

RAJAH SERFOJI GOVERNMENT COLLEGE (AUTONOMOUS)
(Accredited with Be++ by NAAC)
Thanjavur – 613 005

DEPARTMENT OF BUSINESS ADMINISTRATION

BOARD OF STUDIES 2015-2016

(Under Business Administration CBCS Pattern)

(For the candidates admitted from 2015 onwards)

RAJAH SERFOJI GOVERNMENT COLLEGE (AUTONOMOUS), THANJAVUR – 613 005
COURSE STRUCTURE FOR B.B.A., UNDER CBCS

SUBJECT: BUSINESS ADMINISTRATION

(Applicable to the candidates admitted from the academic year 2015-2016 onwards)

PART	CODE	COURSE	TITLE	HRS	MARKS		TOTAL	CREDIT
					IE	WE		
I SEMESTER								
I	RR1T1	LT	PART I Tamil – I	6	25	75	100	3
II	RR1E1	LE	PART – II English – I	6	25	75	100	3
III	RR1BA1	CC1	Management principles	5	25	75	100	5
III	RR1BA2	CC2	Marketing Management	5	25	75	100	5
III	RR1ABA1	Allied 1	Mathematics and Statistics for management	6	25	75	100	4
IV	RR1VE	VE	Value Education	2	25	75	100	2
TOTAL				30			600	
II SEMESTER								
I	RR2T2	LT	PART I Tamil – II	6	25	75	100	3
II	RR2E2	LE	PART – II English – II	6	25	75	100	3
III	RR2BA3	CC3	Organizational behaviour	6	25	75	100	5
III	RR2ABA2	Allied 2	Accounting for managers	5	25	75	100	4
III	R2ABA3	Allied 3	Managerial Economics	5	25	75	100	4
IV	RR2ES	ES	Environmental studies	2	25	75	100	2
TOTAL				30			600	

PART	CODE	COURSE	TITLE	HRS	MARKS		TOTAL	CREDIT
			III SEMESTER					
I	RR3T3	LT	PART I Tamil - III	6	25	75	100	3
II	RR3E3	LE	PART - II English - III	6	25	75	100	3
III	RR3BA4	CC4	Business Communication	6	25	75	100	5
III	R3BA5	CC5	Human Resource Management	6	25	75	100	5
III	RR3ABA4	Allied 4	Legal aspects of business	5	25	75	100	4
IV	RR3SB1	SB1	Skill Based - 1	2	25	75	100	2
			TOTAL	30			600	
			IV SEMESTER					
I	RR4T4	LT	PART I Tamil - IV	6	25	75	100	3
II	RR4E4	LE	PART - II English - IV	6	25	75	100	3
III	RR4BA6	CC6	Services Marketing	6	25	75	100	5
III	RR4BA5	Allied 5	Retail Management	5	25	75	100	4
III	RR4BA6	Allied 6	E-Business	5	25	75	100	4
IV	RR4SB2	SB2	Skilled Based - 2	2	25	75	100	2
			TOTAL	30			600	

PART	CODE	COURSE	TITLE	HRS	MARKS		TOTAL	CREDIT
			V SEMESTER					
III	RR5BA7	CC7	Production management	6	25	75	100	5
III	RR5BA8	CC8	Operations Research	6	25	75	100	4
III	RR5BA8	CC9	Industrial Relations and labour welfare	5	25	75	100	4
III	RR5BAEL1	MEC1	Profit Planning and Control	3	40	60	100	4
III	RR5BAEL2	MEC2	Advertising and sales promotion	4	25	75	100	4
III	RR5ELELO1	NMEC1	Writing Skills	4	25	75	100	4
IV	RR5SB3	SB3	Skilled Based - 3	2	25	75	100	2
			TOTAL	30			600	
			VI SEMESTER					
III	RR6BA10	CC10	Strategic Management	5	25	75	100	5
III	RR6BA11	CC11	Financial Management	5	25	75	100	4
III	RR6BA12	CC12	Customer relationship management	5	25	75	100	4
III	RR6BA13	CC13	Entrepreneurial Development	5	25	75	100	4
III	RR6BAEL3	MEC3	Financial services	4	25	75	100	4
III	RR6ECELO2	NMEC2	Problems of Indian Economy	4	25	75	100	4
V	RR6GS	GS	Gender Studies	2	25	75	100	1
V		EXT. Activities	NSS/NCC/Sports/Red cross	-	-	-	-	1
			TOTAL	30			700	

		PAPERS	TOTAL CREDIT
PART -I	TAMIL	4x3	12
PART -II	ENGLISH	4x3	12
PART - III	CORE	8x5=40 5x4=20	60
	ELECTIVES	3x4	12
	ALLIED	6x4	24
	NON-MAJOR	2x4	8
PART - IV	ES,VE	2x2	4
	SKILL BASED	3x2	6
PART - V	GS	1x1	1
	EXT. Activities		1
	Total papers	38	140

SEMESTER - I

CORE COURSE: 1 - MANAGEMENT PRINCIPLES

Credits : 5
Hours /week : 5

Medium of Instruction: English
Subject Code: RR1BA1

UNIT- I

Management – Natures and Scope, Objectives, Features - functions of Managers – Evolution of management thoughts.

UNIT- II

Planning – Process, importance, nature and scope, types, steps in Planning. Objectives, Policies, Procedures, Strategy.

Decision making – Types of decisions, difficulties in decision making – Management by Objectives.

UNIT- III

Organising – Features, importance – Principles of organizations – types – Organisation structure – Delegation – Span of control – Line and staff relationship – Use of staff units and committees.

UNIT- IV

Staffing – Sources of recruitment – Selection process – Training. Directing – Nature and purpose – Communication process.

UNIT- V

Need for Coordination – Controlling – Importance and functions of control – Control process – Budgetary and non- budgetary control.

