

Anna Adarsh College for
Women

Bachelor of Business
Administration -SHIFT II

Batch 2021-2024

Department of Business Administration
BBA Shift II

DEPARTMENT FACULTY

<u>S.NO</u>	<u>STAFF NAME</u>	<u>QUALIFICATION</u>	<u>DESIGNATION</u>
1	Dr.A.GAYATHRI	M.B.A., Ph.D	Head & Assistant Professor

PROGRAMME OUTCOMES

PSO1: Provide students with a sound theoretical base and exposure to Current business challenges

PSO2: To promote entrepreneurial and administrative skills among students

PSO3: To improve student's intellectual ability, executive personality, and managerial skills through a blending learning program of business and general education

PSO4: Enhance the ability of students to meet global challenges through sensitivity towards organizational, economic, and cultural diversity.

PSO5: To develop critical and logical thinking for handling complex business environment and financial risks



UNIVERSITY OF MADRAS

Chepauk, Chennai 600 005

[Est. 1857, State University, NAAC 'A' Grade, CGPA 3.32, NIRF 2019 Rank: 20]

Website: www.unom.ac.in, Tel. 044-2539 9561

Undergraduate Programme in Management

**Curriculum and Syllabus for
B.B.A-Bachelor of Business Administration
(With effect from the Academic Year 2020-21)**

February 2020

Note: The Board of Studies in Business Administration(UG) designed learning Outcome Based Curriculum Framework of B.B.A. programme prescribed by UGC.

COURSE STRUCTURE:

SEMESTER I

COURSE COMPONENT	SUBJECTS	Int. Hours	CREDIT	MAX MARKS		TOTAL
				INT	EXT	
Part I	Tamil/ other Language-I	6	3	25	75	100
Part II	BP2-ENG01: Communicative English-I	3	3	50	50	100
Part III	BBA-DSC01:Principles of Management	5	4	25	75	100
	BBA-DSC02:Financial Accounting	6	4	25	75	100
	BBA-DSA01: Managerial Economics	6	5	25	75	100
Part IV	Basic/Adv.Tamil/NME-I*	-	2	25	75	100
	BP4-ECAM01- English for Commerce and Management-I	4	4	50	50	100

SEMESTER II

COURSE COMPONENT	SUBJECTS	Int. Hours	CREDIT	MAX MARKS		TOTAL
				INT	EXT	
Part I	Tamil/ other Language-II	6	3	25	75	100
Part II	BP2-ENG02: Communicative English-II	3	3	50	50	100
Part III	BBA-DSC03: Business Communication	5	4	25	75	100
	BBA-DSC04: Management Accounting	6	4	25	75	100
	BBA-DSA02: International Trade	6	5	25	75	100
Part IV	Basic/Adv. Tamil/NME-II*	-	2	25	75	100
	BP4-ECAM02- English for Commerce and Management-II	4	4	50	50	100

***NME: Choose any one from the other Department**

SEMESTER III

COURSE COMPONENT	SUBJECTS	Int. Hours	CREDIT	MAX MARKS		TOTAL
				INT	EXT	
Part III	BBA-DSC05: Financial Management	6	4	25	75	100
	BBA-DSC06:Organisational Behaviour	6	4	25	75	100
	BBA-DSC07: Computer Application in Business	5	4	25	75	100
	BBA-DSC08: Marketing Management	5	4	25	75	100
	BBA-DSA03: Business Statistics	5	5	25	75	100
Part IV	Soft Skills	2	3	50	50	100
	Environmental Studies	1	Exam – 4 th Semester			

SEMESTER IV

COURSE COMPONENT	SUBJECTS	Inst. Hour	CREDIT	MAX MARKS		TOTAL
				INT	EXT	
Part III	BBA-DSC09: Human Resource Management	6	4	25	75	100
	BBA-DSC10: Business Regulatory Frame Work	5	4	25	75	100
	BBA-DSC11: Financial Services	5	4	25	75	100
	BBA-DSC12: Management Information System	5	4	25	75	100
	BBA-DSA04: Operation Research	6	5	25	75	100
Part IV	Environmental Studies	1	2	25	75	100
	Soft Skill – IV	2	3	50	50	100

SEMESTER V

COURSE COMPONENT	SUBJECTS	Inst. Hours	CREDIT	MAX MARKS		TOTAL
				INT	EXT	
Part III	BBA-DSC13: Advertising Management and Sales Promotion	6	4	25	75	100
	BBA-DSC14: Research Methodology	5	4	25	75	100
	BBA-DSC15: Operations Management	5	4	25	75	100
	BBA-DSC16: Materials Management	6	4	25	75	100
	BGE-CSC19: Entrepreneurial Development** Or BGE-CSC15: Logistics and Supply Chain Management**	6	5	25	75	100
Part IV	Value Education	2	2	25	75	100

****The syllabus of the said courses as same as B.Com Degree programs.**

SEMESTER VI

COURSE COMPONENT	SUBJECTS	Inst. Hours	CREDIT	MAX MARKS		TOTAL
				INT	EXT	
Part III	BBA-DSC17: Business Environment	6	4	25	75	100
	BBA-DSC18: Service Marketing	6	4	25	75	100
	BBA-DSC19: Business Taxation	6	4	25	75	100
	BBA-DSE2A: Customer Relationship Management Or BBA-DSE2B: E-Business	6	5	25	75	100
	BBA-DSE03: Project work (Group)	6	5	20	80	100
Part V	Extension Activities		1			

PRINCIPLES OF MANAGEMENT

LEARNING OBJECTIVES

1. To help the students gain an understanding of the functions and responsibilities of the organization and the departments of an organization.
2. To provide the knowledge on tools and techniques to be used in the performance of the managerial job
3. To enable them to analyze and understand the environment of the organization
4. To understand theories and principles derived based on the management of an organization
5. To gain knowledge on workplace etiquette and decision making

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 Coordination – 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 OUTCOMES

- Students will have a concise understanding of the nature and scope of the management process as well as the roles and functions of every department in an organization.
- Upon completing the syllabus, the scholars will be able to plan and make well-informed decisions.
- Students will be able to understand the organizational structure in the workplace as well as the recruitment process.
- Having studied business ethics, they will be able to weigh the potential consequences of business decisions.
- It helps students to work in perfect harmony and professionalism by applying the learnt principles and theories

Recommended Texts

1. C.B.Gupta, Management Theory & Practice - Sultan Chand & Sons NewDelhi.
2. L.M.Prasad, Principles & Practice of Management - Sultan Chand & Sons – New Delhi.
3. P.C. Tripathi & P.N Reddy, Principles of Managements - Tata Mc.Graw Hill – New Delhi.
4. Weihrich and Koontz, Management – A Global Perspective
5. N.Premavathy, Principles of Management - Sri Vishnu Publication -Chennai.
6. J.Jayasankar, Business Management - Margham Publication - Chennai.

MAPPING-COURSE OBJECTIVES WITH PROGRAMME OUTCOME

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	S	M
CO2	S	S	M	S	S
CO3	M	S	S	S	M
CO4	M	S	M	S	S
C05	S	S	S	M	S

Key: S-Strong, M-Medium/Moderate, L-Low

QUESTION PAPER PATTERN

Time 3 Hours

SUBJECT NAME	MARKS	TOTAL	SPECIAL INSTRUCTION IF ANY
PRINCIPLES OF MANAGEMENT	PART A - 20 OUT OF 12 = 10 x 2 = 10 marks	75	
	PART B - 5 OUT OF 7 = 5 x 5 = 25 marks		
	PART C - 3 OUT OF 5 = 3 x 10 = 30 marks		

FINANCIAL ACCOUNTING

LEARNING OBJECTIVES

- To reveal the profits or losses of the business and to provide a true and fair view of the business.
- To increase the potential to apply quantitative skills to help analyze and solve business problems and to take advantage of business opportunities.
- To recognize commonly used financial statements, their components, and how information from business transactions flows into their Statements.
- Learns in detail about financial risk management
- To ascertain profits and losses in the current financial year.

