

H.H. THE RAJAH'S COLLEGE (AUTONOMOUS)

(Accredited with B+ by NAAC)

PUDUKKOTTAI – 622 001

B.B.A

DEPARTMENT OF BUSINESS ADMINISTRATION BOARD

OF STUDIES 2021- 2024

(Under Common CBCS Pattern)

H.H. THE RAJAH'S COLLEGE (AUTONOMOUS) (Accredited
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DEPARTMENT OF BUSINESS ADMINISTRATION BOARD
OF STUDIES 2021- 2024

The Meeting of the Board of Studies was held on 11.08.2021. The proposed new syllabi were presented before the board.

The presentations of the proposals are enclosed.

- i. Brief
- ii. Distribution of hours and marks and credits for UG(Annexure-1)
- iii. Title of the courses proposed for UG(Annexure-2)-BBA
- iv. Question paper pattern UG(Annexure-3)
- v. Syllabus for UG-BBA-(Annexure-4)

H.H.THE RAJAH'S COLLEGE (AUTONOMOUS) PUDUKKOTTAI – 01
DEPARTMENT OF BUSINESS ADMINISTRATION BOARD
OF STUDIES 2021-24

SL.NO	NAME & DESIGNATION		SIGNATURE
1.	Dr. C.THIRUCHELVAM PRINCIPAL & HEAD DEPARTMENT OF BUSINESS ADMINISTRATION. H.H. THE RAJAH'S COLLEGE, (AUTONOMOUS) PUDUKKOTTAI. Mob.No:9600860274	CHAIRMAN	
2.	Dr. M.BABU ASSOCIATE PROFESSOR AND DIRECTOR(i/c) BHARATHIDASAN SCHOOL OF MANAGEMENT BHARATHIDASAN UNIVERSITY THIRUCHIRAPPALLI Mob.No:9789430530	UNIVERSITY NOMINEE	
3.	Dr.S.CHANDRAMOHAN PROFESSOR ALAGAPPA INSTITUTE OF MANAGEMENT ALAGAPPA UNIVERSITY KARAUKUDI Mob.No:9994771155	SUBJECT EXPERT	
4.	Dr. M.SIVAKUMAR PROFESSOR DEPARTMENT OF BUSINESS ADMINISTRATION ALAGAPPA GOVERNMENT ARTS COLLEGE KARAUKUDI Mob.No:8825844821	SUBJECT EXPERT	
5.	Mr.A.MOORTHY 44/1,ADAPPANVAYAL 8 TH STREET, PUDUKKOTTAI Mob.No:7639628715	INDUSTRIALIST	
6.	Dr. E.SELVARATHINAM ASSISTANT PROFESSOR DEPARTMENT OF BUSINESS ADMINISTRATION H.H. THE RAJAH'S COLLEGE (AUTONOMOUS) PUDUKKOTTAI Mob.No:9865729621	MEMBER – I	
7.	Dr. V.ALAGIRISAMY ASSISTANT PROFESSOR DEPARTMENT OF BUSINESS ADMINISTRATION H.H. THE RAJAH'S COLLEGE (AUTONOMOUS) PUDUKKOTTAI Mob.No:9443568894	MEMBER – II	
8.	Dr. C.CHINNARAJA ASSISTANT PROFESSOR DEPARTMENT OF BUSINESS ADMINISTRATION H.H. THE RAJAH'S COLLEGE (AUTONOMOUS) PUDUKKOTTAI Mob.No:9894172993	MEMBER – III	
9.	Dr. P. MALATHI ASSISTANT PROFESSOR, DEPARTMENT OF BUSINESS ADMINISTRATION H.H. THE RAJAH'S COLLEGE (AUTONOMOUS) PUDUKKOTTAI Mob.No:8760009119	ALUMNI MEMBER	

Resolutions:

1. Resolved to approve and adopt the revised syllabus for B.B.A Major, Allied, Electives and Non Major Elective as part of Learning Outcomes-based Curriculum Framework (LOCF) under CBCS from the academic year 2021-2022.
2. The feedback of students, scholars, alumni, employers, faculty and parents were discussed in length and their views were given due weightage while revising the structure, regulations, curriculum and syllabi of the programme offered by the Department.
3. The newly introduced courses from this academic year 2021-2022 are (i) Tourism and Travel Management (Non-Major Elective course) and (ii) Logistics Management (Elective course).
4. Principles of Insurance and Management Information System are swapped (Allied and Non-Major Elective) in III semester.
5. Company Law and Secretarial Practice course title changed as Company Law and Practice in IV semester.
6. Value added courses included in the curriculum are Computer Application in Business and Stock Exchange Practice which are ought to be conducted twice in an academic year. Only internal evaluation is recommended.
7. Syllabi of B.B.A. course is framed in such a way that it matches more than 75 per cent with the syllabus framed and recommended by the State Integrated Board of Studies of Tamil Nadu State Council for Higher Education (TANSICHE).
8. The course and programme summaries attached with the syllabus contain the details on the percentage of modification
9. The main focus of the courses is as follows:

Name of the Programme	Name of the Course	Course Code	Activities/Content with direct bearing on Employability / Entrepreneurship/Skill Development
B.B.A	Management Principles	21UAD1	Entrepreneurship
	Business Communication	21UAD2	Employability
	Marketing Management	21UAD3	Employability
	Mathematics and Statistics for Managers	21UADA2	Skill development
	Financial Accounting	21UAD4	Employability

	Human Resource Management	21UAD6	Entrepreneurship
	Cost Accounting	21UAD7	Employability
	E Commerce	21UADN2	Entrepreneurship
	Entrepreneurial Development	21UAD13	Entrepreneurship

(CHAIRMAN)

SIGNATURE

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REVISION OF SYLLABUS BBA BRIEF

- As per the instruction from the Director of Collegiate Education Chennai and from the Registrar, Bharathidasan University, Trichy, it has been decided to have a uniform pattern for all subjects as detailed below.

Program	Total No. of Papers	Total Max. Marks	Total Credits
UG	37	3700	139
Extn. Activities			1
			} 140

- ❖ U. G. distributing the available 30 hours / week for various papers as shown in Annexure -1
- ❖ Title of courses proposed for new syllabi is shown in Annexure – 2 for UG
- ❖ The question paper pattern for UG is shown in Annexure-3
- ❖ The syllabi for the I and II semester courses for UG is given in Annexure-4.

Whenever there is an urge for change and up gradation for syllabi, the revisions are made and the proposed new syllabi and copy of the old syllabi are submitted herewith.

Skill based and value based courses are included as per the suggestions by the University and Tamil Nadu Government.

ANNEXURE I

OVERALL TOTAL BASED ON UG COURSES

Sl. No	Part	No. of Courses	Instruction Hours	Maximum Marks	Credits
1	Part – 1 (Language)	4	24	400	12
2	Part – II (Language)	4	24	400	12
3	Part – III (Core, Allied & Elective)				
	Core Courses	14	70	1400	60
	Allied Courses	4	22	400	20
	Elective Courses	3	17	300	14
4	Part – IV				
	Non Major Elective Courses	2	6	200	4
	Skill Based Courses	3	12	300	12
	Environmental Studies Courses	1	2	100	2
	Values Based Courses	1	2	100	2
	Gender Studies	1	1	100	1
5	Part – IV				
	Extension Activities				1
	Total	37	180	3700	140

H.H. THE RAJAH'S COLLEGE (AUTONOMOUS) PUDUKKOTTAI – 622 001

C.B.C.S PATTERN FOR BBA

PART	COURSE	TITLE	HRS	MARKS		TOTAL	CREDIT
				IA	EA		
	FIRST SEMESTER						
PART I		Tamil I	06	25	75	100	03
PART II		English I	06	25	75	100	03
		Management Principles	05	25	75	100	04
		Business Communication	05	25	75	100	04
Allied-I		Managerial Economics	04	25	75	100	05
		Environmental Studies	02	25	75	100	02
Soft Skill-I		Soft Skill-I	02	-	-	-	-
	SECOND SEMESTER						
		Tamil –II	06	25	75	100	03
		English – II	06	25	75	100	03
		Marketing Management	05	25	75	100	04
		Financial Accounting	05	25	75	100	04
Allied-II		Mathematics and Statistics for Managers	04	25	75	100	05
		Value Education	02	25	75	100	02
Soft Skill-I		Soft Skill-I	02	25	75	100	04
	THIRD SEMESTER						
		Tamil -III	06	25	75	100	03
		English –III	06	25	75	100	03
		Business Law	05	25	75	100	04

		Human Resource Management	05	25	75	100	04
Allied -III		Principles of Insurance	04	25	75	100	05
Non –Major Elective-I		Management Information Systems (OR) International Business	04	25	75	100	02
Soft Skill-II		Soft Skill - II	02	-	-	-	-
	FOURTH SEMESTER						
		Tamil -IV	06	25	75	100	03
		English –IV	06	25	75	100	03
		Cost Accounting	05	25	75	100	04
		Production and Materials Management	06	25	75	100	04
Allied -IV		Company Law and Secretarial Practice	04	25	75	100	05
Soft Skill-II		Soft Skill-II	02	25	75	100	04
	FIFTH SEMESTER						
		Operations Research	06	25	75	100	04
		Management Accounting	05	25	75	100	04
		Strategic Management	06	25	75	100	05
Elective –I		Organizational Behaviour (OR) Services Marketing	05	25	75	100	05
Non –Major Elective-II		Tourism and Travel Management (or) E-commerce	04	25	75	100	02
Soft Skill-III		Soft Skill-III	04	25	75	100	04
	SIXTH SEMESTER						
		Financial Management	06	25	75	100	05
		Entrepreneurial Development	06	25	75	100	05
		Banking	06	25	75	100	05

ELECTIVE - II		Advertisement and Sales Promotion (OR) Business Environment	05	25	75	100	05
ELECTIVE – III		Industrial Relations and Labour Legislation (OR) Research Methods in Management	05	25	75	100	04
		Gender Studies	01	25	75	100	01
		Extension Activities	-	-	-	-	01
Total			180	925	2775	3700	140

ANNEXURE II
H.H. THE RAJAH'S COLLEGE (AUTONOMOUS) PUDUKKOTTAI – 622 001
C.B.C.S PATTERN FOR BBA CBCS
2021-2022 Onwards

S.No	SEM	PAPER	SUB.CODE	TITLE	HRS	CRE DIT	EXAM H RS	MARKS		
								IA	EA	TOTAL
			FIRST SEMESTER							
1	I	LC-1	21ULT1	Tamil I	06	03	03	25	75	100
2	I	ELC-	21ULE1	English I	06	03	03	25	75	100
3	I	CC-1	21UAD1	Management Principles	05	04	03	25	75	100
4	I	CC-II	21UAD2	Business Communication	05	04	03	25	75	100
5	I	AC-1	21UADAI	Managerial Economics	04	05	03	25	75	100
6	I	SBE-1	21USBE1	Soft Skills and Industry Awareness Paper-I	02	-	-	-	-	-
7	I	EVS	21UES	Common paper 1 Environmental studies	02	02	03	25	75	100
			SECOND SEMESTER							
8	II	LC-II	21ULT2	Tamil –II	06	03	03	25	75	100
9	II	ELC- II	21ULE2	English – II	06	03	03	25	75	100
10	II	CC-III	21UAD3	Marketing Management	05	04	03	25	75	100
11	II	CC-IV	21UAD4	Financial Accounting	05	04	03	25	75	100

12	II	AC-II	21UADA2	Mathematics and Statistics For Managers	04	05	03	25	75	100
13	II	VE	21UVE	Common paper 2.Value education	02	02	03	25	75	100
	II	SBE-1	21USBE1	Soft Skills and Industry Awareness paper- 1	02	04	03	25	75	100
			THIRD SEMESTER							
14	III	LC-III	21ULT3	Tamil -III	06	03	03	25	75	100
15	III	ELC-III	21ULE3	English –III	06	03	03	25	75	100
16	III	CC-V	21UAD5	Business Law	05	04	03	25	75	100
17	III	CC-VI	21UAD6	Human Resource Management	05	04	03	25	75	100
18	III	AC-III	21UADA3	Principles of Insurance	04	05	03	25	75	100
19	III	SBE-II	21USBE2	Soft Skills and Industry Awareness Paper-II	02	-	-	-	-	-
20	III	NME-1	21UADN1	Management Information Systems (or) International Business	04	02	03	25	75	100
			FOURTH SEMESTER							
21	IV	LC-IV	21ULT4	Tamil -IV	06	03	03	25	75	100
22	IV	ELC-IV	21ULE4	English –IV	06	03	03	25	75	100
23	IV	CC-VII	21UAD7	Cost Accounting	05	04	03	25	75	100
24	IV	CC-VIII	21UAD8	Production and Materials Management	06	04	03	25	75	100

