



**SRI KANYAKA PARAMESWARI
ARTS & SCIENCE COLLEGE FOR WOMEN**

(Managed by SKPD & Charities)

**“Linguistic (Telugu) Minority Institution
Conferred by the Government of Tamil Nadu”**

Affiliated to University of Madras

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DEPARTMENT OF MANAGEMENT STUDIES

PROGRAMME OUTCOMES

- PO1:** Acquire the skills and standards that are in demand by employers including leadership, teamwork and communication.
- PO2:** Evaluate organizational decisions with consideration of the political, legal and ethical aspects of business opportunities and risks for business activities.
- PO3:** Identify and evaluate the complexities of business environment and evaluate present and future .
- PO4:** Enhance awareness and critical self-examination of one's own values, and to appreciate the relevance of personal values in the business/workplace setting.

PROGRAMME SPECIFIC OUTCOMES

- PSO1:** Identify opportunities to enhance the graduate’s attributes towards general aspects of business operation, management principles, managerial practices and standards
- PSO2:** Apply internship and industrial training gives an opportunity for the students to gain exposure towards the workplace through
- PSO3:** Prioritize graduates with required skills such as analytical, decision-making, technical, interpersonal and technological skills.
- PSO4:** Gain knowledge through Workshops, Seminars, and Guest Lectures

SYLLABUS

Subject Name: Financial Accounting
Subject Code: MAM1C

Year : I
Semester :I

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 : Average Due date – Account Current Classification of errors – Rectification of errors – Preparation of Suspense Account. Bank Reconciliation Statement

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.

RECOMMENDED TEXTS

1. R.L.Gupta & V.K.Gupta, Advanced Accounting - Sultan Chand & Sons - New Delhi.
2. Jain & Narang, Financial Accounting - Kalyani Publishers - New Delhi.
3. T.S. Reddy & A.Murthy, Financial Accounting - Margham Publications - Chennai – 17.

COURSE OUTCOME

CO1: Apply basic concept of accounting and preparation of ledger

CO2: Evaluate accounting information system and its limitations.

CO3: Analyze depreciation calculation on the fixed assets.

CO4: Explain concepts and procedures of financial report.

CO5: Examine gained knowledge of alternative accounting methods and financial statements.

Subject Name: Principles of Management
Subject Code: MAM1D

Year : I
Semester: I

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- Co-ordination – 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.

RECOMMENDED TEXTS

1. C.B.Gupta, Management Theory & Practice - Sultan Chand & Sons - New Delhi.
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.

COURSE OUTCOME

CO1: Explain levels of management and role of manager in an organisation.

CO2: Analyse managerial practices and choices relative to ethical principles and standards.

CO3: Point out types and structure of organization.

CO4: Demonstrate Policies, procedure, planning and decision making activities in the organization.

CO5: Discusses gained knowledge on staffing the employees in the organization.

Subject Name: Managerial Economics
Subject Code: MBM1A

Year : I
Semester :I

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

RECOMMENDED TEXTS :

1. Dr. S.Shankaran, Managerial Economics - Margram Publication - Chennai
2. P.L Metha, Managerial Economics - Sultan Chand Publications - New Delhi
3. RL Varsheny and K L Maheshwari, Managerial Economics - Sultan Chand Publications - New Delhi.

COURSE OUTCOME

CO1: Explain important concept of economics

CO2: Define economic principles in the field of business management

CO3: Analyze determinants of demand and supply

CO4: Describe complete knowledge about the cost concepts and production function

CO5: Explain theories of cost and production, pricing methods and strategies

Subject Name: Social structure and social process
Subject Code: ACN1A

Year : I
Semester :I

UNIT I : Social stratification-forms of stratification (slavery-estate –class-caste –gender theories of stratification-social mobility(vertical and horizontal)

UNIT II : Associative social process ;cooperation,accommodation-assimilation and acculturation Disassociative processes:competition-conflicts.

UNIT III : Social control :definition –normative order- formal means of social control:law,community policing,zero tolerance. Informal means of social control:values , norms,customs, folkways, public opinion,religion.

UNIT IV : Culture : definition and elements of culture-material and non material culture – culture process – culture lag- sub culture –contraculture –counter culture and culture relativism.

UNIT V : Social change:definition and theories of social change –factor of social change :globalization and social change.

COURSE OUTCOME

CO1: Describe social stratification and social mobility.

CO2: Distinguish between associative and dissociative social processes.