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 OUTCOMES

- Students will know how to apply accounting and finance theory.
- They will be able to understand and uses various financial reporting systems such as partnership accounts, depreciation, and single entry
- They will solely be able to prepare final accounts of a sole trading concern
- Students will be able to prevent financial risks based on statements of accounts
- They will understand how to share profits among partners in a firm

Recommended Texts

1. R.L.Gupta&V.K.Gupta, Advanced Accounting – Sultan Chand & Sons - New Delhi. 2. Jain & Narang, Financial Accounting – Kalyani Publishers - NewDelhi. 3. T.S. Reddy &A.Murthy, Financial Accounting -Margham Publications–Chennai-17. 4. Shukla & Grewal, Advanced Accounting – S Chand -NewDelhi. 5. Nirmal Gupta, Financial Accounting-Ane Books India–NewDelhi. 6. S.Parthasarathy and A.Jaffarulla, Financial Accounting- Kalyani Publishers – New Delhi.

MAPPING-COURSE OBJECTIVES WITH PROGRAMME OUTCOME

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	S
CO2	S	S	S	S	M
CO3	M	S	S	M	S
CO4	M	S	S	S	S
C05	S	M	S	M	S

Key: S-Strong, M-Medium/Moderate, L-Low

QUESTION PAPER PATTERN

Time 3 Hours

SUBJECT NAME	MARKS	TOTAL	SPECIAL INSTRUCTION IF ANY
FINANCIAL ACCOUNTING	PART A - 20 OUT OF 12 = 10 x 2 = 10 marks	75	
	PART B - 5 OUT OF 7 = 5 x 5 = 25 marks		
	PART C - 3 OUT OF 5 = 3 x 10 = 30 marks		

MANAGERIAL ECONOMICS

LEARNING OBJECTIVES

- To facilitate the student's understanding of the term and definition of Economics.
- To know the basic concepts in Economics such as demand, supply, efficiency, cost, and Market structure.
- To make the students understand consumer behavior with the help of utility theories.
- To enable the students to be familiar with the concepts of the production function.
- To equip the students with the knowledge of pricing strategies in various markets

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

LEARNING OUTCOMES

- The students will understand the term Economics and definitions of Economics.
- The students will be aware of the basic concepts in Economics and familiarized with the phases of Business Cycle theory.
- The students will be aware of the concepts of the production function.
- The students will learn the pricing methods of various Markets.
- It makes them understand the concept of demand and supply in the economy.

RECOMMENDED TEXTS

1. Dr. S.Shankaran, Managerial Economics - Margram Publication -Chennai
2. P.L Metha, Managerial Economics - Sultan Chand Publications - NewDelhi
3. RL Varsheny and K L Maheshwari, Managerial Economics - Sultan Chand Publications - New Delhi.
4. Joel Dean, Managerial Economics - Prentice Hall of India Pvt. Ltd.,- NewDelhi.
5. Spencer M H, Contemporary Economics - Worth publishers - NewYork.
6. VI Mote Samuel Paul G.S Gupta, Managerial Economics – concepts and cases – Tata McGraw Hill - NewDelhi.

MAPPING-COURSE OBJECTIVES WITH PROGRAMME OUTCOME

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	M	S
CO2	M	S	M	S	S
CO3	S	S	S	S	S
CO4	S	M	S	S	M
C05	S	S	S	M	M

Key: S-Strong, M-Medium/Moderate, L-Low

QUESTION PAPER PATTERN

Time 3 Hours

SUBJECT NAME	MARKS	TOTAL	SPECIAL INSTRUCTION IF ANY
MANAGERIAL ECONOMICS	PART A - 20 OUT OF 12 = $10 \times 2 = 10$ marks	75	
	PART B - 5 OUT OF 7 = $5 \times 5 = 25$ marks		
	PART C - 3 OUT OF 5 = $3 \times 10 = 30$ marks		

BUSINESS COMMUNICATION

LEARNING OBJECTIVES

- To provide an outcome to effective organizational communication.
- To impact the correct practices of the strategies of effective business writing.
- To increase the capabilities in communication skills in an organization or a business.
- To create the practice of maintaining business etiquettes
- To enrich social behavior at the workplace

SYLLABUS

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 OUTCOME

- The student will be able to apply the principles of effective communication in their working environment.
- Students will be able to use various forms of communication such as business letters, business correspondence, and report writing.
- Students will be well-revisited with modern forms of communication such as fax, email, videoconferencing, and the internet
- It will enhance professionalism and better order among the students
- It also helps the students to learn corporate socialism and better etiquette

Recommended Texts

1. Rajendra Pal & J.S. Korlahalli, Essentials of Business Communication - Sultan Chand & Sons – New Delhi. 2. Shirley Taylor, Communication for Business - Pearson Publications – New Delhi. 3. Bovee, Thill, Schatzman, Business Communication Today - Peason Education Private Ltd. – New Delhi. 4. Penrose, Rasbery, Myers, Advanced Business Communication - Bangalore. 5. Simon Collin, Doing Business on the Internet - Kogan Page Ltd.-London. 6. Mary Ellen Guffey, Business Communication – Process and Product – International Thomson Publishing -Ohio.

MAPPING-COURSE OBJECTIVES WITH PROGRAMME OUTCOME

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	M	S	S	M
CO4	S	S	M	S	S
C05	S	S	S	S	S

Key: S-Strong, M-Medium/Moderate, L-Low

QUESTION PAPER PATTERN

Time 3 Hours

SUBJECT NAME	MARKS	TOTAL	SPECIAL INSTRUCTION IF ANY
BUSINESS COMMUNICATION	PART A - 20 OUT OF 12 = 10 x 2 = 10 marks	75	
	PART B - 5 OUT OF 7 = 5 x 5 = 25 marks		
	PART C - 3 OUT OF 5 = 3 x 10 = 30 marks		

MANAGEMENT ACCOUNTING

Learning Objectives

- To enable students to acquire deep and sound knowledge of concepts, methods, and techniques of management accounting
- To make the students develop competence with their usage in managerial decision-making and control.
- To equip students with the knowledge to increase profit and reduce the losses of an organization.
- To learn and handle capital budgeting tools
- To understand effective methods of costing

SYLLABUS

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 OUTCOME

- Enable students to understand the nature, scope, and functions of management accounting.
- Upon completing the course, students will be able to analyze and interpret financial statements
- Students will be able to understand and apply ratio analysis, fund flow analysis, and cash flow analysis which increases profitability
- They will be able to take investment decisions and will be able to solve problems with capital budgeting.
- It will help students on how to minimize costs incurred by the organization and maximize return on investments

Recommended Texts 1. SN Maheswari, Management Accounting - Sultan Chand & Sons. 2. Jhamb, Fundamentals of Management Accounting – An eBooks India - New Delhi. 3. Horngren Sunderu Stratton, Introduction to Management Accounting - Pearson Education. 4. T. S. Reddy and Hari Prasad Reddy-Management Accounting, Maegham Publication.

