



# SRM

INSTITUTE OF SCIENCE & TECHNOLOGY  
(Deemed to be University u/s 3 of UGC Act, 1956)

**SRM INSTITUTE OF SCIENCE AND TECHNOLOGY**  
(Under section 3 of UGC Act, 1956)

**FACULTY OF MANAGEMENT**

**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**BBA**

**UNDER CHOICE BASED CREDIT SYSTEM**  
(Applicable for the Candidates admitted from 2018-19 onwards)

**CURRICULUM AND SYLLABUS - 2018**

**FACULTY OF MANAGEMENT**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**SRM INSTITUTE OF SCIENCE AND TECHNOLOGY**  
**SRM NAGAR, KATTANKULATHUR – 603 203**

### SEMESTER-I

Subject Code		Subject	L	T	P	Total of L T P	C
ULT18101	Language-I	Tamil – I	3	2	0	5	4
ULH18101		Hindi - I					
ULF18101		French - I					
ULE18101	English-I	English – I	3	2	0	5	4
UBA18101	Core-1	Management Principles	3	2	0	5	4
UBA18102	Core-2	Financial Accounting	3	2	0	5	4
UBA18103	Core-3	Managerial Economics	3	2	0	5	4
CAC18101	CDC	Soft Skills	2	0	0	2	2
						<b>27</b>	<b>22</b>

### SEMESTER-II

ULT18201	Language-II	Tamil – II	3	1	0	4	4
ULH18201		Hindi – II					
ULF18201		French – II					
ULE18201	English-II	English – II	3	1	0	4	4
UBA18201	Core-4	Business Communication	3	1	0	4	4
UBA18202	Core-5	Software Solutions for Business(practical)	0	3	4	7	4
UBA18203	Core-6	Business Statistics	3	1	0	4	4
UBA18204	Core-7	Production and Operation Management	3	1	0	4	4
CAC18201	CDC	Quantitative Aptitude and Logical Reasoning-I	2	0	0	2	2
UNS18201 UNC18201	Extension Activity	NSS/NCC/YOGA/NSO	0	0	2	2	1

Subject Code		Subject	L	T	P	Total of L T P	C
UYG18201 UNO18201							
						31	27
<b>SEMESTER-III</b>							
UBA18301	Core-8	Management Accounting	3	2	0	5	4
UBA18302	Core-9	Human Resource Management	3	1	0	4	4
UBA18303	Core-10	Marketing Management	3	1	0	4	4
UBA18304	Core-11	Operations Research	3	2	0	5	4
UBA18305	Core-12	Organizational Behaviour	3	1	0	4	4
UBA18306	Core-13	Legal Aspects of Business	3	1	0	4	4
CAC18301	CDC	Quantitative Aptitude and Logical Reasoning-II	2	0	0	2	2
		Open Elective	2	0	0	2	2
						30	28
<b>SEMESTER-IV</b>							
UBA18401	Core-14	Financial Management	3	2	0	5	4
UBA18402	Core-15	Management Information System	3	2	0	5	4
UBA18403	Core-16	Research Methodology	3	1	0	4	4
UBA18E01	Elective-1	Cost Accounting	2	2	0	4	3
UBA18E02		Training and Development					
UBA18E03		Product and Brand Management					
UBA18E04		Materials Management					
UBA18E05		Database Management system					

Subject Code		Subject	L	T	P	Total of L T P	C
UBA18E06	Elective-2	Banking and Financial Institutions	2	2	0	4	3
UBA18E07		Public Relations					
UBA18E08		Consumer Affairs					
UBA18E09		Production planning and Control					
UBA18E10		Data warehousing and Data Mining					
UBA18E11	Elective-3	Insurance and Risk Management	2	2	0	4	3
UBA18E12		Leadership and Team Management					
UBA18E13		Retail Management					
UBA18E14		Product Design and Development					
UBA18E15		Software Quality Management					
CAC18401	CDC	Verbal Ability And Reasoning	2	0	0	2	2
		Open Elective	2	0	0	2	2
						<b>30</b>	<b>25</b>
<b>SEMESTER-V</b>							
UBA18501	Core-17	Labour welfare and Industrial Relations	3	2	0	5	4
UBA18502	Core-18	Total Quality Management	3	2	0	5	4
UBA18503	Core-19	Services Marketing	3	2	0	5	4

UBA18E16	Elective-4	Micro Finance and Financial Inclusion	2	2	0	4	3
UBA18E17		HR Analytics					
UBA18E18		Sales and Event Management					
UBA18E19		Service Operations Management					
UBA18E20		Business Intelligence					
UBA18E21	Elective-5	Merchant Banking	2	2	0	4	3
UBA18E22		Stress Management					
UBA18E23		Integrated Marketing Communication					
UBA18E24		Project Management					
UBA18E25		E-Business Management					
UBA18E26	Elective-6	Financial services	2	2	0	4	3
UBA18E27		Performance and Compensation Management					
UBA18E28		Customer Relationship Management					
UBA18E29		Business Process Outsourcing					
UBA18E30		Information Technology for Retail Management					
UES18501	EVS	Environmental Studies	3	0	0	3	3
						<b>30</b>	<b>24</b>
<b>SEMESTER-VI</b>							
UBA18601	Core-20	Strategic Management	3	2	0	5	4
UBA18602	Core-21	Entrepreneurial Development	3	2	0	5	4

UBA18603	Core-22	Business Ethics and Corporate Governance	3	2	0	5	4
UBA18604	Core-23	Internship and Project Work	4	0	0	4	4
UBA18E31	Elective-7	Stock Market Analysis	2	2	0	4	3
UBA18E32		Competency Management and Succession Planning					
UBA18E33		E-Commerce and Digital Marketing					
UBA18E34	Elective-8	Business Taxation	2	2	0	4	3
UBA18E35		Talent Management					
UBA18E36		International Marketing					
CAC18601	CDC	Communication Skills	2	0	0	2	2
						<b>29</b>	<b>24</b>
							<b>150</b>

## **Program Student Outcome (PSO)**

- a. Analyze the theoretical knowledge with the practical aspects in the fields of management.
- b. Appreciate the dynamic and complex working environment of Business.
- c. Demonstrate critical thinking skills in understanding managerial issues and problems related to the global economy and international business.
- d. Students will have proficiency in financial accounting, cost and management accounting and financial management concepts.
- e. Demonstrate the ability to analyze complex, unstructured qualitative and quantitative problems by collecting, analyzing data by using accounting, financial, mathematical, statistical tools, and information and communication technologies to solve the complex business problems.
- f. Exhibit business-related behavioral skills including leadership, interpersonal, communication (written and oral), team, and lifelong learning skills.
- g. Familiarize with social responsibility issues that managers must address, including business ethics, cultural diversity, and environmental concerns.
- h. Apply technology to enhance organizational efficiency and create innovative business solutions.
- i. Acquire entrepreneurial traits to start and manage their own innovative business successfully.
- j. Acquire hands-on experience in administration and research

## SEMESTER-I

குறியீட்டு எண்	பாடம்	L	T	P	Total LTP	C
ULT18101	TAMIL-I	3	2	0	5	4

INSTRUCTIONAL OBJECTIVES At the end of this course the learner is expected:		Student Outcomes				
1.	இரண்டாயிரம் ஆண்டுகாலத் தமிழின் தொன்மையையும் வரலாற்றையும் அதன் விழுமியங்களையும் பண்பாட்டையும் எடுத்துரைப்பதாக இப்பாடத்திட்டம் அமைக்கப் பட்டுள்ளது.	e	f	h	m	n
2.	காலந்தோறும் தமிழ் இலக்கியம் உள்ளடக்கத்திலும், வடிவத்திலும் பெற்ற மாற்றங்கள், அதன் சிந்தனைகள், அடையாளங்கள் ஆகியவற்றை காலந்தோறும் எழுதப்பட்ட இலக்கியங்களின் வழியாகக் கூறுவதாகவும், மொழியின் கட்டமைப்பைப் புரிந்து கொள்வதாகவும் பாடத்திட்டம் வடிவமைக்கப்பட்டுள்ளது.	e	F	h	n	
3.	வாழ்வியல் சிந்தனைகள், ஒழுக்கவியல் கோட்பாடுகள், சமத்துவம், சூழலியல் எனப் பல கூறுகளை மாணவர்களுக்கு எடுத்துரைக்கும் விதத்தில் இப்பாடத்திட்டம் உருவாக்கப்பட்டுள்ளது.	e	f	d	n	



## அலகு – 1

### இக்காலக்கவிதைகள் - 1

பாரதியார்	–	கண்ணன்என்சேவகன்
பாரதிதாசன்	–	தமிழ்ப்பேறு
அப்துல்ரகுமான்	–	அவதாரம்
மீரா	–	கனவுகள் +கற்பனைகள் = காகிதங்கள்
து. நரசிம்மன்	–	மன்னித்துவிடுமகனே

## அலகு – 2

### இக்காலக்கவிதைகள் - 2

ராஜாசந்திரசேகர்	–	கைவிடப்பட்டகுழந்தை
அனார்	–	மேலும் சில இரத்தக்குறிப்புகள்
சுகிர்தராணி	–	அம்மா
நா.முத்துக்குமார்	–	தூர்

## அலகு – 3

### சிற்றிலக்கியம்

- 1.கலிங்கத்துப்பரணி – பொருதடக்கைவாள் எங்கே... (பாடல் - 485)
- 2.அழகர்கிள்ளைவிடுதூது-இதமாய்மனிதருடனே... (கண்ணி – 45)
- 3.நந்திக்கலம்பகம்- அம்பொன்றுவில்லொடிதல்..( பாடல் – 77)
- 4.முக்கூடற்பள்ளு-பாயும்மருதஞ்செழிக்கவே... (பாடல் – 47)
- 5.குற்றாலக்குறவஞ்சி – ஓடக்காண்பதுமே... (பாடல்- 9)

### காப்பியங்கள்

மணிமேகலை – உலகவறவிபுக்ககாதை – “மாசுஇல்வால்ஒளி! - இந்நாள்போலும்இளங்கொடிகெடுத்தனை” . (28 அடிகள்)

## அலகு – 4 – தமிழ்இலக்கியவரலாறு

1) சிற்றிலக்கியம் - தோற்றமும்வளர்ச்சியும், 2) புதுக்கவிதை - தோற்றமும்வளர்ச்சியும், 3) சிறுகதை- தோற்றமும்வளர்ச்சியும், 4)

புதினம் - தோற்றமும்வளர்ச்சியும், 5) உரைநடை - தோற்றமும்வளர்ச்சியும்

### அலகு -5

#### மொழிப்பயிற்சி:

1.கலைச்சொல்லாக்கம், 2. அகரவரிசைப்படுத்துதல், 3. மரபுத்தொடர் / பழமொழி, 4. கலைவிமர்சனம், 5. நேர்காணல்

#### உரைநடைப்பகுதி:

1. உ.வே.சாமிநாதையர் - சிவதருமோத்திரச்சுவடிபெற்றவரலாறு,
2. தஞ்சாவூர்க்கவிராயர் - கூஜாவின் கோபம்,
3. இரா.பச்சியப்பன் - மாடல்லமற்றையவை

#### பார்வைநூல்கள்

1. கைலாபதி, க., தமிழ்நாவல்இலக்கியம் ,குமரன்பதிப்பகம், வடபழனி. 1968.
  2. சுந்தரராஜன், பெ. கோ., சிவபாதசுந்தரம்,சோ., தமிழில்சிறுகதை வரலாறும்வளர்ச்சியும், க்ரியா, சென்னை, 1989.
  3. பரந்தாமனார், அ.கி., நல்லதமிழ்எழுதவேண்டுமா, பாரிநிலையம், சென்னை, 1998,
  4. பாக்யமேரி, வகைமைநோக்கில்தமிழ்இலக்கியவரலாறு, என்.சி.பி. எச். பதிப்பகம், சென்னை, 2011
- வல்லிக்கண்ணன்,புதுக்கவிதையின்தோற்றமும்வளர்ச்சியும், அன்னம், சிவகங்கை, 1992.

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Sem ester	Assess ment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
End Semester Weightage							50%
Total							100%

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total LTP	C
ULH18101	HINDI-I	3	2	0	5	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To express and communicate literature which is part of life	e	f	h	m	n
2.	To incorporate day to day personal and professional life's need to communicate in the language.	e	f			
3.	To help the students to imagine and express their mind through literature	e	f			

#### UNIT I PROSE

(35 hours)

BADE GHAR KI BETI  
VAISHNAV KI FISLAN

- PREMCHAND  
- HARISHANKAR PARSAI  
(VYANGYA KATHA)

BENAM RISHTA  
UTSAH  
PURUSKAR  
HARDAM.COM

- MRIDULA GARG  
- RAMCHANDAR SHUKLA (NIBAND)  
- JAYSHANKAR PRASAD  
- ALKA SINHA

#### UNIT II ONE ACT PLAY

(15 hours)

MAHABHARAT KI EK SANJH  
REED KI HADDI

- BHARAT BHUSHAN AGRAWAL  
- JAGDISH CHANDR MATHUR

#### UNIT III CORRESPONDENCE

(10 hours)

OFFICIAL LETTER  
DEMI-OFFICIAL LETTER

#### UNIT IV CINEMA

(10 hours)

PANCLIGHT  
CHANDI KA JUTA

- PHANISHWAR NATH RENU  
- BAL SHAURI REDDI

**UNIT V TECHNICAL TERMINOLOGY****(5 hours)****REFERENCE BOOKS**

1. Prayojan Mulak Hindi – Madhav Sontakke
2. A Practical Guide To English Translation And Composition – K.P. Thakur

<b>Course Nature : Theory</b>							
Assessment Method (Max. Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
End Semester Weightage							50%
Total							100%

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total LTP	C
ULF18101	FRENCH-I	3	2	0	5	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To encourage greater written skills through comprehension writing and composition writing	e	f	h	m	n
2.	Improve their oral and written skills through a combination of theory and practice.	e	f			
3.	Extend and expand their savoir-faire through the acquisition of latest skills and techniques by practical training.	e	f			

**UNITE I****(15 heures)**

**Salut-Saluer- Entrer en contact avec quelqu'un – se présenter – s'excuser- tu ou vous ? Les jours de la semaine – Quelques formules de politesse – L'alphabet – Quelques consignes de classe – Je, tu, vous, il. Elle – Etre – Quelques nationalités –Masculin et féminin –Les nombres de 0 à 10 – Quelques sigles.**

## UNITE II

(15 heures)

**Enchanté-** Demander de se présenter – Présenter quelqu'un – La négation : ne...pas – Les adjectifs possessifs –Etre, avoir+quelques verbes en –er – C'est, il est – L'interrogation par l'intonation – Quelques professions – Les nombres de 11 à 69 – Oui, non, si. **J'adore !-** Exprimer ses goûts –échanger sur ses projet – Aller – Moi aussi – Nous, ils, elles – La conjugaisons des verbes en –er être et avoir – Faire du, de l', de la +sport – Les nombres après 69 – On=nous – Le futur proche – Quelques indicateurs de temps – Les adjectifs possessifs.

## UNITE III

(15 heures)

**Tu veux bien** – Demander à quelqu'un de faire quelque chose – Demander poliment – Parler d'actions passées –Il y a – Les articles définis et indéfinis – Les marques du pluriel des noms – Les pronoms après une préposition (avec lui, chez, moi) – Le passé composé – Pouvoir, vouloir, venir, connaître.

## UNITE IV

(15 heures)

**On se voit quand ?** - Proposer, accepter, refuser une invitation – indiquer la date – Prendre et fixer un rendez-vous –Demandez et indiquer l'heure –Les pronoms compléments directs me, te, nous, vous –Pourquoi ? Parce que – Quel(s), Quelle(s) –L'interrogation avec est-ce que – Finir- Savoir – L'heure et la date – Les mois de l'année – Quelques indicateurs de temps

## UNITEV

(15 heures)

**Bonne idée !** – Exprimer son point de vue positif et négatif – s'informer sur le prix – S'informer sur la quantité – Exprimer la quantité – La négation : ne ...pas de – Les articles partitifs – Combien ? –Un peu de, beaucoup de,.... –Qu'est-ce que, combien – offrir, croire – Penser à, penser de – Plaire à – Les couleurs – Le masculin et le féminin des adjectifs – Les pronoms compléments directs le, la, les.

## REFERENCE BOOK

"Latitudes-1" Méthode de français, REGIME MERIEUX, YVES LOISEAU Les éditions Didier, Paris, 2012.

<b>Course Nature : Theory</b>							
Assessment Method (Max .Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
<b>End Semester Weightage</b>							50%
<b>Total</b>							<b>100%</b>

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total LTP	C
ULE18101	ENGLISH-I	3	2	0	5	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To enable the students to think in English	e	f	h	m	n
2.	To become aware of the regional literature and the writers.	e	f	d		
3.	To equip students with the awareness and strategies needed to enable the study of English as a lifelong process.	e	f	d		

### UNIT I - Poetry

(15 Hours)

1. Yayum Nyayum – Kurunthogai 40
2. My Grandmother's House – Kamala Das
3. Transgender – Olivia Kent
4. Obituary – A K Ramanujam

### UNIT II - Prose

(15 Hours)

On Marriages – Nirad C Choudhary  
 Response to Welcome addresses ii) Why Do We Disagree– Swami Vivekananda  
 I have a dream – Martin Luther King

**UNIT III - Short Story** (15 Hours)

A Nincompoop – Anton Chekhov  
The Rat – Ashokamitran  
Quantum of Solace – Ian Flemming  
Squirrel - Ambai

**UNIT III- Popular Literature** (15 Hours)

Shabdo -Kaushik Ganguli  
TEDX Talks  
John Lennon - Imagine  
Bob Marley - No woman no cry

**UNIT V - Language Component** (15 Hours)

Spot the Errors  
Jumbled Sentence  
Homophones & Homonyms  
Idioms and Phrases  
Antonyms and Synonyms  
Story through Images  
Hints Development  
Autobiography of Concrete Objects  
Advertisements  
Slogan Writing

**TEXT BOOKS**

1. Cambridge University Press, Raymond Murphy, *Essential Grammar in Use*  
3<sup>rd</sup> Edition 2010

Course Nature : Theory							
Assessment Method (Max. Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
End Semester Weightage							50%
Total							100%

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total LTP	C
UBA18101	MANAGEMENT PRINCIPLES	3	2	0	5	4

### COURSE RATIONALE

Principles of Management, provides the student with a conceptual framework for understanding the basic theories of management. Emphasis is placed on the internal and external environment, ethics, planning, goal setting, decision making, organizational structure, motivation and effective control mechanisms.

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected to						
1.	To gain knowledge about the four management functions of Planning, Organizing, Leading and controlling and introduce to the historical evolution of management theories	a				
2.	To learn the basics of in challenges of work teams.			b	j	
3.	To familiarize with various leadership styles and theories of motivation	a	f			
4.	To describe the control process including: importance of control, tools for measuring organizational performance and managerial actions.				g	

### UNIT I

Introduction to management- definition- Management functions- kinds of managers- managerial roles- managerial skills- competitive advantage through people- evolution of management: Taylor principles- Fayol- Elton Mayo.

### UNIT II

Planning: Definition- benefits and pitfalls of planning- setting goals- planning from top to bottom- Types of planning- Rational decision making- steps in decision making- Advantages and pitfalls of decision making- using groups to improve decision making.



### **UNIT III**

Organizing: Organization- organizational structure- departmentalization- Organizational authority- job design- deciding organizational processes- intra and inter organizational process- Types of organization- Line and staff functions- Merits and demerits- Functional Organization.

### **UNIT IV**

Leading: Motivation- basics of motivation- Theories of motivation- Leadership- Qualities of effective leaders- The essence of leadership- Theories of leadership- Fiedler's contingency theory, path goal theory- Normative decision theory- Leadership styles- Visionary Leadership- communication- basic perception process- Kinds of communication- improving communication

### **UNIT V**

Control- standards- Methods of control- innovation and learning perspective of control- challenges in control- importance of information- characteristics of useful information- protecting information, management by exception- audit- budgetary and cost control.

### **TEXT BOOKS**

1. William/ Tripathi- MGMT , A south Asian Perspective, Cengage Learning, 2016
2. Jayasankar- Principles of Management, Margham Publications.

### **REFERENCE BOOKS**

1. P.C Tripathi& P.N Reddy- Principles of Management
2. Richard Daft- Principles of Management.

<b>Course Nature : Theory</b>							
Assessment Method (Max. Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
<b>End Semester Weightage</b>							50%
<b>Total</b>							100%

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total LTP	C
UBA18102	FINANCIAL ACCOUNTING	3	2	0	5	4

Theory- 20% Numerical – 80%

### COURSE RATIONALE

The content of this course is designed to impart the basic knowledge of financial accounting theory, standards, principles and procedures to accounting problems and its application in business

INSTRUCTIONAL OBJECTIVES		Student Outcomes			
At the end of this course the learner is expected to					
1.	Understand the basic accounting concepts and their application in business.	a		d	
2.	Apply the dual-entry recording framework to a series of transactions that results in a balance sheet.			d	g
3.	Gain knowledge on the preparation of financial statements Develop the skills needed to analyze financial statements effectively	c			
4.	Students will be exposed to take decisions on depreciation method to be adopted			d	

## **UNIT I**

Meaning and scope of Accounting, Basic Accounting Concepts and Conventions –Objectives of Accounting – Accounting Transactions Double Entry Book Keeping – Journal, Ledger, Preparation of Trial Balance – Preparation of Cash Book.

## **UNIT II**

Preparation of Final Accounts of a Sole Trading Concern – Adjustments – Closing Stock, Outstanding and Prepaid items, Depreciation, Provision for Bad Debts, Provision for Discount on Debtors, Interest on Capital and Drawings

## **UNIT III**

Bank Reconciliation Statement (Only simple problems), Insurance claims – Average Clause (Loss of stock only)

## **UNIT IV**

Depreciation – Meaning, Causes, Types – Straight Line Method – Written down Value Method (Change in Method excluded). Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method , Conversion method (simple problems only)

## **UNIT V**

Partnership-Meaning, Admission, Retirement and Death of a partner (SIMPLE PROBLEMS).Company-Meaning, Issue of shares, types of shares, Reissue of shares, Forfeiture of shares- Simple Problems

## **TEXT BOOKS**

1. T.S. Reddy & A. Murthy -Financial Accounting – Margham Publications – 2016
2. R.L Gupta & V.K Gupta -Advanced Accounting – Sultan Chand – New Delhi- 2015

## **REFERENCE BOOK**

1. Shukla & Grewal -Advanced Accounting - S Chand – New Delhi
2. Jain &Narang -Financial Accounting

<b>Course Nature : Theory 20% and Problem 80%</b>							
Assessment Method (Max .Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
End Semester Weightage							50%
Total							100%

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total L T P	C
UBA18103	MANAGERIAL ECONOMICS	3	2	0	5	4

### COURSE RATIONALE

As Economics is the bedrock of business activities, understanding the fundamentals of economics and using its knowledge in managerial decisions is important for modern managers.

