



Jaya College of Arts and Science, Thiruninravur-602024.

B.B.A

Year : 2020-2021

Programme Offered :

➤ **B.B.A**

Programme Objective

PO 1:	An understanding of business functions
PO 2:	Providing global perspectives
PO 3:	Developing critical and analytical thinking abilities
PO 4:	Interpersonal skill development
PO 5:	Creating social sensitivity and understanding CSR ethical and sustainable practices
PO 6:	Business practices demonstrate sensitivity to social ethical and sustainability issues
PO 7:	Developing entrepreneurship acumen
PO 8:	Developed students professionally and be a better team worker
PO 9:	Bridge the gap between theoretical and practical knowledge by adopting innovative teaching pedagogy
PO 10:	Sharpen soft and hard skills among the students

Programme Outcome

PSO 1:	Acquiring conceptual clarity of various functional area
PSO 2:	Ability to analyze various functional issues affecting the organisation
PSO 3:	Demonstrating ability to evolve strategies for organizational benefits
PSO 4:	Demonstrate the ability to develop models frameworks to reflect critically on specific business context
PSO 5:	Analysis and interpretation of the data which is used in decision making
PSO 6:	Demonstrate effectively oral and written communication
PSO 7:	Demonstrate understanding of social cues and context in social interaction
PSO 8:	Develop ethical practices and imbibe values for better corporate governance
PSO 9:	Understand ethical challenges and the choices in a
PSO 10:	Demonstrate understanding of sustainability related concerns in varied areas

SCHEME OF EXAMINATION

SEMESTER I		SUBJECTS	CR ED IT	MAX MARKS		TO TA L
COURSE COMPONENT				INT	EXT	
Part I	Paper – I	Tamil/ other Language	3	25	75	100
Part II	Paper – I	English	3	25	75	100
Part III	Core Paper – I	Principles of Management	4	25	75	100
	Core Paper – II	Financial Accounting	4	25	75	100
	Allied Paper - I	Managerial Economics	5	25	75	100
	Non Major Elective	NME	2	25	75	100
	Non Tamil Students	Basic Tamil	2	25	75	100
	Soft Skill	Essentials of Language and communication level-1	3			

SEMESTER II		SUBJECTS	CR ED IT	MAX MARKS		TO TA L
COURSE COMPONENT				INT	EXT	
Part I	Paper – II	Tamil/ other Language	3	25	75	100
Part II	Paper – II	English	3	25	75	100
Part III	Core Paper – III	Business Communication	4	25	75	100
	Core Paper – IV	Management Accounting	4	25	75	100
	Allied Paper - II	International Trade	5	25	75	100
	Non Major Elective	NME	2	25	75	100
	Non Tamil Students	Basic Tamil	2	25	75	100
	Soft Skill	Essentials of Spoken and Presentation level-2	3			

*Non major Elective – Any one of the following (Semester wise)

I Semester	II Semester
1. Basics of computer	1.Consumer production and consumer rights
2.Basics of retail marketing	2.Basics of Business Insurance
3.Overview of ISO	3.Fundamentals of Disaster Management
4.Basics of Healthcare Management	4.Concept of self-help group

*a) Students who have not studied Tamil up to XII std. and taken any language other than Tamil in Part-I shall take Basic Tamil comprising of two courses.

b) Students who have studied Tamil up to XII std. and taken any language other than Tamil in Part-I shall take Advanced Tamil comprising of two courses.

c) Students who have studied Tamil up to XII std. and taken Tamil in Part-I shall take Non Major elective comprising of two courses.

SEMESTER III		SUBJECTS	CR ED IT	MAX MARKS		TO TA L
COURSE COMPONENT				INT	EXT	
Part III	Core Paper –V	Financial Management	4	25	75	100
	Core Paper –VI	Organisational Behavior	4	25	75	100
	Core Paper –VII	Computer Application in Business	4	25	75	100
	Core Paper –VIII	Marketing Management	4	25	75	100
	Allied Paper – III	Business Statistics	5	25	75	100
Part IV		Environmental Studies	Exam – 4 th Semester			

SEMESTER IV		SUBJECTS	CR ED IT	MAX MARKS		TO TA L
COURSE COMPONENT				INT	EXT	
Part III	Core Paper –IX	Human Resource Management	4	25	75	100
	Core Paper –X	Business Regulatory Frame Work	4	25	75	100
	Core Paper –XI	Financial Services	4	25	75	100
	Core Paper –XII	Management Information system	4	25	75	100
	Allied Paper – IV	Operation Research	5	25	75	100
Part IV		Environmental Studies	2	25	75	100

SEMESTER V		SUBJECTS	CR ED IT	MAX MARKS		TO TA L
COURSE COMPONENT				INT	EXT	
Part III	Core Paper –XIII	Advertising Management and Sales Promotion	4	25	75	100
	Core Paper – XIV	Research Methodology	4	25	75	100
	Core Paper – XV	Operations Management	4	25	75	100
	Core Paper – XVI	Materials Management	4	25	75	100
	Elective – I	Entrepreneurial Development Or Logistics Management	5	25	75	100

