT IV: SERVICE QUALITY

15 hrs.

Dimensions of service quality – Measurement of service quality – Improving service quality – Gaps in Services – Causes for service quality problems.

UNIT V: RECENT ISSUES

15 hrs.

Growth of consumer awareness in services marketing in India – Marketing implications of the Internet, Recent trends in services marketing – Techno marketing services.

TEXT BOOK(S):

Nargundkar Rajendra. *Services Marketing- text and cases*. New Delhi: Tata McGraw Hill Publishing Company Limited, 2004.

REFERENCE BOOK(S):

Lovelock Christopher. *Services Marketing, People, Technology, Strategy*. 4th edition. New Delhi: Pearson Education, 2002.

Reddy P.N., Appainiah H R., Anil Kumar S. and Nirmala. *Service Marketing*. 1st edition. New Delhi: Himalaya Publishing House, 2000.

Valarie A Zeithami, Mary Jo Bitner, *Service Marketing*. 3rd edition. New Delhi: Tata McGraw Hill, 2002.

Wordruffe Helen. *Services Marketing*. New Delhi: Macmillen India Ltd, 2006.

BAE4404CM TOTAL QUALITY MANAGEMENT

(THEORY)

LEARNING OUTCOME:

5 hrs./wk.

On successful completion of the course, the student will be able to

- know the various functions and techniques of total quality management

- list down the awards of quality
- examine the concept of Total Quality Management

COURSE CONTENT:

UNIT I: INTRODUCTION

15 hrs.

Quality – Definition and Scope – Relevance to all Functional areas – Cost of Quality – Cost of Conformance – Quality Inspection and Assurance.

UNIT II: PROCESS QUALITY

15 hrs.

Quality in Marketing Functions – Quality in HRM Function – Quality in Financial activities – Quality in Service Organizations – The Gap Model of Service Quality.

UNIT III: EVOLUTION OF QUALITY AWARENESS

15 hrs.

Contribution's of Shewart, Edward Deming, Joseph Juran, Ishikawa, Taguchi and Crosby, Shingo, Feigenbaum and Tom Peters.

UNIT IV: CUSTOMER ORIENTATION

15 hrs.

Continuous Improvement – Quality Tools – Cause and Effect diagram, Scatter diagram, Run Chart, Flow Chart, Control Chart, Pareto Chart and Histogram – Quality Circles – Process Re- engineering

UNIT V: AWARDS OF QUALITY

15 hrs.

ISO Certification – List of ISO Standards - ISO 9001, ISO 14001, ISO 18001, ISO 20000, ISO 22000, ISO 26000 - ISI Procedures – Post Certification functions – Deming Prize – Malcom Balridge Award – Quality for intermediaries – Organizing for quality – Responsibilities of Personnel on Quality Management – Contemporary issues – Analysis of relevant cases.

TEXT BOOK(S):

Joel E Ross. *Total Quality Management - Text and Cases*. 3rd edition. Washington D C: Vanity Books International, 2004.

REFERENCE BOOK(S):

Amand Feigarbaum. *Total Quality Control*. 4th edition. New York: McGraw Hill, 2004.
Dale, H. Besterfield, Glen H. Besterfield, Carol Besterfield, Mary Besterfield. *Total Quality Management*. 3rd edition. New Delhi: Pearson Education, 2005.

Helga Drummond. *The TQM Movement*. New Delhi: UBS Publishers, 1997.

Juran. *Quality Planning and Analysis*. 3rd edition. New York: Tata McGraw Hill, 2006.

Poornima, M. Charantimath. *Total Quality Management*. New Delhi: Pearson education, 2003.

Ron Collard. *Total quality success through people*. 1st edition. New Delhi: Jaico Publisher, 2000.

BAE4502CM HUMAN RESOURCE MANAGEMENT

(Theory)

LEARNING OUTCOME :

5 Hrs./Wk.

On successful completion of the course, the student will be able to

- explain the concept of Human resource management.
- classify the functions of Human resource management
- analyze the role of government and management with respect to safety, health and industrial relations.

COURSE OUTLINE :

UNIT-I : INTRODUCTION

10 Hrs.

HRM meaning & definition – Scope of HRM – Objectives (Societal, Functional, Organizational and personal) – Functions – Recruitment – Sources – Methods – Selection process – Role of HR Personnel (Welfare role, Administrative role and personnel role).

UNIT-II : HUMAN RESOURCE PLANNING

10 Hrs.

Meaning & Definition of HRP – Importance – Factors affecting HRP – HR Demand Forecast – Types of Forecasting Techniques – Skill inventory

UNIT-III : ORIENTATION & PLACEMENT / APPRAISAL / TRAINING

15 Hrs.

Orientation – Meaning, Purpose & programs – Placement meaning and problems – Need and methods of Training – Importance and methods of Performance Appraisal.

UNIT-IV : COMPENSATION / EMPLOYEE WELFARE

20 Hrs.

Factors influencing remuneration, Concept of wages – Minimum wage, Fair wage & Living wage, Productivity linked incentives – Employee welfare measures – inside / outside the premises.

UNIT-V : SAFETY / HEALTH / INDUSTRIAL RELATIONS

20 Hrs.

Importance of safety & Health, Types of Accidents, Safety programs – Health services – Physical health, mental health – Nature of Industrial Relation – Collective bargaining – Role of Management, Government & unions.

TEXT BOOK(S)

Aswathappa.K, **Human Resource & Personnel Management**, New Delhi, Tata McGraw Publishing Co.Ltd, 2008.

REFERENCE BOOK(S)

Arun Monappa, **Managing Human Resources**, New Delhi, Macmillan India Ltd, 2002.

David A Decenzo & Stephen P.Robbins, **Human Resource Management**, New Delhi, Prentice Hall India, 1995.

Gupta.C.B, **Human resource Management**, 6th Edition, New Delhi, Sultan Chand & Sons, 2005.

Mamoria.B, **Personnel Management**, Mumbai, Himalaya Publishing House, 2002.

BAE4503CM COMPANY AND INDUSTRIAL LAW

(Theory)

LEARNING OUTCOME :

5 Hrs./Wk.

On successful completion of the course, the student will be able to

- define a company and its characteristics.
- relate various aspects of company law to business.
- list down the social security legislations

COURSE OUTLINE :

UNIT-I : MEANING OF A COMPANY

10 Hrs.

Definition of Company – Kinds – Characteristic Features – Lifting of Corporate veil – Formation of company – Role of a Promoter in the formation of a company.

