

B.B.A

1. SCOPE OF THE COURSE

B.B.A. is a high profile undergraduate program aimed to create enhanced competence of career positioning tied up with opportunity to become a global business and management professional. The program expects a serious commitment of the student to take up challenging study schedules and assignments. The course involves a blend of theoretical education and practical training which run concurrently for a period of three years and equips a student with knowledge, ability, skills and other qualities required for professional executives.

The uniqueness of the program is its content and topic coverage, the teaching methodology and the faculty. The syllabus has been designed at a level equal to that of professional courses. The teaching methodologies include classroom lectures, industrial visits, orientation, internship, case study and research work. Focus is also on developing soft skills of the students. For Core subjects, Outsource Guest Lectures by Industrialists and Professional Men will be arranged to enable the students to get wider exposure. Students joining in this program can also enroll for any one of the professional courses offered like MBA, MIBA ,etc.

2. SALIENT FEATURES

- ✓ Course is specially designed for a higher level Career Placement and to get in-depth knowledge to meet the demand of the current education scenario..
- ✓ Special Guest lectures from Industrialists, Bankers, and Business Executives will be arranged.
- ✓ Exclusively caters to students interested in pursuing professional courses like MBA, MIBA.
- ✓ Special Industry Orientations and Training are parts of the Degree Course.
- ✓ Project work is included in the syllabus to enhance conceptual, analytical & deductive skills.

3. OBJECTIVES OF THE COURSE

- ❖ To enable the students to acquire professional knowledge over Business and other related subjects.
- ❖ To impart knowledge in advanced concepts and applications in various fields of Management.

- ❖ To embed practical knowledge in the minds of students through industrial visits and various training programmes.
- ❖ To enable the students to gain knowledge over the recent developments in the various areas of Management.
- ❖ To orient the students in the applied aspects of different advanced business practices.
- ❖ To equip the students to occupy important positions in Business, Industries and related organizations.
- ❖ To inspire the students to apply their knowledge gained for the development of society in general.

4. ELIGIBILITY FOR ADMISSION

Candidates seeking admission to the first year Degree course **B.B.A.** shall be required to have passed

- a) Higher Secondary Examination (Academic or Vocational Stream) conducted by the Government of TamilNadu.
- (or)
- b) Any examination accepted as equivalent thereto by the syndicate of Periyar University. Preference will be given to those who have taken commerce as a subject in the qualifying examination.

5. TRANSITORY PROVISIONS

Candidates who have undergone the UG Course of study before 2017-18 shall be permitted to appear for the examinations under the same regulations for a period of three years i.e., upto and inclusive of the examination of April/May 2019-20. Thereafter, they will be permitted to appear for the examination only under the regulations then in force. Supplementary examinations will be conducted within a month. In case of failure she has to complete within 5 years.

6. CHOICE BASED CREDIT SYSTEM

Choice Based Credit System is a flexible system of learning. It allows different weightages in different courses based on the utility in the over all structure of curriculum. It permits the students to

1. Choose electives from wide range of elective courses.
2. Undergo additional courses and acquire more than the required number of credits.
3. Adopt an inter – disciplinary approach in learning.

7.ELIGIBILITY FOR AWARD OF DEGREE

A student is eligible for the award of the degree only if she has undergone the prescribed course of study in the college for a period of three academic years (UG) / two academic years (PG) and passed the examinations of all the semesters prescribed earning 140 credits for U.G. and 90 credits for P.G.

8. DURATION

The total period of study for each programme is as below U.G. Three years - 6 semesters P.G. Two years - 4 semesters Each academic year is divided into two semesters. The total number of working days is 90 days for each semester.

a) CURRICULUM

U.G. Programme

Part – I : Tamil / Hindi / Malayalam / any other

Part – II : English

Part – III : Core Subjects

Allied Subjects

Electives

Project – Individual / Group Project

Part – IV : Skill Based Electives

Non – Major Electives

Environmental Studies

Value Educations

Part – V - Extension activities

b) Extension Activities

All students should enroll in **Part V Vivekanandha Outreach Programme** – to enable her to complete a degree course. Active participation of the student throughout the year in the extension activities of her choice is mandatory. **(1 Credit in VI Semester)**

9.THE MEDIUM OF INSTRUCTION AND EXAMINATIONS

The medium of instruction and examinations, for the papers under part I and II shall be in the language concerned. For part III and IV the medium of instruction and examinations shall be English.

10. EVALUATION OF THE STUDENTS

The evaluation of the students in a particular course is based on their performance in (i) the Continuous Internal Assessment (CIA) and (2) the End Semester Examinations. (ESE)

For each theory paper the maximum marks for Continuous Internal Assessment and End Semester Examinations are 25 and 75 respectively and for **practical paper** the corresponding marks are 40 and 60 in both U.G. and P.G. courses.

11. CONTINUOUS INTERNAL ASSESSMENT (CIA)

For theory papers two CIA tests with duration of One hour each and one Model Examination with **Three hours** duration will be conducted every semester. **For practical it is as decided by the respective Board of Studies.** CIA test and Model Examinations will be conducted as per End semester Examination pattern.

Schedule of Internal Assessment Tests and Model Examinations are decided in advance by the Principal in consultation with the Controller of Examinations and Heads of the departments and is given in the Hand book.

Every candidate is required to get prior permission (before the test / model examination is conducted) from the Head of the Department and the Principal to write the test at a later date on valid reasons/ medical grounds. Where no such permission is obtained, the decision of the Head of the Department and the Principal, to hold or not to hold separate examination for any such candidate shall be final.

The valued answer script of CIA tests (1&2) and Model Examination shall be given to the candidates within 5 days after completion of the tests and examination for their personal verification during the class hours and collected back with the signature. The tests marks should be submitted to the office of the Controller of the Examinations immediately after getting the signature from the students.

12. CONTINUOUS INTERNAL ASSESSMENT

The weightage assigned to various components of the Continuous Internal Assessment is as follows.

		UG	PG
1. CIA Test I & II (Average)	5	5	
2. Model Examination	10	5	
3. Assignment	5	5	
4. Seminar	0	5	

5. Attendance

Upto 75% - 0	}		
76 – 80% - 1			
81 – 85% - 2			
86 – 90% - 3			
91 – 95% - 4			
96 – 100% - 5			
		5	5
		-----	-----
		25	25
		-----	-----

CIA marks are calculated by the teacher concerned, entered in the register, signed by the candidates and approved by the Heads of Departments and the Principal.

The hard copy and the soft copy (through email) of the CIA marks are submitted to the office of the Controller of Examinations before the last working day of every semester.

13. END SEMESTER EXAMINATIONS

End Semester Examinations will be conducted for both **theory** and **practical papers** at the end of each semester (in the month of November for odd semester and April – May for the even semester).

14. END SEMESTER EXAMINATIONS SCHEDULE

The schedule for End Semester Examinations is fixed by the Controller of Examinations in consultation with the Principal and Heads of the Departments and is displayed on the notice board and also is circulated to the staff and students through College website (www.vicas.org).

15. ATTENDANCE

The guidelines of attendance requirement issued by the Periyar University are adopted by the college.

SNO	Percentage of attendance	Remarks
1	Secured not less than 75% of attendance of the 90 working days during the semester. (67.5 days)	Students are permitted to take the End Semester Examinations of any semester

2	Secured attendance between 74% and 65%	Students can write the exam after paying the condonation fee.
3	Secured attendance between 64% and 50%	Compensate the shortage in attendance in the subsequent semester and appear for both semester papers together at the end of the latter semester with condonation fee.
4	Secured below 50% attendance	not eligible to write the End Semester Examinations and she has to rejoin the same semester.

16. QUESTION PAPER

Question Papers for the End Semester Examinations theory papers are set by the external question paper setters and are scrutinized by a team of external experts in the discipline concerned.

For End Semester Practical examinations, setting of question paper, conduct of examinations and valuations are done by both internal and external examiners.

17. HALL TICKETS AND INSTRUCTIONS

Hall Ticket which contains Subject code, title, Date, Session, Block name, Hall number & seat number for the End Semester Examinations will be issued to eligible students on time before the End Semester Examinations. Students must bring the Hall Ticket and the college ID Card to every session of the End Semester Examinations for verification.

No student enters the Examination Hall after ½ hour from the commencement of the Examination.

Students can bring to the examination hall only ordinary scientific calculator. They can use the mathematical, statistical or any other table (if required) provided by the college during the End Semester Examinations.

Students are not allowed to bring programmable calculators / Mobile phones or any other unwanted materials inside the Exam Hall.

18. MALPRACTICE

Any kind of malpractice during the End Semester Examinations / Practical Examinations is strictly prohibited. If it is found she will be debarred from writing that particular paper in that semester or all the papers in that semester based on the nature of the malpractice. A Complaint regarding the End Semester Examinations Question Papers must be brought to the Controller of Examinations on the same day of the examination by the HOD concerned or the class teacher concerned.

19. EVALUATION

After giving dummy numbers the answer scripts are valued by 100% external examiners. The End Semester Examinations results are published in the college website within 10 – 15 days from the date of last examination and it is also put up on the notice board.

a) REVALUATION AND TRANSPARENCY

Provision is available for Improvement / Retotalling / Revaluation / obtaining photo copy of the valued answer scripts for current semester papers.

Students can apply for obtaining photo copy of valued answer scripts to the Controller of Examinations through the Principal in the prescribed format along with the prescribed fee within five working days from the date of publication of results.

After scrutinizing the paper they can apply for revaluation within **three days** (after obtaining the photo copy).

If the marks scored in the revaluation are less than the original marks, original marks will be considered. If the mark scored in the revaluation is higher than the original marks the marks obtained in the revaluation shall stand.

