

BACHELOR DEGREE OF BUSINESS ADMINISTRATION (B. B. A.)

(With effect from the Academic Year 2017 – 2018)

Objective:

To produce young executives to meet the global needs of the business

Duration

3 years (6 Semesters)

Structure of the Course and the Scheme of Examination

Sem	Part	Paper Code	Title of the Paper	Hours/ Week	Exam Hours		Credits	Marks
					Th	Pr		
I	I	ULTAA15	Tamil Paper - I	6	3	-	3	40+60
	II	UENGA17	English Paper - I	6	3	-	3	40+60
	III	UCBAA17	Principles of Management	5	3	-	4	40+60
	III	UCBAB15	Business Mathematics and Statistics – I	5	3	-	4	40+60
	III	UAOMA17	Allied I: Office Management and Business Communication	5	3	-	5	40+60
	IV	-	Skill-based Elective – I	2	2	-	2	40+60
	IV	UVEDA15	Value Education	1	-	-	-	-
			Total				21	600
II	I	ULTAB15	Tamil Paper - II	6	3	-	3	40+60
	II	UENGB17	English Paper - II	6	3	-	3	40+60
	III	UCBAC17	Organizational Behavior	5	3	-	4	40+60
	III	UCBAD15	Business Mathematics and Statistics – II	5	3	-	4	40+60
	III	UABEA17	Allied II: Business Environment and Ethics	5	3	-	5	40+60
	IV	-	Skill-based Elective – II	2	2	-	2	40+60
	IV	UVEDA15	Value Education	1	-	-	-	-
			Total				21	600
III	III	UCBAE17	Marketing Management	6	3	-	4	40+60
	III	UCBAF17	Financial Accounting	6	3	-	4	40+60
	III	UCBAG15	Operations Research – I	6	3	-	4	40+60
	III	UAMEA17	Allied – III: Managerial Economics	5	3	-	5	40+60
	III	UEBAA17	Elective I A: Logistics and Supply Chain Management	5	3	-	5	40+60
	III	UEBAB17	Elective I B: Retail Management					40+60
	IV	-	Skill- based Elective – III	2	2	-	2	40+60
	IV	UVEDA15	Value Education	1	-	-	-	-
			Total				24	700

Sem	Part	Paper Code	Title of the Paper	Hours/ Week	Exam Hours		Credits	Marks	
					Th	Pr			
IV	III	UCBAH17	Cost and Management Accounting	6	3	-	4	40+60	
	III	UCBAI15	Operations Research – II	6	3	-	4	40+60	
	III	UCBAJ17	Research Methodology	5	3	-	4	40+60	
	III	UCBAK17	Human Resource Management and Development	6	3	-	4	40+60	
	III	UAITR17	Allied IV - Institutional Training	5	-	3	5	40+60	
	IV	-	Skill-based Elective – IV	2	2	-	2	40+60	
	IV	UNEVS17	Environmental Studies	2	3	-	2	40+60	
	IV	UVEDA15	Value Education	1	-	-	-	-	
			Total				25	700	
V	III	UCBAL17	Financial Management	6	3	-	4	40+60	
	III	UCBAM17	Industrial Relations	6	-	3	4	40+60	
	III	UCBAN17	Banking Practice	6	-	-	4	40+60	
	III	UCBAO517	Fundamentals of Information Technology	5	3	-	4	40+60	
	III	UCBAP517	E- Commerce	3	-	3	2	40+60	
	III	UCBAQ517	Practical : Tally	2	3	-	2	40+60	
	III	UCBAR17	Project	2	-	3	5	100	
	IV	-	Skill-based Elective –V	2	2	-	2	40+60	
	IV	-	Non-Major Elective – I	3	3	-	2	40+60	
	IV	-	Value Education	1	-	-	-	-	
			Total				25	700/ 800	
VI	III	UCBAS17	Legal Aspects of Business	7	3	-	4	40+60	
	III	UCBAT17	Production and Materials Management	6	3	-	4	40+60	
	III	UEBAC17	Elective II A: Total Quality Management	5	3	-	5	40+60	
	III	UEBAD17	Elective II B: Entrepreneurial Development						
	III	UCBAO617	Fundamentals of Information Technology	5	3	-	4	40+60	
	III	UCBAP617	E - Commerce	3	3	-	2	40+60	
	III	UCBAQ617	Practical : Tally	2	-	3	2	40+60	
	IV	-	Skill-based Elective – VI	2	2	-	2	40+60	
	IV	-	Non-Major Elective – II	3	3	-	2	40+60	
	IV	UVEDA15	Value Education	1	2	-	2	40+60	
				Total				23	800/ 700
	V		Extension Activities				1		
				Total				140	3900

SEMESTER I
UCBAA17 - PRINCIPLES OF MANAGEMENT

Unit I:

Introduction – Definition – Nature - Scope of Management - Functions of Management – Contributions of F W Taylor, Henry Fayol and Peter Drucker

Unit II:

Planning – characteristics - types of planning – process – importance - SWOT Analysis to formulate strategy - Decision Making - types of decision – process – barriers to decision and steps to overcome

Unit III:

Organizing - types of organization - organization charts - formal and informal organization – Span of control - Authority – sources – types of authority – pros and cons – delegation – principles of delegation – how to delegate effectively – distinction between centralization and decentralization

Unit IV:

Staffing – meaning – nature – purpose – importance – functions - Directing – nature - meaning – significance – principles – techniques of directing

Unit V:

Co-ordination and control – meaning - needs – types - principles of co-ordination – distinction between co-ordination and co-operation - techniques of co-ordination – Control – nature and purpose - control process – problems in the control process – control techniques

Textbooks:

1. L. M. Prasad - Principles of Management, 11th Edition - Sultan Chand and Sons, 2013.
2. Gupta C B - Business Management, 18th Edition - Sultan Chand and Sons, 2013.

Books for Reference:

1. Stephens R. Robbins and David A Decenzo - Fundamentals of Management, 3rd Edition - Pearson Education, 2005.
2. Samuel C. Certo - Modern Management, 9th Edition - Pearson Education, 2004.
3. V.S.P. Rao and V. Hari Krishna - Management Texts and Cases - Excel Books, 2002.