25	IV	AC-IV	21UADA4	Company Law and Practice	04	05	03	25	75	100
	IV	SBE-II	21USBE2	Soft Skill and Industry Awareness paper- II	02	04	03	25	75	100
			FIFTH SEMESTER							
26	V	CC-IX	21UAD9	Operations Research	06	04	03	25	75	100
27	V	CC-X	21UAD10	Management Accounting	05	04	03	25	75	100
28	V	CC-XI	21UAD11	Strategic Management	06	05	03	25	75	100
29	V	EC-1	21UADE1A	Organizational Behaviour(or)	05	05	03	25	75	100
			21UADE1B	Services Marketing						
30	V	NME-II	21UADN2	Tourism and Travel Management (or)	04	02	03	25	75	100
				E-commerce						
31	V	SBE-III	21USBE3	Soft Skills and Industry Awareness Paper-III	04	04	03	25	75	100
			SIXTH SEMESTER							
32	VI	CC-XII	21UAD12	Financial Management	06	05	03	25	75	100
33	VI	CC-XIII	21UAD13	Entrepreneurial Development	06	05	03	25	75	100
34	VI	CC-XIV	21UAD14	Banking	06	05	03	25	75	100

35	VI	EC-II	21UADE2A	Advertisement and Sales Promotion(or)	05	05	03	25	75	100
			21UADE2B	Business Environment						
36	VI	EC-III	21UADE3A	Industrial Relations and Labour Legislation (or)	05	04	03	25	75	100
			21UADE3B	Logistics Management						
37	VI	GS	21UGS	Common paper 3. Gender studies	01	01	03	25	75	100
	II	VAC - I	21UADV1	Computer Application in Business						
	IV	VAC - II	21UADV2	Stock Exchange practices						
				Extension Activities	-	01		-	-	-
Total					180	140	111	925	2775	3700

H.H. THE RAJAH'S COLLEGE (AUTONOMOUS), PUDUKKOTTAI
B.B.A COURSE STRUCTURE UNDER CBCS (FOR THE CANDIDATES
ADMITTED FROM THE ACADEMIC YEAR 2021-2022 ONWARDS)
CORE COURSE (14)

S.NO	SUBJECT CODE	CODE	TITLE OF THE PAPERS	CREDITS
1	21UAD1	CCM1	Management Principles	4
2	21UAD2	CCM2	Business Communication	4
3	21UAD3	CCM3	Marketing Management	4
4	21UAD4	CCM4	Financial Accounting	4
5	21UAD5	CCM5	Business Law	4
6	21UAD6	CCM6	Human Resource Management	4
7	21UAD7	CCM7	Cost Accounting	4
8	21UAD8	CCM8	Production and Materials Management	4
9	21UAD9	CCM9	Operations Research	4
10	21UAD10	CCM10	Management Accounting	4
11	21UAD11	CCM11	Strategic Management	5
12	21UAD12	CCM12	Financial Management	5
13	21UAD13	CCM13	Entrepreneurial Development	5
14	21UAD14	CCM14	Banking	5
				60
Elective Courses (3)				
1	21UADE1A/21UADE1B	CCE1	Organisational Behaviour(OR) Services Marketing	5
2	21UADE2A/21UADE2B	CCE2	Advertisement and Sales Promotion (OR) Business Environment	5
3	21UADE3A/21UADE3B	CCE3	Industrial Relations and Labour Legislation (OR) Logistics Management	4
				14
Skill Based Elective Courses (3)				
1	21USBE1	SBEC 1	Soft Skills and Industry Awareness Paper-I	4
2	21USBE2	SBEC 2	Soft Skills and Industry Awareness Paper-II	4
3	21USBE3	SBEC3	Soft Skills and Industry Awareness Paper-III	4
				12
Allied Courses (4)				
1	21UADA1	CCA1	Managerial Economics	5
2	21UADA2	CCA2	Mathematics and Statistics for Managers	5
3	21UADA3	CCA3	Principles of Insurance	5
4	21UADA4	CCA4	Company Law and Practice	5
				20
Non-Major Elective Courses (2)				
1	21UADN1	NMEC1	Management Information System (OR) International Business	2
2	21UADN2	NMEC2	Tourism and Travel Management (OR) E-Commerce	2
				4
1	21UES	EVS	Common paper 1.Environmental studies	2
2	21UVE	VE	Common paper 2.Value education	2
3	21UGS	GS	Common paper 3.Gender studies	1
				5
Value Added courses				
1	21UADV1	VAC-I	Computer Application in Business	
2	21UADV2	VAC - II	Stock Exchange Practices	
Part – V (NSS/NCC)				
			Total Credits	115
			Extracurricular Activity	1
			Language	24
			Over All Credits	140

**ANNEXURE III QUESTION
PAPER PATTERN
B.B.A
CREDIT CUM SEMESTER PATTERN
(EFFECTIVE FROM THE ACADEMIC YEAR 2021-2022 ONWARDS)**

UG External Pattern

Maximum Marks:100

InternalMarks : 25

ExternalMarks : 75

Part – A Answer all the Questions 10 x 2 = 20 Marks	Part – B Internal Choice Type 5x5 = 25 Marks	Part – C Answer any 3 Questions 3x10 = 30 Marks
Question 1.2 – I Unit 3.4 – II Unit 5.6 – III Unit 7.8 – IV Unit 9.10 – V Unit	Question 11a (or) 11b – I Unit 12a (or) 12b – II Unit 13a (or) 13b – III Unit 14a (or) 14b – IV Unit 15a (or) 15b – V Unit	Question 16 – I Unit 17 – II Unit 18 – III Unit 19 – IV Unit 20- V Unit

For NME 1 - Objective type question
pattern Internal -25marks; External -75
marks

NME 2, EVS, VE & GS
Answer any 5 Questions out of 8
5x15 = 75 Marks

UG INTERNAL PATTERN

UG- Theory

Internal Test –1 - 50 Marks

Assignment – 1 & 2 - 25 Marks

Model Examination - 75 Marks

Total Marks - 150Marks

Internal Assessment Reduced to 25 Marks for UG.

PROGRAM OUTCOMES (PO)

After completion of the B.B.A. Degree Programme, the graduate will be able to

- PO1. Students are able to understand the basics of Management theories and practices to solve business Problems
- PO2. Encourages analytical and critical thinking abilities for business decision making.
- PO3. Enables students to get theoretical and practical exposure in the Management Sector includes Economics, Banking, Legal and Environment.
- PO4. Use present day technique and skills necessary for business and costing.
- PO5. Enhance the Entrepreneurial skill among the students.
- PO6. Provide an easy environment and facilitates around development of student Personality.
- PO7. Make students capable to resolving ethical issues in business.

Programme Specific Outcomes (PSO)

After the completion of the B.B.A Course, the student would be

- PSO1. Acquiring conceptual clarity of various functional areas in Management.
- PSO2. Develop the ability to work in groups.
- PSO3. Demonstrating ability to evolve the strategies for attaining the organizational Goal.
- PSO4. Ability to develop their oral and written communication.
- PSO5. Demonstrate the ability to create Business opportunity.

ANNEXURE IV

SEMESTER I

MANAGEMENT PRINCIPLES

SUBJECT CODE: 21UADI

OBJECTIVES:

- To make students understand the basic concepts and principles of management.

Unit – 1

Introduction to management: The Development Thought - Contributions of Taylor, Henry Fayol, Elton Mayo, Gilbert Maslow ,Peter Drucker. Functions and responsibility of Manager.

Unit – II

Planning: Planning – Nature and Purpose – Objectives – Operational and Strategic Planning – Types – Steps in Planning – Limitations.

Unit – III

Organization and staffing: Organizing – Organization Theory – Organizational Design – Work Specialization – Span of Control – Chain of Command - Centralization and Decentralization – Delegation of Authority – Line and Staff. Staffing – Responsibility for Staffing – MPP Selection Process – Test – Interview.

Unit – IV

Directing, Morale and Motivation: Directing – Meaning of directing –Characteristics of direction – Principles of direction – Elements of direction – Importance of direction – Decision making process – Hawthorne Studies – Morale and Motivation

Unit – V

Co-Ordination and Controlling: Co-Ordination - Meaning- Importance and techniques of co-ordination. Controlling -- Functions – Process –Characteristics of good control system - Budgeting – MBO-MBE.

Course summary

- ✓ Students acquired the skills needed to become a successful manager

Text book

Principles of management	- L.M.Prasad
Principles of management	- Sherlekan
Business Management	- Dinkar and Pegare
Principles of Management	- Tripathi&Reddy
Essentials of Management	- Kootz and “O”Donnel
Principles of management	- Dr. J.Jayasankar

Course Outcome

On successful completion of the course, students will able to:

CO1: To develop the primary types of managers and roles they play.

CO2: Describe current development in management practices.

CO3: Able to construct the stages of the planning cycle.

CO4: Improve knowledge of process based theories of motivation.

CO5: Explain the basic control process and monitoring points

Mapping with programme outcomes							
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	6	9	9	9	9	6
CO2	6	9	9	3	6	9	3
CO3	9	9	6	3	9	9	3
CO4	9	9	9	6	9	3	6
CO5	9	9	9	9	6	3	9
Weightage	42	42	42	30	39	33	27
Weighted Percentage of Course Contribution of PO's	4.778157	5.426357	5.577689	4.504505	5.701754	4.867257	3.781513

BUSINESS COMMUNICATION

SUBJECT CODE: 21UAD2

OBJECTIVES:

- ✓ To understand the concept process and importance of communication

Unit – I

Introduction: Introduction Communication – Types of Communication (Meaning – Need. Importance Commercial terms and Abbreviations)

Unit – II

Barriers to communication: Media of Communication, Principles of Effective Communication, Barrier to Communication – Need, Function and Kinds of Business Letters – Effective Business Letters.

Unit – III

Business letters: The layout of the letter – Enquiries and Reply – Quotations – sales Letters – Claims and Adjustments, Collection Letters – Circular Letters- Application letters.

Unit - IV

Business correspondence & Reporting: Import – Export Correspondence – Correspondence of a Company Secretary – Memos and other forms of messages – minutes of meeting. Report Writing –Importance- Characteristics of good reporting – Director’s report – Annual report – Audit report.

Unit – V

Listening & Modern communication: Importance of listening and Communication – Principles of effective listening –Types of listening and communication-Developing listening skills – Tele conferencing – Intercom apparatus – Modern Means of Communication – Internet – Intranet - E-mail - web conferencing – private and group messages – blogging.

Course summary

- ✓ To develop skills of effective communication both written and oral.

TEXT BOOK

Essentials of Business	-	J.S.Koriahall
Principles and Practice	-	Stephson,
Pitman Effective letters and		
Business Law	-	Shurter, TMH
Essentials of Business Communication	-	Rajendrapal J.S Korlahalli
Business Communication	-	R.C.Sharma, Krishna Mohan
Business Communication	-	S.Kathiresan Dr.V.Radha

Course Outcome**On successful completion of the course, students will able to:**

CO1: Identify key principles in Business Communication.

CO2: Understand the importance of being an effective Business Communication

CO3: Develop the three parts of the writing process.

CO4: Recognize the role and important of their audience.

CO5: Pinpoint Common social media platforms used by Business.

Mapping with programme outcomes							
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	6	9	9	6	3
CO2	6	9	9	9	9	3	3
CO3	9	6	9	9	9	3	6
CO4	9	3	3	9	9	6	9
CO5	6	3	9	3	3	9	6
Weightage	39	30	36	39	39	27	27
Weighted Percentage of Course Contribution of PO's	4.43686	3.875969	4.780876	5.855856	5.701754	3.982301	3.781513

MANAGERIAL ECONOMICS

SUBJECT CODE: 21UADA1

OBJECTIVES:

- ✓ To expose students to basic economic concepts.

Unit – I

Introduction: Managerial Economics – Scope and Application – Profit maximization - Role of Managerial Economist – Demand- Types of Demand - Demand Analysis and Forecasting – Methods – Demands Forecasting – Law of supply.

Unit – II

Production function: Production function - Types – Returns of scale – Economics of size and Capacity Utilization- Input – Output – Cost function of short run cost – Long run cost – Output Function.