MAPPING-COURSE OBJECTIVES WITH PROGRAMME OUTCOME

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	M
CO2	S	S	M	S	S
CO3	S	S	M	S	S
CO4	S	S	S	S	S
CO5	S	M	S	M	S

Key: S-Strong, M-Medium/Moderate, L-Low

QUESTION PAPER PATTERN

Time 3 Hours

SUBJECT NAME	MARKS	TOTAL	SPECIAL INSTRUCTION IF ANY
MANAGEMENT ACCOUNTING	PART A - 20 OUT OF 12 = $10 \times 2 = 10$ marks	75	
	PART B - 5 OUT OF 7 = $5 \times 5 = 25$ marks		
	PART C - 3 OUT OF 5 = $3 \times 10 = 30$ marks		

INTERNATIONAL TRADE

LEARNING OBJECTIVES:

- To make the students aware of International Trade
- To impart knowledge Of Export Import.
- To learn about International Economic Organizations and their workings.
- To learn about parameters helping in the growth of the economy
- To develop knowledge of international trading

SYLLABUS

UNIT I

International Trade – Importance of International Trade, Theories of Foreign Trade: - Theories of Adam Smith, Ricardo, Haberler's Heckscher -Ohlin

UNIT II

Balance of Trade, Balance of Payment – Concepts – Causes of Disequilibrium, Methods to Correct Disequilibrium – Fixed and Floating Exchange Rates – Euro – Dollar Marketing (An Over View)

UNIT III

Export Management – Export Procedure and Documents – Export Finance – Export Promotion – Export Pricing

UNIT IV

International Economic Organizations and its Functions IMF, IDA, IFA, IBRD, ADB, UNCTAD, UNIDO

UNIT V

WTO and Trade Liberalization – Liberalization of Trade in Manufacturing and in Agricultural Trade – TRIPS, TRIMS – Indian Patent Law

COURSE OUTCOME

- The students will be able to understand the need to learn international economics
- The students will learn the mechanisms of Balance of Trade, Balance of Payment, Export Management, and Export Pricing
- The students will understand the importance of gross domestic product of a country
- It will help students to gain knowledge on foreign exchange rates
- The student will come to know about the significance of WTO and Trade Liberalization

RECOMMENDED TEXTS

1. Francis Cherunilam, International Trade and Export Management – Himalaya Publishing House - Mumbai –04.
2. Paul.R.Krugman and Maurice Obstfeld, International Economics (Theory and Policy) - Pearson Education Asia - Addison Wesley Longman (P) Ltd. - Delhi – 92.
3. Robert J.Carbaugh, International Economics - Thomson Information Publishing Group - Wadsworth Publishing Company -California.
4. H.G. Mannur, International Economics – Vikas Publishing House (P) Ltd – New Delhi-

MAPPING-COURSE OBJECTIVES WITH PROGRAMME OUTCOME

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	S	M
CO2	S	S	M	S	S
CO3	M	S	S	S	M
CO4	M	S	M	S	S
C05	S	S	S	M	S

QUESTION PAPER PATTERN

Time 3 Hours

SUBJECT NAME	MARKS	TOTAL	SPECIAL INSTRUCTION IF ANY
INTERNATIONAL TRADE	PART A - 10 OUT OF 12 = 10 x 2 = 20 marks	75	
	PART B - 5 OUT OF 7 = 5 x 5 = 25 marks		
	PART C - 3 OUT OF 5 = 3 x 10 = 30 marks		

FINANCIAL MANAGEMENT

LEARNING OBJECTIVES:

1. To make the students learn the basics of Financial Management and its application.
2. To educate the students on the concepts of Investment, Financing, and Working Capital
3. To make students aware of different financing options available in the market

4. To make students learn how to manage working capital in an organization
5. To make the students familiar with dividends and their policies.

SYLLABUS

UNIT I:

Introduction -Meaning and Objectives of Financial Management – Functions of Financial Management. Finance - Sources of Financing-Role of Financial Manager in Financial Management- Financial Goals- Profit maximization Vs. Wealth maximization – Concept of Time Value of Money Risk and return

UNIT II:

Capital Structure and Cost of Capital -Capital Structure- Meaning- Capital Structure Theories- Definition - Cost of Equity Capital – Cost of Preference Capital – Cost of Debt – Cost of Retained Earnings – Weighted Average (or) Composite cost of capital (WACC) Capital Structure – Theories of Capital Structure - Leverage concept.

UNIT III:

Dividend Meaning – Dividend Policies – Factors affecting Dividend Payment – Provisions on Dividend Payment in Company Law – Dividend Models - Walter's Model - Gordon's Model - M. M. Model – Hypothesis Model.

UNIT IV: Working Capital

Working Capital - Meaning and importance – Factors Influencing Working Capital – Determining (or) Forecasting of Working Capital requirements – Working Capital Operating cycle-

UNIT V: Capital Budgeting

Capital Budgeting Process – Cash flow estimation- Payback period _ Accounting Rate of Return – Net Present Value (NPV) – Net Terminal Value - Internal Rate of Return – Profitability Index – Capital Budgeting under Risk- Certainty Equivalent Approach and Risk – Adjusted Discount Rate – Decision Tree Analysis.

COURSE OUTCOMES

- The students will know how to make use of capital budgeting
- The students will learn the concept of capital structure and cost of the f capital
- The students will be familiarized with working capital and its importance
- It will help students to know different sources available for financing.
- Also makes students learn how to distribute dividends to shareholders.

MAPPING-COURSE OBJECTIVES WITH PROGRAMME OUTCOME

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	M
CO4	S	S	S	S	S
C05	M	S	S	M	S

Key: S-Strong, M-Medium/Moderate, L-Low

QUESTION PAPER PATTERN

Time 3 Hours

SUBJECT NAME	MARKS	TOTAL	SPECIAL INSTRUCTION IF ANY
FINANCIAL MANAGEMENT	PART A - 10 OUT OF 12 = $10 \times 2 = 20$ marks	75	
	PART B - 5 OUT OF 7 = $5 \times 5 = 25$ marks		
	PART C - 3 OUT OF 5 = $3 \times 10 = 30$ marks		

ORGANISATIONAL BEHAVIOUR

LEARNING OBJECTIVES

1. To learn the basic concepts of Organizational Behaviour and its applications in contemporary organizations.
2. To understand how individual groups and structures have impacts on organizational effectiveness and efficiency.
3. To appreciate the theories and models of organizations in the workplace.
4. To creatively and innovatively engage in solving organizational challenges.
5. To learn and appreciate different cultures and diversity in the workplace.

SYLLABUS

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 -Good housekeeping 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

LEARNING OUTCOME

1. To understand the conceptual framework of the discipline of OB and its practical applications in the organizational setup.
2. To deeply understand the role of individuals, groups, and structures in achieving organizational goals effectively and efficiently.
3. To critically evaluate and analyze various theories and models that contribute to the overall understanding of the discipline.
4. To develop creative and innovative ideas that could positively shape the organizations.
5. To accept and embrace working with different people from different cultural and diverse backgrounds

Recommended Books 1. Uma Sekaran, Organisational Behaviour Text & cases, 2nd edition, Tata McGraw Hill Publishing CO.Ltd 2. Gangadhar Rao, Narayana , V.S.P Rao, Organisational Behaviour 1987, Reprint 2000, Konark Publishers Pvt.Ltd , 1st edition 3. S.S. Khanka , Organisational Behaviour , S.Chand & Co , New Delhi. 4. J.Jayasankar , Organisational Behaviour , Margham Publications , Chennai .3.