UNIT-II : DOCUMENTS OF A COMPANY

15 Hrs.

Memorandum of Association – Alteration – Doctrine of Ultra virus – Article of Association – Alteration – Doctrines of constructive notice and indoor management – Prospectus – Contents – Liability for misstatement in a prospectus

UNIT-III : LAW RELATING TO FACTORIES

15 Hrs.

Definition of terms – Factory – Factories Act, 1948 - Manufacturing process – Occupies – Health, Safety and Welfare provisions – Rules relating to employment of Men ,Women and Young persons – Annual leave with wages

UNIT-IV : LAW RELATING TO INDUSTRIAL DISPUTES

15 Hrs.

Definition of Industry – Industry dispute – Workman strike, lockout, layoff – Retrenchment – Illegal strike and lockouts – Authorities for settlement of industrial disputes – Settlement of disputes through arbitration.

UNIT-V : SOCIAL SECURITY LEGISLATIONS

20 Hrs.

Workman compensation Act, 1923 – Definition of terms – Accident – Disablement – Occupational disease – Rule relating to payment of compensation – Employees state Insurance Act, 1948 – Definition of terms – Kind of benefits – ESI fund – ESI court - National Food Security Bill, 2013.

TEXT BOOK(S)

Kapoor .N.D, **Elements of Mercantile Law**, 29th Edition, New Delhi, Sultan Chand & Sons Publishers, 2014.

REFERENCE BOOK(S)

Ashok & Bagrial, **Company Law**, New Delhi, Kalayani Publishers co, 2004.

Shukla & S.S.Gulshan, **Principles of Company Law**, New Delhi, P.Chand & Co, 2006.

Shukla & S.S.Gulshan -, **Principles of Company Law**,, New Delhi, P.Chand & Co, 2006.

BAE4201SS MANAGERIAL SKILLS

(Theory)

LEARNING OUTCOME :

2 Hrs./Wk.

On successful completion of the course, the student will be able to

- analyze the strengths and weakness
- develop inter-personal skills
- write business letters and prepare executive summary

COURSE OUTLINE :

UNIT-I : PERSONAL SKILLS

8 Hrs.

Self awareness – Analysis of strength and weakness – Importance of self motivation – Developing positive attitude and positive thinking – Stress coping skills.

UNIT-II : CONCEPTUAL SKILLS

8 Hrs.

Skills required for planning and organizing – Fixing goals – Analyzing situations – Exercising time management – Skills for Problem solving and decision making – Importance of creativity – Initiative skills.

UNIT-III : HUMAN RELATION SKILLS

8 Hrs.

Inter-personal skills – Guidance and Counseling – Communication – Body language, Expression and Emotions – Leadership skills – Team building and Team work.

UNIT-IV : TECHNICAL SKILLS

6 Hrs.

Drafting business letters – Executive summary preparation – Conducting meetings – Preparation of Agenda, notices, memo and minutes – Recent developments in managerial communication.

REFERENCE BOOK(S)

David A.Whetten,kim s.cameron, **Developing management skills**, eighth edition, New Delhi, Prentice Hall, 2011.

Gupta.S.S, **Managerial skills (Explorations in practical knowledge)**, New Delhi, Global India publications, 2008.

Mcgrath.E.H, **Basic managerial skills for all**, New Delhi, PHI Learning Pvt Ltd, 2008.

Raju.K.Mishra, **Personality Development**, New Delhi, Rupa & Co, 2009.

Sinha.K.K, **Business Communication**, New Delhi, Galgotia Publishing Company, 2008.

BACS4201EP PROJECT MANAGEMENT

(Lab)

LEARNING OUTCOME :

2 Hrs./Wk.

On successful completion of the course, the student will be able to

- identify and apply the concepts and process of Project Management.
- acquire knowledge on Opportunities, Managing and Administering Project.
- analyze and implement software tool to design and schedule projects.

COURSE OUTLINE :

EXPERIMENTS/LAB :

30 Hrs.

PROJECT MANAGEMENT – An Overview

Project – Definition, Characteristics and Participants –Project Opportunities & Sources - New Projects, Global Projects and Investment Opportunities – Project Life Cycle.

PROJECT ADMINISTRATION

Work Breakdown Structure - Project Scheduling-Components of a good Planning Technique & Planners Tool Kit - Network Techniques PERT / CPM – Project Cost Control – Time & Cost overruns & its reasons for overruns.

INTRODUCTION TO MS PROJECT

Create a Project – Add Tasks/Sub-Tasks of various types – Using Milestones – Insert and Delete tasks - Linking tasks – Define general working times, changing, deleting calendar – Assigning Resources and people – Setting Constraints - Preparing Work breakdown structure – Setting Elapsed Time - Change Timeline

PROJECT SCHEDULING & CONTROLLING USING MS PROJECT

Project schedule – Working with Project network diagrams – Gantt chart – Critical path method – Program evaluation and review techniques (PERT) – changes to project schedule – Leveling the resources - Tracking project as scheduled – Customizing Tables and Views – Working with various Reports

TEXT BOOK(S)

Kathy Schwalbe, **Information Technology Project Management Revised 6e**, United States, Cengage Learning, 2011.

Kesava Rao.P.C., **Project Management & Control**, New Delhi, Sultan Chand & Sons, 2007.

REFERENCE BOOK(S)

Harvey Maylor, **Project Management**, 3rd, New Delhi, Pearson Education, 2005.

Scott Berkun, **The Art of Project Management**, United States, O'Reilly Publication, 2008.

WEBSITE(S) :

www.simplilearn.com/MS-Project-Training

[www.tutorialspoint.com/management_concepts/?](http://www.tutorialspoint.com/management_concepts/)

BAHO4201EI e-RETAILING

(THEORY)

LEARNING OUTCOME:

2 hrs./wk.

On successful completion of the course, the student will be able to

- access the need for e-retailing strategies
- identify & implement the e-retailing techniques
- understand the e-retailing models

COURSE CONTENT:

UNIT I: INTRODUCTION

7 hrs.

Meaning- Definition – Transition from Traditional Marketing to e-Marketing – Demographics and Targeting – Adaptability and Closed – Loop Marketing, Advantages and Shortcomings of e-Retailing.

UNIT II: e-RETAILING MODELS AND CHALLENGES

8 hrs.

Pure Play, Click & Mortar, Catalog, Storefront Model, e-Retailing Strategies, e-Bay, Pantaloons, SIFY Iway, Amazon, Challenges to e- Retailer in India – e-Retailing Pricing – Objectives, strategies – Indian e-retailing examples

UNIT III: FACTORS AFFECTING INTERNET RETAILING ADOPTION

8 hrs.

Factors affecting e-Retailing – Consumer Typology, E-business Ontology – Criteria for effective e-retailing – e-retailing benchmarking – Successful e-retail business

UNIT IV: RECENT TRENDS IN e-TAILING

7 hrs.

e-Retailing – The Current Trends – Current Trend Analysis and Measures – Current Status of Online Retailing – e-Retailing Statistics – Social Media – on-line & off-line – Web analytic solution to online retailers.