If the difference in marks in the original valuation and the revaluation is more than 10, a third valuation will be done and the average of the nearest two marks shall be the final marks awarded.

c) PASSING MINIMUM

There is no minimum pass marks for CIA The minimum mark to obtain a pass in UG Programme is 40% in ESE and 40% in the aggregate of CIA+ESE. The minimum mark to obtain a pass in PG Programme is 50% in ESE and 50% in the aggregate of CIA+ESE.

d) MODERATION

A maximum of 8 marks shall be awarded as moderation to each candidate/per semester in the ESE Theory Papers as well as revaluation papers, subject to the following limits: For a maximum of 100 marks - Not exceeding 5 marks/paper For a maximum of 75 marks – Not exceeding 4 marks/paper For a maximum of 50&55 marks – Not exceeding 3 marks/paper.

e) IMPROVEMENT

A student who obtains a pass mark in a paper in the first attempt can appear for the same paper only in the immediate next semester. Reappearance for improvement is allowed only in theory papers. The highest marks whether the original or improvement will be considered as the final mark. However the improvement marks will be considered only for classification and not for ranking. When there is no improvement there will not be any change in the original mark, already awarded.

f) SUPPLEMENTARY EXAMINATIONS

In order to provide an opportunity to the failed final U.G. and P.G. students to complete the programme in the same year without any loss of time supplementary examinations are conducted within 20 days from the date of publication of even semester results of the final year.

1. Student who has cleared all the papers of earlier semesters (First to fifth Semester U.G. / First to Third Semester P.G.) but has failed in one or two papers written in the final semester will be allowed.
2. Student who has cleared all the papers except only one paper in all the semesters can also apply to the supplementary examinations. Student can apply for Supplementary Examinations to the Controller of Examinations through the Principal in the prescribed format along with prescribed fee within seven working days from the date of publication of results.

g) REAPPEARANCE OF FAILED STUDENTS

A student failed in the End Semester Examinations can appear for the papers in the subsequent End Semester Examinations. Failure in any paper / papers in the ESE or absence from the ESE shall not cause detention of the candidate in that semester. All the registered candidates shall be promoted to the next semester.

20 . CREDIT FOR UG COURSE

Credit for U.G. Course Part	Particulars	Credit	
		B.A., /B.Sc.,	B.Com., / B.Com (CA) / B.B.A., / B.B.A (CA), / B.C.A.,
Part I	Foundation Tamil / Hindi / Malayalam / French	12	6
Part II	Foundation English	12	6
Part III	Core	63	75
	Allied/ Allied Practical (16+12)	28	28
	Electives(2)	6	6
Part IV	Skill Based Electives (4)	8	8
	Non Major Electives (2)	4	4
	Environmental Studies/ Yoga	4+2	6
Part V	Extension Activities	1	1
TOTAL		140	140

21. CREDIT FOR PG COURSE

Particulars	credit
Core, Elective and Project	90
Human Rights	1
TOTAL	91

The only credit earned for Part V Extension Activities of a successful student shall not be taken into consideration for classification / Ranking / Distinction.

22. MARK STATEMENT

Mark Statement Issued at the end of each semester will indicate the credits and marks / grades obtained in each course.

a) CLASSIFICATION, GRADE, GRADE POINT, GPA & CGPA

The grades are given on the basis of the percentage of marks scored by the students as shown below:

CGPA	Grade	Classification of Final Result
9.5 – 10.0	O+	First Class – Exemplary *
9.0 and above but below 9.5	O	
8.5 and above but below 9.0	D++	

8.0 and above but below 8.5	D+	First Class – Distinction *
7.5 and above but below 8.0	D	
7.0 and above but below 7.5	A++	First Class
6.5 and above but below 7.0	A+	
6.0 and above but below 6.5	A	
5.5 and above but below 6.0	B+	Second Class
5.0 and above but below 5.5	B	
4.5 and above but below 5.0	C+#	Third Class
4.0 and above but below 4.5	C#	
0.0 and above but below 4.0	U	Re - appear

* The candidates who have passed in the first appearance and within the prescribed semester of the U.G. & P.G. Programme (Major, Allied and Elective courses alone) are eligible.

Only applicable to U.G. programme.

In the consolidated mark sheet issued, the class in which the candidate has passed will be given separately for Part I, II and III. Grade Point Average (GPA) will be given for Part III (Including only core & allied courses) as well as for all the components of the curriculum separately for UG Programme and for the PG programme based on all the subjects studied by the student.

The Grade Point Average (GPA) will be calculated as follows at the end of the Programme.

C_i = Credits earned for course i in any semester

G_i = Grade Point obtained for course i in any semester

n refers to the semester in which such courses were credited

For a Semester :

$$\text{GRADE POINT AVERAGE [GPA]} = \frac{\sum C_i G_i}{\sum C_i}$$

Sum of the Multiplication of grade points by the credits of the courses

$$\text{GPA} = \frac{\text{Sum of the Multiplication of grade points by the credits of the courses}}{\text{Sum of the credits of the courses in a semester}}$$

For the entire programme :

$$\text{CUMULATIVE GRADE POINT AVERAGE [CGPA]} = \frac{\sum_n \sum_i C_{ni} G_{ni}}{\sum_n \sum_i C_{ni}}$$

$$\text{CGPA} = \frac{\text{Sum of the multiplication of grade points by the credits of the entire programme}}{\text{Sum of the credits of the courses of the entire programme}}$$

b) CRITERIA FOR RANK

1. Marks secured in all the papers are considered for P.G. programmes and marks secured in core and allied courses that is Part – III are considered for U.G. programme.
2. Student must have passed all papers in the first attempt in the respective semesters.
3. Student should have completed the courses with the minimum period prescribed for the course of study.
4. Improvement marks will not be considered for ranking but will be considered for classification.

22) TRANSFER OF STUDENTS

Students seeking a transfer to the U.G. and P.G. degree course in VICAS have to fulfill the following conditions.

1. Seats must be available in the department concerned.
2. The students should not have any arrear paper if they are coming from non Autonomous Colleges.
3. The student must write the papers which are offered in our college, if those papers are not included in the syllabus of the previous college.

SYLLABUS - OBE
BATCH : 2018-2021
ONWARDS

BBA - COURSE PATTERN (BATCH: 2018 – 2021 ONWARDS)

SEM	SUBJECT CODE	COURSE	SUBJECT TITLE	HR/ WEE K	C	INT	EXT	MARK
I	18U1LT01 18U1LT01	Languages	Tamil or anyone of the Modern or Classical language -I	6	3	25	75	100
	18U1LE01 18U1LE01	Languages	English –I	6	3	25	75	100
	18U1BAC01	Core Course- I	Business Organization	5	4	25	75	100
	18U1BAC02	Core Course- II	Principles of Management	4	3	25	75	100
	18U1MAA02	Allied I	Statistics for Management	4	4	25	75	100
	18U1BACP01	Core Practical - I	Business Practical	3	2	40	60	100
	18U1VE01	Value Education	Yoga	2	2	25	75	100
Total				30	21			700
II	18U2LT02 18U2LT02	Languages	Tamil or anyone of the Modern or Classical language -II	6	3	25	75	100
	18U2LE02 18U2LE02	Languages	English –II	6	3	25	75	100
	18U2BAC03	Core Course- III	Business Communication	5	4	25	75	100
	18U2BAC04	Core Course-IV	Principles of Marketing	5	4	25	75	100
	18U2MAA05	Allied- II	Operation Research	4	4	25	75	100
	18U2ES01	Value Education	Environmental Studies	4	4	25	75	100
Total				30	22			600
III	18U3BAC05	Core Course V	Financial Accounting	5	4	25	75	100
	18U3BAC06	Core Course VI	Organization Behaviour	5	4	25	75	100
	18U3BAC07	Core Course VII	Entrepreneurship Development	5	4	25	75	100
	18U3BAC08	Core Course VIII	Economics for Executives	4	3	25	75	100
	18U1BACP02	Core Practical - II	Management Tactics	3	2	40	60	100
	18U3MAA09	Allied III	Quantitative Aptitude for Management	4	4	25	75	100
	18U3BAS01	SBEC-I	Practical Psychology	2	2	25	75	100
18U3BAS01	NMEC-1	Principles of Management	2	2	25	75	100	
Total				30	25			700

BBA - COURSE PATTERN (BATCH: 2018 – 2021 ONWARDS)

SEM	SUBJECT CODE	COURSE	SUBJECT TITLE	HR/WEEK	C	INT	EXT	MARK
IV	18U4BAC09	Core Course IX	Management Accounting	5	4	25	75	100
	18U4BAC10	Core Course X	Retail Marketing	5	4	25	75	100
	18U4BAC11	Core Course XI	Advertisement & Salesmanship	5	4	25	75	100
	18U4BAC12	Core Course XII	Production and Material management	4	3	25	75	100
	18U1BACP03	Core Practical - III	Business Skills for Executive	3	2	25	75	100
	18U4BACP03	Allied Practical-I	MS Office Practical	4	4	25	75	100
	18U4BAS02	SBEC-II	In Plant Training	2	2	40	60	100
	18U6BAN02	NMEC- II	Principles of Marketing	2	2	25	75	100
	Total			30	25			700
V	18U5BAC13	Core Course XIII	Financial Management	5	4	25	75	100
	18U5BAC14	Core Course XIV	Research Methodology	5	4	25	75	100
	18U5BAC15	Core Course XV	Cost Accounting	5	4	25	75	100
	18U5BAC16	Core Course XVI	Business Law	5	4	25	75	100
	18U1BACP04	Core Practical - IV	Banking Practice	4	2	25	75	100
	18U5BAE01	Elective I	Service Marketing	4	3	25	75	100
	18U5BAS03	SBEC - III	Campus to Corporate	2	2	25	75	100
	Total			30	23			700
VI	18U6BAC17	Core Course XVII	Human Resource management	5	4	25	75	100
	18U6BAC18	Core Course XVIII	Consumer Behaviour	5	4	25	75	100
	18U1BACP05	Core Practical - V	Marketing Tactics	4	2	25	75	100
	18U6BAC19	Core Course XIX	Brand Management	5	4	25	75	100
	18U6BAPR1	Core Project	Project Report -Viva Voce	5	4	40	60	100
	18U6BAE02	Elective II	Global Business	4	3	25	75	100
	18U6BAS04	SBEC IV	Verbal and Non Verbal Reasoning	2	2	25	75	100
	18U6EX01	Extension	Extension		1			
	Total			30	24			700
				180	140			4100

