



PRIST
DEEMED TO BE
UNIVERSITY
NAAC ACCREDITED
THANJAVUR – 613 403 - TAMIL NADU



SCHOOL OF COMMERCE AND MANAGEMENT
BACHELOR OF BUSINESS ADMINISTRATION
BBA
(2019 REGULATION) SYLLABUS

Research Integrated Curriculum

The relationship between teacher and learner is completely different in higher education from what it is in school. At the higher level, the teacher is not there for the sake of the student, both have their justification in the service of scholarship. For the students who are the professionals of the future, developing the ability to investigate problems, make judgments on the basis of sound evidences, takm e decisions on a rational basis and understand what they are doing and why is vital. Research and inquiry is not just for those who choose to pursue an academic career. It is central to professional life in the twenty-first century.

It is observed that the modern world is characterized by heightened levels of complexity and uncertainty. Fluidity, fuzziness, instability, fragility, unpredictability, indeterminacy, turbulence, and changeability, contestability: these are some of the terms that mark out the world of the twenty-first century. Teaching and research is correlated when they are co-related. Growing out of the research on teaching- research relations, the following framework has been developed and widely adopted to help individual staff, course teams and whole institutions analyse their curricula and consider ways of strengthening students understanding of and through research. Curricula can be:

Research – Led: Learning about current research in the discipline

Here the curriculum focus is to ensure that what students learn clearly reflects current and ongoing research in their discipline. This may include research done by staff teaching them.

Research – Oriented: Developing research skills and techniques

Here the focus is on developing student’s knowledge of and ability to carry out the research methodologies and methods appropriate to their discipline(s)

Research – Based: Undertaking research and inquiry

Here the curriculum focus is on ensuring that as much as possible the student learns in research and or inquiry mode (i.e. the students become producers of knowledge not just consumers). The strongest curricula form of this is in those special undergraduate programmes for selected students, but such research and inquiry may also be mainstreamed for all or many students.

Research- Tutored: engaging in research discussions

Here the focus is on students and staff critically discussing ongoing research in the discipline.

All four ways of engaging students with research and inquiry are valid and valuable and curricula can and should contain elements of them.

Moreover, the student participation in research may be classified as,

Level 1: Prescribed Research

Level 2: Bounded Research

Level 3: Societal Research

Level 4: Self actuated Research

Level 5: Open Research

Taking into consideration the above mentioned facts in respect of integrating research into the BBA 2019 Curriculum, the following Research Skill Based Courses are introduced in the BBA 2019 Curriculum.

Semester	RSB Courses	Credits
II	Research Led Seminar	1
III	Research Methodology	3
V	Participation Bounded Research	2
VI	Project Work	4

Blueprint for assessment of student's performance in Research Led Seminar Course

● Internal Assessment: 40 Marks

- Seminar Report (UG)/Concept Note(PG) : 5 X 4= 20 Marks
- Seminar Review Presentation : 10 Marks
- Literature Survey : 10 Marks

● Semester Examination : 60 Marks

(Essay type Questions set by the concerned resource persons)

Blueprint for assessment of student's performance in Research Methodology Courses

Continuous Internal Assessment: 20 Marks

- Research Tools(Lab) : 10 Marks
- Tutorial: 10 Marks

Model Paper Writing: 40 Marks

- Abstract: 5 Marks
- Introduction: 10 Marks
- Discussion: 10 Marks
- Review of Literature: 5 Marks
- Presentation: 10 Marks

Semester Examination: 40 Marks

Total: 100 Marks

PROGRAM EDUCATIONAL OBJECTIVES

- Graduates will be expertise in the area of leadership, interpersonal skills, entrepreneurship, and marketing.
- Graduate will competent the global competitive world more professionally.
- Graduate be a responsible citizen and lead the business with moral and ethical value.

PROGRAM OUTCOMES

- Acquiring Conceptual Clarity of Various Functional Areas
- Ability to analyze various functional issues affecting the organization
- Demonstrating ability to evolve strategies for organizational benefits
- Analysis and interpretation of the data which is used in Decision Making
- Demonstrate Ability to work in Groups
- Demonstrate understanding of social cues and contexts in social interaction
- Develop Ethical Practices and Imbibe Values for Better Corporate Governance.
- Understand ethical challenges and choices in a business setting
- Demonstrate understanding of sustainability related concerns in varied areas
- Analyze Global Environment and its Impact on Business
- Understand the ecosystem of start up in the country
- Demonstrate the ability to create business plans

PROGRAM SPECIFIC OUTCOMES

- An Understanding of Business Functions
- Providing Global Perspectives
- Developing Critical and Analytical Thinking Abilities
- Interpersonal Skill Development
- Creating Social Sensitivity and Understanding CSR, Ethical and Sustainable Business Practices
- Demonstrate sensitivity to social, ethical and sustainability issues
- Developing Entrepreneurship Acumen
- Demonstrate the ability to develop models / frameworks to reflect critically on specific business contexts
- Demonstrate Effectively Oral and Written Communication

COURSE OUTCOMES

Sl. No.	Subject Code	Semester	Course Title	Course Outcomes
1.1	19110AEC11	I	Tamil I	Learn the changes occurred in literature since classical period. Make use of vocabulary systematically. Understand how to lead one's life realizing the modernity and its environment/atmosphere.
1.2	19111AEC12	I	English I	Read and comprehend literature
1.3	19160SEC13		Principles of Management	To familiarize the students to the basic concepts of management in order to aid in understanding how an organization functions, and in understanding the complexity and wide variety of issues managers face in today's business firms.
1.4	19160SEC14		Managerial Economics	To educate the students to understand the fundamentals of economics. To understand the application of economics in business decisions. To familiarize the Students with economic tools for business analysis.
1.5	19160AEC15		Business Communication	Students will be able to communicate their ideas through different modes and mediums. They will be able to make memorable presentations professionally. Students will understand different strategies to adopt while communicating with different personalities with different goals. Students will be able to handle job opportunities successfully
1.6	19160AEC16		Business Mathematics and Statistics	To understand the various issues involved in the collection, analysis and arriving at conclusive decisions regarding quantitative data. To understand and appreciate the practical relevance of various basic statistical tools in the field of finance, marketing, human resources, manufacturing and so on
1.7	19120SEC01AL		Fundamentals of Computers	Describe the usage of computers and why computers are essential components in business and society. Utilize the Internet Web resources and evaluate on-line e-business system. Solve common business problems using appropriate

			Information Technology applications and systems.
1.8	19111SE C01L	Communicative EnglishLab – I	Understand grammar. Develop Listening Skill
1.9	191ETH VALS	Ethics and Values	Understand the ideas of values, ethics, and morality in a multicultural context. Understand how universal values can be uncovered by different means, including scientific investigation, historical research, or public debate and deliberation (what some philosophers call a dialectic method). Understand and discuss the idea of moral relativism and the challenges it poses to universal values

2.1	19110AEC21	II	Tamil II	<p>Know what devotion really is.</p> <p>Know the fruitfulness obtained through devotion.</p> <p>Perceive the progress achieved in the society through devotion.</p>
2.2	19111AEC22		English II	Read and comprehend literature
2.3	19160SEC23		Financial Accounting	Show proficiency in basic accounting concepts, conventions and understanding of the accounting process. Understand the process and preparation of financial statements for Sole Proprietorship and Company and Departmental Business Organizations
2.4	19160SEC24		Organizational Behaviour	Through this course student will be able to explore various dimensions of Human Resource Management and will find new career opportunities in the same It will provide hands on experience to work on industry assignments and gain practical knowledge Case Study discussions will provide simulations to think as an HR strategist and design an appropriate solution
2.5	19160AEC25		Business Environment	To understand the different environment in the business climate. To know the minor and major factors affecting the business in various streams. To know the different environment like, political, technological and economic environment in the business. To acquire in-depth knowledge about legal environment
2.6	19160AEC26		Management Information System	To describe the role of information technology and decision support systems in business and record the current issues with those of the firm to solve business problems. To provide the theoretical models used in database management systems to answer business questions.
2.7	19160RLC27		Research Led Seminar	Exposure to various research domains. Acquaintance with languages of research. Development of research aptitude
2.8	19120SEC02AL		Ms office Packages Lab	By learning the course, the students will be able to perform documentation, to perform accounting operations and to perform presentation skills
2.9	19111SEC02L		Communicative English Lab – II	Understand grammar. Develop Reading Skill
3.1	19110AEC31	III	Tamil III	<p>Achieve one's goal by following the ancestral path</p> <p>Learn to lead life of perfection by realizing the uncertainty in the life</p> <p>Attain happiness through honesty</p>
3.2	19111AEC32		English III	Read and comprehend literature

3.3	19160SEC33		Management Accounting	To help students understand the nature and scope of management accounting. Gain knowledge in the preparation of financial statement analysis, fund flow
-----	------------	--	-----------------------	---

				and Cash flow analysis. Utilize the management tools and techniques to take appropriate financial decisions.
3.4	19160SEC34		Marketing Management	To expose students to marketing concepts and trends in the market. To promote the ability to relate consumer behavior and market trends. To make students realize the relationship between marketing channels and corresponding strategies
3.5	19160AEC35		Business Law	To enlighten the students on the basic principles and legal aspects of business laws. To promote the understanding of various legislations relating to business. To make them acquire knowledge on the legal aspects in the business environment.
3.6	19160AEC36		Human Resource Management	To provide knowledge about management issues related to staffing, training, performance, compensation, human factors consideration and compliance with human resource requirements.
3.7	19160RMC37		Research Methodology	Understanding research questions and tools. Experience in scientific writings. Practice in various aspects of scientific publications. Inculcation of research ethics
3.8	19120SEC03A L		Writing and Presentation Skills Lab	To participate in an online learning environment successfully by developing the implication-based understanding of Paraphrasing, deciphering instructions, interpreting guidelines, discussion boards & Referencing Styles. To demonstrate his/her ability to write error free while making an optimum use of correct Business Vocabulary & Grammar.
3.9	19111SEC03L		Communicative English – III	Understand grammar. Develop Speaking and Writing Skill
4.1	19110AEC41	IV	Tamil IV	Realize how the ancient people changed their life style according to the ages Learn how to change one's lifestyle according to the needs of the future Accept the modern trend and its uses
4.2	19111AEC42		English IV	Read and comprehend literature
4.3	19160SEC43		Total Quality Management	To learn the quality philosophies and tools in the managerial perspective.
4.4	19160SEC44		Cost Accounting	To enable students to conceptualize various methods and techniques of cost accounting and its application
4.5	19160AEC45		Retail Management	To gain in-depth knowledge about Retail management practices in Retail Industry.
4.6	19160AEC46		Industrial Relations and Labour Law	To enable students to conceptualize various laws regarding human relations and wellbeing for the society

4.7	19120SEC04AL		General Aptitude and Personality Development Lab	Make use of techniques for self-awareness and self-development. Apply the conceptual understanding of communication into everyday practice. Understand the importance of teamwork and group discussions skills. Develop time management and stress management. Apply business etiquette skills effectively
4.8	19111SEC04L		Communicative English – IV	Understand grammar. Develop Language and Presentation Skill
4.9	191ENVTS TU		Environmental Studies	Acquire skills to understand environment and its various components, related issues and problems. Participate and actively involve at all levels in working towards the benefits of environment. Gain a variety of experiences and acquire knowledge to save the environment for future generations. Acquire an awareness of the environment as a whole and its allied problems and sensitivity.
5.1	19160SEC51	V	Financial Management	The purpose of the course is to offer the students relevant, systematic, efficient and actual knowledge of financial management that can be applied in practice with making financial decisions and resolving financial problems.
5.2	19160SEC52		Services Marketing	To enable students know the various concepts of services marketing. To understand the strategies for managing and marketing of services and devise strategies for marketing services in the liberalized business environment.
5.3	19160SEC53		Production and Operations Management	To enable students understand the nature and importance of production management comprehend the principles and areas of application of shop floor management and know the operations and skills needed for major decisions in material management
5.4	19160SEC54		Global Business Management	Understand the fundamental concepts of international trade. Comprehend basic principles of the MNCs Acquire broad knowledge on Global Liberalization and WTO Agreements.
5.5	19160DSC55A		Advertising and salesmanship	To improve the knowledge and competency of advertising and to have the knowledge of salesmanship
5.6	19160DSC55B		Investment Management	To enable the students to acquire knowledge of Investment management. On successful completion of this course, the students should have understood Investment avenues Security analysis