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected to						
1.	To familiarize the students with the fundamental principles of economics	a				
2.	To make them understand the relevance of economics in business decisions			c	f	
3.	To help them be equipped with economic tools for business analysis.				h	i

### UNIT I

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

## UNIT II

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

## UNIT III

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

## UNIT IV

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

## UNIT V

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

## TEXT BOOKS

1. Managerial Economics – Sankaran

## REFERENCE BOOKS

1. Managerial Economics - Spencer M.K
2. Managerial Economics - Mote & Paul
3. Managerial Economics - Varshney & Maheswari

Course Nature : Theory							
Assessment Method (Max. Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
		Marks	10	10	20	5	5
End Semester Weightage							50%
Total							100%

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total LTP	C
CAC18101	SOFT SKILLS	2	0	0	2	2

INSTRUCTIONAL OBJECTIVES At the end of this course the learner is expected to		Student Outcomes				
1.	To acquire inter personal skills and be an effective goal oriented team player	a				
2.	To develop professionalism with idealistic, practical and moral values			j		
3.	To acquire communication and problem solving skills		e		f	
4	To re-engineer their attitude and understand and understand its influence on behavior					g

#### UNIT I – ATTITUDE (6 hours)

Who am I? SWOT analysis, Importance of self confidence and self esteem, Factors influencing attitude, Challenges and lessons from attitude

#### UNIT II – COMMUNICATION (6 hours)

Practice activities (JAM, spin a story, diagram description, etc...), Activities for evaluation (Extempore, speaking news, book review)

#### UNIT III – GOAL SETTING (6 hours)

SMART goals, Blue print for success, Short term, Long term, Life time goals, Value of time, Diagnosing time management, Prioritizing work

#### UNIT IV – PUBLIC SPEAKING (6 hours)

Activities for evaluation (Surveying and reporting, Debate, Group discussion)

#### UNIT V – CREATIVITY (6 hours)

Out of box thinking, lateral thinking

## REFERENCE BOOKS

1. Covey Sean, Seven habits of highly effective teens, New York, Fireside Publishers, 1998.
2. Carnegie Dale, How to win friends and influence people, New York, Simon and Schuster, 1998.
3. Thomas A Harris, I am ok, you are ok, New York, Harper and Row, 1972.

## ASSESSMENT SCHEME CAC COURSES OFFERED TO FOM

YEAR	SEMESTER	CODE	ACTIVITIES	MARKS	TOTAL
I	1	CAC18101	Class Room Activities	20 marks	100 marks
			Communication Activities	50 marks	
			LMS	20 marks	
			Participation	10 marks	

## SEMESTER II

குறியீட்டு எண்	பாடம்	L	T	P	Total LT P	C
ULT18201	TAMIL-II	3	1	0	4	4

INSTRUCTIONAL OBJECTIVES At the end of this course the learner is expected:		Student Outcomes				
1.	இரண்டாயிரம் ஆண்டுகாலத் தமிழின் தொன்மையையும் வரலாற்றையும் அதன் விழுமியங்களையும் பண்பாட்டையும் எடுத்துரைப்பதாக இப்பாடத்திட்டம் அமைக்கப்பட்டுள்ளது.	e	f	h	m	n
2.	காலந்தோறும் தமிழ் இலக்கியம் உள்ளடக்கத்திலும், வடிவத்திலும் பெற்ற மாற்றங்கள், அதன் சிந்தனைகள், அடையாளங்கள் ஆகியவற்றை காலந்தோறும் எழுதப்பட்ட இலக்கியங்களின் வழியாகக் கூறுவதாகவும், மொழியின் கட்டமைப்பைப் புரிந்து கொள்வதாகவும் பாடத்திட்டம் வடிவமைக்கப்பட்டுள்ளது.	e	F	d		
3.	வாழ்வியல் சிந்தனைகள், ஒழுக்கவியல் கோட்பாடுகள், சமத்துவம், சூழலியல் எனப் பல கூறுகளை மாணவர்களுக்கு எடுத்துரைக்கும் விதத்தில் இப்பாடத்திட்டம் உருவாக்கப்பட்டுள்ளது.	e	f	n		

### அலகு - 1

1. **எட்டுத்தொகை:** 1. குறுந்தொகை (பாடல் - 130), 2. நற்றிணை (பாடல் - 27), 3. அகநானூறு (பாடல் - 86)
2. **பத்துப்பாட்டு** - சிறுபாணாற்றுப்படை (அடிகள் - 126-143)
3. **பதினெண்கீழ்க்கணக்கு** திருக்குறள்- வெகுளாமை (அதிகாரம் 31), காதல்சிறப்புரைத்தல் (அதிகாரம் 113)



## அலகு - 2

1. எட்டுத்தொகை : 1. ஐங்குறுநூறு(பாடல் - 203), 2. கலித்தொகை - பாலைத்திணை (பாடல் - 9), 3. புறநானூறு (பாடல்- 235)
2. பத்துப்பாட்டு- முல்லைப்பாட்டு (அடிகள் - 6 - 21)
3. பதினெண்கீழ்க்கணக்கு - 1. நாலடியார்- நல்லார்எனத்தான் (221), 2. திரிகடுகம் - கோலஞ்சிவாமும்குடியும் (33),
3. இனியவைநாற்பது - குழவிதளர்நடை (14), கார்நாற்பது - நலமிகுகார்த்திகை (26), 5. களவழிநாற்பது - கவளங்கொள்யாணை (14)

## அலகு - 3

### சைவம் - பன்னிருதிருமுறைகள்

1. திருஞானசம்பந்தர் -வேயுறுதோளிபங்கள் இரண்டாந்திருமுறை)
2. திருநாவுக்கரசர்- மனமெனும்தோணி (நான்காந்திருமுறை)
3. சுந்தரர்-ஏழிசையாய்இசைப்பயனாய் (ஏழாந்திருமுறை)
4. மாணிக்கவாசகர் - ஆதியும்அந்தமும்இல்லா (திருவெம்பாவை)
5. திருமூலர் -அன்புசிவம்இரண்டு (திருமந்திரம்)

### வைணவம் - நாலாயிரத்திவ்யப்பிரபந்தம்

1. பேயாழ்வார் - திருக்கண்டேன்பொன்மேனி ...
2. பெரியாழ்வார் - கருங்கண்டோகைமயிற்பீலி...
3. தொண்டரடிப்பொடிஆழ்வார்-பச்சைமாமலைபோல்...
4. ஆண்டாள் - கருப்பூரம்நாறுமோ? கமலப்பூ...
5. திருமங்கையாழ்வார் - வாடினேன்வாடிவருந்தினேன்

### இஸ்லாமியம்

சீறாப்புராணம் -மானுக்குப்பிணைநின்றபடலம் - 5 பாடல்கள்  
(பாடல்எண்கள் : 61 - 65)

### கிறித்துவம்

இரட்சணயயாத்ரீகம் - கடைதிறப்புப்படலம் - 5 பாடல்கள்  
(பாடல்எண்கள் : 3,9,10,15,16)

## அலகு - 4

### தமிழ்இலக்கியவரலாறு

1. சங்கஇலக்கியங்கள், 2. நீதிஇலக்கியங்கள், 3.பக்திஇலக்கியங்கள், 4. காப்பியங்கள்

## அலகு - 5

### சிறுகதைகள்

புதுமைப்பித்தன்	- அகலிகை
ந.பிச்சமூர்த்தி	- வேப்பமரம்
அகிலன்	- ஒருவேளைச்சோறு
ஜி. நாகராஜன்	- பச்சக்குதிரை
கி.ராஜநாராயணன்	- கதவு
சா.கந்தசாமி	- தக்கையின்மீதுநான்குகண்கள்
ஆண்டாள்பிரியதர்ஷினி	- மாத்திரை
வண்ணதாசன்	- ஒருஉல்லாசப்பயணம்
சு. தமிழ்ச்செல்வன்	- வெயிலோடுபோய்
பாரததேவி	- மாப்பிள்ளைவிருந்து

### பார்வைநூல்கள்

1. அரசு, வீ., இருபதாம்நூற்றாண்டுச்சிறுகதைகள்நூறு, அடையாளம்பதிப்பகம், திருச்சி, 2013
  2. அருணாசலம், ப., பக்திஇலக்கியங்கள், பாரிநிலையம், சென்னை, 2010
  3. தமிழண்ணல், புதியநோக்கில்தமிழ்இலக்கியவரலாறு, மீனாட்சிபுத்தகநிலையம், மதுரை, 2000
  4. பாக்யமேரி, வகைமைநோக்கில்தமிழ்இலக்கியவரலாறு, என்.சி.பி. எச். பதிப்பகம், சென்னை, 2011
- பசுபதி, ம.வே. செம்மொழித்தமிழ்இலக்கணஇலக்கியங்கள், தமிழ்ப்பல்கலைக்கழகம், தஞ்சாவூர், 2010.

<b>Course Nature : Theory</b>							
Assessment Method (Max. Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
<b>End Semester Weightage</b>							50%
<b>Total</b>							100%

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total L T P	C
ULH18201	HINDI-II	3	1	0	4	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To express and communicate literature which is part of life	e	f	h	m	n
2.	To incorporate day to day personal and professional life's need to communicate in the language.	e	f			
3.	To help the students to imagine and express their mind through literature	e	f			

### UNIT I - POETRY

(30hours)

KABIR, TULSI, RAHIM, BIHARI

KAIDI AUR KOKILA

- MAKHAN LAL CHATURVEDI

AB AUR NAHI

- OM PRAKASH VALMIKI

PREM KA ROG

- KUNWAR NARAYAN

MAA GAON ME HAI

- DIVIK RAMESH

ADHIK NAYA HOTA HUN

- LILADHAR MANDLOI

**UNIT II - STORY****(25 hours)**

VAISHNAVI

- YASHPAL

DOPAHAR KA BHOJAN

- AMARKANT

JUNGLE

- CHITRA MUDGAL

KINARE SE DOOR

- RAKESH BIHARI

PRECIOUS BABY

- ANITA NAIR

**UNIT III****(10 hours)**

ADMINISTRATIVE WORDS, ANUVAD : ANUVAD KI PARIBHASHA EVAM BHED

**UNIT IV****(10 hours)**

ANUVAD : ENGLISH TO HINDI

**REFERENCE BOOKS**

1. Prayojan Mulak Hindi – Madhav Sontakke
2. A Practical Guide To English Translation And Composition – K.P. Thakur

<b>Course Nature : Theory</b>							
Assessment Method (Max. Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
<b>End Semester Weightage</b>							<b>50%</b>
<b>Total</b>							<b>100%</b>

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total LTP	C
ULF18201	FRENCH-II	3	1	0	4	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	Improve their oral and written skills through a combination of theory and practice.	e	f	h		
2.	Consolidate the knowledge of theoretical aspects of French grammar with examples provided from different angles: from present day literature, day to day conversation.	e	f	m		

### UNITEI

(15 heures)

**C'est où ?** – Demander et indiquer une direction – Localiser (près de, en face de,...) - L'impératif – Quelques prépositions de lieu- Les articles contractés au, à la .... – Le passé composé et l'accord du participe passé avec être –Les nombres ordinaux – Ne...plus, ne ... jamais – Les adjectifs numéraux ordinaux – Faire.

### UNITEII

(15 heures)

**N'oubliez pas !** - Exprimer l'obligation ou l'interdit – Conseiller – En dans les constructions avec de – Quelque chose, rien – Quelqu'un, personne – Il faut, devoir –Qui, que, où – Les pronoms compléments indirects (me, te, lui, leur...).  
**Belle vue sur la mer !** – Décrire un lieu –Situer – se situer dans le temps – La place des adjectifs – Des, De devant un adjectif – Le genre des noms de pays – Les prépositions et les noms de villes, de pays, de continents – Tout(e) (s), tous – Y, pronoms complément – Les adjectifs démonstratifs.

### UNITEIII

(15 heures)

**Quel beau voyage !-** Raconter – Décrire les étapes d'une action – Exprimer l'intensité et la quantité – Interroger- Les verbes pronominaux – à la pièce, au kilo – un sachet de, un litre de ... -d'abord, puis ... - peu, assez, trop... - En pronom complément – L'interrogation par l'inversion et révision de l'interrogation – Partir.

**UNITE IV****(15 heures)**

**Oh !joli !-** Décrire quelqu'un – comparer – Exprimer l'accord ou le désaccord – Se situer dans le temps –L'imparfait – L'imparfait ou le passé composé – la description d'une personne.

**UNITEV****(15 heures)**

**Et après ? -** Parler de l'avenir- Exprimer des souhaits – Décrire quelqu'un- S'en aller, partir, quitter – Les indicateurs de temps (en, dans) – Le futur simple – Le subjonctif présent- La place des pronoms à l'impératif.

**REFERENCE BOOK**

“**Latitudes-1**” Méthode de français, REGIME MERIEUX, YVES LOISEAU Les éditions Didier, Paris, 2012.

<b>Course Nature : Theory</b>							
Assessment Method (Max. Marks: 100)							
In Semester	Assess ment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignm ent	Attendance	Total
	Marks	10	10	20	5	5	50%
<b>End Semester Weightage</b>							<b>50%</b>
<b>Total</b>							<b>100%</b>

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total LTP	C
ULE18201	ENGLISH-II	3	1	0	4	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To enable the students to think in English	e	f	h	m	n
2.	To become aware of the world literature and the writers	e	f	d		
3.	To equip students with the awareness and strategies needed to enable the study of English as a lifelong process.	e	f	d		

**UNIT I - Poetry** (15 Hours)

The Unknown citizen – Auden  
Nada KondroKadaKondro- PuraNaanooru 187  
On being Trans- Lee Mokobe  
Girl Child – PawaniMathur

**UNIT II - Prose** (15 Hours)

1. Men and Women – Virginia Woolf
2. Farewell Speech of Mark Antony – William Shakespeare
3. The Autobiography of an unknown Indian –NiradC.Chaudhuri

**UNIT III - Short Stories and Play** (15 Hours)

1. A Wrong Man in Worker's Paradise – Rabindranath Tagore
2. Refund – Karen E.Bender
3. Paper Money – RaziaFasih Ahmad
4. Karukku - Bama

**UNIT IV -PopularLiterature** (15 Hours)

1. Paul Simon –The Sound of Silence
2. Tedx Talks – If I had a daughter
3. John Lennon– I have a dream
4. Pink Floyd– Brick in the Wall

**UNIT V - Language Component** (15 Hours)

Spot the Errors & Punctuation  
Antonyms and Synonyms  
Parts of speech  
Articles  
Vowels  
Road Mapping  
Movie Review  
Crossword Puzzles  
Open ended Stories  
Quiz

## TEXT BOOKS

1. Cambridge University Press, Raymond Murphy, *Essential Grammar in Use* 3<sup>rd</sup> Edition 2010

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total LTP	C
UBA18201	BUSINESS COMMUNICATION	3	1	0	4	4

## COURSE RATIONALE

This course presents communication as integral to management strategy and as a critical component for success in the workplace. In this class, you will develop a foundation for designing effective messages, both written and oral, from concept to delivery. Specifically, you will practice drafting and editing clear, precise, and readable written business documents as well as learn to design documents to make information easily accessible to a busy, executive-level reader

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected to						
1	This course will make you conversant with the basic forms, formats and techniques of Business writing so that you will be thoroughly prepared to take part in real-world business fields.	a	b	c		
2	This course will give you the latest information on language in general and the writing process specifically so that you will become a highly confident and skilled writer.	e	f		g	

## UNIT - Introduction to Communication

Purpose of Communication; Process of Communication; Differences between Technical and General Communication; Barriers to Communication; Types of Communication; Situational Dialogues , Finding a solution to a problem through discussion.



**Listening Skills:** Listening Process; Classification of Listening; Purpose of Listening; Common Barriers to the Listening Process;

**Reading Skills:** Reading Skill; Purpose of Reading; Types of Reading; Techniques for Effective Reading.

(Reading component):1.*Come Back: A story of bankruptcy and survival* by SuhasMantri,

## **UNIT II- Communication in Organizations**

**Internal Communication;** Stake Holders in Internal Communication; Channels of Internal Communication; Internal Tele-conversation: Self-introduction, seeking & giving information, giving messages, expression of gratification (thanks giving)

**External Communication;** Stake Holders in External Communication; Channels of External Communication. Cross organizational video-teleconferencing: Briefing the organization, description of product/ process/ services, holding meetings over Skype.

**Communication Network:** Scope and Types of Communication Network; Formal and Informal Communication Network;

## **UNIT III- Writing Business Letter:**

Importance of Business Letters; Difference between Personal and Business Letters; Structure and Format of Business Letters; Types of Business Letters.

**Writing E-mail:** Principles of E-mail; E-mail Etiquette; Overcoming Problems in E-mail Communication.

**Writing Memos, Circulars and Notices:** What is a Memo?- Principles of précis writing- Approaches to memo writing- Format of a Memo; Circulars- Guidelines for writing a circular- Format of a circular; Notices- Purpose- Format- Important points to remember while writing a notice

*The White tiger* by ArabindAdiga

## **UNIT IV- Report Writing**

Features of Writing a Good Report; Purpose of Report Writing; Difference between Business Report and Engineering Report-; Steps in Report Writing; Structure of Report; Types of Reports and Different Formats.

**Oral Communication Skills:** Oral Business Presentation- Purpose –Audience- Locale; Steps in Making a Presentation- Research and planning-Structure and style-Preparation –Presentation; Delivering a Presentation.

Making the self presentable: Dressing sense, clear voice, planning, analyzing and structuring managing body language and emotion

**UNIT V- Meetings:** Importance of Business Meetings; Different Types of Business Meetings; Conducting Meetings; Common Mistakes Made at Meetings. Overcoming mistakes in meeting

**Employment Communication – Resume:** Contents of Good Resume; Different Types of Resumes; Reason for a Cover Letter to Apply for a Job-Format of Cover Letter; Different Types of Cover Letters

**Group Discussion:** Understanding the nature of discussion, Difference between debate and discussion, Ways to form and present the arguments, Ways to defend.

**Emotional intelligence:** Understanding individual nature by 'Zohari window' model, Encouraging the fellow participants, Making communication more friendly by using 'Knapp's relationship escalation' model, convincing others by using rhetorics.

### **TEXT BOOKS**

1. Bovee, Courtland, John Thill & MukeshChaturvedi. Business Communication Today: Dorling kindersley, Delhi
2. Kaul, Asha: Business Communication: Prentice-Hall of India, Delhi
3. Monippally, Matthukutty M. Business Communication Strategies. Tata McGrawHill Publishing Company Ltd., New Delhi
4. Come Back: A story of bankruptcy and survival by SuhasMantri,
5. Empire of things by Frank Trent Mann
6. The White tiger by ArabindAdiga

Course Nature : Theory							
Assessment Method (Max .Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
End Semester Weightage							50%
Total							100%

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total LTP	C
UBA18202	SOFTWARE SOLUTIONS FOR BUSINESS(PRACTICAL	0	3	4	7	4

Lab-100%

### COURSE RATIONALE

This course provides a comprehensive study on the application of MS Office on effective Business Decision Making. Can able to generate Financial Statements.

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected to						
1.	The students will learn the application of Excel in problem solving and decision making	a			c	
2.	The students will able to create effective Dash boards, Evaluate the Financial impact of Loans & Investments and Financial Viability of project options.			e		
3.	The Course will impart the techniques of creating Masters in Tally	e				
4	The student will be acquainted with creating Database and Electronic Presentation	a		e		
5	The student will gain knowledge in generating business documents.	a			j	

**UNIT I- Introduction to Problem Solving and Decision Making with MS Excel**  
Applying Fundamental Excel Skills and Tools in Problem Solving – calculating and Comparing Data Using Simple Functions – Analyzing Cell References when writing and copying Formulas – Solving Problems with Statistical Analysis Tools – Analysis with What-if, Goal Seek, Simulation.

**UNIT II - Data Visualization and Logic in Financial Decision Making with MS Excel**

Visualizing Data – Evaluating Chart Sub-Types – Exploring More Advanced Chart Types – Pivot Table - Analyzing Data using Relational Operators and Boolean Logical Functions – Evaluating the Financial Impact of Loans and Investments : Calculating Values for Financial Transactions – Creating a Projected Cash Flow Estimate and Amortization Schedule – Evaluating the Financial Viability of Alternative Project options.

**UNIT III - Financial Application**

Introduction to Accounting & Tally - Installing Tally - Company creation in Tally - Creating, Modifying, Deleting Ledgers, various vouchers & Stock Group – Report Generation: Profit & Loss Account , Balance Sheet.

**Unit IV - Database and Presentation**

Microsoft Access – Creating a Database - Query Design - Report Generation - Starting a New Presentation – Working with Slide Text- Adjusting the Slide Layout, order and Look – Delivering a Presentation Electronically

**Unit V - Preparation of Business Documents and Information Sharing:**

Working in the Word environment- Preparation of various letters - Invoice – Purchase Order - Sales Order – Quotations - Memo – Circular – Mail Merge- Getting Started with Outlook – Sending E-mail Messages - Conversation of Word to PDF, PDF to Word.

### TEXT BOOK: Lab Manual

1. Succeeding in Business with Microsoft Excel 2013 – A Problem Solving Approach Debra Gross, Frank Akaiwa, Karleen Nordquist, Cengage Learning, 2016.
2. Joyce Cox ,Curtis Frye, M.Dow Lambert , Steve Lambert, John Pierce, Joan Preppernau, Step By Step 2007 Microsoft Office System, 2016, PHI Learning Private Limited.

### REFERENCE BOOKS

1. Business Application Software by AitJohri, Himalaya Publication House, First Edition 2016
2. Simple Tally 9 , BPB Publications , Asok K. Nadhani, copy right 2007
3. Introduction to Information Technology, IITL Education Solutions Limited, Research And development Wing,2016,Pearson Education
4. Gary Shelly, Thomas J. Cashman, Misty Vermaat , Microsoft Office 2007: Introductory Concepts and Techniques, ,2007,Thomson Learning publishers

Course Nature : Theory							
Assessment Method (Max .Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
End Semester Weightage							50%
Total							100%

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total LTP	C
UBA18203	BUSINESS STATISTICS	3	1	0	4	4

### COURSE RATIONALE

To provide students with skills necessary to generate reports, Analysis and decision based on study of relevant data.

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected to						
1.	To understand quantitative methods and statistical tools to business problems which would enable to take decisions and quantify various business plans.	a		e	f	i

### UNIT I

Introduction – Nature and scope of statistical methods and their limitations - Classification, Tabulation - Diagrammatic representation of various types of statistical data - Frequency curves and gives -Meaning and definition of statistics-collection and tabulation of statistical data-presentation of statistical data- Graph and diagrams.

### UNIT II

Measures of Central tendency-Arithmetic mean, median ,mode, harmonic mean and geometric mean- Merits and demerits - graphical solution of Median and Mode.