ELECTIVE SUBJECTS & NON-MAJOR ELECTIVES

LIST OF ELECTIVE PAPERS (DEPARTMENT CAN CHOOSE ANY ONE OF THE PAPER AS ELECTIVES)		
ELECTIVE I	1	Services Marketing
	2	Customer Relationship Management
	3	Performance Management
ELECTIVE II	4	Global Business
	5	Tourism Management
	6	Supply Chain And Logistic Management

LIST OF NON-MAJOR ELECTIVES {OTHER DEPARTMENT CAN CHOOSE ANY ONE OF THE PAPER AS ELECTIVES}		
NMEC I	1	Principles of Management
	2	Principles of Marketing
NMEC II	4	Personality Development
	5	Principles of Marketing

SKILL BASED ELECTIVE COURSE (SBEC)

GROUP- A

S.No.	PAPER NAME
1	Practical psychology
2	Soft skills

GROUP- B

S.No.	PAPER NAME
1	Self management
2	Inplant training

GROUP- C

S.No.	PAPER NAME
1	Talent management
2	Campus to corporate

GROUP- D

S.No.	PAPER NAME
1	Verbal & non verbal reasoning
2	Industrial relationship management

PROGRAMME EDUCATIONAL OBJECTIVES:

- PEO1** To prepare graduates for multi-dimension careers in global management, administration and entrepreneurship through a well-rounded business education with a focus on global business operations.
- PEO2** Graduates will be able to apply frameworks and tools to arrive at informed decisions in profession and put into practice striking a balance between business and social dimensions.
- PEO3** Graduates will have a solid foundation to pursue professional careers and take up higher learning courses such as MBA, MCA, MCM, MMM, M. Phil, Ph.D as well as research.
- PEO4** To identify, analyze and recommend appropriate actions given international influences, issues, and situations at the industry, business and individual levels;
- PEO5** Graduate will recognize the need for adapting to change and have the aptitude and ability to engage in independent and life – long learning in the broadest context of socio-economic, technological and global change

Programme outcome:

- Po1** Graduates will be capable of making a positive contribution to business, trade and industry in the national and global context.
- Po2** The programme enables the graduates to understand and apply leadership skills Managerial skill at the individual and group levels to co-ordinate the team work.
- Po3** Graduates with a flair of self-employment will be able to initiate and build upon entrepreneurial ventures or demonstrate intrapreneurship for their employer organizations.
- Po4** Graduates will acquire an in-depth knowledge in the field of Marketing from traditional rural to modern E-marketing.
- Po5** Enables to extend & widen their knowledge in all the industrial & production areas.

Programme Specific Outcome –PSO

At the end of the Programme the students will

- PSO1** Develop fundamental in-depth knowledge and understanding of the principles, concepts, values, substantive rules and development of the

core areas of business such as finance, accounting, marketing, HR operations.

PSO2 Expertise their skill in the efficient administration of the organization through effective utilization of available resources to yield maximum productivity in the organization.

PSO3 Understand multi dimensional business environments, policy, protocols, and ethical management practices required within the global context.

PSO4 Recognize the need for adapting to change and have the aptitude and ability to engage in independent and life – long learning in the broadest context of socio-economic, technological and global change.

PSO5 Acquire indepth & broad exposure in marketing at National & International level.

MAPPING OF PEO'S AND PO'S

PEO\PSO	PSO1	PSO2	PSO3	PSO4	PSO5
PEO1					
PEO2					
PEO3					
PEO4					
PEO5					

SUBJECT CODE	COURSE TITLE	SEM	CREDIT	HOURS
18U1BAC01	CORE - I BUSINESS ORGANIZATION	I	4	75

Course Objective

To enable the students to understand the forms of business and to manage the business effectively.

Course Outcome

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	Acquire knowledge about the importance of business and its classification	K1 to K5
CO2	Students will come to know about the various forms of business organisation	K1 to K5
CO3	Understand the criteria for the selection of location of a industry	K1 to K5
CO4	To present an overview of the Organisation structure and its operation.	K1 to K5
CO5	Gain indepth overview on the working of the stock exchange.	K1 to K5

1. MAPPING WITH PROGRAM OUTCOME

CO\PO	PO1	PO2	PO3	PO4	PO5
CO1	✓			✓	
CO2		✓	✓	✓	
CO3			✓	✓	✓
CO4		✓	✓		
CO5	✓	✓			✓

UNIT-I

Business: Meaning- Characteristics- Objectives-Importance's and essentials of business. Classifications of business-Growth of various forms of business-Distinction between Business and Profession-Ethics in business. **(15Hours)**

UNIT—II

Forms of Business Organizations- Sole tradership -Joint Hindu Family Business- Partnership-Joint stock companies-Co-operative societies. **(15 Hours)**

UNIT - III

Location of industry-Importance of location -Factors of location-size and scale of operations- Advantages of Large scale operations-Industrial estates and District Industrials centers. **(15 Hours)**

UNIT-IV

Organizational Structure – Functional areas of business and their operations – Activities of different functions- formal and informal organizations – principles of organization. **(15 Hours)**

UNIT-V

Stock Exchange – Meaning and Definition- Characteristics-Functions – Workings – Services –Limitations- Chamber of Commerce-Organization Structure-Functions. **(15Hours)**

TEXT BOOKS:

1. C.D Balaji, Dr. G.Prasad Business organization, Margam Publication, 7th Edition.
2. Bhusan . K. - Fundamental of Business Organization & Management, Sultan Chand, 6th Edition.
3. C.B.Gupta. - Management and Organisation, Sultan Chand, 2012, 5th Edition.
4. Louis A.Allen - Management and Organisation, Sultan Chand, M.C Grawhill, 5th Edition, 2013

REFERENCE BOOKS:

1. Pradash Jagadesh- Business Organisation and Management, Sultan Chand & Sons,5th Edition,2009
2. C.B.Gupta - Business Organisation and Management ,Sultan Chand & Sons, 5th Edition 2008
3. Basu - Business Organisation and Management ,S.Chand,4th Edition, 2009

ONLINE SOURCES:

1. https://www.university.youth4work.com/Study-Material/B_Com,Bachelor-of-Commerce-Lectures
2. <http://gurukpo.com><http://www.taxmann.com/bookstore/academic/business-organization-and-management-b.com.-ist-year.aspx>

SUBJECT CODE	COURSE TITLE	SEM	CREDIT	HOURS
18U1BAC02	CORE - II PRINCIPLES OF MANAGEMENT	I	3	60

Course Objective

To impart the students with the functions of management that is needed to manage the business effectively and to develop leadership qualities to motivate the workers.

Course Outcome

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	Students get well expert in understanding the functions of management.	K1to K5
CO2	Gain a clear idea about the importance of planning based on the goals of the organization.	K1to K5
CO3	Understand the clear picture about the organization structure.	K1to K5
CO4	Learn to follow different leadership styles and the approaches to motivate the workers.	K1to K5
CO5	Acquire insight in adopting the control mechanism and effective co-ordination.	K1to K5

MAPPING WITH PROGRAM OUTCOME

CO\PSO	PO1	PO2	PO3	PO4	PO5
CO1	✓				
CO2		✓	✓	✓	
CO3	✓	✓	✓		✓
CO4		✓		✓	✓
CO5		✓	✓	✓	

UNIT – I

Management : Meaning – Importance – Management and Administration-Levels of Management- Functions of management- Development Management thoughts – Contributions of F.W. Taylor- Henry Fayol and Elton Mayo. (12 Hours)

UNIT – II

Planning : Nature- Characteristics and importance- - Purpose – Steps – Types – Merits and Demerits of planning – Decision making. (12 Hours)

UNIT – III

Organizing: Nature – purpose- types of organization structure – use of staff units and committees –Power- Authority – Responsibility – Delegation -Centralization Vs Decentralization. (12Hours)

UNIT – IV

Directing : Elements and Principles of Direction –Characteristics-Functions of Leader- Leadership Styles - Characteristics of leaders and Management –Motivation– Characteristics-Theories of Motivation (Maslow need Hierarchy Theory, Herzberg theory). (12 Hours)

UNIT – V

Controlling: meaning – Elements and significance – steps in control process- Effective Control- Techniques of control. Coordinating: Need – principles – approaches to achieve effective co-ordination. (12 Hours)

TEXT BOOKS :

1. Gupta C.B. - Business Management, Sultan Chand & Sons, Revised Edition 2009
2. Robbins S.R. - Management ,Prentice Hall-2012, 11th Edition

REFERENCE BOOKS

1. Harold Koontz And O'Donnel- Essentials of Management,McGrawHill-2009,
2. Dinkar Pagare - Business Management, Sultan Chand & Sons-2008
3. Tripathi P.C. and Reddy P.N - Principles of Management, TMH-2009, 4th Edition
4. Prasad L.M. - Principles and Practices of Management , Sultan Chand & Sons, 2008, 3rd Edition

ONLINE SOURCES:

1. <https://www.google.co.in/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&cad=rja&uact=8&ved=0ahUKEwj1xI3NwojXAhXJs48KHeSGCT4QFggNMAA&url=http%3A%2F%2Fwww.nios.ac.in%2Fmedia%2Fdocuments%2FVocInsServices%2Fm1-4f.pdf&usg=AOvVaw0mVfbJ95nORwnPIFKlUxvP>
https://www.google.co.in/url?sa=t&rct=j&q=&esrc=s&source=web&cd=2&cad=rja&uact=8&ved=0ahUKEwj1xI3NwojXAhXJs48KHeSGCT4QFggUMAE&url=https%3A%2F%2F2012books.lardbucket.org%2Fpdfs%2Fmanagement-principles-v1.0.pdf&usg=AOvVaw2PciWAFW5_K_YZkwajRwPN

SUBJECT CODE	COURSE TITLE	SEM	CREDIT	HOURS
18U1MAA02	ALLIED-I STATISTICS FOR MANAGEMENT	I	4	60

OBJECTIVES

1. To enable the students to learn about the planning of market strategy in business, or the *management* of investment portfolios in finance
2. To assume managerial and leadership roles in their chosen professional careers while working in multidisciplinary teams.