SEMESTER I

SEMESTER I

UCBAB15 - BUSINESS MATHEMATICS AND STATISTICS - I

Objective:

To introduce the mathematical and statistical concepts which plays a major role in Business

Unit I: Matrices

Definition - Types of matrices - Matrix operations - Determinant of a matrix - Singular and non-singular matrices - Inverse of a matrix by co-factor method - Rank of a matrix – Solution of system of linear simultaneous equations using Cramer's rule (finding x, y, z).

Unit II: Differentiation

Differentiation-Derivatives of standard functions x^n , e^x , $\log x$, constant (without proof) – Rules of differentiation (Addition, difference, product, quotient), chain rule, Successive differentiation (up to second derivative) – uses: Marginal Concepts, Elasticity of demand, Increasing and decreasing functions-maxima and minima - break-even point.

Unit III: Classification and Graphical Representation

Introduction – meaning of classification – chief characteristics of classification – objects of classification – rules of classification – frequency distribution – individual observations – discrete frequency distributions – continuous frequency distribution – cumulative frequency distribution – graph of frequency distribution – histogram – frequency polygon – frequency curve.

Unit IV: Measures of Central Tendency

Arithmetic mean – Median – Mode – Empirical formulae – Combined and Weighted arithmetic mean -Geometric mean – Harmonic mean

Unit V: Measures of Dispersion and Skewness

Range – quartile deviation – mean deviation – standard deviation – Karl Pearson's and Bowley's coefficient of Skewness.

Note: 20 % theory and 80 % problems

Books for Study:

1. P.A.Navnitham – Business Mathematics and Statistics – Jai Publishers, Trichy, 2007.
2. R.S.N.Pillai and Bagavathi – Statistics, 17th Edition – S.Chand and Company – New Delhi, 1984.

UAOMA17 - ALLIED – I:

OFFICE MANAGEMENT AND BUSINESS COMMUNICATION

Unit I:

Meaning and Scope of office management – functions – qualifications of office manager - Records management – principles - filing – characteristics - methods – centralized versus decentralized filing - indexing – methods

Unit II:

Office forms and stationary - types – needs – advantages - principles of forms designing - factors affecting forms designing - form set - use of forms – Telephonic etiquettes

Unit III:

Office supervision – functions – duties and responsibilities - knowledge and skill - aspects of functioning of supervisor – effective supervision – Body language etiquettes

Unit IV:

Definition – nature – process - types of communication – barriers - steps to overcome barriers - principles of communication - Business letters - essentials of a good sales letter - Complaint letter - Circular letter - Collection letter - Letter of application - Reference letters

Unit V:

Enquiries – Quotations – Tenders – Offers - Banking correspondence – Memorandum – Minutes – Agenda - e-mails - Report writing – types - characteristics of a report - organization of a report

Textbooks:

1. S. P. Arora - Office Organization and Management - Vikas Publishing House Pvt. Ltd, 2008.
2. Rajendra Pal and Korlahalli - Essentials of Business Communication - Sultan Chand & Sons, 2012.

Books for Reference:

1. R.S.N. Pillai and Bagavathi - Commercial correspondence and Office Management - Sultan Chand and Sons, 2013.
2. N. Kumar and R. Mittal - Office Organization, 3rd Edition - Anmol Publication, 2009.
3. R. C. Sharma and Krishna Mohan - Business Correspondence and Report Writing, 3rd Edition - Tata McGraw Publication, 2007.

SEMESTER II
UCBAC17 - ORGANIZATIONAL BEHAVIOR

Unit I:

Introduction - concept of OB – definition – nature – challenges of OB – role of OB – OB Models - Hawthorne Experiments

Unit II:

Nature of human behavior – concept – process – models of man - Perception – concept – process – interpersonal perception – managerial applications developing perceptual skills - Learning – concept – nature – components of learning process – factors affecting learning

Unit III:

Personality – concept – theories – determinants – measurement – Attitude – concept – features - factors in attitude formation – attitudes relevant for OB – Group Dynamics – concept – features - types – formal and informal - meaning – characteristics – difference

Unit IV:

Organization conflict – concept – stages – individual level conflict – goal conflict – role conflict - interpersonal conflict – group level conflict – conflict resolution – Stress – meaning – causes – effects - coping strategies – MBO - concept – process – benefits – problems

Unit V:

Motivation Theories – Maslow's - Herzberg - Vroom's – McClellands - Leadership – concept – importance – theories: Trait theory, Behavioural theory, Situational theory and Systems theory – styles of leadership

Textbooks:

1. L. M. Prasad - Organizational Behavior, 11th Edition - Sultan Chand & Sons, 2013.
2. Stephen P. Robbins and Timothy A. Judge - Organizational Behavior, 15th Edition - Prentice Hall India, 2015.

Books for Reference:

1. Gerald Greenberg and Robert A. Baron - Behavior in Organizations, 8th Edition - Pearson Education, Delhi, 2009.
2. Udai Pareek - Understanding Organizational Behavior, 3rd Edition - Oxford University Press, 2012.
3. Stephen P. Robbins and Seema Sanghi - Organizational Behaviour - Pearson Educations, 2008.

SEMESTER II

UCBAD15 - BUSINESS MATHEMATICS AND STATISTICS – II

Objective:

To enrich the knowledge of the students in Statistics and Mathematics of Finance which play a major role in management studies.

Unit I: Mathematics of Finance

Mathematics of finance – Simple and Compound interest - Discount on bills – Pay roll wages - Commission – Annuities.

Unit II: Integration

Integration – Indefinite integrals – Standard forms – Integration of x^n , $1/x$, e^x – Basic theorems on integration – Integration by substitution $((ax + b)^n, e^{ax+b}, f^1(x) / f(x))$ – Integration by partial fractions – Integration by parts – Uses in Economics.

Unit III: Correlation and Regression

Correlation – Karl Pearson's coefficient of correlation – Spearman's rank correlation – Simple regression equations – Regression coefficients.

Unit IV: Index numbers

Various methods of construction of index numbers – Unweighted index numbers – Weighted index numbers – Quantity index numbers – Value index numbers – Test of consistency of index numbers – Time reversal test – Factor reversal test – Chain base and fixed base index numbers – Base shifting – Consumer price index – Aggregate method – Family budget method.

Unit V: Probability

Permutation – Combination - Trial - Event – Sample space – Mutually exclusive events – Exhaustive events – Independent events – Classical definition of probability – Axiomatic definition of probability – Addition and multiplication theorems (without proof) -Problems.