TEXT BOOK

Principles of Management – L.M. PRASAD

REFERENCES

Principles of Management – SHERLEKAR

Business Management – DINKAR PAGARE

Principles of Management – TRIPATHI AND REDDY.

Maximum Marks: 75

Exam Duration: 3 Hours

Part – A = 10x2=20 (Two Questions from Each Unit)

Part – B = 5x5=25 (Either or type – Two questions from Each Unit)

Part – C = 3x10=30 (Three out of Five and One question from each Unit)

SEMESTER - I

CORE COURSE:2 – MARKETING MANAGEMENT

Credits : 5
Hours /week : 5

Medium of Instruction: English
Subject Code: RR1BA2

UNIT- I

Marketing Management – meaning – functions – distinction between marketing and selling – marketing environment – organization of marketing department.

UNIT- II

Market – classification of market – bases of segmentation – buyer decision behaviour – types – determinants of consumer behavior – Marketing Mix – elements.

UNIT -III

Product Planning – meaning – product features – classification of products – product line and product mix decision – new product development – product life cycle – Branding – brand name, brand mark, trade mark and labeling – Packaging – types.

UNIT- IV

Pricing – meaning and objectives – strategies – price leader – resale price maintenance – methods of pricing. Distribution planning – structure, types and levels of channels – wholesaling – retailing – functions.

UNIT -V

Sales Promotion – techniques – Sales forecasting – Personal selling – sales quotas – AIDA model of selling – procedure in effective selling.

TEXT BOOK

Marketing Management – Philip Kotler

REFERENCES

Fundamentals of Marketing – William J. Standon

Principles and Practice of Marketing I India – C.B.Memoria

Marketing Management: Text and Cases – an Indian Perspective – Dr.R.K.Varshney and Dr.S.L.Gupta

Sales Management – Richard R.Still, Edward W. Cundiff & Norman AP Gowani.

Maximum Marks: 75

Exam Duration: 3 Hours

Part – A = $10 \times 2 = 20$ (Two Questions from Each Unit)

Part – B = $5 \times 5 = 25$ (Either or type – Two questions from Each Unit)

Part – C = $3 \times 10 = 30$ (Three out of Five and One question from each Unit)

SEMESTER - I

ALLIED COURSE: 1 – MATHEMATICS AND STATISTICS FOR MANAGEMENT

Credits : 4
Hours /week : 6

Medium of Instruction: English
Subject Code: RR1ABA1

UNIT- I

Differentiation: - Derivation of Standard Functions, Addition, Difference and Product Rule, Maxima and Minima – Application of Derivatives in Business.

UNIT- II

Matrices and Determinants: Definition – Basic Concepts: - Addition, Subtraction and Multiplication of Matrices – Elementary Operations:-Transpose of matrix, Inverse, Solving equations by matrix method – Determinants and Solution of Simultaneous Linear equations.

UNIT- III

Statistics – Definition – Nature – Scope and Objectives –Diagrammatic Representation – One, two, three dimensional diagrams – Graphic Representation – Histogram, Frequency Polygon, Frequency Curve, Histogram and Pie diagram – Classification and tabulation.

UNIT- IV

Measures of Central Tendency: Mean, Median, Mode, Geometric Mean and Harmonic Mean – Measures of Dispersion: Range, Quartile Deviation, Mean Deviation, Standard Deviation and coefficient of variation.

UNIT -V

Simple Correlation: Karl Pearson's Co-efficient of Correlation and Spearman's Rank Correlation – Simple Regression Analysis.

(Marks: Theory 40% and Problems 60%)

TEXT BOOK

Business Mathematics – SAN CHETI & KAPOOR, S. Chand & Co. Ltd

REFERENCES

Statistics – R.S.N.PILLAI & BAGAVATHI, Sultan Chand

Statistical Methods – S.P.GUPTA, Sultan Chand.

Business Tools and Decision Making – S.L.AGGARWAL & S.L. BHARDWAJ, Kalyani Publishers.

Maximum Marks: 75

Exam Duration: 3 Hours

Part – A = $10 \times 2 = 20$ (Two Questions from Each Unit)

Part – B = $5 \times 5 = 25$ (Either or type – Two questions from Each Unit)

Part – C = $3 \times 10 = 30$ (Three out of Five and One question from each Unit)

SEMESTER – II

CORE COURSE: 3 – ORGANIZATIONAL BEHAVIOUR

Credits : 5
Hours /week : 6

Medium of Instruction: English
Subject Code: RR2BA3

UNIT I

Organizational Behaviour – Concept – Nature - Organizational Behaviour Models and other similar fields of study – Disciplines contributing to Organizational Behaviour.

UNIT II

Individual Behaviour – Perception – Personality – Group Dynamics – Formal and Informal Groups, Group Norms, Group Cohesiveness, Group Behaviour and Group Decision making.

UNIT III

Leadership – Concept – Qualities of effective Leadership – Leadership Styles. Power and Authority - Definition of Power – Types of Power.

UNIT IV

Definition of Authority – Characteristics – Types of Authority . Morale – Concept – importance - Morale and Productivity – Measurement of Morale – Steps to improve Morale in an organization.

UNIT V

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

BOOKS RECOMMENDED

Organisation Theory and Behaviour – V.S.P. RAO & D.S. Narayana

REFERENCES

Organizational Behaviour – L.M. PRASAD
Organizational Behaviour – Dr. P.C. SEKAR
Organizational Behaviour – FRED LUTHENS.

Maximum Marks: 75

Exam Duration: 3 Hours

Part – A = $10 \times 2 = 20$ (Two Questions from Each Unit)

Part – B = $5 \times 5 = 25$ (Either or type – Two questions from Each Unit)

Part – C = $3 \times 10 = 30$ (Three out of Five and One question from each Unit)

SEMESTER – II

ALLIED COURSE:2 – ACCOUNTING FOR MANAGERS

Credits : 4
Hours /week : 5

Medium of Instruction: English
Subject Code: RR2ABA2

UNIT - I

Basic Accounting concepts - Kinds of Accounts – Branches of Accounting - Fundamentals of Financial Accounting - Rules of Double Entry System – Preparation of Journal and Ledger Accounts- problems - Subsidiary books - cash book – types of cash book problems.