SEMESTER VI		SUBJECTS	CR ED IT	MAX MARKS		TO TA L
COURSE COMPONENT				INT	EXT	
Part III	Core Paper – XVII	Business Environment	4	25	75	100
	Core Paper – XVIII	Service Marketing	4	25	75	100
	Core Paper – XIX	Business Taxation	4	25	75	100
	Elective – II	Customer Relationship Management Or E-Business	5	25	75	100
	Elective – III	Project work (Group)	5	40	60	100
			5	25	75	100

Semester: I

Course Name: PRINCIPLES OF MANAGEMENT

Course Objective :

- To understand the objectives of management
- To know about the planning and co-coordinating techniques in the firm
- To learn about the work allotment and efficient duty performances

Course OutCome

CO 1:	To understand the Classification of the Management by objectives and help for the better management of resources and activities of an organization
CO 2:	To study the Effective plans, co-ordinate the organizational work and eliminate unproductive effort
CO 3:	To learn the division of work that leads to efficient performance of duties.
CO 4:	To ensure successful implementation of the decision making through follow up procedures.
CO 5:	Enabling students to assess managerial practices and choices relative to ethical principles and standards

SYLLABUS

UNIT I

Management: Importance – Definition – Nature and Scope of Management Process – Role and Functions of a Manager – Levels of Management – Development of Scientific Management and other Schools of thought and approaches.

UNIT II

Planning: Nature – Importance – Forms – Types – Steps in Planning – Objectives – Policies – Procedures and Methods – Natures and Types of Policies – Decision –making – Process of Decision – making – Types of Decision.

UNIT III

Organizing: Types of Organisations – Organisation Structure – Span of Control and Committees – Departmentalisation – Informal Organisation- Authority – Delegation – Decentralisation – Difference between Authority and Power – Responsibility.

UNIT IV

Recruitment – Sources, Selection, Training – Direction – Nature and Purpose. Coordination – Need, Type and Techniques and requisites for excellent Co-ordination – Controlling – Meaning and Importance – Control Process.

UNIT V

Definition of Business ethics - Types of Ethical issues -Role and importance of Business Ethics and Values in Business - - Ethics internal - Ethics External - Environment Protection - Responsibilities of Business

COURSE NAME :FINANCIAL ACCOUNTING

Course Objective :

- To know about various accounting tools used in firms
- To get a knowledge about single and double entry system of book keeping
- To study the concepts of various accounting incomes and expenditures
- To know about the banking accounts and corporate accounts in the sectors

Course OutCome:

CO 1:	To Provide the basic understanding of accounting principles & techniques in preparing the final accounts of firms and companies for the users of accounting information
CO 2:	To Explore the single-entry system
CO 3:	To Illustrate the financial statements of a sole proprietor.
CO 4:	To study the concepts of how to make use of depreciation accounting and methods.
CO 5:	To Understand the concept of exempted incomes.

SYLLABUS

UNIT I

Meaning and scope of Accounting, Basic Accounting Concepts and Conventions – Objectives of Accounting – Accounting Transactions – Double Entry Book Keeping – Journal, Ledger, Preparation of Trial Balance – Preparation of Cash Book.

UNIT II

Preparation of Final Accounts of a Sole Trading Concern – Adjustments Receipts and Payments Account, Income & Expenditure Account and Balance Sheet of Non Trading Organizations

UNIT III

Partnership Accounts-Final accounts of partnership firms – Basic concepts of admission, retirement and death of a partner including treatment of goodwill - rearrangement of capitals. (Simple problems on Partnership Accounts).

UNIT IV

Depreciation – Meaning, Causes, Types – Straight Line Method – Written Down Value Method, Insurance Policy Method, Sinking Fund Method & Annuity Method. Insurance claims – Average Clause (Loss of stock & Loss of Profit)

UNIT V

Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method

COURSE NAME : MANAGERIAL ECONOMICS

Course Objective :

- To learn about the economics used at managers level in a firm
- To know knowledge about demand and forecasting technique
- To know about the practical knowledge in how to apply in economics
- To know the differentiate between production and cost functions

Course OutCome:

CO 1:	To learn the scope and importance of managerial economics
CO 2:	To study how to apply demand theory in consumer behaviour
CO 3:	To understand the Value demand forecasting methods.
CO 4:	To explore the Differentiate production and cost functions
CO 5:	To understand the demands and supply conditions and assess the position of a company

SYLLABUS

UNIT I

Nature and scope of managerial economics – definition of economics – important concepts of economics – relationship between micro, macro and managerial economics – nature and scope – objectives of firm

UNIT II

Demand analysis – Theory of consumer behavior – Marginal utility analysis – indifference curve analysis
Meaning of demand – Law of demand – Types of demand – Determinants of demand – Elasticity of demand – Demand forecasting

UNIT III

Production and cost analysis – Production – Factors of production – production function – Concept – Law of variable proportion – Law of return to scale and economics of scale – cost analysis – Different cost concepts – Cost output relationship – Short run and long run – Revenue curves of firms – Supply analysis

UNIT IV

Pricing methods and strategies – Objectives – Factors – General consideration of pricing – methods of pricing – Dual pricing – Price discrimination

UNIT V

Market classification – Perfect competition – Monopoly – Monopolistic competition – Duopoly – Oligopoly

II SEMESTER

Course name: BUSINESS COMMUNICATION

Course Objective :

- To learn about the communication skills
- To know knowledge about drafting business letters
- To know about the practical knowledge in how to write a report
- To know how to demonstrate interpersonal communications

Course OutCome:

CO 1:	To Enable students to have an effective communication skills
CO 2:	To demonstrate the principles in drafting business letters
CO 3:	To study and compare business letters
CO 4:	To develop skills in report writing
CO 5:	To demonstrate effective interpersonal communications.