MAPPING-COURSE OBJECTIVES WITH PROGRAMME OUTCOME

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	S
CO2	S	S	S	S	S
CO3	S	M	S	S	M
CO4	M	S	S	S	S
C05	M	S	S	S	S

Key: S-Strong, M-Medium/Moderate, L-Low

QUESTION PAPER PATTERN

Time 3 Hours

SUBJECT NAME	MARKS	TOTAL	SPECIAL INSTRUCTION IF ANY
ORGANISATIONAL BEHAVIOUR	PART A - 10 OUT OF 12 = $10 \times 2 = 20$ marks	75	
	PART B - 5 OUT OF 7 = $5 \times 5 = 25$ marks		
	PART C - 3 OUT OF 5 = $3 \times 10 = 30$ marks		

COMPUTER APPLICATION IN BUSINESS

LEARNING OBJECTIVES

1. Work effectively with a range of current, standard, Office Productivity software applications.
2. Evaluate, select and use office productivity software appropriate to a given situation.
3. Apply basic adult learning and assessment principles in the design, development, and presentation of material produced by office productivity applications.
4. To learn the process of management information system
5. To learn the concept of system auditing.

SYLLABUS

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 the 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 worksheets; Sharing data with other desktop applications; Strategies of creating error – free worksheet (MS Excel)

UNIT – II

Programming under a DBMS environment: The concept of database management system data field, records, and files Sorting and Indexing data; Searching records. Designing queries, and reports; Linking data files; Understanding the 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; EDI standards; Financial EDI (FEDI) FEDI for international trade transactions; Applications of EDI, Advantages of EDI; Future of EDI.

UNIT – IV

The internet and its basic concepts: Internet concept, History, Development in India: The technological foundation of the 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 the internet environment.

LEARNING OUTCOMES

1. Operate a variety of advanced spreadsheets, operating systems, and word-processing functions.
2. Solve a range of problems using office productivity applications, and adapt quickly to new software releases.
3. Maintain quality assurance by critically evaluating procedures and results.
4. Gain knowledge on handling management information system
5. Understand how to do a system audit.

Reference Books: 1. Agarwala Kamlesh N and Agarwala Deeksha – Business on the Net – Introduction to E-Commerce 2. Goyal – Management Information System. 3. Minoli Daniel, Minoli Emma – e-Commerce Technology Handbook. 4. Kanter – Managing within formations.

MAPPING-COURSE OBJECTIVES WITH PROGRAMME OUTCOME

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	M	S	S	S	S
CO2	M	S	S	S	S
CO3	S	S	S	S	S
CO4	S	M	M	S	S
C05	S	S	S	M	S

Key: S-Strong, M-Medium/Moderate, L-Low

QUESTION PAPER PATTERN

Time 3 Hours

SUBJECT NAME	MARKS	TOTAL	SPECIAL INSTRUCTION IF ANY
COMPUTER APPLICATION BUSINESS	PART A - 10 OUT OF 12 = 10 x 2 = 20 marks	75	
	PART B - 5 OUT OF 7 = 5 x 5 = 25 marks		
	PART C - 3 OUT OF 5 = 3 x 10 = 30 marks		

MARKETING MANAGEMENT

LEARNING OBJECTIVES

1. Formulate a marketing- plan that will meet the needs or goals of a business or organization.
2. Develop an integrated marketing communications plan- for a product, concept, good, and/or service based on an identified market need or target.
3. Formulate strategies for developing new and/or modified products, concepts, goods, and services that respond to evolving market needs

4. Develop strategies for the efficient and effective placement/ distribution of products, concepts, goods, and services that respond to evolving markets.

5. Learn ways to enrich sales promotion.

SYLLABUS

UNIT I

Fundamentals of marketing - Role of Marketing - Relationship of Marketing with other functional areas – the 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

LEARNING OUTCOMES

- Evaluate the impact of using different marketing strategies for a product, concept, good, and/or service, on the finances, Return on Investment (ROI), and business goals of an organization.
- Evaluate the viability of a concept, product, good, and/ or service in the local, national, or international market.
- Conduct market research to provide the information needed to make marketing decisions.
- Communicate marketing information persuasively and accurately in oral, written, graphic and interactive media formats.
- Plan, prepare, and deliver a sales presentation or pitch that addresses the needs of the client.

RECOMMENDED TEXT

1. Philip Kotler, 2003, Marketing Management, 11th edition, Pearson Education (Singapore) Pte Ltd, NewDelhi. 2. V.S. Ramaswamy & S.Namakumari, 1994, Principles of Marketing, first edition, S.G.Wasani / Macmillan India Ltd, NewDelhi. 3. Crrainfield, Marketing Management, PalgraveMacmillan 4. Sontakki . C.N , Marketing Management, Kalyanni Publishers,Ludhiana 5. Gary Armstrong & Philip Kotler, 2003, Marketing -An Introduction, sixth edition, Pearson Education (Singapore) Pvt Ltd, NewDelhi 6. R.S.N. Pillai and Bagavathi ,Modern Marketing , S.Chand& Co , NewDelhi. 7. Jayasankar, Marketing, Margham publications,Chennai

MAPPING-COURSE OBJECTIVES WITH PROGRAMME OUTCOME

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	M	S	S
CO3	S	M	S	S	S
CO4	S	S	S	S	S
C05	S	M	S	M	S

Key: S-Strong, M-Medium/Moderate, L-Low

QUESTION PAPER PATTERN

Time 3 Hours

SUBJECT NAME	MARKS	TOTAL	SPECIAL INSTRUCTION IF ANY
MARKETING MANAGEMENT	PART A - 10 OUT OF 12 = $10 \times 2 = 20$ marks	75	
	PART B - 5 OUT OF 7 = $5 \times 5 = 25$ marks		
	PART C - 3 OUT OF 5 = $3 \times 10 = 30$ marks		

BUSINESS STATISTICS**LEARNING OBJECTIVES:**

1. To familiarize students with statistics and its role in business
2. To know the statistical tools and they're its usage for business.
3. Emphasize statistical literacy and develop statistical thinking
4. Give an overview of various types of sampling and the importance of randomization.
5. Understand how to organize and summarize data by using descriptive statistics

SYLLABUS

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

LEARNING OUTCOMES:

1. Describe and discuss the key terminology, concepts tools, and techniques used in business statistical analysis
2. Critically evaluate the underlying assumptions of analysis tools
3. Understand and critically discuss the issues surrounding sampling and the significance
4. Discuss critically the uses and limitations of statistical analysis
5. How to apply statistical tools in management

Reference Books:

1. P.R. Vittal, Business Mathematics and Statistics, Margham Publications, Chennai, 2004.
2. S.P. Gupta, Statistical Methods, Sultan Chand & Sons, New Delhi, 2007.
3. S.P. Gupta, Elements of Business Statistics, Sultan Chand & Sons, New Delhi, 2007.
4. J.K. Sharma, Business Statistics, Pearson Education, New Delhi, 2007.
5. Business Statistics & OR - Dr. S.P. Rajagopalan, Tata McGraw Hill

MAPPING-COURSE OBJECTIVES WITH PROGRAMME OUTCOME

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	M	S	S	S
CO4	S	S	M	S	S
C05	M	S	S	S	M

Key: S-Strong, M-Medium/Moderate, L-Low

QUESTION PAPER PATTERN

Time 3 Hours

SUBJECT NAME	MARKS	TOTAL	SPECIAL INSTRUCTION IF ANY
BUSINESS STATISTICS	PART A - 10 OUT OF 12 = $10 \times 2 = 20$ marks	75	
	PART B - 5 OUT OF 7 = $5 \times 5 = 25$ marks		
	PART C - 3 OUT OF 5 = $3 \times 10 = 30$ marks		

HUMAN RESOURCE MANAGEMENT

LEARNING OBJECTIVES

1. Effectively manage and plan key human resource functions within organizations
2. Examine current issues, trends, practices, and processes in HRM
3. Contribute to employee performance management and organizational effectiveness
4. Learn the concept of the right man the for right job.
5. Understand human resources appraisal and evaluation

SYLLABUS

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.