TEXT BOOK(S):

Gupta.S.L, Ramesh Mittal, Ruchi Nayyar, *Retailing & e-Tailing*, New Delhi: International Book House Pvt Ltd, 2011.

REFERENCE BOOK(S):

Dave Chaffey, *e-Business & e- Commerce Management*. New Delhi: 3rd Edition. Pearson Publication, 2011.Print.

Turban,E.K, *Electronic Commerce –A managerial perspective*. New Delhi: Prentice Hall, 2006.Print.

2019 BATCH

Part	Course Code	Course Title	Course type	Offer to	Offer by	Hour per week	Cr.	Academic Council Book No.
III	BAE5205CM	INTRODUCTION TO RESEARCH METHODOLOGY	TH	SUBBA	BBA	TH-2	2	AW2015
III	BAE5401CM	FINANCIAL MANAGEMENT	TH	SUBBA	BBA	TH-4	4	AW2015
III	BAE5404CM	MANAGEMENT INFORMATION SYSTEM	TH	SUBBA	BBA	TH-4	4	AW2015
III	BAE5405CM	ENTREPRENEURSHIP DEVELOPMENT AND SMALL SCALE BUSINESS	TH	SUBBA	BBA	TH-5	4	AY2016
III	BAE5406CM	OPERATIONS MANAGEMENT	TH	SUBBA	BBA	TH-5	4	BB2019
III	BACR5401DM	CUSTOMER RELATIONSHIP MANAGEMENT	TH	ALLM	BBA & COR	TH-4	4	BA2018
III	BAIT5401DT	SOFTWARE PROJECT MANAGEMENT	LT	ALLM	BBA & ITM	TH-3 LA-1	4	AW2015
III	BAE0601LM	ENTREPRENEURSHIP DEVELOPMENT THROUGH WOMEN ENTREPRENEURS	PR	SUBBA	BBA	TH-4	6	AW2015

BAE5406CM OPERATIONS MANAGEMENT**(THEORY)****LEARNING OUTCOME:****5 hrs./wk.**

On successful completion of the course, the student will be able to

- explain the concept of production function
- distinguish work study from method study.
- illustrate plant layout & location
- interpret the techniques of production planning and control.

COURSE CONTENT:**UNIT I: PLANT LAYOUT AND LOCATION****10 hrs.**

Meaning – factors involved in selection of location – Steps in Location selection – Techniques of selection (Weber's, Sargent Florance's) – Plant layout – Factors influencing plant layout – Types of Layout.

UNIT II: OVERVIEW OF PRODUCTION MANAGEMENT**15 hrs.**

Production Management – Scope, Components – Functions of a production manager – Decisions involved in production management – Relationship of production with other functions – Methods of production – Continuous and intermittent production systems. **Production planning** – importance – factors determining planning function– production control – objectives – functions involved in production control

UNIT III: PRODUCTION PLANNING AND CONTROL (PPC)**15 hrs.**

Objectives, functions and stages of PPC – Centralized and decentralized PPC – Information requirements of PPC– Problems in PPC – Elements -- Routing, Scheduling, Dispatching and Follow Up -- Techniques of PPC – CPM and PERT.

UNIT IV: WORK AND METHOD STUDY

15 hrs.

Work study – Objectives – Components – Relationship of time and motion study to work study – Benefits of work study. **Method study** – procedure for method study – Techniques – Micro motion study – Process charts

UNIT V: MATERIAL MANAGEMENT

20 hrs.

Meaning, scope and functions – purchasing – methods and procedures –cost of materials – store keeping – functions – objectives – duties of store keeper – material issues – cost of inventory – valuation of materials – Inventory Control – Inventory control techniques –ABC, EOQ, and Just-In-Time -- Essentials of good inventory control. Inspection – Functions – Steps in inspection – Types –quality control techniques.

TEXT BOOK:

Goel, B. S. *Production Operations Management*. Meerut: Pragati Prakashan, 2004. Print

REFERENCE BOOK(S):

Aswathappa, K. *Essentials of Production management*. 4th ed, Mumbai: Himalaya Publishing House, 2015. Print

Joseph G. Monks. *Operations Management*. 2nd ed. New Delhi: Tata Mc Graw Hill, 2014. Print.

Chary, *Production & Operations management*. 3rd ed. New Delhi: Tata Mc Graw Hill, 2014. Print.

BAE5205CM INTRODUCTION TO RESEARCH METHODOLOGY

(Theory)

LEARNING OUTCOME:

2 Hrs./Wk.

On successful completion of the course, the student will be able to

- classify the methods of social science research
- learn the use of statistical tools for research.
- write a research report

COURSE OUTLINE:

UNIT-I: INTRODUCTION TO RESEARCH

8 Hrs.

Meaning of Research – Objectives –types of research- decriptive, empirical, analytical, fundamental, conceptual, quantitative and qualitative- Process of research –techniques involved in defining the problem- Hypothesis testing-Criteria of a Good research–qualities of a researcher.

UNIT-II : RESEARCH DESIGN

6 Hrs.

Meaning –importance-features of research design–types of research design– sampling, statistical, observational and operational research design.

UNIT-III : APPLICATION OF STATISTICAL METHODS

10 Hrs.

Sampling Meaning –Techniques of sampling – Probability and Non – Probability – Collection of Data– Primary and Secondary data–survey method-case study methods-observation method-Framing a Questionnaire and interview schedule – Application of measures of central tendency and measures of relationship–SPSS as a tool for analysis–Uses of SPSS for business research.

UNIT-IV : REPORT WRITING

6 Hrs.

Significance of report writing– steps in writing report– layout of the research report – Types of reports – mechanics of writing a report –precautions for writing research reports – Reference – appendix – Bibliography and Foot Note.

TEXT BOOK(S)

Kothari.C.R, **Research methodology ,methods and techniques**, 3rd edition:New delhi New age international,2011.print.

Krishnaswamy O.R. Ranganatham.M, **Methodology of Research in Social Science**, New Delhi: Himalaya publishing House, 2015.print.

REFERENCE BOOK(S)

Donald R.Cooper, **Business research methods**, 12th edition, McGraw Hill, 2015print.

Uma sekaran& Roger Bougie, **Research methods for business**, 6th edition, John willey and sons publishing, 2013.print.

BAE5401CM FINANCIAL MANAGEMENT

(Theory)

LEARNING OUTCOME :

4Hrs./Wk.

On successful completion of the course, the student will be able to

- List down the various ways in which funds can be utilized effectively in an organization
- Interpret the structure of capital of a company
- Classify the types of investment avenues and security markets.

