

PONDICHERRY UNIVERSITY
(A CENTRAL UNIVERISTY)



B.B.A.

(Bachelor of Business Administration)

(Choice Based Credit System)

Regulation and Syllabus

2020-21 onwards

PONDICHERRY UNIVERSITY
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B.B.A.
(Bachelor of Business Administration)

COURSE STRUCTURE & SYLLABI

2020-21 onwards

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B.B.A. (REGULAR DEGREE PROGRAMME)

REGULATIONS

(Effective from the academic year 2020-21)

Aim of the course

The Degree of Bachelor of Business Administration is to impart business education with a view to enabling them to undertake positions of responsibilities at the middle level in a Business Organization by training them to gain knowledge, attitude, skills, values and habit to contribute to the organization dent

Eligibility for Admission

Candidates for admission of UGM shall be required to have passed Higher Secondary Examination Conducted by the Government of Tamil Nadu with Mathematics/ Business Studies/Commerce/Accountancy as one of the subjects of study or an examination accepted as equivalent thereto subject to such conditions as may be prescribed therefore.

Duration of the Course

The Course shall be three years duration spread over six Semesters. The Maximum duration to complete the course shall be 3 years after the completion of the course.

Medium

The Medium of instruction shall be English.

Changes in the New Regulations

1. The Language and English courses are removed from the second year and more core courses are introduced.
2. New discipline specific courses such as Organizational Behaviour, Business Environment, Business Ethics and Business Economics are newly incorporated.
3. The discipline specific elective course namely Cost and Management Accounting is divided into two different courses namely Cost Accounting and Management Accounting.
4. The Subject Business Analytics is replaced with Systems Skills Development.
5. The new discipline specific elective courses in the stream of Tourism such as Tourism Principles and Practices, Event Management, Airline and Cargo Management and Hospitality Management are introduced.
6. Integrated Marketing Communication and Fundamentals of Labour Law are two discipline specific elective courses newly introduced.
7. The Course Bank Financial Management is renamed as Banking and Indian Financial System.
8. The skill enhancement course namely Rural Entrepreneurship is designed to be an internal course wherein the students are made to go to rural areas, interact with rural entrepreneurs, identify new Entrepreneurial ventures and share their experience in

form of the written report that can be presented before the class and the faculty may assist it. Each student will be assigned a faculty guide.

9. The Field Study: Each student will visit three different types of organizations either during weekends or whenever possible (depends on the individual institutions choice). The students must submit the report and do the presentation before the class and the faculty may assess the students. Each student will be assigned a faculty guide.
10. The Field Study course is shifted from fifth semester to sixth semester.
11. In MIL the language French is included.

All the UG course including B.B.A. in affiliated colleges will follow Pondicherry University CBCS regulations for UG Course.

COURSE STRUCTURE

COURSE	SUBJECT CODE	TITLE OF THE PAPER	CREDITS ALLOTTED
			Tutorials
SEMESTER-I			18 Credits
MIL-1	LBEN/LHIN/MAL/LSAN/ LTAM/LTEL111 /LFR1(C)	Tamil /Bengali/Hindi/Malayalam/Sanskrit/ Telugu/French	03
ENGLISH-1	ENGL 112	English –I	03
DSC-1A	PPLM 111	Principle of Management	05
DSC-2A	FNAC 112	Financial Accounting	05
AECC-1	PADM 113	Public Administration	02
SEMESTER-II			18 Credits
MIL-2	LBEN/LHIN/ LMAL/LSAN /LTAM/ LTEL121/ LFR2(C)	Tamil /Bengali/Hindi/Malayalam/Sanskrit/ Telugu/French	03
ENGLISH-2	ENGL 122	English –II	03
DSC-1B	BSLA121	Business Law	05
DSC-2B	BSTA122	Business Statistics	05
AECC-2	ENVS 123	Environmental Studies	02
SEMESTER-III			22 Credits
DSC-1C	BEVT231	Business Environment	05
DSC-2C	OGBH232	Organizational Behaviour	05
DSC-3C	FNCM233	Financial Management	05
DSC-4C	MKTM234	Marketing Management	05
SEC-1	SSDM235	Soft Skills Development	02
SEMESTER-IV			22 Credits
DSC-1D	BSET241	Business Ethics	05
DSC-2D	BSTA 242	Business Economics	05
DSC-3D	OPSM243	Operations Management	05
DSC-4D	HREM244	Human Resource Management	05
SEC-2	SSDT 245	System Skill development	02

SEMESTER-V		20 Credits	
SEC-3	RETP 351	Rural Entrepreneurship (Field based Project Work)	02
*DSE-1A	CNBH 352	Consumer Behaviour	05
*DSE-2A	RTLM 353	Retail Marketing	05
*DSE-3A	TADT 354	Training & Development	05
*DSE-4A	CMPM 355	Compensation Management	05
*DSE-5A	TXNM 356	Taxation Management	05
*DSE -6A	COAC 357	Cost Accounting	05
*DSE-7A	TPAP 358	Tourism Principles and Practices	05
*DSE-8A	ETMP359	Event Management	05
GE - 1	RSMD 360	Research Methodology	03
SEMESTER-VI		20 Credits	
SEC-4	FDST 361	Field Study (Industry Based Internship Report)	02
*DSE-1B	SRVM 362	Services Marketing	05
*DSE-2B	IMCN363	Integrated Marketing Communication	05
*DSE-3B	IRLM 364	Industrial Relations Management	05
*DSE-4B	FOLL365	Fundamentals of Labour Legislation	05
*DSE -5B	BIFS 366	Banking and Indian Financial Systems	05
*DSE-6B	MNAC 367	Management Accounting.	05
*DSE-7B	ALCM 368	Airline and Cargo Management	05
*DSE-8B	HPMP 369	Hospitality Management	05
GE -2	STGM 370	Strategic Management	03

Note:

The Subject Soft Skill Development in the III Semester and System Skill Development in the IV Semester will be done in workshop mode. The Students will be continuously assessed.

Since these papers are skill development papers there will not be any external examination or evaluation. These two papers will be handled completely internal by the concerned faculty and HOD.

PROGRAMME OUTCOMES

- The students would gain a thorough Knowledge in the fundamentals of business management.
- The practical exposures which would equip the student to face the contemporary challenges in the field.
- Helps in developing Critical , Analytical and Interpersonal Skill Development
- Can effectively communicate business issues, management concepts, plans and decisions both in or a land written form using appropriates up portive technologies.

PROGRAM SPECIFIC OUTCOMES

- Facilitating students to acquire conceptual clarity of various functional areas
- Build the ability to analyse various functional issues affecting the organization
- Demonstrating ability to evolves tragedies for organizational benefits
- The skill of analysis and interpretation of the data which issued in Decision Making
- Demonstrate the ability to develop models / frameworks to reflect critically on specific business contexts
- Demonstrate effective oral and written communication
- Demonstrate Ability to work in Groups
- Demonstrate understanding of social cues and contexts in social interaction
- Develop Ethical Practices and Imbibe Values for Better Corporate Governance.
- Understand ethical challenges and choices in a business setting
- Demonstrate understanding of sustainability related concerns in varied areas
- Analyze Global Environment and its Impact on Business
- Understand the ecosystem for start-up in the country
- Demonstrate the ability to create business plans

SEMESTER I

SEMESTER I

List of Papers

Title of Paper	Code
Tamil /Bengali/Hindi/Malayalam/Sanskrit/ Telugu/French	MIL-1
English –I	ENGLISH-1
Principle of Management	DSC-1A
Financial Accounting	DSC-2A
Public Administration	AECC-1

PRINCIPLES OF MANAGEMENT

SEMESTER-ICREDIT: 05

SUBJECT CODE:PPLM 111

OBJECTIVES:

- To understand the Principles and Functions of Management.
- To acquaint the students with the Current Management Practices.

UNIT – I:Management: Meaning, Nature, Scope, Process, Functions and significance of Management, Functional areas of Management - Development of Management Thoughts: F.W. Taylor, Henry Fayol, Mary Parker Follett, Elton Mayo.

UNIT – II: Planning: Concept, Objectives, process and types of planning premises, The strategic planning process – Management by objectives (MBO)- Decision Making – Concept and Process.

UNIT – III: Organizing: Concept, Nature, Process and Significance; Organisation Structure – Types of Organisation – Authority and Responsibility – Delegation and Decentralisation.

UNIT – IV: Staffing: Definition-Importance-Factors affecting staffing- Directing: Nature and Purpose – Motivation – Concepts, Theories Maslow, Hertzberg, McGregor and Vrooms.

UNIT – V: Leadership – Concept and Leadership Styles - Control: Concept and Process – Effective Controls System – Techniques of Control.

COURSEOUTCOMES:

- To impart the Knowledge of basic concepts applied in contemporary management practice
- To practice the process of management's four functions: planning, organizing, leading, and controlling.
- To identify and explain the importance of the management process and identify some of the key skills required for the contemporary management practice

TEXT BOOKS:

1. J.S. Chandan -Principles of Management - Vikas Publishing House Pvt. Ltd.
2. Gupta, C.B.-Management Concepts and Practices- Sultan Chand and Sons, New Delhi, 2003.
3. Dr. S.C. Saxena – Principles of Management - Sahitya Bhavan Publication
4. T. Ramasamy – Principles of Management - Himalaya Publication
5. P. C. Shejwalkar & A. Ghanekar – Principles & Practices of Management -Everest Publishing House

FINANCIAL ACCOUNTING

SEMESTER-ICREDIT: 05

SUBJECT CODE:FNAC 112

OBJECTIVES:

- To understand financial accounting in depth and get acquainted further with the financial management process and functions.

UNIT – I:Introduction: Meaning and Scope of Accounting – Need for Accounting – Nature and Objectives of Accounting – Developing of Accounting – Book Keeping and Accounting- Accounting Concepts and Conventions – Accounting Standard in India.

UNIT – II: Books of Accounts: Double Entry System of Book-Keeping – Journal –Rules of Debit and Credit – Ledger Posting – Rules Regarding Posting – Relationship Between Journal and Ledger – Trial Balance.