Unit – III

Price Policies: Price Policies and Practices – Pricing under perfect Competition – Oligopoly, Monopoly and Monopsony – Pricing of durable products – Perishable goods – Price as a tool of competition.

Unit – IV

National income: National income – Circular flow of income – Measurement and Difficulties in the Measurement – GDP, GNP, NNP.

Unit – V

Functions of Money: Functions of Money – Theories on money supply – Inflation- Deflation- Role of Commercial Bank – RBI – Methods of credit control - monetary and fiscal.

Course summary

- ✓ To use economic reasoning to problems of business

TEXT BOOKS

Managerial Economics	-	Joel Dean
Managerial Economics	-	R.L.Varshney and K.L.Maheswar
Managerial Economics	-	V.L.Mote, Paul and G.S.Gupta
Managerial Economics	-	S.Sankaran

Course Outcome**On successful completion of the course, students will able to:**

CO1: Understanding the basic concepts of managerial economics.

CO2: Able to Know the Law of DMR and three stages of production.

CO3: Provide facility to Compare and contrast the different market types and its price.

CO4: Explore the grand knowledge about National Income and its measurement.

CO5: Identify the impact and functions of Money.

Mapping with programme outcomes							
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	3	3	9	9	3
CO2	9	3	3	6	3	9	3
CO3	9	3	9	9	6	9	9
CO4	9	9	9	9	3	3	9
CO5	9	9	9	3	9	3	9
Weightage	45	33	33	30	30	33	33
Weighted Percentage of Course Contribution of PO's	5.119454	4.263566	4.38247	4.504505	4.385965	4.867257	4.621849

SOFT SKILLS AND INDUSTRY AWARENESS - PAPER I

SUBJECT CODE: 21USBE1

Learning Objectives:

- i) To inculcate positive attitude among the learners
- ii) To introduce goal setting to the learners
- iii) To instill effective communicative skills in the learners
- iv) To expose the learners to the basics of computers
- v) To initiate the learners into computer applications

Unit - I

POSITIVE ATTITUDE : Attitude --- features of attitudes ---formation of attitudes--- psychological factors --- change of attitudes –ways of changing attitude in a person – the power of positive attitude ---the benefits of positive attitude --- developing positive attitude --- obstacles in developing positive attitude -- negative attitude --- the causes of negative attitude ---the consequences of negative attitude ---how to change negative attitude

Unit - II

GOAL SETTING: Introduction –importance of goal setting – goal definition --- types of goals --- what exactly goal setting --- why people don't set goals ---how to choose the right goals –SMART GOALS ---Career goals ---benefits of career goal setting ----goal setting tips

UNIT - III

COMMUNICATION SKILLS : Communication process –types of communication --- barriers to effective communication --- listening skills --- importance of tone of voice --- voice clarity ---verbal expressiveness –tips to develop communication skills ---government initiatives – job roles

UNIT- I V

KNOWING COMPUTER : Characteristics of a computer – limitations of a computer – components of hardware---- basics of operating systems ---definition – functions of operating systems – categories of operating systems --- windows features --- start up, shut down ---- opening and closing an application --- manipulating windows --- saving – printing – deleting files –start menu

Unit - V

COMPUTER APPLIICATIONS: Word Processing : launching word, word processing basics, the quick access toolbar, opening a document, saving a document, formatting the text, table manipulation
Using Spread Sheet : elements of electronics spreadsheet, manipulation of cells, formula and function-functions

Learning outcomes:

Learners

- i) know to develop positive attitude
- ii) Know how to set goals
- iii) Learners develop effective communicative skills
- iv) Learners know the basics of computers
- v) Learners know various computer applications

Prescribed Book : Soft Skills and Industry Awareness - ICT Academy of Tamil Nadu

Books for Reference : Dr.Alex – Soft Skills, S.Chand, New Delhi

Raveendiran et al. Success Through Soft Skills

COMMON PAPER 1

ENVIRONMENTAL STUDIES

SUBJECT CODE: 21UES

Unit-I: Definition and Nature of Environmental Studies: Definition – Nature and Scope – Importance of Environmental Studies – Need for public Awareness Renewable and Non-renewable Resources – Natural Resources and associated Problems.

Unit-II: Ecosystem: Concept of an Ecosystem – Structure and Function of an Ecosystem – Producers, Consumers and Decomposers – Energy flow in the Ecosystem – Ecological Succession – Food Chains – Food Webs – Ecological Pyramids.

Unit -III: Biodiversity and its conservation: Definition: Genetic, Species and Function of an Ecosystem Diversity – Biogeographically Classification of India – Value of Biodiversity: Consumptive use, Productive use, social, ethical aesthetic and option values – Biodiversity at Global, National and Local levels – India as a Mega-Diversity Nation – Hot-spots of Biodiversity – Threats to Biodiversity: habitat loss, poaching of wildlife, man wildlife conflicts – Endangered and endemic species of India – Conservation of biodiversity: In-situ and Ex-situ Conservation of Biodiversity.

Unit –IV: Environmental pollution: Definition – Causes, Effects and Control measures of Air pollution – Water pollution – Soil pollution - Marine pollution – Noise pollution – Thermal pollution – Nuclear pollution –Solid Waste Management – Causes –Effects and Control measures of urban and industrial wastes –Role of an individual in prevention of pollution.

Unit - V : Social issues and Human population in relation to Environment: Urban problems and related to energy - Climate Change – Global Warming – Acid Rain – Ozone Layer depletion – Population growth, Variation among nations – population explosion – Family welfare Programs – Environment and Human Health – Human Rights – Value Education – HIV/AIDS – Women and Child Welfare – Role of Information Technology in Environment and Human Health.

Text Books :

1. Environmental Economics - S.Sankaran
2. Environmental Economics - M. Karpakam
3. Environmental Economics - S.Varadarajan
4. Environmental Economics - D.W.Pearce
5. Environmental Studies - Dr. C .Sethuraman NCBH(P) Ltd –Chennai.

E-Source

<http://www.ugc.ac.in/oldpdf/modelurriculum/env.pdf>

<http://rccmindore.com/wp-content/uploads/2015/06/B.COM-III-HONS-Environmental-Studies.pdf> [http://www2.hcmuaf.edu.vn/data/quoctuan/Basics of Environmental Sci% 20\(Section% 201\).pdf](http://www2.hcmuaf.edu.vn/data/quoctuan/Basics%20of%20Environmental%20Sci%20(Section%201).pdf)

SEMESTER II

MARKETING MANAGEMENT

SUBJECT CODE: 21UAD3

OBJECTIVES:

- ✓ To study and critically analyze the basic concepts in marketing

Unit – I

Basics of Marketing: Meaning and Definition – Goals-Marketing function - The Marketing Concept –Approaches of marketing- Recent trends in marketing- E-Business- Tele-marketing- Retailing.

Unit – II

Marketing Environment : Marketing environment - Demographic, Economic, Physical, Technological, Political, Legal, Social, Cultural Environment .

Unit – III

Buying behavior and marketing mix :Consumer Marketing and Buying Behavior – origin- Influences on Buyer behavior- Concept of Marketing mix– Concept of product life cycle.

Unit – IV

Segmentation and Pricing: Market Segmentation–Target market-New Product Development Process – Pricing decisions.

Unit – V

Marketing channels and CRM : Marketing channels – Advertising decisions – Sales force decision – Sales Forecasting. Consumer Relationship Management – Introduction – concept – purpose – functions – Disadvantages.

Course summary

- ✓ To gain the need of marketing in Business

TEXT BOOK

Marketing Management	- Philip Kotler – Prentice Hall of India.
Fundamental of Marketing	- William J.Stanton, Michael J.Etzel.
Marketing Management	- Memoria Joshi., KitabMahal
Marketing Management	-Dr.L.Natarajan.

Course Outcome**On successful completion of the course, students will able to:**

CO1: Demonstrate strong conceptive knowledge in the functional areas of Marketing Management.

CO2: Effective understanding of Marketing Environment.

CO3: Able to perceive the ingredient of Buying behavior and marketing mix.

CO4: Can realize the significance of market segmentation.

CO5: Mastery in CRM

Mapping with programme outcomes							
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	6	9	6	3	9
CO2	9	9	9	6	9	9	3
CO3	9	9	6	3	3	9	9
CO4	3	9	9	6	9	3	3
CO5	9	3	9	6	9	9	3
Weightage	39	39	39	30	36	33	27
Weighted Percentage of Course Contribution of PO's	4.43686	5.03876	5.179283	4.504505	5.263158	4.867257	3.781513

ALLIED PAPER - II MATHEMATICS AND STATISTICS FOR MANAGERS

SUBJECT CODE: 21UADA2

OBJECTIVES

- ✓ To use frequency distribution to make decision.

Unit – I

Introduction to statistics : Nature and Scope of Statistics: Uses of statistics in business, Statistic data – Primary and Secondary Data - Classification and Tabulation- Diagrammatic representation– Frequency distribution . Measures of Central Tendency – Mean, Median, Mode, Geometric Mean and harmonic Mean – Uses of Averages in Business.

Unit – II

Measures of Dispersion : Meaning - Range, QD, MD, and SD- Co-efficient of variation – Uses in Business Skewness–Measures of Skewness, Kurtosis and Moments- Karl Pearson's Co-efficient of Skewness.

Unit – III

Correlation & Index number : Simple correlation – Pearson and Spearman's – Regression lines – Index numbers – Weighted, Unweighted, Cost of Living Index.

Unit – IV

Differential Calculus: Elements of differential Calculus – Maxima and Minima Applications of these concepts to Business, Economies.

Unit – V

Matrices : Definition – Different type of Matrices- Addition and subtraction of Matrices, Reciprocal matrix– Transpose of Matrix – Elementary operations – Consistency and inverse of a matrix, Determinants of order one, two and three properties of determinants, Simple problems.

Course summary

- ✓ To understand the concept of statistics for manager

TEXT BOOK

Mathematics for Business and Economics	- J.D.Gupta
Quantitative techniques for Managerial decisions	- U.K. Srivastava G.V.Shenoy, S.C.Sharma (Wiley Eastern)
Practical Statistic	-R.S.N.Pillai & Bhagawathi (Sultan hand & Sons)
Statistical Method	-S.B.Gupta,(Sultan Chand & son)

Course Outcome**On successful completion of the course, students will able to:**

CO1: Organise to manage and present data.

CO2: Identify the characteristics of different discrete and continuous distributions.

CO3: Know the practical issues arising in sampling studies.

CO4: Critically evaluate the uses and limitations of Differential Calculus.

CO5: Understand the different dimensions of Matrices.

Mapping with programme outcomes							
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	3	3	3	3	3
CO2	9	3	3	3	3	3	3
CO3	9	3	9	3	3	9	9
CO4	9	9	9	9	3	3	9
CO5	9	9	9	3	9	3	9
Weightage	45	33	33	21	21	21	33
Weighted Percentage of Course Contribution of PO's	5.119454	4.263566	4.38247	3.153153	3.070175	3.097345	4.621849

ORGANIZATIONAL BEHAVIOUR

SUBJECT CODE: 21UADE1A

Objectives:

- Understand the various approaches of OB applied in the organization

Unit – I

Introduction to OB : The concept of organizational Behavior – Natural of Man –Whole person- Human dignity- Nature of Organization – Models of Organizational Behavior - S.O.B.C Model – Organizational Behaviour and Human Relations.

Unit – II

Personality and individual Difference: Individual Behaviour – Perception – Factors influencing perception - Personality –Attitude -meaning – characteristics- components.

Unit – III

Leadership: Leadership – Characteristics – Leadership continuum – Styles of Leadership – Manager as a Leader, Theories of Leadership, Conference leadership – Power and authority.

Unit – IV

Group dynamics: Groups at work – Formal and informal group. Functions of small group- group size status – managerial implication – Group Behavior – Cohesiveness..

Unit – V

Morale and Motivation : Morale and Motivation – Herzberg's Two factor theory of Motivation. Management of Change in Organization – Organizational Application of Motivation.

Course summary

- ✓ Students acquired interpersonal skills

TEXT BOOK

Organization theory and behavior	-	V.S.P.Rapand D.S.Narayanan, Konarak Publishers Pvt.Ltd.,
Human behavior at work	-	Keith Davis – Tata McGraw Hill Book Company
Organization Behaviour	-	Fred Luthans – Tata McGraw Hill.
Organization Behaviour	-	Concepts, Controversies and Applications by Stephen P.Robbins, Prentice HallPublications.
Organization Behaviour	-	J. Jayasankar

Course Outcome**On successful completion of the course, students will able to:**

CO1: Development of the field of Organizational behavior.

