

**ALAGAPPA UNIVERSITY, KARAIKUDI**  
**NEW SYLLABUS UNDER CBCS PATTERN (w.e.f. 2014-15)**

**B.B.A. PROGRAMME STRUCTURE**

Sem	Course			Cr.	Hrs./ Week	Marks		Total
	Part	Subject Code	Name			Int.	Ext.	
I	I	4BBA111	<b>Language Course – I –</b> jkpo;r; nrk;nkhopAk; tzpf kly;fSk;	3	6	25	75	100
	II	4BBA121	<b>English Language Course – I</b> Business English	3	6	25	75	100
	III	4BBA1C1	<b>Core–I–</b> Environment of Business	4	6	25	75	100
		4BBA1C2	<b>Core – II –</b> Financial Accounting	4	6	25	75	100
			<b>Allied – I</b>	5	5	25	75	100
IV	4NME1A/ 4NME1B/ 4NME1C	<b>(1) Non-Major Elective – I –</b> (a) jkpo;nkhopapd; mbg;gilfs;/ (b) ,f;fhy ,yf;fpak;/ (c) Communicative English	2	1	25	75	100	
<b>Total</b>				<b>21</b>	<b>30</b>	--	--	<b>600</b>
II	I	4BBA211	<b>Language Course – II –</b> mYtyf Nkyhz;ik	3	6	25	75	100
	II	4BBA221	<b>English Language Course – II</b> Business Report Writing	3	6	25	75	100
	III	4BBA2C1	<b>Core – III –</b> Principles of Management	4	6	25	75	100
		4BBA2C2	<b>Core – IV –</b> Cost Accounting	4	5	25	75	100
			<b>Allied – II</b>	5	5	25	75	100
IV	4BES2	<b>(3) Environmental Studies</b>	2	2	25	75	100	
<b>Total</b>				<b>21</b>	<b>30</b>	--	--	<b>600</b>
III	III	4BBA3C1	<b>Core–V–</b> OrganizationalBehaviour	4	6	25	75	100
		4BBA3C2	<b>Core – VI –</b> Business Statistics	4	7	25	75	100
		4BBA3C3	<b>Core – VII –</b> Computer Applications in Business – I	4	7	25	75	100
			<b>Allied – III</b>	5	7	25	75	100
	IV	4NME3A/ 4NME3B/ 4NME3C	<b>(1) Non-major Elective – II –</b> (a) ,yf;fpaKk; nkhopg; gad;ghLk; /(b) goe;jkpo; ,yf;fpaq;fSk; ,yf;fpa tuyhWk; / (c)Effective Employability Skills	2	1	25	75	100
		4SBS3A1/ 4SBS3A2	<b>(2) Skill Based Subject – I</b>	2	2	25	75	100
V	4BEA3	<b>Extension Activities</b>	1	-	100	-	100	
<b>Total</b>				<b>22</b>	<b>30</b>	--	--	<b>700</b>
IV	III	4BBA4C1	<b>Core – VIII –</b> Operations Management	4	5	25	75	100

		4BBA4C2	<b>Core – IX – Marketing Management</b>	4	5	25	75	100
		4BBA4C3	<b>Core – X – Computer Applications in Business – II</b>	4	6	25	75	100
		4BBA4C4	<b>Core – XI – Business Mathematics</b>	4	5	25	75	100
			<b>Allied – IV</b>	5	5	25	75	100
	IV	4SBS4B1/ 4SBS4B2	<b>(2) Skill Based Subject – II</b>	2	2	25	75	100
		4BVE4/ 4BMY4/ 4BWS4	<b>Value Education / Manavalakalai Yoga / Women's Studies</b>	2	2	25	75	100
			<b>Total</b>	<b>25</b>	<b>30</b>	<b>--</b>	<b>--</b>	<b>700</b>
V	III	4BBA5C1	<b>Core– XII – Marketing Research</b>	4	5	25	75	100
		4BBA5C2	<b>Core – XIII – Management Accounting</b>	4	6	25	75	100
		4BBA5C3	<b>Core – XIV- Business Law</b>	4	5	25	75	100
		4BBAE1A/ 4BBAE1B	<b>Elective – I – Tourism Management(or)Rural Marketing</b>	5	5	25	75	100
		4BBAE2A/ 4BBAE2B	<b>Elective– II – Service Marketing (or) Insurance Management</b>	5	5	25	75	100
	IV	4SBS5A3/ 4SBS5A4/ 4SBS5A5	<b>(2) Skill Based Subject – I</b>	2	2	25	75	100
			<b>(2) Skill Based Subject – I</b>	2	2	25	75	100
			<b>Total</b>	<b>26</b>	<b>30</b>	<b>--</b>	<b>--</b>	<b>700</b>
VI	III	4BBA6C1	<b>Core – XV – Investment Management</b>	4	5	25	75	100
		4BBA6C2	<b>Core – XVI – Financial Management</b>	4	5	25	75	100
		4BBA6C3	<b>Core – XVII – International Marketing</b>	4	5	25	75	100
		4BBA6C4	<b>Core – XVIII – Project Report &amp; Viva-Voce</b>	4	6	40	60	100
		4BBAE3A/ 4BBAE3B	<b>Elective–III–Retail Management (or)Customer Relationship Management</b>	5	5	25	75	100
	IV	4SBS6B3/ 4SBS6B4/ 4SBS6B5	<b>(2) Skill Based Subject – II</b>	2	2	25	75	100
			<b>(2) Skill Based Subject – II</b>	2	2	25	75	100
			<b>Total</b>	<b>25</b>	<b>30</b>	<b>--</b>	<b>--</b>	<b>700</b>
			<b>Grand Total</b>	<b>140</b>	<b>180</b>	<b>--</b>	<b>--</b>	<b>4000</b>