UNIT – III: Subsidiary Books: Benefits- Basic Documents-Preparation of Purchase Book-Sales Book-Purchase Return Book-Sales Return Book-Cash Book-Single, Double and Triple Column Cash Book-Petty Cash Book.

UNIT – IV: Final Accounts: Manufacturing Account–Trading Accounts – Profit and Loss A/C - Balance Sheet – Adjustment entries.

UNIT – V:Depreciation Accounting: Meaning – Causes – Objectives – Methods of Depreciation – Reserves and Provisions.

COURSE OUTCOMES:

- To gain proficiency in basic accounting concepts, conventions and understanding of the accounting process.
- To be familiar with the rules governing accounting transactions.
- To understand the process and preparation of financial statements

TEXT BOOKS:

1. Gupta, R.L. and Radhaswamy M., Financial Accounting, (2006) – Sultan and Chand Sons – New Delhi.
2. Maheswari, S.N and Maheshwary, S.K. (2006) – Fundamental of Accounting, Vikas Publications.
3. Financial Accounting - P. C. Tulsian – Pearson Education
4. Advance Accounting - Dr. Shukla & Dr Grewal- S.Chand Publishing.

INTRODUCTION OF PUBLIC ADMINISTRATION

SEMESTER-ICREDIT: 02

SUBJECT CODE:PADM 113

UNIT I:Introduction: Meaning – Nature and Scope of Public Administration and its Relationship with Other Disciplines – Evolution of Public Administration as a Discipline – Woodrow Wilson, Henry Fayol, Max Weber and Others – Evolution of Public Administration in India – Arthashastra – Colonial Administration upto 1947.

UNIT II: Public Administration in India Enactment of Indian Constitution– Union Government – The Cabinet – Central Secretariat – All India Services – Training of Civil Servants – UPSC – Niti Ayog – Statutory Bodies – The Central Vigilance Commission – Central Bureau of Investigation – National Human Rights Commission – National Women’s Commission – CAG.

UNIT III: State and Union Territory Administration: Differential Administrative Systems in Union Territories Compared to States Organization of Secretariat – Position of Chief Secretary – Functions and Structure of Departments – Directorates – Ministry of Home Affairs Supervision of Union Territory Administration – Position of Lt. Governor in Union Territories – Government of Union Territories Act 1963 – Changing Trend in Union Territories Administration in Puducherry and Andaman and Nicobar Island

UNIT IV: Emerging Issues in Indian Public Administration: Changing Role of District Collector – Civil Servants – Politicians relationship – Citizens Charter – Public Grievance Redressal mechanisms – The RTI Act 2005 – Social Auditing and Decentralization – Public Private partnership.

COURSE OUTCOMES:

- Will have the ability to understand the concepts of Public Administration.
- To be aware of what is happening in the Public Administration in the country and thereby give their best in the organisation

TEXT BOOKS:

1. A. R. Tyagi, Public Administration, Atma ram sons, New Delhi, 1983.
2. Appleby P.H, Policy and Administration, The University of Alabama Press, Alabama, 1949.
3. Avasthi and Maheshwari, Public Administration in India, Agra: Lakshmi Narain Agarwal,2013
4. Gerald.E. Caden. Public Administration. Pablidas Publishers, California, 1982.
5. R.B. Jain, Public Administration in India,21st Century Challenges for Good Governance, New Delhi: Deep and Deep,2002
6. Ramesh K Arora, Indian Public Administration, New Delhi: Wishwa Prakashan
7. Ramesh K. Arora. Public Administration, Fresh Perspective. Alekh publishers, Jaipur.
8. Rumki Basu, Public Administration: Concept and Theories, New Delhi: Sterling,2013

SEMESTER II

SEMESTER II

List of Papers

Title of Paper	Code
Tamil /Bengali/Hindi/Malayalam/Sanskrit/ Telugu/French	MIL-2
English –II	ENGLISH-2
Business Law	DSC-1B
Business Statistics	DSC-2B
Environmental Studies	AECC-2

BUSINESS LAW

SEMESTER – II

CREDITS: 05

SUBJECT CODE: BSLA 121

OBJECTIVES:

- To impart in-depth knowledge of the Law of contracts this forms the foundation of all day to day obligations in the business world.
- To impart conceptual and practical knowledge to students of Companies Act 2013, a historic legislation in corporate world replacing the Companies Act, 1956.

UNIT –I: Indian Contract Act 1872: Meaning of Law - Commercial Law - Meaning - Importance - Contract - Meaning - Types - Essentials of a Valid Contract - Offer - Acceptance - Lawful Consideration - Capacity of Parties - Free Consent - Legality of Objects - Performance of Contract-Discharge of Contract - Remedies for Breach of Contract - Quasi Contracts

UNIT II: - Contract of Indemnity and Guarantee -Law of Agency - Agent - Meaning - Types - Duties - Liabilities and Rights of Agent and Termination of Agency.

UNIT III: Sale of Goods Act 1930:Contract of Sale - Essential - Sale and Agreement to Sell - Condition and Warranties - Caveat Emptor - Rights of an Unpaid Seller.

UNIT IV: Law of Negotiable Instruments Act 1881:Meaning- Characteristics - Kinds of Negotiable Instruments - Promissory Notes - Bills of Exchange - Cheques - Types of Cheques – Crossing.

UNIT V: The Companies Act 2013:Company Law - Meaning - Characteristics - Types of Companies - Formation of Company - Memorandum & Articles of Association - Prospectus - Directors - Appointment, Powers and Duties of Directors - Kinds of Company Meeting - Minutes and Resolutions - Winding up - Modes of Winding up.

COURSEOUTCOMES:

- To understand the legal system prevailing into practice.
- To develop an understanding of the basic law related to business.
- To know the legal aspects for creating an agency
- To enhance the fundamentals of act of sale of goods
- To understand the basic provisions of Company's Act.

TEXT BOOKS:

1. N.D. Kapoor -Elements of Mercantile Law - Sultan Chand & Co., New Delhi 2001.
2. M.C.Shukla and S.S.Gulshan - Principles of Company Law - S.Chand & Co.,
3. M.C.Kucchal - Business Law/Mercantile Law, Vikas Publishing. House (P) Ltd.
4. P C Tulsian - Business Law - Tata McGraw - Hill Education.
5. M.C.Shukla - A Manual of Mercantile law - S.Chand Publishing.
6. R.S.N.Pillai & Bagavathi - Business law - S.Chand Publishing.

BUSINESS STATISTICS

SEMESTER – II

CREDITS: 05

SUBJECT CODE: BSTA122

OBJECTIVES:

- To Understand the Statistical Tools - Data Collection - Analysis the data - Diagrams and tables with correction analysis - Result and Report to the Management.

UNIT I: Statistics - Meaning and Scope of Business Statistics - Roles of Statistics for Business Decisions - Importance - Limitations - Types & Collection of Data - Classification & Tabulation of Data - Diagrammatic Representation of Data - Bar - Charts - Pie Chart - Graphical Representation of Data Histogram - Frequency Polygon - Ogives.

UNIT II: Frequency distribution – Measure of Central Tendency – Measure of Dispersion – Co-efficient of Variation - Skewness - Pearson's Coefficient of Skewness - Bowley's Coefficient of Skewness.

UNIT III: Measure of Relation –Correlation Analysis - Meaning - Types - Methods - Scattered Diagram - Karl Pearson's Coefficient of Correlation - Rank Correlation – Regression.

UNIT – IV: Test of Significance – One Sample - Two Sample and Paired t-test - F-test - Chi-Square Test - ANOVA (One way classification).

UNIT – V:Theory of Probability and theoretical distribution – Definition of Probability – Importance – Theorems – Theoretical Distribution – Binomial Poisson and Normal Distribution.

COURSE OUTCOMES:

- To understand statistical testing and their applications.
- To enable the student to understand and use the basic measure of central tendency.
- To recognize and compute the sampling distributions.
- To perform regression analysis, and compute and interpret the coefficient of correlation.

TEXT BOOKS:

1. Gupta.S.P.- Statistical Methods, Sultan Chand & Co. New Delhi.
2. Arura- Statistics for Management, Sultan Chand & Co. New Delhi.
3. G. V. Shenoy, Uma K. Srivastava, S. C. Sharma - Business Statistics - New Age Publications.

ENVIRONMENTAL STUDIES

SEMESTER – II

CREDITS: 02

SUBJECT CODE: ENVS 123

UNIT 1: INTRODUCTION OF ENVIRONMENTAL STUDIES

- Multidisciplinary nature of Environmental Studies
- Scope and importance, Concept of Sustainability Development.

UNIT 2: ECOSYSTEM

What is an Ecosystem Structure and Function of Ecosystem: Energy Flow in an Ecosystem: Food Chain, Food Webs and Ecological Succession. Case Studies of the Following Ecosystems:

- Forest Ecosystem
- Grassland Ecosystem
- Desert Ecosystem
- Aquatic Ecosystem (ponds, Streams, lakes, Rivers, Oceans, Estuaries)

UNIT 3: NATURAL RESOURCES: RENEWABLE AND NON-RENEWABLE RESOURCES

- ✓ Land Resources and Land use Change: Land Degradation, Soil Erosion and Desertification.
- ✓ Deforestation: Causes and Impacts due to Mining, Dam Building on Environment, Forests, Biodiversity and Tribal Populations.
- ✓ Water: Use and Over-Exploitation of Surface and Ground Water, Floods, Droughts, Conflicts over Water (International & Inter-State).
- ✓ Energy Resources: Renewable and Non-Renewable Energy Sources, Use of Alternate Energy Sources, Growing Energy Needs, Case studies.

UNIT 4: BIODIVERSITY AND CONSERVATION

- ❖ Levels of Biological Diversity: Genetic, Species and Ecosystem Diversity; Bio-geographic Zones of India; Biodiversity Patterns and Global Biodiversity Hot Spots.
- ❖ India as a Mega-Biodiversity Nation; Endangered and Endemic Species of India.
- ❖ Threats to Biodiversity: Habitat loss, Poaching of Wildlife, Man-Wildlife Conflicts, Biological Invasions; Conservation of Biodiversity: In-situ and Ex-situ Conservation of Biodiversity.
- ❖ Ecosystem and Biodiversity Services: Ecological, Economic, Social, Ethical, Aesthetic and Informational Value.