UNIT - II

Trial Balance - Manufacturing - Trading - Profit & Loss Account - Balance sheet. – Problems with simple adjustments.

UNIT - III

Meaning-definition-scope-objectives-function-merits and demerits of Cost Accounting and Management Accounting - distinction between Cost, Management and Financial Accounting - Elements of cost-cost concepts and costs classification.

UNIT – IV

Preparation of cost sheet - Stores Control - EOQ-Maximum, Minimum, Reordering Levels - Pricing of Materials Issues - problems (FIFO, LIFO, and AVERAGE COST methods only) - labour cost - remuneration and incentives - problems.

UNIT – V

Standard Costing - Variance Analysis – problems (Material and Labour Variances only) – Ratio Analysis with problems - Marginal Costing - Cost Volume Profit analysis. Budgeting - preparation of various budgets.

(Theory and problems may be in the ratio of 20% and 80%respectively)

Text book

Jain and Narang: Advanced Accountancy

REFERENCE BOOKS

Grewal, T.S.: Double Entry Book Keeping

Shukla and Grewal : Advanced Accountancy

Gupta and Radhaswamy : Advanced Accountancy

Nigam and Sharma : Cost Accounting

RK Sharna & K. Gupta : Management Accounting

S.N.Maheswari : Management Accounting

Maximum Marks: 75

Exam Duration: 3 Hours

Part – A = 10x2=20 (Two Questions from Each Unit)

Part – B = 5x5=25 (Either or type – Two questions from Each Unit)

Part – C = 3x10=30 (Three out of Five and One question from each Unit)

SEMESTER – II

ALLIED COURSE:3 – MANAGERIAL ECONOMICS

Credits : 4
Hours /week : 5

Medium of Instruction: English
Subject Code: RR2ABA3

UNIT – I

Utility of economics in Business management and industrial administration. Important concepts. Analysis of demand and supply – Law of Diminishing Marginal utility – Concept of consumer surplus – Elasticity of demand – Demand forecasting Methods.

UNIT – II

Production function - Returns to Scale - importance of increasing returns in industrial activity – Concepts of cost – Concept of elasticity of supply – Forces governing the supply of factors of production - land, labour, capital and enterprise.

UNIT – III

Concepts of normal profit – sales maximization principle. Monopoly – Monopolistic competition – economics of Bulk Purchase. Perfect competition – Imperfect competition, Oligopoly.

UNIT – IV

National income – circular flow of income – measurement and difficulties in the measurement.

UNIT – V

Functions of money – theories on money supply – role of commercial banks – RBI – methods of credit control monetary and fiscal.

TEXT BOOKS

M.L.Seth, Ishwar Dhingra, P.L.Mehta, Micro Economics, Indian Managerial Economics, Economy, Analysis Problems and cases.

REFERENCES

Micro Economics - M.L.Seth
Managerial Economics - R.L.Varshney & K.L.Maheswari
Managerial Economics - Joel Dean

Maximum Marks: 75

Exam Duration: 3 Hours

Part – A = $10 \times 2 = 20$ (Two Questions from Each Unit)

Part – B = $5 \times 5 = 25$ (Either or type – Two questions from Each Unit)

Part – C = $3 \times 10 = 30$ (Three out of Five and One question from each Unit)

SEMESTER – III

CORE COURSE:4 - BUSINESS COMMUNICATION

Credits : 5
Hours /week : 6

Medium of Instruction: English
Subject Code: RR3BA4

UNIT I

Communication –Meaning , process and Significance – Objectives – Principles – Types – Media – Barriers to Communication – Commercial Terms and Abbreviations.

UNIT II

Correspondence – Need, Functions and Kinds of Business Letters – Layout of Business Letters – Enquiry and Reply – Offers and Quotations – Orders – Execution and Cancellation.

UNIT III

Claims and Adjustments – Collection Letters – Sales Promotion Letters – Circular Letters.

UNIT IV

Agency Correspondence – Bank Correspondence – Import and Export Correspondence – Application Letters.

UNIT V

Recommendations - Report Writing – Structure of Reports – Press Reports – Market Reports – Business Reports – Modern means of Electronic Communication – Internet–E-mail - Video Conferencing – Creating Web page – FAX.

TEXT BOOK

Essentials of Business Communication – RAJENDRA PAL & J.S. KORLAHALLI, Sultan Chand & sons

BOOKS RECOMMENDED

Effective Business English and Correspondence – M.S.RAMESH & PATTENSHETTY, R.Chand & Co.

Business Communication – R.C.SHARMA, KRISHNA MOHAN, Tata McGraw Hills.

Business Communication – URMILA RAI, Himalaya Publishing House

Maximum Marks: 75

Exam Duration: 3 Hours

Part – A = 10x2=20 (Two Questions from Each Unit)

Part – B = 5x5=25 (Either or type – Two questions from Each Unit)

Part – C = 3x10=30 (Three out of Five and One question from each Unit)

SEMESTER – III

CORE COURSE:5 – HUMAN RESOURCE MANAGEMENT

Credits : 5
Hours /week : 6

Medium of Instruction: English
Subject Code: RR3BA5

UNIT I

Meaning and Definition of HR– Characteristics, Scope, Objectives – Principles of HRM– Functions of Personnel Department – Managerial and Operative Functions.

UNIT II

Basics and needs of HR Planning – Factors affecting HR Planning – Steps in HR Planning – Recruitment, Selection and Placement of Personnel – Interviews and Tests – Job Analysis, Job Description, Job Specification, Job Evaluation.

UNIT III

Training-Objectives-methods-executive development methods-Promotion-criteria and types – Transfer - Types - career planning - meaning-importance.