COURSE OUTLINE :

UNIT-I : INTRODUCTION TO FINANCIAL MANAGEMENT

5 Hrs.

Meaning–Nature and scope of financial management – objectives of financial management – Process– Financial Decisions-Financial plan

UNIT-II : CAPITAL STRUCTURE

15 Hrs.

Types of Capital – factors determining capital structure – Theories of capital structure– Net income approach– Net operating income approach–Modigliani Miller Approach–Leverages– Types of leverages – operating leverage–financial leverage–composite leverage – Investment decisions - Capital Budgeting Decisions– Payback period method – Net Present Value – Average Rate of Return

UNIT-III : WORKING CAPITAL MANAGEMENT

10 Hrs.

Working Capital meaning – Factors influencing working capital–Estimations of working capital requirements –Inventories – Kinds of Inventory –Benefits & Risk of holding inventory –types of Inventory.

UNIT-IV : CASH MANAGEMENT

15 Hrs.

Motives of holding cash –basic problems in cash management –cash management models –Boumol and Miller or model – receivables management –Purpose – Cost of maintaining receivables factors affecting the size of receivables. Dividend policy --meaning-forms of dividend – determinants of dividend

UNIT-V : RISK MANAGEMENT

15 Hrs.

Risk- causes and factors of risk- classification of risk- return-factors determining the return on investment- credit rating-meaning-rating system-credit rating rating agencies-(CRISIL,ICRA, CARE)

TEXT BOOK(S)

Maheswari.S.N, **Financial M anagement**, New Delhi: Sulthan Chand publication, 2014 print.

REFERENCE BOOK(S)

Khan.M.Y and Jain, **Financial management –Text problems and cases**, 7th edition,newdelhi- Tata McGraw–Hilleducationprivatelimited,2014print.

Pandey .I.M, **Financial Management**, Seventh edition, Vikas publishing House Ltd, 2015. Chandra,Prasanna, **Financial management, Theory and practice** 8th edition,newdelhi,TataMcGraw hill 2011print.

BAE5404CM MANAGEMENT INFORMATION SYSTEM

(Theory)

LEARNING OUTCOME :

4 Hrs./Wk.

On successful completion of the course, the student will be able to

- understand the concepts and structure of MIS in terms of its various components and as an integrated system.
- classify the functional information system
- effectively participate in the design and utilization of information systems

COURSE OUTLINE :

UNIT-I : INTRODUCTION TO MIS

10 Hrs.

Evolution of MIS–MIS: Concept (Management, Information, System), Definition –MIS characteristics – MIS functions – Benefits of MIS – Importance of MIS – Structure of MIS.

UNIT-II : MIS AND FUNCTIONAL INFORMATION SYSTEM

15 Hrs.

Classification of MIS (TPS, MIS, DSS, ESS, OAS, BES) Functional Information systems (Production, Marketing, Finance and Accounting, Materials, Personnel Systems).

UNIT-III : COMPUTER SYSTEMS OF MIS AND DATA PROCESSING

15 Hrs.

An overview of Hardware, Basic system, Software and file management, Model of data, Database and database Management, Social Dimensions of computerization –Computer viruses.

UNIT-IV : MIS DESIGN

10 Hrs.

Planning, design and implementation MIS (implementation process – hardware and software selection) – Evaluation of MIS (Evaluation approaches – evaluation classes – product based MIS evaluation) – System maintenance (corrective, adaptive, perfective).

UNIT-V : QUANTITATIVE TECHNIQUES FOR DECISION MAKING

10 Hrs.

An Overview of DSS: Definition–DSS Characteristics –Components of DSS –Structure of DSS – Conceptual model of DSS – Limitations of DSS system – Components of GDSS, DSS tools and software –comparison of MIS and DSS – Group Decision Making.

TEXT BOOK(S)

Goyal.D.P, **Management Information Systems Managerial Perspectives**, 4th Edition, New Delhi: Macmillan India Limited, 2014 print.

REFERENCE BOOK(S)

Gordon Davis and Olsaon, **Management Information Systems**, New Delhi, Sultan Chand and sons,2000print.

Henry.C.Lucas, **Information system concepts for management**, New Delhi, Himalaya Publishinghouse,2011print

James Brien, **Management Information Systems**, 8th Edition, New Delhi, Himalaya Publishing house,2008print.

Robert G. Mudrick, **Information system for Modern Management**, 3rd Edition, New Delhi ,Mumbai, Himalaya Publishing House, 2011print.

BAE5405CM ENTREPRENEURSHIP DEVELOPMENT AND SMALL SCALE BUSINESS

(Theory)

LEARNING OUTCOMES

5 hrs. / wk.

On completion of the course, the student will be able to

- classify entrepreneurs on various basis
- develop business plans and prepare project reports
- criticize the problem areas of small business management in India
- analyse the areas of opportunities for women in small business

COURSE CONTENT

UNIT-I: SMALL BUSINESS AND ENTREPRENEURSHIP

12 hrs.

A. Small Business – conceptual definition – significance – growth and development – problems in small enterprise

B. Entrepreneurship – role of entrepreneurship in economic development – factors affecting entrepreneurial growth – economic, non-economic and government – entrepreneur – definition – qualities – types – difference between an entrepreneur and a manager

UNIT-II: PLANNING FOR SMALL BUSINESS

18 hrs.

Project planning – market survey – appraisal and feasibility study – business models –value propositions – customer channel – revenue stream – key partner – key resource – preparation of project report – legal formalities in starting a new venture – location and site factors.

UNIT-III: FINANCE AND GOVERNMENT ASSISTANCE

15hrs.

Credit delivery and Government assistance – finance – sources of finance – private bank and other institutional finance – angel funding – venture capital – start up eco system – government policies – micro, small and medium enterprises development Act 2006 (MS MED–2006), DIC, SISI, SIDCO, SIPCOT, TIIC – monetary and non monetary incentives – industrial policy initiative industrial estates – training programmes.

UNIT-IV: CONSIDERATIONS INVOLVED IN MANAGEMENT OF SMALL BUSINESS

15 hrs.

Considerations involved in management of small business – business plan – profit planning – growth strategy and diversification, advertising and promotions – working capital – management–personnel management – marketing of small scale industrial products – crisis areas for small business – success and failure factors – Industrial sickness – signals and symptoms – causes and consequences – corrective measure.

UNIT V: EMERGING SECTORS IN ENTREPRENEURSHIP

15 hrs.

A. Emerging sectors – information technology, services industry, hospitality industry (hotel and tourism), food processing, biotechnology

B. Women entrepreneurs – areas of opportunities for women – women entrepreneur – functions – growth – problems – women entrepreneur cum skill development programme (wesdp) – case histories of successful women entrepreneurs.

TEXT BOOK(S):

Desai, Vasant. *Fundamentals of Entrepreneurship and Small Business Management*. New Delhi: Himalaya Publishing, 2011. Print.