Measures of Dispersion – Range, Mean Deviation, Quartile Deviation, Standard Deviation, Coefficient of Variation and their properties – merits and demerits- Skewness and Kurtosis

### UNIT III

Probability- Basic concepts: Sample Space, Events ( Simple, Compound, Mutually exclusive, Equally likely, Exhaustive and Independent)- Statement of Addition and Multiplication Theorems- Simple problems only

### UNIT IV

Simple Correlation-Scatter diagram–Karl Pearson's co-efficient of Correlation-Spearman's Rank Correlation -Regression equations-- Simple problems. Index Numbers- Definition, meaning, uses. Laspeyere's, Paasche's and Fisher's Index Number-Construction of Index numbers (simple problems)- Basics of consumer price index numbers

## UNIT V

Analysis of Time Series – Components of Time Series – fitting of trend by the method of least squares – Moving Average method – Computation of Seasonal Indices by Simple Average Method.

## REFERENCE BOOKS

1. Statistical Methods -S.P.Gupta
2. Fundamentals of Mathematical Statistics- S.P.Gupta &V.K.Kapoor

Course Nature : Theory							
Assessment Method (Max .Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
End Semester Weightage							50%
Total							100%

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total LTP	C
UBA18204	PRODUCTION AND OPERATION MANAGEMENT	3	1	0	4	4

## COURSE RATIONALE

Production and operations typically involves the greatest portion of the company's employees and is responsible for a large portion of the firm's capital assets. This course is aimed at introducing students with the basic concepts, theories and practices of production and operations functions. It focuses on the problems that frequently confront production/operations managers.

INSTRUCTIONAL OBJECTIVES At the end of this course the learner is expected to		Student Outcomes				
1.	To make the students with fundamental exposure on production based theoretical concepts	a	c			
2.	To build the students to take firm decision on various production and operations based issues	g		h		
3.	To enable students understand the principles, practices and areas of application in shop floor management.	a				j

### UNIT I - Introduction

Production – Meaning, nature and characteristics - Production as a system, Production function – Functions of production and operations management – Methods of Manufacturing - Intermittent, Continuous, Flexible Manufacturing systems - Comparison of various manufacturing system - Characteristics and trend in modern manufacturing system - Operations in the Service sector- Manufacturing Vs Service operations

### UNIT II - Facilities Location and Layout

Introduction to plant location - Location need analysis - Factors affecting plant Location decision - Comparison of site location area (Numerical Problems) - Introduction to Plant layout - Essentials of good plant Layout - Types of Layout - Process , Product, Fixed Position , Group and Cell Layout techniques

### UNIT III - Purchase and Stores Management

Purchase management - Objectives, Functions, Purchasing cycle and Purchase Policies - Vendor rating - Vendor Rating Methods and decisions (Numerical Problems) - Introduction to stores management - Stores Location - Stores Layout - Stock Verification and Documents pertaining to purchase and stores management



### UNIT III - Inventory Management and Materials Handling System

Inventory Management – Meaning, Objectives and types of inventory – Inventory models – Economic Order quantity and Economic Batch quantity without shortage situations (Numerical problems) – Selective inventory controlling techniques - Introduction -Elements of Material Handling System - Principles of Material Handling System, Unit Load Concept - Selection of Material Handling System - Types of Material Handling Equipment

### UNIT IV - Maintenance Management and Statistical Quality Control

Maintenance –Meaning, objectives and functions - Types of Maintenances - Planning and scheduling of Maintenance - Control of Maintenance - Introduction to statistical quality control - Inspection and Quality Control - Statistical Quality Control - Types of Control Charts for Variables and Attributes (Numerical Problems in X bar, R and C charts)

### TEXT BOOKS

1. K.Aswathappa, K.ShridharaBhat., Production and Operations Management , Himalaya Publishing House , 2016
2. Shailendra Kale ., Production and Operations Management , McGraw Hill Educations(India) Private limited,2016

### REFERENCE BOOKS

1. R.Paneerselvam , Production and Operations Management , PHI Learning Private limited , 2016.

Course Nature : Theory							
Assessment Method (Max .Marks: 100)							
In Semester	Assessm ent Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
End Semester Weightage							50%
Total							100%

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total LTP	C
CAC18201	QUANTITATIVE APTITUDE AND LOGICAL REASONING-I	2	0	0	2	2

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected to						
1.	To enhance holistic development of students and improve their employability skills	a		f		
2.	To improve aptitude, problem solving skills and reasoning ability of the students	a			f	
3.	To help them qualify the written test of competitive exams, campus placements and PSUs	a		b		
4.	To collectively solve problems in teams and groups			a		f
5.	To adopt new techniques in solving problem			j		

#### UNIT I

(6 Hours)

Numbers: Classification of numbers – Test of divisibility – Unit digit – HCF and LCM – Remainder theorem – Progression – Simplification – Averages – Combined mean (simple problems)

#### UNIT II

(6 Hours)

Simple interest and compound interest – Word problems

#### UNIT III

(6 Hours)

Problems related to permutation and combination – Probability (simple problems)

#### UNIT IV

(6 Hours)

Reasoning (Analytical and logical): Odd man out – Word series – Number series – Direction test – Blood relationship – Coding and decoding – Seating arrangements

## UNIT V

Problems related to clocks and calendar

### REFERENCES

1. Dinesh Khattar-The Pearson guide to quantitative aptitude for competitive examinations.
2. Dr. Agarwal.R.S – Quantitative Aptitude for Competitive Examinations, S.Chand and Company Limited
3. Abhijit Guha, Quantitative Aptitude for Competitive Examinations, Tata Mcgraw Hill, 3<sup>rd</sup> Edition
4. Edgar Thrope, Test Of Reasoning for Competitive Examinations, Tata Mcgraw Hill, 4<sup>th</sup> Edition
5. <http://fw.freshersworld.com/placementweek/papers.asp>

### ASSESSMENT SCHEME CAC COURSES OFFERED TO FOM

YEAR	SEMESTER	CODE	ACTIVITIES	MARKS	TOTAL
	3	CAC18201	Assignment 1	20 marks	100 marks
			Assignment 2	20 marks	
			Surprise Test 1	25 marks	
			Surprise Test 2	25 marks	
			Participation	10 marks	

UNS18201	NSS/NCC/YOGA/NSO	L	T	P	Total	C
UNC18201					LTP	
UYG18201						
UNO18201		0	0	2	2	1

### III SEMESTER

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total LTP	C
UBA18301	MANAGEMENT ACCOUNTING	3	2	0	5	4

Theory: 20% and Problems: 80%

#### COURSE RATIONALE

In this course is designed to equip you will learn how to use management accounting to facilitate and align decisions made by owners, managers, and employees and you will learn how management accountants create, organize, interpret, and communicate information that improves internal processes and allows organizations.

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected						
1	Contemporary developments in management accounting practice	a	d	e		
2	Contemporary approaches to management accounting research	d	j			
3	Critically evaluate different management accounting approaches	d		e		

#### UNIT I

Meaning, definition and objectives of management accounting - advantages and limitations of management accounting - differences between Cost accounting and Management accounting

#### UNIT II

Analysis and Interpretation of financial statements – Nature, objectives, essentials and tools, methods – Comparative Statements, Common Size statement and Trend analysis.

#### UNIT III

Ratio Analysis - meaning, uses and limitations of ratios - types of ratios - liquidity ratios, profitability ratios, activity ratio and solvency ratios.

## UNITIV

Fund flow analysis- Concept of funds-sources and uses of funds-funds flow statement-construction of funds flow statement-Cash flow analysis Cash flow analysis utility of cash flow statement – construction of cash flow statement.

## UNITV

Budgetary Control - meaning, objectives, advantages and limitations of budgetary control - types of budgets - purchase budget, materials budget, flexible budget and cash budget. CVP analysis - uses and limitations of marginal costing - assumptions of BE chart - simple problems relating to decision making based marginal costing.

## TEXT BOOKS

1. T. S. Reddy and Hari Prasad Reddy-Management Accounting, Margham Publication.
2. S.N Maheswari, Management Accounting - Sultan Chand & Sons, New Delhi-2014

## REFERENCE BOOKS

1. Saxena and Vashist Essentials of Cost Accounting IPCC Text Sultan Chand & Sons -2016
2. Jhamb, Fundamentals of Management Accounting – Ane Books India - New Delhi.
3. Horngren Sunderu Stratton, Introduction to Management Accounting - Pearson Education.

Course Nature : Theory							
Assessment Method (Max .Marks: 100)							
In Semester	Assessm ent Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
End Semester Weightage							50%
Total							100%

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total LTP	C
UBA18302	HUMAN RESOURCE MANAGEMENT	3	1	0	4	4

### COURSE RATIONALE

The course aims at equipping learners with the analytical and conceptual skills necessary to interpret the nature, forms and incidences of human resources management (HRM) and the key issues facing organizations in their attempts to develop and implement HRM policies.

INSTRUCTIONAL OBJECTIVES		Student Outcomes			
At the end of this course the learner is expected to					
1.	Understand the concept of Managing Human Resources and work	a		b	
2.	Identify effective Human Resources practices	c		g	
3.	Understand the importance of HPR, Train in, and performance appraisal	f		g	i

### UNIT I

Meaning, Nature and Scope of HRM - Personnel Management Verses HRM-Importance of HRM-Functions of HRM-Classification of HRM Functions

### UNIT II

Job Description – Job Evaluation - Job Specification – Basis for HRP – Meaning and Objectives of HRP – Benefits of HRP – Factors affecting HRP – Process of HRP – Problems of HRP

### UNIT III

Recruitment -Recruitment policy – Centralized /decentralized recruitment – Sources of– Factors affecting Recruitment – Recruitment Process – Recruitment Vs Selection - Selection Process – Placement – Induction – Objectives – Advantages

#### UNIT IV

Training & Development – Purpose – Need – Importance – Techniques (on the job & off the job) – Evaluation – Benefits – Management Development Program – Job Enlargement – Job Enrichment – Job Evaluation – Meaning – Purpose - Techniques.

#### UNIT V

Performance Appraisal – Need – Importance - Techniques – Benefits - Career Planning –Need – Process – Succession Planning – Career Development – Steps – Career Development Actions – Advantages

#### TEXT BOOKS

1. Aswathappa K-Human Resource Management, Tata McGraw Hill, New Delhi, 2016
2. Chandra Mohan A-Human Resource Management, APH Publishing Corporation, 2016

#### REFERENCE BOOKS

1. ArunMonappa-Managing Human Resources, MacMillan India Ltd., 2016
2. Rao, V. S. P.-Human Resource Management, Pearson, New Delhi, 2016
3. Mamoria, C.B.-Human Resource Management, Himalaya Publication House, New Delhi, 2016
4. Cascio, W. F.-Managing Human Resources, Tata McGraw Hill, New Delhi, 2016.

Course Nature : Theory							
Assessment Method (Max .Marks: 100)							
In Semester	Assessm ent Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
End Semester Weightage							50%
Total							100%



SUBJECT CODE	SUBJECT TITLE	L	T	P	Total LTP	C
UBA18303	MARKETING MANAGEMENT	3	1	0	4	4

### COURSE RATIONALE

Marketing is the process for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society at large. Marketing contributes to the fundamental objectives of Businesses namely survival, profits and growth. This course will empower students with the Marketing skills.

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected to						
1.	The overall objective of the course is to provide an understanding of the Fundamental concepts of marketing in the modern marketing practices	a		c		
2.	And develop an insight on the marketing implications that enable students evolve, explore, develop and implement marketing plans.	f		i		j

### UNIT I

Fundamentals of marketing- Role of Marketing – Relationship of Marketing with other functional areas – concept of marketing mix – Marketing approaches – Various Environmental factors affecting the marketing functions -market demand– E- Marketing –Direct Marketing –type Marketing in 21<sup>st</sup> Century.

### UNIT II

Buyer Behavior – Consumer goods and Industrial goods – Buying motives – Factors influencing buyer Behavior – understanding the consumer, consumer markets and business market - Market segmentation – Need and basis of Segmentation – Targeting – Positioning.

### UNIT III

The Product – Characteristics – Benefits – classifications – consumer goods – industrial goods – New Product Development process – Product Life Cycle – Branding – Packaging – Role of Packing for product and promotion-Labeling – Warranties &Guarantees Sales Forecasting – Various methods of sales forecasting

### UNIT IV

Pricing – Factors influencing pricing decisions – pricing objectives – pricing policies and procedures – Types of Pricing Strategy Physical Distribution: Importance – Various kinds of marketing channels – distribution problems - Sales management: Motivation, Compensation and Control of salesman.

### UNIT V

A brief overview of: Advertising – Publicity – Public Relations – Personal Selling – Direct selling and Sales promotion. B2B, B2C, C2C, other development of marketing.

### TEXT BOOKS

1. Philip Kotler, Kevin Lane, Abraham Koshy - Marketing Management – A South Asian Perspective-Pearson/Prentice Hall India Ltd
2. Philip Kotler, Kevin Lane Keller,AbrahamKoshy,MithileshwarJha," Principles Of Marketing", Prentice Hall(Pearson),

### REFERENCE BOOKS

1. RajanSaxena – Marketing Management-Tata McGraw Hill
2. Ramaswamy&Nmakumary-MarketingManagement-GlobalPerspective-Indian Context-Mac Millon India Ltd
3. Lamb,hair,Sharma,mcdaniel,principles of marketing-cengage learning.

Course Nature : Theory							
Assessment Method (Max .Marks: 100)							
In Semester	Assessm ent Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
End Semester Weightage							50%
Total							100%

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total LTP	C
UBA18304	OPERATIONS RESEARCH	3	2	0	5	4

### COURSE RATIONALE

Operations Research is the study of scientific approaches to decision-making. Through mathematical modelling, it seeks to design, improve and operate complex systems in the best possible way.

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected to						
1.	To introduce the students how to use variables for formulating complex mathematical models in management	a		e		
2.	To provide the students with opportunity of using various software package for solving linear programming and integer programming models	e		h		
3.	To introduce the students to the use of basic methodology for the solution of linear programs and integer programs	f				j

### UNIT I

Operations Research – Meaning, Scope, Nature, Role Characteristics and Modeling (All Theory)

### UNIT II

Linear Programming – Formulating a linear programming model – Graphical solutions – standard form – Simplex method

### UNIT III

Transportation and Assignment Problems – Unbalanced Unlearned – Degeneracy Maximizing of Profits – Difference between Transportation and Assignment Problems, Travelling salesman problems

#### UNIT IV

Theory of Games – Characteristics – Pure Strategies – Saddle Point – Value of the game – Mixed Strategies – Rules of Dominance – Two Persons Game – 3 x 3 persons game – Graphical Solutions of 2 x M and N x 2 game (excluding (LPP) – Limitations.

#### UNIT V

Queuing Theory – Meaning – Elements of Queuing System – Single Channel model only. Network Analysis - PERT/CPM – Objectives, Advantages and limitations – Constructing project network and network computations (Excluding crash cost method)

#### TEXT BOOKS

- 1.C.R.Kothari – Quantitative Techniques
- 2.H.M. Wagner – Principles of Operations Research

#### REFERENCE BOOKS

1. K.S. Ramaswami - Quantitative Techniques
2. M. Satyanarana&Lalitha Raman – Management Operations Research
3. KantiSwarupet,al. – Operations Research
4. Richard Levin & Charles Kirpatrick – Quantitative Approach and Management.
5. Don.t Philips A. Ravindran& James Solberg – Operations Research – Principles and Practices.
6. K. VenkataRao – Quantitative Techniques & Data Processing.

Course Nature : Theory							
Assessment Method (Max .Marks: 100)							
In Semester	Assessm ent Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
End Semester Weightage							50%
Total							100%

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total LTP	C
UBA18305	ORGANIZATIONAL BEHAVIOUR	3	1	0	4	4

### COURSE RATIONALE

The learners will be able to conceptualize the components of individual and group behaviour, understand the various work situations and apply behavioral techniques.

INSTRUCTIONAL OBJECTIVES At the end of this course the learner is expected to		Student Outcomes				
1.	Understand the implications of individual and group behaviour in organizational context.	a		c		
2.	Understand the concept of organizational behaviour, the social organization and the diverse environment alongside with the management of groups and teams	e	f		g	j

### UNIT I

Introduction To Organizational Behaviour – Various Disciplines contributing to OB  
 - Foundation Of individual Behaviour – Need And importance Of Organizational Behaviour – Nature And Scope – Framework of Organizational Behaviour – Organizational Structure and Design

### UNIT II

Personality – Types – Factors Affecting Personality – Perception – Importance – Factors influencing Perception – Learning - Types of Learning Styles – The Learning Process

### UNIT III

Motivation – Theories – Importance – Types – Values And Attitudes – Characteristics – Components – Formation And Measurement

#### UNIT IV

Group Dynamics – Group Behaviour – Formation – Types Of Groups – Stages of Group Development – Conflict Management – Nature of Conflict – Types of Conflict

#### UNIT V

Leadership – Meaning – Importance, Leadership Styles – Leaders Vs Managers; Power and Politics – Sources Of Power

#### TEXT BOOKS

1. L.M.Prasad, - Organisational Behaviour,-Sultan Chand & Sons
2. Fred Luthans- Organisational Behaviour- McGraw Hill Book Co.

#### REFERENCES BOOKS

1. Stephen Robbins-Organisational Behaviour-Pearson Education, New Delhi, 2016
2. Bhattacharya-Organization Behaviour-Oxford University Press, 2016
3. McShane, Steven L, Mary VonGlinow and Radha R. Sharma, - Organizational Behaviour, Tata McGraw Hill, New Delhi

Course Nature : Theory							
Assessment Method (Max .Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
		Marks	10	10	20	5	5
End Semester Weightage							50%
Total							100%

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total LTP	C
UBA18306	LEGAL ASPECTS OF BUSINESS	3	1	0	4	4

### COURSE RATIONALE

Students will gain an understanding of basic business legal vocabulary. The course will include an understanding of the legal system related to business administration. Students will gain an understanding of contract law, their rights and responsibilities as citizens, utilization of financial transactions, employment and agency relationships, and the regulations governing different types of business organizations.

INSTRUCTIONAL OBJECTIVES At the end of this course the learner is expected to		Student Outcomes				
1.	To impart basic knowledge of the Indian business contracts	a		c		
2.	To understand the importance of Cyber laws and Information technology act to ensure healthy relationship among the workforce for achieving the organizational goals	a	b		j	g
3.	To familiarize with the different concepts and practices of company Act, cyber law, Negotiable instruments act, Patent & copy rights.	b		g		h

### UNIT I

Introduction and Meaning – Law of contract –Elements of contract: Offer and Acceptance-Capacity of parties-Consideration-Free Consent-Legality of Object-Discharge of Contract - Quasi contract – Special Contracts-indemnity and guarantee – Bailment & Pledge

### UNIT II

Sale of Goods Act –Transfer of Property Act.

### UNIT III

Companies Act – Definition – Formation – Memorandum of Association – Articles of Association – Prospectus – Share capital – Debentures- Winding up.

### UNIT IV

The Laws of Trade Marks – Copyright – Patents – Designs – Trade related Intellectual Property Rights – Trips – FEMA – Consumer Protection Act – Negotiable Instrument Act.

### UNIT V

Cyber laws – Changes made in Indian Penal Code – Indian Evidence Act – bankers book Evidence act – Reserve Bank of India – Information Technology Agreement ITA. Competition act.

### TEXT BOOKS

1. Sreenivasan MR – Business Law-Margham Publication-2016
2. Kapoor ND - Business Law

### REFERENCE BOOKS

1. Kapoor ND - Elements of Mercantile Law
2. Saravanavel P. Alarm, S.B. Business Law
3. Gulson SS and Kapoor GK – Handbook of Business Law

Course Nature : Theory							
Assessment Method (Max .Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
End Semester Weightage							50%
Total							100%



SUBJECT CODE	SUBJECT TITLE	L	T	P	Total LTP	C
CAC18301	QUANTITATIVE APTITUDE AND LOGICAL REASONING-II	2	0	0	2	2

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected to						
1.	To enhance holistic development of students and improve their employability skills	a				
2.	To improve aptitude, problem solving skills and reasoning ability of the student		f			
3.	To help them qualify the written test of competitive exams, campus placements and PSUs	a		f		
4	To collectively solve problems in teams and group	c				
5	To adopt new techniques in solving problem				h	

### UNIT I

Percentage - Profit or loss - Discount

### UNIT II

Ratio, proportion - Mixtures and solutions

### UNIT III

Time and work - Time, Speed and distance; Problems related to pipes and cisterns, Problems related to train, Problems related to boats and streams, Problems related to races

### UNIT IV

Set theory - Geometry and mensuration - Cubes

### UNIT V

Data sufficiency - Data interpretation

## REFERENCE BOOKS

1. Dinesh Khattar-The Pearson Guide to QUANTITATIVE APTITUDE for competitive examinations.
2. Dr. Agarwal.R.S – Quantitative Aptitude for Competitive Examinations, S.Chand and Company Limited
3. Abhijit Guha, Quantitative Aptitude for Competitive Examinations, Tata Mcgraw Hill, 3<sup>rd</sup> Edition
4. Edgar Thrope, Test Of Reasoning for Competitive Examinations, Tata Mcgraw Hill, 4<sup>th</sup> Edition
5. <http://fw.freshersworld.com/placementweek/papers.asp>

## ASSESSMENT SCHEME CAC COURSES OFFERED TO FOM

YEAR	SEMESTER	CODE	ACTIVITIES	MARKS	TOTAL
	3	CAC18301	Assignment 1	20 marks	100 marks
			Assignment 2	20 marks	
			Surprise Test 1	25 marks	
			Surprise Test 2	25 marks	
			Participation	10 marks	

## IV SEMESTER

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total L T P	C
UBA18401	FINANCIAL MANAGEMENT	3	2	0	5	4

Theory 60% Problems 40%

### COURSE RATIONALE

This course aims at providing students with the knowledge and skills expected of a future manager in relation to investment and financing decisions.

INSTRUCTIONAL OBJECTIVES At the end of this course the learner is expected to		Student Outcomes				
1.	Understand the role and importance of a financial manager	a		c		
2.	Identify and evaluate the alternative sources of business finance	b			e	
3.	Discuss and apply working capital management techniques	e				
4	Understand the factors influencing cost of capital and calculating cost	a		e		
5	To take decision on capital structure	e				
6	Evaluate the financial viability of investment					i

### UNIT I

Meaning, Objectives, Scope, functions of finance management- Time value of money- concepts, techniques- Risk –Return trade off.

### UNIT II

Basic capital Budgeting – Pay Back period- Net Present Value(NPV) – Average Rate of Return( ARR)- Internal Rate of Return (IRR) – Profitability Index(PI)

### UNITIII

Cost of Capital- Basic concepts, rational and assumptions- Cost of Equity Capital – Cost of Preference Capital – Cost of Retained earnings – Weighted Average Cost of Capital.