5.7	19160BRC 56		Participation Bounded Research	Hands on exposure to problem solving tools in contemporary research. Evolution of research intuitiveness and orientation. Familiarity with cutting
-----	----------------	--	-----------------------------------	--

				edge research trends
5.8	19120SEC 05AL		Photoshop Lab	the student will possess image editing skills using the features of Photoshop imaging-editing software:
5.9	19111SEC 05L		Communicative English Lab- V	Develop Communicative Skills to get a job
6.1	19160SEC 61	VI	Business Policy and Strategic Management	To provide students with the fundamentals of strategic management in a comprehensive fashion and relate its concepts and techniques to the Indian as well as International Context.
6.2	19160SEC 62		Entrepreneurial Development	The students will be able to design successful Business Plan in order to set up a venture in future. The students will become more capable in self-employment.
6.3	19160SEC 63		Logistics and Supply Chain Management	To explain basic theory and techniques of Logistics and Supply Chain and to examine the issues and problems faced in a changing and competitive Business Environment
6.4	19160DSC 64A		Customer Relationship Management	Have an in depth understanding of CRM & its Contribution to Business growth Design appropriate CRM programs relevant to varied business sector To equip the students with the unique perspective of rural marketing which is endemic to Rural India.
6.5	19160DSC 64B		Financial Services	To emphasize on application of theoretical knowledge and help managers in decision making. To familiarize the students with managerial financial decisions which are taking place in organizations. To appreciate the importance of financial information for decision making process.
6.6	19160PRW 66		Project Work	Each student group shall undergo for industrial training of twelve weeks duration after the end of Sixth semester in an approved business/industrial/service organization Training Report to the head of the Institution

6.7	19120SEC 06A	Case Study Analysis	The course must be taught using case study method, where the real world situation are given to the students for brainstorming purpose and to get the solutions
6.8	19111SEC 06L	Communicative English Lab – VI	Develop Communicative Skills. To be a good team worker
6.9	191EXAC T	Extension Activity	Identify and apply art and design elements, principles, and terminology in the creation and improvement of work. Demonstrate effective use of media and techniques while creating works of art and/or design. Express them aesthetically and/or creatively while making works of art and /or design.
6.10	19160PEE	Programme Exit	An exit examination tests students at the end of their

BACHELOR OF BUSINESS ADMINISTRATION CURRICULUM (2019 ONWARDS)

Course Code	Course Title	L	T	P	C
SEMESTER I					
19110AEC11/ 19131AEC11/ 19111AEC11	Tamil I / / Hindi I/ Advanced English I	4	0	0	2
19111AEC12	English I	4	0	0	2
19160SEC13	Core - I Principles of Management	5	0	0	3
19160SEC14	Core - II Managerial Economics	5	0	0	3
19160AEC15	Allied- I Business Communication	5	0	0	4
19160AEC16	Allied- II Business Mathematics and Statistics	4	0	0	3
19120SEC01AL	Skill Based Elective Course - I	0	0	2	1
19111SEC01L	Communicative English Lab - I	0	0	1	1
191ETHVALS	Ethics and Values	0	0	0	0
SEMESTER II					
19110AEC21/ 19131AEC21/ 19111AEC21	Tamil II / Hindi II/ Advanced English II	4	0	0	2
19111AEC22	English II	4	0	0	2
19160SEC23	Core - III Financial Accounting	5	0	0	3
19160SEC24	Core - IV Organizational Behaviour	5	0	0	3
19160AEC25	Allied-III Business Environment	5	0	0	4
19160AEC26	Allied-IV Management Information System	4	0	0	3
19160RLC27	Research Led Seminar	0	0	0	1
19120SEC02AL	Skill Based Elective Course - II	0	0	2	1
19111SEC02L	Communicative English Lab - II	0	0	1	1
SEMESTER III					
19110AEC31/ 19131AEC31/ 19111AEC31	Tamil III / Hindi III/ Advanced English III	4	0	0	2
19111AEC32	English III	4	0	0	2
19160SEC33	Core – V Management Accounting	4	0	0	3
19160SEC34	Core – VI Marketing Management	4	0	0	3
19160AEC35	Allied- V Business Law	5	0	0	4
19160AEC36	Allied- VI Human Resource Management	4	0	0	3
19160RMC37	Research Methodology	2	0	0	2
19120SEC03AL	Skill Based Elective Course - III	0	0	2	1
19111SEC03L	Communicative English - III	0	0	1	1
SEMESTER IV					
19110AEC41/ 19131AEC41/ 19111AEC41	Tamil IV / Hindi IV/ Advanced English IV	4	0	0	2
19111AEC42	English IV	4	0	0	2
19160SEC43	Core - VII Total Quality Management	5	0	0	3
19160SEC44	Core - VIII Cost Accounting	4	0	0	3
19160AEC45	Allied -VII Retail Management	4	0	0	4

19160AEC46	Allied -VIII Industrial Relations and Labour Law	4	0	0	3
19120SEC04AL	Skill Based Elective Course - IV	0	0	2	1
19111SEC04L	Communicative English - IV	0	0	1	1
191ENVTSTU	Environmental Studies	2	0	0	2
SEMESTER V					
19160SEC51	Core - IX Financial Management	6	0	0	5
19160SEC52	Core - X Services Marketing	5	0	0	3
19160SEC53	Core – XI Production and Operations Management	5	0	0	3
19160SEC54	Core – XII Global Business Management	6	0	0	4
19160DSC55	Discipline Specific Elective - I	5	0	0	3
19160BRC56	Participation Bounded Research	0	0	0	1
19120SEC05AL	Skill Based Elective Course - V	0	0	2	1
19111SEC05L	Communicative English Lab- V	0	0	1	1
SEMESTER VI					
19160SEC61	Core - XIII Business Policy and Strategic Management	5	0	0	4
19160SEC62	Core – XIV Entrepreneurial Development	6	0	0	5
19160SEC63	Core – XV Logistics and Supply Chain Management	5	0	0	4
19160DSC64	Discipline Specific Elective – II	5	0	0	3
191--OEC65	Open Elective	4	0	0	2
19160PRW66	Project Work	0	0	0	4
19120SEC06A	Case Study Analysis	0	0	2	1
19111SEC06L	Communicative English Lab - VI	0	0	1	1
191EXACT	Extension Activity	0	0	0	0
19160PEE	Programme Exit Examination	0	0	0	1
TOTAL		-	-	-	127

Discipline Specific Elective Courses

Semester	Elective No	Course Code	Course Title
V	I	19160DSC54A	Advertising and salesmanship
		19160DSC55B	Investment Management
VI	II	19160DSC64A	Customer Relationship Management
		19160DSC64B	Financial Services

Open Elective Courses

Semester	Course Code	Course Title	Department
VI	19117OEC	Mushroom Technology	Microbiology
	19120OEC	Web Technology	Computer Science
	19114OEC	Food and Adulteration	Chemistry

Skill Based Elective Courses

Semester	Elective No	Course Code	Course Title
I	I	19120SEC01A	Fundamentals of Computers
		19160SEC01B	Soft Skills – I
II	II	19120SEC02A	Ms office Packages Lab
		19160SEC02B	Soft Skills- II
III	III	19120SEC03A	Writing and Presentation Skills Lab
		19160SEC03B	Soft Skills – III
IV	IV	19120SEC04A	General Aptitude and Personality Development Lab
		19160SEC04B	Soft Skills – IV
V	V	19120SEC05A	Photoshop Lab
		19160SEC05B	Soft Skills – V

SEMESTER I

Course Code	Course Title	L	T	P	C
19110AEC11	Tamil I	4	0	0	2

- பிரிஸ்ட் நிகர்நிலைப் பல்கலைக்கழகம்- வல்லம் தஞ்சாவூர்
தமிழ்
முதல் பருவம்

முதலாம் ஆண்டு -(BBA , BA, B.COM, CS ,Bsc)

இக்கால இலக்கியம் - செய்யுள், சிறுகதை , நாடகம், இலக்கிய வரலாறு

அலகு : 1.செய்யுள் :

1. தாயுமானவ சுவாமிகள் - ஆதார புவனம் - சிதம்பர ரகசியம் - 40 அடிகள்
2. இராமலிங்க அடிகள் - திருவருட்பா - கருணை விண்ணப்பம் - 40 அடிகள்
3. கவிமணி தேசிக விநாயகம் பிள்ளை - மலரும் மாலையும் - 52 அடிகள்
4. பாரதியார் - புதுமைப்பெண் - 40 அடிகள்
5. பாரதிதாசன் - பாரதிதாசன் கவிதைகள் - தமிழ் இனிமை , தமிழ் உணர்வு

அலகு : 2. செய்யுள்:

- 6 . நாமக்கல் கவிஞர் - தமிழ் தேன், தமிழ் வளர்ச்சி சபதம் செய்வோம் , 40 அடிகள்
7. ந.பிச்சமுர்த்தி - வழித்துணை - கவிதை சுருடன் , 42 அடிகள்
- 8.சுரதா - தேன்மழை, கலப்பை , 22 அடிகள்
9. கண்ணதாசன் - இலக்கியம் , ஒரு பாணையின் கதை , 54 அடிகள்
10. அப்துல் ரகுமான் - சொந்த சிறுகுகள், சும்பையை கிளறும் சிறுகுகள், 80 அடிகள்

அலகு : 3. சிறுகதை :

11. சு.சமுத்திரம் - வேரில் பழுத்த பலா

அலகு : 4. நாடகம் :

12. கு. வெ. பாலசுப்பிரமணியன் , கௌதம புத்தர் (உரைநடை நாடகம்)

அலகு : 5. இலக்கிய வரலாறு

13. சிறுகதை , புதினம், நாடகம் உரைநடை , கவிதை , புதுக்கவிதை

Course Code	Course Title	L	T	P	C
19111AEC11	ADVANCED ENGLISH-I	4	0	0	2

Aim:

- To improve the knowledge of English

Objective:

- To familiarize with the glossary terms, figures of speech
- To improve vocabulary
- To learn how to edit and proof read
- To know the comparison and contrast and cause and effect forms
- To understand the impact of the speeches of famous people

Outcome:

- Develop vocabulary
- Read and comprehend literature

UNIT – I

Glossary of grammar terms

Figures of speech

UNIT – II

Foreign words and phrases

British and American Vocabulary

UNIT – III

Speeches of famous people:

Mahatma Gandhi-Abraham Lincoln-Swami Vivekananda-John F. Kennedy

UNIT – IV

Editing

Proof reading

UNIT – V

Comparison and contrast

Cause and effect

References:

English Grammar

-Wren and Martin

English Grammar and Composition

-Radhakrishna Pillai

Essentials of Business Communication

-Rajendra Pal & J.S Korlahalli
Sultan Chand & Sons

English for writers and translators

-Robin Macpherson

Technical Communication

-Meenakshi Sharma & Sangeetha Sharma

The World's Great Speeches

- Sudhir Kumar Sharma Galaxy Publishers

English Work Book-I&II

-Jewelcy Jawahar

Course code	Course Title	L	T	P	C
19111AEC12	ENGLISH-I	4	0	0	2

Aim:

- To acquaint students with learning English through literature

Objective:

- To improve English delightfully through simple poems, essays
- To throw light on fiction
- To read and comprehend literature

Outcome:

- Read and comprehend literature

UNIT –I

The Art of Reading

- Lin Yutang

An Eco-Feminist Vision

-Aruna Gnanadason

UNIT – II

The Merchant of Death

-Nanda Kishore Mishra & John Kennet

She Spoke for all Nature

-Young world ‘The Hindu’

UNIT –III

Because I could not Stop for Death

-Emily Dickinson

Stopping by Woods on a Snowy Evening

-Robert Frost

UNIT –IV

Enterprise

-Nissim Ezekiel

Love poem for a wife

-A.K Ramanujam

UNIT –V

Oliver Twist

-Charles Dickens

References:-

The Art of Reading/ Experiencing Poetry.