UNIT-I

Definition – Methods – Types – Principles of effective Communication – Barriers to Communication – Business Letter – Layout.

UNIT II

Kinds of Business Letters: Interview – Appointment – Acknowledgement – Promotion – Enquiries – Replies – Orders – Sales – Circular – Complaints.

UNIT III

Bank Correspondence – Insurance Correspondence – Agency Correspondence – Correspondence with Shareholders, Directors.

UNIT IV

Reports Writing – Agenda, Minutes of Meeting – Memorandum – Office Order – Circular – Notes.

UNIT V

Modern Forms of Communication: Fax – Email – Video Conferencing – Internet – Websites and their use in Business.

Course name: MANAGEMENT ACCOUNTING

Course Objective:

- To learn about the concept of management
- To know knowledge about ratios and analysis
- To know about the practical knowledge cash flow and fund flow statement
- To know how to analyze the marginal costing and cost volume analysis

Course Out Come:

CO 1:	To demonstrate the concept of management accounting and its advantages & disadvantages
CO 2:	To classify the ratios and its merits
CO 3:	To classify the preparation of fund flow statement
CO 4:	To demonstrate the preparation of cash flow statement
CO 5:	To identify the concepts of marginal costing and cost volume analysis

UNIT I

Management accounting – Meaning, nature, scope and functions, need, importance and limitations – Management Accounting vs. Cost Accounting. Management Accounting vs. Financial Accounting.

UNIT II

Analysis and Interpretation of financial statements – Nature, objectives, essentials and tools, methods – Comparative Statements, Common Size statement and Trend analysis.

UNIT III

Ratio Analysis – Interpretation, benefits and limitations. Classification of ratios - Liquidity, Profitability, turnover, capital structure and Leverage.

UNIT IV

Funds flow and Cash flow analysis. Budgets and budgetary control – Meaning, objectives, merits and demerits.

UNIT V

Investment decisions; brief introduction of cost of capital; methods of capital budgeting; Average Rate of Returns (ARR), Pay Back Period (PBP), Net present Value (NPV) and Internal Rate of returns (IRR), capital rationing (simple problems on capital budgeting methods).

Course name : INTERNATIONAL TRADE

Course Objective :

- To learn about the concept inter-regional and international trade
- To know knowledge about prosperous trade between countries
- To know about the practical knowledge restrictions to international trade
- To know how to analyze the scope of international market

Course Out Come:

CO 1:	To identify the basic difference between inter-regional and international trade.
CO 2:	To show the benefits of international trade in a way how nations with strong international trade have become prosperous
CO 3:	To explain how restrictions to international trade would limit a nation in the services and goods produced within its territories
CO 4:	The importance of maintaining equilibrium in the balance of payments
CO 5:	To familiarize with market classification and scope

UNIT-I

Difference between Internal and International Trade – Importance of International Trade in the Global context.

UNIT II

Theories of Foreign Trade: - Absolute, Comparative, equal cost differences (Adam Smith, Ricardo, Haberler's Hechsher-Ohlin theories only)

UNIT III

Balance of Trade, Balance of Payment – Concepts – Causes of Disequilibrium, Methods to Correct Disequilibrium – Fixed and Floating Exchange Rates

UNIT IV

International Monetary Fund:- IMF – International Liquidity- IBRD

UNIT V

WTO and its implications with special reference to India

III SEMESTER

Course name : FINANCIAL MANAGEMENT

Course Objective :

- To learn about the concept and principles of capital structure
- To know knowledge about working capital management
- To know about the practical knowledge on sales, production and budget
- To know how to analyze the budgeting appraisal methods

Course Out Come:

CO 1:	To Identify the principles of capital structure
CO 2:	To learn the working capital management and its techniques of forecasting in working capital
CO 3:	To understand the concept of cost of capital and its classifications
CO 4:	To Identify the preparation of production, sales, cash budget, flexible budget
CO 5:	To Classify the capital budgeting appraisal methods

UNIT I

Meaning, objectives and Importance of Finance – Sources of finance – Functions of financial management – Role of financial manager in Financial Management.

UNIT II

Capital structures planning - Factors affecting capital structures – Determining Debt and equity proportion – Theories of capital structures – Leverage concept.

UNIT III

Cost of capital – Cost of equity – cost of preference capital – Cost of debt – Cost of retained earnings – weighted Average (or) composite cost of capital (WACC)

UNIT IV

Dividend policies – Factors affecting dividend payment - Company Law provision on dividend payment – Various Dividend Models (Walter's Gordon's – M.M. Hypothesis)

UNIT V

Working capital – components of working capital – working capital operating cycle – Factors influencing working capital – Determining (or) Forecasting of working capital requirements.