CO2: Identify the process used in developing communication.

CO3: Demonstrate skills required for working in groups (team building)

CO4: Identify the various leadership styles and the role of leaders in a decision making process.

CO5: Analyse and compare different models used to explain individual behavior related to motivation and Rewards.

Mapping with programme outcomes							
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	3	3	3	3	3
CO2	9	3	3	3	3	9	3
CO3	9	3	9	3	3	9	9
CO4	9	9	9	9	3	3	9
CO5	9	9	9	3	9	3	9
Weightage	45	33	33	21	21	27	33
Weighted Percentage of Course Contribution of PO's	5.119454	4.263566	4.38247	3.153153	3.070175	3.982301	4.621849

Objective

- To evolve Marketing strategies to meet the unique challenges and opportunities of the services sector

Unit - I

Introduction to services marketing : Services marketing – Introduction - Growth of service sector – Types - Characteristics – Salient of services , concept of services marketing and its significance. Bank marketing - Marketing Mix of banking services– Difference between goods & services.

Unit – II

Marketing Planning :Marketing Management process for services – organizing marketing planning – Analyzing opportunities – target market – Developing the services marketing Mix.

Unit – III

Tourism Marketing :Introduction, Tourism product, Salient Features of Tourism Product, Marketing segmentation of Tourism, formulation of marketing mix for Tourism Industry.

Unit – IV

Services product planning pricing :Service product – analysis of the service offer – service planning – factors affecting pricing decisions – special issues of service pricing.

Unit – V

Promotion mix for services :Promotion Mix for services – Place in service – Identifying & Evaluating major channel alternating – physical factors – physical environment.

Course summary

- ✓ To gain the concept of services marketing and strategies

TEXT BOOKS

1. Kruse, Service Marketing, John Wiley & Sons Ltd.
2. Tom Powers, Marketing Hospitality, John Wiley & Sons Inc.
3. Philip Kotler, Marketing of non-profit organization, Prentice Hall.
4. Helen Woodruffe, Services Marketing, Macmillan.

5. Valarie A. Zeithaml, et al, Service Marketing, Tata Mc Graw-Hill.
6. Christopher Love Lock, Service Marketing, Pearson Education Asia.

References book

Service Marketing :Parampal singh , Ramneek Kaur

Services marketing : S M Jah - Unit I , Unit III

Course outcome

On successful completion of the course, students will able to:

CO1: Students will understand the basic concept of services marketing.

CO2: Acquiring knowledge about marketing planning.

CO3: To help the students to have the thorough knowledge of strategies of service Management.

CO4: Able to know about service product planning and pricing decisions

CO5: Understanding the different promotional mix of services.

Mapping with programme outcomes							
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	3	3	3	3	3
CO2	9	3	3	3	3	9	3
CO3	9	3	9	3	3	9	9
CO4	9	9	9	9	3	3	9
CO5	9	9	9	3	9	3	9
Weightage	45	33	33	21	21	27	33
Weighted Percentage of Course Contribution of PO's	5.119454	4.263566	4.38247	3.153153	3.070175	3.982301	4.621849

**COMMON PAPER 2
VALUE EDUCATION**

SUBJECT CODE: 21UVE

OBJECTIVES:

- To familiarize the students with value concepts.
- To make the students aware of different Types of Values.

Unit – I:

Concept of Values: Meaning of value Education – Need and Purpose of value Education – Significance of value Education in Present context – Types of Values – Values – Values through various genres of literature.

Unit – II :

Family values : Components, Structure and Responsibilities of Family – Neutralization of anger – Adjustability – Threats of Family life – status of Women in Family and society – Caring for needy and elderly – Time allotment for sharing ideas and concerns.

Unit – III

Ethical Values : Professional Ethics – Mass Media Ethics – Advertising Ethics – Influence of Ethics on Family Life – Psychology of children and youth – Leadership qualities – Personality Development.

Unit – IV

Social Values : Faith Service and Secularism – Social sense and Commitment – Students and Politics – Social Awareness , Consumer Awareness, Consumer Rights and Responsibilities – Redressal Mechanisms.

Unit: V

Spiritual Values: What is Religion? – Role of Religion – Misinterpretation of Religion Relationship between spiritual and religion – Moral Policing – Consequences – Religion as Spiritual Quest – Aesthetics and Religion.

Reference Books:

1. T. Anchukandam and J. Kuttainimathathil(Ed) Grow Free Live Free, KrisituJyoti Publication , Bangalore(1995)
2. Mani Jacob (Ed) Resource Book for Value Education, Institute for Value Education , NewDelhi 2002
3. DBNI, NCERT, SCERT, Dharma Bharti National Institute of peace and value Education, Secunderabad,2002
4. Daniel and selvamony - Value Education Today , (Madras Christian College, Tamnaramand ALACHE, New Delhi,1990)
5. S. Ignacimuthu –Values For Life – Better Yourself Books , Mumbai,1991.
6. M.M.M. Mascaronhascentre for Research Education Science and Training For FamilyLife Promotion – Family Life Education ,Bangalore,1993.
7. Dr.C. Sethuraman – NCBH(p) ltd. Value Education – Chennai.

WEBSITES AND e-LEARNING SOURCES

WWW.rkmissiondha.org/education.html

WW.clallam.org/lifestyle/education.html

WW.sun.com/edu/progrmws/star.html

W.infocouts.com

WWW.secretofsuccess.com

WWW.1millionpapers.com

<http://Militaryfinance.umuc.edu/education/edu-network.html/>

SEMESTER III

FINANCIAL ACCOUNTING

SUBJECT CODE: 21UAD4

Objectives:

- To impart basic accounting knowledge

Unit –I

Introduction to accounts : Definition of account – The Nature, Object and utility of accounting in industrial and business enterprise – Books of accounts – Accounting concepts and conventions – Accounting standards- list of Indian Accounting Standards. Recent terms in accounting –Amortisation- Realisation-Profit Centre

Unit – II

Book–Keeping : The Theory of double entry – Book keeping – Single entry system – demerits- Single entry Vs. Double entry system. Preparation of Journal – Subsidiary books – Ledger - Trail balance.

Unit – III

Statement of account: Statement of accounts – Manufacturing account – Trading account – Profit and Loss account and Balance sheet.

Unit – IV

Capital and revenue: Capital and revenue – Income and expenditure account – Receipts and payments - Depreciation –Straight line and diminishing method – Reserves and Provisions.

Unit – V

Average due Date and Account Current: Average due Date - Account Current- –Steps for ascertaining Fire Insurance Claims – computation of Fire Insurance claim.

Course summary

- ✓ To gain knowledge of accounting principles

BOOKS FOR REFERENCE

Advanceaccounting	- S.P.Jain and K.L.Narang Kalyani Publishers.
Auditing	- Tandon.
AdvancedAccounts	- M.C.Shukla, T.S.Grewal, S.C.Gupta, S.C.chand &co.
PrinciplesofAccounting	- Finnelly H.A.Miller H.E.Prentice Hall.
Financialaccounting	- Dr. T.Ramasamy

Course Outcome**On successful completion of the course, students will able to:**

CO1: Understand the basic knowledge of Financial Accounting Concepts.

CO2: Develop the Art of keeping books.

CO3: Proficient in practical preparation of primary financial statements.

CO4: Gain the knowledge in preparation of Capital and Revenue Accounting.

CO5: Explore the grand idea to work the average due date all account current.

Mapping with programme outcomes							
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	6	9	9	6	9	9	9
CO2	9	9	9	6	6	9	3
CO3	3	9	6	9	9	3	3
CO4	9	9	9	6	9	9	9
CO5	9	9	9	6	9	9	9
Weightage	36	45	42	33	42	39	33
Weighted Percentage of Course Contribution of PO's	4.095563	5.813953	5.577689	4.954955	6.140351	5.752212	4.621849

BUSINESS LAW

SUBJECT CODE: 21UAD5

Objects:

- To make students aware about the basic act the contract act 1872 .so that the fair level of understanding can be developed

Unit – I

Introduction: Contract Act – Definition, Classification – Essential of a contract – Rights an obligation of parties to contract not enforceable – Assignment, Breach performance and discharge.

Unit – II

Pledge and Bailment: Essentials of Pledge – Rights of Pawnor and Pawnee- essential of bailment – Duties of bailor and bailee – Rights of bailor and bailee

Unit – III

Law of Agency : Law of Agency Nature, appointment, Termination, Rights and Duties, Liabilities – Type of agents.

Unit - IV

Partnership : Basics of Partnership – Relationship of partners - Right, Duties and liabilities of Partners – Registration and Dissolution of a Firm- Salient features of The Limited Liability Partnership Act 2008.

Unit – V

Sales of Goods Act : Sale and Agreement of Sale – Condition and Warranty – Caveat Emptor – Passing of Risk – Rights of Unpaid Seller. Auction Sale – Right of stoppage in Transit

Course summary

- ✓ Aspirants can understand the entry level complexities in law by own

RECOMMENDED TEXT BOOKS.

Elements of mercantile law	-	N.D.kapoor
Company law	-	N.D.kapoor
Mercantile law	-	Davar
India mercantile law	-	S.R.Davar
Business law	-	S.kathiresan :Dr .V.Radha

Course Outcome**On successful completion of the course, students will able to:**

CO1: Integrate the concept of Business Law with Business

CO2: Impart the basic legal knowledge of Pledge and Bailment.

CO3: Demonstrate the contract of Agency.

CO4: Communicate effectively in a Partnership firm.

CO5: Ability to know the legal aspects in sale of Goods Act.

Mapping with programme outcomes							
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	6	9	9	9
CO2	9	3	9	9	9	9	6
CO3	3	9	9	6	9	9	9
CO4	9	3	9	9	6	9	9
CO5	9	9	9	6	9	9	9
Weightage	39	33	45	36	42	45	42
Weighted Percentage of Course Contribution of PO's	4.43686	4.263566	5.976096	5.405405	6.140351	6.637168	5.882353

PRINCIPLES OF INSURANCE

SUBJECT CODE: 21UADA3

Objectives:

- To ensure the students to acquire knowledge of insurance Business

Unit - 1

Introduction to insurance -Principle of insurance-Importance to Individual, Business and society. Double Insurance and Re-insurance- Insurance organization in India-Deposit Insurance Scheme.

Unit - II

Life insurance law relating to life insurance General Principles of Life insurance Contract, Proposal and policy, Assignment and nomination; Title and claims, Concept of trust in life policy, LIC- Role and functions

Unit - III

General insurance Different types of general insurance General insurance Vs life insurance Nature of fire insurance Various types of fire policy, Subrogation, Double insurance: contribution, Proximate cause, Claims of recovery Accident and Motor insurance

Unit - IV

Marine insurance-law relating to marine insurance Scope and nature Types of policy Insurable interest, Insured perils, Proximity cause, Voyage, Warranties, Measurement.

Unit - V

Deposit and credit insurance - Nature, Terms and conditions, Public liability insurance. emergency risk insurance structure and power, function of general insurance Corporation of India, IRDA.