UNIT IV

Wages – Different methods of wage payments – time rate – piece rate –Incentive schemes - fringe benefits.

UNIT V

Performance evaluation-methods-motivation- concepts only– Discipline and Disciplinary procedure – Grievances and Grievance Handling – steps.

TEXT BOOK

Human Resource Management- S.S. Khanka - Himalaya publishing House

REFERENCES

Personnel Management – C.B. MAMORIA, Himalaya Publishing House.

Personnel Management – ARUN MONAPPA, MIRZA SAIYADAIN, Tata McGraw Hill.

Personnel Management – K.K. AHUJA, Kalyani Publishers.

Personnel Management and Industrial Relations – K.K. AHUJA, Kalyani Publishers.

Personnel Management and Industrial Relations – P.C. TRIPATHI, Sultan Chand

Dynamics of Industrial Relations – MAMORIA, MAMORIA & GANKAR – Himalaya Publishing House

Maximum Marks: 75

Exam Duration: 3 Hours

Part – A = 10x2=20 (Two Questions from Each Unit)

Part – B = 5x5=25 (Either or type – Two questions from Each Unit)

Part – C = 3x10=30 (Three out of Five and One question from each Unit)

SEMESTER – III

ALLIED COURSE:4 – LEGAL ASPECTS OF BUSINESS

Credits : 4
Hours /week : 5

Medium of Instruction: English
Subject Code: RR3ABA4

UNIT- I

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

UNIT -II

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

UNIT -III

Law of Agency-Modes creation-Agency by Ratification-sub –Agent and Substituted Agency-Termination of Agency-Bailment-features-Rights, duties of Bailor and Bailee.

UNIT- IV

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

UNIT- V

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

TEXT BOOK

Elements of Mercantile Law - N.D. KAPOOR.

REFERENCES

Principles of Mercantile Law – B.N. TANDON.
Mercantile Law – DAVAR.
Business Law – PILLAI & BHAGAVATHI.
Mercantile Law – M.C.SHUKLA.

Maximum Marks: 75

Exam Duration: 3 Hours

Part – A = 10x2=20 (Two Questions from Each Unit)

Part – B = 5x5=25 (Either or type – Two questions from Each Unit)

Part – C = 3x10=30 (Three out of Five and One question from each Unit)

SEMESTER – IV

CORE COURSE:6 – SERVICES MARKETING

Credits : 5
Hours /week : 6

Medium of Instruction: English
Subject Code: RR4BA6

UNIT- I

Meaning and definition of service – services marketing – evolution and growth of service sector – classification of service – difference between goods and service – significance – impact of social environment on the growth of services marketing in India.

UNIT- II

Service design – factors to be considered in designing service process – blueprinting – types of service layout – service benchmarking.

UNIT -III

Meaning of service – marketing mix – characteristics – process of service mix – service product concept – pricing in service – service promotion.

UNIT -IV

Location of service and channel of distribution – classification of location – factors governing location – role of service intermediaries – Franchising – Agent Brokers – Quality of service.

UNIT- V

Marketing of service – financial services: Banking, insurance – health services – Education – Tourism – professional or consultancy – Telecommunication services.

TEXT BOOK

Services Marketing – Dr.L.Natarajan: Margham Publications

REFERENCES

Services Marketing – Balaji: Himalya Publications
Services Marketing – S.M.Jha: Himalaya Publications
Services Marketing – Thomson, Hoffman: South Western Publications

Maximum Marks: 75

Exam Duration: 3 Hours

Part – A = $10 \times 2 = 20$ (Two Questions from Each Unit)
Part – B = $5 \times 5 = 25$ (Either or type – Two questions from Each Unit)
Part – C = $3 \times 10 = 30$ (Three out of Five and One question from each Unit)

SEMESTER – IV

ALLIED COURSE:5 – RETAIL MANAGEMENT

Credits : 4
Hours /week : 5

Medium of Instruction: English
Subject Code: RR4ABA5

UNIT- I

Retailing: Meaning, Nature, Classification – Importance – Factors Influencing Retailing – Functions of Retailing – Retail as a career – Trends in Retailing.

UNIT- II

Developing and applying Retail Strategy: Strategic Retail Planning Process – Retail Organization – Classification of Retail Units – Corporate chains, Departmental Stores, Discount Stores, Super Markets, and Warehouse Clubs.

UNIT- III

Setting up Retail organization: Size and space allocation, location strategy, factors affecting the location of Retail – Objectives of Good store Design. Types of Layouts – Visual Merchandising Techniques – Controlling Costs and Reducing Inventories Loss – Exteriors, Interiors.

UNIT- IV

Advertising in retailing: Advertising principles-steps in planning a retail advertising campaign-advertising for the retail store.

UNIT- V

Retail promotional strategy: Promotional objectives, promotional budget, selecting the promotional mix, implementing the promotional mix.

TEXT BOOK

S.Shajahan – Relationship Marketing McGraw Hill

REFERENCES

Barry Berman and Joel R Evans – Retail Management – A strategic Approach
Philip Kotler, Marketing Management, Prentice Hall
Swapana Pradhan – Retailing Management
Dravid Gilbert – Retail Marketing
J. Lamba – The Art of Retailing
Gibson G Vedamani – Retail management – functional principles and Practice, Jaico

Maximum Marks: 75

Exam Duration: 3 Hours

Part – A = 10x2=20 (Two Questions from Each Unit)

Part – B = 5x5=25 (Either or type – Two questions from Each Unit)

Part – C = 3x10=30 (Three out of Five and One question from each Unit)

SEMESTER – IV

ALLIED COURSE:6 – E-BUSINESS

Credits : 4
Hours /week : 5

Medium of Instruction: English
Subject Code: RR4ABA6

UNIT I

Digital Economy: Emerging cyber economy – Opportunities and challenges offered by internet – generic business models on the net-types and technology and economic changes.