**I YEAR – I SEMESTER  
COURSE CODE: 4BBA1C1**

**CORE COURSE- I - ENVIRONMENT OF BUSINESS**

**Unit I**

**Meaning and Introduction:** Concept of Business Environment – Significance and need for the study – Internal and External factors – Impact of social, Economic, Political and Technological environments on business decisions.

**Unit II**

**Socio-Cultural Environment:** Social Attitudes – Religious, caste and lingual groups – Joint family system – Social Responsibilities of Business – Business Ethics – Importance of Values in Business – Nature of Culture – Cultural Heritage – Impact of Foreign Culture.

**Unit III**

**Political Environment:** Role of Government policies in business development in India – State control on Business and Liberal Policies. **Technological Environment:** Concept and Types of Technology – Import of technology: Merits and Demerits – Appropriate technology– Impact of technology on Business, Economy and Society.

**Unit IV**

**Economic Environment:** Economic Systems and their impact on Business – Population – Per capita income – Standard of living – Role of Public sector units in Indian economy – FDI– Globalisation – Multi National Corporations – Merits and demerits – Fiscal Policy.

**Unit V**

**Legal Environment:** Industries (Development and Regulations) Act, 1951 – Consumer Protection Act, 1986 – Foreign Exchange Management Act, 1951 – Patents Act, 1970 – Trade Marks Act, 1999 – Right to Information Act.

**Text Books**

1. Business Environment – C.B.Gupta
2. Business Environment – Francis Cherunilam
3. Business Environment – K.Chidambaram & V.Alagappan
4. Indian Economy – Ruddar Dutt & K.P.M.Sundaram
5. Government of India Guidelines & Industries Annual.



**I YEAR – I SEMESTER  
COURSE CODE: 4BBA1C2**

**CORE COURSE II - FINANCIAL ACCOUNTING**

**Unit I**

Introduction to Financial Accounting – Book-keeping – Meaning and objectives – Double entry system – Importance – advantages – Journal and ledger – Preparing Trial balance – Subsidiary books – Different types of Cash books – Bank Reconciliation Statement.

**Unit II**

Final Accounts – Capital and Revenue items – Preparation of Trading, Profit and Loss account and Balance Sheet – Adjustment entries – Account Current – Average Due Date

**Unit III**

Accounts from incomplete records – Defects – Ascertainment of profit – Conversion of single entry into double entry

**Unit IV**

Accounts of Non-profit Organisations – Capital, Revenue, Deferred Revenue Expenditures – Preparation of Receipts and Payments Account and Income and Expenditure Account – Balance Sheet

**Unit V**

Depreciation – Meaning – Causes – Needs – Provisions and Reserves.

**Text and Reference Books**

- |                      |   |                          |
|----------------------|---|--------------------------|
| Advanced Accountancy | – | R.L.Gupta                |
| Advanced Accountancy | – | R.S.N.Pillai & Bagavathi |
| Advanced Accountancy | – | S.P.Jain & K.L.Narang    |

**(Note: Questions must be 60% on problems and 40% on theory parts)**



**I YEAR – II SEMESTER  
COURSE CODE: 4BBA2C1**

**CORE COURSE – III - PRINCIPLES OF MANAGEMENT**

**Unit I**

Nature and evolution of management – Meaning and definition of management – Contributions of Taylor, Fayol, Mayo and Drucker – Functions of management – management: Art, Science and Profession – Administration Vs management – Functional areas of management – Managerial skills: Technical, Human, Conceptual and decision making – Levels of management.