-S.Murugesan and Dr.K.Chellappan
Emerald Publishers

Course Code	Course Title	L	T	P	C
19160SEC13	PRINCIPLES OF MANAGEMENT	5	0	0	3

AIM: To enhance production and productivity, decrease cost of production and maximize prosperity both for employer and employees having common interests.

OBJECTIVE: To familiarize the students to the basic concepts of management in order to aid in understanding how an organization functions, and in understanding the complexity and wide variety of issues managers face in today's business firms.

PREREQUISITE: Introduction to the management process, emphasizing planning and strategy, and organizational behavior, direction and control including leadership, motivation, team building, management information systems.

UNIT – I

Organization - Management – Importance – concepts- Nature – functions- Role of managers- Management and administration – Evolution of management thought – Modern management approaches – MBO –Merits and Demerits.

UNIT – II

Nature and purpose of planning – Planning process - types of plans - strategies – Types of strategies – Decision Making- Types - Process- Rational decision making process.

UNIT – III

Nature and purpose of organizing - Organization structure – Process of organization – Departmentalization – Span of control – Delegation of authority, responsibility – Accountability – Centralization and decentralization - Selection and Recruitment.

UNIT – IV

Directing – Principles – Elements – Motivation, Theories of motivation: Maslow, Herzberg, Vroom models – Communication- Hurdles to effective communication

UNIT – V

Control – Controlling – Need for control – Control process – Control techniques. Leadership - leadership theories – Styles – Managerial grid. Co-ordination – meaning – need – types.

References:

- L.M. Prasad – Sultan Chand & Sons.
- T.M. Ramasamy – Himalaya Publishing House.
- P.C. Tripathi, P.N. Reddy – Tata McGraw – Hill Publishing House.

Course Code	Course Title	L	T	P	C
19160SEC14	MANAGERIAL ECONOMICS	5	0	0	3

MANAGERIAL ECONOMICS

AIM: Economics is inevitable to business and hence to teach basic of economics to students of Business Administration

COURSE OBJECTIVES

1. To educate the students to understand the fundamentals of economics
2. To understand the application of economics in business decisions
3. To familiarize the Students with economic tools for business analysis.

PRE REQUISITE: A minimum level knowledge to understand and applications of Economics

SYLLABUS

UNIT I Introduction – Natural & Scope of Managerial Economics – Significance of Managerial Economics.

UNIT II Demand Analysis – Basic Concepts and Tools for Analysis of Demand – Demand forecasting.

UNIT III Cost Concepts and Cost Analysis – Production Function – Cost Price – Output Relations.

UNIT IV Price and Output Decisions under different Market Structures Perfect Competition – Monopoly – Monopolistic Competition – Oligopoly – Pricing Policy – Pricing Methods and Approaches – Product Line Pricing – Price Forecasting.

UNIT V National Income-definition, measurement – Factors – difficulties in measurement. GDP-NDP-Business cycle- phases – Inflation- types and control measures. Managerial Economics in the Context of Globalization.

TEXT BOOK

1. Dr. Sankaran S., “Managerial Economics”, Margham Publications, 1999.

References:

- 1. Varshney & Maheswari, “Managerial Economics”, Sultan Chand & Sons, 2007. 2. Victor L.Mote & Samuel Paul, “Managerial economics”, Tata McGraw-Hill Education, 1977**

Course Code	Course Title	L	T	P	C
19160AEC15	BUSINESS COMMUNICATION	5	0	0	4

UNIT I

Introduction – Definition, Characteristics and need for communication – Importance of effective communication – Process, Principles of Communication - Barriers of communication.

UNIT II

Means of communication – Oral and Written Communication – Flow of Communication – Types of Communication – Non Verbal Communication.

UNIT III

Introduction to Business Correspondence – Structure Layout – Letters of Enquiries, Offers, Quotations and Tenders – Orders , its execution and Cancellation Letters – Sales Letters.

UNIT IV

Bank Correspondence – Letter between banker and customer, Letter between Head office and Branch Office, Letter between Customer and banker. Insurance Correspondence – Fire, Marine, General and Life Insurance. Export and Import Correspondence.

UNIT V

Reports - Structure and Layout – Business Report Writing – Reports by Individuals, Committees, Press Reports, Market Reports – Proposal Writing. Technology – Aided Business Communication – Internet, E-Mail, Web-based Communication, IT Trends in Communication.

References:

- Managerial Communication – V.P. Michael – Himalaya Publishing House
- Business Communication - Homai Pradhan, D. S. Bhande – Himalya Publishing house.
- Business Communication - K Sundar, A Kumara Raj - Vijay Nicole
- Business Communication - Kathiresan – Dr, Radha – Prasana Publishers.

Course Code	Course Title	L	T	P	C
19160AEC16	BUSINESS MATHEMATICS AND STATISTICS	4	2	0	3

Aim: To learn the concepts, applications and methods of mathematics and statistics useful for Business operations.

Pre requisite: The learner should have Elementary knowledge in mathematics and statistics.

UNIT- I FUNDAMENTALS OF BUSINESS MATHEMATICS

Arithmetic - Ratios and Proportions - Simple and Compound interest including application of Annuity- Set theory and simple application of Venn diagram- Mathematical reasoning – basic application

UNIT – II INTRODUCTION TO STATISTICS

Meaning and scope of statistics, uses of statistics in business, statistical data – primary and secondary – classification of data – frequency distribution – Diagrammatic presentation .

UNIT – III MEASURES OF CENTRAL TENDENCY AND DISPERSION

Mean, Median, Mode, Mean Deviation - Quartiles and Quartile Deviation - Standard Deviation - Co-efficient of Variation, Coefficient of Quartile Deviation

UNIT – IV CORRELATION AND REGRESSION

Scatter diagram - Karl Pearson’s Coefficient of Correlation - Rank Correlation - Regression lines, Regression equations, Regression coefficients

UNIT – V INDEX NUMBERS & TIME SERIES ANALYSIS

Index Numbers - Uses of Index Numbers - Methods of construction of Index Numbers - Problems involved in construction of Index Numbers - Time Series Analysis – Components of Time series – Methods of computing time series - Moving Average Method - Method of Least Squares

TEXT BOOKS

- Statistical Methods – S.P.Gupta
- Fundamentals of Statistics – D.L. Elhance
- Business Mathematics and Statistics – N G Das and J K Das.

References:

- Economics and Business Statistics – M.Sivathanu pillai
- Elements of Statistics – B.N. Asthana
- Schaum’s outline of Statistics – Murray R Spiegel and Larry J. Stephens

Course Code	Course Title	L	T	P	C
19120SEC01AL	FUNDAMENTALS OF COMPUTERS	0	0	2	1

Aim: This is a basic course to practically learn the fundamentals of computer operations. It helps the learner to know the applications of computers in the field of Business.

Prerequisite: The learner should have elementary knowledge about computers.

Unit I Basics of Computer and its evolution

Evolution of computer, Characteristics of computers, Various fields of application of computers, Advantages and Limitations of computer, Classification of computers

i) On the basis of technology (Digital, Analog and Hybrid)

ii) On the basis of processing speed and storage capacity (Micro, Mini, mainframe and Super)

iii) On the basis of Purpose (General & Special), Different Generation of computers (I to V),

Unit II Input and Output Devices

Keyboard, Mouse, Joystick, Digitizer, Scanner, MICR, OCR, OMR, Light Pen, Touch Screen, Bar Code Reader, Voice Input Device, Monitor and it's type (VGA, SVGA and XGA), Printer and it's type (Impact and Non-Impact with example), Plotter

Unit III Computer Memory

Primary Memory (ROM and it's type – PROM, EPROM,EEPROM, RAM) Secondary memory-SASD, DASD Concept, Magnetic Disks – Floppy disks, Hard disks, Magnetic Tape, Optical disks – CD ROM and it's type (CD ROM, CD ROM-R, CD ROM-EO, DVD ROM Flash Memory

Unit IV Operating System Concept

Introduction to operating system; Function of OS, Types of operating systems, Booting Procedure, Start-up sequence, Details of basic system configuration, Important terms like Directory, File, Volume, Label, Drive name, etc.

Unit V Concept of Data Communication and Networking:

Networking Concepts, Types of networking (LAN, MAN & WAN), Communication Media.

Text Books:

1. Leon and Leon; *Introduction to Information Technology*, Leon Tech World.
2. Microsoft Office-2000 Complete- BPB Publication.

References:

1. Sinha, Kr. Pradeep and Preeti Sinha; *Foundations of Computing*, BPB Publication.
2. Jain, V.K.; *Computers and Beginners*

Course Code	Course Title	L	T	P	C
191ETHVALS	ETHICS AND VALUES	0	0	0	0

Unit I

Introduction to Ethics – Personal value – Family Value – Self Esteem – Anger – Leadership – Personality Development

Unit II

Business Ethics – Corporate Social Responsibility – Corporate Governance

Unit III

Professional Ethics – Ethical Decision Making – Role of Business Professional in Corporate - current issues in business that are affected by ethical concerns.

Unit IV

Mass Media Ethics – Advertising Ethics – Social Responsibilities of Mass media

Unit V

Environmental Ethics and Values – Consumer Awareness and Rights – Human Rights

References:

N.S.Raghunathan - Value Education, Margham Publications - Chennai

SEMESTER II

Course Code	Course Title	L	T	P	C
19110AEC21	TAMIL II	4	0	0	2

- பிரிஸ்ட் நிகர்நிலைப் பல்கலைக்கழகம் வல்லம் தஞ்சாவூர்
பாட குறியீடு :

தமிழ்

இரண்டாம் பருவம்

முதலாம் ஆண்டு - (BA, Bsc, B.COM, BBA)

செய்யுள், சக்தி இலக்கியம், சிற்றிலக்கியம், இலக்கிய வரலாறு

அலகு : 1. செய்யுள்:

1. திருஞானசம்பந்தர் தேவாரம் - கோளறு பதிகம்
2. திருநாவுக்கரசர் தேவாரம் - தனிக் குறுந்தொகை
3. சுந்தரர் தேவாரம் - திருநொடித் தான் மலை
4. மாணிக்கவாசகர் - திருவாசகம் - தருப்பொன் ஊசல்

அலகு : 2. செய்யுள்:

5. குலசேகராழ்வார் - பெருமாள் திருமொழி
6. நம்மாழ்வார் திருவாய் மொழி - இரண்டாம் பத்து - உலகிற்கு உபதேசம்
7. ஆண்டாள் - நாச்சியார் திருமொழி - திருமணக்கனவை உரைத்தல்
8. திருமங்கை ஆழ்வார் - சிறிய திருமடல்

அலகு : 3. செய்யுள்:

9. தினமலர் - மூன்றாம் திருமுறை
10. குமரகுருபரர் - மீனாட்சியம்மைப் பிள்ளை - தமிழ் வருகைப் பருவம்
11. திரிகூடராசப்ப கவிராயர் - குற்றால குறவஞ்சி - குறத்தி நாட்டு வளங் கூறுதல்
12. வீரமாமுனிவர் - திருக்காவ லூர்க் கலம்பகம்

அலகு : 4. புதினம்

13. கு.வெ. பாலசுப்ரமணியன் - காளவாய்

அலகு : 5. இலக்கிய வரலாறு

14. சைவ வைணவ இலக்கியங்கள், சிற்றிலக்கியங்கள், (பள்ளு - பிள்ளைத்தமிழ், - பரணி)

Course Code	Course Title	L	T	P	C
19111AEC21	ADVANCED ENGLISH-II	4	0	0	2

Aim:

- To improve the knowledge of English

Objective:

- To understand the format of e-mail, fax and memos
- To write itinerary, checklist, invitation, circular, instruction, recommendations
- To understand the impact of the biographies of famous people

Outcome:

- Develop writing skill
- Read and comprehend literature

UNIT –I

E-Mail
Fax
Memos

UNIT –II

Itinerary
Checklist

UNIT –III

Invitation
Circular

UNIT –IV

Instruction
Recommendations

UNIT –V

Biographies of famous people:

Mother Teresa-Madam Curie-Charles Chaplin-Vikram Sarabhai

References:

English Grammar	-Wren and Martin
English Grammar and Composition	-Radhakrishna Pillai
Technical Communication	-Meenakshi Sharma & Sangeetha Sharma
Inspiring Lives	-Maruthi Publishers
English Work Book-I&II	-Jewelcy Jawahar

Course Code	Course Title	L	T	P	C
19111AEC22	ENGLISH-II	4	0	0	2

Aim:

- To acquaint learners with different trends of writing

Objective:

- To empower students to acquire language skills through literature
- To enable the students to appreciate literature
- To develop the conversational skills through one act plays

Outcome:

- Read and comprehend literature

UNIT – I

Ecology	-A.K. Ramanujan
Gift	-Alice Walker
The First Meeting	-Sujata Bhatt

UNIT –II

Fueled	-Marcie Hans
Asleep	-Ernst Jandl
Buying and selling	-Khalil Gibran

UNIT –III

The End of living and The Beginning of Survival	- Chief Seattle
My Wood	- E.M.Forster
The Meeting of Races	- Rabindranath Tagore

UNIT – IV

The Refugee	-K.A. Abbas
I Have a Dream	-Martin Luther king
Those People Next Door	-A.G. Gardiner

UNIT – V

Marriage is a private Affair	-Chinua Achebe
The Fortune Teller	-Karel Capek
Proposal	-Anton Chekov

References:-

Gathered Wisdom	-GowriSivaraman EmeraldPublishers
-----------------	-----------------------------------

Course Code	Course Title	L	T	P	C
19160SEC23	FINANCIAL ACCOUNTING	5	0	0	3

AIM: The Basic purpose of this course is to develop an insight of postulates, principles and techniques of accounting, and utilization of financial accounting information for planning, decision-making and control.