UNIT II

Intra Business Applications: Intra business applications : Online sales force automation, online customer service & support, virtual organization, logistics management, distribution & payment channel, corporate digital library network centric computing,

UNIT III

Marketing through the Internet: Marketing through the internet : Advertising & Marketing on the internet – Analysis of markets – Building of electronic market place of buyers & sellers, E-intermediaries, mercantile models – consumers & merchants perspective.

UNIT IV

Electronic Payment Systems: Electronic payment systems & electronic cash E-Commerce & banking. Internet monetary payment & security requirements – digital cash, credit cards, internet cheque, debit card, smart cards, E-wallets, micro transactions, payment clearing service providers.

UNIT V

Emerging Trends: Emerging trends : Cyber communities – new communication paradigm, building infrastructure, gaining access, multi-sensory communications, mass markets / verticals / affinity groups, e governance. Legal & regulatory issues.

TEXT BOOKS

E-commerce, By Dr. M. MAMOUDI Maymand, Deep and Deep publications PVT Ltd.,
www.ddpbooks.com

REFERENCES

E-commerce, India Edition, Gary P. Schneider – Cengage Learning.

Information Systems today Leonard Jessup / Joseph VALLACICH. PHI learning PVT Ltd.,

Maximum Marks: 75

Exam Duration: 3 Hours

Part – A = 10x2=20 (Two Questions from Each Unit)

Part – B = 5x5=25 (Either or type – Two questions from Each Unit)

Part – C = 3x10=30 (Three out of Five and One question from each Unit)

SEMESTER – V

CORE COURSE:7 – PRODUCTION MANAGEMENT

Credits : 5
Hours /week : 6

Medium of Instruction: English
Subject Code: RR5BA7

UNIT-I

Production System - Introduction - Production - Productivity - Production Management - Objectives of Production Management - Functions and scope of production management - Relationship of production with other functional areas.

UNIT-II

Production Planning and Control - Routing and Scheduling - Dispatching - Maintenance management - Types of maintenance - Breakdown - Preventive - Routine - Maintenance Scheduling.

UNIT-III

Plant Location - Introduction - Need for selecting a suitable location - Plant Location problem - Advantage of Urban, suburban and rural locations - Systems view of location - Factors influencing plant location.

Plant layout - Plant layout problem - Objectives - Principles of plant layout - Factors influencing plant layout - Types of layout.

UNIT-IV

Work and Method Study - Importance of work study - Work study procedures - Time study - Human considerations in work study - Introduction to method study - Objectives of method study - Steps involved in method study

Work measurement - Objectives of work measurement - Techniques of work measurement - Computation of standard time - Allowance - Comparison of various techniques.

UNIT-V

Quality Control - Types of inspection - Centralized and Decentralized - P chart - X chart - Construction - Control - TQM.

TEXT BOOK

Chunnawalla and Patel - Production and Materials Management

REFERENCES

Muhelmann Production and Operation Management MacMillan I Ltd

Paneerselvam - Production and Operations Management - Prentice - Hall of India

Martand T. Telsang - Production Management - S.Chand

Maximum Marks: 75

Exam Duration: 3 Hours

Part – A = $10 \times 2 = 20$ (Two Questions from Each Unit)

Part – B = $5 \times 5 = 25$ (Either or type – Two questions from Each Unit)

Part – C = $3 \times 10 = 30$ (Three out of Five and One question from each Unit)

SEMESTER – V

CORE COURSE:8 – OPERATIONS RESEARCH

Credits : 4
Hours /week : 6

Medium of Instruction: English
Subject Code: RR5BA8

UNIT- I

Operations Research: Meaning – Models – Scope – Phases – Limitations – Operation Research and Decision-making – Linear Programming Problem: Formulation of L.P.P. – Solution to an L.P.P. – Graphical Method.

UNIT- II

Transportation Problem: Solving T.P. By North West Corner Rule, Least Cost Method and Vogel's Approximation Method.

UNIT- III

Inventory Control: Categories of Inventory – Reasons for carrying inventory – costs and terms associated with Inventory – Deterministic and Probabilistic Inventory Problem.

UNIT- IV

Assignment Problem: Solving Assignment Problem- Travelling Salesman Model – Maxima & Minima Method – Hungarian Method.

UNIT- V

Replacement Decisions: Replacement of Equipment that deteriorates gradually – Replacement of Equipment that fails suddenly.

(Marks: Theory 20% and Problems 80%)

TEXT BOOK

Operations Research – KANTI SWARUP, P.K. GUPTA AND MAN MOHAN, Sultan Chand & Sons

REFERENCES

Quantitative Techniques for Decision Making – ANAND SHARMA, Himalaya Publishing House

Quantitative Techniques – C.R. KOTHARI, Vikas Publishing House.

Maximum Marks: 75

Exam Duration: 3 Hours

Part – A = $10 \times 2 = 20$ (Two Questions from Each Unit)

Part – B = $5 \times 5 = 25$ (Either or type – Two questions from Each Unit)

Part – C = $3 \times 10 = 30$ (Three out of Five and One question from each Unit)

SEMESTER – V

CORE COURSE:9 – INDUSTRIAL RELATIONS AND LABOUR WELFARE

Credits : 4
Hours /week : 5

Medium of Instruction: English
Subject Code: RR5BA9

UNIT-I

Industrial Relations Concepts, approaches and organization, importance, constituents of industrial relations, dimension of industrial relation at work, successful industrial relations programme, industrial discipline, grievances.

UNIT - II

Participative Management - Structure - Scope - Collective Bargaining - Works Committee - Joint Management Councils - Pre-Requisite for successful participation - Role of Government in Collective Bargaining.

UNIT-III

Industrial unrest - employee dissatisfaction - Grievances - Disciplinary Action - Domestic Enquiry - Strikes - lockout - Prevention of Strikes - Lockouts.