Note: 20 % theory and 80 % problems

Books for Study

1. R.S.N. Pillai and Bagavathhi – Statistics, 17th Edition – S.Chand and Company - New Delhi, 1984.
2. P.A.Navnitham – Business Mathematics and Statistics – Jai Publishers – Trichy 2007.
3. P.R. Vittal – Business Mathematics, 1st Edition (Chapters 17, 18, 19, 21 & 11 for Unit I) - Margham Publications, Chennai, 1995.

SEMESTER II

UABEA17 - ALLIED II: BUSINESS ENVIRONMENT AND ETHICS

Unit I:

The Concept of Business Environment – definition of business environment - its nature and significance – brief overview of political, cultural, legal, economic and social environment and their impact on business and strategic decisions – cultural heritage

Unit II:

Political environment – Rights according to Indian Constitution – economic roles of government in business - Legal environment — Environment Protection Act

Unit III:

Economic Systems and their impact of business- business cycle – inflation and deflation – meaning – causes – effects - control – measures to be adopted by business firms to reduce the evil effects of business cycle - Financial Environment – financial system - Commercial Banks.

Unit IV:

Privatization – meaning – ways of privatization – privatization in India – liberalization – meaning – Globalization – meaning – merits and demerits - Consumer Protection Act

Unit V:

Business ethics - ethics in business and community - social responsibility towards customers and community – Business Giving – Social Audit

Textbooks:

1. Sankaran S - Business Environment - Margham Publications, 2013.
2. Franics Cherunilam - Business Environment Text and Cases, 12th Edition - Himalaya Publishing House Pvt. Ltd., 2013.

Books for Reference:

1. Jayaprakash Reddy - Business Environment, 4th Edition - API Publishing Corporation, 2004.
2. Velasquez - Business Ethics, 7th Edition - Prentice Hall of India, 2006.
3. S. K. Batya - Business Ethics and Managerial Values - Deep and Deep Publication, 2013.

SEMESTER III
UCBAE17 - MARKETING MANAGEMENT

Unit I:

Introduction – meaning of market, marketing and marketing management - functions - relationship with other functional areas - factors affecting marketing – Marketing environment - Marketing mix

Unit II:

Consumer behavior - factors influencing consumer behavior – consumer decision making process – Segmentation – levels of segmentation – bases for segmenting consumer markets – criteria for segmentation – Market targeting.

Unit III:

Product - product mix - new product development - product life cycle - Pricing strategies - Branding - trademark – labeling – Packaging

Unit IV:

Promotion – advertising - types of media – advertisement copy – pros and cons of advertising - ethics in advertising - sales promotion – types.

Unit V:

Sales and distribution - personal selling – salesmanship - quotas - sales territories distribution channel - marketing channel – Online marketing - virtual marketing

Textbooks:

1. Philip Kotler and Gary Armstrong - Principles of Marketing, 13th Edition - Pearson Education, 2011.
2. R. S. N. Pillai and Bagavathi - Modern Management - Sultan Chand and Sons, 2015.

Books for Reference:

1. Tapan K. Panda and Sunil Sahadev - Sales and Distribution Management - Oxford Publishing, 2005.
2. Hawkins, Best and Coney - Consumer Behavior, 12th Edition - Tata McGraw Hill, 2014.
3. Rajan Saxena - Marketing Management, 4th Edition - Tata McGraw Hill, 2009.

SEMESTER III
UCBAF17 - FINANCIAL ACCOUNTING

Unit I:

Definition of Accounting – Financial Accounting – functions – limitations – meaning of accounting principles - accounting concepts and conventions – features

Unit II:

System of Book keeping – single entry system – double entry system – meaning of debit and credit – advantages of double entry system – distinction between double entry and single entry – Accounting Equation – rules for accounting equation – uses of computer in accounting

Unit III:

Accounting Cycle – introduction – journal and journalizing – classification of accounts – Ledger – meaning of ledger – method of preparing an account – posting in the ledger – balancing of ledger – distinction between journal and ledger

Unit IV:

Subsidiary Books – preparation of different subsidiary books – sales book – purchases book – sales return book – purchase return book – Cash book – types - petty cash book – bill receivable book – bills payable book – general journal or journal proper.

Unit V:

Trial balance – meaning – definition – objectives - preparation of manufacturing account - Final accounts – trading account – profit and loss account – Balance Sheet with adjustments (simple problems)

Note: 80% Problems and 20% Theory

Textbook:

1. Reddy T.S. and Murthy A - Financial Accounting - Margham Publication, Chennai, 2012.
2. Jain S.P. and Narang K.L - Advanced Accounting - Kalyani Publishers, New Delhi, 2016.

Books for Reference:

1. Nagarajan K. L., Vinayagam N & Mani P.L. - Principles of Accountancy - Eurasia Publishing House, 2010.
2. Grewal T.S. - Double Entry Book - Sultan Chand & Sons, New Delhi, 2017.
3. Tulsian P.C. - Financial Accounting - Tata McGraw Hill, New Delhi, 2012.

SEMESTER III

UAMEA17 - ALLIED III: MANAGERIAL ECONOMICS

Unit I:

Introduction to Managerial Economics – definition – characteristics – scope of managerial economics – uses – economic tools in managerial economics – role and responsibilities of managerial economist.

Unit II:

Demand Analysis – meaning – Law of demand – types of demand – price and demand – income and demand – prices of related goods and demand - Indifference Curve Analysis - Demand forecasting.

Unit III:

Supply - meaning of supply – supply schedule – law of supply – supply curve – determinants of supply – contraction and expansion of supply – increase and decrease in supply – elasticity of supply and its measurement - Break Even Analysis – determination – assumptions – advantages – limitations – Cost - types – cost reduction – cost control.

Unit IV:

Law of Returns – Law of Diminishing Returns – Law of Increasing returns – Law of Constant Returns – modern approach – Production Function - Pricing methods and strategies – objectives – factors – methods of pricing – role of government – dual pricing – price discrimination

Unit V:

Perfect competition – definition – features and conditions – price determination under perfect competition – equilibrium price - Monopoly – definition – determination of price – difference between perfect and monopoly – Monopolistic competition –assumptions – features – defects - Duopoly – Oligopoly

Textbooks:

1. R L Varshney and K L Maheswari - Managerial Economics, 19th Edition - Sultan Chand & Sons, 2017.
2. Joel Dean - Managerial Economics - Prentice Hall of India, 1957.