LEARNING OUTCOMES

1. Problem-solve human resource challenges
2. Develop employability skills for the workplace
3. Develop effective written and oral communication skills
4. Understand the process of recruitment and onboarding
5. Learn human resources auditing and appraisal techniques

REFERENCE BOOKS:

1. Human Resource Management – V S PRao
2. Human Resource Management –Ashwathappa
3. Human Resource Management – Garry Deseler
4. Human Resource Management – L MPrasad
5. Human Resource Management –Tripathi.

MAPPING-COURSE OBJECTIVES WITH PROGRAMME OUTCOME

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	M	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	S
C05	M	S	M	S	M

QUESTION PAPER PATTERN

Time 3 Hours

SUBJECT NAME	MARKS	TOTAL	SPECIAL INSTRUCTION IF ANY
HUMAN RESOURCE MANAGEMENT	PART A - 10 OUT OF 12 = 10 x 2 = 20 marks	75	
	PART B - 5 OUT OF 7 = 5 x 5 = 25 marks		
	PART C - 3 OUT OF 5 = 3 x 10 = 30 marks		

BUSINESS REGULATORY FRAMEWORK**LEARNING OBJECTIVES**

1. To understand various business laws and legal procedures
2. Importance of consumer protection
3. To be aware of patents, copyrights, etc

4. To understand the power of legal contracts
5. To learn about the Indian Companies Act

SYLLABUS

UNIT I

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

UNIT II

A brief outline of the Indian Companies Act 1956.

UNIT III

A 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

A brief outline of Cyber Laws

LEARNING OUTCOMES

1. Gain knowledge in legal aspects
2. To be aware of cybercrime
3. Understand laws and rights under consumer protection
4. Learn about copyrights, patents, and other licensing
5. Gain knowledge on how to frame contracts and exercise it.

Recommended Textbooks

1. N.D.Kapoor, 1993, Business Laws, Sultan Chand, NewDelhi
2. K.S.Anantharaman, 2003 Business and Corporate Laws ,Sitaraman&co.Pvt.Ltd.
3. Chandrasekaran ,2004 Sitaraman&co Pvt Ld , Intellectual PropertyLaw
4. Bare Acts- FEMA , Consumer ProtectionAct
5. Acharya - 2004, Intellectual Property Rights Asia Law HousePublication,

MAPPING-COURSE OBJECTIVES WITH PROGRAMME OUTCOME

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	S	S
CO2	S	S	S	S	S
CO3	S	M	S	S	S
CO4	S	S	S	S	S
C05	S	S	S	M	M

QUESTION PAPER PATTERN

Time 3 Hours

SUBJECT NAME	MARKS	TOTAL	SPECIAL INSTRUCTION IF ANY
BUSINESS REGULATORY FRAMEWORK	PART A - 10 OUT OF 12 = $10 \times 2 = 20$ marks	75	
	PART B - 5 OUT OF 7 = $5 \times 5 = 25$ marks		
	PART C - 3 OUT OF 5 = $3 \times 10 = 30$ marks		

FINANCIAL SERVICES

LEARNING OBJECTIVES:

- 1.To make the students aware of the world of financial services.
- 2.To enable the students to understand the concept of merchant banking and public issue management.
- 3.To familiarize the students with money markets and stock exchange
- 4.To understand credit rating systems
- 5.To learn the functioning of capital markets

SYLLABUS

UNIT I:

Introduction -Financial Services – Concept – Objectives – Functions – Characteristics – Financial Services Market – Concept – Constituents – Growth of Financial Services in India – Financial Services Sector Problems – Financial Services Environment – The Forces – Players in Financial Markets

UNIT II:

Merchant Banking and Public Issue Management Definition – Functions – Merchant Bankers Code of Conduct – Public Issue Management – Concept - Functions – Categories of Securities Issue – Mechanics of Public Issue Management – Issue Manager – Role of issue Manager – Marketing of Issue – New Issues Market Vs Secondary Market.

UNIT III:

Money Market and Stock Exchange Characteristics – Functions – Indian Capital Market – Constituents of Indian Capital Market –New Financial Institutions and Instruments – Investor Protection – Stock Exchange – Functions– Services – Features – Role – Stock Exchange Traders -Regulations of Stock Exchanges Depository – SEBI – Functions and Working.

UNIT IV:

Leasing and Factoring and Securitization-Characteristics – Types – Participants – Myths about Leasing – Hire Purchase – Lease Financing Vs Hire Purchase Financing - Factoring – Mechanism -Functions of a Factor – Factoring – Players- Types – Operational Profile of Indian Factoring – Operational Problems in Indian Factoring – Factoring Vs bills Discounting – Securitization of Debt- Parties involved- Steps of securitizationn – Types osecuritizationon- Advantages- Limitations – SARFAESI Act 2002- Background- Purpose of the Act- Main provisions

UNIT V: Venture Capital, credit rating, and pension Fund

Origin and Growth of Venture Capital – Investment Nurturing Methods – Mutual Funds – Portfolio Management Process in Mutual Funds – Credit Rating System –Growth Factors – Credit Rating Process – Global and Domestic Credit Rating agencies – Pension Fund – Objectives – Functions – Features – Types – Chilean Model – Pension Investment Policy – Pension Financing.

LEARNING OUTCOMES:

- The students will be familiarized with the world of financial services.
- The students will know the concepts behind leasing, factoring, and securitization.
- The students will have learned about venture capital, credit rating, and pension funds.
- The students will understand the concept of credit rating
- The students will gain knowledge of capital markets

REFERENCE BOOKS

1. Financial Services –M.Y.Khan 2. Financial Services –B.Santhanam 3. Law of Insurance – Dr.M.N.Mishra 4. Indian Financial System – H.r.Machiraju 5. A Review of current Banking Theory and Practice – S.K.Basu

MAPPING-COURSE OBJECTIVES WITH PROGRAMME OUTCOME

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	S
CO2	S	M	S	S	S
CO3	S	S	S	S	S
CO4	M	S	M	S	S
C05	S	S	S	S	S

Key: S-Strong, M-Medium/Moderate, L-Low

QUESTION PAPER PATTERN

Time 3 Hours

SUBJECT NAME	MARKS	TOTAL	SPECIAL INSTRUCTION IF ANY
FINANCIAL SERVICES	PART A - 10 OUT OF 12 = $10 \times 2 = 20$ marks	75	
	PART B - 5 OUT OF 7 = $5 \times 5 = 25$ marks		
	PART C - 3 OUT OF 5 = $3 \times 10 = 30$ marks		

MANAGEMENT INFORMATION SYSTEM**LEARNING OBJECTIVES**

1. Analyze a complex computing problem and to apply principles of computing and other relevant disciplines to identify solutions.
2. Design, implement and evaluate a computing-based solution to meet a given set of computing requirements in the context of the program's discipline.
3. To understand the operation of database systems
4. To be aware of techniques and tools helping in management
5. To know the role of IT in business organization

SYLLABUS**UNIT I**

Definition of Management Information System - MIS sub division-making, 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