**Unit II**

**Planning:** Definition, importance and characteristics – Planning process – types of plans – Merits and demerits of planning – concept of MBO – **Business Forecasting:** Definition and methods of forecasting – **Decision Making:** Nature, importance and steps in Decision making– Decision making techniques.

**Unit III**

**Organising:** Meaning, definition and Principles, Formal and Informal Organisation – Organisation structure – Line and staff organization – Types of Groups – Formal and Informal Groups – Merits and Demerits of the groups

**Unit IV**

**Directing:** Definition and principles of Directing – **Motivation:** Meaning, nature and importance – Maslow, Mc Gregor, Herzberg Mc Cleland, and Alderfer theories of motivation– Delegation of Authority – Centralization and decentralization – Merits and Demerits. **Staffing:** meaning and importance of staffing – Recruitment, selection, training of staff.

**Unit V**

**Controlling :** Meaning, definition and need – Principles of controlling – Controlling techniques. **Co-ordination:** Meaning, need and features – Techniques – Problems in coordination.

**Text and Reference Books**

1. Principles of Management – L.M.Prasad
2. Principles of Management – Dr.G.Venkatesan, R.K.Sharma & Shashi K.Gupta
3. Management: Theory and practice – C.B.Gupta.



**I YEAR – II SEMESTER  
COURSE CODE: 4BBA2C2**

**CORE COURSE - IV - COST ACCOUNTING**

**Unit I**

Cost Accounting – Meaning – Objectives – Functions – Importance – Advantages and Limitations – Cost Accounting Vs Financial Accounting – Cost Analysis – Cost Elements – Classification and Methods – Cost Unit and Cost Centre.

**Unit II**

Materials control – Objectives and advantages – Purchasing – Centralized and decentralised purchasing – Merits and Demerits – Stock Levels – EOQ, BIN card – ABC analysis – Stores ledger– Material Issues – FIFO, LIFO, Simple Average and Weighted Average Methods.

**Unit III**

Labour – Direct and Indirect Labour – Labour Turn over – Methods of Wage payment – Incentive plans.

**Unit IV**

Overheads – meaning – classification of Overheads – allocation and Absorption of overheads– Reconciliation of Cost and financial Accounts.

**Unit V**

Preparation of Cost Sheet – Unit or Output costing – Meaning – Tenders and Quotation.

**Text Books**

- |                    |   |  |
|--------------------|---|--|
| 1. Cost Accounting | – | S.P.Jain and K.L.Narang                    |
| 2. Cost Accounting | – | RSN Pillai and Mrs.Bhagavathi              |
| 3. Cost Accounting | – | SP.Iyengar                                 |
| 4. Cost Accounting | – | T.S.Reddy and A.Murthy Margham Publishers. |

**(Note: Questions must be 60% on problems and 40% on theory parts)**



**II YEAR – III SEMESTER**  
**COURSE CODE: 4BBA3C1**

**CORE COURSE - V - ORGANIZATIONAL BEHAVIOUR**

**Unit I:**

**Organisational Behaviour:** Meaning and Scope of Organisational Behaviour – Features of Organisational Behaviour – Individual behaviour and Group behaviour.

**Unit II:**

**Personality:** Meaning – Determinants – Personality Traits – Personality attributes influencing OB. **Perception:** Meaning and Importance – Factors influencing perception – Perception in individual decision making – Meaning and techniques of Group Decision Making.

**Unit III:**

**Communication:** Meaning, functions and process of Communication – Barriers to effective communication and methods of overcoming – **Leadership:** Meaning and types – Importance– Trait theories – Behavioural theories – Managerial Grid.

**Unit IV:**

**Conflict:** Meaning and types of conflict – Negotiation process. **Stress:** Stress and behavior – Sources of stress – General Stress syndrome – Effects of job stress – Individual and Organisational strategies in managing stress.

**Unit V:**

**Organisational Change:** Meaning, need and significance – External and internal forces – Resistance to change – Steps in managing change. **Organisational Development:** Objectives of OD program – Basic OD assumptions – OD interventions.