Books for Reference:

1. D N Dwivedi - Managerial Economics, 8th Edition - Vikas Publishing House, 2015.
2. Sankaran S - Indian Economy, 4th Edition - Margham Publications, 2012.
3. Arun Kmar & Rachana Sharma - Managerial Economics - Atlantic Publishers and Distributors, New Delhi, 2010.

SEMESTER III

UEBAA17 - ELECTIVE I A: LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Unit I:

Logistics Management – definition – meaning – types of logistics organization structure – JIT – Measure of logistics – qualitative measures – quantitative measures

Unit II:

Logistics decision – key factors – logistics planning – logistics cost

Unit III:

Supply chain management – definition – objectives – types – Supply Chain performance - Supply Chain Software – Pitfalls in supply chain management.

Unit IV:

Inventory – order processing – purchasing – warehousing – materials handling – packaging – customer service management – Marketing and supply chain interface – finance and supply chain interface.

Unit V:

Distribution network planning and warehouse location – integrated supply – Decisions support models of Supply chain management – Transportation system – Warehouse design – transshipment

Textbooks:

1. Donald J. Bowersox and David J. Closs - Logistical Management - Tata McGraw Hill, New Delhi, 2012.
2. Jeremy F. Shapiro - Modelling and Supply Chain - Thomson Learning, 2013.

Books for Reference:

1. Martin Christopher - Logistics and Supply Chain Management - Financial Times Management, 2006.
2. Chopra S and P Mendil - Supply Chain Management: Strategy, Planning and Planning, 6th Edition - Pearson Education, 2016.
3. David Simchi and Levi - Designing and Managing Supply Chain, 3rd Edition - Tata McGraw Hill, 2007.

SEMESTER III

UEBAB17 - ELECTIVE I B: RETAIL MANAGEMENT

Unit I:

Definition and scope of retailing – significance – Indian and Global Scenario – prospects of retailing in India - types of retailer – characteristics – functions – types of ownership – independent, single store – corporate retail chains and franchising

Unit II:

Location – importance – levels – determining factors – site selection – factors affecting the demand – Store layout – objectives – space planning – presentation techniques – atmospherics

Unit III:

Buying systems – objectives – inventory management report – budget plan – Branding strategies – sourcing decision – connecting with vendors – negotiating establishing and maintaining relationship with vendors

Unit IV:

Pricing strategies – objectives – methods – low/high pricing – approaches for setting prices – price adjustments – pricing to stimulate – consumer responsiveness – external factors influencing pricing

Unit V:

Retail automation and supply chain management – integrated supply chain – Efficient consumer responses – retail technology – vending – new online retail categories

Textbooks:

1. Michael Levy, Barton A Weitz - Retailing Management – 7th Edition, Tata McGraw Hill, 2009.
2. Gibson. G. Vedamani, Retail Management, 4th Edition - Jaico Publication, 2015.

Books for Reference:

1. Berman & Evans - Retail Management A Strategic Approach, 10th Edition - Pearson Education, 2010.
2. Dunne, Lusch, Griffith – Retailing, 6th Edition - Thomson Publication, 2012.
3. Swapna Pradhan - Retailing Management: Text and Cases, 4th Edition - Tat McGraw Hill Education Privte Limited, 2007.

SEMESTER IV

UCBAH17 – COST AND MANAGEMENT ACCOUNTING

Unit I:

Introduction to Cost and Management Accounting — Meaning of cost and management accounting – characteristics – scope – objectives – functions - principles – purpose – Role – advantages – limitations - difference between Cost and Management Accounting – tools and techniques of Management Accounting

Unit II:

Financial statement analysis – preparation of comparative and common size statements – Trend Analysis – Ratio Analysis - calculation of various ratios – profitability ratios, liquidity ratios, solvency ratios, turnover ratios and capital structure ratios

Unit III:

Funds Flow Analysis -meaning – Working Capital – Current Assets – Current Liabilities – Preparation of Funds Flow Statement -(Simple problems with sale of Fixed Assets under Indirect Method)Cash Flow Analysis – Meaning – Importance – Difference between Funds Flow and Cash Flow – Preparation of Cash Flow Statement (Simple problems with sale of Fixed Assets under Indirect Method).

Unit IV:

Cost accounting – meaning – definition – need for cost accounting – classification of cost – cost sheet – materials FIFO – LIFO – process costing

Unit V:

Marginal Costing – definition - meaning – cost volume profit analysis excluding managerial decision making - Budget and budgetary Control – meaning - types of Budgets – Cash Budget, Flexible Budget, Production Budget and Sales Budget.

Note: 80% Problems and 20% Theory

Textbooks:

1. T.S Reddy and Y Hari Prasad Reddy - Cost and Management Accounting - Margham Publication, 2011.
2. Dr. R Sreenivasan & Dr. R Ramachandran - Management Accounting - Sriram Publications, 2012.

Books for Reference:

1. Prasanna Chandra - Fundamentals of Financial Management, 5th Edition - Tata McGraw Hill, 2012.
2. Sahaf M.A - Management Accounting, 3rd Edition - Vikas Publishing House, 2013.
3. Subir Kumar Banarjee - Financial Management - Sultan Chand & Sons, 2006.

SEMESTER IV
UCBAJ17 - RESEARCH METHODOLOGY

Unit I:

Definition of research – meaning – objectives - types of research - research process - qualities of a researcher – criteria of good research – Problems encountered in research.

Unit II:

Defining research problem - Research design - features of good research design – types of research design – factors affecting research design – Hypothesis - meaning – definition – need for hypothesis – formulation of hypothesis – types of hypothesis – test of hypothesis – Type I and Type II error.

Unit III:

Sampling techniques – types of sampling – merits and demerits

Unit IV:

Collection of primary and secondary data - Interview techniques – survey and interview method – merits and demerits – Questionnaire – pre requisites of using questionnaire – structured and unstructured questionnaire – types of secondary data.

Unit V:

Measurement and scaling techniques – Interpretation and Report Writing – SPSS

Note: Problem solution is not requires

Textbooks:

1. C.R. Kothari - Research Methodology Methods and Techniques, 3rd Edition - New Age International Publishers, 2014.
2. P. Ravilochanan - Research Methodology - Margham Publication, 2012.