TEXT BOOKS

Insurance principles and practices
Principles and practice of insurance
Principles and practice of insurance
Elements of Business law
Principles and practice of insurance
Principles and practice of insurance

M.N.Mishra
Kothari & Bahi
G.S.Panda
N.D.Kapoor
P Periyasamy
Dr A Murthy

Course Outcome**On successful completion of the course, students will able to:**

CO1: Understand the basic Elements of Insurance

CO2: Able to indicate the role and function of LIC

CO3: Analyze the nature of fire insurance

CO4: Demonstrate the types of marine policies

CO5: Explore the terms and conditions of deposit and credit insurance

Mapping with programme outcomes							
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	3	3	3	3	3
CO2	9	3	3	3	3	3	3
CO3	9	3	9	3	3	9	9
CO4	9	9	9	9	3	3	9
CO5	9	9	9	3	9	3	9
Weightage	45	33	33	21	21	21	33
Weighted Percentage of Course Contribution of PO's	5.119454	4.263566	4.38247	3.153153	3.070175	3.097345	4.621849

SOFT SKILLS AND INDUSTRY AWARENESS - PAPER II

SUBJECT CODE: 21USBE2

Learning Objectives:

- i) To equip the learners for Group Discussion
- ii) To prepare the learners to attend interviews
- iii) To make the students to learn effective Time Management
- iv) To expose the learners to Retail Sector
- v) To initiate the learners into Retail Advertising

UNIT - I

Group Discussion --- Types of GD – discussion Vs debate – personality traits – advantages of GD - -- Dos and Don'ts

UNIT –II

Selection Interview – Introduction --- interview-meaning --- interview structure --- interview panel – types of interview ---questions looked for in interviews ---preparation before interview -----Body language –dos and don'ts ---standard interview questions ---your answer to questions

UNIT- III

Time Management – importance of time ---importance of time management –the Pareto 80 : 20 Principle and Time Management – the time management matrix --- its utilization ---procrastination : causes and effects --- how to overcome procrastination --- effective time management --- tools for effective time management

Unit – IV

Retail Sector – introduction –market size -- investment scenario – advantage india --- government initiatives --- types of stores --- types of Merchandising -- Store operations – store appearance – store security – make it difficult for retail theft to happen --- inventory and stock management --- store organization --- importance of store organization

UNIT - V

Retail Advertising --- integrated marketing communication (IMC) – traditional marketing Vs IMC, Benefits of IMC—management of IMC in Retail --- sales promotion-- objectives, limitations, tools, Enterprise source Planning (ERP), supply chain management – the relationship between ERP, CRM, and SCM --- key features of supply chain management – job roles

Learning Outcomes:

- i) learners are confident enough to join Group Discussion
- ii) learners feel well-equipped to attend interviews
- iii) learners know the value of time and managing it
- iv) learners know the potential of Retail Sector
- v) Learners know about Retail Advertising

Prescribed Book : Soft Skills and Industry Awareness - ICT Academy of Tamil Nadu

Books for Reference : Dr.Alex – Soft Skills, S.Chand, New Delhi

Raveendiran et al. Success Through Soft Skills

NME - 1 - MANAGEMENT INFORMATION SYSTEMS

SUBJECT CODE: 21UADN1

OBJECTIVES:

- To learn the fundamentals of MIS
- To visualize the various Management Techniques

Unit – I

Introduction to MIS : Introduction, Concept, evolution and meaning of MIS; Information system for competitive advantage; Systems approach to problem solving; Challenges in the development of MIS, MIS function in an organization.

Unit – II

Hardware and software : Computer hardware – Description of electronic computer – classification of computer –components –computer software – types - Data representation in computers.

Unit - III

Information Systems :Information systems and their role in Business systems, changing role of information systems, users of information systems; Types of information systems – transaction processing systems, MIS decision support systems, executive support system; Enterprise Resource Planning (ERP) system, Business expert system.

Unit - IV

System analysis :Mechanizes of system analysis – Flow charting, Examples of MIS Design – Concepts and Case studies.

Unit – V

New Trends in MIS: Cloud computing, Big data, CRM technology for Business, Data ware housing and artificial intelligence, Near field Communication.

Course summary

- ✓ To understand how to manage the data effectively for an organisation

TEXT BOOKS:

- 1.“Management Information Systems”•.James A. O'brien.Fourth Edition. Galgotia Publications,1999.
- 2."Management Information Systems". Gordon B. Davis Margrethe H. Olson,2nd Edition, McGraw Hill.
- 3.Management Information Systems-C.S.V.Murthy

Course outcome

On successful completion of the course, students will able to:

CO1: Identify the basic components of Management Information System.

CO2: Conceptualize Information Systems as combination of hardware and software technologies.

CO3: Understand the need for information at various levels of management.

CO4: Management information design - examine in the context of any growing company.

CO5: Know the applications of information system in various level of management.

INTERNATIONAL BUSINESS

SUBJECT CODE: 21UADN1

Objectives :

- To help students understand the fundamental concepts of international trade

Unit - I

Introduction to International Business: Meaning, Need - Distinction between foreign trade and domestic trade. Need for separate theory of International business.

Unit – II

Multinational company :MNC - Meaning – MNCs and International Trade - Models - MNCs in India.

Unit – III

Globalization :Globalization of Business – Recent Trends – Implications – Policy Options. Liberalization - Global Trade – An Emerging Market in Global Trade – Liberalization and Integration with the Global Economy.

Unit - IV

Foreign Direct Investment :Introduction - Foreign Direct Investment in the World economy - horizontal foreign direct investment - vertical foreign direct investment. Benefits and advantages to host and home countries.

Unit – V

Strategies of International Business: Profiting from global expansion - pressure for cost reductions and local responsiveness - strategic choice. Social Responsibility of business – Responsibilities to different Sectors – IMF and WTO, Documents used in Foreign trade, Foreign Bill of Exchange, Letter of Credit, Bill of Lading.

Course summary

- ✓ Students gain broad knowledge on international trading

BOOKS FOR REFERENCE:

1. Victor Luis Anthuvan – Issues in Globalization.
2. International Business – By Rakesh Mohan Joshi, Oxford University Press, Chennai.
3. International Business – By Donald A Ball and others, India Edition, TATA McgrawHill.
4. International Business – S. Shajahan, Macmillan India Ltd., Chennai.
5. International Business – Justin Paul, PHI Learning Pvt.Ltd. New Delhi
6. Francis Cherunilam: ‘International Business’ (EEE), PHI – New Delhi – 2004 (Chapters 5,9,20,24 &26)
7. International Business Environment and Management - Bhalla, V.K. Shrivarman
8. International Business - Aswathappa K.
9. International Business - Shivaramu MacMillan India.

Course outcome

On successful completion of the course, students will be able to:

CO1: Demonstrate fundamental knowledge in core functional areas of business.

CO2: Able to indicate problem within international business [MNC].

CO3: Identify the global dynamics which affect the business.

CO4: Understanding FDI in the world economy.

CO5: Analyse the strategies of international business [IMF and WTO]

SEMESTER IV

HUMAN RESOURCE MANAGEMENT

SUBJECT CODE: 21UAD6

Objectives:

- To develop a holistic understanding of management of HR starting from Procurement to separation in an organization

Unit – I

Introduction: Introduction – definition of Human Resources management – objectives, scope and functions of human resource management- distinction between personnel management and human resource management - Manpower planning. Role of HR manager – qualities.

Unit – II

Job analysis, Recruitment, Selection: Job analysis – Job description-Recruitment – Selection with special reference to testing and interviewing – Online Interviewing.

Unit -III

Induction, Training and Performance Appraisal :Meaning , objective and purpose of Induction - Training and development with special reference to methodologies of training – Performance Appraisal Method – Factors affecting Performance appraisal.

Unit – IV

Wage and Salary administration and motivation : Wage and Salary administration including emerging compensation structure – Motivation – Definition - Nature and importance of Wage and Salary administration - Types of motivation – Theory X & Y, Maslow hierarchy needs– motivational factors.

Unit – V

Employee Relations & International HRM: Introduction – concept of employee relations – managing discipline – grievance and counseling. International HRM – Introduction- comparison of domestic and International HRM – Challenges in International HRM

Course summary

- ✓ To gain the knowledge about job analysis, training and development

BOOK REFERENCE

- Personnel management - Dr.P.C.Tripathi
Principles of Management - Dr.T.Ramasamy
Personnel Management - PROF.:J.Jeyasankar

Course Outcome**On successful completion of the course, students will able to:**

CO1: Develop the understanding of the concept of Human Resource Management.

CO2: Ability to design job description and job specification.

CO3: Ability to know the impact of training and performance appraisal.

CO4: Rational design of compensation and salary administration.

CO5: Implement the employees' relations in domestic and international HRM.

Mapping with programme outcomes							
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	3	9	9	3	6
CO2	9	9	9	3	9	9	9
CO3	3	9	9	6	9	9	9
CO4	9	9	9	6	9	9	3
CO5	9	9	3	9	9	9	6
Weightage	39	45	33	33	45	39	33
Weighted Percentage of Course Contribution of PO's	4.43686	5.813953	4.38247	4.954955	6.578947	5.752212	4.621849

COST ACCOUNTING

SUBJECT CODE: 21UAD7

Objectives:

- To impart the knowledge of basic cost concept, element of cost & preparation of cost Sheet,

Unit – I

Cost analysis and Methods: Meaning and scope of cost accounting – Relationship of cost accounting and financial accounts – Cost analysis –application of cost accounting- Concept and Classification – Elements of Cost- Cost Methods – Preparation of cost sheet, Tender and quotation.

Unit – II

Inventory management : Purchasing of Materials – Procedure and documentation involved in purchasing – Requisition for store – Maximum stock level – Minimum level re-order level Economic ordering quantity – Perpetual inventory – Bin Card – ABC Analysis – Control over wages, Scrap and Spoilage, Inventory records – Methods of valuing material issue.

Unit – III

Overheads: Meaning and Definition – Classification of overhead – procedure for accounting and control of overheads - Allocation and absorption overhead – primary overhead distribution and secondary summary– distinction

Unit – IV

Process Job and Contract costing: Process costing – Losses – Normal process loss- Abnormal loss – Abnormal Gain – Job Costing – Contract costing.

Unit - V

Standard costing: Meaning – limitations – standard cost vs budget cost – cost variances, Direct material and Direct Labour.

Course summary

- ✓ To gain the knowledge of important methods and techniques of costing

RECOMMENDED TEXT BOOKS

Cost Accounting	– S.P.Iyenger– Sultan Chand & Sons.
Principles and Practice	
Of Cost Accounting	– N.K.Prasad syndicate pvt.Ltd.,
Cost Accounting	– Das Gupta, Sultan Chand & Sons.
Cost Accounting	–Arora, Sultan Chand & Sons.
Cost Accounting	– Jain & Narang
Cost Accounting	–T.S. Reddy & Y. Hari Prasad Reddy ;Margaham Publication.

Course outcome**On successful completion of the course, students will able to:**

CO1: Familiar about the basic of Cost Accounting.

CO2: Develop the knowledge of materials handling in an organisation.

CO3: Create overall view about the overheads and its appropriate allocations.

CO4: Expertise in process job and contract costing.

CO5: Ability to grasp the fact of standard costing.

Mapping with programme outcomes							
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	6	9	9	9	3	9
CO2	9	9	9	3	9	9	9
CO3	3	9	9	6	9	9	9
CO4	9	9	9	6	9	9	3
CO5	9	3	9	9	3	9	9
Weightage	39	36	45	33	39	39	39
Weighted Percentage of Course Contribution of PO's	4.43686	4.651163	5.976096	4.954955	5.701754	5.752212	5.462185

COMPANY LAW AND PRACTICE

SUBJECT CODE: 21UADA4

Objective:

- To understand the concept of company law and secretarial practice

Unit-I

Introduction to company Act : Formation – Kinds of Companies– Private limited company Vs Public limited company- Memorandum - Articles of Association – Rights and liabilities of members – Prospectus – Statement in lieu of Prospectus. Shares and Debentures – Meetings- winding up.

Unit – II

Director and secretary : Appointment of directors – Rights to increase their numbers – Share qualifications of directors – Disqualifications of directors and removal of directors – Company secretary – qualification – Types of secretary – Right & Duties.

Unit – III

Director, meeting, duties, liability remuneration: Managerial Remuneration – Director’s remuneration – Meeting of directors – Duties of directors – Liability of directors.

Unit – IV

Winding Up: Winding up of companies – procedures – modes of winding up – difference between dissolution and winding up- company liquidator

Unit – V

Companies Act 2013 :

Dormant companies-NCLT-One person company – CSR – Associate company – called up capital.

Course summary

- ✓ To get enlightened on the role of company secretary and the procedures of meeting

REFERENCES

Secretarial Practice	- Tripathi
Secretarial Practice	- Prasanth Gosh
Company Law and Secretarial Practice	- N.D.Kapoor
Company Law and Secretarial Practice	- J. Santhi .

Course outcome**On successful completion of the course, students will able to:**

CO1: Able to the list the contents of Memorandum, Articles, Rights and liabilities of members.

CO2: Will recognize the rights and duties of secretary.

CO3: Differentiate duties and liabilities of directors.

CO4: Able to pinpoint the procedures in Winding up.

CO5: Organize Company meeting and communicate it properly.

Mapping with programme outcomes							
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	3	3	3	3	3
CO2	9	3	3	3	3	9	3
CO3	9	3	9	3	3	3	9
CO4	9	9	9	9	3	3	9
CO5	9	9	9	3	9	3	9
Weightage	45	33	33	21	21	21	33
Weighted Percentage of Course Contribution of PO's	5.119454	4.263566	4.38247	3.153153	3.070175	3.097345	4.621849

SEMESTER V

PRODUCTION AND MATERIALS MANAGEMENT

SUBJECT CODE: 21UAD8

Objectives:

- To enable students understand the nature and importance of production Management.

Unit-I

Introduction to production management: Definition of Production management, Functions – Scope of production management. Functions and responsibilities of production manager relationship with other department, Problems of production management-Types of production system.