Course name: ORGANISATIONAL BEHAVIOUR

Course Objective :

- To learn about the concept of human behavior
- To know knowledge about group dynamics
- To know about the practical knowledge in developing communication
- To know how to analyze the organizational change

Course Out Come:

CO 1:	To study Human Behavior in an organization
CO 2:	To study the group dynamics and demonstrate skills required for working in groups
CO 3:	To enable students to face challenges related to group dynamics
CO 4:	To study processes used in developing communication and resolving conflicts
CO 5:	To learn the organizational change and steps in managing change

UNIT-I

Need and scope of organizational behaviour - Theories of organization - Individual difference Vs Group intelligence tests -Measurement of intelligence - Personality Tests - Nature – Types and uses of perception.

UNIT II

Motivation - Financial and non -Financial motivational techniques - Job satisfaction - meaning - Factors - Theories -Measurement -Morale - Importance - Employee attitudes and behavior and their significance to employee productivity.

UNIT III

Work environment -Goodhouse keeping practices - Design of work place - Fatigue – Causes and prevention and their importance - Leadership -Types and theories of leadership

UNIT IV

Group dynamics -Cohesiveness - Co-operation - Competition - Resolution - Sociometry - Group norms - Role position status

UNIT V

Organizational culture and climate - Organizational Development

Course name: COMPUTER APPLICATION IN BUSINESS**Course Objective :**

- To learn about the concept of basic computer
- To know knowledge about skills in MS office
- To know about the practical knowledge in problem solving skills
- To know how to analyze the concepts of EDI

Course Out Come:

CO 1:	To understand the basic of computer in internet and business
CO 2:	Enabling students to gain knowledge on Microsoft word and Microsoft excel
CO 3:	To demonstrate the problem solving skills in MS office
CO 4:	To enable the students to know more about the database management environment
CO 5:	To understand how to implement the concepts of EDI and Internal Auditing

UNIT – I

Word Processing: Meaning and role of word processing in creating of documents, Editing, formatting and printing documents using tools such as spell check, thesaurus, etc., in word processors (MS Word), Electronic Spreadsheet, Structure of Spread sheet and its applications to accounting , finance, and marketing functions of business; Creating a dynamic/ sensitive worksheet; Concept of absolute and relative cell – reference; Using built – in functions; Goal seeking and solver tools; Using graphics and formatting to worksheet; Sharing data with other desktop applications ; Strategies of creating error – free worksheet (MS Excel)

UNIT – II

Programming under a DBMS environment : The concept of data base management system; Data field, records, and files, Sorting and Indexing data; Searching records. Designing queries, and reports; Linking of data files; Understanding programming environment in DBMS; Developing menu driven applications in query language (MS – Access).

UNIT – III

Electronic Data Interchange (EDI) : Introduction of EDI - Basics of EDI; edistandards; Financial EDI (FEDI) FEDI for international trade transaction; Applications of EDI, Advantages of EDI; Future of EDI.

UNIT – IV The internet and its basic concepts: Internet concept, History, Development in India:

Technological foundation of internet; Distributed computing; Client – server computing; internet protocol suite; Application of distributed computing ; Client server computing; Internet protocol suite in the internet environment ; Domain Name System (DNS); Generic Top – Level Domain (gTLD); Country code Top Level Domain (ccTLD) – India; Allocation of second level domains; IP addresses, Internet protocol; Applications of Internet in business, Education, Governance , etc.

UNIT – V

Information System Audit : Basic idea of information audit; - Difference with the traditional concepts of audit; Conduct and applications of IS audit in internet environment.

Course name: MARKETING MANAGEMENT

Course Objective :

- To learn about the concept of marketing management
- To know knowledge about 7 P'S of marketing mix
- To know about the practical knowledge of physical distribution
- To know how to analyze the trends

Course Out Come:

CO 1:	To study the principles of marketing management
CO 2:	To understand the concept of 7 P's of Marketing mix
CO 3:	To enable the students to understand the fundamentals of marketing concept and the role marketing plays in business
CO 4:	To understand the aspects of physical distribution
CO 5:	To study the recent trends in marketing

UNIT-I

Fundamentals of marketing - Role of Marketing - Relationship of Marketing with other functional areas - concept of marketing mix-Marketing approaches - Various Environmental factors affecting the marketing functions.

UNIT II

Buyer Behavior - Consumer goods and Industrial goods - Buying motives - Factors influencing buyer Behaviour Market segmentation - Need and basis of Segmentation - Targeting - positioning.

UNIT III

The Product - Characteristics - benefits - classifications - consumer goods - industrial goods - New Product Development process - Product Life Cycle - Branding -Packaging.

UNIT IV

Physical Distribution: Importance - Various kinds of marketing channels - distribution problems. Sales management: Motivation, Compensation and Control of salesmen.

UNIT V

A brief overview of: Advertising - Publicity - Public Relations - personal Selling – Direct selling and Sales promotion.

Course name: BUSINESS STATISTICS

Course Objective :

- To learn about the concept about data
- To know knowledge about pie chart and graphical
- To know about the practical knowledge central tendency
- To know how to analyze the business context

Course Out Come:

CO 1:	To demonstrate how to organize the data
CO 2:	To study how to create graphical representations using pie chart
CO 3:	To learn the concepts of Central Tendency and Dispersion
CO 4:	To analyze the relationship between the variables and the regressions
CO 5:	To learn the probability rules and concepts relating to discrete and continuous random variables to answer questions within a business context

Unit I

Introduction – Meaning and Definition of Statistics – Collection and Tabulation of Statistical Data – Presentation of Statistical Data – Graphs and Diagrams- Measures of Central Tendency – Arithmetic Mean, Median and Mode – Harmonic Mean and Geometric Mean.