#### UNIT IV

Financial planning and control – Leverage – Operating leverage, Finance leverage and Composite leverage. Capital structure decision of the firm - Composition and sources of long term funds – Factors determining funds requirements

#### UNIT V

Working capital management – Operating cycle – determination of Working capital – Dividend theories – Walter's model, Gordon's model – Modigliani and Miller's model

#### TEXT BOOK

1. A.Murthy, Margham – Financial Management, 2016
2. S.N.Maheswari – Elements of Financial Management, 2016

#### REFERENCE BOOKS

1. Prasanna Chandra – Financial Management, 2016
2. Khan and Jain – Financial Management, 2016
3. I.M. Pandey – Financial Management, 2016
4. Vanhoren Fundamentals of Financial Management, 2016

Course Nature : Theory							
Assessment Method (Max. Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
End Semester Weightage							50%
Total							100%

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total LTP	C
UBA18402	MANAGEMENT INFORMATION SYSTEM	3	2	0	5	4

### COURSE RATIONALE

This course provides a comprehensive study on the application of Information systems in various functions in an Organization, Computer software, Database concepts Systems Development life cycles and Artificial Intelligence and SPSS.

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected to						
1.	The student will know about the important of decision making in various levels of Management	a				
2.	The course will impart the students about the systems and various types of information systems	a				j
3.	The students will know about the Hardware devices and software packages	a		e		
4	The course will equip them about the importance of Database concepts	e				
5	The students will learn about systems development life cycles and Artificial Intelligence	b				i

### UNIT I

Definition of MIS-Effects of using Computers for MIS-Pre-Requisites of an effective MIS- Information and the levels of Management-Characteristics of MIS-functions of MIS-Phases of Decision Making - Systems Concept- -System Environment- Types of Systems-Subsystems- Information- characteristics of Information-Categories of Information System - ESS – DSS – MIS – TPS – Systems from a functional perspective.

## **UNIT II**

Information Technology – Computer Hardware - Computer Software- System Software and Application Software-Computer Networking-Topology of Computer Network

## **UNIT III**

Database Management Systems- Definition- File processing Systems and Database Systems-Advantages of DBMS-Components of DBMS-Types of Databases-Limitations of DBMS.

## **UNIT IV**

System Analysis and Design-Variou steps in System Analysis and Design-Approaches to System Development -The role of a System Analyst-ERP- SCM-CRM - Artificial Intelligence -Components of Artificial Intelligence-Security and Ethical Challenges .

## **UNIT V Application of SPSS in MIS**

Introduction to SPSS - Creating Questionnaire using Google Form, Exporting Data from Excel to SPSS - Concepts of Variables – Entering Variables and Data in SPSS – Determining Normality Conditions – Frequencies – Descriptive Statistics – Chi-square .

## **TEXT BOOKS**

1. Management Information System By Dr. S.P.Rajagopalan, Margham Publications, Second Edition 2005 Reprint 2016
2. Management Information System By Jame Ob Brien , Tata McGrawhill Publication
3. SPSS for Windows, Darren George, Paul Mallery, Person, Eleventh Edison, Copy right 2016

## **REFERENCESBOOKS**

1. Management Information System By Dr.S.Sadagopan , PHI Publications, Second Edition Copyright @2016
2. Management Information System By Kenneth Laudon, and Jane Laudon , PHI Publication

<b>Course Nature : Theory</b>							
Assessment Method (Max .Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
End Semester Weightage							50%
Total							100%

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total LTP	C
UBA18403	RESEARCH METHODOLOGY	3	1	0	4	4

### COURSE RATIONALE

The course brings out the necessity to inquiry of business problems in an empirical approach. Its goal is to help students to understand research practice, research cycle in general through critical examination of methods associated with decision-making, critical thinking, and ethical judgment.

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected to						
1.	To help students develop a thorough understanding of the fundamental theoretical ideas and logic of research	a		e		
2.	These fundamental ideas underpin the approach to research, the vast range of research methods available and the researcher's choice of methods.	a			f	
3.	To help students develop a thorough understanding of the issues involved in planning, designing, executing, evaluating and reporting research within a stipulated time period	a		i		h

### UNIT I

Research – Meaning, Scope and Significance – type of Research – Research process – Characteristics of good research – scientific method – Problems in research – identifying research problem- objectivity in research.

## **UNIT II**

Hypothesis – meaning – sources – types – case study – features of good design measurement – meaning, need, errors in measurement, tests of sound measurement techniques of measurement. Scaling techniques- meaning, types of scales, scale construction techniques – Sampling design – meaning. Concepts, steps in sampling – criteria for good sample design – types of sample designs, probability and non-probability sample.

## **UNIT III**

Data Collection – Types of data –sources – tools for data collection, methods of data collection, constructing questionnaire – pilot study – case study – data processing coding – editing and tabulation of data – data analysis.

## **UNIT IV**

Test of significance – Assumptions about parametric and nonparametric tests. Parametric tests – chi-square, T-Test, F Test and z Test. Introduction to ANOVA.

## **UNIT V**

Interpretation – meaning, Techniques of interpretation, Report writing-significance- and steps – layout of report – types of reports – oral presentation – executive summary – mechanics of writing research report – Precautions for writing report – norms for using tables, chart and diagrams, - Appendix- norms for using Index and Bibliography.

## **TEXT BOOK**

1. Research Methodology – Dr.P.Ravilochanan, Margam Publication.

## **REFERENCE BOOKS**

- 1.Rao K.V. Research Method for Management and Commerce – Sterling
- 2.Kothari C.R. – Research Methodology
- 3.Wilkinson Bhadarkar – Methodology and Techniques of Social Research
- 4.Anderson et.al.- Assignment and Thesis writing



<b>Course Nature : Theory</b>							
Assessment Method (Max .Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
End Semester Weightage							50%
Total							100%

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total LTP	C
UBA18E01	COST ACCOUNTING	2	2	0	4	3

Theory: 20% and Problems: 80%

### COURSE RATIONALE

This course is designed to equip you with the knowledge of Cost accounting is primarily used as a decision-making tool for individuals in charge of business operations. Managers use standardized methods to control cost in order to meet the desired level of profitability. Students learn about pricing, budgeting, and performance analysis to determine overall success based on predetermined objectives.

INSTRUCTIONAL OBJECTIVES		Student Outcomes			
At the end of this course the learner is expected to					
1.	Cost Accounting, cost concept, ascertainment of cost, fixation of selling price, proper recording and presentation of cost data	a		d	
2.	To measuring efficiency of cost and for cost control and cost reduction, ascertaining the profit and assisting management in decision making.	d	e		h

### UNITI

Nature and Scope of Cost Accounting: Nature and Scope – Objectives, Advantages and Limitations – Financial Vs. Cost Accounting - Costing System - Types of Costing and Cost Classification – Cost Sheet and Tenders – Cost Unit – Cost Centre and Profit Centre.

## **UNITII**

Methods of pricing of Material Issues: Stores ledger-First in First out (FIFO), Last in First out (LIFO), and Material Control: Levels of Stock and EOQ – Perpetual Inventory System, ABC and VED Analysis.

## **UNITIII**

Accounting for labour; Control procedures, Labour Turnover, Idle time, piece Rates, Incentives and Remuneration: Time and Piece Rate – Taylor's differential piece rate– Premium Bonus System – Halsey and, Rowan's Plans – Calculation of Earnings of Workers

## **UNITIV**

Overheads Classification of Overhead Costs – Departmentalization of Overheads – Allocation Absorption and Apportionment of Overhead Costs – Primary and Secondary Distribution of Overheads

## **UNITV**

Cost ascertainment - Process costing excluding inters process profits and operating costing.

## **TEXT BOOKS**

1. T.S. Reddy & Hari Prasad Reddy – Cost Accounting – Margham Publications, Chennai
2. A.Murthy and S. Gurusamy, Cost Accounting 2nd Edition, Vijay Nicole Imprints Private Ltd., Chennai.
3. A.Murthy and S. Gurusamy, Cost Accounting, Tata McGraw-Hill Publishing Company Ltd. New Delhi. 4. Tulsian P.C. – Cost Accounting – Tata McGraw Hills.

## **REFERENCE BOOKS**

1. S.P.Jain and Narang – Cost Accounting – Kalyani Publishers, New Delhi
2. S.N.Maheswari – Principles of Cost Accounting – Sultan Chand & sons, New Delhi
3. A.Murthy and S. Gurusamy, Essentials of Cost Accounting, Vijay Nicole Imprints Private Ltd., Chennai.
4. S.P.Iyengar – Cost Accounting – Sultan Chand & Sons, New Delhi.

Course Nature : Theory							
Assessment Method (Max .Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
End Semester Weightage							50%
Total							100%

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total LTP	C
UBA18E02	TRAINING AND DEVELOPMENT	2	2	0	4	3

### COURSE RATIONALE

This course, Training and Development reflects on the blended approaches to training delivery, team task analysis, just-in-time learning, rapid e-learning, new approaches to training evaluation and improving the transfer of training.

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected to						
1.	Understand the concepts, principles and process of training and development	a		f		g
2.	Develop an understanding of how to assess training needs and design training programs in an Organizational setting	a		h		j
3.	Familiarize with the levels, tools and techniques involved in evaluation of training effectiveness.	a		i	j	

### UNIT I

Introduction to Employee Training and Development - Designing Training - Needs Assessment - Training Process – Conceptual Models

### UNIT II

Pre Training- Expectations and Motivations -Training - Exposure to opportunities for learning Training Process for the Participant's Organization - Pre Training-

objectives, and Motivation, Training Post Training Support and organizational, Adjustments

### **UNIT III**

Training Strategy - External – Establishing Training Goals - Defining Training specifications. Internal - Organizing Training Inputs - Pre Training Phase – Organizational collaboration through clarifying needs - Individual Motivation

### **UNIT IV**

Training methods training requirements, business, game lab training, Training for Personnel and OD, Incidents Cases, Seminars and Lectures, Sampling Real Life, Role Playing Sensitivity Training, In Basket, Designing the Programme-Building Training Groups.

### **UNIT V**

Training phase – Developing the Group - Social Process - Standards of Behaviour - Indicators of Group Development, Post Training Phase – Support and Evaluation - Input Overload - Unrealistic Goals - Linkage Failure - E-Learning and Use of Technology in Training - Employee Development

### **TEXT BOOKS**

1. Raymond Noe, Employee Training & Development, Tata McGraw– Hill Publication, 2016
2. Blanchard, Effective training-Systems, strategies and practices, Pearson education, 2nd edition, 2016.

### **REFERENCE BOOKS**

1. Rolf Lynton & Udai Pareek, Training for organizational transformation , Sage Publications, New Delhi, 2016
2. Dr. Ratan Reddy, Effective HR Training Development Strategy, HPH, 2016
3. S. Mathews, Designing and Managing a Training and Development Strategy, Pearson, 2016
4. Singh A.K., Duggal B.R. &Puneet Mohan, Human Resource Management and Development, Sun India Publication, 2016.

Course Nature : Theory							
Assessment Method (Max. Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
End Semester Weightage							50%
Total							100%

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total LTP	C
UBA18E03	PRODUCT AND BRAND MANAGEMENT	2	2	0	4	3

### COURSE RATIONALE

The purpose of the Product and Brand Management is to give you a fundamental understanding of how to build, measure, and manage a brand. As products, pricing and distribution increasingly become commodities, the new competitive arena is brand value, which creates long-term profitable brand relationships.

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected to						
1.	Build a holistic perspective on product management by understanding the fundamentals of user research, product design, product analytics and more	a		b		g
2.	This course will focus on the basic building blocks of growing and managing a brand, as well as advanced and special topics of brand management that will provide a well-rounded look at issues in integrating the brand into overall marketing and company activities.	a		c		f

### UNIT I

Product management- introduction- -classification of product --consumer analysis-competitive analysis- product research

## UNITII

Marketing strategies for product-new product development-need and limitation of new product development-process- product line decision -product mix-Product life cycle-marketing strategies for PLC

## UNITIII

Product planning, product design ,quality strategy, packaging strategy, kinds of packing, labeling , promotional strategy, pricing strategy, warranties and Guarantees, distribution and logistics

## UNITIV

Brand and Brand Equity –definition of branding, characteristics of a good brand name, image, brand positioning, kinds of brand, building a strong brand-branding strategy and customer equity.

## UNITV

Crafting the brand positioning and dealing with competition. Branding-can anything be branded-strategic brand management process-brand elements-branding in retail service and e-brand.

## TEXT BOOKS

1. Tapan K. Panda, Product and Brand Management, oxford university press
2. Chitale A .K, Product Policy and Brand Management, PHI Learning's.

## REFERENCE BOOK

- 1 Gary L Lilien, Arvind Rangaswamy, New Product and Brand Management Prentice Halls.

Course Nature : Theory							
Assessment Method (Max .Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
		Marks	10	10	20	5	5
End Semester Weightage							50%
Total							100%

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total LTP	C
UBA18E04	MATERIALS MANAGEMENT	2	2	0	4	3

### COURSE RATIONALE

The main reason behind this course is to make students to know about planning, purchasing and managing the raw materials and other required materials in the manufacturing industries

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected to						
1.	To build the students to develop business to business relationship and identifying suitable resources for their companies	a		b		
2.	To enable the students to maintain the materials in systematic way with proper documents and records	c		d	e	

### UNIT I – Introduction to Materials Management

Materials management – Definition and objectives – Functions of Material management – Role of Materials Manager – Problem in materials management – Role of material management in improving organizational productivity

### UNIT II - Budgeting and purchasing of materials

Budgeting and Materials planning (Materials Budget) – Purchase cost minimization strategies – Purchasing principles and methods – Vendor rating – Value analysis – Buyer Seller relationship – Legal aspects of purchasing - Special purchase methods

### UNIT III - Inventory Management and Distribution of Materials

Codification of materials – Standardization of materials – Materials requirement planning (MRP I) – Elements, methods and procedure – Distribution systems and procedure – Inventory management – Inventory models – Selective inventory controlling techniques – ABC Vs VED analysis

#### **UNIT IV - Stores and Waste Management**

Stores Management – Objectives and Principles – Stores Accounting techniques – Documents involved in stores management –Materials wastage – Criteria and sources - Disposal of Scrap, Obsolete and Surplus items

#### **UNIT V - Advanced Techniques in Materials Management**

Integrated materials management - Advanced inventory management – Automatic materials handling techniques – Just-in-time (JIT) - Challenges in materials management

#### **TEXT BOOK**

1. A.K.Chitale, Materials Management, Prentice Hall India private limited, 2016

#### **REFERENCES BOOKS**

1. A.K. Dutta, Materials Management, Prentice Hall India private limited 2016.
2. Dr. A.K. Singh, Materials Management, Laxmi Publications, 2016
3. Rajendra Mishra, Materials Management, Excel Books, 2016
4. J.R. Tony Arnold, Introduction to materials management, Pearson Education, 2016

<b>Course Nature : Theory</b>							
<b>Assessment Method (Max .Marks: 100)</b>							
<b>In Semester</b>	<b>Assessm ent Tool</b>	<b>Cycle Test I</b>	<b>Cycle Test II</b>	<b>Model Examination</b>	<b>Assignment</b>	<b>Attendance</b>	<b>Total</b>
	Marks	10	10	20	5	5	50%
<b>End Semester Weightage</b>							<b>50%</b>
<b>Total</b>							<b>100%</b>



SUBJECT CODE	SUBJECT TITLE	L	T	P	Total LTP	C
UBA18E05	DATABASE MANAGEMENT SYSTEM	2	2	0	4	3

Theory-100%

### COURSE RATIONALE

This course provides a comprehensive study on Database Development Life Cycle, Architecture and Implementation issues

INSTRUCTIONAL OBJECTIVES At the end of this course the learner is expected to		Student Outcomes				
1	The students will learn to understand and gather knowledge on Fundamentals of Database Management Systems and Relational Database Management systems by securing the database, Transactions management and concurrency control and retrieving information from the database.	a		c		
2	The students can learn designing the DBMS and types of model available to design DBMS	a		f		
3	Helps them to be trained ER Modeling	a			g	
4	The course will also broadcast the programming part of Structured Query Language (PL/SQL), Query Processing	a		h		
5	The students can gain knowledge of Knowledge Discovery in Databases, Data Warehousing and Data Mining	h	i		j	

### UNIT I

DBMS Introduction, components of DBMS - functions of DBMS –Data Dictionary –database user – Introduction to RDBMS.

## **UNIT II**

Database Architecture –Design and Data Modeling - Hierarchical Model, Network model, Relational model, Object oriented model, ER Modeling, EER Modeling

## **UNIT III**

Structured Query Language (SQL) –DDL, DML and DCL. –Queries and Sub-queries –Examples Joins and unions. PL/sql Database implementation

## **UNIT IV**

Indexing- Hashing. –Database security –Data Integrity. –Transaction Management & Concurrency control mechanisms.

## **UNIT V**

Backup and Recovery - Knowledge Discovery in Data bases (KDD). –Data Warehousing and Data Mining introduction.

## **TEXT BOOK**

1. Essentials of Database Management System, Second Reprint 2016, Alexis Leon, Mathew Leon, and Vijay Nicole imprint private limited, copyright @2006.

## **REFERENCE BOOKS**

1. Fundamentals of Database systems Fifth Edition RamezElmasree, Shankant B. Navathe - Pearson Education, Copy right@2007
2. Database Management Systems- Designing and building Business Application- Third Edition, Gerald V. Post, Tata McGraw hill Edison. 2016, Twelfth Reprint 2010
3. Principles of Database System and Design- Colin Ritchie – Cengage Learning- Copy right @ 2016.
4. Database Management System- Oracle SQL and PL/SQL –PHI- Pranab Kumar Das Gupta- Copyright @2009.

<b>Course Nature : Theory</b>							
Assessment Method (Max .Marks: 100)							
In Semester	Assesment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
End Semester Weightage							50%
Total							100%

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total L T P	C
UBA18E06	BANKING AND FINANCIAL INSTITUTIONS	2	2	0	4	3

### COURSE RATIONALE

The study of banking remains as fascinating as ever because of its breadth and constant development. This course is designed to provide students an in-depth knowledge of banking in terms of concepts, recent developments, types of products or services offered, KYC norms, AML, CRM- E- Banking, This course helps the students to gain specialized knowledge in concepts, norms, and practices relating to banking and to pursue their career in banking and financial institutions.

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected to						
1.	To provide the student the basic knowledge of banking, Structure of banking system and types of bank in India	a		b		
2.	To familiarize the role and functions of commercial Banks, RBI and some important financial institutions	a			b	
3.	To make the students to understand the types of negotiable instruments and its features, duties and responsibilities of paying and collecting banker.	a		f		j
4	To enable the students to have sound understanding of services offered by banks, types of customers, KYC Norms, AML, CRM etc	a		h		
5	To equip the students with the recent developments in the banking industry such as E-payment system, core banking etc	c				j

## **UNIT I**

Introduction to Banking – Meaning, Origin, Scope – Indian Banking System- Types of Banks- Role of banks in Indian economy– Types of Banks – Based on structure-Branch Banking, Unit Banking, Group Banking and Chain Banking, wholesale banking and Retail banking and Based on functions-commercial banks, development banks, cooperative banks, investment banks etc..

## **UNIT II**

Role and functions of commercial banks,-RBI and its role as a central bank of our country- Banking Regulation Act 1949- Credit control and CRR, SLR Concepts- Development banks–IFCI, ICICI, NABARD, IDBI, SFC, HDFC, EXIM bank.

## **UNIT III**

Negotiable instruments – meaning , Features, type-, crossing of cheques, Payment and collection of Cheques - duties and responsibilities of paying and collecting Banker - protection available to paying and collecting banker under NI - endorsements- modes of creating charge.

## **UNIT IV**

Products / services offered by bank- non fund based facilities-Ancillary services - types of customers- minors - joint account holders - HUF - firms - companies - trusts - societies - Govt. and public bodies- KYC –AML – bank customer relationship

## **UNIT V**

Recent developments in the Indian Banking System - Core Banking, Payment system and E- banking- ECS- Electronic Fund transfer- NEFT, RTGS- IMPS- Technology in banking - Artificial intelligence – application of AI in banking- chat bots- Block chain & banking Challenges in banking – Crypto currency - Bit coins – effect of crypto currencies in the future of banking

## **TEXT BOOKS**

1. Santhanam – Banking and Financial System

## REFERENCE BOOKS

1. IIBF- Basics of Banking, Know your Banking-I
2. K.C.Shekhar and LekshmyShekar- Banking Theory and Practice- 19<sup>th</sup> Edition, Vikas Publishing House Pvt.Ltd, 2016
3. D. Muraleedharan – Modern Banking, Theory and Practice- PHI Publishers- 2016
4. N.k.Sinha- money, Banking and Finance, 3<sup>rd</sup> Edition, BSC Publishing House, 2016
5. IIBF- Banking Products and Services
6. Banking Systems, 2<sup>nd</sup> Edition, South-Western Cengage Learning.

Course Nature : Theory							
Assessment Method (Max .Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
End Semester Weightage							50%
Total							100%

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total L T P	C
UBA18E07	PUBLIC RELATIONS	2	2	0	4	3

## COURSE RATIONALES

The course aims a comprehensive study of public relations including identifying and reaching internal and external publics; dealing with print and electronic media; advertising, printing, direct mail; and preparing a public relations plan and budget.

INSTRUCTIONAL OBJECTIVES At the end of this course the learner is expected to		Student Outcomes			
1.	Understand the distinction between public relations and advertising as well as between publicity/press agencies	a		b	
2.	Evaluate and analyze the ethical and legal responsibilities of the PR writer	a		c	
3.	Analyze and evaluate the use of specific language to bring about desired results, e.g., the language of news writing, advertising copy, and direct mail appeals.	b		f	g
4	Write types of materials used in public relations, especially the press release and the public service announcement	b		h	
5	Practice and understand the skills and techniques used to deal with media for positive public relations and in crisis situations	i			j

### UNIT I

Public Relations – definition – essentials of good public relations – public relations for commercial organization.

### UNIT II

Public Relations officer's (PRO'S) role – responsibilities –press relation – preparation of material for the media – news and news reporting – editorial reviews – articles – public relations department.

### UNIT III

Training of public relations officers – PR society of India – Indian Institute of mass communication – Indian press – Trade fair authority of India.

#### UNIT IV

Book Publications in India – Role of publishers, distributors and booksellers – electronic media – radio – television – house journals – documentary films – mobile film shows – film censorship – guidelines - Exhibition and trade fair – consumer and marketing fair – photography – folk dance – sponsorship program – music festivals - Crisis Management.

#### UNIT V

Ethics and challenges of public relations- international public relations association (IPRA) - code of conduct - the European code of professional conduct

#### TEXT BOOKS

1. Management of Public relations – S. Senguptha, Vikas publishing house, 2016

#### REFERENCE BOOKS

1. Public relations problems and prospects with case studies, Anil baby, Space age publications, New Delhi, 2016
2. The Practice of Public Relations , Frason P. Seital,Charler E Merial Publishing Company , Columbus, 2016

Course Nature : Theory							
Assessment Method (Max .Marks: 100)							
In Semester	Assessm ent Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
End Semester Weightage							50%
Total							100%

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total LTP	C
UBA18E08	CONSUMER AFFAIRS	2	2	0	4	3

### COURSE RATIONALE

Throughout this course, we will focus on the understanding of consumer behavior, how and why consumers make purchase decisions, how they think, feel and act before, during and after the purchase. Also we will examine important concepts underlying consumer behavior and apply principles, and theories from the various social sciences to marketing problems such as product development, pricing, and positioning.