UNIT-IV

Industrial Disputes Causes, disputes by States and industrial units; prevention; settlement methods – under the law, tripartite bodies, work committee, conciliation, labour court, tribunal and national tribunal.

UNIT-V

Trade Unions Act, 1926 - Industrial Employment (Standing Orders) Act, 1946 - Industrial Disputes Act, 1947 - Minimum Wages Act, 1948 - Payment of Wages Act, 1936- Payment of Bonus Act, 1965 - Factories Act, 1948.

TEXT BOOK

Sreenivasan M.R - Industrial Relations & Labor legislations

REFERENCES

Aswathappa K - Human Resource and Personnel Management

Subba Rao P - Human Resource Management and Industrial Relations

Monoppa - Industrial Relations

Maximum Marks: 75

Exam Duration: 3 Hours

Part – A = 10x2=20 (Two Questions from Each Unit)

Part – B = 5x5=25 (Either or type – Two questions from Each Unit)

Part – C = 3x10=30 (Three out of Five and One question from each Unit)

SEMESTER – V

MAJOR ELECTIVE COURSE: 1

PROFIT PLANNING AND CONTROL

Credits : 4

Hours /week : 3

Medium of Instruction: English

Subject Code: RR5BAEL1

UNIT I

Profit Management – Meaning, nature and concept, Kinds of profit theories of profit. Dynamic Surplus theory of profit, Risk and uncertainty theory, Monopoly theory Accounting profit and economic profit, role of profit, Profit policy, Profit limitation factor to set profit Standard.

UNIT II

Profit Planning and Control – Break even Analysis, Affects of cost change on B.E.P. Contribution Margin, Margin of safety. How to apply concept of Break even in Profit Management, P/V ratio Analysis,

UNIT III

Standard Costing – Meaning, concept and nature, Advantages of standard costing, Limitations of standard costing. Procedure of cost control through standard costing, How to set standard, computation and Analysis.

UNIT IV

Inventory Management, nature & concept of inventory control, Objective of inventory, objectives of inventory control barriers. Importance of Inventory control, factors affecting inventory control policy, Limitations. Reporting to management Reporting needs of different Management levels.

UNIT V

Types of Reports, General Principles of Reporting, Report to the Board of Directors, Report to Top Management, Report to top divisional Management. Preparation of Reports, Reports to junior management level, use of Reports by management.

TEXT BOOK

Managerial Economics by P.L. Mehta

REFERENCES

Financial Accounting and Management by R.K. Sharma & Shashi Kumar Gupta

Management Accounting by S.N. Maheshwari.

Maximum Marks: 75

Exam Duration: 3 Hours

Part – A = $10 \times 2 = 20$ (Two Questions from Each Unit)

Part – B = $5 \times 5 = 25$ (Either or type – Two questions from Each Unit)

Part – C = $3 \times 10 = 30$ (Three out of Five and One question from each Unit)

SEMESTER – V

MAJOR ELECTIVE COURSE: 2

ADVERTISING AND SALES PROMOTION

Credits : 4
Hours /week : 4

Medium of Instruction: English
Subject Code: RR5BAEL2

UNIT- I

Advertising – Meaning – Objectives – Benefits – Role of Advertising – Social effects of advertising.

UNIT- II

Advertising MEDIA – Basic terms – Role of Media – Press – TV – Radio – Newspaper – Trade journals – Magazines – Outdoor advertising – Advertising appeals – Informational / Rational appeals – Emotional appeals.

UNIT- III

Advertising Message – Communication objectives – General – Specific – Creative strategy – Forms – Promotion copy – Classification – Advertising layout – Function – Types – Copy preparation and Testing , Typography – Types – Radio message – Characteristics – Types – Television message – Techniques – Kinds.

UNIT- IV

Sales promotion – Objectives – Importance – Growth and Role of sales promotion – Forms of sales promotion – Consumer promotion – Trade promotion, sales force promotion.

UNIT- V

Sales promotion techniques - Demonstrations – Trade Fairs and Exhibition – Coupons – Premiums – Free offers – Price offs – Discounts – Exchange offer – Event marketing. Evaluation of results –Coordinating sales promotion and Advertising.

TEXT BOOK

S. H. H. Kazmi and Satish K Batra, Advertising & Sales Promotion, Excel Books, New Delhi, 2nd edition, 2008.

REFERENCES

George E Belch and Michel A Belch, Advertising & Promotion, McGraw Hill, Singapore, 7th edition, 2011.

Julian Cummings, Sales Promotion, Kogan Page, London 2003.

E. Betch and Michael, Advertising and Promotion, McGraw Hill, 7th edition, 2003.

Jaishri Jefhwaney, Advertising Management, Oxford, 2013.

V.S.Padmanabhan, H.S.Murthy. Advertising and Sales Promotion (An Indian Perspective) Anes Books Pvt.Ltd -2011.

SEMESTER – VI

CORE COURSE: 10 – STRATEGIC MANAGEMENT

Credits : 5
Hours /week : 5

Medium of Instruction: English
Subject Code: RR6BA10

UNIT-I

The business system - objectives of the business - setting up and balancing the objectives mission - vision - goals strategic analysis of functional areas production - marketing - human resources - finance - analyzing corporate capabilities - SWOT.

UNIT-II

Corporate strategy - nature and scope - process of strategic planning - formulation of strategy - project life cycle - portfolio analysis : BCG matrix - G.E matrix - step high strategy - directional policy matrix strategic management - strategic decision making - business level sub strategies.

UNIT-III

Generic strategic alternatives - horizontal, vertical diversification - active and assive alternatives.

UNIT-IV

External growth strategy - merger acquisition - amalgamation - joint venture - problems organizational structure and corporate development - line and staff function - evaluation of organization structure - management of change.

UNIT-V

Implementation of strategy - elements of strategy - leadership and organizational climate - planning and control of implementation. ERP - features and applications, packages : Baan, Marshall, SAP - Functional feature and implementation difficulties.