**Text Books**

Organisational Behaviour – Stephen P. Robbins: Pearson Education  
Organisational Behaviour – Jit.S. Chandan: Vikas Publishing House  
Organisational Behaviour – L.M. Prasad: Sultan Chand & Sons



**II YEAR – III SEMESTER**  
**COURSE CODE: 4BBA3C2**

**CORE COURSE - VI - BUSINESS STATISTICS**

**Unit I**

Introduction to statistics – definitions – use of statistics in business – Limitations – Types of Series– Formulation of frequency distribution – diagrammatic and graphic presentation – significance of diagrams and graphs – Line and Bar charts – Pie diagrams – Pictogram and Cartogram – Histogram– frequency polygon and frequency curve – Ogives – limitations of diagram and graphs.

**Unit II**

Measures of central value – average – meaning – objectives of average – types of average – Arithmetic Mean – Median – Mode – Geometric Mean – Harmonic Mean – relationship among averages – limitations of averages.

**Unit III**

Dispersion – meaning – methods of measuring dispersion – Range – Quartile Deviation – Mean Deviation – Standard Deviation – Coefficient of variation – uses of dispersion.

**Unit IV**

Correlation – definition – Correlation analysis – types of correlation – methods of studying correlation – Scatter diagram, Graphic method, Karl Pearson’s coefficient correlation – Rank correlation – uses of correlation analysis – Regression Analysis – definition – regression equations.

**Unit V**

Index Numbers – meaning – uses – construction of index numbers (Chain base method excluded) – cost of living index – limitations of index numbers – Time Series – components – measurement of trend – graphic method, semi average method, Moving averages method, method of least squares – Fitting straight line trend using  $Y = a + bX$  only – Uses of time series.

**Books Recommended**

- |                                     |   |                              |
|-------------------------------------|---|------------------------------|
| 1. Statistical Methods              | – | S.P.Gupta                    |
| 2. Business Statistics              | – | S.P.Gupta & M.P.Gupta        |
| 3. Statistics – Theory and Practice | – | M.C.Shukla & S.C.Gulshan     |
| 4. Statistics                       | – | R.S.N. Pillai & V.Bagavathi. |





**II YEAR – III SEMESTER**  
**COURSE CODE: 4BBA3C3**

**CORE COURSE - VII - COMPUTER APPLICATIONS IN BUSINESS - I**

**Unit I:**

Introduction to Computers – Computers Software Languages – flow charting – Programming concepts – Assembly language – High level language – Operating system – Compilers – Assemblers – Packages.

**Unit II:**

MS Word – Introduction to Word – Creating Word Document – Formatting – Spell check – Grammar check – Working with Tables – Saving, Opening and closing Document – Mail Merge.

**Unit III:**

MS PowerPoint – Creation – Insert Picture – Animation – Creating Multimedia Presentations– Insert tables and Graphs

**Unit IV:**

MS Excel – Introduction – Spread sheet – Entering data in Working Sheets – Editing and Formatting Work sheets – Charts – Functions like Saving, Opening and closing Work book.

**Unit V:**

Introduction to internet – Browsers – Search Engine – WWW – Internet Protocols – FTP – TELNET – HTTP – Email – How to create Email – Internet Vs Intranet – Webpage – URL.

**Reference Books**

Complete Reference on MS Office – Deitel & Deitel



**II YEAR- IV SEMESTER  
COURSE CODE: 4BBA4C1**

**CORE COURSE -VIII - OPERATIONS MANAGEMENT**

**Unit I**

Operations management – definition, objectives and functions – Plant location – factors influencing plant location – urban and rural plant sites – multiple location. Plant layout – objectives, principles, different types of layout – their merits and demerits and suitability.

**Unit II**

Work study: Definition, meaning Advantages of work study- Method study, objectives of method study. Work measurement- meaning and objectives-Time study and Motion study.

**Unit III**

Production planning and control – need, functions – planning, routing, scheduling. Material handlings – Functions and principles – various types of material handling equipments.

**Unit IV**

Quality control: Need for Quality control, Objectives. – Inspection- Methods of inspection-Samples- sampling techniques.Steps in quality control,benefits of quality control.

**Unit V**

Materials management – meaning – need – functions of materials management – Integrated materials management. Functions of store keeper – types of material – Material issue procedure – Inventory control – importance, objectives – Stock levels – EOQ, ABC analysis.

**Books Recommended**

1. Production / operation management – Elwood Buffa
2. Production / operation management – S.N.Chary
3. Materails management – an integrated approach – P.Gopalakrishnan and M.Sunderesan
4. Purchasing and material Management – Text and cases – Lamar Lee Jr. and Doanald W.Dobler.
5. Materials Management – M.M.Varma.