LEARNING OBJECTIVES

1. Recognize and solve organizational and management problems in organizations
2. Understand and solve problems in the process of design, maintenance, organization, and management of information systems with the aim to achieve the effective and efficient business of an organization.
3. To enable the students to use information to assess the impact of the Internet and Internet technology on electronic commerce and electronic business and understand the specific threats and vulnerabilities of computer systems.
4. To provide the theoretical models used in database management systems to answer business questions
5. To describe the role of information technology and decision support systems in business and record the current issues with those of the firm to solve business problems

Recommended Books:

1. Mudrick& Ross , "Management Information Systems", Prentice - Hall of India.
2. Sadagopan , "Management Information Systems" - Prentice- Hall of India
3. CSV Murthy -"Management Information Systems" Himalaya publishing House.
4. Dr. S.P. Rajagopalan , "Management Information Systems and EDP " , Margham Publications , Chennai

MAPPING-COURSE OBJECTIVES WITH PROGRAMME OUTCOME

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	M
CO4	S	M	S	S	S
C05	S	S	S	S	S

Key: S-Strong, M-Medium/Moderate, L-Low

QUESTION PAPER PATTERN

Time 3 Hours

SUBJECT NAME	MARKS	TOTAL	SPECIAL INSTRUCTION IF ANY
MANAGEMENT INFORMATION SYSTEM	PART A - 10 OUT OF 12 = 10 x 2 = 20 marks	75	
	PART B - 5 OUT OF 7 = 5 x 5 = 25 marks		
	PART C - 3 OUT OF 5 = 3 x 10 = 30 marks		

OPERATIONS RESEARCH

LEARNING OBJECTIVES

1. Identify and develop operational research models from the verbal description of the real system.
2. Understand the mathematical tools that are needed to solve optimization problems
3. To create practical learning on operations
4. To enable students to apply mathematical tools in research
5. Learn how research can help production management

SYLLABUS

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.

LEARNING OUTCOMES

1. Use mathematical software to solve the proposed models.
2. Develop a report that describes the model and the solving technique, analyzes the result, and proposes recommendations in language understandable to the decision-making processes in Management
3. Identify and develop operational research models from the verbal description of the real system.
4. Understand the mathematical tools that are needed to solve optimization problems.
5. Understand models that help in production and research

RECOMMENDED TEXT BOOKS

1. P.R. Vittal&V.Malini, Operative Research – Margham Publications – Chennai – 17.
2. P.K.Gupta& Man Mohan, Problems in Operations Research – Sultan Chand &sons – NewDelhi
3. V.K.Kapoor, Introduction to operational Research – Sultan chand& sons – New Delhi
4. Hamdy A Taha, Operation Research – An Introduction prentice Hall of India- NewDelhi

MAPPING-COURSE OBJECTIVES WITH PROGRAMME OUTCOME

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	M	S	M	S
CO5	M	S	M	S	M

QUESTION PAPER PATTERN

Time 3 Hours

SUBJECT NAME	MARKS	TOTAL	SPECIAL INSTRUCTION IF ANY
OPERATIONS RESEARCH	PART A - 10 OUT OF 12 = $10 \times 2 = 20$ marks	75	
	PART B - 5 OUT OF 7 = $5 \times 5 = 25$ marks		
	PART C - 3 OUT OF 5 = $3 \times 10 = 30$ marks		

ADVERTISING MANAGEMENT AND SALES PROMOTION

LEARNING OBJECTIVES

1. Demonstrate an understanding of the overall role advertising plays in the business world.
2. Demonstrate an understanding of advertising strategies and budgets. Identify and understand the various advertising media.
3. To know how advertising is influencing sales of a product
4. To learn branding techniques
5. To understand the process of new product development

SYLLABUS

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 program 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.

LEARNING OUTCOMES

1. Understanding brand management
2. Learning marketing techniques
3. Understanding the need for promotion
4. Learn the factors affecting branding decisions
5. How to increase sales of a new product in the market

Reference Books

1. Bhatia, T.K., Advertising and Marketing in Rural India, 2nd Edition, Macmillan India Ltd., 2007.
2. Hackley, C., Advertising and Promotion: An integrated communications approach, 2nd Edition, Sage Publications, 2010.
3. Jefkins, F., Advertising, 4th Edition, Pearson, 2002.
4. Wells, W.D., Burnett, J. and Moriarty, S., Advertising: Principles and Practice, 7th Edition, Pearson, 2007.

MAPPING-COURSE OBJECTIVES WITH PROGRAMME OUTCOME

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	S	M	S
CO3	S	S	S	M	S
CO4	S	S	M	S	S
CO5	M	S	S	M	S

Key: S-Strong, M-Medium/Moderate, L-Low

QUESTION PAPER PATTERN

Time 3 Hours

SUBJECT NAME	MARKS	TOTAL	SPECIAL INSTRUCTION IF ANY
ADVERTISING MANAGEMENT AND SALES PROMOTION	PART A - 10 OUT OF 12 = 10 x 2 = 20 marks	75	
	PART B - 5 OUT OF 7 = 5 x 5 = 25 marks		
	PART C - 3 OUT OF 5 = 3 x 10 = 30 marks		

RESEARCH METHODOLOGY**LEARNING OBJECTIVES:**

1. To acquire basic knowledge about the research and types.
2. To enable the students know the research process & report writing.
3. To understand various qualitative and quantitative methods of research
4. To enable students to apply critical thinking skills
5. To acquire good written skills

SYLLABUS

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.

LEARNING OUTCOMES:

- Demonstrate the ability to choose methods appropriate to research aims and objectives
- Understand the limitations of particular research methods
- Develop skills in qualitative and quantitative data analysis and presentation
- Develop advanced critical thinking skills
- Demonstrate enhanced writing skills

REFERANCE TEXT

1. Donald R Cooper, Business Research Methods 7th Ed, McGraw Hill,2001
2. Krishnaswami OR, M.Ranganatham, Methodology of Research for Social Science, Himalaya, Mumbai,2001.
3. Anderson J. et.al, Thesis and Assignment writing, Wiley Eastern
4. Research Methodology by C.R.Kothari

MAPPING-COURSE OBJECTIVES WITH PROGRAMME OUTCOME

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	M	S	S
CO3	M	S	S	S	M
CO4	S	S	S	S	S
CO5	S	S	S	S	M

Key: S-Strong, M-Medium/Moderate, L-Low

QUESTION PAPER PATTERN

Time 3 Hours

SUBJECT NAME	MARKS	TOTAL	SPECIAL INSTRUCTION IF ANY
RESEARCH METHODOLOGY	PART A - 10 OUT OF 12 = 10 x 2 = 20 marks	75	
	PART B - 5 OUT OF 7 = 5 x 5 = 25 marks		
	PART C - 3 OUT OF 5 = 3 x 10 = 30 marks		

OPERATIONS MANAGEMENT

LEARNING OBJECTIVES

1. To provide students with basic skills and knowledge of operations research and its application.
2. To understand mathematical models used in operations research
3. To apply these techniques constructively to make effective business decisions
4. To understand the concept of work measurements
5. To be aware of service and its operations

SYLLABUS

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

The 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.