Books for Reference:

1. B.N.Ghosh - Scientific Methods and Social Research, 3rd Edition - Sterling Publishers Pvt. Ltd., 2007.
2. Dipak Kumar Bhattacharyya - Research Methodology, 2nd Edition - Excel Books, 2006.
3. Ranjith Kumar - Research Methodology, 4th Edition - Sage Publishing, New Delhi, 2017.

SEMESTER IV

UCBAK17 - HUMAN RESOURCES MANAGEMENT AND DEVELOPMENT

Unit I:

Introduction to HRM – Scope and objectives – HRM planning – need – advantages – HRIS- HR manager – qualities, duties and functions – difference between HRM and personnel management.

Unit II:

Recruitment – meaning- factors- process - Selection – meaning –process -Induction and orientation – meaning – strategic choices – problems - Performance appraisal– meaning – objectives – problems – methods - Training – process – methods

Unit III:

Talent acquisition and retention – career planning - QWL – factors – measures -Job Analysis – definition – process – methods - Job Design – meaning – techniques - Participative Management –meaning – methods

Unit IV:

Employee welfare – meaning - merits and demerits – types – approaches - Safety and health – meaning – need – safety programme – health – meaning – job stress –coping strategies - Trade Unions – meaning – reasons –strategic choices – Causes of disputes – settlement of disputes

Unit V:

Separations – meaning – methods - HR audit – meaning – benefits – scope – approaches -Values and Ethics in HRM – meaning – sources – importance – issues – managing ethics - Challenges in HR.
Case Study for all chapters

Textbooks:

1. Aswatappa - Human Resource Management and Personnel Management, 7th Edition - Tata McGraw Hill Publications, 2013.
2. V.S.P.Rao - Human Resource Management: Text and Cases, 3rd Edition - Excel Books, 2010.

Books for Reference:

1. P C Tripathi - Human Resource Development - Sultan Chand & Sons, 2010.
2. Biswajeet, Pattanayak & Harish C. Varma - A Textbook on Human Resource Management, 3rd Edition - Wheelers Publishing, 2005.
3. D Shoeb Ahmed - Human Resource Management and Technical Changes - Kalpaz Publication, 2008.

SEMESTER IV
UAITR17 - INSTITUTIONAL TRAINING

Each student shall be required to prepare the report on the basis of training undergone by her in a business or industrial organization. The report should demonstrate the capability of the students in studying the organization and its process in totality.

Evaluation Pattern

- Each student should undergo the training separately.
- The mode of evaluating the student will consist of two parts. One in the basis of report writing and the other will be through Viva Voce.
- The valuation of the report writing will be by the internal examiner while for the oral examination an external examiner will be called for.
- 60 marks will be awarded for report writing and 20 marks for over-all review while for oral examination 20 marks.
- Training will be for a period of 15 days which will be during the month of December of every academic year.
- Each student should find a reputed industry to carry out her investigation with the approval of the department.
- After completing her training, the student should get an Attendance Certificate from the company.

The following are the components for report writing

- Content - 60 Marks
- Layout - 10 Marks
- Grammar - 10 Marks
- Viva-Voce - (Semester - 20 Marks)
 - o Oral Presentation - 10 Marks
 - o Question and Answer - 10 Marks

SEMESTER V

UCBAL17 - FINANCIAL MANAGEMENT

Unit I: Foundations of Finance

Financial management – scope – objectives - Profit Maximization – Wealth Maximization – Financial Decisions – functions of Financial Management – organization of Financial Management – functions of a Treasurer and Controller – Time Value of money – concept – reasons for time preference of money.

Unit II: Capital Budgeting

Capital Budgeting – concept – need of capital budgeting – Pay back – ARR – NPV – IRR - PI.

Unit III: Cost of Capital and Financial Decision

Cost of Capital – features – importance – classification of cost – Debt – Preference - Equity shares - Retained Earnings – Leverage - meaning – types – Financial, Operating leverage and Combined leverage

Unit IV: Financial and Dividend Decision

Capital Structure – meaning - designing Capital Structure - theories of capital structure - Net income approach - Net operating income approach – Modigliani Miller approach – Dividend policy – Walter model, Gordon model.

Unit V: Working Capital Management

Principles of working capital – concepts – estimation of working capital – Inventory management.

Note: 60% problems and 40% theory

Textbooks:

1. Dr. S.N. Maheswari - Financial Management: Principles and Practice, 5th Edition - Sultan Chand & Sons Educational Publishers, 2012.
2. Dr. R. Ramachandran and Dr. R. Srinivasan - Financial Management - Sriram Publications, 2011.

References:

- A. Murthy - Financial Management - Margham Publications, 2013.
1. M. Pandey - Financial Management, 11th Edition - Vikas Publishing House, 2015.
 2. M.Y. Khan and P.K. Jain - Financial Management, Text, Problems and Cases, 6th Edition - Tata McGraw Hill, 2006.

SEMESTER V

UCBAM17 - INDUSTRIAL RELATIONS

Unit I:

Introduction about IR – meaning – importance – Participation and Empowerment – definition – objectives – advantages

Payment of Wages Act 1936: Rules for payment of wages – deductions from wages – enforcement of the act – roles and functions of inspectors – powers.

Unit II:

The Factories Act, 1948: definitions – factory – manufacturing process – worker – approval, licensing and registration – notice by occupier – the Inspecting staff – health of workers – safety of workers – welfare of workers – the working hours of adults – employment of adults – employment of young person – holidays and leave – overtime wages.

Unit III:

The Trade Union Act 1926: Definition – appointment of registrars – registration of trade unions – rules of trade union – registration – certification of registration – change of name – registered office – members of trade union – duties and liabilities of a registered trade union – general fund – political fund – amalgamation of trade union – dissolution of trade union – penalties.

Unit IV:

Industrial Dispute Act 1947: Scope and objectives – features – definition of Industry – industrial dispute – industrial establishment of undertaking – layoff, Lockout – retrenchment – strike – unfair labor practices.

Unit V:

Employee State Insurance Act, 1948: Definitions – Principal employer – Insurable Workman – ESI Corporation – Power and Duties of the corporation – The Standing committee – Medical benefit council – ESI Fund – Inspectors – Contributions – Benefits – Rules regarding benefits – Employee's Insurance Court – Penalties – Obligations and rights of employees and employers.