INSTRUCTIONAL OBJECTIVES At the end of this course the learner is expected to		Student Outcomes				
1.	Familiarize the students with their rights and responsibilities as a consumer	a		c		
2.	Understand social framework of consumer rights and legal framework of protecting consumer rights		c		f	
3.	Know the procedure of redress of consumer complaints, and the role of different agencies in establishing product and service standards	a		i		
4	Able to comprehend the business firms' interface with consumers and the consumer related regulatory and business environment.		f	g		j

### UNIT I Conceptual Framework

Consumer and Markets: Concept of Consumer, Nature of markets: Liberalization and Globalization of markets with special reference to Indian Consumer Markets , E-Commerce with reference to Indian Market, Concept of Price in Retail and Wholesale, Maximum Retail Price (MRP), Fair Price, GST, labeling and packaging along with relevant laws, Legal Metrology.



### **Experiencing and Voicing Dissatisfaction:**

Consumer buying process, Consumer Satisfaction/dissatisfaction-Grievances-complaint, Consumer Complaining Behaviour: Alternatives available to Dissatisfied Consumers; Complaint handling Process: ISO 10000 suite

### **UNIT II The Consumer Protection Law in India**

**Objective and Basics Concepts:** Consumer rights and UN Guidelines on consumer protection, Consumer goods, defect in goods, spurious goods and services, service, deficiency in service, unfair trade practice, restrictive trade practice.

**Organizational set-up under the Consumer Protection Act:** Advisory Bodies: consumer Protection Councils at the Central, State and District Levels; Adjudicatory Bodies: District Forums, State Commissions, National Commission: Their Composition, Powers, and Jurisdiction (Pecuniary and Territorial), Role of Supreme Court under the CPA with important case law.

### **UNIT III Grievance Redressal Mechanism under the Indian Consumer Protection Law**

Who can file a complaint? Grounds of filing a complaint: Limitation period; Procedure for filing and hearing of a complaint; Disposal of cases, Relief/Remedy available; Temporary Injunction, Enforcement of order, Appeal, frivolous and vexatious complaints; Offences and penalties.

**Leading Cases decided under Consumer Protection law by Supreme Court/National Commission:** Medical Negligence; Banking; Insurance; Housing & Real Estate; Electricity and Telecom Services; Education; Defective Products; Defective Products; Unfair Trade Practices.

### **UNIT IV Role of Industry Regulators in Consumer Protection**

- i. Banking : RBI and Banking Ombudsman
- ii. Insurance: IRDA and Insurance Ombudsman
- iii. Telecommunication: TRAI
- iv. Food Products: FSSAI
- v. Electricity Supply: Electricity Regulatory Commission
- vi. Real Estate Regulatory Authority

## UNITV Contemporary Issues in Consumer Affairs

Consumer Movement in India: Evolution of Consumer Movement in India, Formation of consumer organizations and their role in consumer protection, Misleading Advertisements and sustainable consumption, National Consumer Helpline, Comparative Product testing, Sustainable consumption and energy ratings.

**Quality and Standardization:** Voluntary and Mandatory standards; Role of BIS, Indian Standards Mark(ISI), Ag-mark, Hallmarking, Licensing and Surveillance; Role of International Standards; ISO an Overview

## TEXT BOOKS

1. Khanna, Sri Ram, Savita hansp;al, Sheetal Kapoor, and H.K.Awasthi.(2007) Consumer Affairs, Universities Press

## REFERENCE BOOKS

1. Choudhary, Ram Naresh Prasad(2005), Consumer Protection Law Provisions and Procedure, Deep and Deep Publications Pvt Ltd.
2. G.Ganesan and M.Sumathy, (2012), Globalisation and Consumerism: Issues and Challenges, Regal Publicaitons
3. Suresh Mishra and Sapna Chadah(2012), Consumer Protection in India: Issues and Concerns, IIPA, New Delhi
4. E-Books:-[www.consumereducation.in](http://www.consumereducation.in)
5. Empowering Consumers e-book, [www.consumeraffairs.nic.in](http://www.consumeraffairs.nic.in)

Course Nature : Theory							
Assessment Method (Max .Marks: 100)							
In Semester	Assessm ent Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
End Semester Weightage							50%
Total							100%

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total LTP	C
UBA18E09	PRODUCTION PLANNING AND CONTROL	2	2	0	4	3

### COURSE RATIONALE

The main goal of this course is to build managerial skills of the students especially planning and control skills with respect to production related activities.

INSTRUCTIONAL OBJECTIVES	Student Outcomes				
At the end of this course the learner is expected to					
To make students to familiarize with PPC concepts	a			f	
To understand prioritization of work schedule, strategic nature of plant location, product planning and quality assurance aspects in relation to production planning and control.	a		b		g

### UNIT I

Production planning – Decisions and functions, PPC framework, Planning phase, Prior planning, Active planning, Action phase and control phase; PPC in different production systems, material flow patterns

### UNIT II

Demand forecasting – Meaning, factors, types, quantitative and qualitative analysis techniques - aggregate planning – Decisions, strategies and methods

### UNIT III

Production capacity planning – Concept, types, plant capacity, capacity planning strategies - Routing – procedure, materials flow patterns - Scheduling – production scheduling, machine scheduling and Gantt chart –Job shop and flow shop scheduling

#### UNIT IV

Materials requirement planning (MRP I) – Concept, elements, lot sizing in MRP - Manufacturing resource planning (MRP II) – Meaning, framework, implementation design, shop floor planning, master production scheduling

#### UNIT V

Production control – Control process – Shop floor control, production progress reporting and performance analysis, system feedback, strategies for corrective actions, role of control rooms in production plants

#### TEXTBOOK

1. R. Panneerselvam; *Production & operations management*; Prentice Hall India private limited, 2016

#### REFERENCE BOOKS

1. S.K. Mukhopadhyay, *Production Planning and Control*, Prentice Hall of India private limited, 2016.
2. John A. Buzacott& Hans Corsten, *Production planning and control*, OldenbourgVerlag publishing, 2016.
3. Mahapatra; *Operations Management*; Prentice Hall India private limited; 2010
4. P.N. Mukherjee; *Operations Management and Productivity techniques*; Prentice Hall India private limited;

Course Nature : Theory							
Assessment Method (Max .Marks: 100)							
In Semester	Assessm ent Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
		Marks	10	10	20	5	5
End Semester Weightage							50%
Total							100%

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total LTP	C
UBA18E10	DATA WAREHOUSING AND DATA MINING	2	2	0	4	3

Theory: 100%

### COURSE RATIONALE

Data mining and warehousing are the essential components of decision support systems for the modern day industry and business. These techniques enable the knowledge worker to make better and faster decisions.

INSTRUCTIONAL OBJECTIVES At the end of this course the learner is expected to		Student Outcomes				
1.	To introduce the students to the basic concepts and techniques of data warehousing	a		b		
2.	To study the difference between Online Transaction Processing and Online Analytical Processing	a		h		
3.	To study the dimensional modeling technique for designing a data warehouse	a	b	h		
4.	To study data cubing techniques	h			j	
5.	To introduce data warehouse architecture concept	a		c		
6.	To study the steps involved in design and construction of data warehouse	h				
7.	To explain the knowledge discovery process	a		h		
8.	To study the issues involved in data mining process	a		j		
9.	To learn data preprocessing and data quality concepts			j		
10.	To study data integration, data transformation, data reduction techniques	a		j		

### **UNIT I - Data Warehousing Introduction**

Data Warehouse: Basic Concepts- Data Warehouse Modeling; Data Cube and OLAP- Data Warehouse Design and Usage- Data Warehouse Implementation- Data Generalization by Attribute Oriented Induction

### **UNIT II - Data Mining Introduction**

Data Mining Introduction- Kinds of Data Can Be Mined- Kinds of Patterns Can Be Mined- Technologies Used In Data Mining- Major Issues in Data Mining.

### **UNIT III - Know Your Data**

Data Objects and Attribute Types- Basic Statistical Descriptions of Data- Data Visualization- Measuring Data Similarity and Dissimilarity.

### **UNIT IV - Data Processing**

Data Preprocessing: An Overview- Data Cleaning- Data Integration- Data Reduction- Data Transformation and Data Discretization.

### **UNIT V - Data Mining Trends and Research Frontiers**

Mining Complex Data Types- Other Methodologies of Data Mining- Data Mining Applications- Data Mining and Society- Data Mining Trends.

### **TEXT BOOK**

1. Jiawei Han, MichelineKamber, Jian Pei , "Data Mining Concepts and Techniques" , Third Edition, Morgan Kaufmann Publisher,

### **REFERENCEBOOKS**

- 1.Krzysztof J. Cios, WitoldPedrycz, Roman W. Swiniarski, "Data mining: a knowledge discovery approach", Springer,
- 2.Hand D. J., HeikkiMannila, PadhraicSmyth,"Principles of data mining" MIT Press,
- 3.SoumenChakrabarti, Earl Cox, Ian H. Witten, Morgan Kaufmann, Data Mining: Know It All,

Course Nature : Theory							
Assessment Method (Max .Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
End Semester Weightage							50%
Total							100%

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total LTP	C
UBA18E11	INSURANCE AND RISK MANAGEMENT	2	2	0	4	3

### COURSE RATIONALE

Identification of risk is sine quo none in any business. The course is directed towards students in understanding how large scale complex risk can be identified, managed and architected. The ultimate aim being mitigation of risk, this course also aims to familiarize the students with such methods.

INSTRUCTIONAL OBJECTIVES		Student Outcomes			
At the end of this course the learner is expected to					
1.	On completion of the course, the learner should be able to identify the risks and be familiar with the techniques of managing the same Assess the risk management techniques available with the firm.	a		c	
2.	Compare the techniques available outside and evaluate using cost-benefit analysis.	a		h	j

### UNIT I

Risk – Differentiate Risk and Uncertainty – types of Risks – financial risk and its management - steps in Risk management – Risk avoidance –Risk reduction – risk types – risk management process – risk management Information systems (RMIS)

## UNIT II

Enterprise Risk management – interest rate risk or asset liability management –  
Frame work for ERM -credit risk management – market risk management –  
operation risk management

## UNIT III

Project risk management –risk associated with new projects – the risk involved in  
contracting plant – Risk involved in erection and installations – management of  
risk in supervision of a project – Risk involved in kickoff an IT project .

## UNIT IV

Concept of Financial risk management – drivers of financial risk management –  
sources of solving financial risks of an organization – tools used in financial risk  
management - risk involved in Asset liability management (ALM).

## UNIT V

Significance of Insurance – types of Insurance – basic principles of Insurances -  
salient features of Insurances – Insurance regulatory and development authority  
– duties of IRDA – explain the powers of IRDA .

## TEXT BOOK

1. Insurance principles and practise: S Chand Publishers, - M.N.Mishra and S.B.Mishra
2. Insurance law and Practise: Atlantic Publishers,. –C.N.Tyagi and MadhuTyagi

## REFERENCE BOOK

1. Trieschmann, Hoyt, Sommer -Risk Management and Insurance — Cengage Learning – 2016.

Course Nature : Theory							
Assessment Method (Max .Marks: 100)							
In Semester	Assessm ent Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
		Marks	10	10	20	5	5
End Semester Weightage							50%
Total							100%



SUBJECT CODE	SUBJECT TITLE	L	T	P	Total LTP	C
UBA18E12	LEADERSHIP AND TEAM MANAGEMENT	2	2	0	4	3

### COURSE RATIONALE

The course aims in understanding leadership, behaviour of a leader, leadership styles and leadership development in the international platform. Strong leaders build strong teams. Hence, this course also attempts to understand managing and building teams.

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected to						
1.	Clearly articulate an understanding of setting vision and mission as a leader.	a		c		
2.	Identify and describe several theories of leadership	a		b		
3.	Learn to have an increased awareness of leadership skills within the context of their daily life.	a		e		
4	Acquire thorough knowledge and understanding of multiple facts of team management	b		e	h	

### UNIT I

Leadership Attributes - Styles – Theories of Effective Leadership - charismatic leader, transformational leader.

### UNIT II

Factors influencing Leadership Behaviour I: Personality, types, theories, Perception, factors - Learning Styles - theories.

### **UNIT III**

Factors influencing Leadership Behaviour II: Emotional Intelligence – skills for Emotional intelligence - Cultural – formation – changing culture, Organizational and Situational Factors.

### **UNIT IV**

Description of teams in the organizations - organizational context of teams -- structure, culture, support, human resource policies - team topography - purpose of teams, types of teams, size, diversity, extent of use

### **UNIT V**

Intra-team processes (task-related) : mission, goals, objectives, action planning - intra-team processes (relationship-related) : communication, conflict, trust, decision-making - inter-team processes: conflict, coordination - team effectiveness - measures of productivity, satisfaction, etc.

### **TEXT BOOKS**

1. Jan Carmichael, et.al. Leadership and Management Development, Oxford Publications, 2016
2. Uday Kumar Haldar, Leadership And Team Building, Oxford Publications, 2016

### **REFERENCE BOOKS**

1. Chandra Mohan, Leadership and Team Management, , Himalaya Publishing House , 2016
2. Richard Hughes, Robert C. Ginnett, Gordon J Curphy, Leadership: enhancing the lessons of Experience, McGraw –Hill Publication, 6<sup>th</sup> Edition,
3. T.V. Rao, Charu Sharma, 100 Managers in Action, McGraw- Hill Publication, 2016
4. Bonnie T Yarbrouch , Leading groups & Team, Cengage Learning, New Delhi,

<b>Course Nature : Theory</b>							
Assessment Method (Max .Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
End Semester Weightage							50%
Total							100%

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total LTP	C
UBA18E13	RETAIL MANAGEMENT	2	2	0	4	3

### COURSE RATIONALE

Retail industry is one of the largest sectors worldwide that has a tremendous impact on economy. This course is structured to empower students by the right kind of wisdom, Nuances and confidence that the industry demands in the Global Retail business operations.

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected to						
1.	To introduce the Scope and significance of Retail industry, Trends and Challenges.	a		b		
2.	To enlighten on Retail Strategies, Opportunities and Competitive advantage	a		c		
3.	To comprehend knowledge on all areas of Retail business operations.	a			f	h

### UNIT I - Introduction to Retail

Functions of a Retailer, Characteristics of Retailing, kinds of retail- Retailer-Categorizing Retailers-, the rise of Consumerism and the rise of retailer, Social and Economic Significance of retailing, the global Retail market: Issues and challenges-Retail as a Career: -E-commerce - Challenges to Retail development in India.

## **UNIT II - Retailing Planning Strategy**

Retail Market Strategy, Target Market and Retail Format- Building Sustainable Competitive Advantage-Growth strategies-Global Growth opportunities-The strategic Retailing Planning Process-Retail locations-Information Systems.

## **UNIT III - Merchandise Management**

Process Overview-Evaluating Merchandise Management Performance, Types of Merchandise Management Planning Processes, Forecasting Sales, Developing an Assortment Plan, Setting Inventory And Product Availability Levels-Merchandise Planning Systems

## **UNIT IV - Retail Pricing**

Concept and considerations in setting Retail prices, Pricing Strategies, Pricing Techniques, The Internet and Price Competition. Retail Communication Mix: Communication programs, Methods of Communicating with Customers, Planning, Implementing and Evaluating Retail Communication Programs

## **UNIT V - Store Management**

Recruiting, Orientation and Training ,Motivating, Evaluating, Compensating and Rewarding Store employees, Controlling Costs and Inventory Shrinkage-Store Layout, Design and Visual Merchandising: store Design and Retail strategy, Space management, Visual merchandising, Atmospherics, Web Site Design. Customer Service: Setting Service Standards, Meeting and exceeding service standards, Service recovery.

## **TEXT BOOKS**

- 1.Chetan Bajaj,Rajnishtuli, NidiVarma Srivastava ,'Retail Management', Oxford University Press, Second Edition,2016.
- 2.Swapna Pradhan , "Retailing Management Text and cases, McGraw hill, 3<sup>rd</sup> Edition 2016

## **REFERENCE BOOKS**

- 1.Suja Nair, Retail Management, Himalaya publications
- 2.DavidGilbert, Retail Marketing Management, Pearson publications

Course Nature : Theory							
Assessment Method (Max .Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
End Semester Weightage							50%
Total							100%

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total L T P	C
UBA18E14	PRODUCT DESIGN AND DEVELOPMENT	2	2	0	4	3

### COURSE RATIONALE

The main motive of this course is to provide the perspectives of design, develop and manufacturing the product as per expectations of customer within a single approach and understand the nuances, exceptions and subtleties practiced in industries.

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected to						
1.	To enable the students to understand fundamental concepts of product design and development	a		b		
2.	To provide the directions to convert students' ideas in to a valuable product or service	a	c		h	j

### UNIT I

Need for the product design – Types of product design – Characteristics for good product design – Factors influencing for new product design – Challenges in product design

## UNIT II

Market research – Identifying the customer needs – New product development stages – Idea generation and screening – Product Planning

## UNIT III

Product specification and standards – Concept generation – Concept testing and selection – Product architecture

## UNIT IV

Industrial design – Design for manufacturing – Prototyping – Robust design – CAD, CAM and CIM applications product design

## UNIT V

Market testing of new product – Product development economics – Cost of production analysis – Managing projects

## TEXTBOOK

1. Karl T. Ulrich, Steven D. Eppinger & Anita Goyal, Product design and development, McGraw Hill Education private limited

## REFERENCE BOOK

1. Arlindo Silva and Ricardo Simoes, *Trends in Product Design and Development*, IGI Global Snippet,

Course Nature : Theory							
Assessment Method (Max .Marks: 100)							
In Semester	Assessm ent Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
End Semester Weightage							50%
Total							100%

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total LTP	C
UBA18E15	SOFTWARE QUALITY MANAGEMENT	2	2	0	4	3

### COURSE RATIONALE

To impart knowledge to about the approach to software development, quality management, and quality assurance concepts.

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected to						
1.	Models of Software quality management	a				
2.	Quality measurement and metrics	a		b		
3.	Quality control and reliability of quality process	c		f		g
4.	Quality management system concepts	f		h		
5.	International quality standards – ISO, CMM	h				j

### UNIT- I - Software Quality – Introduction

Introduction – software quality – life cycle models – quality process – quality system metrics and measurement and analysis – various models and approaches to software quality

### UNITII - Introduction to Software Development

Overview of the software life cycle – systems analysis – preliminary design – detailed design – implementation – testing – software maintenance

### UNIT III - Software Quality Assurance

Introduction – Software quality assurance (SQA) plans, implementation – audits - documentation

### UNIT IV - Quality Management System

Elements of Quality Management systems – Rayleigh model framework – Reliability Growth models – Complexity metrics and models – Customer satisfaction analysis.

## UNIT V - Quality Standards

Need and importance of standards – CMM and CMMI – Six Sigma concepts - ISO 9000 Series – ISO 9000-3 for software development

### TEXT BOOKS

1. Stephen H. Kan, "Metrics and Models in Software Quality Engineering", Pearson Education ,
2. Allan C. Gillies, "Software Quality: Theory and Management", Thomson Learning,

### REFERENCEBOOKS

1. Mordechai Ben-Menachem and Garry S.Marliss, "*Software Quality*", Thomson Asia Pte Ltd, .
2. Norman E. Fenton and Shari Lawrence Pfleeger, "*Software Metrics*" Thomson,
3. ISO 9000-3 "*Notes for the application of the ISO 9001 Standard to software development*".
4. Mary Beth Chrissis, Mike Konrad and Sandy Shrum, "*CMMI*", Pearson Education (Singapore) Pte Ltd, .

Course Nature : Theory							
Assessment Method (Max .Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
End Semester Weightage							50%
Total							100%



SUBJECT CODE	SUBJECT TITLE	L	T	P	Total L T P	C
CAC18401	VERBAL ABILITY AND REASONING	2	0	0	2	2

INSTRUCTIONAL OBJECTIVES At the end of this course the learner is expected to		Student Outcomes				
1.	To instill confidence in students and develop skills necessary to face the challenges of competitive exams and placements	a		b		
2.	To enable the students understand the syntax of English and develop their lexical skills	a		f		
3.	To develop comprehension and interpretation skills	f			g	
4	To enhance vocabulary skills and improve repertoire of words	a		f		
5	To help the students succeed in competitive exams and placements	a			j	h

#### UNIT I

Spotting error, Change of speech, Change of voice

#### UNIT II

Synonyms, Antonyms, Idioms, Phrasal verbs, One word substitution

#### UNIT III

Sentence improvement, Sentence completion (Grammar based)

#### UNIT IV

Sentence completion (Vocabulary based), Odd word

#### UNIT V

Reading comprehension, Word analogy, Para jumble

## REFERENCES

1. Hari Mohan Prasad and Meenakshi Upadhyay, Objective English for Competitive Examinations, McGraw Hill Education.
2. Norman Lewis, Word Power Made Easy New Revised and Expanded Edition, Goyal publication, 2011
3. Raymond Murphy, Intermediate English Grammar, Cambridge University Press, 2007

### ASSESSMENT SCHEME CAC COURSES OFFERED TO FOM

YEAR	SEMESTER	CODE	ACTIVITIES	MARKS	TOTAL
	4	CAC18401	Assignment 1	20 marks	100 marks
			Assignment 2	20 marks	
			Surprise Test 1	25 marks	
			Surprise Test 2	25 marks	
			Participation	10 marks	

## V SEMESTER

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total LTP	C
UBA18501	LABOUR WELFARE AND INDUSTRIAL RELATIONS	3	2	0	5	4

### COURSE RATIONALE

This course provides the constitutional framework of Industrial legislations in India and explains the laws relating to factories, payment of wages, Industrial disputes, Trade unions and collective Bargaining

INSTRUCTIONAL OBJECTIVES At the end of this course the learner is expected to		Student Outcomes				
1.	To impart basic knowledge of the Indian Industrial legislations.	a		b		
2.	To understand the maintenance of industrial harmony and ensuring healthy relationship among the workforce for achieving the organizational goals.	g		h		j
3.	To familiarize with the different concepts and practices of the Public Relations in organizations.	a			i	

### UNIT I - Industrial Relations

Concepts – Importance – Industrial Relations problems in the Public Sector – Growth of Trade Unions – Codes of conduct.

### UNIT II - Industrial Conflicts

Disputes – Impact – Causes – Strikes – Prevention – Industrial Peace – Government-Machinery – Conciliation – Arbitration – Adjudication.

### UNIT III - Labour Welfare

Concept – Objectives – Scope – Need – Voluntary Welfare Measures – Statutory Welfare Measures – Labour – Welfare Funds – Education and Training Schemes.

### UNIT IV - Industrial Safety

Causes of Accidents – Prevention – Safety Provisions – Industrial Health and Hygiene – Importance – Problems – Occupational Hazards – Diseases – Psychological problems – Counselling – Statutory Provisions.

### UNIT V - Welfare of Special Categories of Labour

Child Labour – Female Labour – Contract Labour – Construction Labour – Agricultural Labour – Differently abled Labour – BPO & KPO Labour – Social Assistance – Social Security – Implications.