LEARNING OUTCOMES

1. To understand how to translate a real-world problem, given in words, into a mathematical formulation.
2. To know how to apply different models of OR in problem-solving and to critically analyze and interpret results.
3. To find the ways to achieve organizational objectives: minimizing cost & maximizing profit/output and utilizing scarce resources in an efficient manner.
4. To understand the functioning of work measurements
5. To learn about service operations management

Reference Books

1. Buffa, E.S. and Sarin, R., Modern Productions/Operations Management, 8th Edition, Wiley, 2007.
2. Chary, S.N., Production and Operations Management, 5th Edition, Tata McGrawHill, 2012.
3. B. Mahadevan, Operations Management, 2nd Edition, Pearson, 2010.
4. Lee Krajewski, Larry P Ritzman., Manoj K Malhotra & Samir K Srivastava, Operations Management, 9th Edition, Pearson, 2011.
5. Heizer, J., Render, B. and Rajashekhar, J., Operations Management, 9th Edition, Pearson, 2009.
6. Panneerselvam, R., Production and Operations Management, 3rd Edition, PHI Learning, 2012.
7. Srinivasan, G., Quantitative Models in Operations and Supply Chain Management, PHI Learning Pvt. Ltd.

MAPPING-COURSE OBJECTIVES WITH PROGRAMME OUTCOME

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	S	S
CO2	S	S	S	M	S
CO3	S	S	S	S	S
CO4	S	S	S	S	S
C05	M	S	M	S	S

Key: S-Strong, M-Medium/Moderate, L-Low

QUESTION PAPER PATTERN

Time 3 Hours

SUBJECT NAME	MARKS	TOTAL	SPECIAL INSTRUCTION IF ANY
OPERATIONS MANAGEMENT	PART A - 10 OUT OF 12 = 10 x 2 = 20 marks	75	
	PART B - 5 OUT OF 7 = 5 x 5 = 25 marks		
	PART C - 3 OUT OF 5 = 3 x 10 = 30 marks		

MATERIALS MANAGEMENT**LEARNING OBJECTIVES:**

1. To impart knowledge on Materials Management importance.
2. To understand the various functions of Materials Management.
3. To understand about fixation of MRP
4. To assess the requirement of inventory and learn how it affects operation
5. To learn how to manage a store

SYLLABUS

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.

LEARNING OUTCOMES

- Develop an ability to perform the role of a materials manager in an organization.
- Shall be able to manage the activities of materials manager like purchasing, inventory analysis, storage, etc. in a scientific manner.
- Shall be able to improve due date performance through use of the MRP technique within capacity constraints.
- Shall be able to analyze the inventory situation of a company and suggest improvements.
- They will be able to learn about store maintenance

REFERENCE BOOKS:

1. P.Saravanavel and S.sumathi, Production and Materials Management, Margham publications, 2015
2. M.M Verma, Materials Management, Sultan Chand Publications,2012.
3. Hill, Operations managent,PalgraveMacmillan.

MAPPING-COURSE OBJECTIVES WITH PROGRAMME OUTCOME

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	M	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	M
CO5	S	S	M	S	S

Key: S-Strong, M-Medium/Moderate, L-Low

QUESTION PAPER PATTERN

Time 3 Hours

SUBJECT NAME	MARKS	TOTAL	SPECIAL INSTRUCTION IF ANY
MATERIALS MANAGEMENT	PART A - 10 OUT OF 12 = 10 x 2 = 20 marks	75	
	PART B - 5 OUT OF 7 = 5 x 5 = 25 marks		
	PART C - 3 OUT OF 5 = 3 x 10 = 30 marks		

ENTREPRENEURIAL DEVELOPMENT

LEARNING OBJECTIVES:

1. To enable the students to understand the concept of Entrepreneurship and to learn the professional behavior expected of an entrepreneur.
2. To identify significant changes and trends which create business opportunities and to analyze the environment for potential business opportunities.
3. To provide conceptual exposure to converting ideas to a successful entrepreneurial firm.
4. To make students aware of leadership qualities
5. To let them understand entrepreneurial developments in India

SYLLABUS

UNIT I: Entrepreneurship Entrepreneur: Meaning of entrepreneurship – Types of Entrepreneurship – Traits of entrepreneurship – Factors promoting entrepreneurship- Barriers to entrepreneurship- the entrepreneurial culture- Stages in entrepreneurial process – Women entrepreneurship and economic development- SHG.

UNIT II: Developing Successful Business Ideas Recognizing opportunities – trend analysis – generating ideas – Brainstorming, Focus Groups, Surveys, Customer advisory boards, Day in the life research – Encouraging focal point for ideas and creativity at a firm level-Protecting ideas from being lost or stolen – Patents and IPR.

UNIT III: Opportunity Identification and Evaluation Opportunity identification and product/service selection – Generation and screening the project ideas – Market analysis, technical analysis, Cost-benefit analysis, and network analysis- Project formulation – Assessment of project feasibility- Dealing with basic and initial problems of setting up of Enterprises.

UNIT IV: Business Planning Process Meaning of business plan- Business plan process- Advantages of business planning- preparing a model project report for starting a new venture (Team-based project work).

UNIT V: Funding Sources of Finance- Venture capital- Venture capital process- Business angles- Commercial banks- Government Grants and Schemes.

COURSE OUTCOME

- Students will gain entrepreneurial skills
- They will understand how to make a business proposal
- They will know the ways to raise investment in a new project
- They will gain leadership skills
- They will be aware of all government schemes granted to develop start-ups in the country

REFERENCE BOOKS:

1. Barringer, B., Entrepreneurship: Successfully Launching New Ventures, 3rd Edition, Pearson, 2011. 2. Bessant, J., and Tidd, J., Innovation and Entrepreneurship, 2nd Edition, John Wiley & Sons, 2011. 3. Desai, V., Small Scale Industries and Entrepreneurship, Himalaya Publishing House, 2011. 4. Donald, F.K., Entrepreneurship- Theory, Process and Practice, 9th Edition, Cengage Learning, 2014. 5. Hirsch, R.D., Peters, M. and Shepherd, D., Entrepreneurship, 6th Edition, Tata McGraw-Hill Education Pvt.Ltd., 2006. 6. Mathew, J.M., Entrepreneurship Theory at Cross Roads: Paradigms and Praxis, 2nd Edition, Dream Tech, 2006. 7. Morse, E., and Mitchell, R., Cases in Entrepreneurship: The Venture Creation Process, Sage South Asia, 2008. 8. Nagendra and Manjunath, V.S., Entrepreneurship and Management, Pearson, 2010. 9. Reddy, N., Entrepreneurship: Text and Cases, Cengage Learning, 2010. 10. Roy, R., Entrepreneurship, 2nd Edition, Oxford University Press, 2011. 11. Stokes, D., and Wilson, N., Small Business Management and entrepreneurship, 6th Edition, Cengage Learning, 2010.

MAPPING-COURSE OBJECTIVES WITH PROGRAMME OUTCOME

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	M	M	S
CO3	S	S	S	S	S
CO4	S	M	S	S	S
C05	M	M	S	S	S

Key: S-Strong, M-Medium/Moderate, L-Low

QUESTION PAPER PATTERN

Time 3 Hours

SUBJECT NAME	MARKS	TOTAL	SPECIAL INSTRUCTION IF ANY
ENTREPRENEURIAL DEVELOPMENT	PART A - 10 OUT OF 12 = 10 x 2 = 20 marks	75	
	PART B - 5 OUT OF 7 = 5 x 5 = 25 marks		
	PART C - 3 OUT OF 5 = 3 x 10 = 30 marks		

BUSINESS ENVIRONMENT

LEARNING OBJECTIVES:

- To impart knowledge on the concept of business environment & its significance
- To know the various environmental factors and their impact on business.
- To gain knowledge on different business models

- To understand business operations and risks associated with it
- Learn how to do business environmental analysis

SYLLABUS

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

LEARNING OUTCOMES

- Examine how different factors and trends in the external environment are likely to impact a proposed business venture.
- Conduct a business analysis of the local and national environment.
- Employ business models and tools to evaluate changes in an organization's business environment.
- Present a business environmental analysis and recommendations to reduce the risk of the identified issues.
- Describe what business operations encompass.