Unit II

Measures of Variation – Standard Deviation –Mean deviation – Quartile deviation- Skewness and kurtosis – Lorenz Curve –Simple Correlation – Scatter Diagram – Karl pearson’s Correlation – Rand Correlation – Regression.

Unit III

Analysis of Time Series – Methods of Measuring Trend And Seasonal Variations

Unit IV

Index Numbers – Consumer Price Index – And Cost Of Living Indices- Statistical quality control

Unit V

Sampling procedures - simple, stratified and systematic.

SEMESTER IV

Course name: HUMAN RESOURCE MANAGEMENT

Course Objective :

- To learn about the concept of HRM
- To know knowledge about HR concepts
- To know about the practical knowledge on strategic issues and man power resources
- To know how to analyze the strategies

Course Out Come:

CO 1:	To learn the functions of HRM and its techniques
CO 2:	To integrate the knowledge of HR concepts to take correct business decisions.
CO 3:	To develop the necessary skills set for application of various HR issues.
CO 4:	To analyze the strategic issues and the strategies required to select and develop manpower resources.
CO 5:	To develop the understanding of the concept of human resource management and its relevance in organizations

UNIT I

Nature and scope of Human Resources Management – Differences between personnel management and HRM – Environment of HRM – Human resource planning – Recruitment – Selection – Methods of Selection – Uses of various tests – interview techniques in selection and placement.

UNIT II

Induction – Training – Methods – Techniques – Identification of the training needs – Training and Development – Performance appraisal – Transfer – Promotion and termination of services – Career development.

UNIT III

Remuneration – Components of remuneration – Incentives – Benefits – Motivation – Welfare and social security measures.

UNIT IV

Labour Relation – Functions of Trade Unions – Forms of collective bargaining-Workers' participation in management – Types and effectiveness – Industrial Disputes and Settlements (laws excluded)

UNIT V

Human Resource Audit – Nature – Benefits – Scope – Approaches.

Course name: BUSINESS REGULATORY FRAME WORK

Course Objective :

- To learn about the concept of Indian contract act
- To know knowledge about special contracts
- To know about the practical knowledge in indemnity and guarantee
- To know how to analyze the fundamental aspects of Indian contract act

Course Out Come:

CO 1:	To learn the concept of Indian Contract Act.
CO 2:	To demonstrate the special contracts – bailment and pledge.
CO 3:	To differentiate the special contracts -indemnity and guarantee.
CO 4:	To gain the knowledge of fundamental aspects of Companies Act.
CO 5:	To understand the fundamental aspects of Indian contract Act and Sale of Goods Act.

UNIT I

Brief outline of Indian Contracts Act - Special contracts Act - Sale of goods Act - Contract of Agency

UNIT II

Brief outline of Indian Companies Act 1956.

UNIT III

Brief outline of FEMA - Consumer Protection Act

UNIT IV

The laws of Trade Marks - Copyright - Patents - Designs - Trade related Intellectual Property Rights. (TRIPS) RTP -IDRA -an overview

UNIT V

Brief outline of Cyber Laws

Course name: FINANCIAL SERVICES**Course Objective :**

- To learn about the concept of financial services
- To know knowledge about capital financing
- To know about the practical knowledge on leasing and factoring services
- To know how to analyze the merger and acquisition strategies

Course Out Come:

CO 1:	To study the role of financial services.
CO 2:	To learn the venture capital financing and securitization process.
CO 3:	To understand the classification of leasing and factoring services.
CO 4:	To learn the need for credit rating agencies.
CO 5:	To study the concepts of the merger and acquisition strategies

UNIT I

Meaning and importance of financial services – Types of financial services – Financial services and economic environment – Players in Financial Services Sector.

UNIT II

Merchant Banking – Functions – Issue management – Managing of new issues – Underwriting – Capital market – Stock Exchange – Role of SEBI

UNIT III

Leasing and Hire purchase – Concepts and features – Types of lease Accounts. Factoring – Functions of Factor

UNIT IV

Venture Capital – Credit Rating – Consumer Finance

UNIT V

Mutual Funds : Meaning – Types – Functions – Advantages – Institutions Involved – UTI

Course name: MANAGEMENT INFORMATION SYSTEM

Course Objective :

- To learn about the concept and technologies of MIS
- To know knowledge about implementing information system
- To know about the practical knowledge in strategic information system
- To know how to analyze the enterprise systems

Course Out Come:

CO 1:	To Relate the basic concepts and technologies used in the field of management information systems.
CO 2:	To Compare the processes of developing and implementing information system
CO 3:	To analyze the relationship between information systems and organizations.
CO 4:	To gain expertise to use strategic information system
CO 5:	To evaluate the benefits and limitations of enterprise systems and industrial networks

UNIT I

Definition of Management Information System - MIS support for planning, Organizing and controlling - Structure of MIS - Information for decision - making.

UNIT II

Concept of System - Characteristics of System - Systems classification - Categories of Information Systems - Strategic information system and competitive advantage

UNIT III

Computers and Information Processing - Classification of computer - Input Devices – Output devices - Storage devices, - Batch and online processing. Hardware - Software. Database management Systems.