Pre Requisite: The Learner should have introductory knowledge about accounting.

UNIT – I

Introduction to Financial Accounting – Definition, Meaning, Nature, Objectives and Uses of Accounting – Accounting Concepts, Principles and Conventions – Books of Accounts - Branches of Accounting – Differences between various branches of accounting

UNIT – II

Book Keeping – Single Entry System of Book Keeping – Double Entry System of Book Keeping – Recording of Transactions – Journal – Subsidiary books – Ledger – Trail Balance.

UNIT – III

Final Accounts – Manufacturing account – Trading account – Profit and Loss account and Balance Sheet

UNIT – IV

Depreciation Accounting: Introduction, Meaning of Depreciation, Causes for Depreciation, Need for Depreciation, Computation of the Amount of Depreciation, Depreciation on Additions to Fixed Assets, Methods of Depreciation, Calculation of Depreciation under various methods.

UNIT-V

Consignment- Meaning, features of consignment transaction, distinction between consignment and sale, Joint venture - Meaning, features, difference between joint venture and partnership, joint venture and consignment.

Text Book:

- Advance accounting – S. P. Jain and K. L. Narang – Kaliyani Publisher.
- Principles of Accounting – Finney H. A. Miller H E Prentice Hall
- Principles of Financial Accounting – S.N. Maheshwari

Course Code	Course Title	L	T	P	C
19160SEC24	ORGANIZATIONAL BEHAVIOUR	5	0	0	3

AIM: To provide basic knowledge on various models of organizational behavior, To expose them to the concepts of motivation and group dynamics, To help them acquire interpersonal skills.

Pre Requisite: The Learner should have basic interpersonal skill and Human behaviour

UNIT - I

Organizational Behaviour – Concept – Nature - Models - Other similar fields of study – Disciplines contributing to Organizational Behaviour - Individual Behaviour – Perception.

UNIT - II

Personality – Definition - Determinants - Group Dynamics – Formal and Informal Groups, Group Norms, Group Cohesiveness, Group Behaviour and Group Decision – making.

UNIT - III

Leadership – Concept – Qualities of effective Leadership – Leadership Styles - Definition of Power – Types of Power - Sources of power – Power and Politics.

UNIT - IV

Definition of Authority – Characteristics – Types of Authority - Organizational conflict, source of conflicts – Types of conflicts – Job frustration and causes.

UNIT - V

Motivation – Concept – Nature – significance - Theories of Motivation – Maslow’s need hierarchy theory – Mc Gregor’s Theory X and Theory Y – Herzberg Two Factor Theory - Stress Management – Concept - Sources - Effects of stress - Management of Stress.

TEXT BOOK:

Organizational Behaviour – L.M. PRASAD

References:

- Organization Theory and Behaviour – V.S.P. RAO & D.S. Narayana
- Organizational Behaviour - Uma Sekaran
- Organizational Behaviour - K.Aswhathappa
- Stephen P. Robins, Organisational Behavior, PHI Learning / Pearson Education, 11th edition, 2008.
- Fred Luthans, Organisational Behavior, McGraw Hill, 11th Edition, 2001

Course Code	Course Title	L	T	P	C
19160AEC25	BUSINESS ENVIRONMENT	5	0	0	4

AIM: To enable the learner to understand the various business and economic environments in a changing business scenario.

UNIT-I

Business environment- concept- significance- factors- environmental influence on business.

UNIT-II

Social and cultural environment- demographic trend- Indian social structure- impact on business- interplay of various systems.

UNIT-III

Political environment- directive principles of state policy-centre- state relations- impact on business- economic environment- sectors of economy and their significance- agriculture, industry- service- multinational corporations- meaning- importance- advantages- weakness.

UNIT-IV

Technological environment- choice of technology- problems in selecting appropriate technology- importance to business- social responsibility- meaning- importance- responsibility towards various interest groups.

UNIT-V

Economic planning and development- government and planning- industrial policies and promotion schemes- government policy and SSI.

References:

- Francis Cherunilam- 'Business Environment'.
- Aswathappa k, 'Essentials of Business Environment'.
- Havg VK, 'Economic Environment of Business'.
- Amarchand D, Government and Business.

Course Code	Course Title	L	T	P	C
19160AEC2 6	MANAGEMENT INFORMATION SYSTEM	4	0	0	3

MANAGEMENT INFORMATION SYSTEM

AIM: The objective of this course is to help the student acquire the basic knowledge of information system so as to enable them to make more efficient use of information for decision **making**.

Pre Requisite: The Learner should have elementary knowledge about information systems

UNIT-I

Management information System- An overview- concept- evolution and element of MIS- definition- characteristics and basic requirement of MIS- structure- computerized MIS- pre-requisites of an effective MIS.

UNIT-II

System analysis and design- An overview- System study- System design- development and implementation.

UNIT-III

Computers and its effect on MIS- Limitations- MIS and DSS- MIS and information resource management- executive information artificial intelligence and expert system- MIS in Indian organizations- recent developments in information technology.

UNIT-IV

Computers and communication- An overview- the information technology- concept of global village- communication channels- communication networks- local area networks- wide area networks- video conferencing.

UNIT-V

Client/ server computing communication servers- digital networks- ERP systems- inter-organizational information systems- value added networks- networking E-commerce and internet- application of internet and website management.

References:

- O' Brien, James A, Management Information Systems.
- Sadogopans, Management information System, PHI.

- Lucas, Management information System.
- Sen, Management information System.

Course Code	Course Title	L	T	P	C
19120SEC02A L	MS OFFICE PACKAGES LAB	0	0	2	1

Aim: The learner of this course will learn the different features and applications of Microsoft packages in office automation and Professional Management of Business Concern.

Prerequisite: This course does not require any prerequisite knowledge for the learner. The learner should have primary knowledge about computers and its uses.

Ms-Word

Introduction to Ms-Word - What is Word-Processing, Important Features of Ms-Word, Getting Started with Ms-Word, Main menu option.

Creating and Editing a documents - Creating a Documents, Entering Text In the documents, Moving Around the documents, Editing Operations, Inserting, Replacing and Deleting Character, Using the toolbar.

Formatting a Document - Character Formatting, Line Spacing, Alignment, Boarding and Shading, Page Breaks, Columns, Changing Case, Adding and Removing Numbers. Advanced Formatting - Tab Setting, Indenting, Margins, Header and Footer, SpellChecking the Documents, Creating and Managing Tables.

Mail Merge -What is Mail Merge, Concepts of Mail Merge and its Components, Mail Merge option of word

Ms-Excel

Introduction to Ms-Excel – Creating, saving, Opening, Closing, and Naming the worksheet, entering data in worksheet.

Performing Calculations in Ms-Excel – Writing Formula – Inserting formulas – Application of various formula tools.

Creating Charts and Diagrams in Ms-Excel – Creating Charts, Selecting chart and Chart elements, moving and Resizing Charts, Changing Chart type, Data ranges, Chart Style, Chart Layout.

Sorting and Filtering Data – Sorting of Data, Sorting options, Custom sorting etc.

Ms-PowerPoint

Introduction to Ms-PowerPoint – Opening, Closing, Creating and Saving a Presentation.

Creating a Presentation – Inserting a Slide – Adding text to slides – Formatting text – using of various menu and tools.

Using Clipart and Smart art – Inserting, Formatting clipart and smart art.

Applying Animation and Transition – Adding Slide Transition and animation, Adding Custom animation.

Inserting Videos, Sounds and Objects- Inserting Sounds, voice clips, audios, videos, charts and objects.

References:

- Microsoft office 2016 step by step by Joan Lambert and Curtis Frye, Published by Microsoft Press.
- Microsoft Office Reference Guide by Tom Bunzel, **Publisher:** InformIT.com (2007)

Course Code	Course Title	L	T	P	C
19111SEC02L	COMMUNICATIVE ENGLISH LAB-II	0	0	1	1

Aim:

- To acquaint with the basic grammar and develop language skills

Objective:

- To understand the different tenses and use it in sentences
- To form sentences
- To know subject verb agreement
- To enrich vocabulary
- To read and comprehend the context

Outcome:

- Understand grammar
- Develop reading skills

UNIT-1

Tenses-Simple, Perfect

UNIT -II

Tenses-Continuous, Perfect continuous

UNIT -III

Forming sentences-positive, negative and questions

UNIT -IV

Concord

UNIT -V

Reading-benefits-purpose-techniques-types-Effective reading

Lab Note-

1. Word Mentor - Level II Words and their meaning-Root and usage-Fill in the blanks-

Synonyms-Antonyms-Match the Words, reading activity from Globarena Software

2. Newspaper Article notebook

Viva-Reading activity

Exam Components-Theory -50+MCQ online exam-20+Viva-15+Lab note-15=100

References:-

1. English Grammar -Wren and Martin
2. English Grammar and Composition -Radhakrishna Pillai
3. Technical Communication -Meenakshi Sharma & Sangeetha Sharma
4. Essentials of Business Communication -Rajendra Pal &J.S Korlahalli Sultan Chand & Sons

SEMESTER III

Course Code	Course Title	L	T	P	C
19110AEC31	TAMIL-III	4	0	0	2

- பிரிஸ்ட் நிகர்நிலைப் பல்கலைக்கழகம் வல்லம், தஞ்சாவூர்
பாட குறியீடு : 20110AET31

தமிழ்

மூன்றாம் பருவம்

முதலாம் ஆண்டு (BA , Bsc , B.COM, BBA)

செய்யுள் , காப்பியங்கள் இலக்கிய வரலாறு

செய்யுள்

அலகு : 1

- 1 . சிலப்பதிகாரம் - மனையறம் படுத்த காதை
- 2 . மணிமேகலை - ஆதிரை பிச்சையிட்ட காதை
- 3 . சூவக சிந்தாமணி - விமலையர் இலம்பகம்

அலகு : 2

- 4 . பெரியபுராணம் - இளையான் குடிமாற நாயனார் புராணம்
- 5 . கம்பராமாயணம் - கைகேயி சூழ்வினைப் படலம்

அலகு : 3

- 6 . சூறாப்புராணம் - நபி அவதாரப் படலம் - 24 வரிகள்
- 7 . தேம்பாவணி - வாமன் ஆட்சி படலம் - முதல் 5 பாடல்கள்

அலகு : 4

- 8 . நளவெண்பா - சுயம்வர காண்டம் (20 - 51)

அலகு . 5 : இலக்கிய வரலாறு

- 9 . காப்பியங்கள் , ஐஞ்சிறு காப்பியங்கள் , புராணங்கள் , இதிகாசங்கள்

Course Code	Course Title	L	T	P	C
19111AEC31	ADVANCED ENGLISH-III	4	0	0	2

Aim:

- To improve the knowledge of English

Objective:

- To familiarize with the organs of speech and the description and classification of speech sounds
- To understand consonant cluster, syllable, word accent and intonation.
- To know how to interpret graphics
- To write slogans and advertisements