**II YEAR- IV SEMESTER**  
**COURSE CODE: 4BBA4C2**

**CORE COURSE - IX - MARKETING MANAGEMENT**

**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.

**Books Recommended**

1. Marketing Management – Philip Kotler
2. Fundamentals of Marketing – William J. Standon
3. Principles and Practice of Marketing I India – C.B.Memoria
4. Marketing Management: Text and Cases – an Indian Perspective – Dr.R.K.Varshney and Dr.S.L.Gupta
5. Sales Management – Richard R.Still, Edward W. Cundiff & Norman AP Gowani.



**II YEAR- IV SEMESTER**  
**COURSE CODE: 4BBA4C3**

**CORE COURSE - X - COMPUTER APPLICATIONS IN BUSINESS – II**

**Unit I:**

Introduction – Role of Computer in Accounting – Extended Enterprise Features – Accounting and Inventory features – sales and purchase order processing – To start Tally – menus and options – Accounting with Tally – Pre define groups of accounts – Golden rules of accounts – Double entry systems – Ledger creation.

**Unit II:**

Gateway of Tally – Accounts Information – Primary groups of capital nature – revenue nature – To create groups using single mode – multiple modes – types of Budget – types of vouchers – Restart numbering – Foreign Exchange Transactions – Gateway of Tally – Inventory Information – single stock group creation – multiple stock group creation – create stock category using single mode – multiple mode – configuration settings for inventory – costing methods – FIFO – LIFO – create stock items in multiple mode – Trading Business.

**Unit III:**

Gateway of Tally – Voucher entry – Types of voucher – Inventory allocations – Purchase and sales order vouchers entry – Invoice entry – optional and regular vouchers – Balance sheet – Gateway of Tally – Profit and loss Account.

**Unit IV:**

Gateway of Tally – Display – Trial Balance – Accounting Books and Statements – Inventory Reports and statements – cash flow / funds flow statement – Gateway of Tally – Multi Accounting Printing – types of printing configuration options.

**Unit V:**

Reconciliation of bank accounts and other Miscellaneous option – Stock summary ratio analysis – Import and Export of data – backup and restore of data – loading of company – creating a group company – Reconciliation of bank accounts – security control – user and passwords – types of security – case study for manufacturing Accounts (minimum 3 problems) – case study of trading Business (minimum 3 problems) – Tally ODBC – Exchange and Merge data.

**Text Books:**

Tally software Package – Manual.



**II YEAR- IV SEMESTER  
COURSE CODE: 4BBA4C4**

**CORE COURSE -XI - BUSINESS MATHEMATICS**

**Unit I:**

Analytical geometry – distance between two points in a plane – slope of a straight line – equation of straight line – point of intersection – demand and supply curves (linear) – market equilibrium – break even analysis.

**Unit II:**

Set theory – definition – types – union, intersection, difference, and complement of sets – De Morgan’s Law – Venn diagram – simple set applications – Cartesian product

**Unit III:**

Differential calculus – derivative of a function – differentiation – standard forms – sum, product, quotient rule – differential coefficients of simple functions (**trigonometric functions excluded**) – function of a function rule – simple application to economics using marginal concept (**Elasticity of demand – Excluded**)

**Unit IV:**

Higher order derivatives – maxima and minima – simple marketing models using profit maximization, fencing and container problems only – Integral calculus – standard forms – rules of integration – integration by substitution (**Trigonometric functions, integration by parts, method of partial fractions are Excluded**) – Definite integral – simple applications – finding total and average cost function – producer surplus and consumer surplus.

**Unit V:**

Matrices – definition – types – addition, subtraction, multiplication of matrices – inverse matrix – solving a system of simultaneous linear equations using matrix inversion technique – rank of a matrix.

**Text Books:**

Business Mathematics – V.Sundaresan and S.D.Jeyaseelan.



**III YEAR - V SEMESTER  
COURSE CODE: 4BBA5C1**

**CORE COURSE XII - MARKETING RESEARCH**

**Unit I**

Marketing Research – Definition – Nature, scope and importance of Marketing Research – Applications, uses and limitations – Position of Marketing Research in India – Role of Marketing Research Agencies.

**Unit II**

Marketing Research procedure – Scientific methods in Marketing Research – Difficulties in applying scientific methods – Research Design – Exploratory and Conclusive research – methods such as descriptive research and experimental research.

**Unit III**

Collection of data – Primary data – methods of collection – observation and interview – Methods of interview – merits and demerits – Secondary data – advantages and limitations – evaluating secondary data – sources of secondary data – Questionnaire – steps in drafting questionnaire – Types of errors in information from respondents.

**Unit IV**

Census Vs. Sampling – Reasons for sampling – Types of sampling – Probability sampling and non-probability sampling – sampling methods – merits and demerits – Attitude measurement– Scaling Techniques – Classification and tabulation of data – presentation of data – Report writing.