CO3: Define law of Social control.

CO4: Explain concept of culture, Non-material culture, Sub-culture, contra and counter culture.

CO5: Analyze effects of globalization on society

Subject Name: Business communication
Subject Code: MAM2C

Year : I
Semester: II

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.

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.

COURSE OUTCOME

CO1: Explain Concepts, processes and importance of communication.

CO2: Explain how to appear in an interview successfully.

CO3: Determine interview skills and business letter writing in the organization.

CO4: Analyzes to prepare a report, minutes and memorandum of a meeting.

CO5: Create the modern forms of communication in business.

Subject Name: Management Accounting
Subject Code: MAM2E

Year : I
Semester : II

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 : Marginal costing (excluding decision making) Absorption costing and marginal costing – CVP analysis.

RECOMMENDED TEXTS :

1. SN Maheswari, Management Accounting - Sultan Chand & Sons.
2. RSN Pillai & Bagavati, Management Accounting - S Chand & Co Ltd - New Delhi.
3. Horngren Sunderu Stratton, Introduction to Management Accounting - Pearson Education

COURSE OUTCOME

CO1: Explain nature and scope of management accounting

CO2: Evaluate Costing systems, cost management systems, budgeting systems and performance measurement systems

CO3: Analysis different tools of financial statement

CO4: Extend Classification of ratios, capital structure and leverage.

CO5: Analysis performance evaluation applications of management accounting.

Subject Name: International Trade
Subject Code: MBM2B

Year : I
Semester: II

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, Heckscher – 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 system:- IMF – International Liquidity – IBRD

UNIT V : WTO and its implications with special reference to India

RECOMMENDED TEXTS :

1. Cherunilam Francis, International Trade and Export Management - Himalaya Publishing House - Mumbai.
2. T.T. Sethi, Money Banking & International Trade - S.Chand & Co., - Delhi.
3. Paul.R.Krugman and Maurice Obstfeld, International Economics (Theory and Policy) - Pearson Education Asia - Addison Wesley Longman (P) Ltd. - Delhi-92.

COURSE OUTCOME

CO1: Explain importance of International trade in the global context

CO2: Analyse Theories of foreign trade

CO3: Evaluate concepts of Balance of Payment.

CO4: Analyse functions of International Monetary Fund

CO5: Analyse role of WTO in international trade.

Subject Name: Science, Technology and Society
Subject Code: ACN2C

Year : I
Semester : II

UNIT I : Science and society-concept of science, science as a method and as an institution ,the ethos of science, social responsibility of science

UNIT II : Concept of technology,science and techniques ,technological determinism , social control of science and technology social consequences of science and technology

UNIT III : Science in Iron Age-the goldenage of science and technology in India:development in the Mauryan empire,development in the Gupta period

UNIT IV : Technology and the rate of social change – technology : servant or master-mechanization and social change

UNIT V : Characteristic of a technological society – the malaise of contemporary technology-features of an alternative humanistic technology

COURSE OUTCOME

CO1: Explain concept of science and society and social responsibility of Science

CO2: Analyze social consequences of Science and Technology

CO3: Discuss history of Science and technology

CO4: Describe the effects of technology on society

CO5: Evaluate need for humanistic technology

Subject Name: Financial Management
Subject Code: MAM3E

Year :II
Semester:III

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 structure - 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.

REFERENCE BOOKS:

- 1.Financial management – I.M. Pandey
- 2.Financial Management – Prasanna Chandra
- 3.Financial Management – S.N.Maheswari

COURSE OUTCOME

- CO1:** Explain importance and role of financial management
CO2: Describe theories and factors affecting capital structure
CO3: Evaluate Dividend policies and working capital management
CO4: Discuss financial decision making and sources of finance
CO5: Analysis financial information from a wide variety of sources and use this information to research and assess corporations

Subject Name: Organisational Behaviour
Subject Code: MAM3G

Year : II
Semester :III

UNIT I : Need and scope of organizational behaviour – Theories of organization – Individual differences Vs Group intelligence test – 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 behaviour and their significance to employee productivity.