UNIT IV

System Analysis and design - SDLC - Role of System Analyst - Functional Information system - Personnel, production, material, marketing.

UNIT V

Decision Support Systems - Definition. Group Decision Support Systems - Business Process Outsourcing - Definition and function

Course name: OPERATIONS RESEARCH

Course Objective :

- To learn about the concept of various decision making
- To know knowledge about operation research
- To know about the practical knowledge in optimization problems
- To know how to analyze the construction of work flow

Course Out Come:

CO 1:	Enabling Students to know about the Operation Research and its Significance in Business.
CO 2:	To understands the concept of various decision making tools used in Business.
CO 3:	To utilize PERT and CPM in project Management.
CO 4:	To makes use of simplex method in optimization problems.
CO 5:	Enabling Students to know about the construction of workflow system using Queuing Theory.

UNIT – I

Introduction to OR – Meaning and scope – Characteristics – models in OR.LPP- Formulation graphical method – Simplex method- Big M Method application in Business – merits and Demerits.

UNIT – II

Transportation model – basic feasible solution – formulation, solving a TP. Assignment models – formulation – solution.

UNIT – III

Network analysis – work break down analysis – construction – numbering of event. Time Calculation – critical path, slack, float – application.

UNIT – IV

Queuing models- elements of queuing system – characteristics of queuing model.

UNIT – V

Decision theory – statement of Baye’s theorem application. Probability – decision trees. Game theory meaning and characteristics – saddle point – Dominance property.

V SEMESTER

Course name: ADVERTISING MANAGEMENT and SALES PROMOTION

Course Objective :

- To learn about the concept of advertising and promotion program
- To know knowledge about advertising
- To know about the practical knowledge in research needs
- To know how to analyze the principles of personal selling

Course Out Come:

CO 1:	To examine the importance of market segmentation towards the development of advertising and promotion program
CO 2:	To develop creative strategies for advertising.
CO 3:	To explicate advertising research needs
CO 4:	To discover sales promotion strategies.
CO 5:	To associate the process and principles of personal selling and sales promotion

UNIT I

Advertising: Advertising, objectives, task and process, market segmentation and target audience – Message and copy development.

UNIT II

Media: Mass Media - Selection, Planning and Scheduling – Web Advertising – Integrated programme and budget planning.

UNIT III

Implementation: Implementing the programme coordination and control – Advertising agencies – Organization and operation.

UNIT IV

Sales Promotion: Why and When Sales promotion activities, Consumer and sales channel oriented – planning, budgeting and implementing and controlling campaigns.

UNIT V

Control: Measurement of effectiveness – Ethics, Economics and Social Relevance.

Course name: RESEARCH METHODOLOGY**Course Objective :**

- To learn about the concept of sampling and data collection
- To know knowledge about research problem
- To know about the practical knowledge on data collection techniques
- To know how to analyze the research reports

Course Out Come:

CO 1:	To identify and discuss the concepts and procedures of sampling, data collection, analysis and reporting
CO 2:	To examine the research problem and to study the research process.
CO 3:	To evaluate research designs
CO 4:	To analyze data collection techniques.
CO 5:	To organize the research reports

UNIT-I

Introduction to Business Research - Research in Business – Research Process- Research need, formulating the problem, designing, sampling, pilot testing .

UNIT –II

Research Design- Exploratory, Descriptive, Casual, Formulation of hypothesis - types. Measurement-characteristics of sound measurement tool, Scaling methods and sampling techniques.

UNIT –III

Sources and Collection of Data- : Primary and secondary sources, survey observation, experimentation-details and evaluation. - Questionnaires – schedules, data entry, tabulation & cross tabulation-and Graphic presentation . Data.

UNIT –IV

Analysis and Preparation: Hypothesis testing – statistical significance, statistical testing procedure. Tests of significance- -Simple Correlation -Regression .

UNIT –V

Presenting results and writing the report: - The written research Report.

Course name: OPERATIONS MANAGEMENT

Course Objective :

- To learn about the concept of operations management
- To know knowledge about control techniques
- To know about the practical knowledge in operations
- To know how to analyze the work measurement techniques

Course Out Come:

CO 1:	To identify the elements of operation management and transformation processes to enhance productivity and competitiveness.
CO 2:	To learn the production planning and control techniques to estimate production and operations design
CO 3:	To learn the inventory management techniques
CO 4:	To study the suitable materials for handling principles and practices in the operations.
CO 5:	To enhance the effective use of work measurement techniques

UNIT – I

Introduction: Nature and Scope of Operations Management. Production design & Process planning: Plant location: Factors to be considered in Plant Location – Plant Location Trends.

UNIT – II

Layout of manufacturing facilities: Principles of a Good Layout – Layout Factors – Basic Types of Layout – Service Facilities.

UNIT – III

Production and Inventory Control: Basic types of production – Basic Inventory Models – Economic Order Quantity, Economic Batch Quantity – Reorder point – Safety stock – Classification and Codification of stock – ABC classification – Procedure for Stock Control, Materials Requirement Planning (MRP). JIT.

UNIT – IV

Methods Analysis and Work Measurement: Methods Study Procedures – The Purpose of Time Study – Stop Watch Time Study – Performance Rating – Allowance Factors – Standard Time – Work Sampling Technique. Quality Control: Purposes of Inspection and Quality Control – Acceptance Sampling by Variables and Attributes – Control Charts.