Learning Outcome

At the completion of this course, a student will be able to:

- Apply knowledge of mathematics, science, and engineering.
- To design and conduct experiments, as well as analyze and interpret data.
- To design a system, component, or process in order to meet desired needs within realistic constraints, such as economic, environmental, social, political, ethical, health and safety, manufacturability, and sustainability.

UNIT - I

Descriptive Statistics: Meaning and definition of statistics – scope and limitations – statistical survey – source and collection of data – classification and tabulation – Diagrams and graphs. **(12 Hours)**

UNIT – II

Measures of central tendency – Arithmetic mean – Median- Mode- Geometric mean,- Harmonic mean. **(12Hours)**

UNIT - III.

Measures of Variation: Absolute and relative measures – Range – Quartile Deviation - Mean deviation – Standard deviation – Coefficient of Variation . **(12 Hours)**

UNIT – IV

Correlation Analysis – Definition – types of correlation – Uses – Scatter Diagram – Karl Pearson correlation – Spearman’s Rank correlation – Regression Analysis – Definition – uses – Regression equations - difference between correlation and regression. **(12 Hours)**

UNIT – V

Time series analysis- components of time series-Measures of trend-free hand curve –semi & moving average-methods of least squares – measures of seasonal variation-simple average. **(12 Hours)**

Content beyond the Syllabus

1. Clocks and calendars
2. Odd man Out
3. Boats and streams

TEXT BOOK

1. Gupta S.P , Statistical Methods , S. Chand & company Ltd, 44th edition, 2014
2. P.R. Vittal , Business Mathematics and Statistics , Margham publications, 6th Revised edition, 2013

REFERENCE BOOK:

1. R.S.N. Pillai & V. Bagavathi , Statistics , S.Chand & company Ltd, 7th edition, 2013

ONLINE SOURCES:

1. <https://www.scribd.com/doc/.../IGNOU-MBA-Note-on-Statistics-for-Management>
2. <Cde.annauniv.edu/mbaqp/pdf/First%20Semester/DBA7102/DBA710>

SUBJECT CODE	COURSE TITLE	SEM	CREDIT	HOURS
18U1BACPO1	BUSINESS PRACTICAL – I	I	2	45

Objectives:

1. To know the basic patterns of various forms in financial and banking sectors.
2. To study about the documentation modes of commercial activities in business.

Learning Outcome

At the completion of this course, a student:

- Develop self confidence to fulfill the documentation .
- Able to understand the formalities of bank & day to day transaction.
- Become an expert to design the advertisement copy.

UNIT-I

Documents: Preparation of Invoice – Receipts – Voucher - Delivery Challan - Entry cum Gate Pass - Debit and Credit Note

UNIT-II

Share application form – Letter of allotment- Letter of regret-Share transfer form.

Banking: Drawings, Endorsing and Crossing of Cheques - Filling up of pay in slips - Application and preparation of Demand Drafts – Pass Book .

UNIT-III

Account opening form for SB account, Current account and Term Deposits – Fixed Deposit account and FD Receipts, Bills of Exchange – Promissory Note - Co-operative bank : Application form for admission - jewel loan – loan deposit.

UNIT-IV

Agenda for board meeting – annual general meeting – minutes for board meeting-annual general meeting. Application form for LIC policy-First premium receipt – revival of lapsed policy –claimant’s statement-death claim receipt-audit program.

UNIT-V

-Advertisement Copy-Models of Advertisement: Consumable goods – Durable – Non-Durable – Services – Automobiles – income tax forms – applications for PAN.

Note: Distribution of marks – Practical 60 Marks & Record note book 40 Marks

Content beyond the Syllabus

1. Application for investment in mutual funds
2. Online application for Passport
3. Online application for Voters ID

SUBJECT CODE	COURSE TITLE	SEM	CREDIT	HOURS
18U2BAC03	CORE – III BUSINESS COMMUNICATION	II	4	75

Course Objective

The purpose is to enable the students to learn effective business correspondence and to draft letters for various business transactions adopting the modern technological communication.

Course Outcome

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	Learn to frame the layout of business letters and the principle to be followed in framing the letters.	K1to K5
CO2	Gain a clear knowledge of drafting a letter about about enquiry and getting replies from the dealers and the manufactures.	K1to K5
CO3	Get insight on dealing with various banking and Life Insurance correspondence.	K1to K5
CO4	Learn about the types of companies meeting, role of secretary and writing up of agenda and minutes of the meeting.	K1to K5
CO5	Acquire knowledge on application of E-Communication in Business.	K1to K5

MAPPING WITH PROGRAM OUTCOME

CO\PSO	PO1	PO2	PO3	PO4	PO5
CO1	✓		✓	✓	
CO2		✓			
CO3		✓	✓	✓	✓
CO4		✓	✓		✓
CO5	✓	✓		✓	✓

UNIT – I

Communication: meaning – objectives; Type: verbal & non-verbal – Principles of Communication –Benefits-Elements of Communication- Communication Process-Barriers to Communication-Overcoming Barriers to Communication- Structure of Business Letters-Layout of Business Letters. **(15 Hours)**

UNIT – II

Business Enquiries and replies – Classification of Enquiry Letters - importance of Replies to Enquiries- kinds of Replies- Offer – Quotations – Orders. **(15 Hours)**

UNIT – III

Bank Correspondence –elements of Good banking Correspondence - Types- Correspondence – Basic principles- Types- Kinds of Life Policies. **(15 Hours)**

UNIT – IV

Company correspondence – secretary and his duties –Classifications- Correspondence with Directors, Shareholders- Types of meeting - Agenda for meeting- Minutes of the meeting. **(15 Hours)**

UNIT – V

E-Communication-Definition-Types of E-Communications in Business - Advantages & Disadvantages of E- Communication- Difference between Electronic and non Electronic Communication.

Self Preparation:

- a) Collect Notification of a company for issuing the shares
- b) To conduct Annual General Meeting
- c) Collect Minutes and Agenda of the companies.

(15 Hours)

TEXT BOOK

1. Rajendrapal and Koralahalli J.S- Essentials of Business Correspondence, Sultan &Chants , Re-Print2008, 3rd Edition.

REFERENCE BOOKS

1. Ramesh M.S and Patten Shetty - Effective business English and Correspondence, R.C.Puplications, 2009 2nd Edition
2. Balasubramanian - Business Communication, Vikas Publishing House Pvt.,Ltd-2008, 2nd Edition
3. RSN.Pillai&Bagavathi - Comercial Correspondance & Office Management,S. Chand Publication-2009, 3rd Edition

ONLINE SOURCES:

1. <https://www.google.co.in/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&cad=rja&uact=8&ved=0ahUKEwj1xI3NwojXAhXJs48KHeSGCT4QFggNMAA&url=http%3A%2F%2Fwww.nios.ac.in%2Fmedia%2Fdocuments%2FVocInsServices%2Fm1-4f.pdf&usg=AOvVaw0mVfbJ95nORwnPIFklUxvP>

SUBJECT CODE	COURSE TITLE	SEM	CREDIT	HOURS
18U2BAC04	CORE – IV PRINCIPLES OF MARKETING	I	4	75

Course Objective

The core objective is to understand the importance of marketing.

Course Outcome

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	Learn the classification of markets and the role of marketing in economic development.	K1to K5
CO2	Understand the buying motives and the bases of market segmentation.	K1to K5
CO3	Gain clear knowledge on Planning the product development and the life cycle of the product.	K1to K5
CO4	Get indepth idea on importance of pricing decision and its inducement to the customer to purchase the product.	K1to K5
CO5	Identify the various sales promotion techniques adopted and the channels of distribution to reach to the final consumption. .	K1to K5

MAPPING WITH PROGRAM OUTCOME

CO\PSO	PO1	PO2	PO3	PO4	PO5
CO1	✓		✓		✓
CO2		✓	✓	✓	✓
CO3		✓		✓	✓
CO4	✓		✓		
CO5		✓		✓	

PRINCIPLES OF MARKETING - 18U2BAC04

UNIT-I

Introduction –Definition of marketing- Meaning of Market-Classification of Markets-Objectives of Marketing- Core concept of Marketing -Role of Marketing in economic development.

(15 Hours)

UNIT-II

Consumer Behaviors-Definition-Importance-Buying motives-Types of buyers-Factors influencing consumer Behavior-Market Segmentation-Definition Bases for market segmentation-Types – Benefits of segmentation. Targeting & Positioning the market.

(15 Hours)

UNIT-III

Product-Features-Product Planning and Development- Product Line- Product Life cycle- Brand-Essential of a good brand-benefits-Labeling-Packaging-Kinds-requisites of a good package-Marketing Analysis-Market Targeting-Market Positioning.

(15 Hours)

UNIT IV

Price-Importance-Pricing decisions-Factors affecting pricing decision-procedure for determination-Kinds of Pricing-Factors affecting changes in price.

(15 Hours)

UNIT V

Sales Promotion-Purpose importance-Kinds of Sales Promotion-Sales forecast-Personal selling –Theories-Channel of Distribution-Different Channels-Middleman Functions.

