



## **DEPARTMENT OF MANAGEMENT STUDIES**

### **PROGRAMME OUTCOMES**

- PO1:** It provides basic conceptual, analytical knowledge, logical skills and research necessary for managerial Effectiveness.
- PO2 :** Ability to upgrade their professional, managerial and decision making skills.
- PO3 :** Impart knowledge on the current practices ,issues and modern trends in the marketingdomain.
- PO4 :** To effectively communicate business opportunities , plans and decisions usingmanagement techniques to encounter the challenges in business arena.
- PO5 :** Evaluate organizational decisions with considerations of the legal aspects of businessopportunities and risks for business activities.
- PO6 :** Acquire knowledge in accounting principles, techniques and financial analysis.
- PO7 :** Ability to understand and impart knowledge on computing skills.

### **PROGRAMME SPECIFIC OUTCOMES**

- PSO1:** To display competencies and knowledge in key business, functional areas includingFinance, marketing, operations and human resource.
- PSO2 :** To develop and understand the diverse and rapidly changing political, global, economicaland business environment.
- PSO3 :** To apply the statistical techniques using both quantitative and qualitative analysis for Management issue.
- PSO4 :** To acquire knowledge on usage of MS Office and its applications in modern Organizational operations.

## **SYLLABUS**

**Subject Name: Principles of Management**  
**Subject Code: BB21A**

**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.
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.

## **COURSE OUTCOME**

- CO1:** Explain levels of management and role of manager in an organisation.  
**CO2:** Analyze 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.

## **SYLLABUS**

**Subject Name: Financial Accounting**

**Subject Code: BB21B**

**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**

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

### **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.
4. Shukla & Grewal, Advanced Accounting – S Chand -New Delhi.
5. Nirmal Gupta, Financial Accounting-Ane Books India– New Delhi.
6. S.Parthasarathy and A.Jaffarulla, Financial Accounting- Kalyani Publishers – New Delhi.

### **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.

## **SYLLABUS**

**Subject Name: Managerial Economics**

**Subject Code: BB31A**

**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.
4. Joel Dean, Managerial Economics - Prentice Hall of India Pvt. Ltd.,- New Delhi.
5. Spencer M H, Contemporary Economics - Worth publishers - New York.
6. VI Mote Samuel Paul G.S Gupta, Managerial Economics – concepts and cases – Tata McGraw Hill - 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

## **SYLLABUS**

**Subject Name : Basics of Sociology**

**Year : I**

**Subject Code : AS5AA**

**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

## **SYLLABUS**

**Subject Name: Business Communication**  
**Subject Code: BB22A**

**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 - Pearson 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.

### **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.

## **SYLLABUS**

**Subject Name: Management Accounting**

**Subject Code: BB22B**

**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**

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).

### **Recommended Texts**

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

## **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.

## SYLLABUS

**Subject Name: International Trade**  
**Subject Code: BB32A**

**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, Heckscher'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 Fund:- IMF – International Liquidity- IBRD

### **UNIT V**

WTO and its implications with special reference to India

### **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 -14.

## **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: Basic Social Institution**  
**Subject Code: AS5AB**

**Year : I**  
**Semester : II**

**UNIT I :** Science and society-concept of science, science as a method and as an institution ,theethos 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:developmentin 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

## **SYLLABUS**

**Subject Name: Financial Management**  
**Subject Code: BB23A**

**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 structures – Determining Debt and equity proportion – Theories of capital structures – Leverage concept.

### **UNIT III**

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

### **UNIT IV**

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

### **UNIT V**

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

### **Reference Books :**

1. Financial Management - I.M. Pandey
2. Financial Management – Prasanna Chandra
3. Financial Management – S.N. Maheswari
4. Financial Management – Y. Khan and Jain

### **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

## **SYLLABUS**

**Subject Name: Organizational Behaviour**  
**Subject Code: BB23B**

**Year : II**  
**Semester : III**

### **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 attitudesand behavior 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 -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

### **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 , 1 st edition
3. S.S. Khanka , Organisational Behaviour , S.Chand & Co , New Delhi .
4. J.Jayasankar , Organisational Behaviour , Margham Publications , Chennai . 3.

### **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

## SYLLABUS

**Subject Name: Computer Applications In Business**  
**Subject Code: BB23C**

**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 Spreadsheet, Structure of Spread sheet and its applications to accounting , finance, and marketing functions of business; Creating a dynamic/ sensitive worksheet; Concept of absolute and relative cell – reference; Using built – in functions; Goal seeking and solver tools; Using graphics and formatting to worksheet; Sharing data with other desktop applications ; Strategies of creating error – free worksheet (MS Excel)

### UNIT – II

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

### UNIT – III

Electronic Data Interchange (EDI) : Introduction of EDI - Basics of EDI; 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 – V

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

### 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 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

## SYLLABUS

**Subject Name: Marketing Management**

**Subject Code: BB23D**

**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 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.

### **Recommended Texts**

1. Philip Kotler, 2003, Marketing Management, 11th edition, Pearson Education (Singapore) Pte Ltd, New Delhi.
2. V.S. Ramaswamy & S.Namakumari, 1994, Principles of Marketing, first edition, S.G. Wasani / Macmillan India Ltd, New Delhi.
3. Crrainfield, Marketing Management, Palgrave Macmillan
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, New Delhi
6. R.S.N. Pillai and Bagavathi ,Modern Marketing , S.Chand & Co , New Delhi.
7. Jayasankar, Marketing, Margham publications, Chennai.