UNIT III : Work environment - Good house keeping practices – Design of work place – Fatigue – Causes and prevention and their importance – Leadership –

UNIT IV : Group dynamics – Cohesiveness – Co-operation – Competition – Resolution – Sociometry – Group norms – Role position status

UNIT V : Organizational culture and climate – Organizational development

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, Organizational Behaviour 1987, Reprint 2000, Konark publishers Pvt LTd. Ist edition
3. S.S.Khanka, Organizational Behaviour, S.Chand & Co, New Delhi

COURSE OUTCOME

- CO1:** Explain behaviour of individuals and groups in organisations
CO2: Analyse key factors that influence organisational behaviour.
CO3: Describe organisational behaviour theories, models and concepts.
CO4: Evaluate potential effects of organisational factors
CO5: Determinants organisational climate, culture, and organisation development

Subject Name: Computer Application in business
Subject Code: MAM3H

Year : II
Semester :III

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 Spread sheet, 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 database 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 application in query language (Ms-Access).

UNIT III : Elective Data Interchange (EDI): Introduction of EDI – Basics of EDI ; edi standards; 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 IV: Information System Audit : Basic idea of information audit- Difference with the traditional concepts of audit; Conduct and applications of IS audit in internet environment.

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 Hand book
4. Kanter – Managing with informations.

COURSE OUTCOME

CO1: Explain computer and tools such as MS-Office Word, Excel, PowerPoint

CO2: Describe windows accessories and Electronic Data Interchange

CO3: Compare Internet and e-mail

CO4: Create Reports, database and presentations on computers.

CO5: Define Distributed computing, Client server computing

Subject Name: Marketing Management
Subject Code: MAM3J

Year : II
Semester: III

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 behaviour – 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 Sales men.

UNIT V : A brief overview of : Advertising – Publicity – Public Relations – Personal selling – Direct selling and Sales promotion.
selling and Sales promotion.

RECOMMENDED TEXTS:

1. Philip Kotler, 2003, Marketing management, 11th Edition, Pearson Education (Singapore) Pvt. Ltd., New Delhi.
2. V.S.Ramaswamy & S.Namakumari 1994, Principles of Marketing , First edition, S.G.Wasani / Macmillan India Ltd., New Delhi.
3. Crainfield ,Marketing management, Palgrave Macmillan.

COURSE OUTCOME

- CO1:** Explain concepts of marketing in business and society.
CO2: Analyse factors influencing buyer behaviour.
CO3: Evaluate new Product Development process and Product life cycle
CO4: Analyse difference between personal selling and advertising.
CO5: Complete importance of market segmentation in developing a marketing strategy.

Subject Name: Business Mathematics and statistics
Subject Code: MCM3C

Year : II
Semester :III

UNIT I : Introduction – meaning and definition of statistics – collection and tabulation of statistical data – presentation of statistical data – graphs and diagram – measures of central tendency – Arithmetic mean, median, mode, harmonic mean and geometric mean.

UNIT II : Measures of variation – Standard deviation, mean deviation – Quartile deviation – Skewness and kurtosis – Lorenx curve, Simple Correlation – scatter diagram – Karl pearson`s correlation – Rank correlations – regressions.

UNIT III : Analysis of Time series – methods of measuring trend and seasonal variations.

UNIT IV : Index numbers – consumer`s price index and cost of living indices – statistical quality control.

UNIT V : Sampling procedures – simple, stratified and systematic Hypothesis testing – Fundamental ideas – Large sample Test – Small sample test – T, F Chi – square (without proof) – simple applications.

REFERENCE BOOKS:

1. P.R. Vittal, Business mathematics & Statistics
2. S.C. Gupta & V.K. Kapoor.

COURSE OUTCOME

CO1: Describe presentation and tabulation of data

CO2: Evaluate standard deviation, mean deviation

CO3: Calculate time series, measuring trend and seasonal variations.

CO4: Evaluate fluctuation in Price and quantity of goods and products using various index numbers.

CO5: Analyze test of hypothesis

Subject Name: Human Resource Management
Subject Code: MAM4Z

Year : II
Semester :IV

UNIT I : Nature and scope of Human Resources management – Differences between personnel management and HRM – Environment of HRM – Human resources 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 Resources Audit – Nature – Benefits – Scope – Approaches

REFERENCE BOOKS:

1. Human Resource Management – VSP Rao
2. Human Resource Management -Ashwathappa
3. Human Resource Management - Garry Deseler

COURSE OUTCOME

CO1: Describe nature and scope of Human Resources management

CO2: Evaluate human resource planning, recruitment process and selection methods in the organization

CO3: Discuss need for motivating employees in an organisation.

CO4: Assess labour relations, industrial disputes and settlement in the organization

CO5: Evaluate importance of Human Resource Audit

Subject Name: Business Regulatory Framework
Subject Code: MAM4M

Year : II
Semester :IV

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.