Outcome:

- Understand Phonetics
- Develop writing skill

UNIT –I

The organs of speech
Classification of speech sounds
Vowels and Diphthongs

UNIT –II

Consonants
Consonant cluster

UNIT –III

Syllable
Word accent
Intonation

UNIT –IV

Idiom
Interpretation of graphics

UNIT –V

Slogan writing
Writing advertisement

References:

English Grammar -Wren and Martin
English Grammar and Composition -Radhakrishna Pillai
Technical Communication -Meenakshi Sharma & Sangeetha Sharma
A text book of Phonetics for Indian Students -T.B. Balasubramaniyan

Course Code	Course Title	L	T	P	C
19111AEC32	ENGLISH-III	4	0	0	2

Aim:

- To acquaint students with learning English through literature

Objective:

- To sensitize students to language use through prescribed text
- To develop the conversational skills through one act plays

Outcome:

- Read and comprehend literature

UNIT – 1

The Doctor's World	- R.K. Narayan
The Postmaster	- Rabindranath Tagore
Princess September	- E.Somerest Maugham

UNIT – II

The Price of Flowers	-Prabhat Kumar Mukhopadhyay
The Open Window	-Saki
The Model Millionaire	-Oscar Wilde

UNIT –III

My Brother My Brother	- Norah Burke
Uneasy Home Coming	- Will F. Jenkins
Resignation	- Premchand

UNIT –IV

The Referee	-W.H. Andrews & Geoffrey Dreamer
The Case of the Stolen Diamonds	-Farrell Mitchell

UNIT – V

The Dear Departed	-Stanley Houghton
The Princess and the Wood Cutter	-Alan Alexander Milne

References:-

Nine Short Stories	-Steuart H.King Blackie Books
One-Act plays of Today	-T.Prabhakar Emerald Publishers

Course Code	Course Title	L	T	P	C
19160SEC33	MANAGEMENT ACCOUNTING	4	0	0	3

AIM: To help students understand the nature and scope of management accounting. Gain knowledge in the preparation of financial statement analysis, fund flow and Cash flow analysis. Utilize the management tools and techniques to take appropriate financial decisions.

Pre requisite: The Learner Should have Elementary knowledge about financial accounting reports and statements.

UNIT – I

Management accounting – Meaning, Objectives, Nature and Scope of Management accounting – Utility and limitations of management accounting.

UNIT – II

Financial Statement Analysis – Comparative Statements – Common Size Statements Ratio Analysis – significance, Uses and limitations – Computation of various ratio – Profitability, Liquidity, Solvency and Turnover ratio.

UNIT – III

Fund flow analysis – concept of funds – sources and uses of funds – managerial uses of fund flow analysis - construction of fund flow statement.

UNIT – IV

Cash flow analysis – Distinct of Cash flow from fund flow - utility of Cash flow statement – Construction of Cash flow statement.

UNIT – V

Marginal Costing: Meaning, Features, Advantages, Limitations, Absorption costing Cost – Volume – Profit Analysis: Contribution, Break even analysis, Profit Volume Ratio, Margin of safety

References:

- Management Accounting – S.N. MAHESWARI, Sultan Chand & Sons.
- Manmohan and SN. Gopal - Principle of Management Accounting
- Guthmann H. G. Analysis of Financial Statements, New Delhi.
- Anthony R. N. Management Accounting – Text and Cases.

Course Code	Course Title	L	T	P	C
19160SEC34	MARKETING MANAGEMENT	4	0	0	3

AIM: To expose students to marketing concepts and trends in the market. To promote the ability to relate consumer behaviour and market trends. To make students realize the relationship between marketing channels and corresponding strategies.

Pre Requisite: The learner should have elementary knowledge about market and marketing concepts.

UNIT - I Market and Marketing: Distinction between marketing and selling - Types of market – Concepts – Functions - Marketing management – Objectives – Importance - Marketing Environment - Marketing Information System.

UNIT - II Market Segmentation: Criteria of effective segmentation – Benefits – Bases for market segmentation - Factors influencing consumer behavior – Buyer motives – Buying process.

UNIT - III Marketing Mix - Product planning and development – Productmix decisions – New product development – Product life cycle and strategies - Pricing – Meaning – Influencing factors – Objectives – Pricing methods.

UNIT - IV Marketing channels -Need and importance – Classification – Types of Intermediaries – Wholesalers – Functions – Retailers – Functions - Physical distribution – Elements of physical distribution (logistics)

UNIT - V Promotion mix - Personal selling –Process - Advertising – Objectives – Types - Sales promotion – Objectives – Sales promotion methods, publicity and public relations.

TEXT BOOK:

1. Ramaswamy and Namakumari, Marketing Management 3/e Revised MacMillan I Ltd

References:

1. Philip Kotler, Marketing Management, Prentice Hall of India.
2. Philip Kotler and Armstrong, Marketing Management
3. Saxena, Marketing Management, Tata McGraw Hill Pub
4. Pillai &Bhagavathi, Modern Marketing
5. Sherlekar, Marketing Management
6. Varshney RL and Gupta SL, Marketing Management

Course Code	Course Title	L	T	P	C
19160AEC3 5	BUSINESS LAW	5	0	0	4

OBJECTIVES:

- To enlighten the students on the basic principles and legal aspects of business laws.
- To promote the understanding of various legislations relating to business.
- To make them acquire knowledge on the legal aspects in the business environment.

Prerequisite

Students must have knowledge of Basic business legislations and concepts

UNIT – I

Contract Act – Definition, Classification – Essentials of a Contract – Offer and Acceptance – Consideration – Contractual Capacity – Free Consent – Legality of Object.

UNIT - II

Performance of Contract – Modes of Discharge of Contract – Remedies for Breach of Contract.

UNIT - III

Law of Agency – Mode of creation - Agency by Ratification – Sub-Agent and Substituted Agent-Termination of Agency.

UNIT - IV

Sale of Goods Act – Definition – Conditions and Warranties – Transfer of Property – Performance of Contract of Sale – Rights of an Unpaid Seller.

UNIT - V

Partnership – Definition - Essentials - Rights, duties and Liabilities of partners -Types of partnership - Dissolution of partnership.

References:

- 1.Elements of Mercantile Law - N.D. KAPOOR.
2. Principles of Mercantile Law – B.N. TANDON.
3. Mercantile Law – DAVAR.
4. Business Law – PILLAI & BHAGAVATHI.
5. Mercantile Law – M.C.SHUKLA.

Course Code	Course Title	L	T	P	C
19160AEC3 6	HUMAN RESOURCE MANAGEMENT	4	0	0	3

AIM: To support programs for improving organizational effectiveness by developing policies in such areas a knowledge management, talent management and generally creating a great place to work.

OBJECTIVE: To provide knowledge about management issues related to staffing, training, performance, compensation, human factors consideration and compliance with human resource requirements.

UNIT I

Human Resource Management - Introduction and Importance - Evolution – objectives of Human resource management – role of Human resource management - Human resource policies.

UNIT II

Objectives - Importance of HRP- process of HRP – Job analysis-Job Description - Job Specification - Recruitment- Sources of Recruitment - Selection process – Retention of Employees

UNIT III

Training and Development - Training Process - Methods of Training - Need - Evaluation of Training programmes – Concept of Performance appraisal - methods of Performance Appraisal- Rating Errors - Grievances – causes and its functions – Career Planning- career management.

UNIT IV

Concepts and Components - Compensation plans – Rewards – Motivation – Theories of motivation – Employee Welfare - Kinds of Retirement.

UNIT V Factors influencing industrial relations - State Interventions and Legal Framework - Role of Trade unions - Collective Bargaining - Workers' participation in management- time management.

References:

1. Decenzo & Robbins, Personnel / Human Resource Management, 3rd ed., John Wiley & Sons (Pvt.) Ltd.
2. Personnel Management – C.B Mamoria.
3. Human Resources Management – Ashwathappa.

Course Code	Course Title	L	T	P	C
19160RMC3 7	RESEARCH METHODOLOGY	3	0	0	3

AIM: To create a basic appreciation towards research process and awareness of various research publication

OBJECTIVES:

- To understand the steps in research process and the suitable methods.
- To identify various research communications and their salient features
- To carry out basic literature survey using the common data-bases

OUTCOME: Ability to carry out independent literature survey corresponding to the specific publication type and assess basic computational frameworks used in mathematical researches.

PREREQUISITES: Basic computer skills for working in window-environment & Conceptual Knowledge on basic matrices

UNIT I

Research in Management: An Introduction – Definition, meaning and nature – Scope and objects of Research. Types of Research

UNIT II

Research Design – Defining Research Problem and Formulation of Hypothesis – Experimental Designs.-Sampling and types of sampling

UNIT III

Research Process – Steps in the process of Research, Data Collection and Measurement: Sources of Secondary data – Methods of Primary data collection – Questionnaire construction.

UNIT IV

Data presentation and Analysis – Data Processing – Methods of Statistical analysis and interpretation of Data – Testing of Hypothesis and theory of inference- correlation and regression analysis,

UNIT V

Report writing and presentation –steps in Report writing - types of reports – Formats of Reports – Presentation of a Report.

References:

1. C.R.Kothari: Research Methodology, Wiley Eastern Ltd, New Delhi
2. P.Saravanel, Research Methodology, Kitab Mahal, Allahabad.
- 3.O.R. Krishnaswami : Methodology of Research in Social Science
4. D.Amarchend : Research Methods in Commerce

Course Code	Course Title	L	T	P	C
19120SEC03A L	WRITING AND PRESENTATION SKILLS	0	0	2	1

AIM:

To familiarize students with different modes of general, academic and Business writing. To help them master writing techniques to meet academic and professional needs. To introduce them to the basics of academic and Professional presentation. To sharpen their accuracy in writing.

UNIT I

Writing as a skill – its importance – mechanism of writing – words and sentences - paragraph as a unit of structuring a whole text – functional use of writing – personal, academic and business writing.

UNIT II

Writing process - planning a text – finding materials - drafting – revising – editing - finalizing the draft - computer as an aid – key board skills - word processing

UNIT III

Writing models – essay - précis - expansion of ideas – dialogue - letter writing – personal letters, formal letters - CV – surveys – questionnaire - e-mail – fax - job application - report writing.

UNIT IV

Academic writing - writing examinations - evaluating a text - note-making- paraphrasing – summary writing - planning a text – organizing paragraphs – introduction – body – conclusion – rereading and rewriting - copy editing - accuracy.

UNIT V

Presentation as a skill - elements of presentation strategies – audience – objectives – medium – key ideas - structuring the material - organizing content - audio-visual aids – handouts - use of power point - clarity of presentation - non-verbal communication - seminar paper presentation and discussion.

References:

English for Effective Communication. Oxford University Press, 2013.

Further reading:

1. Robert, Barraas. Students Must Write. London: Routledge, 2006.
3. Hamp-Lyons, Liz, Ben Heasley. Study Writing. 2nd Edition. Cambridge Uty Press, 2008.
4. Ilona, Leki. Academic Writing. CUP, 1998.
5. McCarter, Sam, Norman Whitby. Writing Skills. Macmillan India, 2009.
6. Jay. Effective Presentation. New Delhi: Pearson, 2009.