### TEXT BOOKS

1. Matoria C.B. and SathishMatoria, Dynamics of Industrial Relations, Himalaya Publishing House, New Delhi, 2016
2. ArunMonappa, RanjeetNambudiri, PatturajaSelvaraj. Industrial relations & Labour Laws. Tata McGraw Hill. 2016

### REFERENCEBOOKS

1. Ratna Sen, Industrial Relations in India, Shifting Paradigms, Macmillan India Ltd., NewDelhi,
2. C.S.VenkataRatnam, Globalisation and Labour Management Relations, Response Books,
3. Srivastava, Industrial Relations and Labour laws,
4. P.R.N Sinha, InduBala Sinha, Seema PriyardarshiniShekhar. Industrial Relations, Trade Unions and Labour Legislation. Pearson.

Course Nature : Theory							
Assessment Method (Max. Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
End Semester Weightage							50%
Total							100%

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total LTP	C
UBA18502	TOTAL QUALITY MANAGEMENT	3	2	0	5	4

### COURSE RATIONALE

The purpose of learning this course on TQM to make the learners understand that quality is related to the present and future needs of the customer, the candidate to manage competition

INSTRUCTIONAL OBJECTIVES		Student Outcomes			
At the end of this course the learner is expected to					
1.	To build the confident to the students for delivering quality products and services to the market	a		b	
2.	To provide exposure on fundamental quality tools with their application in real world	a		c	i
3.	To enable the students to understand the principles, practices and application in Total Quality Management and Concepts	b		a	j

### UNIT I - Introduction to Quality

Meaning of Quality – Definitions and other key concepts – Dimensions of Product Quality – Dimensions of Service Quality – What is Total Quality Management(TQM)?- Definition of Quality – Characteristics of TQM – Principles of TQM- Barriers to TQM Implementation- Potential benefits of TQM

### UNIT II - Quality Cost and Contributions of Quality Gurus

Cot of quality – Meaning and types - Walter A.Shewhart - W. Edwards Deming – Joseph M.Juran – Philip Crosby – Armand V.Feigenbaum –Genichi Taguchi

### UNIT III - Continuous Process Improvement

Continuous improvement – Meaning and tools - PDSA Cycle – 5S House Keeping –kaizen–Old QC Tools – Seven New Management tools –Quality circles – Meaning, characteristics, structure and benefits - Basic Concepts in Six Sigma

#### UNIT IV - Bench Marking and Quality Function Deployment

What is Bench Marking – Types – Benchmarking Process – benefits – Pit falls – Quality Function deployment – Concepts – Process –House of Quality – QFD Methodology Process

#### UNIT V - Service Quality and Introduction to Quality Management System

Service quality – Meaning and significance – SERVQUAL gap model - Need for ISO 9000 – ISO family of Standards – Quality management system - Steps in ISO 9000 Certifications - Quality Audits

#### TEXT BOOKS

1. Dr.V.Jayakumar ,Dr.R.Raju ., Total Quality Management , Lakshmi Publications, 2005
2. PoornimaM.Charantimath ., Total Quality Management , Pearson Education, 2016

#### REFERENCE BOOKS

1. SubburajRamasamy ., Total Quality Management , Tata McGraw – Hill , 2016
2. Sunil Sharma., Total Engineering Quality Management, Macmillan India Ltd.
3. KanishkaBedi ., Quality Management ,Oxford University Press, 2016

Course Nature : Theory							
Assessment Method (Max .Marks: 100)							
In Semester	Assessm ent Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
End Semester Weightage							50%
Total							100%

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total LTP	C
UBA18503	SERVICES MARKETING	3	2	0	5	4

### COURSE RATIONALE

The purpose of learning this course is to expose the students to the evolution and growth of services marketing sector which is a dominant player besides products marketing. This course will enable students to acquire the knowledge of services market, to design service marketing strategies to be offered to major service sectors like Health care, Hospitality, Tourism, Logistics, Educational and Entertainment Industries.

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected to						
1.	To gain knowledge on services marketing	a		b		
2.	To understand concepts like segmentation, targeting and positioning of products	a			c	
3.	To know service life cycle and service quality function department.	b		e		
4.	Measure service quality gap	a			f	
5.	Position, price, deliver, services		h		j	

### UNIT I

Definition – Service Economy – Evolution and growth of service sector – Nature and Scope – Unique characteristics - Challenges and issues.

### UNIT II

Assessing service market potential - Classification of services – Expanded marketing mix – Environment and trends – market segmentation, targeting and positioning.

### UNIT III

Service Life Cycle – New service development – Service Blue Printing – GAP's model of service quality – Measuring service quality – SERVQUAL – Service Quality function development.

### UNIT IV

Positioning of services – Designing service delivery System, Service Channel– Pricing of services, methods – Service marketing triangle - Integrated Service marketing communication- understanding importance of services feedback and E-Word of mouth of services

### UNIT V

Services marketing for health – Hospitality – Tourism – Financial – Educational – Information technology & communication services-Entertainment Sectors.

### TEXT BOOK

1. ChiristopherH.Lovelock and JochenWirtz -Services Marketing, Pearson Education,
2. Hoffman, "Marketing of Services" Cengage Learning,

### REFERENCE BOOKS

1. Palmer,Adrian,"Principles of Services marketing", McGraw Hill
2. Services Marketing, Valarie Zeithaml et al, 5<sup>th</sup> Edition, Tata McGraw Hill ,Pvt.Ltd.,
3. Services Marketing, 2<sup>nd</sup> Edition, Verma, Pearson Education India.

Course Nature : Theory							
Assessment Method (Max .Marks: 100)							
In Semester	Assessm ent Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
		Marks	10	10	20	5	5
End Semester Weightage							50%
Total							100%



SUBJECT CODE	SUBJECT TITLE	L	T	P	Total LTP	C
UBA18E16	MICRO FINANCE AND FINANCIAL INCLUSION	2	2	0	4	3

### COURSE RATIONALE

To provide a thorough knowledge of the concept of microfinance and how microfinance institutions work, including the operational aspects of an SHG / MFI. This course would go a long way in building up the financial literacy of the persons involved in microfinance and SME sector. This course introduces students to the practices of MFIs in India. Creating financial literacy continues to be the major challenge in a country which suffers from low literacy and thus imparting basic financial knowledge will be a daunting task.

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected to						
1.	Microfinance institutions (MFIs) provide financial services to the poor.	a		b		
2.	Financial services include credit, savings, and insurance	a		d		
3.	Students who complete this course will have analyzed the various reasons for the existence of MFIs, and the challenges MFI managers face		d		e	
4	To study how this financial inclusion helps in the growth engine that significantly improves their global market share.		a		d	
5	To study the role of financial inclusion that support both economic efficiency and equity	a		d		g

### UNIT I - Introduction

Concept and nature of micro-finance; Evolution of micro-finance; Growth of micro-finance industry; Micro-finance and related terms micro credit, microcredit loans, sustainable microfinance, micro saving, micro finance institution (MFI), Difference between micro-finance and micro credit, Demand and supply of Microfinance.

## **UNIT II - Micro-finance Products and Services**

Concept and nature of micro-finance products and services; types of micro-finance products – micro credits, micro savings, micro insurance, Pricing of financial services – pricing bases; social evaluation of microfinance, Social Performance With respect To Microfinance social intermediations and social services.

## **UNIT III - Micro-finance in India,**

Evolution of micro-finance in India; Micro-finance credit lending models – association model, community banking model, cooperative model, credit union model, rural joint liability group model, self-help group (SHG) model and village banking model; Micro-finance models in India – cooperative model, small farmers cooperative model, rural development bank model, SHG or community-based organization (CBO) model and village bank model

## **UNIT IV - Micro-finance Policy, Legal and Regulatory Framework**

Micro-finance policy; MF regulatory authority and institutions – RBI guidelines to improve Microfinance - Governance and the Constitution of the Board of Various Forms of MFIs in India; State intervention in Rural Credit – Growth scenario of Rural credit, - Microfinance Delivery Models and Banks Linkages Programme

## **UNIT V - Financial Inclusion in India**

Definition - RBI policy initiative and progress in financial inclusion; Institutional changes required for financial inclusion, - Dimensions of Financial Inclusion - Role of technology in microfinance, role of saving,

### **TEXT BOOK**

1. Sudhanshu Kr. Das , Micro Finance and India's Rural Economy, New Century Publication
2. Neelamegam .V. , Micro Finance, Vrinda Publication Pvt. Ltd.,

### **REFERENCE BOOK**

1. O.C. Rana, Hem Raj- Micro Finance – Himalaya Publishing House.

Course Nature : Theory							
Assessment Method (Max .Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
End Semester Weightage							50%
Total							100%

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total LTP	C
UBA18E17	HR ANALYTICS	2	2	0	4	3

### COURSE RATIONALE

To provide a broad physical, social and psychological understanding of human stress. The main focus is on presenting a broad background of stress research.

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected to						
1.	Students will be able to understand the management of work related stress at an individual and organizational level	a		b		
2.	Will help them to develop and implement effective strategies to prevent and manage stress at work.	a	e		f	h

### Overview of Analytics and how it is used in HR Domain

- To learn fundamental data analytic techniques, data interpretation using variables used in HR function
- Learn using case studies on the application of analytics concepts in HR domain in Workforce analytics, Recruitment & Training.

### UNIT I - Introduction to HR –Information Systems

1. Evolution of HR analytics
2. Models on HR analytics
3. Metrics in HR system, How analytics and analysis are different
4. Fundamental on Statistics functions

### **UNITII - Data Visualization**

1. Variables in HR systems
2. Data Exploration
3. How to visualize the data
4. Correlation
5. Basic data analytics using Excel

### **UNITIII - Work force analytics**

1. Importance of HR work force analytics function
2. Case discussion 1: Case Study on a Retail company how analytics prioritization was done in the organization
3. Demonstration on how workforce analytics is done using Analytical Tools

### **UNIT IV - Use of Analytical concepts in Recruitment& Training**

1. Variables used in Recruitment, Training
2. Case discussion 2: How a Telecom Company used analytics for effective recruitment and training?
3. Case discussion 3: How an IT company used analytics for quick and effective recruitment
4. Demonstration on how analytics is used for HR recruitment problems using analytical tools

### **UNIT V - Business Driven HR analytics**

1. Case discussion 4: Business driven HR analytics from a Pharmaceutical company
2. Demo on how correlation, Prediction, clustering are used in HR problems
3. Introduction to Big Data

### **TEXT BOOKS**

- 1.The New HR analytics by Jag Fitz-enz , published by Mcgraw-hill Education
- 2.Basic Statistics book, you shall refer any author

## REFERENCE BOOKS

1. Jac Fitz-enz , The New HR Analytics: Predicting the Economic Value of Your Company's Human Capital Investments, Amacom.
2. Gene Pease, Boyce Byerly and Jac Fitz-enz, Human Capital Analytics: How to Harness the Potential of Your Organization's Greatest Asset, John Wiley & Sons

Course Nature : Theory							
Assessment Method (Max. Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
End Semester Weightage							50%
Total							100%

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total L T P	C
UBA18E18	SALES AND EVENT MANAGEMENT	2	2	0	4	3

## COURSE RATIONALE

This course aims to introduce the fundamental concepts in Sales management from an organizations viewpoint.

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected to						
1.	To understand selling, setting achievable selling objectives	a				
2.	To estimate market and sales potential			b	c	
3.	To set up a sales organization and lead sales personnel in implementing selling plans	a		f		e
4	To achieve three general objectives of any organization namely sales volume, Contribution to profits and continuing growth.	b		g		h

## **UNIT I**

Sales Management – Objectives – Market Potential – Analysing Market Potential –Sales potential- Market Indexes – Personal selling process-Sales Forecast - Sales Forecasting Methods-Understanding online tools used along with traditional methods-Nature of Sales Management Positions – Functions of the Sales Executive

Sales Organization – Purpose -Setting up a Sales Organization - Basic types of Sales Organizational Structures – Organization of the sales department - Schemes for dividing Line Authority in the Sales Organization

## **UNIT II**

Sales Force Management – Job Analysis – Job Description - Organization for Recruiting and Selection –Sources of Sales Force Recruits – The Recruiting Effort – Selecting Sales Personnel .Training , Motivation Compensation Of Sales Force and performance evaluation : Building Sales Training Programs –

Selecting Training Methods – Organization for Sales Training – Evaluating Sales Training Programs

## **UNIT III**

The Sales Budget: Purpose of the Sales Budget – Form and Content – Budgetary Procedure - Quotas: Objectives in using Quotas - Types of Quotas and Quota-Setting Procedures-- Sales Territories: Sales Territory Concept – Reasons for Establishing Sales Territories – Procedures for Setting up Sales Territories – Routing and Scheduling Sales Personnel.

## **UNITIV**

Planning corporate event- fundamental of corporate hospitality –managing customer expectation–types of corporate events – corporate event packages – team building- types of team.

## **UNIT V**

Risk management- outdoor events –event planning and logistics- promotional tools and sponsorship- celebrity events- concrete –launches-trade shows –

fashion shows –national festivals –high profile charity events –budgets –cost of events

### TEXT BOOK

1. Richard R. Still, Edward W.Cundiff& Norman A.P.Govoni; "Sales Management " Prentice – Hall of India , 5<sup>th</sup> Edition.

### REFERENCE BOOKS

1. Ramneek Kapoor , Fundamentals of Sales Management , Macmillan
2. Inagram ,LaForge, Avila,Schwepker Jr.,Williams , Sales Management , Thomson

Course Nature : Theory							
Assessment Method (Max .Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
End Semester Weightage							50%
Total							100%

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total LTP	C
UBA18E19	SERVICE OPERATIONS MANAGEMENT	2	2	0	4	3

### COURSE RATIONALE

The main purpose of this course is to make understand the students that how operations management in service industry is differed from manufacturing industry in various aspects, moreover how to handle the service operations in service based industries

INSTRUCTIONAL OBJECTIVES At the end of this course the learner is expected to		Student Outcomes			
1.	To provide basic exposure to the students on service operations	a			
2.	To make understand the students in terms of developing good relationship with customers and delivering quality services to them	a		b	g

### UNIT I - Introduction to Service Industry

Service industry - Evolution, growth and characteristics - Classification - Services and Society-Nature of services and service Encounters - Customers as the focus of service Management

### UNIT II - Introduction to Service Management

Characteristics for service operations - Service Management in the international Arena -Service Strategy and Competitiveness

### UNIT III - Service Design and Delivery

Service innovations - Technology and its Impact - Service Design and Delivery - Human Resource Management in services - work measurement in services - locating facilities and designing their layout.

### UNIT IV - Managing Demand and Supply in Services

Forecasting demand for service - Managing Demand and supply in services - Queuing and simulation - vehicle routing and scheduling - Linear and Goal applications for service - service inventory system

### UNIT V - Project Management and Quality Improvement in Services

Project Management for service operations - Service Quality and continuous improvement - Tools and techniques of total quality management - Service productivity and measurement of performance

### TEXT BOOK

1. Robert Johnston, Graham Clark-Service Operations Management, 3rd Edition, , 2016



## REFERENCE BOOKS

1. Successful Service Operations Management with CD-ROM [Hardcover] Richard D. Metters (Author), Kathryn H. King-Metters (Author), Madeleine Pullman (Author) South-Western College Pub; 1<sup>st</sup> edition 2002 -- ISBN-10: 0324135564 -- ISBN-13: 978- 0324135565
2. Fitzsimmons, James A., and Mona J. Fitzsimmons, Service Management: Operations, Strategy, and Information Technology, 3<sup>rd</sup> Ed., Irwin/McGraw-Hill,

Course Nature : Theory							
Assessment Method (Max .Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
End Semester Weightage							50%
Total							100%

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total L T P	C
UBA18E20	BUSINESS INTELLIGENCE	2	2	0	4	3

## COURSE RALATIONALE

To provide the contemporary issues in the Business Intelligence and to facilitate a better user friendly environment

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected to						
1.	Understand the various technologies, advantages and challenges	a		b		
2.	Contextualize the concepts of Business Intelligence	a			d	e

### **UNIT I - Introduction**

Introduction to BI - Changing business environment & computerized decision support – Transaction processing Vs Analytical processing – Tools for BI

### **UNIT II - Data warehousing**

Definition, concepts, characteristics of D.W – Operational Data stores (ODS) – Meta data, DW-Architectures, OLAP & OLTP.

### **UNIT III - Business performance management**

Definition – comparison of BPM & BI – Planning – Monitoring – Performance measurement – Technologies and applications of BPM

### **UNIT IV - Data mining and web mining**

Definition and concepts in Data mining – Characteristics and benefits of Data mining – Applications of Data mining

Definition and concepts in Web mining – Web usage mining

### **UNIT V - Current trends in BI**

Implementation of BI – Issues related to BI implementation – Future of BI – Online social networking with examples.

### **TEXT BOOK**

1. Efrain Turban/Ramesh Shrada / Dursen Delen / David King, Business Intelligence (2<sup>nd</sup> Edition) ,Pearson Publisher

### **REFERENCE BOOK**

1. Business Intelligence (1<sup>st</sup> Edition) - Author: Efrain Turban/Ramesh Shrada / Dursen Delen / David King Publisher: Pearson

<b>Course Nature : Theory</b>							
<b>Assessment Method (Max .Marks: 100)</b>							
<b>In Semester</b>	<b>Assessment Tool</b>	<b>Cycle Test I</b>	<b>Cycle Test II</b>	<b>Model Examination</b>	<b>Assignment</b>	<b>Attendance</b>	<b>Total</b>
	Marks	10	10	20	5	5	50%
<b>End Semester Weightage</b>							<b>50%</b>
<b>Total</b>							<b>100%</b>

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total LTP	C
UBA18E21	MERCHANT BANKING	2	2	0	4	3

### COURSE RATIONALE

The content of this course is designed to impart the basic knowledge of Merchant banking, issue management process & know the regulatory environment in which the Merchant Bankers operate in India.

INSTRUCTIONAL OBJECTIVES At the end of this course the learner is expected to		Student Outcomes				
1.	Understand the concept of Merchant banking in general	a		b		
2.	Apply the in depth knowledge of Merchant banking in effective management of Pre issues and Post issues of securities	c			d	e
3.	Develop the skills needed to mobilize the funds needed to assist businesses and SEBI as regulator guidelines thus effectively manage the fund requirements	a	b		f	

### UNIT I

Introduction – Merchant Banking – Nature – origin – Merchant Banking in India- Services rendered by Merchant Bankers- Project counseling & preparation of pre investment studies – securities – kinds of securities – design of capital structure – optimum capital structure.

### UNIT II

Issue of shares – Features of Offer documents- Issue of debentures- Issue of Bonus shares – underwriting – minimum subscription & composition issues.

### UNIT III

Pre issue management – types of issues – prospectus- offer for sale – private placement- co ordination – marketing – underwriting – pricing of rights share – book building – pricing of issue – premium - SEBI guidelines for book building , pricing of rights issue & premium

### UNIT IV

Post issue management – Allotment – SEBI guidelines - Registration to the issue – listing agreement – Listing agreement of OTCEI – Mandatory collection centre – withdrawal of applications – advertisement – code of advertisement

### UNIT V

Public deposits – commercial paper- Loan syndication – domestic & foreign – ECB policy – venture capital – guidelines for venture capital – foreign investments & institutional investors – policy of FDI- FII's SEBI guidelines – mergers, amalgamations & Take over – SEBI guidelines

### TEXT BOOKS

1. Merchant banking, H. R. Machiraju, New Age International Publishers
2. Merchant banking & Financial Services, Dr. L. Natarajan, Margham Publications

### REFERENCE BOOKS

1. Indian Financial System and Markets, SidharthaSankarSaha, Tata Mc Graw Hill Education Pvt. Ltd.,
2. Merchant Banking for UG students, Dr. S. Guruswamy, Vijay Nichole

Course Nature : Theory							
Assessment Method (Max .Marks: 100)							
In Semester	Assessm ent Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
End Semester Weightage							50%
Total							100%

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total LTP	C
UBA18E22	STRESS MANAGEMENT	2	2	0	4	3

### COURSE RATIONALE

To provide a broad physical, social and psychological understanding of human stress. The main focus is on presenting a broad background of stress research.

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected to						
1.	Students will be able to understand the management of work related stress at an individual and organizational level	a		b		c
2.	Will help them to develop and implement effective strategies to prevent and manage stress at work.	a	c		h	j

### UNIT I - Understanding Stress

Meaning – Symptoms – Works Related Stress – Individual Stress – Reducing Stress – Burnout.

### UNIT II - Common Stress Factors Time & Career Plateauing

Time Management – Techniques – Importance of planning the day – Time management schedule – Developing concentration – Organizing the Work Area – Prioritizing – Beginning at the start – Techniques for conquering procrastination – Sensible delegation – Taking the right breaks – Learning to say 'No'.

### UNIT III - Crisis Management

Implications – People issues – Environmental issues – Psychological fall outs – Learning to keep calm – Preventing interruptions – Controlling crisis – Importance of good communication – Taking advantage of crisis – Pushing new ideas – Empowerment.

#### UNIT IV - Work Place Humour

Developing a sense of Humour – Learning to laugh – Role of group cohesion and team spirit – Using humour at work – Reducing conflicts with humour.

#### UNIT V - Self Development

Improving Personality – Leading with Integrity – Enhancing Creativity – Effective decision Making – Sensible Communication – The Listening Game – Managing Self – Meditation for peace – Yoga for Life.

#### TEXT BOOK

1. Jeff Davidson, Managing Stress, Prentice Hall of India, New Delhi, 2016

#### REFERENCEBOOKS

1. Cooper, Managing Stress, Sage, 2016
2. Waltshafer, Stress Management ,Cengage Learning, 4th Edition 2016
3. Jeff Davidson, Managing Stress, Prentice Hall of India, New Delhi, 2016
4. Juan R. Alascal, Brucata, Laurel Brucata, Daisy Chauhan. Stress Mastery. Pearson
5. Argyle. The Psychology of Happiness. Tata McGraw Hill. 2016
6. Bartlet. Stress – Perspectives & Process. Tata McGraw Hill. 2016

Course Nature : Theory							
Assessment Method (Max .Marks: 100)							
In Semester	Assessm ent Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
		Marks	10	10	20	5	5
End Semester Weightage							50%
Total							100%

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total LTP	C
UBA18E23	INTEGRATED MARKETING COMMUNICATION	2	2	0	4	3

### COURSE RATIONALE

This course is designed as an introduction to the field of Integrated Marketing Communications (IMC), to help you make better marketing communications decisions. We will define what integrated marketing communications is. We will run through the marketing process and how to elaborate on the important decisions that marketing managers need to take through the marketing process.