Unit-II

Plant location and Layout : Introduction- Meaning and Definition- Factors affecting Plant location – Plant Location models- cost factor in location- Plant Lay out- Principles – Different types of lay out- Space requirement- Layout Tools and Technique -Symptoms of bad layout. Plant location – Reasons – Types – Objectives in plant location.

Unit-III

Production Planning, Quality control and inspection : Product design –Definition of product planning – Importance of product planning – Product development, Methods of development, Advantages. Automation and its merits and demerits – Diversification – Advantages and disadvantages. Quality control – Objectives – Importance –SQC- Quality Management - Quality Inspection – Objectives – Functions – Centralised inspection – Advantages.

Unit-IV

Materials management: Importance of materials management – Objectives – Functions. Purchase management – Objectives – Functions – Classification of functions. International purchase – Methods of foreign buying – Steps involved in import purchase.

Unit- V:

Maintenance and Waste management: Introduction – meaning – objectives – types – break down, spares planning and control, prevent routine, relative advantages, maintenance scheduling, equipment reliability and modern scientific maintenance methods – waste management – scrap and surplus disposal, salvage and recovery.

Course summary

- ✓ The students should have understand effective management of materials

TEXT BOOK

Production operation management - Raymond R Mayor

Production management - Keith lock yeer

Production and materials management – P.Saravanel S.Sumathi.

Course Outcome

On successful completion of the course, students will able to:

CO1: Develop an ability to perform the role of a production and a materials manager in an organization.

CO2: Improve due date performance of plant location and plant lay out with capacity constraints.

CO3: Understand ethical issues in purchasing and negotiations.

CO4: Integrate the organization wide materials requirement to develop overall plan.

CO5: Develop the knowledge and skills needed to plan and control manufacturing of goods and services in an industrial setting.

Mapping with programme outcomes							
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	3	9	9	9	3
CO2	3	9	9	6	9	9	9
CO3	9	6	9	9	3	9	9
CO4	9	3	9	9	9	3	9
CO5	9	9	9	9	3	9	9
Weightage	39	36	39	42	33	39	39
Weighted Percentage of Course Contribution of PO's	4.43686	4.651163	5.179283	6.306306	4.824561	5.752212	5.462185

OPERATIONS RESEARCH

SUBJECT CODE: 21UAD9

Objectives

- To help students understand scientific method used in operation research

Unit – I

Introduction to OR : Scientific method – O.R. Models and Model Building – Resources Allocation – Linear Programming – Graphical Method – Simplex Method – M-Technique (Duality in Linear Programming Problem Excluded)

Unit –II

Transportation & Assignment: Transportation – Introduction initial basic feasible solution – NWC method- Least cost method – Vogel’s method – MODI- Moving towards optimizing - Assignment Models – Algorithm – simple problems.

Unit – III

Sequencing and Replacement model : Sequencing problem – Sequencing Johnson’s method - Graphical method.

Unit – IV

Simulation & Queuing: Simulation, Queuing Models (M/M/I)

Unit – V

Network Analysis: Methods of construction of Network - PERT – Network models for project analysis – CPM- Replacement Decisions.

Course summary

- ✓ To facilitate quantitative solution in business risk and uncertainty

REFERENCES

- | | |
|--|--------------------------------|
| Operation research | - Hamdy A.Taha |
| Operation Research Problem and Solutions | - V.K.Kapoor |
| Operation Research | - Gupta, Ganti Swroop & Mohan. |
| Operations Research | - Dr.P.R .Vittal & V.Malini |

Course Outcome**On successful completion of the course, students will able to:**

CO1: Identify and develop operational Research models from the verbal description of the real system.

CO2: Understand the mathematical tools that are needed to solve optimization problems.

CO3: Use mathematical software to solve the proposed models.

CO4: Develop a report that describes the model and the solving techniques.

CO5: Course experiences dealt with large scale data sets

Mapping with programme outcomes							
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	6	3	9
CO2	9	9	6	9	9	9	3
CO3	9	9	3	9	3	9	9
CO4	9	9	3	9	9	9	9
CO5	9	6	9	9	3	9	9
Weightage	45	42	30	45	30	39	39
Weighted Percentage of Course Contribution of PO's	5.119454	5.426357	3.984064	6.756757	4.385965	5.752212	5.462185

Objectives:

- To help student understand the nature and scope of Management accounting

Unit – I

Introduction and application to Management accounting: Management Accounting – Meaning – Objective – Scope - management accounting and Financial Accounting, Management and Cost Accounting – Utility and limitation of Management Accounting. Role and responsibilities of Management accountant.

Analysis of Financial statements – Tools for analysis comparative financial Statements common size statement.

Unit – II

Ratios Analysis: Analysis and interpretation of financial statement through accounting ratios – Analysis for liquidity solvency and profitability – Significance of various ratios and their computation – Uses and limitations of ratios.

Unit III

Fund flow statement: Fund flow analysis – Concept of funds – Sources and uses of funds – Concepts of flow- fund flow statement – Managerial uses fund flow analysis construction of fund flow statement.

Unit – IV

Cash flow statement: Cash flow analysis – Distinction of each from funds utility of cash flow statement – construction of each flow statement – Working capital management – Meaning and importance – Management of cash.

Unit – V

Marginal costing & Budgetary control: Marginal costing and profit planning – Distinction between absorption costing and marginal costing, – Key Factor – Break even Analysis – Margin of Safety – Cost volume profit relationship. Budgetary control – Introduction, Meaning and Definition of budget and budgetary control – Objectives-classification of budgets.

Course summary

- ✓ Utilize the management tools and techniques to take appropriate financial decisions.

REFERENCE BOOKS

- Management Accounting – principles and practice - R.K.Sharma and Shoshi
 Management Accounting – Tools and Technique -N.Vinayakam,
 I.B.Sinha Management Accounting -S.K.R.Paul.
 Principles of management Accounting -S.N.Maheswari.
 Management Accounting - Dr.R.Ramachandran ,Dr.R.Srinivasan

Course outcome**On successful completion of the course, students will able to:**

CO1: Enlighten the students about the true knowledge on fundamentals of Management Accounting.

CO2: Gains the proper idea about the financial statement and its analysis.

CO3: Familiarize their concept and preparation of Fund Flow Statement.

CO4: Conversant about the cash flow statement.

CO5: Enriched in marginal costing and budgetary control.

Mapping with programme outcomes							
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	6	9	9	9	3
CO2	3	9	3	9	9	9	9
CO3	9	6	9	9	9	3	9
CO4	9	9	3	9	9	9	9
CO5	9	6	9	9	9	9	3
Weightage	39	39	30	45	45	39	33
Weighted Percentage of Course Contribution of PO's	4.43686	5.03876	3.984064	6.756757	6.578947	5.752212	4.621849

ADVERTISEMENT AND SALES PROMOTION

SUBJECT CODE: 21UADE2A

Objective:

- To gain professional competency, commitment to ethical practices & service.

Unit – I

Introduction: Advertising – Advertising on elements of marketing mix objectives – Advertising and Salesmanship – Role and importance – Planning for advertisement communication process - Target audience. Advertising Vs. Publicity

Unit – II

Advertisement Copy and advertising Budget : Advertisement Copy – Kinds –Appeals – Advertising Mix – advertising Budget and relevant decisions.

Unit – III

Types and agency :Advertising expenses and their role – Type of advertising – Measuring the effectiveness of advertisement – Managing Agency.

Unit – IV

Sales promotion and Public Relations: Sales promotion – Objectives - Nature – Advantage –Major Tools and their Effectiveness – Aggressive selling. Ethical and legal aspects of Sales promotion. Public Relations- Meaning - Growing importance and role in Marketing.

Unit – V

Personnel selling and Salesmanship: Personnel selling – Nature and Importance of Personnel selling and Salesmanship – Measuring the effectiveness of Personnel selling – Cost of Personnel selling.

Course summary

- ✓ Learns to analyze the expanding environment of media and communication techniques.

RECOMMENDED TEXT BOOK

Sales promotion management	- JohnA.queleh
Marketing salesmanship and advertising	-M.Ramasamy
Principles of marketing and salesmanship	-J.C.Sinha
Advertising principles problems and cases	-Charles. Dirkson
Advertising management concepts and cases	-ManendraMohan(THM)
Advertising and salesmanship	-P. Saravanavel & S.Sumathi

Course outcome**On successful completion of the course, students will able to:**

CO1: Able to demonstrate the elements of Marketing Mix and Salesmanship.

CO2: Analyze the aspects of Advertisement copy.

CO3: Pinpoint the role of Advertising Agency.

CO4: Confidence in practicing and following ethical and legal aspects of sales promotion.

CO5: Able to measure effectiveness of personnel selling.

Mapping with programme outcomes							
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	3	3	3	3	3
CO2	9	3	3	3	3	9	3
CO3	9	3	9	3	3	9	9
CO4	9	9	9	9	3	3	9
CO5	9	9	9	3	9	3	9
Weightage	45	33	33	21	21	27	33
Weighted Percentage of Course Contribution of PO's	5.119454	4.263566	4.38247	3.153153	3.070175	3.982301	4.621849

BUSINESS ENVIRONMENT

SUBJECT CODE: 21UADE2B

Objectives:

- To develop the concept of Business Organization.

Unit – I

Introduction: Business - Scope - Characteristics - Goals - Criticisms - Business Environment - Objectives and types.

Unit – II

Economic Environment : Economic Environment- Concept –Factors-Basic Economic System - Economic Planning- Privatization – Nature and objectives-Types of Economics - Free, socialistic - salient features of USA and Japan economy - Role of Foreign investment - Business cycle, Inflation.

Unit – III

Political Environment : Political Environment- Political Institutions-Legislature, Executives and Judiciary - Government in Business-Multinational - Definition, Investment motives, benefits, demerits, recent trends, multinational in India.

Unit – IV

Financial Environment: Financial Environment - Financial System -RBI - Commercial banks– International Economic Institutions - World Bank – IMF– WTO.

Unit – V

Social and Cultural Environment: Social and Cultural Environment-Impact of Culture on Business - People's Attitude to Business and Work-Business and Society - Social responsibility of Business – CSR.

Course summary

- ✓ To impart knowledge facts and events in a flow and international business

TEXT BOOK

Economic Environment in Business - Adikari
Business Environment - Francis Cherunilam
Indian Economy - Ishwar C.Dhingara.
Indian Economy - Ruddan Datt and K.P.M. Sundharam
The International Business Environment - Sundaram &Black
Economic environment of business – M. Ashikary

Course outcome**On successful completion of the course, students will able to:**

CO1: Able to fix the goals of business and explain about the business environment.

CO2: Characterize free socialistic economics and categorize USA and JAPAN economy.

CO3: Assess executives, Judiciary and government in business.

CO4: Evaluate financial system as well as characterize commercial bank, World Bank and WTO.

CO5: Able to work according to the cultures of an organization.

Mapping with programme outcomes							
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	3	3	3	3	3
CO2	9	3	3	3	3	9	3
CO3	9	3	9	3	3	9	9
CO4	9	9	9	9	3	3	9
CO5	9	9	9	3	9	3	9
Weightage	45	33	33	21	21	27	33
Weighted Percentage of Course Contribution of PO's	5.119454	4.263566	4.38247	3.153153	3.070175	3.982301	4.621849

TOURISM AND TRAVEL MANAGEMENT

SUBJECT CODE: 21UADN2

Objectives:

- To familiarize the students in the Tourism management concept
- To make students aware about the recent development in the Tourism and Travel Industry

Unit - I

Introduction to tourism Tourism -Definition and importance Tourism myths and Problems Tourism System Demand for Tourism and Demand schedules - Socio- Economic factors in tourism

Unit - II

Planning for tourism Coordinated planning - The planning process assessment of Demand and Supply - Establishing Objectives - Regional planning Considerations

Unit - III

Organizing Decision Making Controlling Staffing in tourism Organization - Training and Development Motivation - Leadership and Communication in Organization tourism

Unit - IV

The Organization of Tourism - The National Tourist Organization Functions Organizations and work of a NTO - Tourist organizations in India - Tourist offices in India - Accommodation Classification - Registration and Categorization.

Unit - V

Travel agency management Setting up of a travel agency - Organization of travel individual Trips Group or Organized Trips - Need of Legislation Tour operator Groups inclusive Tour - Travel Association of India - Universal federation of Travel agents association (UFTAA).