TEXT BOOK

Dr. C.B. Mamoria & Dr. Satish Mamoria, Business planning and policy (1987) Himalaya publishing house, Mumbai.

REFERENCES

Kazmi - Business policy & Strategic Management - Tata McGraw-Hill pub. Azhaskazmi, Business Policy.

S.C. Bhattacharya - Strategic Management Concepts & cases - S.Chand

Maximum Marks: 75

Exam Duration: 3 Hours

Part – A = 10x2=20 (Two Questions from Each Unit)

Part – B = 5x5=25 (Either or type – Two questions from Each Unit)

Part – C = 3x10=30 (Three out of Five and One question from each Unit)

SEMESTER – VI

CORE COURSE: 11 – FINANCIAL MANAGEMENT

Credits : 5
Hours /week : 4

Medium of Instruction: English
Subject Code: RR6BA11

(Focus should be 30% problems and 70% theory)

UNIT-I

Financial Management: meaning, objectives, functions and limitations – Responsibilities of financial manager – **Capital Structure:** meaning – essentials and principles of capital structure – Factors determining capital structure – (Theory only).

UNIT- II

Source of Finance: Long term, medium term and short term – Types of securities – Debt, Equity and Preference stock – **Working Capital Management:** techniques of forecasting working capital – Simple problems.

UNIT- III

Cost of capital – concept – importance – classification – Determination of cost of capital – Simple problems.

UNIT- IV

Budget and Budgetary control – meaning, characteristics – Advantages, limitations and essentials of a successful budgetary control – classification of budgets – preparation of production, sales and cash budgets – flexible budget – Simple problems.

UNIT- V

Capital Budgeting – meaning, importance – factors affecting capital investment proposals – capital budgeting appraisal methods – payback – ARR – NPV – IRR methods – Simple problems.

TEXT BOOK

Principles of Financial Management – S.N. Maheswari

REFERENCES

Financial Management – M.Y. Khan & P.K. Jain
Financial Management – Dr.S.P.Gupta
Financial Management – I.M.Pandey

Maximum Marks: 75

Exam Duration: 3 Hours

Part – A = $10 \times 2 = 20$ (Two Questions from Each Unit)

Part – B = $5 \times 5 = 25$ (Either or type – Two questions from Each Unit)

Part – C = $3 \times 10 = 30$ (Three out of Five and One question from each Unit)

SEMESTER – VI

CORE COURSE: 12 – CUSTOMER RELATIONSHIP MANAGEMENT

Credits : 5
Hours /week : 4

Medium of Instruction: English
Subject Code: RR6BA12

UNIT- I

Introduction: Overview of Relationship Marketing – CRM and Relationship Marketing – Definition of CRM – Elements and History of CRM – Consumer Attitudes – Formation and Change; Consumer Values and Lifestyles – Customer Life Cycle – CRM functions.

UNIT- II

Strategy and Organization of CRM: CRM processes and systems – Dynamics of Customer Supplier Relationships – CRM strategy – The relationship oriented organization – Customer knowledge – Relationship policy – Importance of Customer Divisibility in CRM.

UNIT- III

Analytical CRM: Relationship data management – Prospect Database – Data analysis, Data Warehouse and data mining – Segmentation and selection – Analysis of Customer Relationship Technologies – Reporting results – setting evaluation criteria for the appropriate CRM package

UNIT- IV

CRM Subsystems: Contact Management, Campaign Management, Sales Force Automation Value Chain – Concept – Benchmarks and Metrics – Culture Change – Customer Ecosystem – Vendor Selection – Implementation Strategy.

UNIT- V

Operational CRM: CRM Planning – Infrastructure, Information Process, Technology, People – Managing quality information, Quality systems, Customer privacy – Call centre management, Internet and website, Direct mail – Applications in various industries – Manufacturing, banking hospitality and telecom sectors.

TEXT BOOK

Customer Relationship Management – Peelen, Ed. Pearson

REFERENCES

The CRM Handbook – D. Jill Pearson

CRM, A strategic Imperative in the World of eBusiness – Brown, Stanley

CRM (Emerging Concepts, Tools & Applications) – Sheth, Jagdish N.

Marketing Research – Harper Boyd & Ralph Westfall

Maximum Marks: 75

Exam Duration: 3 Hours

Part – A = 10x2=20 (Two Questions from Each Unit)

Part – B = 5x5=25 (Either or type – Two questions from Each Unit)

Part – C = 3x10=30 (Three out of Five and One question from each Unit)

SEMESTER – VI

CORE COURSE: 13 – ENTREPRENEURIAL DEVELOPMENT

Credits : 5
Hours /week : 4

Medium of Instruction: English
Subject Code: RR6BA13

UNIT- I

Entrepreneur – Definition – Traits of an Entrepreneur, Functions, Types of Entrepreneurship – Concept – Role of Entrepreneurship in Economic Development – Distinction between Entrepreneur, Intrapreneur and Entrepreneurship

UNIT- II

Entrepreneurial Environment – Factors affecting Entrepreneurial Growth – Entrepreneurial Motivation – Factors, Need for Achievement Motivation – Barriers to Entrepreneurship Development.

UNIT- III

Entrepreneurship Development Programme (EDP) – Need for EDP – Objectives, Phases of EDP – Course Content and Curriculum of EDP – Evaluation of EDP – EDP Institutions in India and their functions – DIC, SISI, TCOs.

UNIT -IV

Project Management – Sources of a Business Idea, Concept of Project and Classification – Project Identification – Project Formulation - Elements – Project Report – Project Appraisal.

UNIT -V

Incentives and Subsidies – Incentives to Small Scale Industries – Benefits to Industrial Units located in Backward Areas – Industrial Estates .

TEXT BOOK

Entrepreneurial Development – C.B. GUPTA & SRINIVASAN. – Sultan Chand & Sons.

REFERENCES

Dynamics of Entrepreneurial Development – VASANT DESAI.