Self Preparation:

(15 Hours)

- a) Collection of companies logo, Trade mark, Slogan, Brand Name etc.,
- b) Identification of fake and original product
- c) List the FMCG with their companies.

TEXT BOOK:

Rajan Nair N. Marketing Management, Sultan Chand and Sons, 2000, 2nd Edition.

REFERENCE BOOK

1. Philip Kotler, Marketing Management, Millennium, PHI, 2008, 7th Edition.
2. R.S.N. Pillai and Bhagwathi, Marketing Management, S. Chand, 2010, 1st Edition.

CONTENT BEYOND THE SYLLABUS

1. E-Marketing
2. Green Marketing
3. Viral Marketing

SUBJECT CODE	COURSE TITLE	SEM	CREDIT	HOURS
18U2MAAC05	ALLIED – II OPERATION RESEARCH	II	4	60

OBJECTIVES

1. The central **objective of operations research** is optimization, i.e., "to do things best under the given circumstances.
2. It also make the students to understand the concept of Operation research in the Management field.

Learning Outcome

By studying this Operations Research the students can

- Use their knowledge and skills in creative ways to solve complex problems and have an impact on critical decisions.
- The mathematical sciences prepare students to apply tools and techniques and use a logical process to analyze and solve problems.

UNIT I

Introduction to Operations Research: Meaning – Definition – Characteristics – Applications – Phases of OR – OR in Management – OR in Decision making – Limitations. **(12 Hours)**

UNIT II

Linear Programming : Introduction – Definition – Formulation of LPP – Graphical method of solution – Simplex method (Simple Problems). **(12 Hours)**

UNIT-III

Transportation problems : Finding an Initial Basic Feasible Solution (IFBS) – North-West corner rule – Least Cost Method – Vogel's approximation method (VAM) – Finding the optimum solution - MODI method. **(12 Hours)**

UNIT IV

Assignment Problems: Definition – Hungarian method – Maximization – unbalanced Problems. **(12 Hours)**

UNIT V

Network Analysis : Definition - Construction of the Network – Critical path Method(CPM) – CPM and PERT calculation and its difference. **(12 Hours)**

Content beyond the Syllabus:

1. Decision Analysis
2. Forecasting
3. Data mining

TEXT BOOKS:

1. S. Kalavathy, Operations Research, Vikas Publishing House.

ONLINE SOURCES:

1. <https://www.maa.org/mathematics-and-operations-research-in-industrwww.lancaster.ac.uk/lums/study/...operational-research.../what-is-operational-research>
2. <https://www.smu.edu/Lyle/Departments/EMIS/Advising/Doctoral/PhDOR/10Reasons>

SUBJECT CODE	COURSE TITLE	SEM	CREDIT	HOURS
18U3BAC05	CORE – V FINANCIAL ACCOUNTING	III	4	75

Course Objective

To impart the students with the preparation of accounts needed for the company and to depict the financial situation.

- **Course Outcome**

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	Students get expertise in understanding the basic concepts of accounting.	K1to K5
CO2	Gain a clear picture of preparing the single, double and triple cash book.	K1to K5
CO3	Understand to prepare the trading account, profit and loss account and balance sheet of the concern.	K1to K5
CO4	Acquire the importance of preparing the double entry system of accounting.	K1to K5
CO5	Get in-depth knowledge on need of providing depreciation on the assets and its different methods.	K1to K5

- **MAPPING WITH PROGRAM OUTCOME**

CO\PSO	PO1	PO2	PO3	PO4	PO5
CO1	✓		✓	✓	
CO2		✓		✓	✓
CO3	✓	✓	✓		✓
CO4			✓	✓	
CO5		✓		✓	✓

UNIT – I

Accounting – Meaning and Definition – Scope of Accounting - Uses of Accounting - Double entry system of Book keeping – Differences between Book Keeping and Accounting – Limitations of Accounting - Accounting Concepts. **(10 Hours)**

UNIT – II

Types of Accounts – Rules for preparing Accounts – Journal – Ledger. Subsidiary Books - Cash book – Meaning Types of Cash Book – Single Column, Double and Three columns Cash Book – Trial Balance – Meaning – Preparation of Trial Balance. **(15 Hours)**

UNIT – III

Final Accounts Format – Preparation of Trading Account, Profit and Loss Account and Balance Sheet (Simple Adjustment Only) Average Due Date – Meaning – Purpose of Calculating Average Due Date with Simple Problems only. **(20 Hours)**

UNIT – IV

Single Entry System – Meaning – Features of Single Entry System – Difference between Single Entry System and Double Entry System – Preparation of Accounts – Net Worth method – Conversion method (Simple Problems only). **(15 Hours)**

UNIT – V

Depreciation – Meaning, Definition – Importance of providing Depreciation – Defects of Depreciation – Method of calculating Depreciation – Straight line method – Written down value method Bank Reconciliation Statement, Meaning – Purpose of Preparing Bank Reconciliation Statement – Reason for Differences. **(15 Hours)**

TEXT BOOK:

1. Financial Accounting – S.P Jain & K. L Narang, Kalyani Publications, 2008, 4th Edition.

REFERENCE BOOKS:

1. Financial Accounting - Reddy and Moorthy, Kalyani Publications, 2008, 3rd Edition
2. Financial Accounting - Shukla & Grewal, Chand & Company, 2008., 4th Edition

CONTENT BEYOND THE SYLLABUS

1. Incorporation of Tally in Financial Accounting
2. Accounts in daily life
3. Practical training in preparation of Final Accounts.

18U4BAC06	CORE – VI Organisational Behaviour	IV	4	75
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Course Objectives:

1. To understand the behaviour of people in the work environment.
2. To develop a basic understanding of individual behaviour and explore issues of motivation, communication, leadership, decision-making, careers, power and
3. organisational change.

Course Outcome

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	The students learn the organisational psychology and the inter group relationship.	K1 to K5
CO2	Understand the Personality traits of an individual and its influence in the working place..	K1 to K5
CO3	Get an idea on the various theories of motivation and how it motivates the worker to work in the work place	K1 to K5
CO4	The students learn the designing of work environment and its conducive practices for the worker to achieve the goal.	K1 to K5
CO5	To Analyse organisational behavioural issues in the context of organisational behaviour theories, models and concepts.	K1 to K5

• **MAPPING WITH PROGRAM OUTCOME**

CO\PSO	PO1	PO2	PO3	PO4	PO5
CO1	✓				
CO2		✓	✓	✓	
CO3	✓		✓	✓	✓
CO4		✓	✓		✓

UNIT – I

Meaning and scope of organizational psychology-Organizational behavior of Individual-Inter personal-Group and inter group. Theories of organization- Classical- neo classical and modern Theories. (15 Hours)

UNIT – II

Individual Behavior-Personality-Attitude. Group Behavior-meaning-types of Groups-formation-group dynamics-group cohesiveness-Group decision making. (15 Hours)

UNIT-III

Motivation-Meaning-Importance-process-Theories-Maslow-Herzberg and McGregor Morale-meaning-Benefits-Measurement.Job satisfaction-meaning and factors. (15 Hours)

UNIT-IV

Work Environment-Good house keeping practices-Design of work place- Hawthorne experiments and importance. (15 Hours)

UNIT-V

Organizational change-meaning-Nature-Causes of change-Reactions to Change-overcoming the Resistance-counseling-types of counseling. (15 Hours)

TEXT BOOK:

1. Organizational Behaviour -L.M.Prasad, Sultan Chand & Sons Reprint-2009, 3rd Edition

REFERENCE BOOK:

1. Organisational behavior - Fred Luthans,McGrawHill,2008, 2nd Edition
2. Organisational behaviour- J.Jayasankar,Margham Publications-2009, 3rd Edition
3. Management & Organisational behaviour - P.Subba Rao, HPH-2008

CONTENT BEYOND THE SYLLABUS

1. Special Lecture on Student Psychology
2. How Partial treatment affect Psychology in work place
3. Stress and Psychology

SUBJECT CODE	COURSE TITLE	SEM	CREDIT	HOURS
18U3BAC07	CORE – VII ENTREPRENEURSHIP DEVELOPMENT	III	4	75

COURSE OBJECTIVES:

1. To develop and strengthen entrepreneurial quality and motivation in students.
2. To provide knowledge and information about the source of help, incentives and subsidies available from government to set up the project

Course Outcome

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	Understand the importance of entrepreneurship as a tool for development, the basic principles of entrepreneurship, the concept and basic principles of innovation	K1to K5
CO2	Understand the support provided by the state and central government to promote the industrial growth.	K1to K5
CO3	To stimulate their Critical thinking by designing and developing to present banking and insurance correspondence	K1to K5
CO4	To get an overview of company meetings and its proceedings.	K1to K5
CO5	Get an indepth understanding on modern development in the communication and its challenges.	K1to K5

MAPPING WITH PROGRAM OUTCOME

CO\PSO	PO1	PO2	PO3	PO4	PO5
CO1	✓			✓	
CO2		✓	✓	✓	
CO3		✓	✓		✓
CO4	✓	✓	✓		✓

UNIT-I

Evolution of the concept of Entrepreneur –Characteristics, Functions & types of Entrepreneur, Entrepreneurship – Role of Entrepreneurship in Economic Development. Women Entrepreneurs - Problems faced by Women Entrepreneurs – Factors affecting Entrepreneurial Growth – Intrapreneur. **(15 Hours)**

UNIT-II

Entrepreneurial traits - Small scale Industries – Role and its problem in economic development – Entrepreneur Development programmes – objectives and phases. **(15 Hours)**

UNIT-III

Project Identification – Project classification – Project Selection – Project formulation – Project report – Project Appraisal – Methods of project appraisal. **(15 Hours)**

UNIT-IV

Institutional Finance to Entrepreneurs – Sources and Factors Determining capital structure. Financial Institutions : DIC, KVIB, SIDBI, CGTMS-TIIC. **(15 Hours)**

UNIT-V

Marketing and promotion – Impact of social media in product development – Online marketing and online shopping. **(15 Hours)**

TEXT BOOK :

1. Entrepreneurial Development
- S.S.Kanka , S.Chand & Company Ltd., New Delhi. 3rd Edition.

REFERENCE BOOKS:

1. Entrepreneurship and small business management
- M.B.Shukla, Hitab Mahal Publication, Allahabad, 4th Edition
2. Dynamics of Entrepreneurial Development &
- Vasant Desai, Himalaya Management Publishing House, New Delhi, 3rd Edition.
- 3.Prasanna Chandra, Projects –Planning, Analysis, Selection, Implementation and Reviews,
Tata McGraw-Hill, 1996.
- 4.P.Saravanavel, Entrepreneurial Development, Ess Pee kay Publishing House,
Chennai – 1997.