Course Code	Course Title	L	T	P	C
19111SEC03L	COMMUNICATIVE ENGLISH LAB-III	0	0	1	1

Aim:

- To acquaint with the basic grammar and develop language skills

Objective:

- To change a sentence from active to passive and vice versa
- To make sentences
- To write a letter
- To improve vocabulary
- To enhance speaking skills
- To enrich writing skills

Outcome:

- Understand grammar
- Develop speaking and writing skills

UNIT –I

Active and Passive

UNIT –II

Developing the hints

UNIT –III

Letter writing

UNIT –IV

Speaking-benefits-features of a good speaker-Tip for improving speech-types

UNIT –V

Writing-benefits-types-tips for improving writing

Lab Note-1. Anagrams, Word Traps, Stinging Words, letter writing from Globarena Software, Self-introduction, 2. Picture writing note book

Viva-Self introduction, Picture talk

Exam components-Theory -50+MCQ online exam -20+Viva-15+Lab note-10=100

References:-

English Grammar -Wren and Martin
 English Grammar and Composition -Radhakrishna Pillai
 Technical Communication -Meenakshi Sharma & Sangeetha Sharma
 Essentials of Business Communication -Rajendra Pal &J.S Korlahalli Sultan Chand & Sons

SEMESTER IV

Course Code	Course Title	L	T	P	C
19111AEC41	Tamil IV	4	0	0	2

- பிரிஸ்ட் நிகர்நிலை பல்கலைக்கழகம் வல்லம் ,தஞ்சாவூர்
பாட குறியீடு : 20110AET41

தமிழ்

நான்காம் பருவம்

முதலாம் ஆண்டு (BA , BSC , B.COM , BBA)

செய்யுள் , சங்க இலக்கியம், அற இலக்கியம் , செம்மொழி , இலக்கிய வரலாறு

அலகு . 1 : பண்டைய இலக்கியம் - நற்றிணை;

- 1 . நெய்தல் - தோழி கூற்று - பாடல் எண் . 11
- 2 . குறிஞ்சி - தலைவி கூற்று - பாடல் எண் . 64
- 3 . முல்லை - தலைவன் கூற்று - பாடல் எண் . 142
- 4 . பாலை - நற்றாய் கூற்று - பாடல் எண் . 29
- 5 . மருதம் - தலைவி கூற்று - பாடல் எண் . 70

குறுந்தொகை

- 1 . குறிஞ்சி - தோழி கூற்று - பாடல் எண் . 1
- 2 . முல்லை - செவிலித்தாய் கூற்று - பாடல் எண் . 167
- 3 . மருதம் - தலைவி கூற்று - பாடல் எண் . 181
- 4 . நெய்தல் - தலைவி கூற்று - பாடல் எண் . 290
- 5 . பாலை - தலைவன் கூற்று - பாடல் எண் . 347

ஐங்குறுநூறு

- 1 . மருதம் - கள்வன் பத்து - முதல் இரண்டு பாடல்கள்
- 2 . நெய்தல் - தோழிக்கு உரைத்த பத்து - முதல் இரண்டு பாடல்கள்
- 3 . குறிஞ்சி - குன்றக் குறவன் பத்து - முதல் இரண்டு பாடல்கள்
- 4 . பாலை - இளவேனிற் பத்து - முதல் இரண்டு பாடல்கள்
- 5 . முல்லை - பாசறைப் பத்து - முதல் இரண்டு பாடல்கள்

அலகு . 2 : கலிந்தொகை

- 1 . பாலை - பாடல் எண் . 2
- 2 . குறிஞ்சி - பாடல் எண் . 37

அகநானூறு

- 1 . பாலை - பாடல் எண் . 5
- 2 . மருதம் - பாடல் எண் . 6

புறநானூறு

பாடல் எண் : 6 , 121 , 41 , 153 , 172 , 191 , 223 , 246 , 284 , 358 .

பதிற்றுப்பத்து

இரண்டாம் பத்து பாடல் எண் . 4 (நிலம் நாள் வளி விசம்பு)

அலகு . 3 ;

- 1 . பட்டினப்பாலை - முதல் 105 வரிகள்
- 2 . திருக்குறள் - 1.மருந்து 2.உணக்கமுடைமை 3.உழவு

அலகு . 4 : செம்மொழி வரலாறு ;

(மொழி - விளக்கம் , மொழிக்குடும்பங்கள் , உலகச் செம்மொழிகள் , இந்தியச் செம்மொழி , செம்மொழித் தகுதிகள் , வரையறைகள் , வாழும் தமிழ் செம்மொழி , தொன்மை , தமிழின் செம்மொழி நூல்கள்)

அலகு . 5 : இலக்கிய வரலாறு

சங்க இலக்கியங்கள் , பதினெண்கூழ்க்கணக்கு நூல்கள் .

Course Code	Course Title	L	T	P	C
19111SEC41	ADVANCED ENGLISH-IV	4	0	0	2

Aim:

- To improve the knowledge of English

Objective:

- To familiarize with the objectives and types of interview
- To know the types of questions and answering techniques
- To prepare reviews and proposals
- To learn the grammatical forms
- To understand the meaning of a poem and write the content
- To write for and against a topic
- To draw a flowchart
- To write definitions

Outcome:

- Develop communicative skill
- Read and comprehend literature

UNIT –I

Interviews Objectives, types, ten success factors, ten failure factors - Planning and preparation – Presentation– Type of questions – Answering techniques.

UNIT –II

Flowchart
Proposals

UNIT –III

Discourse markers
Review

UNIT –IV

Grammatical forms
Paraphrasing

UNIT –V

Definition
Writing for and against a topic.

References:

English Grammar	-Wren and Martin
English Grammar and Composition	-Radhakrishna Pillai
Essentials of Business Communication	-Rajendra Pal &J.S Korlahalli Sultan Chand & Sons
Technical Communication	-Meenakshi Sharma & Sangeetha Sharma
English for writers and translators	-Robin Macpherson
English Work Book-I&II	-Jewelcy Jawahar

Course Code	Course Title	L	T	P	C
19111AEC42	ENGLISH-IV	4	0	0	2

Aim:

- To acquaint students with learning English through literature

Objective:

- To introduce learners to the standard literary texts
- To impart wisdom through morally sound poems and essays
- To introduce Shakespeare to non-literature students

Outcome:

- Read and comprehend literature

UNIT –I

How to be a Doctor -Stephen Leacock
 My Visions for India -A.P.J. Abdul Kalam
 Woman, not the weaker sex -M.K. Gandhi

UNIT –II

My Last Duchess -Robert Browning
 The Toys -Coventry Patmore
 I, too -Langston Hughes

UNIT –III

The Best Investment I ever made-A.J.Cronin
 The Verger -W.S Maugham
 A Willing Slave -R.K.Narayan

UNIT –IV

Macbeth
 As You Like It

UNIT –V

Henry IV
 Tempest

References:

English for Enrichment -Devaraj Emerald Publishers
 Selected Scenes from Shakespeare Book I &II -Emerald Publishers

Course Code	Course Title	L	T	P	C
19160SEC43	TOTAL QUALITY MANAGEMENT	5	0	0	3

OBJECTIVE: To learn the quality philosophies and tools in the managerial perspective.

UNIT I

Quality – vision, mission and policy statements. Customer Focus – customer perception of quality, Translating needs into requirements, customer retention. Dimensions of product and service quality - Cost of quality.

UNIT II

Overview of the contributions of Deming, Juran Crosby, Taguchi techniques – Introduction to loss function. Concepts of Quality circle, Japanese 5S principles and 8D methodology

UNIT III

Meaning and significance of statistical process control (SPC) – construction of control charts for variables and attributed. – Six sigma - concepts of process capability. Total productive maintenance (TMP). Business process Improvement (BPI) – principles, applications, reengineering process, benefits and limitations.

UNIT IV

Quality functions development (QFD) – Benefits, Voice of customer, House of quality (HOQ), QFD process. Failure mode effect analysis (FMEA) –FMEA stages, Process and documentation. Seven Tools (old & new) - Bench marking.

UNIT V

Introduction to IS/ISO 9004:2000 – quality management systems – guidelines for performance improvements. Quality Audits. TQM culture – quality council, motivation, recognition and reward. TQM framework, benefits, awareness and obstacles.

References:

- Douglas C. Montgomery, Introduction to Statistical Quality Control, Wiley Student Edition, 4 th Edition, Wiley India Pvt Limited, 2008.
- Poornima M.Charantimath, Total Quality Management, Pearson Education, First Indian Reprint 2003.
- Indian standard – quality management systems – Guidelines for performance improvement (Fifth Revision), Bureau of Indian standards, New Delhi.

Course Code	Course Title	L	T	P	C
19160SEC44	COST ACCOUNTING	4	0	0	3

UNIT – I

Meaning and scope of cost account – Relationship of cost accounting and Financial account – cost analysis – concept and classification – element of cost method – preparation of cost sheet, tender and quotation.

UNIT – II

Purchasing of material - Procedure and documentation involved in purchasing – requisition for store – maximum stock level maximum level reorder level economic ordering quantity perpetual inventory – Bin card – ABC Analysis control over wages – scarp and spoilage. Inventory records method of valuing material.

UNIT – III

Overhead – Classification of overhead – allocation and absorption of overhead.

UNIT – IV

Process costing – Losses – normal process loss – abnormal loss – abnormal gain – Job costing – contract costing.

UNIT – V

Reconciliation of costs and Financial accounts –Budgetary control.

References:

Advance Cost Accounting – Jain and Narange – Kalyani Publishing.

Course Code	Course Title	L	T	P	C
19160AEC4 5	RETAIL MANAGEMENT	4	0	0	4

Objectives: To gain in-depth knowledge about Retail management practices in Retail Industry.

Prerequisite: Students should have mindset of setting Retail outlets. Students must have knowledge on basic retailing concepts

Unit I:

Introduction to Retailing: Concept of Retailing-Functions of Retailing-Terms and Definition of Retailing-Retailing Channels- Importance of Retailing-Retail industry in India

Unit II:

Understanding the Retail consumer: Retail consumer Behaviour-Factors influencing retail consumer-Customer decision making Process-Types of Decision Making.

Unit III:

Retail Location Selection: Retail Location-Importance- Types-Factors determining the location of retail outlets-Steps involved in choosing the retail locations

Unit IV:

Retail Space Management and Marketing: Retail Space Management-Store layout and design-Visual Merchandising-Promotions strategy-Relationship Marketing Strategies-CRM-POPdisplays

Unit V:

Emerging Trends in Retailing: Application of IT to Retailing-Retail Equity-Technology in Retailing-Retailing through the Internet

References:

- Sivakumar, Retail Marketing, Excel Books, First Edition, 2007.
- Ramakrishnan and Y.R.Srinivasan, Indian Retailing Text and cases, Oxford University Press,2008.
- Swapna Pradhan, Retail Management -Text and Cases, Tata McGraw Hill, 3 rd Edition, 2009.
- Dunne, Retailing, Cengage Learning, 2nd Edition, 2008
- Ramkrishnan and Y.R.Srinivasan, Indian Retailing Text and Cases, Oxford University Press, 2008
- Dr.Jaspreet Kaur , Customer Relationship Management, Kogent solution.

Course Code	Course Title	L	T	P	C
19160AEC4 6	INDUSTRIAL RELATIONS AND LABOUR LAWS	4	0	0	3

UNIT – I

Industrial Relations – Concept – Definition – Significance – Objectives – Scope – Approaches – Principles of good Industrial Relations – Role of state Employers and Unions – Labour and the constitution – Constitutional Framework.

UNIT – II

International Labour Movement – International Confederation of Free Trade Unions (ICFTU) – ILO – Origin, history, Objectives and Functions.

UNIT - III

Industrial Disputes – Meaning – Causes – Forms – Machinery – Joint Consultation – Works Committee – Conciliations – Employee Discipline – Grievance Handling workers participation in Management Collective Bargaining – Wage Administration – Wage Regulation Machinery.

UNIT – IV

Factories Act, 1948 – Objects – Provisions relating to health, Workers Compensation Act, 1923 – Objects – Employer’s Liability for compensation – Employee’s state Insurance Act, 1948 – Objects – Registration of Factories and establishments – The ESI corporation – Standing Committee – Offences and penalties – Miscellaneous Provisions.

UNIT – V

Industrial Disputes Act 1947 – Objects – Authorities for settlement – Lockouts – Lay-Off – Strikes – Retrenchment – Transfer and Closure – Trade Union Act, 1926 – Objects – Registration – Rights and Liabilities of Registered Trade Unions – Procedure – Penalties.

References:

- Kapoor N.D. – Industrial Laws
- Shukla M.C. – Industrial Laws

Course Code	Course Title	L	T	P	C
19120SEC04 A	GENERAL APTITUDE & PERSONALITY DEVELOPMENT	0	0	2	1

Self Management I

• Self Evaluation • Self Discipline • Self Criticism • Recognition of one's own limits and deficiencies • Independency etc. • Thoughtful & Responsible • Self Awareness

Self Management II

• Identifying one's strengths and weaknesses • Planning & Goal setting • Managing self – emotions, ego, pride.

Time Management concept

• Attendance, Discipline & Punctuality • Act in time on commitment • Quality/ Productive Time

Verbal Ability:

English grammar, sentence completion, verbal analogies, word groups, instructions, critical reasoning and verbal deduction.