UNIT 5: ENVIRONMENTAL POLLUTION

- Environmental Pollution; Types, Causes, Effects and Controls: Air, Water, Soil and Noise Pollution.
- Nuclear Hazards and Human Health Risks.
- Solid Waste Management: Control Measure of Urban and Industrial Waste.
- Pollution Case Studies.

UNIT 6: ENVIRONMENTAL POLICIES & PRACTICES

- Climate Change, Global Warming, Ozone Layer Depletion, Acid Rain and Impacts on Human Communities and Agriculture.
- Environment Laws: Environment Protection Act; Air(Prevention & Control of Pollution) Act; Water (Prevention and Control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act. International Agreements; Montreal and Kyoto Protocols and Convention on Biological Diversity (CBD).
- Nature Reserves, Tribal Populations and Rights, and Human Wildlife Conflicts in India Context.

UNIT 7: HUMAN COMMUNITIES AND THE ENVIRONMENT

- Human Population Growth: Impacts on Environment, Human Health and Welfare.
- Resettlement and Rehabilitation of Project Affected Persons; Case Studies.
- Disaster Management: Floods, Earthquake, Cyclones and Landslides.
- Environmental Movements: Chipko, Silent Valley, Bishnois of Rajasthan.
- Environmental Ethics: Role of Indian and other Religions and Cultures in Environmental Conservation.
- Environmental Communication and Public Awareness, Case Studies (e.g., CNG Vehicles in Delhi).

UNIT 8: FIELD WORK

- ✓ Visit to an Area to Document Environment Assets: River/ Forest / Flora/ Fauna, etc.
- ✓ Visit to a Local Polluted Site-Urban/ Rural/ Industrial/ Agricultural.
- ✓ Study of Common Plants, Insects, Birds and Basic Principle of Identification.
- ✓ Study of Simple Ecosystems-Pond, River, Delhi Ridge, etc.

TEXT BOOKS:

1. Rao, M.N, & Datta, A.k. 1987, Waste Water Treatment. Oxford and IBH Publishing co. Pvt Ltd.
2. Sengupta, R. 2003, Ecology and economics: an approach of sustainable development. OUP
3. Singh, J.S, Singh S.P. and Gupta, S.R. 2014. Ecology, Environmental science and conservation. S.Chand Publishing, New Delhi.
4. Sodhi, N.S., Gibson, L & Raven, P.H. 2013, conservation Biology :Voices from the Tropics. John Willy & sons.
5. Thapar, V.1998, Land of the Tiger: A Natural History of the Indian Subcontinent.

SEMESTER III

SEMESTER III

List of Papers

Title of Paper	Code
Business Environment	DSC-1C
Organizational Behaviour	DSC-2C
Financial Management	DSC-3C
Marketing Management	DSC-4C
Soft Skills Development	SEC-1

BUSINESS ENVIRONMENT

SEMESTER – III

CREDITS: 05

SUBJECT CODE: BEVT231

OBJECTIVES:

- The objective of this paper is to make the students more clear about the importance of business organisation wants to achieve, to earn profit for its growth and development, to provide quality goods to its customers, to protect the environment, etc.

UNIT - I: Introduction: The Concept of Business Environment - its Nature and Significance - Components of Business Environment - Impact of environment on business and strategic decisions.

UNIT - II: Social and Cultural Environment: Introduction - Social environment - Cultural environment - Impact of Foreign Culture on Business - Types of Social Organization - Social Responsibilities of Business.

UNIT - III: Economic Environment: Introduction - Economic environment of Business - Economic systems - Macroeconomic parameters and their impact of business - Economic policies - Five Year Plans in India.

UNIT - IV: Political and Legal Environment: Introduction -Political environment - Relationship between Government and Business in India - Role of Government in Business - Constitutional provisions regarding regulation of business in India. Legal Environment - Implementations of Business - Corporate Governance.

UNIT - V: Technological and Natural Environment: Features of Technological Environment - Factors and Impact of Technological Environment - Technological Environment in India - Elements of Natural Environment - Environmental Pollution.

COURSE OUTCOMES:

- To identify and evaluate the complexities of business environment and their impact on the business.
- To analyze the relationships between Government and business and understand the political, economic, legal and social policies of the country.

TEXT BOOKS:

1. K. Aswathappa - “Essentials of Business Environment: Text, Cases & Exercises”, Himalaya Publishing House, Mumbai, India.
2. Sheeba Julius and Arul Edison Anthony Raj I - “Business Environment”, Charulatha Publications, Chennai, India.
3. K. Aswathappa & G. Sudarsana Reddy - Business Environment - Himalaya Publishing House.
4. S. Sankaran - Business Environment - Margham Publication.

ORGANIZATIONAL BEHAVIOUR

SEMESTER – III

CREDITS: 05

SUBJECT CODE: OGBH232

OBJECTIVES:

- The objective of this course is to help students understand the conceptual framework of organisational behaviour.

UNIT: I – Organisation Behaviour – Concept – Nature – Significance – Disciplines- Challenges - Role – Models - Human Behaviour Approach – Organisational systems and Environment.

UNIT: II – Individual Behaviour – Concept of Behaviour- Process of Behaviour - Personality- Concept – Measurement - Perception – Concept – Process – Application - Learning – Concept – Theories – Attitudes & Value - Concept – Theories – Types of values.

UNIT: III – Group Behaviour – Group Norms – Group Formation – Group Cohesiveness – Group Dynamics – Interpersonal Relationships – Transactional Analysis.

UNIT: IV – Organisational Dynamics – Organizational Design – Organisational Climate - Organisational Change – Resistance to Change, Management to Change, Organisational Culture.

UNIT: V – Organisational Conflicts – Source, Pattern, Levels, and Type of Conflict – Resolution of Conflict – Organizational change and Development – Organisational Effectiveness.

COURSE OUTCOMES:

- To analyse the behaviour of individuals and groups in organisations in terms of organisational behaviour theories, models and concepts
- To apply organisational behaviour concepts, models and theories to real life management situations through case analysis
- To enable the student to explore various dimensions of Human Resource Management and will find new career opportunities in the same

TEXT BOOKS:

1. Dr. L.M. Prasad; Organisational Behaviour, Sultan Chand & Don's, New Delhi.
2. K. Aswathappa- Organizational Behaviour, Himalaya Publishing House
3. Dr.C.B. Gupta- Organizational Behaviour -,S.Chand Publishing

FINANCIAL MANAGEMENT

SEMESTER – III

CREDITS: 05

SUBJECT CODE: FNCM233

OBJECTIVES:

- To understand the conceptual framework of Financial Management.

UNIT- I: Financial Management: Meaning – Objectives – Scope – Financial Functions – Role of financial Manager – Financial Planning.

UNIT – II: Capital Budgeting: Meaning – Nature of Investment Decisions – Evaluation Criteria – Pay-Back Period – Accounting Rate of Return, Net Present Value – Profitability Index – Internal rate of return method.

UNIT – III: Cost of Capital: Meaning – Components – Calculation of Cost of Debt – Cost of Preference Shares – Cost of Equity and Retained Earnings – Weighted Average Cost of Capital.

UNIT – IV: Leverage: Meaning – Operating and Financial Leverage, Measurement of Leverage; Effects of Operating and Financial Leverage on Profit – Capital structure, Theories and Determinants of Capital Structure.

UNIT – V: Management of Working capital: Meaning, Nature, Significance and types of Working capital – Operating cycle and Determinant of Working capital requirements - Dividend Decisions: Importance of Dividend Divisions - Relevance and Irrelevance Dividend Decisions .

COURSE OUTCOMES:

- To make students understand the concepts and working of Maximization of value of the firm.
- To determine the patterns of determining capital structure.
- To Assess of working capital needs of the firm.
- To Focus on various decision of the firm like investment, financing and dividend.

TEXT BOOKS:

1. Pandey, I.M., Financial Management, Vikas Publishing Haile, New Delhi.
2. Prasanna Chandra, Financial Management Theory and Practical, Tata MC Graw Hill, New Delhi.
3. Ravi M. Kishore, Financial Management, Taxman Publication (P) Ltd, Haryana.

MARKETING MANAGEMENT

SEMESTER – III

CREDITS: 05

SUBJECT CODE: MKTM 234

OBJECTIVES

- To understand the fundamentals of Marketing Management.
- To understand the application of Marketing Concepts in making strategic decisions.

UNIT 1: Introduction to Marketing Management - Introduction – Market and Marketing – Core Concept of Marketing – Functions of Marketing – Importance of Marketing – Marketing Vs. Selling – Modern Marketing Concept – Marketing Mix – The Traditional 4 P's : The Modern Components of The Mix

UNIT II: Consumer Buying Behaviour - Introduction – Consumer Buying Decision Process – Role of a Buyer. Segmentation, Targeting and Positioning: – Concept of Market Segmentation – Bases for Segmenting Consumer Market, Targeting, Market Positioning.

UNIT III: Product - Meaning of Product – Product Mix – Product Life Cycle – New Product Development – Brand – Types of Brand – Packaging and Labelling.

UNIT IV: Pricing - Meaning of Pricing – Pricing Objectives – Factors Affecting Price Decisions – Types of Pricing – Pricing Adjustments. Distribution: Channels of Distribution – Meaning – Factors Governing Choice of Channel – Marketing Intermediaries.

UNIT V: Promotion - Promotional Mix – Advertisement – Meaning – Objectives – Advertisement Copy – Types of Media – Sales Promotion – Sales Promotion Techniques – Personal Selling – Direct Marketing – Online Marketing.

COURSE OUTCOMES:

- To identify the role and significance of various elements of marketing mix.
- To have an in-depth understanding of the marketing planning process
- To develop and implement integrated marketing strategies for products
- Helps students in understanding the marketing concepts in global environment and its relevance.