CONTENT BEYOND THE SYLLABUS

- 1.History of great entrepreneur
- 2.Training in small scale industry
- 3.Practical Difficulties in obtaining loan from Bank

SUBJECT CODE	COURSE TITLE	SEM	CREDIT	HOURS
18U3BAC08	CORE COURSE – VIII Economics for executives	III	3	60

COURSE OBJECTIVES:

1. To provide students with a basic understanding of the economic theory and analytical tools that can be used in decision making problems.
2. To develop a good understanding of economic concepts and tools that have direct managerial applications
3. To acquire knowledge about price determination in alternative market structures, demand theory, production and cost functions, and decision making under uncertainty

Course Outcome

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	Understand the internal and external decisions to be made by managers.	K1 to K5
CO2	Analyze the demand and supply conditions and assess the position of a company.	K1 to K5
CO3	Explore the understanding on production function and cost relationship .	K1 to K5
CO4	Design competition strategies, including costing, pricing, product differentiation, and market environment according to the natures of products and the structures of the markets	K1 to K5
CO5	Get an indepth knowledge on the generation of national income and business cycle that affects the economy..	K1 to K5

MAPPING WITH PROGRAM OUTCOME

CO\PSO	PO1	PO2	PO3	PO4	PO5
CO1	✓		✓	✓	
CO2		✓	✓		✓
CO3		✓	✓		✓
CO4		✓		✓	✓

UNIT I

Managerial Economics: Meaning- Definitions-Characteristics- Nature and scope of Managerial Economics-Uses of Managerial Economics- Functions -Decision Making and Forward Planning in economics - Roles and responsibilities of Managerial Economist.

(12 Hours)

UNIT II

Demand Analysis: Meaning- Definitions-Law of demand-Characteristics- Exception to the law of demand- Types-Price- Income, Gross-Elasticity of Demand – Demand Forecasting - Methods of Demand Forecasting.

(12 Hours)

UNIT III

Production Function: Law of Variable Proportion –Laws of returns to scale –Cost analysis-cost concepts-classification-cost output relationship in the short run and long run-Break Even Analysis.

(12 Hours)

UNIT IV

Market Structures – Perfect Competition – Imperfect Competition-Characteristics-Features-Price discrimination under Perfect Competition-Monopoly – Monopolistic Competition – Price Discrimination -Duopoly-Oligopoly.

(12 Hours)

UNIT V

National Income: Meaning-Definition - Concepts of National Income - Methods of Calculating on of National Income. Business Cycle- Phases of Business Cycle - Causes of Business Cycle – Inflation – Types – Causes – Effects.

(12 Hours)

TEXT BOOK:

1.Manage rial Economics, R.L.Varshney and K.L. Maheshwari, Sultan Chand & Sons 2nd Edition

REFERENCE BOOK:

1.Manage rial Economics - R.L. Varshney & K.L.Maheshwari,2nd Edition, Sultan Chand & Sons.

Content beyond the Syllabus

1. Law of marginal utility
2. Diminishing utility
3. Determination of value of currency.

SUBJECT CODE	COURSE TITLE	SEM	CREDIT	HOURS
18U3BACP02	CORE PRACTICAL - II Management Tactics	III	2	30

Objectives:

1. To create practical knowledge of management among the students.
2. To develop the managerial ability and potentiality.
3. To study the current information about the companies.

UNIT - I

Functions of management: Chart preparation – Traditional Leaders Profile; Organization chart collection for 3 top companies.

UNIT - II

Business proposal: Creative thinking to start a business – company collection of various plant location (factorize in urban, rural & sub-urban areas).

UNIT – III

Leadership quality – styles, role playing – Management development programmes.

UNIT – IV

SWOT analysis – TOWS matrix – Rorschach Ink Blot test (psychological view).

UNIT – V

Top 20 companies profile – Successful Entrepreneurs in India & Foreign countries.

Note: Record : 40 marks Viva Voce : 60 marks

SUBJECT CODE	COURSE TITLE	SEM	CREDIT	HOURS
18U3MAA09	ALLIED – III Quantitative Aptitude For Competitive Exam	III	4	60

OBJECTIVES:

1. This course presents the idea of quantitative aptitude.
2. To know about the concept of H.C.F. and L.C.M.
3. To understand the concept of Simple Interest - Compound Interest

Learning Outcome

On successful completion of the course the students will know

- *About the application of square roots, percentage and allowing of discounts.*
- *Learn about the Usage of calendar & clocks problems in competitive examinations.*

Unit-I:

HCF and LCM Numbers. **(12 hours)**

Unit-II:

Square Roots and Cube root-Average. **(12 hours)**

Unit III:

Problems on Ages and Problems on numbers. **(12 hours)**

Unit-IV:

Percentage-Profit and Loss – Discounts – True Discount – Banker Discount
(12 hours)

Unit-V:

Calendar – Clocks. **(12 hours)**

TEXT BOOK:

1. Quantitative Aptitude- R.S Aggarwal(chapter 15,17,18,19,21,22,27,28,32,33)

S.Chand & Company LTD, New Delhi reprint 2011.

SUBJECT CODE	COURSE TITLE	SEM	CREDIT	HOURS
18U3BAS01	SBEC – I Practical Psychology	III	2	30

Course OBJECTIVES:

1. To understand the psychological behavior of the people in the society.
2. To achieve maximum co-operation in the working place.
3. To broaden the thinking and reasoning ability.

Course Outcome

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	To make the students to understand the importance of smile and how it changes a rude person.	K1to K5
CO2	To show love and concern towards others in the working place and in the society by expressing sympathy and emphathises for others.	K1to K5
CO3	To create the ability to deal with different types of people possessing different mental state of mind.	K1to K5
CO4	To understand the importance of co-operation and voiding unnecessary arguments.	K1to K5
CO5	Understand the importance of observation and how it helps in solving various problems.	

MAPPING WITH PROGRAM OUTCOME

CO\PSO	PO1	PO2	PO3	PO4	PO5
CO1	✓	✓		✓	✓
CO2		✓	✓	✓	
CO3	✓	✓	✓		✓
CO4			✓	✓	✓

UNIT I

Making first impression – Remembering Name – Smile – Listening to others – Observation.

(6 Hours)

UNIT II

Importance of others: Appeal to self expression – Understanding others being sympathetic-Empathy.

(6 Hours)

UNIT III

People : Types of people – Handling people – Avoid criticism – Appreciate people – Avoid flattery.

(6 Hours)

UNIT IV

Getting co-operation meaning of co-operation – Avoid arguments – admit one's mistake -

Be friendly.

(6 Hours)

UNIT V

Observation: Meaning – Definition – Improving power of observation – Reasoning through observation – Law of attraction.

(6 Hours)

Reference Books

1. Hand book prepared by Department of Business Administration.

SUBJECT CODE	COURSE TITLE	SEM	CREDIT	HOURS
18U3BAN01	NMEC – I PRINCIPLES OF MANAGEMENT	III	2	30

Course Objective

To impart the students with the functions of management that is needed to manage the business effectively and to develop leadership qualities to motivate the workers.

Course Outcome

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	Students get well expert in understanding the functions of management.	K1to K5
CO2	Gain a clear idea about the importance of planning based on the goals of the organization.	K1to K5
CO3	Understand the clear picture about the organization structure.	K1to K5
CO4	Learn to follow different leadership styles and the approaches to motivate the workers.	K1to K5
CO5	Acquire insight in adopting the control mechanism and effective co-ordination.	K1to K5

MAPPING WITH PROGRAM OUTCOME

CO\PSO	PO1	PO2	PO3	PO4	PO5
CO1	✓		✓		✓
CO2	✓	✓		✓	
CO3		✓	✓	✓	
CO4		✓		✓	✓
CO5	✓		✓		✓

UNIT– I

Management : Meaning – Importance – Management and Administration-Levels of Management- Functions of management. **(6 Hours)**

UNIT – II

Planning : Nature- Characteristics and importance- - Purpose – Steps – Types – Merits and Demerits of planning – Decision making. **(6 Hours)**

UNIT – III

Organizing: Nature – purpose- types of organization structure —Power- Authority – Responsibility – Delegation -Centralization & Decentralization. **(6 Hours)**

UNIT – IV

Directing : Elements and Principles of Direction –Characteristics-Functions of Leader- Leadership Styles - Characteristics of leaders and Management. **(6 Hours)**

UNIT – V

Controlling: meaning – Elements and significance – steps in control process- Effective Control- Techniques of control. **(6 Hours)**

TEXT BOOKS :

1. Gupta C.B. - Business Management, Sultan Chand & Sons, Revised Edition 2009
2. Robbins S.R. - Management ,Prentice Hall-2012, 11th Edition

REFERENCE BOOKS

1. Harold Koontz And O'Donnel- Essentials of Management,McGrawHill-2009,
2. Dinkar Pagare - Business Management, Sultan Chand & Sons-2008
3. Tripathi P.C. and Reddy P.N - Principles of Management,TMH-2009, 4th Edition
4. Prasad L.M. - Principles and Practices of Management , Sultan Chand & Sons, 2008, 3rd Edition