Khanka, S. S. *Entrepreneurial Development*. New Delhi: S. Chand, 2007. Print.

REFERENCE BOOK(S):

Gupta C B. and N P Srinivasan, *Entrepreneurial development*, Sultan Chand and Sons, New Delhi. 2013. Print

Jose Paul. N. Ajit Kumar and Paul T. Mampilly. *Entrepreneurial Development*. Himalaya Publishing House. Mumbai. 2011. Print

Desai Vasant. *Dynamics of Entrepreneurial development and management*. Himalaya Publishing House. Mumbai. 2003. Print.

Banga T R. *Project Planning and Entrepreneurial Development*. Himalaya Publishing House. Mumbai. 2004. Print

Memon K. K. *Hand book for Small Industries Management*. Sultan Chand & Co. New Delhi. 2000. Print.

e – REFERENCES

- ✓ <http://www.freebookcentre.net/Business/Entrepreneurship-Books.html>
- ✓ http://thetechpanda.com/2013/01/04/10-free-books-on-entrepreneurship-and-business/?utm_source=rss&utm_medium=rss&utm_campaign=10-free-books-on-entrepreneurship-and-business
- ✓ <http://despreneur.com/top-15-free-ebooks-for-entrepreneurs/>
- ✓ <https://www.salesforce.com/blog/2013/05/small-business-advice-from-3-successful-entrepreneurs.html>
- ✓ <http://www.niesbud.nic.in/>

BAE0601LM ENTREPRENEURSHIP DEVELOPMENT THROUGH WOMEN ENTREPRENEURS

LEARNING OUTCOME:

On completion of the course, the student will be able to

- understand the back ground and various functions of women entrepreneurs
- identify the challenges faced by the women entrepreneurs and evolve strategies to face the challenges
- develop ability to collect, analyze and interpret the data with the help of a survey
- Improve the presentation skill
- adapt herself to new environment and become responsible citizens

PROJECTED BENEFITS OF THE COMMUNITY PARTNERS:

On completion of the course, the community will be able to

- Get awareness about the business opportunities & financial resources for their business.
- Learn various techniques for marketing their products.

The community

Will be increasing their sales volume of their products.

Will be improving their knowledge for right utilization of their finance.

SECTION II: THEMATIC CONCEPTS 15 Hrs

Classificational concept

- Entrepreneurship - An attempt to create value through recognition of business opportunity, the management of risk taking appropriate to the opportunity, and through the communicative and management skills to mobilize human, financial and material resources necessary to bring a project to fruition.
- Micro Finance - **Microfinance** is a source of financial services for entrepreneurs and small businesses lacking access to banking and related services.

The two main mechanisms for the delivery of financial services to such clients are:

- (1) relationship-based banking for individual entrepreneurs and small businesses; and

(2) group-based models, where several entrepreneurs come together to apply for loans and other services as a group.

➤ **Market survey :**

The study of the spending characteristics and purchasing power of the consumer, who are within your business's geographic area of operation; a research method for defining the market parameters of a business.

➤ **Business Strategy :**

The definition of business strategy is a long term plan of action designed to achieve a particular goal or set of goals and objectives.

➤ **Correlational Concepts:**

- Level of entrepreneurial training and skill
- Level of Motivation and success rate of entrepreneurs
- Availability of finance and its usage by women entrepreneurs

Theoretical concept:

Conceptual model of entrepreneurship by John Kao.

1. The Person (women entrepreneur- SHG) Personality, skills, experience, motives, and psychological preferences.

2. The Task- perceiving opportunities, marshalling resources, providing leadership.

3.The Environment- Availability of resources, Infrastructure, competitive pressures, social values, rules and regulations, state of technology, etc.,

4. The Organization- Structure, rules, policies, culture, human resource system, marketing and communication system.

Activity Module:

Classificational concept

- ▯ Group discussion on "Role of Entrepreneurs in economic development".
- ▯ Group discussion on "Sources of finance for women entrepreneurs".
- ▯ Role play on consumer buying behaviour.

Correlational concept

- ▯ Case study on Traits of Successful women entrepreneurs
- ▯ Fish bowl technique for Motivational factors for women entrepreneurs
- ▯ Debate on Fund utilization by women entrepreneurs

Theoretical concept

- ▯ Brain storming on "Business opportunities for women".
- ▯ Debate on "Micro environmental factors influencing women Entrepreneurs"].
- ▯ Case building on "Challenges faced by women entrepreneurs".

SECTION – III: COMMUNITY ENGAGEMENT PROCESS

105 Hrs.

The students group will identify and select a particular community (SHGs) in Madurai District with the help of a NGO. They will meet the specific group through sampling method and understand their background and environment. They will frame the questionnaire and collect the required data. Then they will analyse, interpret the data, and document it. They will prepare and present the final report. Finally, feedback will be collected and the cause and effect relationship will be reflected to the selected community.

The students will get influenced to start their own business in the future. They will get inspiration from the community and as a result their attitude on society will be changed. They will become more adaptive to their life environment.

The Entrepreneurial skill of the community will be enhanced. They will get solutions to their problems. They will find new avenues for marketing and promoting their products

BACR5401DM CUSTOMER RELATIONSHIP MANAGEMENT

(THEORY)

LEARNING OUTCOME:

4 hrs./wk.

On successful completion of the course, the student will be able to

- recognize the basic concepts of customer and strategies to build customer relationship.
- recall the skills for customer interaction management
- describe the procedure for customer acquisition and retention
- analyse the basic concepts of electronic customer relationship management

COURSE CONTENT:

UNIT I : INTRODUCTION

15 hrs.

Customer relationship management – Meaning and objectives – Customer –Types of customers – Differences between traditional and relationship marketing – significance – strategies for relationship marketing – ethical ways to build customer relationship.

UNIT II : CUSTOMER ACQUISITION AND CIM

15 hrs.

Meaning of customer acquisition – Requisites for effective acquisition – process of acquisition– Inputs for acquisition – customer interaction management – routes to customer interaction management – factors influencing – specific skills for customer interaction management.

UNIT III : CUSTOMER RETENTION & ATTRITION

10 hrs.

Meaning of customer retention – Retention ladder – Benefits of customer retention – Stages– sequence in retention process – Attrition- meaning – Strategies in retention centered organizations.

UNIT IV : CUSTOMER LOYALTY

8 hrs.

Brand loyalty – meaning – factors influencing the process of brand choice – customer loyalty & types – loyalty continuum – significance of loyal customers.

UNIT V : ELECTRONIC CUSTOMER RELATIONSHIP MANAGEMENT

12 hrs.

Meaning – Differences between customer relationship management and Electronic customer relationship management – features of e-CRM – Basic requirements of e- CRM – Dimensions of e-CRM – e-CRM solutions – e-CRM tools and portals.