TEXT BOOKS:

1. Philip Kotler , Principles of Marketing , Prentice Hall of India
2. R.S.N.Pillai & Bagavathi, Marketing Management, S. Chand Publishing.
3. Rajan Sexna, Marketing Management, MC Graw Hill Education

SOFT SKILLS DEVELOPMENT

SEMESTER – III

CREDITS: 02

SUBJECT CODE: SSDM 235

OBJECTIVES:

- To understand the communication process in an organization.
- To sharpen the communication skills-both oral and written-of the learner.
- To simulate the real world business communications conducts and communicate effectively.

UNIT – I Meaning and importance of Business Communication - Methods of Communication - Types of Communication - Communication Process - Objectives of Communication - Principles of Effective Communication.

UNIT – II Business letters - Meaning, Need, Functions and Essentials of an Effective Business Letter- Structure of a letter - Qualities of a good business letter - Business enquiries - Offer and Quotations - Orders - Execution of orders - Cancellation of orders - Letters of Complaints - Collection letters.

UNIT – III: Interview: Definition - Meaning – Importance - Interview Techniques – Exit Interview – Appraisal– Art of Conducting and Giving Interview – Types; Inter Personal Relationship skills - Role Of Communication in Inter Personal Relationship.

UNIT – IV: Meeting - Opening and Closing Meeting— Preparing Agenda and Minutes of the Meeting – E-Meeting – Advantages and Disadvantages of E-Meeting – Brainstorming : Importance -Significance of Brainstorming in Business Decision - Group discussion– Procedure For Conducting Group Discussion.

UNIT – V: Report Writing-Meaning of a report - Importance - Oral and Written reports - Types of Business Reports - Characteristics of Good Report - Preparing a Report - Organization of Report.

COURSE OUTCOMES:

- To understand communication process and overcome barriers to communication.
- To develop skills for Verbal and Non-verbal communication.
- To build effective Presentation skills.
- To develop thereof facing Interviews.

TEXT BOOKS:

1. Training in interpersonal Skills: Tips for managing people at work – Robbins / Kunsaker –Pearson – 2015.
2. Communication and soft skill Development: Dr. Anjali Ghanekar-EPH.
3. Asha Kaul - Effective Business Communication - Prentice Hall, New Delhi.
4. S. Kathiresan Dr. V.Radha - Business Communication - Prasanna Publishers.

SEMESTER IV

SEMESTER IV

List of Papers

Title of Paper	Code
Business Ethics	DSC-1D
Business Economics	DSC-2D
Operations Management	DSC-3D
Human Resource Management	DSC-4D
System Skill development	SEC-2

BUSINESS ETHICS

SEMESTER – IV

CREDITS: 05

SUBJECT CODE: BSET 241

OBJECTIVES:

- The objective of the course is to equip the students with the ability to analyse, interpret and apply the basic concepts of ethical practices that affect business & future decision making.

UNIT-I:Ethics –Development of ethics- Nature of Ethics, Fundamental principles of Ethics, ethical decision making and decision making process

UNIT-II : Business Ethics - Definition of Business Ethics, Need for Business Ethics, Benefits of Business Ethics, Role and importance of Business Ethics and Values in Business ,Business Ethics and Management, Business Ethics and Moral Obligations;

UNIT-III: Corporate Social Responsibility - Need for CSR-Key Developments - CSR Mechanisms - Benefits of CSR, Corporate Governance, Code of Corporate Governance.

UNIT-IV: Workplace Ethics - Factors influencing ethical Behaviour at Work - Importance of Ethical Behaviour at the workplace - Stress at workplace - Guidelines for managing Ethics in the workplace.

UNIT-V: Indian Ethos: Values and Ethics - Requisites for Ethics Globally- A Holistic Management System - Management in Indian Perspective.

COURSE OUTCOMES:

- To identify and analyze an ethical issue in the subject matter under investigation or in a relevant field
- To assess their own ethical values and the social context of problems

TEXT BOOKS:

1. P,S. Rathore - Business Ethics & Communication- S. Chand Publishing
2. Dr. S.S, Khanka- Business Ethics & Corporate Governance-
3. Velasquez - Business Ethics - Prentice - Hall of India
4. Dr.S. Shankaran - Business Ethics & values Reference Books:

BUSINESS ECONOMICS

SEMESTER – IV

CREDITS: 05

SUBJECT CODE: BSTA 242

OBJECTIVES:

- To familiarise the students with the conceptual framework of business economics.
- Aims at enabling the managers in different spheres to take wise managerial decisions in the areas like production, pricing, etc

UNIT – I: Business Economics -Introduction: Basic concepts - Nature and scope of business economics - Micro and Macroeconomics - Basic problems of an economy.

UNIT – II: Theory of Consumer Behaviour -Theory of utility -Cardinal and ordinal utility theory Law of diminishing marginal utility - Law of Equi-marginal utility - Indifference curve approach -Consumer surplus.

UNIT – III: Demand and Supply Analysis - Types of demand - Law of demand - Determinants of demand - Elasticity of demand - Demand forecasting methods - Concept of supply - Supply curve - Conditions of supply -Elasticity of supply.

UNIT – IV : Production and Cost Analysis -The production function - Law of diminishing returns to scale -Law of returns to scale - Economies and Diseconomies of scale - Concept of cost - Relationship between average cost and marginal cost.

UNIT – V: Pricing in different Market Structures - Concept of market - Classification of Market -Price determination in Perfect Competition – Monopoly - Monopolistic and oligopoly markets -Pricing strategies.

COURSE OUTCOMES:

- To understand background of economics.
- To forecast demand for a product
- To provide a detailed view of various roles played by cost and revenue in business

TEXT BOOKS:

1. Ahuja H.L. Business Economics. S.Chand and Co. New Delhi.
2. Koustsoyianni. A Modern Micro Economics. Macmillan New Delhi.
3. D.M. Mithani, G.K.Murthy. Fundamentals of Business Economics, Himalaya Publishing House, New Delhi.
4. R.Kaweri. Managerial Economics. S.Chand and Co. New Delhi.

OPERATIONS MANAGEMENT

SEMESTER – IV

CREDITS: 05

SUBJECT CODE: OPSM243

OBJECTIVES

- To understand the production and operation function and familiarize students with the technique for planning and control.

UNIT I: Introduction to Operations Management- Definition, Objectives and Functions – Relationship between operations, Production and other Functions: Production Vs Productivity –Product Design . **CAPACITY PLANNING:** Importance Of Capacity Planning – Capacity Measurement – Capacity Requirement Planning (CRP) Process: **FORECASTING:** Nature-Use- Factors Affecting forecasting-Models.

UNIT II: Facility Location – Factors influencing –location analysis – Plant Layout – Objectives, Principles, Factors for good Layout- Types of Layout – Merits and Demerits – Materials handling.: **AGGREGATE PLANNING:** Definition, Nature, Strategies- Methods - **MPS.**

UNIT III: Materials Management-Meaning–Needs – Functions-Materials planning – Material Requirement Planning (MRP) and Control : MRP Concept and Process – Inventory Control Systems: Importance, Objectives – Tools – ABC, VED, FSN Analysis –purchase management –stores management- **JIT (Elementary level).**

UNIT IV: Production Planning and Control- Needs, Functions – Planning – Routing – Scheduling – Despatching – Inspection and it Models: Modern Production Management Tools. **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 V:-Quality Control- Need, Objectives, Techniques– Statistical Quality Control: Control Chart -Acceptance Sampling Procedures – Total Quality Management – Six Sigma Approach and Zero Defect Manufacturing: **MAINTENANCE MANAGEMENT–** Meaning-Objectives-Types-**TPM.**

COURSE OUTCOMES:

- To ensure a complete understanding about various functions and disciplines of Operations Management.
- To enable students to choose and apply analytical models, frameworks, tools and techniques relevant to production management

TEXT BOOKS

1. Panneerselvam. R, Production and Operations Management – Prentice Hall
2. Khanne O. P, Industrial Engineering
3. Chary S.N, Production and Operations Management, TMH Publications, 2010.
4. Production / Operations Management – Elwood Buffa
5. Buffa E.S, Modern Production and Operations Management, TMH Publications.

HUMAN RESOURCE MANAGEMENT

SEMESTER – IV

CREDITS: 05

SUBJECT CODE: HREM244

OBJECTIVES

- To familiarize the students with the concepts of human resource practices of organization and techniques of Human Resource Management.

UNIT – I: Introduction - Human Resource Management (HRM) - Meaning, Objectives, Nature, Scope, Role and Importance of HRM - Functions of HRM - Roles and Responsibilities of HR Manager.

UNIT – II: Job Analysis- Concept of Job Analysis: Job Design, Job Rotation, Job Enlargement, Job Enrichment. Job Analysis: Job Description and Job Specification – Process of Job Analysis. Human Resource Planning (HRP): Meaning and Objectives – Process of HRP – Recruitment – Sources of Recruitment – Selection Procedure – Placement – Induction.

UNIT – III: Human Resource Development- Performance Appraisal: Meaning, Need and Purposes of Performance Appraisal – Methods and Problems of Performance Appraisal – Training: Meaning, Importance, Objective, Need, Advantages and Methods of Training – Training Procedure – Concept of Management Development – Principles of Management Development – Career Planning: Meaning, Need, Process and Advantages of Career Planning and Development – Steps in Career Development System – Promotion – Transfer – Demotion.

UNIT – IV: Compensation - Job Evaluation: Meaning, Objectives, Procedure, Advantages and Problems of Job Evaluation – Wage and Salary Administration – Incentives – Bonus – Fringe Benefits – Social Security Measures.

UNIT – V: Human and Industrial Relations -Concept of Motivation – Theories of Motivation –Work Environment: Fatigue, Monotony and Boredom – Stress Management – Quality of Work Life – Grievance Procedure: Meaning, Need and Model – Disciplinary Procedure – Types of Punishment – Collective Bargaining – Labour Participation in Management and Workers Empowerment.

COURSE OUTCOMES:

- To understand the role of human resource management in organizations and the factors shaping that role.
- To understand key concepts and theories from the field of HRM.