RECOMMENDED TEXT BOOKS:

1. N.D. Kapoor , 1993, Business laws, Sultan chand, New Delhi
2. K.S. Anantharaman, 2003, Business and Corporate Laws, Sitaraman & co., Pvt. LTD.
3. Chandrasekaran, 2004, Sitaraman & co Pvt. Ltd., Intellectual Property Law
4. Bare Acts - FEMA, Consumer Protection Act

COURSE OUTCOME

CO1: Discuss legal and regulatory acts in a business

CO2: Describe basics of legal aspects of business

CO3: Explain consumer Protection Act

CO4: Explain law of trademarks, copyrights, patents

CO5: Compare laws of Trade Marks Copyright, Patents, and Designs related to intellectual Property Rights

Subject Name: Financial Services
Subject Code: MAM4N

Year : II
Semester :IV

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.

REFERENCE BOOKS:

1. Financial services – M.Y.Khan
2. Financial Services – B.Santhanam
3. Law of Insurance – Dr.M.N.Mishra

COURSE OUTCOME

CO1: Explain functions of financial institutions

CO2: Evaluate types of NBFCs and merchant banking

CO3: Examine regulatory and promotional institutions like RBI & SEBI

CO4: Point out concepts and features of leasing and hire purchase

CO5: Explain venture capital, credit rating, consumer finance and mutual funds

Subject Name: Management Information System
Subject Code: MAM4P

Year: II
Semester :IV

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.

RECOMMENDED BOOKS:

- a. Mudrick & Ross, —Management Information Systems —, Prentice- Hall of India.
- b. Sadagopan , —Management Information Systems : - Prentice – Hall of India
- c. CSV Murthy – —Management Information Systems —Himalaya publishing House.

COURSE OUTCOME

CO1: Apply Management Information Systems in achieving business competitive advantage

CO2: Evaluate business information needs to facilitate evaluation of strategic alternatives.

CO3: Gain Management Information Systems knowledge and skills learned to facilitate the development

CO4: Create strategic alternatives to facilitate decision-making.

Subject Name: Operations Research
Subject Code: MBM4D

Year: II
Semester: IV

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 breakdown 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.

RECOMMENDED BOOKS:

1. P.R.Vittal & V. Malini, Operative Research - Margham publications - Chennai-17
2. P.K.Gupa & Manmohan, problems in Operations Research - Sultan Chand & Sons - New Delhi.
3. V.K.Kapoor,Introduction to operational Research - Sultan chand & sons - New Delhi.

COURSE OUTCOME

CO1: Describe scope, Characteristics of OR models and their formulations.

CO2: Evaluate transportation and assignment problem.

CO3: Calculate network analysis and critical path.

CO4: Explain queuing models.

CO5: Apply decision theory using decision tree.

UNIT I :

- Multidisciplinary nature of environmental studies
- Scope and importance, concept of sustainability and sustainable development.

UNIT II :

- What is an Ecosystem? Structure and Function of Ecosystem; Energy flow in an Ecosystem; Food chains, Food webs and Ecological Succession,
- a) Case Studies of the following ecosystem:
 - b) Forest Ecosystem
 - c) Grassland Ecosystem
 - d) Desert Ecosystem
 - e) Aquatic Ecosystem (ponds, stream, lakes, rivers, ocean, estuaries)

UNIT III :

- Land resources and Land use change: Land degradation, soil erosion and desertification.
- Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations.
- Water: Use and over – exploitation of surface and ground water, floods, droughts, conflicts over water (international and interstate)
- Energy resources: Renewable and nonrenewable energy sources, use of alternate energy sources, growing energy needs, case studies.

UNIT IV :

- Levels of biological diversity: Genetics, species and ecosystem diversity, biogeographic zones of india: biodiversity patterns and global biodiversity hotspots.
- India as a mega biodiversity nation, endangered and endemics species of India.
- Threats to biodiversity: Habitat loss, poaching of wild life, man- wild life conflicts, biological invasions; conservations of biodiversity: In-situ and Ex-situ conservation of biodiversity
- Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and informational value.

UNIT V :

- Environmental Pollution: Types, causes, effects and controls: Air, water, soil and noise pollution
- Nuclear Hazards and Human health risks.
- Solid waste management: Control measures of urban and industrial waste
- Pollution case studies.