TEXT BOOK(S)

Mohamed,PeeruH,and Sagadevan A. *Customer Relationship Management*. New Delhi: Vikas Publishing House, 2009. Print.

REFERENCE BOOK(S)

Zemke,Ron,and John Woods. *Customer Service Best Practices*. New Delhi: Jaico Publishing House, 2002. Print.

STUDY MATERIAL(S):

Biztantra. *Customer Relationship Management (Concepts & Applications)*. New Delhi: Vikas Publications, 2011. Print

BAIT5401DT SOFTWARE PROJECT MANAGEMENT

(Lab cum Theory)

LEARNING OUTCOME :

3T + 1L Hrs./Wk.

On successful completion of the course, the student will be able to

- evaluate a project to develop the scope of work
- provide accurate cost estimates
- apply risk management analysis techniques for identifying project risks
- identify the resources required for a project and to produce a work plan and resource schedule

COURSE OUTLINE :**UNIT-I : INTRODUCTION TO PROJECT MANAGEMENT****10 Hrs.**

Introduction – Project Management – History – System view – Project phases – Project life cycle – Organisational structure – Stakeholders – Project manager

UNIT-II : PROJECT INTEGRATION AND SCOPE MANAGEMENT**10 Hrs.**

Integration management – Project plans – Project execution – Configuration Management:Overall change control – Top management – Project scope management – Strategic planning and project selection – Scope planning – Workbreakdown structure

UNIT-III : PROJECT TIME MANAGEMENT**15 Hrs.**

Project schedule – activity sequencing – project network diagram – schedule development – Gantt chart – Critical path method – Program evaluation and review techniques (PERT) – Controlling changes to project schedule – Using software to assist in time management

UNIT-IV : PROJECT COST ESTIMATION AND QUALITY MANAGEMENT**15 Hrs.**

Cost management – basic principles in cost management – Resource planning – cost estimating – software project quality management – Quality assurance – quality control – pareto analysis.

UNIT-V : PROJECT RESOURCE MANAGEMENT AND RISK MANAGEMENT**10 Hrs.**

Organisational planning – Information distribution – communication infrastructure – project risk management – risk identification – risk quantification – calculating risk factors – PERT estimators.

TEXT BOOK(S):

Schwalbe, Kathy.*Information Technology Project Management. 7thed.* United States of America: Cengage Learning Publishers, 2012.Print.

REFERENCE BOOK(S):

Berkun, Scott.*The Art of Project Management. 2nd ed.* California: O'Reilly Media, Inc., 2005. Print.

Portny, Stanley E. *Project Management. 1st ed.* New Delhi: Wiley India Pvt. Ltd, 2007.Print.

WEBSITE(S):

nptel.ac.in/courses/106101061129

www.cioarchives.ca.gov/

2019 batch VI Semester

Part	Course Code	Course Title	Course type	Offer to	Offer by	Hour per week	Cr.	Academic Council Book No.
III	BAE0601LM	ENTREPRENEURSHIP DEVELOPMENT THROUGH WOMEN ENTREPRENEURS	PR	SUBBA	BBA	TH-4	6	BB2019
III	BAE6401CM	BANKING AND INSURANCE	TH	SUBBA	BBA	TH-5	4	BA2018
III	BAE6402CM	ADVERTISING AND SALES MANSHIP	TH	SUBBA	BBA	TH-5	4	BA2018
III	BAE6403CM	RETAIL MANAGEMENT	TH	SUBBA	BBA	TH-5	4	BB2019
III	BAE6505CM	HOSPITALITY MANAGEMENT	TH	SUBBA	BBA	TH-6	5	AY2016
VI	BAE6202CE	ANNUAL e-ASSESSMENT	CE	SUBBA	BBA	--	2	AZ2017

III	BACR6401DM	STRATEGIC MANAGEMENT	TH	ALLM	BBA & COR	TH-4	4	AW2015
III	BAIT6401DT	ENTERPRISE RESOURCE PLANNING	LT	ALLM	BBA & ITM	TH-3 LA-1	4	AW2015

BAE6401CM BANKING AND INSURANCE

(THEORY)

LEARNING OUTCOME:

5hrs./wk.

On successful completion of the course, the student will be able to

- describe the overall banking and insurance practice in India
- classify the functions of various banks
- illustrate the principles of insurance

COURSE CONTENT:

UNIT I: PRINCIPLES OF BANKING

10hrs.

Type of deposits –savings deposit –current deposit –fixed deposit –special types of customers general procedure for opening accounts –minors –firms –limited companies –non – trading concerns –joint account.

UNIT II: FUNCTIONS OF BANKS

20hrs.

Functions of RBI–commercial banks–Private sector banks–public sector banks–National and Foreign banks –organized and unorganized banking systems–scheduled and non–scheduled Banks –development banks–Agricultural development banks–micro finance–priority sector lending role of IT in banks –modern services rendered by banks.

UNIT III: NEGOTIABLE INSTRUMENTS

15 hrs.

Cheque Vs Bills of Exchange –proper drawing of a cheque – material alteration – marking – crossing – significance of various forms of crossing – endorsement – honouring and dishonouring of cheque kinds.

UNIT IV: PRINCIPLES OF INSURANCE

15 hrs.

Insurance – preliminaries – definition of risk, peril, hazards – method of treating risk – main forms of insurance – essentials of a sound insurance plan – contract of insurance – classification of insurance – fundamental principles of insurance – good faith – insurable interest, indemnity – subrogation –double insurance – reinsurance – importance – types of insurance.

UNIT V: FORMS OF INSURANCE

15hrs.

Life insurance – whole life policy – endowment policy – general insurance – fire insurance – marine insurance – accident insurance – health insurance – vehicle insurance – policies and measures to develop insurance market – Role of IRDA (Insurance Regulatory and Development Authority of India) – Impact of LPG (Liberalization Privatization and Globalization) in banking & insurance.

TEXT BOOK:

Gopal V. S, and Sumathi Gopal. *Banking and Insurance Principles and Practice*. 2nd edition. New Delhi: Himalaya Publishing House, 2010.Print.

REFERENCE BOOK(S):

Jain, J.N and Jain R.K. *Modern Banking and Insurance Principles and Practices*. Mumbai: Deep and Deep Publications Ltd, 2011.Print.

Jain, J.N and Jain R.K. *Modern Banking and Insurance*. New Delhi: Regal publications, 2011.Print

Nishwanbhatia & Jyotsnasethi. *Elements of Banking and Insurance*. 2nded.Himalaya publishing house, 2012. Print.

BAE6402CM ADVERTISING AND SALESMANSHIP

(THEORY)

LEARNING OUTCOME:

5 hrs./wk.