ONLINE SOURCES:

1. <https://www.google.co.in/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&cad=rja&uact=8&ved=0ahUKEwj1xl3NwojXAhXJs48KHeSGCT4QFggNMAA&url=http%3A%2F%2Fwww.nios.ac.in%2Fmedia%2Fdocuments%2FVocInsServices%2Fm1-4f.pdf&usg=AOvVaw0mVfbJ95n0RwnPIFklUxvP>
https://www.google.co.in/url?sa=t&rct=j&q=&esrc=s&source=web&cd=2&cad=rja&uact=8&ved=0ahUKEwj1xl3NwojXAhXJs48KHeSGCT4QFggNMAE&url=https%3A%2F%2F2012books.lardbucket.org%2Fpdfs%2Fmanagement-principles-v1.0.pdf&usg=AOvVaw2PciWAFW5_K_YZkwajRwPN

SUBJECT CODE	COURSE TITLE	SEM	CREDIT	HOURS
18U4BAC09	CORE - IX MANAGEMENT ACCOUNTING	IV	4	75

Course objectives:

1. To enhances a manager's ability to make effective economic decision.
2. To give students a good understanding about the concepts and techniques of management accounting. These issues will be explained against the background of a fast changing global market..
3. To give a clear view on business ethics, especially ethics related to accounting;

Course Outcome

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	To Prepare an income statement required for external reporting and to help the managers for decision-making.	K1to K5
CO2	Students learn to depict the financial position of the concern in the form of ratios.	K1to K5
CO3	Develop an understanding on the requirement of working capital and the uses of fund.	K1to K5
CO4	To Prepare and evaluate operating as well as capital budgets.	K1to K5
CO5	Learn elaborately the Break Even Point, profit volume ratio and to aid in managerial decision making.	K1to K5

MAPPING WITH PROGRAM OUTCOME

CO\PSO	PO1	PO2	PO3	PO4	PO5
CO1	✓	✓			
CO2			✓	✓	✓
CO3		✓	✓	✓	
CO4	✓	✓		✓	✓

UNIT – I

Management Accounting – Meaning – Definition – Objectives and Scope of Management Accounting – Difference between Management Accounting, Cost Accounting and Financial Accounting. **(10Hours)**

UNIT – II

Analysis and Interpretation of Financial Statements – Common Size and Comparative Statements - Ratio Analysis – Introduction – Advantages of Ratio Analysis – Classification of Ratios – Limitations of ratio analysis – Problems on Ratio Analysis (simple problems only).

(15 Hours)

UNIT – III

Fund flow statement - Meaning – Flow of Funds – Purpose of Preparing Fund Flow Statement – Preparation of Schedule of Changes in Working Capital, Cash flow Statement - Flow of Cash – Cash from Operation (Simple problems only)

(20 Hours)

UNIT – IV

Budget and Budgetary Control- Meaning and Significance of Preparation of Budget – Types of Budgets - Flexible Cash and Production Budgets (Simple Problems only).

(15 Hours)

UNIT – V

Marginal Costing – Meaning – Definition – Salient Features of Marginal Costing – P/V ratio - Break Even Point – Margin of safety – Managerial Decision making Process – Make or Buy Decision – Accepting Foreign Orders. (Simple Problems only).

(15 hours)

[Theory – 20% Problems – 80%]

TEXT BOOK:

- 1.Management Accounting _ S.N. Maheswari - Sultan Chand Publications, 2008, 2nd Edition

REFERENCE BOOK:

- 1.Management Accounting – R. Ramachandran & Srinivasan, Advent Books Division,2006, 2nd Edition.
- 2.Management Accounting – R.S.N. Pillai & Bagavathi, S.Chand, 8th Edition.

CONTENT BEYOND THE SYLLABUS

- 1.Application of management Accounting in the concern
- 2.Responsibilities of an Management Accountancy

18U4BAC10	CORE – X RETAIL MARKETING	IV	4	75
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Course objectives:

1. To study the importance of retail marketing in economical progress.
2. To analysis the impact of retail marketing in domestic market.
3. To evaluate the unique features of retail marketing.
4. To study the role of retail marketing in entrepreneurship development.

Course Outcome

CO NUMBER	CO STATEMENT	KNOWLE DGE LEVEL
CO1	Studying then various functions & features of retail marketing	K1to K5
CO2	Students learn types of retailers & classification of retail institutions.	K1to K5
CO3	Understanding the consumer behaviour & buyer behaviour in retail marketing.	K1to K5
CO4	Analyzing the retail market segmentation, strategies, targeting & product life cycle (PLC)	K1to K5
CO5	Learn elaborately about stores layout its types & the factors influencing the pricing decisions.	K1to K5

MAPPING WITH PROGRAM OUTCOME

CO\PSO	PO1	PO2	PO3	PO4	PO5
CO1	✓			✓	
CO2		✓	✓	✓	✓
CO3		✓	✓		✓
CO4	✓	✓		✓	✓

UNIT – I

Retail Marketing – Meaning – Definition – Elements of retailing – Functions of retail marketing -Future retail in India

UNIT – II

Retailers- Types of retailers-Functions of retailers – Classification of retail institution.

UNIT – III

Consumer behavior – Consumer goods & Industrial goods – Buyer behavior model – Factors influencing Buyer behavior - Types in Buying Behavior.

UNIT – IV

Grading and standardization - Retail market Segmentation – Positioning- Strategies – Targeting –PLC – New product Development process.

UNIT – V

Store layout – Types of layout – Basic rules for space and layout management.
Pricing – objectives – Factors influencing pricing decision.

TEXT BOOK :

1. Retail Management, Dr. R.K. Jain, Vayu Education of India 2009.

REFERENCE BOOKS :

1. Retail Management, Swapna Pradhan, Tata Mcgraw Hill Education Private Ltd – 2009
2. Marketing Management – Kathiresan Radha - 2009

SUBJECT CODE	COURSE TITLE	SEM	CREDIT	HOURS
18U4BAC11	CORE - XI ADVERTISEMENT AND SALESMANSHIP	IV	4	75

COURSE OBJECTIVE:

1. To Study the characteristics & geographical coverage of Advertisement.
2. To give students good understanding about the importance & techniques of Advertisement & salesmanship.
3. To study about the clear view of Ads in marketing functions.

Course Outcome

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	Studying the characteristics, types & impact of non products ADs.	K1to K5
CO2	Learning the types of media, advantages & disadvantages of ads medias.	K1to K5
CO3	Analysing media selection, planning & factors influencing media planning.	K1to K5
CO4	Understanding the techniques of sales promotion and know about the online sales promotions to create awareness among the students regarding the sale.	K1to K5
CO5	Developing the understanding about promotional mix & its strategies.	K1to K5

• **MAPPING WITH PROGRAM OUTCOME**

CO\PSO	PO1	PO2	PO3	PO4	PO5
CO1	✓			✓	
CO2		✓	✓		✓
CO3		✓	✓		✓
CO4		✓	✓		✓

UNIT - I

Advertising – Introduction- Characteristics- Types of Advertising – By Geographical Coverage- By target group- By type of Impact- Non product Advertising. **(15 Hours)**

UNIT – II

Advertising Agency- Importance – Types of Media – Television- Radio- News Paper- Web Advertisements-Advantages and disadvantages- Layout – Design appeal – Copy structure. **(15 Hours)**

UNIT – III

Media Selection- Media Planning- Factors influencing Media Planning- Media Scheduling- Creativity – Stages of Creativity- Importance of Creativity **(15 Hours)**

UNIT – IV

Scope and role of sale promotion – Definition – Objectives of sales promotion - sales promotion techniques – Types of sales Promotion- Online sales promotions

(15 Hours)

UNIT – V

Personal Selling- Important aspects of Personal Selling- Sales Display- Objectives of sales Display- Types of sales Display - Designing of sales promotion campaign – Involvement of salesmen and dealers. **(15 Hours)**

TEXT BOOK:

1. Advertising & Sales Promotions - S.L.Gupta , VV Ratna -2007 Third Edition New Delhi – 2.

REFERENCE BOOKS:

1. Advertising & Sales Promotions Management - S.A.Chunawalla , Himalaya II Edition
2. Advertising & Sales Promotions Management - S.H.H. Kazmi Satish & Batra. 2013

Content beyond the syllabus

1. Effect of Advertisement on Teenagers and Children
2. Advertisement in Social Networking
3. Creating of advertisement copy for Assignment
4. Advertisement in the past era

18U4BAC12	CORE – XII Production and Material Management	IV	4	75
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COURSE OBJECTIVE:

4. The main objective of this course is to give the knowledge about the production management and how to handle the materials.
5. To provide functional knowledge of Materials Management, Materials Procurement, Inventory Control as well as Warehousing for both service as well as manufacturing sector;
6. . To provide theoretical and practical exposure for application of such concepts.