**Unit V**

Motivation Research – techniques and limitations – Product Research – Test Marketing – Advertising Research – Sales analysis research – Consumer Research.

**Reference Books**

1. Marketing Research: Principles, Applications and cases – D.D.Sharma
2. Marketing Research – Harper Boyd & Ralph Westfall
3. Marketing Research –Taylor
4. Modern Marketing Research – Kulkarni
5. Modern Marketing Research – M.N.Mishra



**III YEAR - V SEMESTER  
COURSE CODE: 4BBA5C2**

**CORE COURSE XIII - MANAGEMENT ACCOUNTING**

**Unit I:**

Management Accounting – Meaning – Nature, scope, functions, advantages and disadvantages – Management Accounting Vs Financial Accounting and Cost Accounting – Financial statement analysis – comparative, common size and trend analysis.

**Unit II:**

Ratio analysis – merits and demerits – classification of ratios – Dupont control chart.

**Unit III:**

Fund flow statement and cash flow statement – meaning, merits and demerits – preparation of fund flow and cash flow statements.

**Unit IV:**

Marginal costing – meaning, merits and demerits – cost volume profit analysis – break even analysis – application of marginal costing – make or buy decision, shut down or continue decision and selection of sales mix.

**Unit V:**

Standard costing and variance analysis – meaning, advantages and disadvantages – steps involved in standard costing – variance – material variances – labour variances.

**(Note: Questions must be 60% on problems and 40% on theory parts)**

**Text Books**

Management Accounting – S.P.Gupta  
Management Accounting – RSN Pillai and Mrs Bagavathi  
Management Accounting – Dr.S.N.Maheswari  
Management Accounting – T.S.Reddy and A.Murthy



**III YEAR - V SEMESTER  
COURSE CODE: 4BBA5C3**

**CORE COURSE XIV - BUSINESS LAW**

**Unit I:**

Meaning of Law – Importance – Commercial Law – Meaning – Importance – Law of Contracts – Contract – Meaning – Types – Essentials of a valid Contract – Offer – Acceptance– Consideration– Capacity of Parties

**Unit II:**

Free Consent – Misrepresentation – Fraud – Co-ercion – Undue Influence – Breach of Contract – Discharge of Contract – Contract of Indemnity and Guarantee.

**Unit III:**

Sale of Goods Act,1930 – Essentials of a Contract of Sale – Conditions and warranties – Transfer of Property – Unpaid seller – rights.

**Unit IV:**

Law of Agency – Agent –meaning, Types – Duties, Liabilities and rights of agent and Principal – creation and Termination of Agency.

**Unit V:**

Companies Act 1956 – Company: Meaning – Types – Characteristics of a Company – Formation of a Company – Necessary Documents – Memorandum and Articles – Introduction about Capital and Shares – Brief Introduction about company Management.

**Text Books**

- |                               |   |                          |
|-------------------------------|---|--------------------------|
| 1. Commercial Law             | – | N.D. Kapoor              |
| 2. A Manual of Mercantile law | – | M.C.Shukla               |
| 3. Mercantile law             | – | M.J.Sethna               |
| 4. Business law               | – | R.S.N.Pillai & Bagavathi |





**III YEAR - V SEMESTER  
COURSE CODE: 4BBAE1A**

**ELECTIVE COURSE –I (A) TOURISM MANAGEMENT**

**Unit I:**

History of travel and tourism – ancient, medieval and contemporary periods – Tourism – definition – forms – Motivation for travel – barriers to travel – tourism product – travel industry network.

**Unit II:**

International tourism – top tourism promoting countries – major destinations – spending and earnings by different countries and other details – Domestic tourism – Indian tourism – Tourist attractions – preferred places – historical past – culture – seasonality – foreign exchange earnings – profile of visitors – factors influencing tourism development – Social, Economic and Environmental impact on tourism.

**Unit III:**

Tourism and the State – National Tourism Administration (NTA) – Comparative study of NTAs of various countries – activities of Department of Tourism – India Tourism Development Corporation (ITDC) – State Tourism Development Corporations (STDCs) – Tourism planning – need for planning – process of planning,

**Unit IV:**

Surface transport – Airline industry – Travel Agents – functions – automation in travel industry – Computerised Reservation System – Importance of CRS for travel agents – World Tourism Organisation – International Air Transport Association.

**Unit V:**

Hotel Industry – types of tourist accommodation – management system of hotels – franchise, management contracts, referral systems – hotel industry in India – finance, concessions and incentives given by government – major hotel chains of India – Tourism promotion – role and importance – advertising and publicity.