Minimum Wages Act 1948: Definition – fixation and revision of wages – Minimum rate of wages – Procedure for fixing and revision minimum wages – Advisory board – Central advisory board – safeguards in payment of minimum wages – Powers of Inspectors – Claims – Offences and penalties – Obligation and rights of employees and employers

Textbooks:

1. Saravanavel & Sumathi - Legal Aspects of Business - Himalaya Publications, 2012.
2. S C Srivastava - Industrial Relations and Labor Law, 4th Edition - Vikas Publishing House, 2006.

Books for Reference:

1. David A Decenzo & Stephen P. Robbins - Personnel / HRM, 8th Edition - Prentice Hall, 1998.
2. Martand T Telsang - Industrial and Business Management - Sultan Chand & Sons, 2006.
3. M R Sreenivasan - Industrial Relations and Labor Legislations, 6th Edition - Margham Publications, 2012.

SEMESTER V

UCBAN17 -- BANKING PRACTICE

Unit I:

Definition of Banking—classification of Banks –RBI – objectives – functions – E-banking – meaning – services – benefits – initiatives – Internet banking – meaning – merits and demerits – services

Unit II:

Commercial Banking - functions - opening of accounts - meaning – types of accounts – steps in opening accounts - Bank customer – meaning – relationship – types – minor-partnership – joint stock – trustee – joint accounts.

Unit III:

Negotiable Instrument – meaning – characteristics - Cheques – types – promissory notes - features – Bills of exchange – features - types – Endorsements – meaning – components – types - effects of endorsement – crossing of cheques – meaning – objectives – need – types –consequences.

Unit IV:

Paying banker – meaning– Banker’s duty – refusal of cheque payment - collecting banker – meaning – collecting bankers role – duty - Debit cards – Credit cards – Smart cards – ATM – Concept – Features - Biometrics.

Unit V:

Bank Lending – meaning – significance of bank lending – Bank lending principles – forms of lending – securities of lending – personal securities – collateral securities – non-collateral securities

Textbooks:

1. Dr. S. Gurusamy - Banking Theory Law and Practice, 2nd Edition - Vijay Nicole Imprints Private Ltd., 2009.
2. Varshney. P. N. - Banking Law and Practice - Sultan Chand and Sons, New Delhi, 2013.

Book for Reference:

1. Sundaram K. P. M. - Banking Law and Practice, 20th Edition - Sultan Chand & Sons, New Delhi, 2014.
2. D Muraleedharan - Modern Banking Theory and Practice, 2nd Edition - PHI Learning Private Limited, 2014.
3. R Rajesh and T. Sivagnanasithi - Banking Theory Law and Practice - Tata McGraw Hill, New Delhi, 2009.

SEMESTER V

UCBAO517 – FUNDAMENTALS OF INFORMATION TECHNOLOGY

Unit I:

Introduction to Computer systems: Introduction – Classification of Digital Computers – Anatomy of Digital Computer – Computer Architecture: The First Electronic Computer – Low level languages – High level Language – The First Commercial Computers – Inside a typical Computer System – Peripheral Devices.

Unit II:

Number System – Memory units – Auxiliary Storage Devices – Input Devices – Output Devices

Unit III:

Computer programming Languages: Algorithms – Flowcharts – Control structure – Programming Paradigm – Programming Languages – Generations of Programming Language. Computer Software: Introduction to Computer Software – Definition – Categories – Software Piracy – Software Terminologies.

Unit IV:

Introduction to Information Technologies: Computers in Business and Industry – Computers in Home – Computers in Education and Training – Computers in Entertainment, Science, Medical and Engineering.

Unit V:

Internet and Wide World Web: Internet Basics – Internet Protocols – Internet Addressing – Web Browsing – Searching the Web – Internet Chat. Electronic Mail: Mail Basics – E-Mail Ethics – E-mail Advantages and disadvantages – Mailing Lists – Newsgroups. Intranets: characteristics of intranet – Advantages of Intranets – Drawbacks – Intranet Vs Groupware – Intranet Vs Client/Server Systems – Extranet – Relationship Between Intranet, Extranets and E-Commerce.

Textbooks:

1. Alexis Leon, Mathew Leon - Fundamentals of Information Technology - Vikas Publishing House Pvt. Ltd., 1999. (Unit I, II, IV, V)
2. ITL Education Solutions Limited - Introduction to Information Technology - Pearson's Education, 2007. (Unit III)

Book for Reference:

1. V Rajaraman - Information Technology - Prentice Hall of India, 2014.

SEMESTER V
UCBAP517 – E-COMMERCE

Objectives:

To get a thorough knowledge of E-Commerce as it is one of the most important facets of the Internet to have emerged in the recent times. To be specific E-Commerce involves carrying out business over the internet. Tally 9 is the ultimate business solution, designed to meet the growing needs of business.

Unit I:

An Overview of E-Commerce – Operating Systems Services – Developer Services, Data Services, Application Services, Store Services, Client Services – Types of E-Commerce Solutions – Direct Marketing and Selling: Supply Chain Integration, Corporate Procurement, EDI – Applications of Electronic Commerce – Application of E-Commerce in Direct Marketing and Selling, Value Chain Integration, Supply Chain Management, Corporate Purchasing, Financial and Information Services, Obstacles in adopting E-Commerce Applications, Future of E-Commerce.

Unit II:

Security Issues in E-Commerce Technologies – Introduction to Security, Passwords – Viruses, Firewalls, Encryption (PGP, SHTTP, SSL) – Electronic Payments Systems – Overview of Electronic Payment Systems, Cybercash (Customer to Merchants Payments, Peer to Peer Payments, Security) – Smart Cards (Card Types, Closed or Open Security, Privacy, Card Costs, Non Card Costs), Electronic Banking, Electronic Fund Transfer

Unit III:

Electronic Data Interchange – Evolution, Uses, Benefits, Working of EDI, EDI Standards (includes Variable length, EDI standard), Cost Benefits of EDI, Electronic Trading Networks, EDI Component, File Types, EDI Services, EDI Security, Security Mechanisms, Technological Aspects (Smart Cards, Worm Disks, Bio-Metrics), Security Mechanisms.

Unit IV:

Enterprise Resource Planning, Evolution of ERP, Characteristics, Features, Components, Need, ERP Vendors, Business Process Reengineering, Advantages of ERP Packages, Implementations of ERP Packages, Futures of ERP Systems, Integrated SAP Model, Integrated Data – Master Data, Transactional Data, Integrated Processes, Pros & Cons of Integration, SAP Architecture and Integration.