On successful completion of the course, the student will be able to

- prepare a good advertisement copy
- select the appropriate advertising media
- define the duties of salesmanship and explore the needs of personal selling

COURSE CONTENT:

UNIT I: NATURE AND SCOPE OF ADVERTISING

18 hrs.

Meaning – Definition – features – evolution and development of advertising in India – Advertising standard council of India (ASCI) – Advertising objectives and goals – AIDAS model – types of Advertising – consumer product advertising – industrial product advertising – service advertising – Advertising Budget – Process – Methods & Appropriation.

UNIT II: ADVERTISING COPY, LAYOUT AND PLANNING

15 hrs.

Characteristic features of good advertising copy – steps involved in copy writing – functions and essentials of a good layout – principle of effective design and layout – advertising production process.

UNIT III: ADVERTISING MEDIA AND MEASURING ADVERTISING EFFECTIVENESS

15 hrs.

Classification – direct and indirect – media planning – indoor and outdoor media advertising – Digital advertising – need for measuring advertising effectiveness – general criteria for evaluating Advertising – Wastage in Advertising.

UNIT IV: ADVERTISING AND SALESMANSHIP

12 hrs.

Salesmanship – Definition – features and objectives of salesmanship – difference between salesmanship and advertisement – types of salesmanship – duties and responsibility of Salesman – qualities of ideal salesman – benefits of salesmanship.

UNIT V: PERSONAL SELLING & SALES MANAGEMENT

15 hrs.

Definition – Components – Personal selling Process – Sales Management – Setting the sales Objectives – Functions – Role of a Sales Force – Sales Management Competencies – Managing & Organizing Sales Force – Fixing the sales force – Commissions & Bonuses – The Future.

TEXT BOOK:

Chunawalla, S.A, Kumar K. Sethia K.J, Subramanian G.V. and Suchak V.G. *Advertising theory and practice*. Mumbai: Himalaya publishing house, 2010.Print.

REFERENCE BOOK(S):

Krishna, K., Havaldar & Vasant M, and Cavale. *Sales and Distribution Management Text & Cases*.

New Delhi: Tata McGraw-Hill Education, 2011.Print.

Sutherland, Max and Alice K. Sylvester. *Advertising and the Mind of the Consumer, Whatworks, what doesn't and why*. New Delhi: Replika Press Pvt Ltd, 2002. Print.

Chambers, Peter. *21st Sales Management*. Mumbai: Indiana Publishing House, 2007.Print.

Verma, Shweta and Amit Arora. *Advertising & Sales Management*. New Delhi: Black Prints India Ins, 2013. Print.

BAE6403CM RETAIL MANAGEMENT

(Theory)

LEARNING OUTCOME :

5 Hrs./Wk.

On successful completion of the course, the student will be able to

- identify the significance of retailing in the current business environment

- develop retail strategy in finance & HRM
- describe the scope of technology / e- business and develop strategies accordingly

COURSE OUTLINE :

UNIT-I : INTRODUCTION TO RETAILING

15 Hrs.

Retailing Functions– Characteristics of Retailing – Types of Retailers– Food retailers– General merchandise retailers– Non store retailers – Retailing in India – Industry overview– organized and unorganized retailing sector.

UNIT-II : RETAIL MARKET STRATEGIES

15 Hrs.

Building a sustainable competitive advantage –customer loyalty– location– distribution and information system– unique merchandise– vendor relations– customer service– growth strategies– global growth opportunities– strategic planning process– retail pricing strategy.

UNIT-III : RETAIL STRATEGY IN FINANCE AND HRM

15 Hrs.

Objectives and Goals– Strategic profit model– Setting and measuring performance objectives– Roal of benchmarking– retail costing –cost efficiency– lean methodology– Zero channel– frugal engineering Retail strategy in HRM– designing the organization structure for a retail firm– motivating retail employees– Building employee commitment –Issues in retail HRM.

UNIT-IV : RETAIL PROMOTION AND COMMUNICATION MIX

15 Hrs.

Methods of communicating with customers– planning the retail communication program– retail partnership – branding & co-branding –Allocation of the promotional budget– implementing and evaluating.

UNIT-V : ROLE OF IT IN RETAILING

15 Hrs.

Information technology and retailing– electronic point of sale system (EPOS)– development and use of IT in retailing – E retailing – Payment option – process of e retailing – Impact of IT on modern Retail Business.

TEXT BOOK(S)

Levy ,Michael,and Barton .W Weitz.*Retailing Management*. 9th ed, New Delhi: Tata-McGraw Hill, 2013. Print.

REFERENCE BOOK(S)

Berman ,and Evans. *Retail Management A Strategic Approach*. 8thed. New Delhi: Prentice-Hall of India, 2010. Print.

Vedamani,Gibson ,G.*Retail Management, Functional Principles & Practices*.New Delhi: Jaico Publishing House, 2008.Print.

Lamba.*The Art of Retailing*. New Delhi: Tata-McGraw Hill, 2009.Print .

Mcgoldrick, P.*Retail Management*. 2nd ed. United Kingdom: McGraw Hill, 2005.Print.

Pradhan, Swapna.*Retailing Management - Text & Cases*. New Delhi: Tata-McGraw Hill, 2004. Print.

Gupta,Sajal, and Gurpreet Randhawa.*Retail Management*. New Delhi: Atlantic publisher, 2008.Print.

Nair,Suja . *Retail Management*. Mumbai: Himalaya Publishing House, 2008. Print.

BAE6505CM HOSPITALITY MANAGEMENT

LEARNING OUTCOME:

6 hrs. / wk.

On completion of the course, the student will be able to

- describe the importance of customer service
- explain the role of tourism

- comprehend the functions of various hotel departments
- demonstrate skills for event management

COURSE CONTENT

UNIT I: HOSPITALITY PRODUCTS AND SERVICES

15 hrs.

Definition – differences between services & physical products – characteristics of services – importance of customer service – before, during and after sales services – customer service and organization – customer service and technology

UNIT II: MANAGEMENT OF TOURISM SERVICES

20 hrs.

Definition– categories of tourist statistics – evolution – role of tourism – travel planning – travel motivators – basic components – elements of tourism – tourism infrastructure – role of state in tourism – marketing of tourism – special features – tourism marketing mix – role of tour operators & travel agents – international tourism organization – World Tourism Organization

UNIT III: MANAGEMENT OF HOTEL SERVICES

25 hrs.

Origin of hotel industry – types of hotels – accommodations – room service – departments – front office – functions – role of front office personnel – qualities of front office personnel – lobby – housekeeping: definition – functions – duties of an executive housekeeper – food & beverage – restaurant – basic etiquette for restaurant staff– food service – beverage service – back office – cashier – sales and marketing team – night auditor

UNIT IV: MANAGEMENT OF EVENTS

15 hrs.