RECOMMENDED TEXT BOOKS

Tourism principles and practices - Chris cooper john Flecther, David Glibert, Stphen
WanhieI

Tourism management -A Globel Perspective - Gs Batra, A. S. Chawla deep and deep
Publishers.

Development of tourism in India, Chris Cooper John Flecther, David Glibert, stphen
wanhieI.

Course outcome

On successful completion of the course, students will able to:

CO1: Ability to understand the fundamental concept of tourism

CO2: Understand the theoretical framework of destination planning and various intricate in it

CO3: Getting an all around idea about organizing, controlling and staffing in tourism organisation

CO4: Gaining knowledge towards National Tourism Organisation and Accommodation management

CO5: Students know about travel and tourism agencies, their structure and organisation

E-COMMERCE

SUBJECT CODE: 21UADN2

Objects:

- To introduce the concept of e-commerce and equip them to access e-commerce requirements of a business develop e- business plan.

Unit – I

Introduction to E-Commerce - Application of E-Commerce - E-Commerce and Media Convergence -Market forces influencing I-way - Components of I-way Network Access Equipment - Global Information Distribution Networks.

Unit – II

Architectural Framework of Electronic Commerce-World Wide Web(WWW) as the Architecture - Web Background - Hypertext Publishing - Technology behind the Web - Security and the web type of Electronic Payment System(EPS) - Digital token Based EPS - Smart cards and EPS credit card Based EPS - Risk and EPS.

Unit – III

Electronic Data Interchange - EDI applications in Business - EDI legal,security and privacy issues - EDI and E-Commerce - Internal Information Systems - macro - forces and Internal Commerce - Supply Chain Management(SCM) - Dimension of internal electronic commerce systems - making a business case for a document Library - Types of Digital documents.

Unit – IV

Channel conflict management Security & Encryption E - Marketing: Channel conflict management – Security & Encryption – Abuse and Netiquette – Internet Governance – Economics of E- Commerce – Equilibrium Price – Electronic Marketing – Taxing – E-Business –Road Map for Success.

Unit – V

E-Commerce legal issues and Contract law: E-Commerce legal issues – Software Intellectual property law- Contract law for E-Commerce, warranties and new products – Cyber law issues – Privacy and trans border flows, Fraud – Security of information & Risks – Electronic highway Robbery- Consumer Protection.

Course summary

- ✓ To gain the knowledge of E-Commerce application

RECOMMENDED TEXT BOOKS

- Frontiers of Electronic commerce -Kalkjala
Frontiers of Electronic commerce -Kalakota & whinstone
E-Commerce a Managerial prospective -Efraimturbon, Jae lee David king & H.Micheal Chung.
E-Commerce - Dr .K. Abirami Devi & Dr .M.Alagammai
E-Commerce a Managerial Perspective - P.T.Joseph

Course outcome

On successful completion of the course, students will able to:

CO1: Understand the e-commerce infrastructure and trends.

CO2: Able to know the legal security issues [EDI].

CO3: Identify e-commerce net digital design.

CO4: Analyze the channel conflict management security.

CO5: Integrate theoretical frameworks with business strategies.

SOFT SKILLS AND INDUSTRY AWARENESS - PAPER III

SUBJECT CODE: 21USBE3

Learning Objectives:

- i) To expose the learners to effective vocabulary
- ii) To introduce various kinds of leadership to the learners
- iii) To make the learners aware of the features of BFSI Sector
- iv) To make the learners aware of the potential of Insurance Sector
- v) To expose the learners to the fields of BPO and Hotel Industry

Unit – I

VOCABULARY ENRICHMENT -- Definition and importance – word formation : prefixes and suffixes --- compound words ---- compound nouns – compound adjectives ---synonyms and antonyms --- homonyms – homophones --- idioms and phrases ----one word substitutes --- confused words –tips for vocabulary enrichment -- oral presentation : techniques and tasks ---self –introduction--- talking about objects --- description of person --- welcome speech --- vote of thanks ---

UNIT II

LEADERSHIP --- Need for leadership –definition of leadership --- essence of leadership – functions of effective leaders ---differences between leadership and management ---positive and negative leaders ---different leadership styles ---David McClelland’s classification of leadership – choice of correct leadership style ---emerging perspectives on leadership in organizations

UNIT – III

BFSI SECTOR – Banking sector -- market size – investments --- what is banking? --- types of banks ---- functions of Bank --- types of bank accounts – E-banking (electronic banking)--- government initiatives ---Financial Services --- Market size – Investments --- Government Initiatives

UNIT -IV

INSURANCE SECTOR ----market size ---- investments – advantage India --- Policy measures --- opportunities --- government initiatives – advantages and uniqueness of India’s Life Insurance Sector— Job roles ----**ITES SECTOR** --- introduction – IT services sector ---BPO Services sector --- market size – investments --- skill requirements in the IT and ITES industry--- major trends impacting skill requirements

UNIT – V

BUSINESS PROCESS OUTSOURCING (BPO) - Advantages of BPO --- disadvantages of BPO - --- classification of BPO **HOSPITALITY SECTOR** : introduction --- tourism – Indian market --- market size --- investments --- government initiatives --- types of tourism --- opportunities ---- benefits of career – road ahead – Theme parks – facts on Indian amusement park industry --- structure and development of amusement park sector --- tourism – amusement parks ---recreation industry ---amusement parks ---**HOTEL INDUSTRY** – categorization of hotels --- latest developments --- cruise lines --- India’s cruise potential --- time for domestic cruising – cruise lines in India ---- Job Roles

Prescribed Book : Soft Skills and Industry Awareness - ICT Academy of Tamil Nadu
Books for Reference : Dr.Alex – Soft Skills, S.Chand, New Delhi
Raveendiran et al. Success Through Soft Skills

SEMESTER – VI

STRATAGIC MANAGEMENT

SUBJECT CODE: 21UAD11

Objectives

- To learn the major initiatives taken by company's top management

Unit -I

Introduction and SWOT analysis: The business system – Objectives of the business
Setting up and balancing the objectives – Mission – Vision – Goals.

Strategic Analysis of Functional Areas – Production – Marketing – Human Resource -
finance – Analysis Corporate capabilities – SWOT analysis – purpose.

Unit – II

Corporate Strategy : Corporate Strategy – Nature and Scope – Process of Strategic Planning –
Formulation of strategy — ETOP- SBU- Portfolio analysis – BCG Matrix – GE Matrix — Directional
Policy Matrix. Strategy management – Strategic Decision Making – Business Level – Sub Strategy.

Unit – III

Generic Strategies :Generic Strategic Alternatives – Stability Strategy – Growth Strategy –
Retrenchment Strategy – Combination Strategy and Turn Around Strategy.

Unit – IV

Growth Strategy : External Growth Strategy – Merge, Acquisition – Amalgamation –
Joint Venture – Implementation of strategy-Elements of strategy- Planning and control of
Implementation.

Unit – V

Business Ethics: Introduction to the study of Ethics- Importance and types of Business
Ethics – Emerging Business Ethics issues.

Course summary

- ✓ Students learn the Organizational policies and Strategies .

BOOKS REFERENCE

- Corporate strategy, competitive advantage. - Micahale power
Management tasks, Responsibilities and practices-Peter Drucker
Business policy and Strategy Management - Jauch and leuck,
Business policy and Strategy Management -AZhare Kazmi
Business policy and Strategic Management - Francis Cherunilam

Course Outcome**On successful completion of the course, students will able to:**

CO1: Understand the basic concepts and principles of strategic management.

CO2: Analyze strategic macro environmental issues.

CO3: Assess organizational performance.

CO4: Able to formulate SBU strategies.

CO5: Expertise in implementing strategy at the single business unit level.

CO6: Students will be able to develop their capacity to think and execute strategic early.

Mapping with programme outcomes							
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	3	9	3	9	9
CO2	9	9	9	6	9	9	9
CO3	3	9	9	9	3	9	9
CO4	9	9	9	6	9	9	9
CO5	9	9	6	9	9	9	3
Weightage	39	45	36	39	33	45	39
Weighted Percentage of Course Contribution of PO's	4.43686	5.813953	4.780876	5.855856	4.824561	6.637168	5.462185

FINANCIAL MANAGEMENT

SUBJECT CODE: 21UAD12

Objects

- To providing understanding of nature importance structure of finance related area impart knowledge regarding source of finance for a business.

Unit – I

Introduction to financial Management : Nature of financial Management – Meaning and scope of Finance Function – Financial management and its function – Goals of financial management – valuation concept -Time value of money -

Unit – II

Cost of capital and leverages: Cost of capital – Concept – Importance and Types of cost of Capital – Measurement of Cost of Capital – Weighted Average cost of Capital – Operating and financial leverages.

Unit – III

Capital structure: Capital structure – Meaning – Capitalization and Capital structure - Factors affecting capital Structure – Capital Gearing, High and low Gearing, Significance – Meaning of Trading of Equity – Limitation of the Policy of trading on Equity

Unit –IV:

Working capital management and Dividend policy : Introduction – concept – operating cycle method – Dividend – Types –Dividend policy- factors influencing Dividend Policy – Dividend Decision

Unit – V

Capital Budgeting: Capital budgeting – Nature of capital Expenditure Concept of Capital Beginning – Capital Budgeting Procedures – methods of ranking investment proposals – Payback Method-Return of Investment Method – Present value method.

[60% Problem, 40% Theory]

Course summary

- ✓ Developed in Decision making skills on various financial markets.

RECOMMENDED TEXT BOOKS

Financial management theory and practice - Chandra – Tata McGraw Hill
Financial Management and Policy - Van Horne, Prentice hall of India
Financial management - M.Y.Khan ,P.K.Jain, Tata McGraw Hill
Financial management - Dr A. Murthy, Margham Publications

Course outcome**On successful completion of the course, students will able to:**

CO1: Helps students to understand the basic concepts of Financial Management.

CO2: Provides insight on the measurement of cost of capital.

CO3: Able to recognize the factors affecting the capital structure.

CO4: Developed in decision making skills on capital budgeting.

CO5: Identify and rectify the factors influencing financial planning.

Mapping with programme outcomes							
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	3	9	9	3	9
CO2	9	9	9	9	9	6	9
CO3	3	9	9	3	9	3	9
CO4	9	9	9	9	9	9	9
CO5	9	9	6	9	9	9	9
Weightage	39	45	36	39	45	30	45
Weighted Percentage of Course Contribution of PO's	4.43686	5.813953	4.780876	5.855856	6.578947	4.424779	6.302521

ENTREPRENEURIAL DEVELOPMENT

SUBJECT CODE: 21UAD13

Objective:

- To help Students Formulate and Develop Business Projects

Unit – I

Introduction to entrepreneur: Entrepreneur – Meaning and Definition – Common Means of an Entrepreneur – Functions of an Entrepreneur – Classification of Entrepreneur. Qualities of Good Entrepreneur.

Unit – II

Factors and Role of Entrepreneurship: Factors Influencing the Emergence of Entrepreneurship – Internal Factors – External Factor – Barriers to Entrepreneurship – The Role of Entrepreneurship in Economic Development. Evolution and basic issues of EDP.

Unit – III

Role of Government and Non-Governmental Agencies: Entrepreneurial Growth – Role of Government in Entrepreneurial Growth – Role of Non-Governmental Agencies in Promoting Entrepreneurial in India – SIPCOT - Commercial Banks. Entrepreneurship Development Institute of India-Registration of SSI.

Unit –IV

Women Entrepreneur, SMEs and Problems : Women Entrepreneur – Definition – Problems– Steps to encourage– SHGs-Problems faced - Rural Entrepreneurship – Definition - Problem – Over Coming the problems of Rural entrepreneurs –Steps taken by Government to boost export of small entrepreneurs - Problems of Small Entrepreneur – Problems of New Entrepreneurs – Sickness in Small scale Industries –Causes of Industrial Sickness. Significance of SMEs in India.

Unit–V

Project Report: Meaning of Project Report – Contents: 1.Executive summary, 2. The Industry and the company, 3 Marketing Research Analysis 4. Economics of the Business 5.Marketing Plan- General Guidelines for Project Preparation.

Course summary

- ✓ Acquire requisite knowledge and skills for becoming successful entrepreneurs.

TEXT BOOK:

Dynamics of entrepreneurial development
A practical Guide to In trial Entrepreneurship

- Vasant desai
- S.B.Srivastava

Entrepreneurial development principles,
policies and programmes
Entrepreneurial development

- P.Saravanavel
- Jayashree Suresh

Course outcome

On successful completion of the course, students will able to:

CO1: Able to understand the functions of entrepreneurs and the classification of Entrepreneur.