Course Outcome

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	The students learn the various functions of production and to take decision of choosing the feasible plant location.	K1to K5
CO2	Understand the need of maintenance of plant to have uninterupted flow of production.	K1to K5
CO3	Get an idea on the need of material ,locating the sources and the process in procurement of materials.	K1to K5
CO4	Develop an understanding on the control of inventory to avoid over and understocking of goods.	K1to K5
CO5	Learn the various role of a store keeper and also in effective management of waste.	K1to K5

• **MAPPING WITH PROGRAM OUTCOME**

CO\PSO	PO1	PO2	PO3	PO4	PO5
CO1	✓			✓	
CO2		✓	✓		✓
CO3		✓	✓		✓
CO4		✓	✓		✓

UNIT – I

Production Management-Definition-Functions & scope – Plant Location-Factors-Plant Layout principles-Types-Importance. **(15 Hours)**

UNIT – II

Production Planning & Control – Principles-Process; Plant maintenance – Types-Maintenance Scheduling. **(15 Hours)**

UNIT – III

Materials management-meaning, Definition-Importance-Process-Integrated material Management-concepts-Advantages – Process. **(15 Hours)**

UNIT – IV

Management of materials – Techniques of materials planning – Inventory control-meaning & importance-Tools of inventory control – ABC, VED & FSN analysis- EOQ. **(15 Hours)**

UNIT - V

Purchasing-procedure-principles-Vendor rating-Vendor Development-Store keeping & materials handling-objectives-Functions-Equipments-TQM-Six sigma methodology-KANBAN-KAIZEN-Waste Management. **(15 Hours)**

TEXT BOOK :

1. Production & Materials Management - Saravanavel .P & Sumathi .S, Margham Publications, 2006.
2. Materials Management - Gopalakrishnan & Sudaresan, PHI, 20 08.

REFERENCE BOOKS :

1. Varma, M.M. Materials Management , Sultan chand & sons, 2008, 2nd Edition
2. Dutta, Integrated Material Engineering & Management, 2nd Edition, Dhanpatrai Publications, 2007.

CONTENT BEYOND THE SYLLABUS

1. Training in verification of stock
2. Description of Production Process
3. Input of materials in the concerned Product

SUBJECT CODE	COURSE TITLE	SEM	CREDIT	HOURS
18U4BACP03	ALLIED PRACTICAL – III MS-OFFICE PRACTICAL	IV	2	45

COURSE OBJECTIVE

1. To make the student to understand about creation of documents.
2. To understand the real applications of worksheet and presentation.
3. Apply MS-Office techniques to create promotional hand-outs.

COURSE OUTCOME

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	Demonstrate the fundamental knowledge of MS-Office.	K1to K5
CO2	Develop an informal business letters.	K1to K5
CO3	To perform accounting operations	K1to K5
CO4	To perform presentation skills	K1to K5
CO5	How to create and insert multimedia components in various documents.	K1to K5

MS-WORD	
1.	Starting MS-WORD, Creating, Saving, Printing (with options), Closing and Exiting. b. Format the document: a. Using Bold, Underline and Italic. b. Change Character size sing the font dialog box. c. Formatting paragraph: Center, Left aligns & Right align d. Changing paragraph and line spacing, Using Bullets and Numbering in Paragraphs. e. Creating Hanging Paragraphs.
2.	A. Create a document, save it and edit the document as follows: a. Find and Replace options. b. Cut, Copy, Paste options. c. Undo and Redo options. B. Format the document: a. Using Bold, Underline and Italic. b. Change Character size sing the font dialog box. c. Formatting paragraph: Center, Left aligns & Right align d. Changing paragraph and line spacing, Using Bullets and Numbering in Paragraphs. e. Creating Hanging Paragraphs.
3.	Using tap settings enhancing the documents (Header, Footer, Page Setup, Border, Opening & Closing Toolbars, Print Preview).
4.	Creating Tables in a document, Selecting Rows & Column sort the record by using tables format painter and Auto Format.

MS-EXCEL

1.	<p>a. Create a worksheet, moving/ copying/ inserting/ deleting rows and columns (usage of cut, paste, commands, copying a single cell, copying a range of data, filling up a cell. Undo command, inserting a row, column, deleting rows and columns).</p> <p>b. Formatting work sheets. Bold style.</p> <ul style="list-style-type: none"> • Italic style. • Font size changing. • Formatting numbers (Auto fill, Selection Command, Currency format, Currency Syllabus),. • Specifying percentage (%) Scientific notations. • Drawing border around cells. • Printing a work sheet (Print preview, Margin Setting, Header, Footer).
2.	<p>a. Database Concept: database, record field and filed name – creating and sorting a data base and maintaining a database (data form).</p> <p>b. Using auto filter, advanced filter</p> <p>c. Creating subtotals and grad totals - using database functions.</p>
3.	<p>Creating charts</p> <p>i) Using chart wizard (five steps)</p> <p>ii) Changing the chart type (Pie, Bar, Line)</p> <p>iii) Inserting titles for the axes X. Y</p> <p>iv) Changing colours. v) Printing charts.</p>
4.	<p>a. Using date, time, maths functions:</p> <ul style="list-style-type: none"> • entering current data. • Using date arithmetic (adding and subtracting dates) • Date functions (day, month, second) <p>b. Math Functions</p> <ul style="list-style-type: none"> • SUM, COUNT, AVERAGE • MAX, MIN • STDDEV, VAR • ABS, EXP, INT • LOG 10 AND LOG • MOD, ROUND, SORT vii) Using auto sum <p>c. Logical and Financial Functions</p> <ul style="list-style-type: none"> • Logical (IP / AND / OR / NOT) • Financial (PMD, FV, NPER, RATE)

MS-POWERPOINT

1.	Creating a presentation using auto content wizard.
2.	Different views in power point presentation.
3.	Setting animation effects / grouping / ungrouping / cropping power / point objects.
4.	Printing a presentation / Importing – Exporting files
5.	Creating an organization chart in Power Point.

MAPPING WITH PROGRAM OUTCOME

CO\PSO	PO1	PO2	PO3	PO4	PO5
CO1	✓			✓	
CO2	✓	✓		✓	
CO3		✓	✓		✓
CO4		✓	✓		✓
CO5		✓	✓		✓

SUBJECT CODE	COURSE TITLE	SEM	CREDIT	HOURS
18U4BAS02	SBEC – II INPLANT TRAINING	IV	2	30

OBJECTIVE:

The main objective of this internship is to provide practical knowledge of know how in industry.

- i) The students are expected to have a practical training in any business unit or undertaking to enable them to acquaint himself/herself with the procedure, practice and working of companies.
- ii) Each student should undergo industrial training for a minimum period of two weeks during the third semester vacation.
- iii) He/she shall undergo the above training in the institutions like banks, insurance companies, mutual funds, transport undertakings, private limited and public limited companies, public sector undertakings, hotels and hospitals, travel and tourism industries and financial institutions.
- iv) Students may make their own arrangement in fixing the companies for training. Candidates should submit a report in not less than 25 type written pages.
- v) Candidates should submit the attendance certificate from the institution for having attended the training for 2 weeks.
- vi) Industrial training reports shall be prepared by the students under the prepared by the students under the supervision of the faculty of the department.
- vii) Industrial training report must contain the following:
 - Cover page.
 - Copy of training certificate.
 - Profile of the business unit.
 - Report about the work undertaken by them during the tenure of training.
 - Observation about the concern.
 - Findings.
- viii) Industrial training certificate shall be forwarded to the university. One month before the commencement of the fourth semester university examinations.
- ix) Practical viva-voce examination will be conducted with internal and external examiners at the end of the 4th semester and the credits will be awarded.

SUBJECT CODE	COURSE TITLE	SEM	CREDIT	HOURS
18U4BAN02	NMEC – II PRINCIPLES OF MARKETING	IV	2	30

Course Objective

The core objective is to understand the importance of marketing.

Course Outcome

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	Learn the classification of markets and the role of marketing in economic development.	K1to K5
CO2	Understand the buying motives and the bases of market segmentation.	K1to K5
CO3	Gain clear knowledge on Planning the product development and the life cycle of the product.	K1to K5
CO4	Get indepth idea on importance of pricing decision and its inducement to the customer to purchase the product.	K1to K5
CO5	Identify the various sales promotion techniques adopted and the channels of distribution to reach to the final consumption. .	K1to K5

MAPPING WITH PROGRAM OUTCOME

CO\PSO	PO1	PO2	PO3	PO4	PO5
CO1	✓	✓		✓	
CO2		✓	✓	✓	
CO3	✓	✓	✓		✓
CO4		✓	✓		✓
CO5	✓			✓	✓

PRINCIPLES OF MARKETING

UNIT-I

Introduction –Definition of marketing- Meaning of Market-Classification of Markets-Objectives of Marketing- Role of Marketing in economic development.

(6 Hours)

UNIT-II

Consumer Behaviors-Definition-Importance-Buying motives-Types of buyers-Factors influencing consumer Behavior-Market Segmentation and its bases.

(6 Hours)

UNIT-III

Product-Features-Product Planning and Development- Product Line- Product Life cycle- Brand-Essential of a good brand-benefits-Labeling-Packaging.

(6 Hours)

UNIT IV

Price-Importance-Pricing decisions-Factors affecting pricing decision-procedure for determination-Kinds of Pricing-Factors affecting changes in price.

(6 Hours)

UNIT V

Sales Promotion-Purpose importance-Kinds of Sales Promotion-Sales forecast-Personal selling –Theories-Channel of Distribution-Different Channels-Middleman Functions.

Self Preparation:

(6 Hours)

- a) Collection of companies logo, Trade mark, Slogan, Brand Name etc.,
- b) Identification of fake and original product
- c) List the FMCG with their companies.

TEXT BOOK:

Rajan Nair N. Marketing Management, Sultan Chand and Sons, 2000, 2nd Edition.

REFERENCE BOOK

1. Philip Kotler, Marketing Management, Millennium, PHI, 2008, 7th Edition.
2. R.S.N. Pillai and Bhagwathi, Marketing Management, S. Chand, 2010, 1st Edition.

CONTENT BEYOND THE SYLLABUS

1. E-Marketing
2. Green Marketing
3. Viral Marketing

QUESTION PAPER PATTERN

(For Theory & Problem oriented subjects)

Time: 3 Hours

Max. Marks: 75

PART – A (20 x 1 = 20 Marks)

Multiple choice question

Answer All the Questions

(From each unit Four questions)

PART – B (5 x 5 = 25 Marks)

Answer All Questions (Either or Type)

(From each unit one question)

PART – C (3 x 10 = 30 Marks)

Answer Any Three out of Five Questions

(From each unit one question)