UNIT – V

Service Operations Management: Introduction – Types of Service – Service Encounter – Service Facility Location – Service Processes and Service Delivery.

Course name : MATERIALS MANAGEMENT

Course Objective :

- To learn about the concept of material management
- To know knowledge about product and service
- To know about the practical knowledge on MRP, ERP, PLM
- To know how to analyze the planning and purchasing of materials

Course Out Come:

CO 1:	To understand how the knowledge of material management can be an advantageous to logistics and supply chain operations.
CO 2:	To realize the importance of materials both in product and service.
CO 3:	To learn the concepts of MRP, ERP and PLM in managing materials
CO 4:	To understand the issues of ethics in purchasing and negotiating
CO 5:	To sensitize students on the material management functions like planning, purchasing, controlling, storing, handling, packaging, shipping, distributing and standardizing.

UNIT – I

Materials Management- Definition-Function-Importance of Materials Management.

UNIT – II

Integrated materials management- the concept- service function advantages- Inventory Control- Function Of Inventory - Importance-Replenishment Stock-Material demand forecasting- MRP- Basis tools - ABC- VED- FSN Analysis - Inventory Control Of Spares And Slow Moving Items -EOQ-EBQ-Stores Planning.

UNIT – III

Purchase Management- Purchasing - Procedure - Dynamic Purchasing - Principles – import substitution- International purchase- Import purchase procedure

UNIT – IV

Store Keeping And Materials Handling- Objectives - Functions - Store Keeping - Stores Responsibilities - Location Of Store House - Centralized Store Room - Equipment – Security Measures - Protection And Prevention Of Stores.

UNIT – V

Vendor Rating - Vendor Management - Purchase Department - Responsibility - Buyer Seller Relationship - Value Analysis - Iso Types.

Course name : ENTREPRENEURIAL DEVELOPMENT

Course Objective :

- To learn about the concept converting idea to a successful entrepreneurial firm
- To know knowledge about ,commercial application of innovations
- To know about the practical knowledge enterprise and design business plans
- To know how to analyze the studying different case studies.

Course Out Come:

CO 1:	To provide conceptual exposure on converting idea to a successful entrepreneurial firm
CO 2:	To understand the functions of the entrepreneur in the successful, commercial application of innovations
CO 3:	To explore entrepreneurial leadership and management style.
CO 4:	To learn how to start an enterprise and design business plans, that are suitable for funding by considering all dimensions
CO 5:	To Understand entrepreneurial process by way of studying different case studies.

UNIT I:

Concept of Entrepreneurship

Entrepreneurship – Meaning – Types – Qualities of an Entrepreneur—Classification of Entrepreneurs – Factors influencing Entrepreneurship – Functions of Entrepreneurs.

UNIT II:

Entrepreneurial Development – Agencies

Commercial Banks -- District Industries Center -- National Small Industries corporation – Small Industries Development Organization – Small industries service institute. All India Financial Institutions – IDBI – IFCI – ICICI – IRDBI

UNIT III:

Project Management

Business idea generation techniques – Identification of Business opportunities – Feasibility study – Marketing, Finance, Technology & Legal Formalities – Preparation of Project report – Tools of Appraisal

UNIT IV:

Entrepreneurial development programme (EDP) – Role, relevance and Achievements- Role of Government in organising EDPs- critical evaluation

UNIT V:

Economic development and entrepreneurial growth

Role of entrepreneur in economic growth – Strategic approaches in the changing Economic scenario for small scale entrepreneurs – Networking, Niche play, Geographic Concentration, Franchising/Dealership – Development of Women Entrepreneurship.

VI SEMESTER

Course name : BUSINESS ENVIRONMENT

Course Objective :

- To learn about the concept demonstrate sensitivity towards ethical and moral
- To know knowledge about economic spheres
- To know about the practical knowledge nature of business environment
- To know how to analyze the role of ethical behaviour

Course Out Come:

CO 1:	To demonstrate sensitivity towards ethical and moral issues and inculcate ability to address them in the course of business.
CO 2:	To evaluate the legal, social and economic spheres of business
CO 3:	To familiarize with the nature of business environment and its components.
CO 4:	To learn the concepts of the political and legal system.
CO 5:	To understand the importance and role of ethical behavior in the business world today.

Unit I

The concept of Business Environment – Its nature and significance – Brief overview of political – Cultural – Legal – Economic and social environments and their impact on business and strategic decisions

Unit II

Political Environment – Government and Business relationships in India

Unit III

Social environment – Cultural heritage- Social attitudes – Castes and communities – Joint family systems – linguistic and religious groups – Types of social organization

Unit IV

Economic Environment – Economic systems and their impact of business – Fiscal deficit -- Plan investment – Five year planning.