Entrepreneurship Development Principles, Policies and Programmes – P.SARAVANAVEL.

Entrepreneurship Development – GORDAN & NATARAJAN

Maximum Marks: 75

Exam Duration: 3 Hours

Part – A = 10x2=20 (Two Questions from Each Unit)

Part – B = 5x5=25 (Either or type – Two questions from Each Unit)

Part – C = 3x10=30 (Three out of Five and One question from each Unit)

SEMESTER – VI
MAJOR ELECTIVE COURSE: 3
FINANCIAL SERVICES

Credits : 5
Hours /week : 4

Medium of Instruction: English
Subject Code: RR6BAEL3

UNIT- I:

Introduction to financial services – merchant banking, meaning – scope – functions – management of new issue – Indian experience – SEBI Guidelines.

UNIT- II:

Mutual funds: meaning – types – functions – advantages – institutions involved – UTI, LIC, Commercial banks – entry of private sector – performance – growth of mutual funds in India- SEBI Guidelines - AMC.

UNIT- III:

Lease financing: The concept – merits and demerits of leasing – types – the Indian leasing scenario.

UNIT- IV:

Hire purchase: meaning – RBI guidelines – Hire purchase and transport industry – lease vs hire purchases – problems and prospects of hire purchase in India.

UNIT- V:

Factoring: Concepts – significance – types – factoring mechanism – factoring vs leasing – factoring in India – forfeitures – Kalyanasundaram committee recommendations.

TEXT BOOK

Emerging scenario of financial services by E.Gordon and K.Natarajan – Himalaya publishing house

REFERENCES

Financial services by E.Dharmaraj – S.Chand & Co.
Financial management by Kuchhal S.C.- Vikas publishing
Financial decisions making by Srivastava R.M – Sultan Chand & Sons.
Development Banking – Issues and options by Vasant Desai – Himalaya
Lease Financing and Hire Purchase by Vinod Kothari – Wadhaw and Co., Nagpur

Maximum Marks: 75

Exam Duration: 3 Hours

Part – A = $10 \times 2 = 20$ (Two Questions from Each Unit)
Part – B = $5 \times 5 = 25$ (Either or type – Two questions from Each Unit)
Part – C = $3 \times 10 = 30$ (Three out of Five and One question from each Unit)

SEMESTER – V

NON-MAJOR ELECTIVE COURSE: 1

CUSTOMER RELATIONSHIP MANAGEMENT (For the students of B.Com.,)

Credits : 5
Hours /week : 4

Medium of Instruction: English
Subject Code: RR5BAEL01

UNIT- I

Introduction: Overview of Relationship Marketing – CRM and Relationship Marketing – Definition of CRM – Elements and History of CRM – Consumer Attitudes – Formation and Change; Consumer Values and Lifestyles – Customer Life Cycle – CRM functions.

UNIT- II

Strategy and Organization of CRM: CRM processes and systems – Dynamics of Customer Supplier Relationships – CRM strategy – The relationship oriented organization – Customer knowledge – Relationship policy – Importance of Customer Divisibility in CRM.

UNIT- III

Analytical CRM: Relationship data management – Prospect Database – Data analysis, Data Warehouse and data mining – Segmentation and selection – Analysis of Customer Relationship Technologies – Reporting results – setting evaluation criteria for the appropriate CRM package

UNIT- IV

CRM Subsystems: Contact Management, Campaign Management, Sales Force Automation Value Chain – Concept – Benchmarks and Metrics – Culture Change – Customer Ecosystem – Vendor Selection – Implementation Strategy.

UNIT- V

Operational CRM: CRM Planning – Infrastructure, Information Process, Technology, People – Managing quality information, Quality systems, Customer privacy – Call centre management, Internet and website, Direct mail – Applications in various industries – Manufacturing, banking hospitality and telecom sectors.

TEXT BOOK

Customer Relationship Management – Peelen, Ed. Pearson

REFERENCES

The CRM Handbook – D. Jill Pearson

CRM, A strategic Imperative in the World of eBusiness – Brown, Stanley

CRM (Emerging Concepts, Tools & Applications) – Sheth, Jagdish N.

Marketing Research – Harper Boyd & Ralph Westfall

Maximum Marks: 75

Exam Duration: 3 Hours

Part – A = 10x2=20 (Two Questions from Each Unit)

Part – B = 5x5=25 (Either or type – Two questions from Each Unit)

Part – C = 3x10=30 (Three out of Five and One question from each Unit)

SEMESTER – VI

NON-MAJOR ELECTIVE COURSE: 2

ADVERTISING AND SALES PROMOTION (For the students of B.A., English literature)

Credits : 3
Hours /week : 4

Medium of Instruction: English
Subject Code: RR6BAEL02

UNIT – I

Advertising – Advertising on element of Marketing mix objectives – Advertising and Salesmanship – role and importance – planning for Advertisement communication process – formal and informal.

UNIT – II

Advertisement copy – kinds – Appeals – Advertising mix – Advertising budget and relevant decisions.

UNIT – III

Advertising expencies and their role – types of Advertising – measuring the effectiveness of Advertisement - Managing agency.

UNIT – IV

Sales Promotion – objectives – advantages - tools and their effectiveness – aggressive selling.

UNIT – V

Sales promotion and personnel selling nexus – Measuring the effectiveness of Promotion Company.

TEXT BOOK

Sales Promotion management – John A.Quelch

REFERENCES

Marketing Salesmanship and Advertising – M.Ramasamy
Principles of Marketing and Salesmanship – J.C.Sinha
Advertising Principles problems and cases and others – Charles J.Dirkson.
Advertising management concepts and cases – Manendra Mohan (TMH).

Maximum Marks: 75

Exam Duration: 3 Hours

Part – A = 10x2=20 (Two Questions from Each Unit)

Part – B = 5x5=25 (Either or type – Two questions from Each Unit)

Part – C = 3x10=30 (Three out of Five and One question from each Unit)