## **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.

## SYLLABUS

**Subject Name: Business Statistics**  
**Subject Code: BB33A**

**Year : II**  
**Semester : III**

### **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 – Rank 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.

### **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

## **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

## **SYLLABUS**

**Subject Name : Human Resource Management**  
**Subject Code : BB24A**

**Year : II**  
**Semester : IV**

### **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.

### **REFERENCE BOOKS :**

1. Human Resource Management – V S P Rao
2. Human Resource Management – Ashwathappa
3. Human Resource Management – Garry Deseler
4. Human Resource Management – L M Prasad
5. Human Resource Management – Tripathi.

### **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

## **SYLLABUS**

**Subject Name : Business Regulatory Framework**  
**Subject Code : BB24B**

**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 Ld , Intellectual Property Law
4. Bare Acts- FEMA , Consumer Protection Act
5. Acharya -2004, Intellectual Property Rights Asia Law House Publication,

### **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

## **SYLLABUS**

**Subject Name : Financial Services**  
**Subject Code : BB24C**

**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
4. Indian Financial System – H.r. Machiraju
5. A Review of current Banking Theory and Practice – S.K. Basu.

### **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

## **SYLLABUS**

**Subject Name : Management Information System**  
**Subject Code : BB24D**

**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:**

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 .

## **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.

## **SYLLABUS**

**Subject Name : Operations Research**  
**Subject Code : BB34A**

**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 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.

## **RECOMMENDED TEXTS / REFERENCE 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 –New Delhi
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

## **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.

## **SYLLABUS**

**Subject Name : Environmental Studies**  
**Subject Code : ENV4B**

**Year : II**  
**Semester : IV**

### **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 endemic species of India.  
Threats to biodiversity: Habitat loss, poaching of wild life, man- wild life conflicts, biological invasions; conservation 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: Advertising Management & Sales Promotion**

**Year : III**

**Subject Code: BB25A**

**Semester : V**

## **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 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 implementing and controlling campaigns.

### **UNIT V**

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

## **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, 2<sup>nd</sup> Edition, Sage Publication, 2010.
3. Jefkins, F., Advertising, 4th Edition, Pearson, 2002
4. Wells, W.D., Burnett, J. and Moriarty, S., Advertising: Principles and Practice, 7<sup>th</sup> Edition, Pearson, 2007.

## **COURSE OUTCOME**

**CO1: Explain concepts and functions of Advertising**

**CO2: Identify about the various methods of advertising media**

**CO3: Discuss practical concepts of advertising agencies and**

**CO4: Analyze about the Sales Promotion tools**

**CO5: Evaluate concepts of advertising media design and decision**

SKPDC

**Subject Name: Research Methodology**

**Year : III**

**Subject Code: BB25B**

**Semester : V**

## **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, and 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. 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.

### **Reference 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: Operations Management**

**Year: III**

**Subject Code: BB25C**

**Semester: V**

## **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**

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 Technique .Quality Control: Purposes of inspection and quality control – Acceptance 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

## **Reference Books**

1. Buffa, E.S. and Sarin, R., Modern production / Operations Management, 8th Edition, Wiley, 2007.
2. Chary, S.N., Production and operations management, 5th Edition, Tata McGraw – Hill, 2012.
3. B.mahadeaven, 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. Panneerslevam , R., Production and operations management, 3rd Edition, PHI Learning,2012.
7. Srinivasan, G., Quantitative Models in operationa and Supply Chain Management , PHI Learning Pvt. Ltd.

## **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 : Materials Management**

**Year: III**

**Subject Code: BB25D**

**Semester: V**

## **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.

## **RECOMMENDED TEXTS:**

1. P.Saravanavel &S. Sumathi Production & Materials Management, Margham Publications,2015.
- 2.M.M.Verma, Materials Management, Sultan Chand Publications,2012 .
- 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 : Entrepreneurial Development**

**Year: III**

**Subject Code : BB45A**

**Semester: V**

## **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.

### **TEXT BOOKS:**

1. Reddy, Entrepreneurship: Text & Cases - Cengage, New Delhi.
2. Kuratko/rao, Entrepreneurship: a south asian perspective.- Cengage, New Delhi.
3. Leach/Melicher, Entrepreneurial Finance – Cengage. , New Delhi.
4. K.Sundar – Entrepreneurship Development – Vijay Nicole Imprints private Limited

5. Khanka S.S., Entrepreneurial Development, S.Chand & Co. Ltd., New Delhi, 2001.
6. Sangeeta Sharma, Entrepreneurship Development, PHI Learning Pvt. Ltd., 2016.