INSTRUCTIONAL OBJECTIVES		Student Outcomes			
At the end of this course the learner is expected to					
1.	The objective of the course is to help students understand the principles and practices of marketing communications	a		b	
2.	Involves tools used by marketers to inform consumers and to provide a managerial framework for integrated marketing communications planning.	a		c	j

### UNIT I

Role of IMC in marketing process, IMC planning model, Marketing and promotion process model. Communication process, steps involved in developing IMC program, Advertising Vs Marketing mix, advertising appeal in various stages of PLC

### UNIT II

Advertising objectives and Budgeting: Goal setting – DAGMAR approach, various budgeting methods used. Advertising Agency: Type of agencies, Services offered by various agencies, Criteria for selecting the agencies and evaluation

### **UNIT III**

Media planning: Developing Media plan, Problems encountered, Media Evaluation-Print, Broadcast media, Support media in advertising. Media strategy: Creativity, Elements of creative strategies and its implementation, Importance of Headline and body copy.

### **UNIT IV**

Promotion: Meaning, Importance, tools used, Conventional/unconventional, drawbacks, push& pull strategies, Co-operative advertising, Integration with advertising and publicity

Public relation/ Publicity:- Meaning, Objectives, tools of public relations, Public relation strategies, Goals of publicity, Corporate Advertising – Role, Types, Limitations, PR Vs Publicity.

### **UNIT V**

Monitoring, Evaluation and control: Measurement in advertising, various methods used for evaluation, Pre-testing, Post testing.

Industrial advertising: B 2 B Communication, Special issues in Industrial selling.

International Advertising: Global environment in advertising, Decision areas in international advertising

### **TEXT BOOKS**

1. Chitty, Luck, Valos, Barker and Shimp (2015 – 4th Edition), Integrated Marketing Communications, Cengage Learning, (ISBN 9780170254304).
2. Belch, Belch, Kerr and Powell, (2012) 2nd Edition, Advertising and Promotion: An Integrated Marketing Communication Perspective, McGraw-Hill, Sydney

### **REFERENCE BOOKS**

1. Don E. Schultz, Stanley I. Tannenbaum, Robert F. Lauterborn, Integrated Marketing Communications, McGraw Hill Professional



Course Nature : Theory							
Assessment Method (Max .Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
End Semester Weightage							50%
Total							100%

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total LTP	C
UBA18E24	PROJECT MANAGEMENT	2	2	0	4	3

### COURSE RATIONALE

The aim of this course is to perceive the students to take up any long term or big task as a project and completing the same with successful manner by systematic execution.

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected to						
1.	To get an insight on the nuances of planning, executing and controlling strategies of project management	a				
2.	To motivate the students to become project manager of any project			b	c	h

### UNIT I - Introduction to Projects

Projects – Meaning, nature and significance – Understanding Project Management - Project Management Lifecycle - Project Development Cycle -

### UNIT II - Project Appraisal, Design and Planning

Project Appraisal – Financial appraisal - Technical appraisal - Economical appraisal - Environmental Appraisal - Risk Analysis in Project Appraisal - Project Design - Project Planning - Project Formulation

### **UNIT III - Budgetary Control, Project Cost Management and Selection**

Budgetary Control - Project Cost Management - Project Finance – Assistance from Indian and International Financial Institutions, ECB - Cost Benefit Analysis (CBA) - Social Cost Benefit Analysis (SCBA) - Project Selection

### **UNIT IV - Project Scheduling and Evaluation**

Project Scheduling – Network Analysis - Project Management Structure - HR Areas in Project Management (Leadership, Teams, Motivation, Conflicts, Communication, Co-ordination, Direction) - Project Contracts - Organizing System and Procedures - Project Execution or Implementation - Project Monitoring and Evaluation

### **UNIT V - Project Audit, Closure and Modern Concepts**

Project Audit - Project Termination or Project Close out - Computers in Project Management - Modern Concepts in Project Management - Project Report (Detailed Project Report – DPR)

### **TEXT BOOK**

1. Dr. C.D. Balaji, Project Management, Margham Publications, Chennai, 2016

### **REFERENCE BOOK**

1. Prasanna Chandra, Projects, Planning, Analysis, Selection, Financing, Implementation and Review, 7th edition, Tata McGraw Hill, 2016

<b>Course Nature : Theory</b>							
Assessment Method (Max .Marks: 100)							
In Semester	Assessm ent Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
End Semester Weightage							50%
Total							100%

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total LTP	C
UBA18E25	E-BUSINESS MANAGEMENT	2	2	0	4	3

### COURSE RATIONALE

The purpose of learning this course on E-commerce and Internet is to identify several considerations of internet that affect the choice of IT applications and E-Commerce business models in the present scenario.

INSTRUCTIONAL OBJECTIVES At the end of this course the learner is expected to		Student Outcomes				
1.	Know the Advantages of conducting business online	a				
2.	Understand how to use the web to market products worldwide at a nominal price.			b	j	
3.	Experience the Readily available customer service in encouraging the customer to know more about the product or service.	a			h	i

### UNIT I - Introduction to Internet

The Internet and its basic concepts: - Internet concept, History, Development in India: Technological foundation of internet; Distributed computing; Client – server computing; internet protocol suite; Application of distributed computing; Client server computing; Internet protocol suite in the internet environment. World wide web (www) as the architect – Technology behind the web.

### UNIT II - E-Business

E-business – Meaning, scope, elements; Traditional business and its evolution; Adoption and barriers to digital business – Evolution of web technologies – client server - Applications of internet in business.

### UNIT III - STRATEGIES AND INFRASTRUCTURE

Corporate strategy – Business unit strategies, regional strategies, functional strategies; Digital channel strategies – Mobile commerce strategy, Social media strategy, social CRM strategy, supply chain or ERP strategy, SaaS, cloud computing

### UNIT IV - E-Procurement

E-Procurement – Introduction, related to various functions of an organization, Procurement process – Drivers – cost benefits – Implementation – integration with supplier system.

### UNIT V - Recent trends in E-Business Management and Security Issues

Electronic Data Interchange (EDI) and its applications – Digital documents – Electronic payment system – Electronic cash – electronic wallets – smart cards – security threats – network security.

### TEXT BOOKS

1. Dave Chaffey, Digital business and e-commerce management, Pearson, 6<sup>th</sup> edition.
2. Gary P. Schneider, E-Commerce – Strategy, Technology and Implementation-2011 Course Technology-First India Edition 2016

### REFERENCE BOOKS

1. AgarwalaKamlesh N and AgarwalaDeeksha – Business on the Net Introduction to E – Commerce.
2. Minoli Daniel, Minoli Emma- E- Commerce Technology Handbook.

Course Nature : Theory							
Assessment Method (Max .Marks: 100)							
In Semester	Assessm ent Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
End Semester Weightage							50%
Total							100%

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total LTP	C
UBA18E26	FINANCIAL SERVICES	2	2	0	4	3

Theory: 100 %

### COURSE RATIONALE

Financial Services refer to services provided by the finance industry which encompasses a broad range of organization that deals with the management of money. This course is designed to equip students with the basic understanding and skills required to operate in an increasingly competitive industry environment.

INSTRUCTIONAL OBJECTIVES At the end of this course the learner is expected to		Student Outcomes				
1.	To equip the students with the basic understanding of financial services industry, types of services provided etc	a		c		
2.	To enable the student to understand merchant banking , mutual funds concepts		b		e	
3.	To familiarize the students with the leasing, hire purchase and venture capital concepts	a			g	h

### UNIT I - Financial Services

Meaning- importance- Functions- Components-Types - Overview of Financial Service Market- Growth of Financial Services in India- Problems in Financial Services Sector - Legal& Regulatory Framework.- Factoring- Meaning - Types- Advantages and Disadvantages of Factoring - Cost of factoring - Factoring in India- Recommendations of Kalyanasundaram committee - RBI Guidelines- Forfeiting- Working of Forfeiting - Benefits and Drawbacks of Forfeiting- Factoring vs forfeiting

### UNIT II - Merchant Banking

Meaning – Origin, SEBI Guidelines - **Classification of Merchant Bankers** - Role of Merchant bankers- capital structure decision -public issue- right issue- Prospectus, pricing- Functions - drawbacks. Securitization –Meaning – process- Benefits and securitization in India

### UNIT III - Mutual funds

Introduction -History and current market scenario in India – Types- Investment of Mutual funds- Merits of Mutual Funds - Structure - Asset management company- Registrars- custodians-sales distribution channels- Institutions involved – UTI, LIC, Commercial bank -Entry of private sector- SEBI Guidelines

### UNIT IV - Lease financing

The concept - Legal aspects - merits and demerits of leasing – Types of Leasing- Financial lease Vs Operating Lease- the Indian leasing scenario- Hire purchase: meaning – Features, benefits- **Hire purchase Vs Installment- lease vs hire purchase**- Housing Finance- Introduction- advantages- Methods of Housing Finance – NHB- NHB - role and functions-powers, rights- **HDFC & HUDCO**

### UNIT V

Venture Capital Funds – Introduction- Features of Venture Capital- Financing Stages, -Types –Investment criteria- Importance of venture capital- Private Equity - Angel investors - Venture Capital Investment process -Disinvestment mechanisms. - Credit rating agency- Meaning- basis-merits & defects - credit Rating symbols- types of credit rating- Credit Rating Agencies- CRISIL-IICRA-CARE-, Credit Rating Process, Credit Rating Symbols.- Plastic Money

### TEXT BOOK

1 Financial services – Santhanam

### REFERENCE BOOK

1 Financial services – M.Y. Khan

Course Nature : Theory							
Assessment Method (Max .Marks: 100)							
In Semester	Assessm ent Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
End Semester Weightage							50%
Total							100%

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total LTP	C
UBA18E27	PERFORMANCE AND COMPENSATION MANAGEMENT	2	2	0	4	3

### COURSE RATIONALE

This course aims to impart the understanding about the performance management system and strategies adopted by the organizations to manage employees' performance.

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected to						
1.	To promote understanding issues related to performance management	a		c		
2.	compensation in corporate sector and impart skills in designing, analysis and restructure compensation management system, policies and strategies	a	b	c		h

### UNIT I - Conceptual Framework of Performance Management

Performance management process; Objectives of performance management system; Performance management and performance appraisal; Linkage of performance management system with other HR practices.

### UNIT II - Components of Performance Management System

Performance planning; Ongoing support and coaching; Performance measurement and evaluation; Performance management and appraisal; Methods of performance appraisal; Appraisal Communication; Counseling, Identifying potential for development; Linking pay with performance.

### UNIT III - Implementation and Issues in Performance Management

Implementing performance management system- Strategies and challenges; Characteristics of effective performance metrics; Performance management documentation; Performance management audit; Ethical and legal issues in

performance management; Use of technology and e-PMS, Performance management practices in Indian organizations.

## UNITIV

Role of compensation in organization: economic and behavioral theories related to compensation; strategic perspectives of compensation; compensation as motivational tool; compensation policy

## UNITV

Internal and external equities in compensation system; determining the worth of jobs; understanding inter and intra -industry compensation differentials, designing pay structure and administering compensation package

## TEXT BOOK

1. Bagchi, S. N., Performance management, Cengage Learning India.
2. Bhattacharyya, D.K., Performance management systems and strategies, Pearson Education.
3. Bhattacharya, Compensation management, Excel Books India,.

## REFERENCE BOOKS

1. Armstrong, M. & Baron, A., Performance management and development, Jaico Publishing House, Mumbai.
2. Armstrong, M., Performance management: Key strategies and practical guidelines, Kogan Page, London.
3. Bagchi, S. N., Performance management, Cengage Learning India.
4. Bhattacharyya, D.K., Performance management systems and strategies, Pearson Education.
5. Milkovich, George T and Newman J.M., Compensation, Tata McGraw Hill
6. Henderson, R.O., Compensation Management, Pearson Education
7. Martocchio, J.J., Strategic Compensation, Pearson Education

Course Nature : Theory							
Assessment Method (Max .Marks: 100)							
In Semester	Assessm ent Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
		Marks	10	10	20	5	5
End Semester Weightage							50%
Total							100%



SUBJECT CODE	SUBJECT TITLE	L	T	P	Total LTP	C
UBA18E28	CUSTOMER RELATIONSHIP MANAGEMENT	2	2	0	4	3

### COURSE RATIONALE

The course provides an insight to the concepts, applications, e-CRM solutions and implementation of CRM.

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected to						
1.	To enable students understand the concept of Customer Relationship Management,	a			i	
2.	CRM applications in Consumer and Business Markets	a		b		
3.	Application of Technological tools for e-CRM solutions.		c		g	h

### UNIT I - The Concept of Customer Relationship Management

Introduction- evolution, benefits -explosion of CRM in retail marketing and IT-enablers of growth of CRM- -Adoption and implementation of CRM-conceptual foundations of CRM-building customer relationship.

### UNIT II - CRM Applications in Consumer and Business Markets

CRM in service industries-B2C, Banking, Insurance, telecom, Hospitality, HealthCare, Airlines etc.,-CRM in B2B markets. Impact of service quality on loyalty

### UNIT III - Technological tools for CRM

Components of CRM solutions-Introduction-Data Ware housing-Data mining-campaign management-sales force automation-Customer Service and Support-Role of interactive Technologies-Product offerings in the CRM Market Space-Contact Centers for CRM.

#### UNIT IV - CRM Implementation

Implementation road map-Developing a relationship orientation-customer centric marketing and processes-Building organizational capabilities through Internal Marketing-Issues in Implementing a Technology solution for CRM

#### UNIT V - Operational Issues in Implementing CRM

Process view of CRM-learning from customer defections-customer retention plans-evaluating retention programs.

#### TEXT BOOK

1. G.Shainesh and JagdishN.Seth,CRM,McMillan,
2. Jagdish N Sheth,AtulParvathiyar and G.Shainesh, "CRM:Emerging Concepts, Tools and applications", Tata McGrawHill

#### REFERENCEBOOKS

1. Jill Dyche, 'The CRM Handbook 'Pearson Education.
2. Francis Buttle, "CRM Concepts & Technologies", Rout ledge, Second Edition.

Course Nature : Theory							
Assessment Method (Max .Marks: 100)							
In Semester	Assessm ent Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
End Semester Weightage							50%
Total							100%

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total L T P	C
UBA18E29	BUSINESS PROCESS OUTSOURCING	2	2	0	4	3

#### COURSE RATIONALE

The purpose of learning this course on Business Outsourcing is to understand the challenges that is faced by industry witness to Outsourcing business activity

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected to						
1.	Upon completion of this course, each student should have a stronger appreciation of the various issues concerned with business outsourcing.	a	b	c	e	h

### UNIT I

Outsourcing – Definition, need and scope – Guidelines – Issues – Best practices - Competitiveness – Evaluation – achieving business transformation -- Business Model.

### UNIT II

Call centres – Evolution, Technology and Success factors.

### UNIT III

Business Process Outsourcing – Service scope, benefits – Indian Scenario – Framework for execution – Managing transition

### UNIT IV

Business Processes – Types – Strategy and Process of outsourcing – Challenges -- Classification of BPO outfits – Models – Governance – Legal issues – Regulatory issues.

### UNIT V

Service supplier selection – service level agreement – Transition from BPO to KPO up the value chain – The road ahead for business outsourcing – Pre-requisites and precautions – Service quality issues in business outsourcing

### TEXT BOOK

1. Business Process Outsourcing – A supply chain of expertises – Vinod V. Sople – Eastern Economy Edition – 2016 Edition – PHI Learning Pvt. Ltd. , New Delhi.

## REFERENCE BOOK

1. Outsourcing and in sourcing in an International context – Marc J. Schniederjans et al – 2016 edition – Prentice Hall of India.

<b>Course Nature : Theory</b>							
Assessment Method (Max .Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
End Semester Weightage							50%
Total							100%

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total LTP	C
UBA18E30	INFORMATION TECHNOLOGY FOR RETAIL MANAGEMENT	2	2	0	4	3

## COURSE RATIONALE

To provide the contemporary issues in the Information Technology for Retail and to facilitate a better user friendly environment

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected to						
1.	Understand the various technologies, advantages and challenges in IT in retail industry.	a		c		
2.	Contextualize the concepts of Information Technology for Retail	a		h		j

## UNIT I - Introduction

Introduction to Information technology – Personal computer – Hardware – Software – Modern businesses & IT

## UNIT II - Modern Electronic Payment Methods

Traditional payment system – Digital token based system – Credit cards – Smart cards – Biometrics – SMS (Short messaging services) – P2P payment system (People to People)

## UNIT III - Enterprise Resource Planning

Advantages and challenges of ERP systems – Implementing ERP – Implementing methodologies - Approaches and stages

## UNIT IV - IT in SCM and CRM

Supply chain management – IT tools for SCM – Relationship marketing strategies Advantages of CRM – E-CRM tools and applications

## UNIT V - Emerging Retail Technologies

Mobile computing and its applications – M-commerce – E-commerce- Global positioning system & Geographic information system

## TEXT BOOK

1. GiridharJoshi, Information Technology for Retail (IInd Edition), Oxford University press Publisher.

## REFERENCE BOOK

1. Information Technology for Retail (IInd Edition) - Author: GiridharJoshi  
Publisher: Oxford University press

Course Nature : Theory							
Assessment Method (Max .Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
End Semester Weightage							50%
Total							100%

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total LTP	C
UES18501	ENVIRONMENTAL STUDIES	3	0	0	3	3

INSTRUCTIONAL OBJECTIVES At the end of this course the learner is expected to		Student Outcomes				
1.	To gain knowledge on the importance of Natural resources and energy.	a		b		
2.	To understand the structure and function of an Ecosystem.	a	c			
3.	To imbibe an aesthetic value with respect to biodiversity, understand the threats and its conservation and appreciate the concept of interdependence	f		g		
4	To understand the causes of types of pollution and disaster management	a			g	
5	To observe and discover the surrounding environment through field work.	b	g			h

### UNIT I - Introduction to Natural Resources/Energy

Natural Resources – Definition – Scope and Importance – Need for Public Awareness – Renewable and Non-renewable Resources: Natural resources and associated problems. Forest resources and over-exploitation – Water resources and over-utilization – Mineral resource extraction and its effects - Food resources - food problems and Modern agriculture - Energy resources and its future.

### UNIT II - Ecosystems

Concept of an ecosystem-structure and function of an ecosystem-producers, consumers and decomposers- ecological succession- food chains(any 2 Examples)- food webs(any 2 Examples)-ecological pyramids.

### **UNIT III - Environmental Pollution /Disaster Management**

Definition-causes, effects and control measures of : Air, Water and Soil pollution- e-waste management- Disaster management: Natural and man-made-food/earthquake/cyclone, tsunami and landslides.

### **UNITIV - Social Issues and The Environment**

Sustainable development- Climate change: global warming, acid rain, ozone layer depletion and nuclear radiation- Environment Protection Act (any 2) air, water, wildlife and forest.

### **UNITV - Human Population and The Environment**

Population growth, variation among nations - Population explosion—Family Welfare Program - Environment and human health - Human rights - Value education - HIV/AIDS - Women and Child Welfare - Role of Information Technology in environment and human health.

### **FIELD WORK**

Students will visit any one of the following place of interest and submit a written report by the end of the semester:

1. Visit to a hospital/industry/canteen for solid waste management
2. Visit to a chemical industry to study about the practices followed there for waste disposal
3. Visit to Vandalur zoo for study of animal conservation/plants- flora and fauna
4. Study of simple ecosystems-lake/hill slopes
5. Naming the trees in the campus at SRM
6. Study of common plants, insects, birds in the neighbourhood
7. Study of common diseases and their prevention
8. Optional: Street plays and rally for awareness of obesity/diabetes/ vitamin D deficiency/health issues/ waste management/ solid waste management/ no plastics/ energy consumption/wild life protection.

## REFERENCE BOOKS

1. BharuchaErach, (2013), Textbook of Environmental Studies for Undergraduate Courses (Second edition). Telangana, India: Orient BlackSwan.
2. BasuMahua, Savarimuthu Xavier, (2017), SJ Fundamentals of Environmental Studies. Cambridge, United Kingdom: Cambridge University Press.
3. Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.
4. De A.K., Environmental Chemistry, Wiley Eastern Ltd.

## E-BOOK

1. BharuchaErach, the Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad – 380013, India, Email:mapin@icenet.net (R)

Course Nature : Theory							
Assessment Method (Max .Marks: 100)							
In Semester	Assessm ent Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
		Marks	10	10	20	5	5
End Semester Weightage							50%
Total							100%



## VI SEMESTER

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total L T P	C
UBA18601	STRATEGIC MANAGEMENT	3	2	0	5	4

### COURSE RATIONALE

Focuses on corporate and divisional policy formulation and implementation. The knowledge and techniques learned in earlier courses will be applied in an integrated fashion to the process of strategic decision making and organizational change. Among the topics considered in the course will be the relationships of organizations to their environments, the hierarchy of organizational objectives, structured as well as informal approaches to strategic planning, the integration of business functions, organizational structure, and policy implementation and evaluation. A significant aspect of the course is devoted to assessing the competitive dynamics of firms.

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected to						
1.	To develop an understanding of the concepts, tools and techniques of corporate strategic management so as to enable them to develop analytical and conceptual skills and the ability to look at the totality of situations	a		b	c	
2.	To learn the role that various models developed by different thinkers to improve strategic thinking	a	c	e		f
3.	To familiarize with the different concepts and practices of the strategic decision making and analysis of external environment	a		f		h

### UNIT I - Background and Basics

Business-Characteristics and features of Modern Business-Business as an Economic –Social and Mixed System-Types of Markets, Division of Business, Forms of growth of Business-Macro, Micro-Global view, Business Environment

## **UNIT II - Basics of Business Policy**

Business Policy-Types, Basic concepts of policy-Programs, procedures, budgets, Objectives, rules, tactics-Differences among policy, strategy, Program and tactics. Environmental Scans and Forecasts, Michael Porter's five forces-opportunities and Threats, Internal analysis-Strength and Weaknesses, SWOT & Competitive advantage

## **UNIT III - Strategic Management**

Introduction, Strategic Management, Business Policy, Corporate Strategy, Basic Concept of Strategic Management, Mission, Vision, Objectives, Impact of globalization, Basic Model of Strategic Management, Strategic Decision Making.

## **UNIT IV - Strategic Planning & Choice**

Strategic planning-Types-Components of the Planning Process, Business Philosophy, Setting quantified corporate objectives. – MBO & MBE- Generating Strategic Alternatives –Existing Business and Diversification strategies, Strategic Choice, Functional Strategies, Portfolio Analysis-BCG Matrix, GE Matrix, Hofer's Matrix

## **UNIT V - STRATEGIC IMPLEMENTATION, EVALUATION AND CONTROL**

McKinsey's seven's' Model- Strategy Implementation through structure, through Human Resource Management: through values and ethics. Organization Life Cycle, Strategic Information System., Directing, Evaluation and Control of Performance; Feedbacks on overall Process

## **TEXT BOOK**

1. Dr.S.Sankaran, Policy & Strategic Management, Margham Publications,2016

## **REFERENCE BOOKS**

1. Thomas L. Wheelen,J.David Hunger, ,Strategic Management and Business policy,12<sup>th</sup> edition,2016
2. Prasad L.M, "*Strategic Management*", Sultan Chand & Sons, 2016
3. AzharKazmi, "*Strategic Management & Business Policy*", Tata McGraw Hill,

Course Nature : Theory							
Assessment Method (Max .Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
End Semester Weightage							50%
Total							100%

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total LTP	C
UBA18602	ENTREPRENEURIAL DEVELOPMENT	3	2	0	5	4

### COURSE RATIONALE

This course inspires entrepreneurial development through interactive lectures, workshops, and case studies in contemporary situations. Students will gain awareness of entrepreneurial skills, sources, structures and dynamics. Students will develop individual and group skills for generating innovative ideas and find ways to apply these ideas to address current issues and problems in different industries and settings.