UNIT VI :

- Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture.
- Environment Laws: Environment protection act, air (prevention & control of pollution) act; water (prevention and control of pollution) act; wildlife protection act; forest conservation act; International agreements; Montreal and Kyoto protocols and convention on biological diversity (CBD).
- Natural reserves, tribal populations and rights, and human wildlife conflicts in Indian context.

UNIT VII :

- Human population growth, impacts on environment, human health and welfare.
- Resettlement and rehabilitation of projects affected persons; case studies.
- Disaster management: Floods, earthquake, cyclone and landslides.
- Environmental movements: Chipko, Silent Valley, Bishnois of Rajasthan.
- Environmental Ethics: Role of Indian and other religions and cultures in environmental conservation.
- Environmental communication and public awareness, case studies (e.g. CNG Vehicles in Delhi)

UNIT VIII :

- Visit to an area to document environmental assets: river/forest/flora/fauna etc.
- Visit to a local polluted site – Urban/Rural/Industrial/Agricultural.
- Study of common plants, insects, birds and basic principles of identification.
- Study of simple ecosystem- pond, river, Delhi Ridge etc.

Subject Name :Research Methodology
Subject Code: MAM5B

Year : III
Semester :V

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 method 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 .

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.

RECOMMENDED BOOKS

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

COURSE OUTCOME

- CO1:** Explain need of Research, introduction to business research
CO2: Analyze various types of research and the sampling techniques
CO3: Analyze collections of data and to draft the questionnaire
CO4: Describe Knowledge on the application of various statistical tools
CO5: Experiment preparation of reports

Subject Name :Materials Management
Subject Code: MAM5W

Year: III
Semester: V

UNIT I : Materials management – Definition and 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 tolls – Inventory control – ABC – VED – FSN analysis – Inventory control of spares and slow moving items – EGO – ESQ – Stores planning.

UNIT III : Purchase management – Purchasing – Procedure – Dynamic Purchasing – Principles – Import substitution – International purchase – Import purchase procedure.

UNIT IV : Stock keeping and materials handling – objectives – function 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.

RECOMMENDED BOOKS :

- 1.Sumathi & Saravanavel, Production & Materials Management, Margham Publications, Chennai.
- 2.M.M.Varma, 1999, Materials Management, 4th Edition, Sultan Chand& Sons, New Delhi.
- 3.Hill, Operations management, Palgrave Macmillan

COURSE OUTCOME

- CO1:** Explain inventory management in an organization.
CO2: Discuss various tools and techniques of inventory control.
CO3: Describe various accounting practices related to inventory.
CO4: Analyze aspects of materials handling

Subject Name :Advertising Management & Sales Promotion
Subject Code: MAM5A

Year : III
Semester : V

UNIT I : Advertising: Advertising, objectives, task and process, market segmentation and target audience – Message and budget planning.

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

UNIT III : Implementation: Implementation 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 implementation and controlling campaign.

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

RECOMMENDED 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 Publication, 2010.
3. Jefkins, F., Advertising, 4th Edition, pearson, 2002

COURSE OUTCOME

CO1: Explain concepts and functions of Advertising

CO2: Assess awareness about the various methods and applications of advertising

CO3: Discuss practical concepts of advertising

CO4: Evaluate concepts of advertising media design and decision

Subject Name :Operations Management
Subject Code: MAM5C

Year : II
Semester :V

UNIT I : Introduction: Nature and scope of operations management. Production design & Process planning: plant location: Factors to be considered in Plant Location Trend.

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 Procedure – The Purpose of time study – Stop Watch Time Study – Performance Rating – Allowance Factors – Standard Time – Work Sampling by Variable and Attributes – Control Charts.

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

RECOMMENDED TEXTS:

- 1.Sumathi & Saravanavel, Production & Materials Management, Margham Publications, Chennai.
- 2.M.M.Varma, 1999, Materials Management, 4th Edition, Sultan Chand& Sons, New Delhi.
- 3.Hill, Operations management, Palgrave Macmillan

COURSE OUTCOME

- CO1:** Explain production process and design for plant location
- CO2:** Evaluate factors determining layout for manufacturing unit
- CO3:** Distinguish production techniques and inventory control techniques
- CO4:** Compare Work and methods analysis
- CO5:** Discuss Service operations management

Subject Name Value Education
Subject Code: VAE5Q

Year : III
Semester: V

Unit I : Value education its purpose and significance in the present world – value system
– The role of culture and civilization – holistic living – balancing the outer and inner body, mind and intellectual level-duties and responsibilities.