RECOMMENDED TEXTS

1. Francis Cherunilam, 20002, Business Environment, Himalaya Publishing House, 11th Revised Edition, India. 2. Dr. S. Sankaran, Business Environment, Margham Publications 3. K. Ashwathappa, 1997, Essentials of Business Environment, Himalaya Publishing House, 6th Edition, India 4. Joshi Rosy Kapoor Sangam, Business Environment, Kalyani Publishers, Ludhiana

MAPPING-COURSE OBJECTIVES WITH PROGRAMME OUTCOME

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	S	S
CO2	S	S	M	S	S
CO3	S	S	M	S	S
CO4	M	S	S	M	S
CO5	S	S	S	M	S

Key: S-Strong, M-Medium/Moderate, L-Low

QUESTION PAPER PATTERN

Time 3 Hours

SUBJECT NAME	MARKS	TOTAL	SPECIAL INSTRUCTION IF ANY
BUSINESS ENVIRONMENT	PART A - 10 OUT OF 12 = 10 x 2 = 20 marks	75	
	PART B - 5 OUT OF 7 = 5 x 5 = 25 marks		
	PART C - 3 OUT OF 5 = 3 x 10 = 30 marks		

SERVICE MARKETING

LEARNING OBJECTIVES

1. The course brings out the emerging service environment in India and the world.
2. It emphasizes the distinctive aspects of Services Marketing. It aims at equipping students with concepts and techniques that help in taking decisions relating to various services marketing situations.
3. To know how to provide quality services
4. To understand the nature of service
5. To understand futuristic needs of service marketing

SYLLABUS

UNIT I

Marketing Services: Introduction to the 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: are product decision, pricing strategies, and tactics, promotion of service, and distribution methods for services. Additional dimensions in services marketing- are 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.

LEARNING OUTCOMES

1. Understand the Concept of Services and intangible products
2. Discuss the relevance of the services Industry to Industry
3. Examine the characteristics of the services industry
4. Analyse the role and relevance of Quality in Services
5. Visualise future changes in the services Industry

REFERENCE TEXT

1. S.M. Jha, Services marketing, Himalaya Publishers, India
2. Baron, Services Marketing , Second Edition. Palgrave Macmilla
3. Dr. L. Natarajan Services Marketing, Margham Publications, Chennai.
4. Thakur .G.S. Sandhu supreet & Dogra Babzan , Services marketing , kalyanni Publishers, Ludhianna .

MAPPING-COURSE OBJECTIVES WITH PROGRAMME OUTCOME

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	M
CO4	S	S	M	S	M
CO5	M	S	S	S	S

Key: S-Strong, M-Medium/Moderate, L-Low

QUESTION PAPER PATTERN

Time 3 Hours

SUBJECT NAME	MARKS	TOTAL	SPECIAL INSTRUCTION IF ANY
SERVICE MARKETING	PART A - 10 OUT OF 12 = 10 x 2 = 20 marks	75	
	PART B - 5 OUT OF 7 = 5 x 5 = 25 marks		
	PART C - 3 OUT OF 5 = 3 x 10 = 30 marks		

BUSINESS TAXATION

LEARNING OBJECTIVES

- 1.To enable the students to identify the basic concepts, definitions and terms related to Income Tax
- 2.To enable the students to determine the residential status of an individual and scope of total income.
- 3.To learn about rules regarding customs

4. To learn about excise duty

5. Make students aware of indirect taxation

SYLLABUS

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 -Important Definitions – Sales Purchase in the course of export or import- Liability of Tax – Registration of dealers – Goods of Special Importance – Offences and penalties.

UNIT- V

Value added tax – objectives – Levy of VAT – Arguments in favour of VAT – Difficulties in administering VAT – Set off / Input Tax credit – Carrying over of Tax credit – Registration – TIN – Returns – Assessment of VAT Liability – Declaration form – Service Tax – Tax on different services – Rate of Service Tax.

LEARNING OUTCOMES

1. The students are aware of the computation of income from business and profession
2. To expose the students to the latest provisions of the Income Tax Act.
3. The students acquire knowledge and skills relating to the Indian tax system as applicable to individuals.
4. It will make students aware on customs duty
5. It will help students to understand indirect taxation

REFERENCE BOOKS:

1. V.S.Datey, Central Excise, JBA Publishers, Edition 2013. Reddy .T.S and Y. hari Prasad reddy, Business Taxation (Goods & Services TAX - GST),Margam Publication, Edition2019. Srinivasan N.P and Priya Swami. M , Business Taxation, Kalyani publishers Edition 2013 Pagaredinkar, Business Taxation, Sultan Chand and Sons,2012. 4. Senthil and Senthil, Business Taxation, Himalaya Publication, 4thEdition. 5. Vinodk.Singania, Indirect Tax, SultanChand and Sons, Edition2013. 6. Dr. Vinodk.Singania and Dr. Monica Singhania, Students Guide to Income Tax (including service tax, vat) , JBA Publishers, Edition2013.

MAPPING-COURSE OBJECTIVES WITH PROGRAMME OUTCOME

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	M	S	M	M
CO3	S	S	S	S	S
CO4	M	S	M	S	S
C05	M	S	S	S	S

Key: S-Strong, M-Medium/Moderate, L-Low

QUESTION PAPER PATTERN

Time 3 Hours

SUBJECT NAME	MARKS	TOTAL	SPECIAL INSTRUCTION IF ANY
BUSINESS TAXATION	PART A - 10 OUT OF 12 = 10 x 2 = 20 marks	75	
	PART B - 5 OUT OF 7 = 5 x 5 = 25 marks		
	PART C - 3 OUT OF 5 = 3 x 10 = 30 marks		

SYLLABUS

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 a 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 customers - 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

LEARNING OUTCOME:

- 1.The students will be able to understand the needs and importance of CRM
- 2.The students will know what a customer wants and accordingly how to satisfy their needs.
- 3.The students will obtain knowledge on trends and service quality in CRM
- 4.The students will learn market research techniques
- 5.The students will know how to create segments in the market.

REFERENCE TEXT

1. H.Peeru Mohamed & A. Sangadevan , Customers Relationship Management - A Step –by – step approach , Vikas Publishing House Private Limited , Noida .
2. Mukesh Chaturvedi Abhinav , Chaturvedi , Customers Relationship Management – An Indian Perspective , Excel Books , New Delhi .

MAPPING-COURSE OBJECTIVES WITH PROGRAMME OUTCOME

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CO1	S	S	S	S	M
CO2	M	S	S	S	S
CO3	S	M	S	M	S
CO4	S	S	S	S	S
CO5	S	S	M	S	M

Key: S-Strong, M-Medium/Moderate, L-Low

QUESTION PAPER PATTERN

Time 3 Hours

SUBJECT NAME	MARKS	TOTAL	SPECIAL INSTRUCTION IF ANY
CUSTOMER RELATIONSHIP MANAGEMENT	PART A - 10 OUT OF 12 = $10 \times 2 = 20$ marks	75	
	PART B - 5 OUT OF 7 = $5 \times 5 = 25$ marks		
	PART C - 3 OUT OF 5 = $3 \times 10 = 30$ marks		

HOD SIGNATURE

A. Gayathri

PRINCIPAL SIGNATURE

R. Shanthy