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected to						
1.	Understanding of the sources of opportunities and development of the skills to identify and analyze these opportunities for entrepreneurship.	a		b		
2.	Understanding of the industry dynamics of and factors for developing successful innovations and apply this understanding to different sectors	a			h	
3.	Development of a personal skill set for entrepreneurship and specific concepts and tools for combining and managing an organization.	b		c		j

## **UNIT I**

Concept of Entrepreneurship -Entrepreneurship – Meaning – Types – Qualities of an Entrepreneur – Classification of Entrepreneurs – Factors influencing Entrepreneurship – Functions of Entrepreneur

## **UNIT II**

Entrepreneurial Development – Agencies Commercial Banks – District Industries Centre – National small Industries Corporation – Small Industries Development organization – Small Industries Service Institute. All India Financial Institutions – IDBI – IFCI – ICICI – IRDBI.

## **UNIT III**

Project Management Business idea generation techniques – Identification of Business opportunities – Feasibility study – Marketing, Finance, Technology & Legal Formalities – Preparation of Project Report – Tools of appraisal.

## **UNIT IV**

Entrepreneurial Development Programmes (EDP) – Role, relevance, and achievements – Role of Government in organizing EDPs – Critical Evaluation.

## **UNIT V**

Economic development and entrepreneurial growth Role of entrepreneur in economic growth – Strategic approaches in the changing Economic scenario for small scale Entrepreneurs – Networking, Niche play, Geographic Concentration, Franchising/Dealership – Development of Women Entrepreneurship.

## **TEXT BOOKS**

1. Jayshree Suresh, "Entrepreneurial Development", Margham Publications, Reprint 2016

## REFERENCE BOOKS

1. Dr.C.B. Gupta, Dr.N.P.Srinivasan, "Entrepreneurial Development", Sultan Chand & Sons, New Delhi, 2016
2. P.Saravanel, "Entrepreneurial Development", Ess Pee kay Publishing House, Chennai, .
3. Vasant Desai, "Project Management". Edition, 2. Publisher, Himalaya Publishing House, New Delhi, 2016.

Course Nature : Theory							
Assessment Method (Max .Marks: 100)							
In Semester	Assessm ent Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
End Semester Weightage							50%
Total							100%

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total L T P	C
UBA18603	BUSINESS ETHICS AND CORPORATE GOVERNANCE	3	2	0	5	4

## COURSE RATIONALE

To disseminate the theory and practice of ethical conduct in all business practices and to gain insight into the extent of ethical misconduct in the workplace and the pressures for unethical behavior. To understand the principles and practices of corporate governance.

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected to						
1.	To equip students with understanding of the ethical philosophies, principles, models that directly and indirectly affect business.	a		c		e
2.	To understand the link between business ethics and social responsibility	b		c		f
3.	Examine the foundations and evolution of business ethics.	a		b		f
4	To comprehend on the principles, practices, problems of corporate governance	b		g	h	

## **UNIT I**

Role and importance of Business Ethics and Values in Business – Definition of Business Ethics – Impact on Business Policy and Business Strategy – Role of CEO – Impact on the Business Culture.

## **UNIT II**

Types of Ethical Issues – Ethics – Internal: Hiring, Employees – Promotion, Discipline, Job Description, Exploitation of employees. Ethics External: Consumers, Fair Prices, False Claims.

## **UNIT III**

Environment protection – Natural – Physical – Society – Relationship of Values and Ethics – Indian Ethos – Impact on the performance

## **UNIT IV**

Social Responsibilities of Business towards Shareholders – Employees – Customers, Dealers, Vendors and Government – Social Audit.

## **UNIT V**

Principles and practices of corporate governance; Corporate Governance Reforms; Major Corporate Scandals in India and Abroad: Common Governance, Problems Noticed in various Corporate Failures, Codes & Standards on Corporate Governance

## **TEXT BOOKS**

1. Memoria & Memoria - Business Policy
2. David J. Fritzsche - Business Ethics
3. Mandal, S.K . Ethics in Business and Corporate Governance, 2/e; New Delhi: McGraw Hill Education

## **REFERENCE BOOKS**

1. William H Shaw - Business Ethics
2. Velasquez - Business Ethics 5th Edition – Prentice Hall of India
3. Peter Madsen & Jay M Shafritz - Essential of Business Ethics

Course Nature : Theory							
Assessment Method (Max .Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
End Semester Weightage							50%
Total							100%

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total LTP	C
UBA18604	INTERNSHIP AND PROJECT WORK	4	0	0	4	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected to						
1.	To bridge the gap between industry and institution.	a				
2.	To gain 'on the field' experience and identify contemporary problems faced by the industry			b		c
3.	To equip students for placements	a	f		g	
4	To gain practical exposure to become future professionals.	g		h		i

### INTERNSHIP AND PROJECT WORK

Each candidate has to undergo internship for not less than 30 days in any industry during the 4th Semester holidays and has to submit the report for the same in the 6th Semester.

### GUIDELINES FOR PROJECT WORK

1. Candidate should submit the internship certificate to the supervisor.
2. Project can be in any field of specialization (HR, Finance, Systems, Marketing and related Management based topics)
3. The project report should be neatly presented in not less than 60 pages.
4. Paper size should be A4

5. 1.5 spacing should be used for typing the general text. The text should be 'justified' and typed in the font style (Font: Times New Roman, Font Size:12pt for text, 14pt for sub-headings)
6. The candidate should submit the periodical report of the project to the supervisor.
7. TWO reviews would be conducted before the viva-voce.
8. Each candidate should submit 2 hard copies and one soft copy in CD to the Department. After the evaluation of the project report one hard copy would be returned to the candidate.

## EVALUATION SCHEME

Project Evaluation and Viva voce- Internal -50 Marks  
External Examiner -50 Marks.

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**Total Marks - 100**  
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**NOTE:** If a candidate fails to submit the Project report or fails to appear for the viva-voce examination then it will be considered as 'Arrear' Paper.

<b>Course Nature : Project</b>							
Assessment Method (Max .Marks: 100)							
In Semester	Assessment Tool	Review I	Review II	Review III		Attendance	Total
	Marks	10	10	20		10	50%
<b>End Semester Weightage</b>							50%
<b>Total</b>							100%

<b>UBA18E31</b>	<b>STOCK MARKET ANALYSIS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Total</b>	<b>C</b>
		<b>2</b>	<b>2</b>	<b>0</b>	<b>4</b>	<b>3</b>

### COURSE RATIONALE

The content of this course is designed to impart the basic knowledge of investments, stock markets, analysis of securities, determination of risk & their applications in making sound investment decisions.



INSTRUCTIONAL OBJECTIVES At the end of this course the learner is expected to		Student Outcomes			
1.	Understand the Financial system & Markets in general	a		c	
2.	Apply the in depth knowledge on security analysis to find out the various effects of market fluctuation.	a	b		e
3.	Develop the skills needed to analyze and manage risks in investments with the ultimate objective of helping the students make sound investment decisions	a		f	g

### UNIT I

Introduction – financial system- Financial system in India - Stock markets – primary market - Functions of primary market - Methods of floating new issues- Secondary market -Origin of secondary market - Characteristics & functions of secondary market- Important stock exchanges in India & abroad - Methods of trading in stock

### UNIT II

Approaches to security analysis - Fundamental analysis - Economic analysis- agriculture, GDP - Savings, inflation & political stability - Industry analysis- life cycle of an industry, future prospects - Company analysis- analysis of financial statements - Use of ratio's in analysis - Fundamental valuation models

### UNIT III

Technical analysis- assumptions - Difference between fundamental & technical analysis - Theories, movement of stock prices – Dove theory - Chartist method – charts, line charts - Bar charts, Japanese candle sticks - Point & figures chart, chart patterns- Support & resistance, head and shoulders - Moving average, oscillator, Triangles- Elloit wave theory.

## UNIT IV

Efficient market hypothesis - Weak form – Random Walk theory- assumptions - Simulation test, serial correlation test, empirical tests of weak form - Run test, filter test, relative strength method - Semi strong form- market reaction test - Strong form - Performance of mutual fund - Limitations of efficient market hypothesis - Functions of analysts & investor in random walk market

## UNIT V

Risk , classification of risk - Methods of measurement of risk - Assigning risk allowances - Stating predictions scientifically - Standard deviations, variance & covariance - Risk & credit rating, symbols of CRISIL, ICRA, CARE - Returns, measures of returns - Modern methods- holding period year, statistical methods- Technology in trading – Block chain- Trading platforms

## TEXT BOOKS

1. Investment Management, Dr. L. Natarajan, Margham Publishers,
2. Fundamentals of Investment Management, Prof. Y. P. Singh, Galgotia Publishing Company

## REFERENCEBOOKS

1. Investment Analysis and Portfolio Management, Prasanna Chandra, Mc Graw Hill Publications
3. Security Analysis and Portfolio Management, S. Kevin, Prentice Hall of India
4. Security Analysis and Portfolio Management, Donald. E. Fischer, Ronald J. Jordan, Pearson Education.
5. Security Analysis and Portfolio Management, Dr.VanitaTripathi, Taxmann's

Course Nature : Project						
Assessment Method (Max .Marks: 100)						
In Semester	Assessment Tool	Review I	Review II	Review III	Attendance	Total
		Marks	10	10	20	10
End Semester Weightage						50%
Total						100%

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total L T P	C
UBA18E32	COMPETENCY MANAGEMENT AND SUCCESSION PLANNING	2	2	0	4	3

### COURSE RATIONALE

This course aims to impart the understanding about the performance management system and strategies adopted by the organizations to manage employees' performance.

INSTRUCTIONAL OBJECTIVES		Student Outcomes			
At the end of this course the learner is expected to					
1.	To promote understanding issues related to performance management	a		c	
2.	compensation in corporate sector and impart skills in designing, analysis and restructure compensation management system, policies and strategies	a			b

### UNIT I

Compensation management – An Introduction: Compensation Management, Compensation and Non-compensation Dimensions, 3-P Concept in Compensation Management, Compensation as Retention Strategy, Compensation for Special Groups, Significant Compensation Issues.

### UNIT II

Job Evaluation, Grading and Compensation Structure: Concept of Salary Structure, Salary Progression, Methods of Payment, Limitations of Job Related Compensation, Competency based Compensation (Broad pay bands and 360 degree feedback)

### UNIT III

Wages and Salary Administration at Macro (National) Level: Wage Concept, Wage Policy, Institutional Mechanisms for Wage Determination, Pay Commission, Wage Boards, Public Sector Pay Revision, ILO and Collective Bargaining, Union Role in Wage and Salary Administration.

#### UNIT IV

Job Evaluation: Compensation Strategy at Micro Level, Concept of Equity, Job Evaluation - Methods of job evaluation and System of job evaluation, Process of Job Evaluation, Problems Involved in Job Evaluation.

#### UNIT V

Incentive Schemes: Pay for Performance: Types of Incentive Schemes, Wage Incentive Plans, Pre-requisites of Effective Incentive Schemes, Merits and Demerits of Incentives, Pay for Performance Plans

Family Business Governance: Family constitution; Content and process; Managing the transition of ownership and decision-making; Managing successor development strategy.

CHALLENGES IN TRANSITION: Siblings and cousins: Issues and Challenges; Conflict resolution and management; Succession management and sustainable competitive advantage.

#### TEXT BOOK

1. Competency Mapping for Superior Results, Dr.Sraban Mukherjee, Tata McGraw Hill Pvt Ltd, New Delhi, 2011.
2. The Handbook of Competency Mapping: Understanding, Designing and Implementing Competency Models in Organizations, Seema Sanghi, Sage Publications,

#### REFERENCE BOOK

1. Competency Based HRM, Shermon Ganesh, 1st Edition, Tata McGraw Hill

<b>Course Nature : Theory</b>							
Assessment Method (Max .Marks: 100)							
In Semester	Assessm ent Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
End Semester Weightage							50%
Total							100%

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total LTP	C
UBA18E33	E-COMMERCE AND DIGITAL MARKETING	2	2	0	4	3

### COURSE RATIONALE

The course examines digital marketing strategy, implementation and executional considerations for B to B and B to C brands and provides a detailed understanding of all digital channels and platforms. Students will complete the course with a comprehensive knowledge of and experience with how to develop an integrated digital marketing strategy, from formulation to implementation.

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected to						
1.	Understand how and why to use digital marketing for multiple goals within a larger marketing and/or media strategy	a		c		
2.	Understand the major digital marketing channels - online advertising: Digital display, video, mobile, search engine, and social media	a	b		f	j
3.	Learn to develop, evaluate, and execute a comprehensive digital marketing strategy and plan	g			h	i

### UNIT I

Fundamental of E-Commerce, E-commerce and E-Business, -Features of E-commerce's,- Customer service and service quality- B2B, B2C, C2C,P2P -E-commerce models -E Governance.

### UNIT II

Digital Signature- digital certificate- concept of encryption and cryptography - Public and secret key encryption -IT act to legalize - E-commerce- consumer protection in cyberspace.

### UNIT III

Principal of Digital Marketing, Comparison of Traditional and Digital Marketing, Statistics of Digital Marketing, Benefits of Digital marketing, Latest Digital marketing trends, Digital marketing platforms, Digital Marketing strategy for websites

### UNIT IV

Search Engine Marketing (SEM): Introduction to Paid Marketing, Google Ad Words ,account and billing settings ,Types of Campaigns, PPC Campaign Setup , Shopping Campaigns, Dynamic search campaigns, Display Ads Campaigns , Remarketing campaigns, Mobile Apps marketing, Video Marketing

### UNIT V

Social Media Marketing- Introduction to social media marketing ,Face book marketing, Face book advertising ,YouTube marketing ,Twitter marketing ,Google+ marketing, LinkedIn marketing ,Pinterest marketing, Stumble Upon Document Sharing Site

### TEXT BOOK

1. E-Commerce : An indian perspective, S.J.Joseph,P.T., PHI

### REFERENCE BOOK

1. Social media Marketing- all-in-one for dummies, Jan Zimmerman, Deborah Ng.

Course Nature : Theory							
Assessment Method (Max .Marks: 100)							
In Semester	Assessm ent Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
End Semester Weightage							50%
Total							100%

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total LTP	C
UBA18E34	BUSINESS TAXATION	2	2	0	4	3

### COURSE RATIONALE

In this course is designed to equip you will learn how to file tax returns and pay taxes at the Central and state levels and the business may also be responsible for collecting taxes paid by others and remitting those to the government. Each business has its own specific requirements, which are determined by its business activity, location, and other details.

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected to						
1.	To acquire the students with basic principles and provisions of direct and indirect tax laws and to develop the tax knowledge regarding tax laws and practices.	a		c		
2.	To give an understanding level of the relevant provisions of Direct tax and its tax filling methods		b		e	
3.	To introduce practical aspects of tax planning as an important managerial decision-making purpose.	a			g	h

### UNIT I

Taxes-meaning-Types-History-principles of taxation – canons of taxation-features-Difference between direct and indirect tax - Basic concepts - Definitions - Assesses - Assessment year - Previous year

### UNIT II

Residential Status - Agricultural income -Heads of Income - Income from Salaries

### **UNIT III**

Income from House property - Income from Business or Profession (**Simple problems**) -Income Tax Returns Filing, Forms. Indirect Taxes -Customs duty, types of customs duty - valuation of goods -clearance of goods - warehousing provisions - Duty drawback provisions

### **UNIT IV**

Central excise duty- concept and definitions - Basis of levy- Types of Excise Duty- Classification and Valuation of Goods – Clearance of Goods – Procedure for assessment and payment of excise duty –The Central Sales Tax Act, 1956 - Inter-State sales, Intra-State sales and sales in the course of import and export duty- VAT.

### **UNIT V**

Assessment Procedure - Income tax Authorities - Penalties - Assessment of Fringe Benefit Tax- movement towards GST.

### **TEXT BOOKS**

1. Business Taxation by T.S.Reddy and Dr.Y.Hari Prasad Reddy, Margham Publication, Chennai, 2017
2. DinkarPagare, Income Tax Law and Practice, Sultan Chand & Sons, New Delhi, 2017
3. Gaur V.P &Narang K.L, Income Tax Law and Practice, Kalyani Publishers, New Delhi, 2017.

### **REFERENCE BOOK**

1. Dr.Vinod K Singhania, Monica Singhania, Students Guide to Income Tax, Tax man Publications Pvt Ltd., New Delhi.



<b>Course Nature : Theory</b>							
Assessment Method (Max .Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
End Semester Weightage							50%
Total							100%

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total LTP	C
UBA18E35	TALENT MANAGEMENT	2	2	0	4	3

### COURSE RATIONALE

This course is designed to impart the understanding about talent management and strategies adopted by the organizations to build the talent succession. Also to give in depth knowledge on practices to identify, integrate, and retain talent in an organization to deliver high performance.

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected to						
1.	What is talent management and how critical is it for the organizations excellence	a		b		
2.	Explain the stages in talent planning	b		c		
3.	Summarize the process of creating/ identifying talent and creating a talent pipe line	c		f	g	
4	Describe how the talent is being searched in an organization and recognized	b		e		
5	Describe the ways to improve talents in an organization	g			h	
6	Describe the process of performance management, talent retention in an organization			f	i	
7	Talent management best practices	g		h		j

## **UNIT I**

Talent Management Concepts – What is talent management?, Why talent management? Integration with HRM activities (Integrated talent management)-talent management framework and models – Recent models like Bersin& associates ,four step approach to talent management by Campbell.

## **UNITII**

Talent management planning -What is talent pipe line – Job analysis – Factors affect talent planning- Methods of talent planning (using the tools like excel , other tools from industry) recruitment methods ( internal and external sourcing)-modern methods in recruitment and selection ( E- recruitment ,Virtual , Linked in , twitter , AI based recruitment)- on boarding – Induction- Mock interviews Improving talents through – Coaching – Mentoring – Videos on coaching and mentoring- Job rotation – cross killing – up skilling- motivation-counseling

## **UNITIII**

Performance management – methods in measuring performance ( force choice , appraisal form, critical incident) and productivity – Normalization- Bell curve- Bias in performance assessment-how to overcome and do a roust assessment

## **UNITIV**

Compensation plan – how to structure rewards plan – elements of rewards and recognition -Monetary and non-monetary rewards scheme – examples from industry- Various approaches to retain talents- Staggered pay systems-

## **UNITV**

Talent management best practices from industry – talent audit- challenges in talent management/ contemporary issues

## **TEXT BOOK**

1. Berger L.A and Berger D.R, The Talent management handbook, McGraw Hill Education India

## REFERENCE BOOK

1. Shukla, R., Talent management: Process of developing and integrating skilled worker, Global India Publications, New Delhi.
2. Silzer, R. and Dowell, B.E. (eds.), Strategy drive talent management: A leadership imperative, Publication of the Society for Industrial and Organizational Psychology.
3. Hasan, M., Singh, A. K., Dhamija, S. (eds.), Talent management in India: Challenges and opportunities, Atlantic Publishers & Distributors

Course Nature : Theory							
Assessment Method (Max .Marks: 100)							
In Semester	Assessm ent Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
End Semester Weightage							50%
Total							100%

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total LTP	C
UBA18E36	INTERNATIONAL MARKETING	2	2	0	4	3

## COURSE RATIONALE

This course aims to develop an advanced understanding of the international marketing environment, the international marketing mix, and international marketing strategy.

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected to						
1.	Upon satisfactory completion of this course competency, a student should have the ability to analyze, discuss, describe, and demonstrate the marketing processes and strategies that firms utilize when marketing their products	a	b	c	d	i

### **UNIT I - Introduction to International Marketing**

Introduction, Scope of International Marketing, International Marketing vs. Domestic Marketing, Principles of International Marketing, Customer value and the value equation, Competitive or differential advantage, Management Orientations, MNCs and TNCs, Benefits of international marketing.

### **UNIT II - International Trade Environment**

Introduction, classical trade theories, modern trade theories, trade barriers, quotas, Implications of Tariffs, Types of Agreements, General Agreement on Tariffs and Trade (GATT), Functions and Objectives of WTO, Implication of WTO on International Marketing, India's Role in International Trade Theories.

### **UNIT III - International Market Entry Strategies**

Introduction, Different Entry Modes and Market Entry Strategies, joint Ventures, Strategic Alliances, Direct Investment, Manufacturing and Franchising.

### **UNIT IV - International Pricing Policy**

Introduction, Price and Non-Price Factors, Methods of Pricing, International Pricing Strategies, Dumping and Price Distortion, Counter Trade

### **UNIT V - Foreign Markets and Export Marketing Process**

Introduction, choosing appropriate mode of operations, Issues Related to Exports, processing an Export Order, Entering into export contract, Export Pricing and Costing, Export-Import (EXIM) Policy, 2002-2007

### **TEXT BOOKS**

1. International Marketing with Power Web by Philip R. Cateora, John Graham, Publisher: McGraw-Hill/Irwin
2. Global Marketing (3rd Edition) by Warren J. Keegan, Mark Green, Publisher: Prentice Hall

### **REFERENCE BOOKS**

1. Global Marketing Management by Masaaki Kotabe, KristiaanHelsen, Publisher: Wiley
2. Global Marketing: Foreign Entry, Local Marketing, and Global Management by Johnny K. Johansson, Publisher: McGraw-Hill/Irwin

Course Nature : Theory							
Assessment Method (Max .Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
End Semester Weightage							50%
Total							100%

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total L T P	C
CAC18601	COMMUNICATION SKILLS	2	0	0	2	2

INSTRUCTIONAL OBJECTIVES		Student Outcomes					
At the end of this course the learner is expected:							
1.	To actively participate in formal discussions and manifest professional skills such as working in team, empathy, communicating appropriately and assertiveness	d	e	f	h	m	n
2.	To foster problem solving and decision making skills through case studies on work ethics, decision making, organizational behavior etc.,	d	e	f	h	m	n
3.	To build confidence to face audience and overcome stage fear with necessary training in public speaking and presentation skills	d	e	f	h	m	n
4.	To develop written business communication skills	d	e	f	h	m	n

### UNIT I

Etiquettes- social, professional, communication, dining and grooming etiquettes

### UNIT II

Interpersonal skills- Empathy, Managing conflicts, Effective decision making

### **UNIT III**

Team work- Role of leader and effective leadership, Role of team members and team ethics,  
Case study analysis (in teams) to understand team dynamics

### **UNIT IV**

Professional writing- Report, Letter, Summary and e-mail

### **UNIT V**

Presentation skills- Importance of verbal and non-verbal communication, Body language, Use of appropriate language

### **REFERENCE BOOKS**

1. 'How to deliver a presentation' By Paul Newton; e-book
2. 'A-Z of Presentation' By Eric Garner; e-book
3. 'Emotional Intelligence' By Daniel Coleman