Unit V:

Tally – Introduction to Tally, Accounting and inventory an outline : Fundamentals of accounting – accounting terms definition – Ledger and ledger accounts –Trail Balance – Trading and profit & loss accounts – Profit and loss account – Balance Sheet – Fundamentals Of Inventory

Accounts Masters Creation : Accounts information – Groups (Create, Display, Delete) – Multiple groups – Ledgers (Create, Display, Alter) – Multiple Ledgers – Cost categories – Cost Centers – inventory Master Creation : Stock Group – Entering vouchers : Voucher types – how to enter voucher – different types of accounting voucher (payment Bar receipt, journal, sales and purchase) – Reports in Tally : display balance sheet – profit and loss account – display trial balance – day book – ratio analysis – reconciliation of bank accounts.

Books for Study:

1. S. Jaiswal - Doing Business on the Internet E-Commerce (Electronic Commerce for Business) - Galgotia Publications, 2006.
2. Guide to Tally 9, Law Point, 2007.

Books for Reference:

1. P T Joseph - E-Commerce: An Indian Perspective - PHI publishing, 2005
2. Tally for Beginners – Tally Press

UEBAQ517 - PRACTICAL: TALLY

1. Trading, Profit & loss account of a company
2. Balance Sheet
3. Cost categories & Cost centers
4. Bank Reconciliation Statement
5. Inventory & Stock
6. Invoicing

SEMESTER V
UCBAR17 – PROJECT

Each student shall be required to prepare the report on the basis of investigation carried out by her in a business or industrial organizations project on possible solutions for a typical problem of current interest in the area of management. The report should demonstrate the capability of the students for some creative potential and original approach to solve the practical problems in to-days business or industry.

The report should induce field studies, surveys, interpretation, planning and design of improved integrated management systems, presented in a comprehensive manner with recommendations for solutions based on scientifically worked out data and viva will be conducted on the basis of the report.

Evaluation Pattern

- Each student should carry out her investigation separately.
- The mode of evaluating the student will consist of two parts. One in the basis of report writing and the other will be through Viva Voce.
- The valuation of the report writing will be by the internal examiner while for the oral examination an external examiner will be called for.
- 60 marks will be awarded for report writing and 20 marks for overall review while for oral examination 20 marks.
- Project will be for a period of 1 month which will be during the month of May of every academic year.
- Each student should find a reputed industry to carry out her investigation with the approval of the department.
- After completing her Project, the student should get an Attendance Certificate from the company.

The following are the components for report writing:

- Content - 40 Marks
- Methodology -10 Marks
- Layout - 5 Marks
- Grammar - 5 Marks
- Overall Review - 20 Marks (CA – 80 Marks)
- Viva-Voce - (Semester - 20 Marks)
 - o Oral Presentation - 10 Marks
 - o Question and Answer - 10 Marks

SEMESTER VI

UCBAS17 - LEGAL ASPECTS OF BUSINESS

Unit I: Indian Contract Act 1872

Law of contract – Offer and Acceptance – Consideration and Capacity

Unit II: Indian contract Act 1872

Free consent - Discharge of Contract – Breach of Contract

Unit III: Sale of Goods Act 1930

Definition of sale – actual sale – agreement to sell - Distinction between sale and agreement to sell – conditions and Warranties - Doctrine of caveat Emptor – Delivery of goods – Transfer of property – Transfer of title by non-owners – Resale – Auction sale.

Unit IV: The Companies Act 2013

Company and its formation: Definition – Characteristics – Kinds -Memorandum of association – Articles of association – Prospectus – Definition - Contents – statement in lieu of prospectus - Shares and Debentures: Definition and kinds - Meetings – Classification of meetings – Modes of winding up – Dissolution of a company.

Unit V: Indian Partnership Act 1932

Definition – Elements of partnership – Classification of partnership – Partners and their liability – Registration of firms and effects for non-registration – Reconstitution of the firm

Textbooks:

1. N. D. Kapoor - Business Law - Sultan Chand & Sons, 2013.
2. Saravanavel P and Sumathi S - Legal Systems in Business, 4th Edition - Himalaya Publishing House, 2011.

Books for Reference:

1. M C Kuchhal - Business Law, 6th Edition - Vikas Publications, 2013.
2. Akhileshwar Pathak - Legal Aspects of Business, 3rd Edition - Tata McGraw Hill, 2013.
3. P.K.Padhi - Legal Aspects of Business - PHI Learning Private Limited, 2012.

SEMESTER VI

UCBAT17 - PRODUCTION AND MATERIALS MANAGEMENT

Unit I:

Introduction to production – definition – functions and responsibility of production manager - Plant location – objectives – factors influencing plant location – Plant layout – definition – objectives – factors – types of plant layout – advantages and disadvantages

Unit II:

Production Planning and Control – objectives – functions of PPC – stages – comparison of Production planning and production control - Maintenance management – areas - objectives – functional elements of maintenance programme - types of maintenance and their advantages and disadvantages

Unit III:

Quality control – definition – objectives - principles –Quality circles – definition - characteristics – TQM - Work Study – definition – objectives – procedure – Method study – definition levels – objectives – procedure – analytical approach of method study.

Unit IV:

Materials management - Definition – objectives –codification and system of codification -Purchase management – objectives – functions – duties and responsibilities – methods of purchasing – purchase parameters - Store keeping– types - functions – responsibilities - Store Materials Accounting – Materials Handling – principles of material handling

Unit V:

Concepts of ABC, EOQ, MRP – objectives, JIT – elements – benefits – Selective Inventory Control Techniques – Value analysis – types – phases/ stages – advantages – ISO 9000 - process of obtaining ISO certification – advantages of ISO certification

Textbooks:

1. P. Saravanavel and S. Sumathi - Production and Materials Management - Margham Publications, 2012.
2. Gopalakrishnan and Sundaresan - Materials Management - Prentice Hall India, 2011.

Books for Reference:

1. Dr. B. S. Goel - Production Operation Management, 20th Edition - Pragati Prakashan, 2011.
2. Arnold & Chapman - Introduction to Materials Management, 7th Edition - Pearson Education, 2010.
3. Sudhir Devar - Materials Management, 7th Edition - Sumathi Enterprises, Delhi, 2010.