TEXTBOOKS:

1. Personnel and Human Resource Management: Text & Cases – P. Subba Rao
2. Human Resource Management – Garry Dessler & Varkkey
3. Human Resource Management – K. Aswathappa
4. Personal Management and Human Resources – Venkata Ratnam & Srivasthava

SYSTEM SKILL DEVELOPMENT

SEMESTER – IV

CREDITS: 02

SUBJECT CODE: SSDT 245

OBJECTIVE:

- To learn computerized accounts and pulling out of data from a financial database. It will enhance the learning in the papers of business accounting and making business decision.

UNIT – I: Computer: Introduction to Computer - Elements - Characteristics -Block Diagram of the Computer- Uses of Computer - Input-Output Devices- Software -Types of Software - Windows Operating System - Functions - Nature and Qualities.

UNIT-II: Word Processing: Creating a New Document and Saving - Templates - Styles - Character Formatting - Searching - Replacing - Alignment - Spacing - Bullets - Numbering - Creating Borders - Setting Page Margins - Orientation - Headers and Footers - Insert the Table - Mail Merge - Labels.

UNIT-III: Ms Excel: Creating Tables - Data Types - Changing Table Design - Assigning Field Properties -Query - Data Tools - Styles - Editing - Charts - Calculation of Various Functional Functions.

UNIT-IV: Ms Power Point: Creating and Managing Slides - Graphs - Tables - Diagrams - Inserting Clip art -Images. Custom Animation and Templates - Themes – Applying Transition to Slides- Slide Show Controls.

UNIT-V: Tally: Applications of Accounting Software Tally (Ver.9.ERP) Characteristics of the Software -Creation of the Software - Creation of a Company - Accounts Information - Creation of Ledgers- Vouchers-P&L A/C-Balance Sheet-Inventory Handling-Creation of Stock Groups - Creation of Stocks Categories - Creation of Stock Items.

Note: Latest edition of text books must be used.

COURSE OUTCOMES:

- To gain familiarity with the concepts and terminology used in the development, implementation and operation of business computer applications.
- To explore various methods where Information Technology can be used to support existing businesses and strategies.
- To achieve hands-on experience with productivity/ application software to support business activities.

TEXT BOOKS:

1. Dr. R. Parameswaran - Computer Applications in Business – S.Chand & Company PVT.LD.
2. Vikas Gupta - Comdex Business Accounting with MS Excel and Tally ERP 9 - Kindle Edition.
3. K. Mohan Kumar, Dr.S. Rajkumar - Computer Applications in Business - McGraw-HillEducation.
4. S.P. Rajagopalan- Computer Applications in Business - Sangam Books Ltd.
5. Pradeep K. Sinha, Priti Sinha - Computer fundamental - BPB Publication.

SEMESTER V

SEMESTER V

List of Papers

Title of Paper	Code
Rural Entrepreneurship (Field based Project Work)	SEC-3
Consumer Behaviour	*DSE-1A
Retail Marketing	*DSE-2A
Training & Development	*DSE-3A
Compensation Management	*DSE-4A
Taxation Management	*DSE-5A
Cost Accounting	*DSE -6A
Tourism Principles and Practices	*DSE-7A
Event Management	*DSE-8A
Research Methodology	GE - 1

RURAL ENTREPRENEURSHIP (FIELD BASED PROJECT WORK)

SEMESTER – V

CREDITS: 02

SUBJECT CODE: RETP 351

The subject aims to give blind spots view of the functioning of rural entrepreneurs to students through rural visits or any rural area reality. The department is expected to organize the field visits in that semester. Each student should submit a final record at the end of semester about the visit on the following items.

1. Geographical and social structure
2. Weather and Seasonality
3. Infrastructure available in rural areas
4. Government scheme
5. Consumption pattern
6. Status of women
7. SWOT analysis for rural entrepreneurs
8. Marketing Strategies
9. Financial Strategies

The field visit can be for about 2 to 5 days

The field study allows students to:

1. Gain experience in integrating the theoretical perspectives learned in the classroom with experiences gained in the field;
2. Achieve insight into the workings of the rural entrepreneurs.
3. When students return to campus, Field Study Seminar assists students in analysing and interpreting their life skill experiences and functional literacy which will help them to operate and manage the enterprise.

Guidelines for Field Visit

1. Each Student must be allotted a faculty guide. The HOD may allot the guide by discussing with other faculty members.
2. After completing the project 10-12 days may be given for the students to prepare and submit the report
3. The students may do a PPT presentation before the class and all faculties.
4. Since it is a two credit paper, the maximum marks to be awarded is 50. Out of these 50 marks, 40 marks may be awarded by the guide and 10 marks may be allotted for the presentation and the HOD may award these marks.

CONSUMER BEHAVIOUR

SEMESTER – V

CREDITS: 05

SUBJECT CODE: CNBH 352

OBJECTIVES:

- To understand the conceptual foundations of consumer buying behaviour
- To equip the learner to apply the principles and prepare for a career in product and Brand management in the FMCG and consumer durables industry

UNIT – I: Consumer behaviour -Introduction – Consumer and Customers - Consumer decision process - Consumer involvement decision – Applications of consumer behaviour knowledge in marketing.

UNIT – II: Environmental influences on consumer behaviour - Consumer's Cultural influences – Social class influence- Reference group influence- Family influence and their marketing implications.

UNIT – III: Consumer as an Individual- Consumer perception – Learning –Attitude - Motivation and personality – Psychographics - Value and Lifestyles.

UNIT – IV: Diffusion of Innovation and opinion leadership - Introduction – Types of Innovation – Diffusion Process –The adoption process – Opinion leadership and firm's promotional strategy.

UNIT – V: Consumer Decision Models -Types of Consumer Decision – Nicosia Model – Howard-Sheth Model – Engel – Blackwell – Miniard Model - Consumer responses to online marketing approaches.

COURSE OUTCOMES:

- To develop an understanding of the theoretical and conceptual concepts of consumer behaviour and apply them to real life marketing situations and practices.
- To Provide an understanding of how consumers make decisions
- To analyse the personal and environmental factors that influence consumer decisions.

TEXTBOOKS:

1. Loudon And Della Bitta: CONSUMER BEAVIOUR: CONCEPTS AND APPLICATION, Tata Mc-Graw Hill.
2. P.C. Jain Monika Bhatt, CONSUMER BEAVIOUR , S.Chand And Co. New Delhi
3. Satish K Batra And S H H Kazmi , Consumer Behaviour – Text And Cases- II Edition, Excel Book
4. Suja Nair , Consumer Behaviour-, Himalaya Publishing House.

RETAIL MARKETING

SEMESTER – V

CREDITS: 05

SUBJECT CODE: RTLM 3543

OBJECTIVES:

- The primary objective of the course is to have students develop marketing competencies in retailing and retail consulting.
- The course is designed to prepare students for positions in the retail sector or positions in the retail divisions of consulting companies.
- The course is designed to foster the development of the students more about retailing and retail consulting.

UNIT I : Retail Management Concept And Trend - Definition and Meaning – Characteristics – Functions – Trends in Retailing – Types of Retailing – Forms of Retailing – Factors Influencing Retailing – Retail Theories – Wheel of Retailing.

UNIT II: Retail Marketing - Advertising and Sales Promotion – Store Positioning – Retail Marketing Mix – CRM Advertising in Retailing – Retail Merchandising – Merchandise Planning – Buying function – Markups and Markdown in Merchandise Management – Visual Merchandising – Category Management – Shrinkage in Retail Merchandise Management.

UNIT III: Pricing And Channel Of Distribution - Retail Pricing – Pricing Factors – Pricing Methods – Retail Pricing Strategies - Promotion Pricing – Competitive Pricing – Clearance Pricing – Preemptive Pricing – Value Pricing and Every Day Low Pricing (EDLP) Strategy – Retailing Channels – Criteria for Selection of Suppliers – Channel choice - Intensive – Selective and Home Delivery models – Careers in Retailing – Recruitment – Selection and Training.

UNIT IV: Retail Operation - Elements or Components of Retail Store Operation – Store Administration – Store Manager – Responsibilities – Store Maintenance – Store Security – Store Planning – Design and Layout – Location Planning and its importance – Retailing Image Mix – Effective Retail Space Management – Floor Space Management – Inventory Management – Management of Receipts – Customer Service – Management of Retail Outlet or Store.

UNIT V: Retail In India - Evolution and Size of Retail in India – Drivers of Retail Change in India – Challenges to Retail Developments in India – Emergence of MNCs in Retailing – New Retail Formats – Malls – Category Killers – Membership or Warehouse Clubs – Ethnic and Home and Design Centers – Multi Channel Retailing – Foreign Direct Investment in Retail Industry.

COURSE OUTCOMES:

- Understand the functions of retail business and various retail formats and retail channels.
- Analyze Retail Market and Strategy including product pricing.

TEXT BOOKS:

1. Gibson G. Vedamani – Retail management – functional principles and Practice, Jaico
2. Harjit Singh: Retail Management, S. Chand Publication.

TRAINING & DEVELOPMENT

SEMESTER – V

CREDITS: 05

SUBJECT CODE: TADT 354

OBJECTIVES:

- To understand the concepts, tools and techniques of management training and development.

UNIT I : Training - Concepts – Definition – Types – Purpose of Training – Principles of Training – Organization Climate for Training and Development – Training and Development Model – Management Development – Concept–Definition –Principles and Importance.

UNIT II: Training Methods - Concept – Approaches – Choosing Appropriate Training and Development Method – Designing Training Methods –Transactional Analysis – Selecting a Training Method.

UNIT III: Learning - Concept – Definition – Learning Principles –Process of Training and Development Needs – Development of Competency Based Training.

UNIT IV: Design in And Conducting Training And Development - Concept– Process of Designing and Conducting Training and Development – Designing Training Unit (Cross Cultural, Leadership, Training the Trainer, Change) Budgeting of Training.

UNIT V : Evaluation Of Training And Development Programme - Concept – Definition of Training Evaluation – Types of Evaluation – Evaluation Design Issues – Induction Versus Orientation Evaluating Training and Development – Objectives –Process – Purpose – Effectiveness of Training and Development.

COURSE OUTCOMES:

- To analyse problems and provide solutions.
- To enable effective presentation of input and activities.
- To provide constructive feed back to trainees.
- To evaluate training materials for trainees of different experiential levels.
- To establish a check list of evaluation criteria.