#### 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.

#### E-RESOURCES:

1. <http://inventors.about.com/od/entrepreneur/>
2. <http://learnthat.com/tag/entrepreneurship/>
3. [www.managementstudyguide.com](http://www.managementstudyguide.com)
4. [www.quintcareers.com](http://www.quintcareers.com)

**5. [www.entrepreneur.com](http://www.entrepreneur.com)**

### **COURSE OUTCOME**

**CO1: Define the concept of entrepreneur and entrepreneurship**

**CO2: Explain the development of successful business ideas.**

**CO3: Identify changes and trends which create business opportunities and the environment for potential business opportunities.**

**CO4: Understand Business Planning Process**

**CO5: Analyzing the sources of finance**

**Subject Name: Value Education**

**Year: III**

**Subject Code: VAE5Q**

**Semester: V**

## **SYLLABUS**

**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 tenpoints 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.

### **Books for Reference :**

1. MG. Chitakra: Education and Human Values, A.P.H. Publishing Corporation, New Delhi, 2003.
2. Chakravarthy, S.K. : Values and ethics for organization: Theory and Practice, Oxford University Press, New Delhi, 1999.
3. Satchidananda, M.K. : Ethics, Education, Indian Unity and Culture, Ajantha Publications, Delhi, 1991.
4. Das, M.S. & Gupta, V.K.: Social Values among young adults: A changing Scenario, M.D. Publications, New Delhi, 1995.
5. Bandiste, D.D.: Humanist Values: A source book, B.R. Publishing Corporation, Delhi, 1999.

6. Ruhela, S.P.: Human Values and education, Sterling publications, new delhi, 1986.
7. Kaul, G.N.: Values and education in independent Indian Associated publishers, Mumbai, 1975.
8. NCERT, Education in values, New Delhi, 1992.
9. Swami Budhananda (1983) How to build character A primer: Ramakrishna mission, New delhi.
10. A Cultural heritage of India (4 vols), Bharatiya vidya bhavan, Bombay. (Selected chapters only)
11. For life, for the future : Reserves and Remains – UNESCO Publication.
12. Values, A Vedanta kesari presentation, Sri Ramakrishna math, Chennai, 1996.
13. Swami Vivekananda, Youth and modern India, Ramakrishna mission, Chennai.
14. Swami Vivekananda, call to the youth for nation building, advaita Ashrama, Calcutta.
15. Awakening Indians to India, Chinmayananda Mission, 2003.

## **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**

**Subject Name: Business Environment**

**Year: III**

**SYLLABUS**

**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, 2002, Business environment, Himalaya publishing House, 11th Revised Edition, India.
2. Dr.S.Sankaran, Business Environment, Margham publications.
3. K.Aswathappa, 1997, Essentials of Business Environment, Himalaya Publishing House, 6th Edition India.
4. Joshi Rosy Kapoor Sangam, Business Environment , Kalyani Publishers, Ludiana

## **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**

SKPDC

**Subject Name: Services Marketing**

**Year : III**

**Semester : VI**

## **SYLLABUS**

### **UNIT I**

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

### **UNIT II**

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

### **UNIT III**

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

### **UNIT IV**

Delivering Quality Service: Causes of service – Quality gaps. The Customer expectations versus perceived service gap. Factors and techniques to resolve this gap. Customer relationship management. Gaps in 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.L.Natarajan Services Marketing, Margham Publications, Chennai.
4. Thakur G.S.Sandhu Supreet & Dogra Babzan, Services marketing, Kalyanni publishers, Ludhianna.

5. Dr.B.Balaji,Services Marketing and Management , S.Chand & Co,New Delhi

### **COURSE OUTCOME**

**CO1: Describe the introduction of service marketing .**

**CO2: Explain elements in marketing mix for services..**

**CO3: Analyze the effective management of services marketing .**

**CO4: Discuss about delivery of Quality service .**

**CO5: Identify the different marketing of services with special reference.**

**Subject Name: Business Taxation**

**Year : III**

**Semester : VI**

## **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 - Liability of Tax – Registration of dealers – Goods of Special Importance – Offences and penalties - Value added tax – objectives – Levy of VAT – Arguments in favour of VAT – Difficulties in administering VAT

### **UNIT V:**

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

### **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, Edition 2019.

2. Srinivasan N.P and Priya Swami. M , Business Taxation, Kalyani publishers Edition

2013

3. Pagaredinkar, Business Taxation, Sultan Chand and Sons, 2012.
4. Senthil and Senthil, Business Taxation, Himalaya Publication, 4th Edition.
5. Vinodk.Singania, Indirect Tax, Sultan Chand and Sons, Edition 2013.
6. Dr. Vinodk.Singania and Dr. Monica Singhanian, Students Guide to Income Tax (including service tax, vat) , JBA Publishers, Edition 2013.

### **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: Customer Relationship Management**

**Year : III**

**Semester : VI**

## **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 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.H.Peeru Mohamed & A.Sangadevan, Customers Relationship Management – A step – by step approach, Vikas publishing house private ltd., Noida.
- 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 customer.**

**Subject Name: Project Work**

**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 from 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**