SEMESTER II

UEBAC17 - ELECTIVE II A: TOTAL QUALITY MANAGEMENT

Unit I:

Definition of Quality, Dimensions of Quality - Quality Planning - Quality costs - Analysis Techniques for Quality Costs - Basic concepts of Total Quality Management - Historical Review - Principles of TQM - Quality Council - Quality Statements - Deming Philosophy - Barriers to TQM Implementation.

Unit II:

Customer satisfaction – Customer Perception of Quality, Customer Complaints, Service Quality, Customer Retention, Employee Involvement –Continuous Process Improvement – Juran Trilogy, PDCA Cycle - 5S, Kaizen,

Unit III:

Supplier Partnership – Partnering, sourcing, Supplier Selection, Supplier Rating, Relationship Development, Performance Measures – Basic Concepts, Strategy, Performance Measure. Process capability, Concept of Six Sigma - New seven Management tools

Unit IV:

Benchmarking – Reasons to Benchmark, Benchmarking Process, Quality Function Deployment (QFD) – House of Quality, QFD Process, Benefits, Taguchi Quality Loss Function, Total Productive Maintenance (TPM) – Concept, Improvement Needs, FMEA – Stages of FMEA.

Unit V:

ISO – Origin –Introduction – Need for ISO 9000 and Other Quality Systems, ISO 9000:2000 Quality System – Elements, Implementation of Quality System, Documentation, Quality Auditing, TS 16949, ISO 14000 – Concept, Requirements and Benefits

Textbooks:

1. Dale H. Besterfield, et al. - Total Quality Management, 3rd Edition - Pearson Education Inc., Indian Reprint, 2002.
2. V. Jayakumar - Total Quality Management - Lakshmi publication, 2014.

Books for Reference:

1. James R. Evans & William M. Lidsay - The Management and Control of Quality - South-Western Thomson Learning
2. Feigenbaum. A.V. - Total Quality Management - Tata McGraw Hill, 2008.
3. Narayana V. & Sreenivasan N.S. - Quality Management: Concepts and Tasks - New Age International, 2005.

SEMESTER VI

UEBAD17 – ELECTIVE II B: ENTREPRENEURIAL DEVELOPMENT

Unit I:

Introduction – understanding the meaning of entrepreneurship – characteristics of an entrepreneur – classification of the entrepreneurs – entrepreneurial scenes in India – factors influencing entrepreneurship

Unit II:

Entrepreneurial growth – role-played by Government and Non – Government agencies – EDP's, SIDBI - Rural Entrepreneurs – Small scale entrepreneurs and export entrepreneurs

Unit III:

Starting an enterprise – business generation techniques – identification of business opportunities – marketing – financial – technical – legal – managerial and locational feasibility

Unit IV:

Project Appraisal – methods – techniques – preparation of business plan – content of a business plan – Project report

Unit V:

Entering the Market – Franchising and Acquisition - Problems and prospects of women entrepreneur – factors contributing to successful women entrepreneur- successful women entrepreneurs

Textbooks:

1. Jayshree Suresh - Entrepreneurial Development - Margham Publication, 2012.
2. S S Khanka - Entrepreneurial Development - Sultan Chand & Sons, 2007.

Books for Reference:

1. Robert, Michael, Dean A. Shepherd – Entrepreneurship, 10th Edition - Tata McGraw Hill, 2017.
2. Poornima M. Charantimath - Entrepreneurship Development: Small Business Enterprises, 2nd Edition - Pearson Education, 2013.
3. S Anil Kumar, S.C. Poornima, Mini K Abraham, K Jayashree - Entrepreneurial Development, 5th Edition - New Age International (P) Limited, 2015.

SEMESTER V / VI
SKILL-BASED ELECTIVE

USBAC517 - HOSPITAL PLANNING AND ADMINISTRATION

Unit I:

Planning of modern Hospital – basic requirements for hospital

Unit II:

Organization Structure – Medical Records – Responsibilities – Computerization – Legal Aspects – Retention

Unit III:

Hospital Waste Management – waste group – infectious waste management – categories – waste collection- waste treatment.

Unit IV:

Customer Experience Management – Types – customer based factors – meaning – characteristics – profitability of loyal customers – Environmental based factors – Customer Experience Management framework – design of customer experience – needs of a patient – Models.

Unit V:

Patient Relations in Hospital – process and practice of Patient Relations - Patient Relations applied to support service.

Textbooks:

1. A.V. Srinivasan - Managing Modern Hospital - 2nd Edition, Sage Publication, 2008.
2. G.P.Mogli -Medical Records, Organization and Management - Jaypee Brothers, New Delhi, 2006.

Books for Reference:

1. S L .Goel and R. Kumar - Management of Hospital - Deep and Deep publishers, 2007.
2. S L. Goel - Health Care System and Management - Deep and Deep publishers, 2011.
3. B.M.Shankar - Principles of Hospital Administration and Planning, 2nd Edition - Jaypee Brothers Medical Publishing Pvt. Ltd., 2009.

SEMESTER V / VI
SKILL-BASED ELECTIVE

USBAC517 - HOTEL PLANNING AND ADMINISTRATION

Unit I:

Origin – classification – private, public, regional, national and international – hotel associations and their operations.

Unit II:

Front office – introduction – Qualities of Front Office staff – Front office and Salesmanship– duties and responsibilities of front office personnel

Unit III:

House-keeping – Types of rooms – Competencies of housekeeping personnel – Safety and Security in housekeeping – duties and responsibilities of house-keeping personnel

Unit IV:

Control desk – files and registers – co-ordination and control – handling guest priorities and request – types of rooms – cleaning routines – inspection.

Unit V:

Horticulture – Landscaping – Facilities and Equipment – Types of garden – Safety and security.

Textbooks:

1. Andrews Sudhir - Hotel Front Office, 2nd Edition - Tata McGraw Hill Publication, New Delhi, 2009.
2. Andrews Sudhir - Hotel House-Keeping, 2nd Edition - Tata McGraw Hill publication, New Delhi, 2009.

Books for Reference:

1. Michael J.O Fallon, Denny G. Rutherford - Hotel Management and Operation, 5th Edition - John Wiley Resons, Inc, 2011.
2. Harvey Bustein - Management of Hotel and Motel Services - Marcel Dekka Inc, New York, 2003.
3. Richard H.Pennu, Lawrence Adams, Stephen K, A .Robson - Hotel Design Planning and Development, 2nd Edition – Rouhedges, 2012.