**Books Recommended:**

1. Successful Tourism Management (Vol.: I) – Fundamentals of Tourism – Pran Seth
2. Successful Tourism Management (Vol.: II) – Tourism Practices – Pran Seth
3. International Tourism Management – A.K.Bhatia
4. Tourism Marketing – S.M.Jha.



**III YEAR - V SEMESTER  
COURSE CODE: 4BBAE1B**

**ELECTIVE COURSE – I - (B) RURAL MARKETING**

**Unit I:**

Profile of Rural Marketing – Nature, classification and the potential of rural markets in India– social, cultural and economic and other environmental factors affecting rural marketing.

**Unit II:**

Profile of Consumer – Attitudes and behaviour of the rural consumer and farmers – Motivating the rural consumer – developing sales force of rural markets – mass communication rural media.

**Unit III:**

Physical distribution in rural markets – State trading in rural market, Primary retail, wholesale market, secondary wholesale markets, terminal market, methods of sale and rural production.

**Unit IV:**

Agricultural – Non Agricultural products – classification of Agricultural products – functions of Agricultural marketing processing facilities – determinates of Agricultural prices and marketing margins – Role of Agricultural price commission.

**Unit V:**

Problem of marketing – Role of Co-operative agencies in marketing – Marketing finance – role of supply chain management – Nature, scope and role of co-operative marketing – Development of co-operative marketing in India.

**Books for References:**

1. Desai, Vasant – Rural development
2. Porter, Michael E. – Competitive Strategy
3. Rudia, Ashok – Indian Agricultural Economics
4. T.P.Gopaldasamy – Rural marketing: LIM, Bangalore.



**III YEAR - V SEMESTER  
COURSE CODE: 4BBAE2A**

**ELECTIVE COURSE -II (A) SERVICE MARKETING**

**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 Books:**

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



**III YEAR - V SEMESTER  
COURSE CODE: 4BBAE2B**

**ELECTIVE COURSE-II - (B) INSURANCE MANAGEMENT**

**Unit I:**

Concept of Insurance – nature – role and importance of insurance management – principles and functions – role of an insurance company manager.

**Unit II:**

Nature of Life Insurance – classification of policies – selection of risk – measurement of risk–surrender value – valuation and surplus – management of LIC of India.

**Unit III:**

Nature of Marine Insurance contracts – classification of policies – policy conditions – premium calculations – marine losses – payment claims – management of marine insurance – role of manager in marine insurance business – recent trends in marine insurance business.

**Unit IV:**

Nature and uses of Fire Insurance – Fire insurance contract – kinds of policies – policy conditions – rate fixation in fire insurance –Payment of claim – management of fire insurance–role of a manager in fire insurance – Recent trends in fire insurance business.

**Unit V:**

Motor Insurance – Burglary Insurance – Personal Accident Insurance – Rural Insurance in India – role of a manager of these insurance – Privatisation of Insurance Industry and its impacts.

**Recommended Books:**

Insurance- Principles and Practice – M.N.Mishra.



**III YEAR - VI SEMESTER  
COURSE CODE: 4BBA6C1**

**CORE COURSE -XV - INVESTMENT MANAGEMENT**

**Unit I:**

Investment Management – meaning – nature – scope – Investment process – gambling – speculation – securities – equity shares – preference shares – sweat equity – right shares – bonus shares – debentures – bonds – warrants.

**Unit II:**

Security Market – New Issue Market (NIM) – parties involved in NIM – role of NIM – function of NIM – Secondary market – functions – listing of securities – methods of trading – BSE, NSE, ISE, OTCEI, NSDL, DEMATE – REMATE – SEBI and its role in NIM and stock market – recent trends in stock market and NIM.

**Unit III:**

Risk – types of risk – risk and return analysis – Fundamental analysis – technical analysis – Efficient Market Theory.

**Unit IV:**

Portfolio Management – meaning – portfolio construction – objectives of portfolio – selection of portfolio – Markowitz model – Sharpe model – Capital asset pricing model – Arbitrage pricing theory – assumptions, significances and limitations of each theory.

**Unit V:**

Portfolio Evaluation – meaning – needs – Sharpe's performance measures – Reynar's Performance Index – Jensen's Performance Index – their significance and limitations – Portfolio revision – formula plans, constant rupee value plan – constant ratio and variable ratio plan.