TEXT BOOKS:

1. Lynton R Pareek, U, Training for Development, Vistaar, New Delhi.
2. Peppar, Allan D, Managing the Training and Development Function, Gower, Aldershot
3. Buckley, R., & Caple, J The theory and practice of Training (5th ed.) London and Sterling,

COMPENSATION MANAGEMENT

SEMESTER – V

CREDITS: 05

SUBJECT CODE: CPM 355

OBJECTIVES:

- To enable the students to understand the various aspects of Compensation Management.

UNIT I: Compensation Management - Concept – Evolution of Compensation Management – Role and Objectives of Compensation – Frame Work of Compensation Policy – Significance of Compensation Plan – Compensation Approaches and Determinants.

UNIT II: Wages And Salary Administration - Nature and Scope - Wages Determination Process – Factors Influencing Wages and Salary Administration – Theories of Wages - Types of Wages System – Time and Piece Rate System.

UNIT III: Compensation Planning - Introduction – Components of Compensation Planning – Pay Structure.

UNIT IV : Incentives - Definition – Types of Incentives – Individual Incentives – Creating an Individual Incentives Plan – Organization Wide Incentive Plan – Scanlon Plan – Kaiser plan – Profit Sharing – Non-Financial Incentives - Fringe Benefits – Objectives – Types and Benefits.

UNIT V: Regulatory Bodies Of Compensation Management - The Work Men Compensation Act 1923 – Minimum Wages Act 1948 – The Equal Remuneration Act 1976 – Wages Boards and Pay Commissions – Criticism of Wages Board – Compensation Management in MNCs Reference.

COURSE OUTCOMES:

- To Learn basic compensation concepts and the context of compensation practices.
- To Learn the concepts of Payment and employee benefits
- To Learn implications for strategic compensation and possible employer approaches to manage legally required benefits to employees.
- To Develop appropriate reward and compensation policies.

TEXT BOOKS :

1. Human Resource Management, by L.M Prasad, Sultan Chand & Sons.
2. Personnel & Human Resource Management, by P. Subba Rao, Himalaya Publishing House.
3. Human Resource Management, by K. Aswathappa, Tata McGraw Hill Publishing Company Ltd.
4. Richard Thrope & Gill Homen, STRATEGIC REWARD SYSTEMS, Prentice Hall India, New Delhi.

TAXATION MANAGEMENT

SEMESTER – V

CREDITS: 05

SUBJECT CODE: TXNM 356

OBJECTIVES:

- To make the students understand the concept of tax
- To enable the student to know about individual tax and income tax concept
- To enable the student to prepare tax returns and other tax relation documents

UNIT I: Introduction– History of Income Tax – Assessment year –Previous year – Concept and Residential status – Incidence of Tax, Income – Exempted Income.

UNIT II: Income From Salary - Salary and allowances – Perquisites – Permissible Deduction from salary (Simple Numerical Problems).

UNIT III: Income From House Properties -Basis of determination of annual value – Computation of Income from house properties (Simple Numerical Problems).

UNIT IV: Profit And Gains of Business and Profession -Income from business or profession – Deduction – Allowances (Simple Numerical Problems).

UNIT V: Capital Gain And Income Other Sources - Capital gains – Long Term and Short Term Capital Gain – Computation of capital gains – Different sources of income, dividend, and interest on securities (Simple Numerical Problems).

COURSE OUTCOMES:

- To provide an over view of the Indian taxation system
- To provide an overview of the basic principles of Indian taxation law
- To examine in detail selected topics in Indian income tax law

TEXT BOOKS:

1. Vinod. K.Singhania , Direct taxes –, Taxman Pub, Ltd.
2. Girish Ahuja and Ravi Gupta, Systematic Approach to Income Tax , Sahitya Bhawan Publication.

COST ACCOUNTING

SEMESTER – V

CREDITS: 05

SUBJECT CODE: COAC 357

OBJECTIVES:

- To enable the students to ascertain the cost control methods and the ascertainment of the profitability of activities planned

UNIT-1: Cost Accounting – Introduction - Meaning of Cost, Costing and Cost Accounting- Comparison between Financial Accounts and Cost Accounts-Application of Cost Accounting-Cost Concepts and Classification of Costs-Cost Unit-Cost Centre-Elements of Costs-Preparation of Cost Sheet.

UNIT-2: Material Costing: Classification of Materials-Material Control-Purchasing Procedure-Store Keeping-Techniques of Inventory Control-Setting of Stock Levels- EOQ- Method of Pricing Materials Issues -LIFO-FIFO - Weighted Average Method- Simple Average Method.

UNIT-3: Labour Costing: Control of Labour Cost -Labour Turnover – Method of wage payments-Remuneration and Incentives-Time Rate System-Piece Rate System-Premium and Bonus Plans. Overhead Costing: Meaning- Classification-Procedure - Allocation and Apportionment- Principles of Apportionment -Reapportionment, Direct, Step, Reciprocal, Simultaneous Equation Trial and Error.

UNIT-4: Costing Methods - Job Costing - Batch Costing - Transport Costing-

UNIT-5: Contract Costing- Profits on Incomplete Contracts -Escalation Clause- Cost Plus Contract- Work-in-Progress-Process Costing-Costing Procedure-Losses and Gains in Process-Normal Loss-Abnormal Losses-Abnormal Gains.

COURSE OUTCOMES:

- To enable students to conceptualize various methods and techniques of cost accounting and its application.
- To analyse implications of cost in managerial decisions.

TEXT BOOKS:

1. Cost Accounting: Principles & Methods. - Jain, S.P. & Narang- K.L.-Kalyani Publishers
2. A Text Book of Cost Accountancy : M.N. Arora- Vikas Publishing Pvt. Ltd.
3. Cost Accounting: Method & Problems- B.K.Bhar-Academic Publishers
4. Cost Accounting: R. S.N. Pillai & Bhagavati-S. Chand
5. Studies in Cost Management: S.N. Maheshwari- Sultan Chand & Sons

TOURISM PRINCIPLES AND PRACTICES

SEMESTER – V

CREDITS: 05

SUBJECT CODE: TPAP 358

OBJECTIVES:

- To comprehend the conceptual dimensions of tourism industry ;
- To understand the dynamics of tourism businesses and its impacts; and
- To elucidate the application of tourism theories to the pragmatic developmental agenda.

UNIT- I: History and Concepts of Tourism: Tourist/ Visitor/ Traveler/ Excursionist, Early and Medieval Period of Travel: Renaissance and Its Effects on Tourism - Birth of Mass Tourism, Old and New Age Tourism, Concept of Tourism: Nature - Scope - Characteristics - Components - Significance of Tourism - Tourism System: Interdisciplinary Approaches -- Motivations and Deterrents to Travel – Emerging Areas and Practices.

UNIT-II: Forms of Tourism: Inbound, Outbound, National, International- Alternative Tourism – Inclusive Tourism, Current Trends in Domestic and Global Tourism: Tourism Statistics- Need for Measurement of Tourism - Tourism Demand and Supply.

UNIT-III: Tourism Industry: Structure, Functions and Constituents - Direct, Indirect and Support Services - Basic Components of Tourism: Transport - Accommodation- Facilities & Amenities, Horizontal and Vertical Integration in Tourism Business, Infrastructure & Superstructure.

UNIT-IV: Tourism Theory and System: Leiper’s Geo-Spatial Model - Mill-Morrison’s Tourism Policy Model - Mathieson & Wall’s Travel Buying Behaviour Model - Butler’s Tourism Area Life Cycle (TALC) Model - Doxey’s Irridex Model – Crompton’s Push and Pull Theory- Stanley Plog’s Psychographic Model- Gunn’s Tourism Planning Model.

UNIT-V: Tourism Organizations: UNWTO, IATA, ICAO, WTTC, IHA, TAAI, FHRAI, ITDC, ICPB, IATO, IRCTC, State Tourism Development Corporations, Airport Authority of India, Archaeological Survey of India, Ministries of Tourism and Culture, Director General of Civil Aviation, Government of India.

COURSE OUTCOMES:

- By comprehending the policy formulation, planning aspects and functional dynamics that leverage tourism industry, students can become efficient tourism managers.
- They can imbibe the pragmatic skills to put theoretical constructs and concepts to operations.
- Students will have fair understanding of the activities of Tourism Organisations.

TEXT BOOKS:

1. Goeldner, C., & Ritchie, J.R. (2011). *Tourism, Principles, Practices, Philosophies*. New Jersey: John Wiley.
2. Swain, S.K. & Mishra, J.M. (2011). *Tourism Principles and Practices*. New Delhi: OUP.
3. Tribe, J. (Ed.). (2009). *Philosophical Issues in Tourism*. United Kingdom: Channel View Publications.
4. Jamal, T., & Robinson, M. (Eds.). (2009). *The SAGE Handbook of Tourism Studies*. United Kingdom: Sage Publications.
5. Thomas, R. (2013). *Small Firms in Tourism*. United Kingdom: Routledge.
6. Cooper, C. (2008). *Tourism Principles and Practice*. New Delhi: Prentice Hall.

EVENT MANAGEMENT

SEMESTER – V

CREDITS: 05

SUBJECT CODE: ETMP 359

OBJECTIVES

- To familiarize the students with the essentials of Event Management;
- To understand the potential of MICE and Event Tourism; and
- To enable the students to take up project work in the above areas.

UNIT I: Introduction To Events: Scope - Nature and Importance – Types of Events - Unique features and similarities – Practices in Event Management - Key steps to a successful event.

UNIT II: The Dynamics Of Event Management: Event Planning and organizing – Problem Solving and Crisis Management – Leadership and Participants Management – Managing People and Time – Site and Infrastructure Management.

UNIT III: Introduction To Mice: Planning MICE, Components of the Conference Market, Characteristics of Conferences and Conventions, MICE as a supplement to Tourism, the nature and demand of Conference markets- The Economic and Social significance of Conventions, process of Convention Management.

UNIT IV: Event Marketing – Customer care – Marketing equipments and tools – Promotion, Media Relations and Publicity - Event Co-ordination - Visual and Electronic Communication – Event Presentation – Event Evaluation – Case Studies of events of National and International importance.