Numerical Ability:

Numerical computation, Numerical estimation, Numerical reasoning and Data Interpretation.

COURSE CODE	COURSE TITLE	L	T	P	C
19111SEC04L	COMMUNICATIVE ENGLISH LAB-IV	0	0	1	1

Aim:

- To develop communicative skills

Objective:

- To change sentences from direct to indirect and vice versa
- To comprehend a passage
- To enhance language skill
- To improve presentation skill
- To enrich vocabulary

Outcome:

- Understand grammar
- Develop language and presentation skills

UNIT –I

Direct and Indirect

UNIT –II

Comprehension

UNIT –III

Conversation

UNIT –IV

Descriptive Writing

UNIT –V

Soft skills-Importance-aspects-SWOT analysis-values-positive attitude-perception

Lab Note- Confusing Words, Word families, Non-English words, Presentation skills, Oral presentation, Conversation from Globarena software

Viva-Presenting a topic

Exam components-Theory -50+MCQ online exam-20+Viva-15+Lab note-15=100

References:

English Grammar	-Wren and Martin
English Grammar and Composition	-Radhakrishna Pillai
Technical Communication	-Meenakshi Sharma & Sangeetha Sharma
Essentials of Business Communication	-Rajendra Pal & J.S Korlahalli Sultan Chand & Sons
Soft skills	-D.Jayacandran D.J Publishers

Course Code	Course Title	L	T	P	C
191ENVTST U	ENVIRONMENTAL STUDIES	2	0	0	2

UNIT – I:

The Multidisciplinary Nature of Environmental Studies

UNIT – II:

Natural Resources: Renewable and Non-Renewable Resources

UNIT – III:

Ecosystems

UNIT – IV:

Biodiversity and its Conservation

UNIT – V:

Environmental Pollution

UNIT – VI:

Social Issues and the Environment

UNIT – VII:

Human Population and the Environment

UNIT – VIII:

Fieldwork

References:

Environmental Studies – K.Kumaraswamy, A.Alagappa Moses, M.Vasanthi

(Bharathidasan University – Tiruchirappalli)

SEMESTER V

Course Code	Course Title	L	T	P	C
19160SEC51	FINANCIAL MANAGEMENT	6	0	0	5

UNIT – I

Concept of Finance, Corporate Finance, Finance Functions and other functions. Structures of the Financial System. Financial Management – Meaning, functions and Objectives of Financial Management- Financial Planning and Forecasting of short term and long term

.UNIT – II

Financing Decision Sources of funds - Capital Structure - Theories of capital structure - Factors affecting capital structure - Leverage - Operating, Financial and combined leverage -Cost of capital - Costs of individual components of capital - Weighted Average cost of capital.

UNIT – III

Investment Decision Capital Budgeting Process - Techniques of investment appraisal: Payback period; Accounting Rate of Return - DCF Techniques - Net present value, Profitability Index and Internal Rate of Return

UNIT – IV

Working Capital Decision Meaning - Nature of working capital - Classification and significance of working capital - financing of Working capital - Component of working capital, Cash, Short-term marketable securities - Management of Cash and Receivables

UNIT – V

Dividend Decision Theories of Dividend - Determinants of dividend - Dividend Policy -Dividend policies in practice

References:

- M.Y. Khan and P.K.Jain Financial management, Text, Problems and cases Tata **McGraw Hill, 6th edition, 2011.**
- 2. M. Pandey Financial Management, Vikas Publishing House Pvt. Ltd., 10th edition, 2012.
- REFERENCES
- Prasanna Chandra, Financial Management, 9th edition, Tata McGraw Hill, 2012.

Course Code	Course Title	L	T	P	C
19160SEC52	SERVICES MARKETING	5	0	0	3

OBJECTIVES: To enable students know the various concepts of services marketing. To understand the strategies for managing and marketing of services and devise strategies for marketing services in the liberalized business environment.

Prerequisites: Students must have basic Marketing Knowledge and Mindset. Students should have skill of service attitude

UNIT – I

Introduction – Definition – Distinguishing feature of service – Service offer – Service encounter – Service buying process.

UNIT – II

Relationship marketing and customer loyalty – Managing knowledge – Service positioning and Targeting – Service quality.

UNIT – III

Marketing plans for services – Marketing planning process – Marketing strategy formulation – Resource allocation and monitoring – Marketing planning and services – customer focused services – service quality – Improving service quality – customer retention.

UNIT – IV

Pricing of service – promoting service – Internal Marketing – Managing – capacity – Managing the marketing effort – Marketing process - Position analysis.

UNIT – V

Marketing of services – Bank – Marketing – Insurance Marketing – Hospital Marketing – Telecommunication services – Education – Marketing.

References:

- Principles of Service Marketing – Adrian Palmar (Mcgrow Hill International)
- Marketing of service Strategies for growth – S.S.Vernekar, Sandeep Goel, B.P Bhardwaj (Deep and Deep Publication)
- Advtan payne, Services Marketing Ravishshankar, Services Marketing
- Christropher H.Lovelock and Jochen Wirtz, Services Marketing, Pearson Education, New Delhi, 7th edition, 2011.
- Hoffman, Marketing of Services, Cengage Learning, 1st Edition, 2008.

Course Code	Course Title	L	T	P	C
19160SEC53	PRODUCTION AND OPERATIONS MANAGEMENT	5	0	0	3

OBJECTIVES: To enable students understand the nature and importance of production management comprehend the principles and areas of application of shop floor management and know the operations and skills needed for major decisions in material management.

Prerequisite: Students must have interest and Knowledge of Production and sequence of operations. Students those who are having Industrial Knowledge

UNIT – I

Definition of production managements – Scope of production Managements – Functions and Responsibilities of production manager – Evolution of production management.

UNIT – II

Production planning and Control: Definition of planning – scope of planning – Production planning of control (PPC). Importance methods or Types of production – Continuous production systems (CPS) – Intermittent production system (IPS)

UNIT – III

Plant Location: Definition of Plant location, Steps, Factors affecting the location of a plant – various factors involved in the location

UNIT – IV

Plant Layout: Definition Plant Layout, Objective of plant layout – Types, Principles, Factors influencing plant layout.

UNIT – V

Material Handling: Definition of material handling – Importance – Objective – Principles – Types of material handling – Inventory control – Factor affecting inventory control

References:

- Operational Management – C. S. V. Murthy (Himalaya Publishing House)
- Production and Operations Management – B.S. GOYEL.
- Production and Operations Management – PANNERSELVAM, Prentice Hall of India
- Material Management – M.M. VARMA.
- Production Management –Saravanavel sumathi

Course Code	Course Title	L	T	P	C
19160S EC54	GLOBAL BUSINESSMANAGEMENT	6	0	0	4

OBJECTIVES:

To make students

- Understand the fundamental concepts of international trade
- Comprehend basic principles of t of MNCs and
- Acquire broad knowledge on Global Liberalization and WTO Agreements.

UNIT– I

International Business: An overview – Types of International Business–Domestic and International Business – Economic and Political Environment - Cultural Environment - Recent World Trade and Foreign Investment Trends.

UNIT - II

Indian Export Performance – Problems in export trade – Export promotion in India – Export promotion incentives – EPZ & FTZ – 100% EOU – Export Houses – Star Export Houses - Trading Houses – Star Trading Houses – Super Star Trading Houses.

UNIT - III

GATT – Uruguay Round Negotiation - WTO – GATS – TRIMS - TRIPS – Agreement - Dispute settlement under WTO – Tariff Barriers.

UNIT – IV

MNC - Meaning – Dominance of MNCs – MNCs and International Trade - Models – MNCs in India.

UNIT – V

Globalization of Business – Recent Trends - Implication and Impact – Policy Options - Liberalization and Integration with the Global Economy – Impact of Privatization in India.

References:

1. Francis Cherunilam: 'International Business' (EEE), PHI – New Delhi – 2004
2. (Chapters 5,9,20,24 & 26)
3. International Business – By Rakesh Mohan Joshi, Oxford University Press, Chennai.
4. Victor Luis Anthuvan – Issues in Globalization.
5. International Business – By Donald A Ball and others, India Edition, TATA McGraw Hill.
6. International Business – S. Shajahan, Macmillan India Ltd., Chennai.
7. International Business – Justin Paul, PHI Learning Pvt. Ltd. New Delhi.

Course Code	Course Title	L	T	P	C
19160DSE55 A	ADVERTISING AND SALESMANSHIP	5	0	0	3

Objective: To improve the knowledge and competency of advertising and to have the knowledge of salesmanship

Prerequisite: Students must have knowledge of Marketing and sales process

UNIT – I

Advertising: Advertising and salesmanship – role of importance – Planning for advertisement communication process – Formal and Informal.

UNIT – II

AIDA's formulas - Advertising scope and function – need for Advertising classification – Advertisement planning and organization ethical issue in advertising.

UNIT – III

Advertising media – Role of Media – Types of Media – Merits and Demerits – Media research Evaluation and effectiveness of advertising.

UNIT – IV

The Advertising Budget - Advertising Agencies – Advertisement copy – Kinds - Advertising mix.

UNIT – V

Selling as a career-History of selling-Characteristics of a good salesman and sales

References:

- Advertising Principles problems and Cases – Charles. J. Dirkson.
- Advertising management Concept – Manendra Mohan
- Salesmanship-Sathyanarayanan
- Salesmanship and Publicity-J.S.K.Patel

Course Code	Course Title	L	T	P	C
19160DSE55 B	INVESTMENTMANAGEMENT	5	0	0	3

Objective:

- To enable the students to acquire knowledge of Investment management
- On successful completion of this course, the students should have understood
- Investment avenues Security analysis

UNIT I

Concept of investment - importance. Features of Investment, Speculation - Forms of investment - Bank deposits, Post office schemes, Government Securities, Mutual fund schemes, Provident funds, Company deposits - Real estate, Gold & silver.

UNIT II

Investment Instruments-Capital market instruments, Money market instruments, Derivatives-Futures & Options. Shares –types &features. Debentures - nature & types.Primary market - Role of NIM, methods of floating new issues.

UNIT III

Secondary market-functions, Bombay Stock Exchange, National Stock Exchange – trading practices, security market indicators. Return - Risk – kinds. Role of SEBI.

UNIT IV

Security analysis- Fundamental analysis: economic, industry and company analysis. Technical Analysis, Dow Theory, types of Charts, important chart patterns.

UNIT V

Efficient Market theory. Random Walk Theory, weak form, semi strong form & strong form. Portfolio Analysis: Markowitz theory –Portfolio management.

References:

1. Preethi Singh- Investment Management
2. Bhalla G.S-. Investment Management
3. Francis Cherunilam- Investment Management
4. Dr. Avadhani-Investment Management

Course Code	Course Title	L	T	P	C
19120SEC05 A	PHOTO SHOP	0	0	2	1

1. Design a Visiting card.
2. Design a Identity card.
3. Design a letter pad with LOGO.
4. Create an advertisement for News paper and Poster creation
5. Design a calendar with pictures.
6. Design a Magazine.
7. Create a front page for a Magazine
8. Design a CD Cover.

COURSE CODE	COURSE TITLE	L	T	P	C
19111SEC05L	COMMUNICATIVE ENGLISH LAB-V	0	0	1	1

Aim:

- To develop communicative skills

Objective:

- To understand the degrees of comparison
- To build up a thought
- To write resume
- To construct report, agenda and minutes
- To prepare for an interview

Outcome:

- Develop communicative skills
- To get a job

UNIT –I

Degrees of comparison

UNIT –II

Proverb expansion

UNIT –III

Resume writing

UNIT –IV

Interview

UNIT –V

Corporate skills-body language-etiquette-good manners-interpersonal skills

Lab Note- Report writing, Resume writing, Interview from Glob arena software, Writing agenda, Writing minutes

Viva-Mock Interview

Exam components-Theory -50+MCQ online exam-20+Viva-15+Lab note-15=100

References:

English Grammar	-Wren and Martin
English Grammar and Composition	-Radhakrishna Pillai
Technical Communication	-Meenakshi Sharma & Sangeetha Sharma
Essentials of Business Communication skills	-D.Jayacandran D.J Publishers
	-Rajendra Pal &J.S Korlahalli Sultan Chand & SonsSoft

SEMESTER VI

Course Code	Course Title	L	T	P	C
19160SEC61	BUSINESS POLICY AND STRATEGIC MANAGEMENT	5	0	0	4

Objectives: To create an awareness of the importance of strategic approach to managerial situations and issues in the context of globalization and liberalization trends

UNIT – I

The concept of strategy policy, planning, evolution strategy, philosophy of strategy.