Unit II : Salient values for life – Truth, commitment, honesty and integrity, forgiveness and love, empathy and ability to sacrifice, care, unity, and inclusiveness, self esteem and self confidence, punctuality – Time, task and resource management – problem solving and decision making skills
– interpersonal and intra personal relationship – team work – positive and creative thinking.

Unit III : Human Rights – Universal Declaration of Human rights – Human rights violations – National integration – peace and non – violence – Dr. APJ Kalam’s ten points for enlightened citizenship – social values and welfare of the citizen – The role of media in value building.

Unit IV : Environment and Ecological balance – interdependence of all beings – living and non-living. The binding of man and nature – Environment conservation and enrichment.

Unit V : Social Evils – Corruption, Cyber crime, Terrorism – Alcoholism, Drug addiction– Dowry – Domestic violence – untouchability – female infanticide – atrocities against women – how to tackle them.

COURSE OUTCOME

CO1: Explain basic principles of professional ethics and mass media ethics.

CO2: Compare leadership, ethical business decisions

CO3: Describe value of faith, social awareness and commitment

CO4: Analyze Impact of globalization and consumer awareness

CO5: Discuss Evolution of human rights and the international law in operation

Subject Name : Services Marketing
Subject Code: MAM6Y

Year : III
Semester :VI

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. Factors and techniques to resolve this gap. Customer relationship management. Gaps in service – 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.

RECOMMENDED TEXTS:

1. S.M. Jha, Services marketing, Himalaya publishers, India.
2. Baron, Services marketing, Second edition. Palgrave Macmillan
3. Dr.K.Natarajan Services Marketing, Margham Publications, Chennai.

COURSE OUTCOME

CO1: Describe characteristics of service.

CO2: Explain elements in marketing mix for services..

CO3: point out features of marketing of services.

CO4: Discuss classification of services based on customer groups.

CO5: Describe impact of service quality in the market.

Subject Name Business Taxation
Subject Code: MAM6K

Year : III

Semester :VI

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

REFERENCE BOOKS :

1. Practical Approach to Income Tax – Ahuja Girish and Gupta Ravi
2. Students Guide to Income Tax by Dr. Vinod K. Singhanian and Monica Singhanian.
3. Indirect Taxes - Datty
4. Business Taxation - T.S. Reddy & Dr. Y. Hariprasad Reddy

COURSE OUTCOME

CO1: Define rules imposed upon employers in relation to employee taxation

CO2: Compare corporation capital gains and VAT

CO3: Explain impact of international aspects on a company's taxation

CO4: Construct Impact of different tax planning scenarios

Subject Name Business environment
Subject Code: MAM6X

Year : III
Semester: VI

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 relationship 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.

RECOMMENDED TEXTS:

1. Francis Cherunilam, 2000, Business environment, Himalaya publishing House, 11th Revised Edition, India.
2. Dr.S.Sankaran, Business Environment, Margham publications.
3. K.Asawathappa, 1997, Essentials of Business Environment, Himalaya Publishing House, 6th Edition India.

COURSE OUTCOME

CO1: Explain impact of legal environment on business.

CO2: Describe achievements of five year plans.

CO3: Discuss legal issues as well as international business and economic environment

CO4: Explain various economic policy & their impact on business and emerging trends

Subject Name Customer Relationship Management
Subject Code: MAM6A

Year: III
Semester: VI

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 Database – Market Research. Review and evaluation of Customer Satisfaction.

RECOMMENDED BOOKS:

1. 1.H.Peeru Mohamed & A.Sangadevan, Customers Relationship Management – A step – by step approach, Vikas publishing house private ltd., Noida.
2. 2.Mukesh Chaturvedi Abhinav ,Chaturvedi , Customers relationship management – An Indian perspective, Excel books, New Delhi

COURSE OUTCOME

CO1: Describe partnering relationships with customers and suppliers.

CO2: Assess application of critical skills necessary for building customer relationship

CO3: Explain relationship marketing and its implications for knowledge development

CO4: Discuss market segment and market research.

CO5: Examine relationship between Banker and custome

Subject Name Project work
Subject Code: MAM6Q

Year: III
Semester: VI

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 Examinations.

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

CO2: Analyze introduction, objectives, need, scope and limitations of the study

CO3: Prepare literature review, Research Methodology

CO4: Create data analysis and interpretation

CO5: Develop suggestions, recommendations and conclusion.