UNIT V: Travel Industry Fairs – Benefits of Fairs - ITB, WTM, BTF, TTW, FITUR, KTM, IITM, CII-Events, PATA Travel Mart.

COURSE OUTCOMES:

- Students will gain concrete understanding of the practicalities of Event Management.
- They will have comprehensive know-how of event planning, organising and marketing.
- Students would realise the importance of MICE and its role in tourism development.
- They can develop capabilities of organising travel marts.

TEXT BOOKS

1. Leonard H. Hoyle (2002), Event Marketing, John Wiley and Sons, New York.
2. Anton Shone & Bryn Parry (2002), Successful Event Management, Cengage Learning.
3. Bhatia A.K. (2001), Event Management, Sterling Publishers, New Delhi.
4. David C. Watt (1998), Event Management in Leisure and Tourism, Pearson, UK.
5. Joe Gold Blatt (1997), Special Events- Best Practices in Modern Event Management, John Wiley and Sons, New York.
6. Avrich Barry (1994), Event and Entertainment Marketing, Vikas, New Delhi.
7. Panwar J.S. (1998), Marketing in the New Era, Sage, New Delhi.

RESEARCH METHODOLOGY

SEMESTER – V

CREDITS: 03

SUBJECT CODE: RSMD 360

OBJECTIVES:

- To enable the students, know about the information needs of managements
- To introduce the concept of scientific research and the methods of conducting scientific enquiry
- To introduce the statistical tools of data analysis

UNIT I: Research Methodology : An Introduction - Meaning of Research - Objectives and Purpose of research - Meaning of Business Research - Nature and Scope of Business research - Types of Business Research – Significance - Characteristics & Criteria of a good research

UNIT II: Research Problem – Meaning of Research Problem – Sources of research problem – Selection of research problem - Techniques involved in defining a problem. Research design – Needs, Procedure and Elements in developing a research design.

UNIT III: Sampling Design –Census and Sample survey – Implications of a sample design, Types of sample design, Characteristics of a good sample design. Types of data - Methods of data Collection – Classification and Tabulation of data.

UNIT IV: Data analysis – Tools and Techniques of data analysis – Central Tendency – Dispersion - Correlation - Regression and Chi Square Test.

UNIT V: Interpretation and report writing – Meaning of Interpretation – Techniques of Interpretation; Significance of Report Writing – layout of the Research Report – Types of Reports.

COURSE OUTCOMES

- Become knowledgeable of the research process and its different approaches.
- To apply arrange of quantitative and / or qualitative research techniques to business problems.
- To understand and apply research approaches, techniques and strategies in the appropriate manner for managerial decision making
- Demonstrate knowledge and understanding of data analysis and interpretation in relation to the research process

TEXT BOOKS:

1. Kothari C.R., Research Methodology – Wishwa Prakashan.
2. Krishnaswami, O R and Ranganathan, Methodology of Research in Social Sciences, Himalaya.
3. Ghosh, B N, Scientific Methods and Social Research, Sterling, New Delhi.
4. Gupta, Santhosh, Research Methods and Statistical Techniques, Deep & Deep, New Delhi.

SEMESTER VI

SEMESTER VI

List of Papers

Title of Paper	Code
Field Study (Industry Based Internship Report)	SEC-4
Services Marketing	*DSE-1B
Integrated Marketing Communication	*DSE-2B
Industrial Relations Management	*DSE-3B
Fundamentals of Labour Legislation	*DSE-4B
Banking and Indian Financial Systems	*DSE -5B
Management Accounting	*DSE-6B
Airline and Cargo Management	*DSE-7B
Hospitality Management	*DSE-8B
Strategic Management	GE - 2

FIELD STUDY (INDUSTRY BASED INTERNSHIP REPORT)

SEMESTER – VI

CREDITS: 02

SUBJECT CODE: FDST 361

The subject aims to give bird's eye view of the functioning of industries / business organizations to students through factory visits or any business reality. The department is expected to organize a minimum of three field visits in that semester. Each student should submit a final record at the end of semester about each visit on the following items.

1. Industrial Profile
2. Company Profile
3. Organization of facilities in the company / filed (Layout)
4. Unique practices of the company
5. Lessons learned through visits

Each field visit can be for about 2 to 5 days

Guidelines for Field Visit

1. Each Student must be allotted a faculty guide. The HOD may allot the guide by discussing with other faculty members.
2. After completing the project 10-12 days may be given for the students to prepare and submit the report
3. The students may do a PPT presentation before the class and all faculties.
4. Since it is a two credit paper, the maximum marks to be awarded is 50. Out of this 50 marks, 40 marks may be awarded by the guide and 10 marks may be allotted for the presentation and the HOD may award these marks.
5. As the minimum numbers of field visits are three, after completing all the three visits the students may be allowed to submit a single report in which they must write about all the three visits.
6. Since it is a field visit of not more than 5 days for each visit. The students may be allowed to visit three different organizations for example one small entrepreneurial company, one big store or shop and an agency company or any other venture the guide sees fit.

SERVICES MARKETING

SEMESTER – VI

CREDITS: 05

SUBJECT CODE: SRVM 362

OBJECTIVES:

- To familiarize students with the meaning of services, significance of marketing services and how to tackle issues in the management of services.

UNIT I: Services-Introduction, Growth of Service Sector-Classification of Services-Services Marketing-Strategic aspects of Services Marketing-Services Marketing Mix-Goods versus Services Marketing-Services marketing mix.

UNIT II: The seven P's of Services Marketing – Place – Promotion – Price – People - Physical evidence and Process.

UNIT III: Consumer behavior in Services - Customer Satisfaction - Customer Satisfaction Survey - The Customer expectations versus perceived - Services Gap - Techniques to resolve the Gap - Quality perceptions in Services - SERVQUAL.

UNIT IV: Segmentation Targeting and Positioning applicable to Service Marketing - Demand and Supply Management of Services - Advertising and Branding of Services - Employees Role in Services Delivery.

UNIT V: Marketing of various Services -Educational Institutions - Banking Services – Tourism –Finance - Hospital Care, Transport Services - Marketing E-Services.

COURSE OUTCOMES:

- To appreciate the challenges faced by services marketing in comparison with the traditional commercial marketing, e-marketing and non commercial environments
- To appreciate the differences between marketing physical products and intangible services, including dealing with the extended services marketing mix, and the four unique traits of services marketing;
- Recognise the challenges faced in services delivery as outlined in the services gap model.

TEXT BOOKS:

1. Lovelock, C.H , Service Marketing : Prentice Hall, London
2. Jha S.M, Service Marketing : Himalaya Publishing House, New Delhi.
3. R. Srinivasan , Service Marketing : The Indian Context, third edition, (PHI)

INTEGRATED MARKETING COMMUNICATION

SEMESTER – VI

CREDITS: 05

SUBJECT CODE: IMCN363

OBJECTIVES:

- To familiarize the students with the concepts of sales management and to equip them with the various tools required to be a success of sales management.
- To help them differentiate the nuances of personal, organizational and personal selling.

UNIT - I :Integrated Marketing: Introduction about Integrated Marketing - Integrated Marketing Communication Planning Process - Marketing Environment - Value Creation by the Firm - Preparing and Integrated Marketing Plan and Programme - 4Pcs of Marketing – Customer Driven Marketing Mix - Marker Planning.

UNIT - II : Sales: Introduction - Need for a Sales Organization - Importance - Functions - Structures - Sale Management Functions - Qualities of a Sales Manager - Duties and Responsibilities Sales Forecasting - Sales Territory - Sales Quota - Methods of Sale Control - Advantages and Disadvantages.

UNIT – III: Advertisement: Evolution of Advertisement - Definition - Objectives - Types of Advertisement - Advertisement Process - Types of Media used for Advertisement - Pre-testing Advertisement Methods- Post-testing Advertisement Methods - Advertisement Approaches - DAGMAR -AIADA MODEL - Advertisement Budget - Benefits of Advertisements to Manufactures – Wholesaler - Retailer of Consumer and Overview of Advertisement Agency.

UNIT – IV: Sales Promotion: Introduction - Evolution about Sales Promotion - Types of Sales Promotion - Steps in Sales Promotion Activities - Objectives of Sales Promotion - Significance of Sales Promotion - Strategies used in Different Sales Promotion - Types - Advantages of Trade Promotion and Consumer Promotion - Limitations of Sales Promotion - Sales Promotion of the brand change in Lifecycle.

UNIT – V: Personal Selling: Introduction - Objectives - Definition - Importance Theories of Personal Selling - Personal Selling Process Personal Selling Behaviour - Roles of Sales Personal Functions of Personal Selling - Types of Sales Man and Its Types- Skills and Characteristics of Sales Man.

COURSE OUTCOMES:

- To outline the nature of IMC and describe its environment;
- To evaluate creative strategies in the light of given marketing objectives and strategies;

TEXT BOOKS:

1. R S N Pillai & Bagavathi - Marketing Management - S. Chand Publishing
2. Rajan Saxena - Marketing Management - Tata McGraw Hill Education Private Limited, 7 West Patel Nagar, New Delhi 1 10 008.
3. Dr. N. Rajan Nair & Sanjith R Nair - Marketing - Sultan Chand & Sons
4. Philip Kotler Kevin Lane Keller, Abraham Koshy, Marketing Management - Pearson Education Limited

INDUSTRIAL RELATIONS MANAGEMENT

SEMESTER – VI

CREDITS: 05

SUBJECT CODE: IRLM 364

OBJECTIVES:

- This course intends to develop necessary understanding among students of various labour management relation issues and policies in the Indian Context in particular.

UNIT-I: Introduction To Industrial Relations - Industrial Relations Perspectives –Concept – Importance- Scope & Aspects of Industrial Relations –Determinants - Causes & effects of Poor Industrial Relation in India.

UNIT-II: Trade Unions - Historical Evolution of Trade Unions in India - Approaches – Types - Role & Functions of Trade union – Growth – problems - recent trends and future of Trade Union in India - ILO – History - Objectives and Functions.

UNIT-III: Discipline -Employee discipline - Causes of indiscipline, essentials of a good disciplinary system - Procedure for Disciplinary Actions – Hot - Stove Rule and kinds of punishment - Employee Counseling.