Definition and importance of event management – various type of events – role and responsibilities of an event manager – public relations in organizing event – public relations tools and techniques

UNIT V: FUTURE TRENDS IN HOSPITALITY INDUSTRY

15 hrs.

Introduction – future tourism and travel trends – profile of future generation – web marketing – elements – modern techniques – networking – tracking – GPS – medical tourism – travel blog rating – eco tourism – space tourism – sports tourism – sports travel – virtual tourism – home states – tourism circuits – space hotels – hydropolis – pod hotels – OYO services – Global Distribution System – importance of computer technology today

TEXT BOOK(S):

Andrews, Sudhir. *Introduction to Tourism and Hospitality Industry*. Tata McGraw Hill New Delhi: Publishing Co. Ltd., 2007. Print.

REFERENCE BOOK(S):

Andrews, Sudhir. *Front Office Management*. New Delhi: Tata McGraw Hill Publishing Co: Ltd. 2004. Print.
 Bhatia, A.K. *International Tourism Management*. 2nd ed., New Delhi: Sterling Publishers Pvt. Ltd. 2007. Print.
 Jha, S.M. *Hospital Management*. New Delhi: Himalaya Publishing House. 2005. Print.
 Banike, G.C. *PR & Media Relation*. New Delhi: Jaico Publishing House. 2005. Print.
 Cutlip. *Effective Public Relation*. New Delhi: Pearson Education. 2004. Print.

BACR6401DM STRATEGIC MANAGEMENT

(Theory)

LEARNING OUTCOME :

4 Hrs./Wk.

On successful completion of the course, the student will be able to

Define the concepts and process of strategic management

Identify the strategic alternative and the process of making strategic choice

Classify strategic implementation ,evaluation and control techniques

COURSE OUTLINE :

UNIT-I : INTRODUCTION

10 Hrs.

Strategic Management and business policy concept- evolution and approaches to strategic management- strategic management process-working model-Comprehensive model- strategic decision making process.

UNIT-II : ENVIRONMENTAL APPRAISAL AND ORGANIZATIONAL APPRAISAL

10 Hrs.

Mission-purpose-Business definition-objectives-Environmental appraisal – concept and components of environment- GAP analysis – environmental scanning – SWOT analysis – organizational appraisal.

UNIT-III : STRATEGIC ALTERNATIVES AND CHOICE

15 Hrs.

Grand strategies–Modernization strategies – Diversification, integration, merger, Takeover and Joint venture, turnaround, divestment and liquidation strategies – combination strategies- functional strategies – Strategic planning process.

UNIT-IV : STRATEGIC CHOICE IMPLEMENTATION AND CHANGE

10 Hrs.

Strategic Choice- process, corporate Portfolio Analysis, Industry, competitor analysis and contingency strategies -Types of implementation– Structural Implementation– Functional implementation and behavioral implementation– factors– Strategic change– continuous– routine, limited and radical strategy– resource allocation .

UNIT-V : STRATEGIC EVALUATION AND CONTROL

15 Hrs.

Overview of strategic evaluation and control – strategic control process – Operational control – techniques of strategic evaluation and control – Measurement of performance- strategic audit.

TEXT BOOK(S)

Kazmi, Azhar , **Business Policy and Strategic Management**: Tata McGraw Hill Publishing Company Ltd, 2012.print

REFERENCE BOOK(S)

Ghosh K. Business Policy, **Strategic Planning and Mangement**, 7th edition, Sultan Chand and sons, 2002.Print

McCarthy, Minichiello& Curran, **Business Policy and strategy**, 4th Edition, Richard D. Irwin Inc, 2007Print

Thomsan&james, **case discussion**, 2nd Edition, 2012.Print

BAIT6401DT ENTERPRISE RESOURCE PLANNING

(Lab cum Theory)

3T + 1L Hrs./Wk.

On successful completion of the course, the student will be able to

- apply enterprise wide information systems in organizations/business concerns.
- analyse the alternative perspectives on data to be included in an enterprise wide IS.
- relate the facilitation of integrated systems with Supply Chain Management, Customer Relationship Management and Manufacturing

COURSE OUTLINE :

UNIT-I : OVERVIEW OF BUSINESS FUNCTIONS

8 Hrs.

Business function in an Organisation – material management – scheduling – shop floor control – forecasting – accounting and finance – human resources – Productivity management – Typical business Processes :Core Processes – Product control – sales order Processing – purchases – administrative Process – human resource – finance – Support processes – marketing – strategic Planning – research & development.

UNIT-II : EVOLUTION OF INFORMATION SYSTEMS

12 Hrs.

Electronic Data Processing (EDP) systems – management information systems – Executive information Systems – Information needs Of Organisation – ERP as an integrator of information needs at various levels – Decision making involved at the above level – Overview of enterprise systems – Evolution – Risks and benefits

UNIT-III : SUPPLY CHAIN MANAGEMENT& CUSTOMER RELATIONSHIP MANAGEMENT

10 Hrs.

Concept & definition – features of SCM – Concept & definition – features – Goals of E- CRM business framework

UNIT-IV : ENTERPRISE RESOURCE PLANNINGMODULES

15 Hrs.

Finance – Manufacturing – Human Resources – Plant maintenance– Sales, Distribution and service.

UNIT-V : IMPLEMENTATION ISSUES

15 Hrs.

Pre implementation issues – guidelines – comparative analysis of commercial ERP software – implementation issues – ERP enabled reengineering of various business processes – education and training – project management – Post implementation issues – performance measurement.

TEXT BOOK(S)

Leon, Alexis.*ERPDemystified*. New Delhi: TataMcgraw Hill, 2008. Print.

Mohanty,R.P,and S.G. Deshmukh.*Essentials of Supply Chain Management*. Chennai: Jaico Publishing House, 2009. Print.

REFERENCE BOOK(S)

Garg V.K, and. Venkitakrishanan N.K.*Enterprise Resource Planning Practices*.2nd ed. New Delhi : Prentice Hall, 2000. Print.

Hussain K.M, and Hussain, D.*Information Systems :Analysis Design and Implementation*. New Delhi:Tata McGraw Hill, 1995.Print.

Kanter J. *Managing with information*. New Delhi: Prentice Hall(I), 1996. Print.

Rajaraman S. *Analysis and Design Of Information Systems*. New Delhi: Prentice Hall(I), 1997. Print.

Sadagopan S. *Management Information Systems*. New Delhi: Prentice Hall(I), 1996. Print.

WEBSITE(S) :

www.webobedia.com/TERM/E/ERP.HTML

www.searchmanufacturingerp.techtarget.com/tutorial/enterprise-resource-planning-ERP-modules-guide