**Reference Books**

- |   |   |                       |
|---|---|-----------------------|
| 1. Investment Analysis and Portfolio Management | – | R.P.Rustogi           |
| 2. Investment Management                        | – | V.K.Balla             |
| 3. Investment Management                        | – | Preethi Singh         |
| 4. Security Analysis and Portfolio Management   | – | Punithavathi Pandian. |



**III YEAR - VI SEMESTER  
COURSE CODE: 4BBA6C2**

**CORE COURSE - XVI - FINANCIAL MANAGEMENT**

**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.

(Note: Questions must be 40% on problems and 60% on theory parts)

**Books Recommended**

- |                                       |   |                       |
|---------------------------------------|---|-----------------------|
| 1. Principles of Financial Management | – | S.N. Maheswari        |
| 2. Financial Management               | – | M.Y. Khan & P.K. Jain |
| 3. Financial Management               | – | Dr.S.P.Gupta          |
| 4. Financial Management               | – | I.M.Pandey            |



**III YEAR - VI SEMESTER  
COURSE CODE: 4BBA6C3**

**CORE COURSE-XVII - INTERNATIONAL MARKETING**

**Unit I:**

**Introduction to International Marketing:** Definition and scope of International Marketing – Difference between Domestic Marketing and International Marketing – Different modes of International Marketing – Problems in International Marketing – Trends in India’s foreign trade.

**Unit II:**

**Export Policy and Procedure:** India’s Export Import Policy – Export documents – Statutory and operational documents – Procedure for exporting.

**Unit III:**

**Modes of export payment:** Brief outline on modes of payment – Letter of Credit – Definition and importance – Parties to L/C – types of L/C – Modus Operandi of L/C – Institutional support to promote exports – Incentives available for exporters.

**Unit IV:**

**International Market Research:** Consumer behaviour and competition in foreign markets – Issues in market research – Standardisation and adaptation.

**Unit V:**

**International Marketing Strategies:** Pricing policy for exports – Distribution channel decisions – Promotion strategies – Globalisation and foreign trade – Role of MNCs.

**Reference Books**

- |                                       |   |                              |
|---------------------------------------|---|------------------------------|
| 1) International Marketing            | – | Francis Cherunilam           |
| 2) Export Management                  | – | TAS Balagopal                |
| 3) International Marketing            | – | Kanar and Mittal             |
| 4) International Marketing Management | – | RL Varshney and Battacharya. |



**III YEAR - VI SEMESTER  
COURSE CODE: 4BBA6C4**

**CORE COURSE – XVIII- PROJECT REPORT & VIVA-VOCE**

**Maximum Marks – 100**

**60% for Report Evaluation**

**40% for Viva-Voce**

**(Note: Both are jointly evaluated by External and Internal Examiners)**





**III YEAR - VI SEMESTER  
COURSE CODE: 4BBAE3A**

**ELECTIVE COURSE - III - (A) RETAIL MANAGEMENT**

**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:**

Retail in India: Evolution and Size of retail in India – Drivers of retail change in India – Environment and Legislation for Retailing – Foreign Direct Investment in retail – Challenges to retail developments in India – Use of Internet and Related Technology to Improve Retail Business – Electronic Data Interchange, Database Management, Data warehousing

**Unit V:**

Global retail markets: Strategic planning process for global retailing – Challenges facing global retailers – Challenges and Threats in global retailing – Factors affecting the success of a global retailing strategy – U.S. retailers and foreign markets – Foreign retailers and U.S.markets.

**Text and Reference Books:**

1. S.Shajahan – Relationship Marketing McGraw Hill
2. Barry Berman and Joel R Evans – Retail Management – A strategic Approach
3. Philip Kotler, Marketing Management, Prentice Hall
4. Swapana Pradhan – Retailing Management
5. David Gilbert – Retail Marketing
6. J. Lamba – The Art of Retailing
7. Gibson G Vedamani – Retail management – functional principles and Practice, Jaico



**III YEAR - VI SEMESTER  
COURSE CODE: 4BBAE3B**

**ELECTIVE COURSE – III - (B) CUSTOMER RELATIONSHIP MANAGEMENT**

**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 – Using Customer touch points – Deciding who should lead the 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 – Integration Business Process Management – 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 – in manufacturing, banking hospitality and telecom sectors – Best Practices in Marketing Technology – Indian Scenario.

**Reference Books**

1. Customer Relationship Management – Peelen, Ed. Pearson
2. The CRM Handbook – D. Jill Pearson
3. CRM, A strategic Imperative in the World of eBusiness – Brown, Stanley
4. CRM (Emerging Concepts, Tools & Applications) – Sheth, Jagdish N.
5. Marketing Research – Harper Boyd & Ralph Westfall
6. Consumer Behaviour – Schiffman