UNIT – II

Strategy Alternatives: SWOT Analysis, Environment analysis – Strategy formulation – Environmental scanning and Industry Analysis, Social responsibility- Strategy formulation – Business Strategy - Corporate Strategy Diversion Strategy portfolio Analysis – BCG growth / Strategy choice – Development of policies.

UNIT – III

Strategy implementation – Organization design, Structure, relationships, Leadership –control process, performance. Organisational resource analysis, matching opportunities and resources strategy and values, social responsibilities of managements.

UNIT – IV

Stability strategy – Growth – Retrenchment – Turnaround Strategy – Diversification.

UNIT – V

Mergers and Acquisition – Amalgamation – Joint Venture – ERP – ERP Package.

References:

- P. Subba Rao – Himalaya Publishing House.
- V. P. Michael.
- AZHAR KAZMI – Tata McGraw - Hill
- K - Balasubramaniam, S. Usha Priya – GIGO Publication.

Course Code	Course Title	L	T	P	C
19160SEC62	ENTREPRENEURIAL DEVELOPMENT	6	0	0	5

AIM: To develop and strengthen entrepreneurial quality and motivation in students and to impart basic entrepreneurial skills and understanding to run a business efficiently and effectively.

UNIT I

ENTREPRENEURSHIP Entrepreneur – Types of Entrepreneurs – Difference between Entrepreneur and Intrapreneur Entrepreneurship in Economic Growth, Factors Affecting Entrepreneurial Growth.

UNIT II

ENTREPRENEURIAL ENVIRONMENT Business Environment - Role of Family and Society

- Entrepreneurship Development Training and Other Support Organisational Services - Central and State Government Industrial Policies and Regulations - International Business.

UNIT III

BUSINESS PLAN PREPARATION Sources of Product for Business - Prefeasibility Study - Criteria for Selection of Product - Ownership - Feasibility Report Preparation and Evaluation Criteria.

UNIT IV

FINANCING AND ACCOUNTING Need – Sources of Finance, Term Loans, Capital Structure, Financial Institution, Management of working Capital, Costing, Break Even Analysis, Taxation – Income Tax, Excise Duty – Sales Tax.

UNIT V

SUPPORT TO ENTREPRENEURS Sickness in small Business – Concept, Magnitude, Causes and Consequences, Corrective Measures – Business Incubators – Government Policy for Small Scale Enterprises – Growth Strategies in small industry – Expansion, Diversification, Joint Venture, Merger and Sub Contracting

References:

- Khanka. S.S., “Entrepreneurial Development” S.Chand & Co. Ltd., Ram Nagar, New Delhi, 2013.
- Donald F Kuratko, “ Entrepreneurship – Theory, Process and Practice”, 9th Edition, Cengage Learning 2014.
- Tendon ,C: Environment and Entrepreneur; Clough Publications, Allahabad.
- Siner A David: Entrepreneurial Megabooks; John Wiley and Sons, New York.
- Srivastava S. B: A Practical Guide to Industrial Entrepreneurs; Sultan Chand and Sons, New Delhi.

Course Code	Course Title	L	T	P	C
19160SEC63	LOGISTICS AND SUPPLY CHAIN MANAGEMENT	5	0	0	4

Objectives: To explain basic theory and techniques of Logistics and Supply Chain and to examine the issues and problems faced in a changing and competitive Business Environment

Prerequisite: Students should have transportation and operational process knowledge. Students must have basic documentation in Business.

UNIT I

INTRODUCTION - Defining logistics and supply chain management-Growth and Development-Components of supply chain- Importance of supply chain strategies-SCM Performance.

UNIT II

LOGISTICS MANAGEMENT - Logistics-Functions, Objectives-Management of Materials flow in supply chain-Warehouse and Materials storage-Material Handling-Benchmark in best practices

UNIT III

CUSTOMER RELATIONSHIP MANAGEMENT - Customer Relationship Management-outbound logistics resource planning and Management-Quick response system in Manufacturing.

UNIT IV

LOGISTICS AND SUPPLY CHAIN PERFORMANCE -Management of Inbound logistics-Supply chain cases, Role of a manager in supply chain –Supply chain performance drivers, Value of Supply chain and improvement

UNIT V

CURRENT TRENDS - Supply chain relationships – Supply chain cost analysis – Issues in Global Supply chain- E Logistics-E SCM-Reverse Logistics-Global Logistics

References:

1. Bowersox Donald J. Logistics Management- “The integrated supply Process” Tata Mc graw hill,2000.
2. R.P.Mohanty and S.G.Deshmukh, “Supply chain Management”,Biztantra,2005
3. Coyle et al., The Management of Business Logistics, Thomson Learning, 7th Edition, 2004.
4. Ailawadi C Sathish & Rakesh Singh, Logistics Management, PHI, 2005. 3. Bloomberg David J et al., Logistics, Prentice Hall India, 2005.
5. Pierre David, International Logistics, Biztantra, 2003.
6. Ronald H. Ballou, Business Logistics and Supply Chain Management, Pearson Education, 5 th Edition, 2007

Course Code	Course Title	L	T	P	C
19160DSC64 A	CUSTOMER RELATIONSHIP MANAGEMENT	5	0	0	3

Objective: To improve and enhance relationship with customer and Business. To inculcate the habit intimate relationship with target customer

Prerequisite: Students must have the attitude of customer is our business. Students should think that customer is job provider

Unit I

Introduction to Customer Support Product & Customer – Overview - Importance of a Customer - Consumer behaviour

Unit II

Customer support Methodology Customer Centric approach - External Layers Vs Internal Layers - Need of Customer Support Methodologies for Customer Support

Unit III

Introduction to ERP Introduction: ERP-An Overview - Enterprise-An Overview - Benefits of ERP - ERP and Related Technologies

Unit IV

CRM Basics CRM – Meaning & Definition - Dimensions of CRM - Nature of CRM - Goals of CRM - Advantages of CRM

Unit V

Implementation of CRM– A comprehensive model - Developing CRM vision and strategy Management support

References:

1. Balasubramaniyan, K., Essence of Customer Relationship Management, learn Tech press
2. For Sugar-CRM & Microsoft Dynamic CRM - Refer Internet
3. Kaushik Mukerjee – CRM – PHI.
4. M.Peeru Mohamed – CRM - Vikas

Course Code	Course Title	L	T	P	C
19160DSC64 B	FINANCAIL SERVICES	5	0	0	3

UNIT – I

Introduction – Financial Market – Meaning and significance – Functions of Financial services – Evolution – Regulating Authorities – Features – Constitutions.

UNIT – II

Merchant Banking – Meaning – Registration- scope- Functions – Issue Management – Cost of Public Issues – SEBI guidelines on Merchant Banking

UNIT – III

Mutual Fund – Evolution – Types – Financial Risk – Performance Measures – (Treynor, Sharpe, Jenson) – Organization – Advantages – Regulatory Aspects – Growth of Mutual Funds – UTI.

UNIT – IV

Leasing – Evaluation – Classification Accounting Treatment – Regulatory Authority – Advantages - Hire purchase – Features – Evolution – Sources of Law – Problems in Hire purchase Industry – Factoring – Meaning – Mechanism – Types – Financial Aspect – Advantages.

UNIT – V

Stock Markets – History – Organization and Management of Stock – exchanges – N.S.E – OTCEI – Share Market – indices – Investor protection – Credit Rating.

References:

1. D. Joseph Anbarasu – Financial Services
2. V.K.Boominathan – Financial Services
3. P. Manoharan – Financial Services
4. Gnanarjaj – Financial Services

Course Code	Course Title	L	T	P	C
19117OEC	OPEN ELECTIVE: MUSHROOM TECHNOLOGY	4	0	0	2

UNIT-1

Introduction-history-scope of edible mushroom cultivation-types of edible mushroom in India-calocybe indica, volvariella volvacea ,pleurotus sp. Agaricus bisporus

UNIT-II

Pure culture-preparation of media(PDA and oat meal agar media)sterilization- preparation of test tube slants to store mother culture-culturing of pleurotus mycelium on petriplates-preparation of mother spawn in saline bottle and polypropylene bags and their multiplication

UNIT-III

Cultivation technology: infrastructure, substrates (locally available) polythene bag, vessels, inoculation hood-inoculation loop-low cost stove-sieves-cultural rack mushroom unit(Thatched mouse)-mushroom bed preparation-paddy straw, sugarcane trash, maize straw, banana leaves.

UNIT-IV

Storage and nutrition: short term storage-long term storage (Scanning, pickles, papads, drying, storage ion salt solutions)-nutrition: proteins, amino acids, mineral elements, nutrition: carbohydrates-crude fiber content, vitamins

UNIT-V

Food preparation, types of foods prepared from mushroom- soup, cutlet, omelette, samosa, pickles, curry, research centers-national level and regional level cost benefit ratio-marketing in India and abroad-export value

References:

- 1.Marimuthu et al.,(1991) oyster mushrooms, Dept of plant pathology, TNAU, Coimbatore
- 2.Nita Bahl(1988) Hand book of mushrooms.IIedition.Vol.1&II
- 3.Paul stamets,J.S and Chilton,J.S.(2004).Mushroom cultivator: A practical guide to growing mushrooms at home.Agarikon press
- 4.Shu-Ting chang,Philip G.Miles,Chang,S.T(2004) Mushrooms: cultivation, nutritional value, medicinal effect and environmental impact,2 nd ,CRC press.
- 5.Swaminathan M.(1990) food nutrition, bappco. The Bangalore printing and publishing co Ltd., Banglore.

Course Code	Course Title	L	T	P	C
19120GEC	OPEN ELECTIVE : WEB TECHNOLOGY	4	0	0	2

AIM:

To equip the students with basic programming skill in Web Designing

OBJECTIVE:

- To understand the concepts and architecture of the Worldwide Web.
- To understand and practice mark up languages
- To learn Style Sheet and Frames

OUTCOMES:

- Acquire knowledge about functionalities of world wide web
- Explore markup languages features and create interactive web pages using them
- Learn and design Client side validation using scripting languages
- Acquire knowledge about Open source JavaScript libraries
- Able to design front end web page and connect to the back end databases.

UNIT I

Introduction to the Internet – Internet Technologies – Internet browsers.

UNIT II

Introduction to HTML – Head and body sections – Designing the body section.

UNIT III

Ordered and unordered lists – Table handling.

UNIT IV

DHTML and Style Sheet – Frames.

UNIT V

A web page design project – Forms.

References:

1. World Wide Web design with HTML – C. Xavier – Tata McGraw – Hill – 2000.
2. Principles of web design – Joel Sklar – Vikas publishing house 2001.

Course Code	Course Title	L	T	P	C
19114OEC	OPEN ELECTIVE : FOOD AND ADULTERATION	4	0	0	2

UNIT-I INTRODUCTION TO FOOD CHEMISTRY

Introduction to Food Chemistry- Water (Structure of water and ice, Physical constants of water, Types of water, Water activity) Composition of Food- Carbohydrates, Proteins, Lipids, Vitamins & Minerals.

UNIT- II FOOD PIGMENTS

Introduction- classification, types of food pigments- chlorophyll, Carotenoids, Anthocyanins, Flavanoids.

UNIT – III FOOD PRESERVATION

Introduction - Importance, principle and Types. High and low temperatures preservation - Pasteurization - Sterilization- Canning- Freezing- Refrigeration.

UNIT – IV FOOD ADDITIVES

Introduction- antioxidants, sequestrants, preservatives, nutrient supplement, emulsifiers, stabilizers and thickening agents, bleaching and maturing agent, sweeteners, humectants and anti-caking agents, coloring and flavoring substance.

UNIT-V FOOD ADULTERATION

Types of adulterants- intentional and incidental adulterants, methods of detection. Detection of common food adulterants in Spices, Grains, Coffee, Tea, Oil fats, Food colours and Milk. Health hazards and risks.