Unit V

Financial Environment – Financial system – Commercial bank – Financial Institutions – RBI Stock Exchange – IDBI – Non Banking Financial Companies NBFCs

Course name : SERVICES MARKETING

Course Objective :

- To learn about the concept of services
- To know knowledge about marketing opportunities
- To know about the practical knowledge on central excise duty
- To know how to analyze the product based marketing activities

Course Out Come:

CO 1:	To develop an understanding of the state of the art service management thinking.
CO 2:	To understand the service marketing opportunities.
CO 3:	To understand the service design, its strategies and its development.
CO 4:	To acquire knowledge on central excise duty
CO 5:	Demonstrate an extended understanding of the similarities and differences in service-based and physical product based marketing activities

UNIT I

Marketing Services: Introduction growth of the service sector. The concept of service. Characteristics of service - classification of service designing of the service, blueprinting using technology, developing human resources, building service aspirations.

UNIT II

Marketing Mix in Service Marketing: The seven Ps: product decision, pricing strategies and tactics, promotion of service and distribution methods for services. Additional dimension in services marketing- people, physical evidence and process.

UNIT III

Effective Management of Service Marketing: Marketing demand and supply through capacity planning and segmentation - internal marketing of services - external versus internal Orientation of service strategy.

UNIT IV

Delivering Quality Service: Causes of service - quality gaps. The customer expectations versus perceived service gap. Factors and techniques to resolve this gap. Customer relationship management. Gaps in services - quality standards, factors and solutions – the service performance gap - key factors and strategies for closing the gap. External communication to the customers- the promise versus delivery gap - developing appropriate and effective communication about service quality.

UNIT V

Marketing of Service With Special Reference To:1.Financial services, 2.Health services, 3.Hospitality services including travel, hotels and tourism, 4.Professional service, 5.Public utility service, 6.Educational services.

Course name: BUSINESS TAXATION

Course Objective :

- To learn about the concept of principles and rules
- To know knowledge about awareness of taxes in business
- To know about the practical knowledge in basics of income tax
- To know how to analyze the concept of exempted incomes

Course Out Come:

CO 1:	To acquire working knowledge of the fundamental tax principles and rules.
CO 2:	To study the awareness of how taxes can and often do constitute significant costs to businesses and households.
CO 3:	To understand the provisions of agricultural income.
CO 4:	To acquire the complete knowledge of basic concepts of income tax
CO 5:	To understand the concept of exempted incomes

Unit I:

Objectives Of Taxation – Canons Of Taxation – Tax System In India – Direct And Indirect Taxes – Meaning And Types.

Unit II:

Central Excise Duty – Classification – Levy and Collection of Excise duty – Clearance of excisable goods- Exemption from excise duty – Excise and Small Scale Industries – Excise and Exports – Demand, Refund, Rebate of Central Excise duty – Offences and Penalties – Settlement – Appellate Provisions.

Unit III:

The Customs duty – Levy and Collection of customs duty – Organisation of the customs department – Officers of the customs – Powers – Appellate machinery – Infringement of the law – offences and penalties – Exemption from duty – customs duty drawback – duties free zones.

Unit IV:

Central Sales Tax Act – Levy and Collection of CST - Liability of Tax – Registration of dealers – Goods of Special Importance – Offences and penalties - Value added tax – objectives – Levy of VAT – Arguments in favour of VAT – Difficulties in administering VAT

Unit V:

Definition of GST – Administrative structure of GST – Officers as per CGST Act - Officers as per SGST Act – Jurisdiction – Appointment- Powers- Procedure for Registration – Amendment of registration – Cancellation of registration.

Course name : CUSTOMER RELATIONSHIP MANAGEMENT

Course Objective :

- To learn about the concept of customer relationship management
- To know knowledge about marketing aspects
- To know about the practical knowledge of communication skills
- To know how to analyze the wide understanding on customer relationship management

Course Out Come:

CO 1:	To understand the basic concepts of Customer relationship management.
CO 2:	To understand the marketing aspects of Customer relationship management.
CO 3:	To enhance business communication skills required to work effectively within a marketing team.
CO 4:	To understand basics of operational Customer relationship management.
CO 5:	To develop a wide understanding on customer relationship management concepts and frameworks.

UNIT-I

Communication - need/ Mode of communication – barriers, channels of communication - oral - written - listening skill – Verbal skill- interpersonal communication and intra personal communication , Essentials of business letter.

UNIT -II

CRM - concept and approach - CR in competitive environment public relation and image building

UNIT -III

Banker - customer relationship -retaining and enlarging customer base - customer services - quality circle.

UNIT -IV

Nature and types of customer - complaint redressal methods Talwar and Goiporia committee report, customer service committee, customer day - Copra Forum - ombudsman.

UNIT - V

Market Segment - Customer Data Base - Market Research. Review and Evaluation of Customer Satisfaction.

Course name : PROJECT WORK (GROUP)

A group of 3 students will be assigned a project in the beginning of the final year. The project work shall be submitted to the college 20 days before the end of the final year and the college has to certify the same and submit to the university 15 days prior to the commencement of the university examination.

The project shall be evaluated externally. The external examiner shall be form the panel of examiners suggested by the board of studies from to time.

Those who fail in the project work will have to redo the project work and submit to the college for external examination by the university

Course outcome :

CO1	To identify the problem and finding the solution.
CO2	To demonstrates sound technical knowledge of their selected project topic.
CO3	To identify, analyze, and solve problems creatively through sustained critical investigation by conducting secondary survey.
CO4	To give a practical exposure on any emerging managerial area and provide opportunities to the students to apply theoretical and practical knowledge to provide solution.
CO5	Provides space for creativity.