CO2: Spot the factors influencing the entrepreneurship and issues of EDP.

CO3: Mastery about SIPCOT and the role of government in entrepreneurial growth.

CO4: Proficient in overcoming the problem of rural entrepreneur.

CO5: Design and evaluate project report and marketing plan.

Mapping with programme outcomes							
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	3	9	3	6	3
CO2	9	3	6	3	6	9	3
CO3	9	3	9	9	3	9	9
CO4	9	9	9	6	9	3	9
CO5	9	9	9	3	9	3	9
Weightage	45	33	36	30	30	30	33
Weighted Percentage of Course Contribution of PO's	5.119454	4.263566	4.780876	4.504505	4.385965	4.424779	4.621849

BANKING

SUBJECT CODE: 21UAD14

Objectives :

- To promote an understanding of the basic concepts in banking.

Unit – I

Introduction: Definition of a bank – Kinds of Banks – Function of a commercial Banks – Banking Functions Agency Functions – General Utility Services – Unit Banking and Branch Banking – Modern Banking services – ATM, Net Banking ,Debit Card and Credit Cardetc.,

Unit – II

Types of Accounts and Relationship With Customer :Relationship between banker and Customer – Special Relationship – Banker’s Right and General Lien – Types of Accounts – Special Types of Customers.

Unit – III

Cheque : Definition of Cheques – Essential of Cheque – Merits of using Cheque – No Alteration in the Cheque – CTS Cheques -Crossing – Objectives of Crossing – Special Crossing – Endorsement – Types of Endorsement – Positive Pay system.

Unit – IV

Paying Banker & Collecting Banker :Paying Banker – Collecting Banker – Precautions to be exercised by the paying banker – Dishonouring of Customer’s Cheque – Passbook – Importance of Passbook – E-Banking –Modern Banking Operations.

Unit – V

RBI & Recent developments in Banking : Functions of RBI – Organization – Central Board – policy rates and Reserve Ratios - Management –Credit control – Objectives of credit Control – Method of Credit Control – Quantitative and Qualitative Methods. Small finance banks – Payment banks – Banking Ombudsman scheme – NPA.

Course summary

- Students acquaint with the theoretical and legal concept of banking India.

RECOMMENDED TEXT BOOK

Banking law and practice by	- Chobra and Taneja -Dhanapet Raj &sons
Currency and banking by	- Subburao and others –TMH
Banking and financial system by	- KPM.Sundaram and varshney – Sultan Chand and Sons.
Banking Theory Law and Practice	-B.Santhanam

Course outcome**On successful completion of the course, students will able to:**

CO1: Able to understand in the function of commercial Banks.

CO2: Pinpoint the Bankers right.

CO3: Mastery in the aspect of Cheque.

CO4: Proficiency in E-banking modern banking operations

CO5: Expertise in RBI policy rates and reserve rates.

Mapping with programme outcomes							
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	3	9	9	3	3
CO2	9	3	3	3	3	9	3
CO3	9	3	9	3	6	9	9
CO4	9	9	9	9	3	3	9
CO5	9	9	9	6	9	6	9
Weightage	45	33	33	30	30	30	33
Weighted Percentage of Course Contribution of PO's	5.119454	4.263566	4.38247	4.504505	4.385965	4.424779	4.621849

INDUSTRIAL RELATIONS AND LABOUR LEGISLATION

SUBJECT CODE: 21UADE3A

Objectives:

- ✓ To explain contemporary knowledge and gain a conceptual understanding of industrial relations.

Unit – I

Introduction : Introduction – Need for Industrial Relations – Importance of Industrial Relation – Meaning of Industrial Relations – Role of Industrial Relations Towards Industrial Expansion – HR Vs. IR - Role of the Government in Establishing good Industrial Relations.

Unit – II

Trade Union: Definition – Objectives of Trade Union –Issues and Challenges of Trade unions- Functions – Role. Blue collar and White Collar Employees – Salient Features of Trade Union Act- Registration of Trade Union
– Preliminary Steps –Cancellation.

Unit – III

Collective Bargaining: Collective Bargaining – Process – Advantages and Disadvantages – Recent trends - Grievance Settlement Authority. Strike and lock Out – Retrenchment – Closure.

Unit – IV

Worker’s Participation and Works Committee: Worker’s Participation – Advantages – Methods, Functions of Works Committee. Industrial Unrest –Causes. Worker’s participation in India.

Unit – V

Bonus Act and Labour Legislations: Determination of Bonus – Steps for Calculation of Bonus – Minimum Bonus – Statutory Bonus - Minimum Wages Act 1948 -The Scope of Labour Legislations – Objectives Industrial Peace

Course summary

- ✓ Students will know how to resolve industrial relations and human relations problems and promote welfare of industrial labour.

TEXT BOOK

Industrial and Labour Laws	-	Prof. Anil.P.Sasane
Industrial Law	-	N.D.Kapoor
Personnel Management and Industrial Relations	-	Tripathi
Industrial Relations and Labour Legislation	-	Mr.Sreenivasan

Course Outcome**On successful completion of the course, students will able to:**

CO1: Able to elaborate the concept of industrial relations.

CO2: Aware of the present state of industrial relations in India.

CO3: Be acquainted with the concepts, principles and issues connected with trade unions, collective bargaining and workers participation.

CO4: Grasp the various process and procedures of handling employee relations.

CO5: Better understanding of the problem with effective solution.

Mapping with programme outcomes							
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	3	3	3	3	3
CO2	9	3	3	3	3	3	3
CO3	9	9	9	9	3	9	9
CO4	9	9	9	9	3	3	3
CO5	9	3	9	3	9	3	9
Weightage	45	33	33	27	21	21	27
Weighted Percentage of Course Contribution of PO's	5.119454	4.263566	4.38247	4.054054	3.070175	3.097345	3.781513

LOGISTICS MANAGEMENT

SUBJECT CODE: 21UADE3B

Objectives:

- To enhance the students understanding of logistics and facilitate the analysis of logistic modes

Unit – I

Introduction : Logistics management-definition, scope, function and objectives. Integrated logistics management - role of logistics in the supply chain. Role of logistics in Aviation service. Organisation of logistics.

Unit – II

Inventory Planning : Inventory planning - Inventory costs, classifying inventory. Warehousing : Nature and importance, types, function, layout and design.

Unit - III

Transportation : Nature, Importance, Types and functions. Modes of transportation : Rail, Road, Water, Air and Pipeline. Characteristics of different modes of Transportation decision. Transport Economics.

Unit - IV

Containerization : Meaning, Nature, Importance, Types and functions. Types of carriers. Freight management - meaning , nature, importance. Route planning : Role of airports, ICDs and CONCOR. Global shipping options.

Unit - V

Reverse logistics : Meaning, Nature, Importance, Functions, scope and design. Automatic identification technologies, Bar coding and RFID. Logistics outsourcing, meaning , nature, Importance and functions - 3PL AND 4PL.

Course summary

- ✓ Learn the essentials of logistics in business

BOOKS FOR REFERENCE:

1. Agarwal, D.K - 2003 - Text book of logistics and supply chain management, MacMillan First Edition, NewDelhi.

Course outcome**On successful completion of the course, students will able to:**

CO1: Ability to understand the basics of logistics management.

CO2: Analyze Inventory planning and demonstrate lay out design of warehousing.

CO3: Proficiency in modes of transportation and route planning.

CO4: Capacity to understand the role of airports, ICDs and CONCOR.

CO5: Recognize the nature of reverse logistics and logistics outsourcing.

Mapping with programme outcomes							
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	3	3	3	3	3
CO2	9	3	3	3	3	3	3
CO3	9	9	9	9	3	9	9
CO4	9	9	9	9	3	3	3
CO5	9	3	9	3	9	3	9
Weightage	45	33	33	27	21	21	27
Weighted Percentage of Course Contribution of PO's	5.119454	4.263566	4.38247	4.054054	3.070175	3.097345	3.781513

COMMON PAPER 3

GENDER STUDIES

SUBJECT CODE: 21UGS

Unit -I

Concepts of gender : sex – Gender – Biological Determinism – Patriarchy – Feminism – Gender Discrimination – Gender Division of Labour – Gender Stereotyping – Gender sensitivity – Gender Equity – Gender Mainstreaming –Empowerment

Unit – II

Women’s studies Vs Gender studies :UGC’s Guidelines – VII to XI – Plans – Gender studies: Beijing conference and CEDAW – Exclusiveness and inclusiveness.

Unit –III

Areas of Gender Discrimination: Family – Sex Ratio – Literacy – Health – Governance – Religion – Work Vs Employment – Market – Media – Politics Law – Domestic Violence – Sexual Harassment – State Policies and Planning.

Unit - IV

Women Development and Gender Employment : Initiatives – International Women’s Decade – International Women’s Year – National Policy for Employment of women – women Empowerment ear 2001 – Mainstreaming Global Policies.

Unit – V

Women’s Movement and safeguarding Mechanism : In India National /State Commission for women (NCW) – All Women Police station – Family court Domestic Violence Act – Prevention of sexual Harassment at work place – Supreme Court Guidelines – Maternity Benefit Act – PNDA Act – Hindu succession Act 2005 – Eve Teasing Prevention Act – Self Help Groups – 73rd and 74th Amendment for PRIS.

Reference :

1. Bhasin Kamala, Understanding Gender: Gender Basics, New Delhi: Women Unlimited,2004.
2. Rajadurai.s.v, Geetha. V, Themedes in caste Gender and Religion ,Tiruchirappalli: Bharathidasan University, 2007.
3. Gender Studies – Gender studies – Dr . C. Sethuraman - New Century BookHouse.

VALUE ADDED COURSES

COMPUTER APPLICATION IN BUSINESS

SUBJECT CODE: 21UADV1

Objectives:

- To made the awareness about the basis of computer and its uses among the students
- To make the students understand the concept of Information Systems used in Business
- To know the latest trends in doing Business in Internet Environment.

Unit – I

Introduction to Computers: Introduction to basic concepts – Characteristics of computers – advantages and limitations of computers – types of computers

Unit – II

Word Processing : Introduction – concepts- working with Word document – opening an existing document – creation of a new document - saving – selecting text – editing text- finding and replacing text – formatting text – bullets and numbering – working with tables, chart and Graphs – using TABS – Paragraph formatting – spell checking and page set-up.

Unit – III

Spread sheet and its Business Applications: Concepts – creating and saving a work sheet – editing – inserting – deleting work sheets – Inserting charts.

RECOMMENDED TEXT BOOKS

- Computer information and introduction- Lawrence S.Orilla
Computer application in business - K.Mohana Kumar, Dr.S.Rajkumar
Computer application and management - Prabhakar Gupta - Vinnetagarwal

Course outcome

On successful completion of the course, students will able to:

CO1: Understand the basic terminology of computers.

CO2: Work effectively with the range of standard, office productivity software application.

CO3: Able to know operating system and word processing functions.

CO4: Students will able to learn the latest trends in various aspects of computers and information technology.

CO5: Gather data to analyse and specify the requirements of a system.

STOCK EXCHANGE PRACTICES

SUBJECT CODE: 21UADV2

Objectives

- To give learners the basic understanding of the fundamental concept of stock marketing

Unit – I

Introduction: Need and Importance of Capital Market – Primary Market- Different types of Securities dealt in the Capital Market.

Unit – II

Secondary Market : Secondary Market – Origin and Growth – Types of Securities traded – Role and Functions of stock Exchange – NSE –Reading of Stock Indices - weaknesses of stock Exchange.

Unit - III

Securities: Listing of Securities – Group A, Group B, Group C Shares – Advantages – Drawbacks – Listing Procedure – Criteria for Listing – Listing Obligations- stock brokers-role-Importance of credit rating.

Course summary

- ✓ Students learn the role intermediaries in the capital market

BOOKS FOR REFERENCE:

1. Investment Management & Portfolio Management – V.K. BHALLA
2. Security Analysis & Portfolio Management – PUNIDHAVADHIPANDIYAN
3. Security Analysis – PREETISINGH
4. Investment and Securities Markets in India – V.A. AVADHANI.
5. Financial Markets and Institutions – E. GORDON & K. NATARAJAN
6. Indian Financial System – P.N. VARSHNEY.

Course outcome

On successful completion of the course, students will able to:

CO1: Understand the different components of a capital market and its role

CO2: Ability to analyse stock movements

CO3: Identify the various kinds of securities in the stock Exchange

CO4: Ability to know the role of intermediaries in the capital market

CO5: Demonstrate the impact of credit rating agencies in capital market