UNIT-IV: Grievance Management - Settlement of grievance in Indian industry - Model grievance procedure - Meaning & structure of collective bargaining - Bargaining stages and processes - Collective bargaining in India.

UNIT-V: Industrial Disputes & Employee Participation - Industrial Disputes in India - Forms-causes of disputes - Methods for the settlement of industrial disputes – Definitions - aims and Forms of Workers participation - Worker participation in Management in India.

COURSE OUTCOMES:

- To familiarize with the role of management and unions in the promotions of industrial relations.
- To examine the labour relation issues and its management.
- To acquire skills in handling employer-employee relations.

TEXT BOOKS:

1. C.B. Gupta – Human Resource Management, Sultan Chand & Sons.
2. Mamoria & Mamoria – Dynamics of Industrial Relations in India, Himalaya Publishing House.
3. N.G. Nair & Latha Nair - Personnel Management & Industrial Relations, S. Chand.
4. S C Srivastava: Industrial Relations & Labour Laws, Vikas Publishing House.
5. T N Chhabra: : Industrial Relations & Labour Laws, Dhanpat Rai Publishing House.
6. T N Bhagoliwal : Personnel Management and Industrial Relations, Agra Publishers.

FUNDAMENTALS OF LABOUR LEGISLATION

SEMESTER – VI
SUBJECT CODE: FOLL 365

CREDITS: 05

OBJECTIVES:

- To understand the origin of labour legislations in India.
- To enable the students to familiarize with labour laws.

UNIT – I: Labour Law in India - Introduction to the Historical Dimensions of labour & Employee legislation in India – Overview of labour laws – Objectives of labour laws – Principles of labour legislation - Implementation of labour laws – International law and its purpose.

UNIT – II: Factories Act, 1948 - Approval, licensing and registration – health, safety, welfare measures of employees – provisions regarding employment of adults, women and children in factories.

UNIT – III: Payment of Wages Act, 1936 - Definitions – Methods for computing and fixing wages – Payment of Bonus act, 1965 – Eligibility and Disqualification of Bonus – Computation of bonus.

UNIT – IV: Workmen Compensation Act, 1923 - Definition of Commissioner, Workmen, Disablement – Types of Disablement - Rules regarding workmen’s compensation – Amount and distribution of compensation.

UNIT – V: Maternity Benefit Act, 1961 - Objective – Coverage – Benefits. The Payment of Gratuity act, 1972 – Employer’s obligations – Benefits; The Employees’ State Insurance act, 1948 – Role of ESI corporation and ESI Hospitals.

COURSE OUTCOMES:

- Students will know the development and the judicial setup of Labour Laws.
- Students will learn the laws relating to Industrial Relations, Social Security and Working conditions and also learn the enquiry procedures and industrial discipline

TEXT BOOKS:

1. Saravanel & Nagarajan - Labour Laws - Himalaya Publishing House Pvt. Ltd. Publication.
2. Tripathi PC - Labour Welfare and Social Security - Personnel Management and Industrial Relations - Sultan Chand & Sons, New Delhi, 1998.
3. Aswathappa .K- Human Resource Management - Tata McGraw-Hill Education (India) Pvt. Limited, 2010.
4. Biswajeet Pattanayak - Human Resource Management - PHI Learning.
5. P. L. Malik's Industrial Law - Eastern Book Company, New Delhi, 2011.

BANKING AND INDIAN FINANCIAL SYSTEMS

SEMESTER – V

CREDITS: 05

SUBJECT CODE: BIFS 366

OBJECTIVES:

- To acquaint students with the structure and components of the Indian Financial System; to familiarize students with different types of financial institutions and their place in the Indian Financial System.
- To provide expertise in managing banking functions and understand the Role of RBI

UNIT I: Introduction To Financial System - Financial System- Meaning – Structure – Functions –Development of Financial system in India – Financial system & Economic Development – Weakness of Indian Financial System.

UNIT II: Financial Markets & Institutions - Meaning – Role - Functions of financial markets - Money Market - Call Money Market - Commercial Bill market - Treasury Bill market - Capital Market - Primary Market - Secondary Market - Derivative Market-Financial Institutions – Meaning -Functions and Role of Financial Institutions - Banking and Non-banking Financial Institutions

UNIT III: Financial Services& Instruments -Meaning - Importance and Types of Financial Services-Fund Based services and Fee Based services - Financial Instruments – Meaning - Importance and Classification of financial instruments

UNIT-IV: Banking - Definition and Meaning of Banking – Types of Banking – Banking Structure in India – Origination, - Structure - Functions and Services of Commercial Banks

UNIT- V: Central Bank - Introduction – Characteristics – Origination, Structure and Functions of RBI – The role of RBI in Controlling the Monetary and Credit System in India – NBFCs – Growth of NBFCs.

COURSE OUTCOMES:

- To describe the role of financial system.
- To summarize the reasons to study about financial institutions.
- To identify roles of financial intermediaries within existing financial markets.
- To understand the Structure of Indian Banking System.

TEXT BOOKS:

1. Padmalatha Suresh and Justin Paul, “Management of Banking and Financial Services, Pearson, Delhi, 2012.
2. Varshney: Banking and Financial system (S. Chand)
3. Bhole L. M. & Mahakud J. (2009): Financial Institutions and Markets: Structure, Growth & Innovations, New Delhi, Tata-McGraw Hill,
4. Pathak B. V. (2008): Indian Financial System, New Delhi, Pearson,
5. Desai V. (2005): The Indian Financial System and Development, Mumbai, Himalaya
6. Gordon & Natarajan: Financial Markets & Institutions, Himalaya

MANAGEMENT ACCOUNTING

SEMESTER – VI

CREDITS: 05

SUBJECT CODE: MNAC 367

OBJECTIVES:

- Management Accounting emphasize on accounting concepts and application of Accounting principles and Managerial decision making.

UNIT-1: Management Accounting - Meaning – Nature – Scope – Function - Role of Management Accounting in Decision Making - Management Accounting vs. Financial Accounting - Management Accounting vs. Cost Accounting - Tools and Techniques of Management Accounting.

UNIT-2: Financial Statement Analysis – Meaning - Objectives and Types of Financial Statements - Limitation of Financial Statement Analysis - Techniques of Financial Statement Analysis - Comparative Statement - Common Size Statement - Trend Percentage.

UNIT-3: Ratio Analysis - Meaning, Advantage and Limitation of Accounting Ratio-Classification of Ratios-Profitability Ratio, Turnover Ratio and Liquidity Ratio-Construction of Balance Sheet using Ratios.

UNIT-4: Fund Flow Statement - Meaning, Need and Objectives- Statement of changes in Working Capital-Computation of Fund from operations- Workings for Computation of various sources and uses-Preparation of Fund Flow statement-Cash Flow Statement Analysis-Computation of Cash from operation- Cash Flow Statement.

UNIT-5: Marginal Costing – Definition-Distinction between Marginal Costing and Absorption Costing- Break Even Point Analysis – Contribution-P/V Ratio, Margin of Safety – Decision Making under Marginal Costing System- Key Factor Analysis-Make or Buy Decision, Sales Mix Decision.

COURSE OUTCOMES:

- Students should acquire the basic knowledge required for application of tools for decision making.
- To apply managerial accounting and its objectives in a way that demonstrates a clear understanding of ethical responsibilities.
- Enable the student to understand the need for a balance between financial and non-financial information in decision making, control and performance evaluation applications of the management.

TEXT BOOKS:

1. Management Accounting-R. S.N. Pillai & Bhagavati- S. Chand
2. Management Accounting- Dr. S.P. Gupta, Dr .K.L. Gupta- Sahitya Bhawan Publications.
3. Management Accounting - Dr. S.N. Maheshwari- Sultan Chand & Sons

AIRLINE AND CARGO MANAGEMENT

SEMESTER – VI

CREDITS: 05

SUBJECT CODE: ALCM 368

OBJECTIVES

- To understand the structure and dynamics of airlines and air cargo industry;
- To gain a thorough insight into various operations, management of airlines and cargo; and
- To enable the students to acquire skills in managing airlines and cargo.

UNIT-I: Aviation History – Open sky policy- Freedoms of Air -International Conventions -Warsaw Convention - Chicago Convention – Functions and Role of ICAO, IATA, DGCA and Airport Authority of India - Types of Airlines - Types of Aircrafts - Study of aircraft parts.

UNIT- II: Airport management -Travel Documentation - Airport Facilities - Check-in formalities- In-flight services - Classes of service and comfort - Special passengers - Baggage handling – Procedures and Practices.

UNIT-III: Three letter city and airport code - Airline designated code - Currency regulation - NUC conversion factors - Sale Indicators- Types of Journeys – Introduction to fare construction - Mileage principles - Special fares - Passenger ticket - Miscellaneous Charges order (MCO) - Multiple Purpose Document (MPD) - Billing and Settlement Plan. Case studies of selected Airlines.

UNIT-IV: Air Cargo: Aircraft and Cargo terminal facilities – Cargo booking procedures – Air cargo rates and charges - Cargo capacity of Airlines and Ships - Cargo with special attention - Introduction to dangerous goods - Live Animal Regulation.

UNIT-V: Cargo Documentation: Air way bill - Charges collection advice - Irregularity Report -Cargo Manifesto - Cargo transfer Manifesto - Declaration for dangerous goods - Cargo companies.

COURSE OUTCOMES:

- Students will acquire a great deal of confidence and knowledge in airline and cargo operations that would go a long way in their taking up careers in those fields.
- Students would have a professional idea of airport operations and the various formalities and departments involved.
- The inputs on air cargo will enable the students to develop skills part of the industry

TEXT BOOKS

1. Jagmohan Negi (2005) Air travel Ticketing and Fare construction, Kanishka, New Delhi.
2. Ratandeep Singh (2008), Handbook of Global Aviation Industry and Hospitality services, Kanishka Publishers, New Delhi.
3. IATA Training Manual.
4. Air Cargo Tariff Manual.
5. IATA live Animals Regulation Manual.

HOSPITALITY MANAGEMENT

SEMESTER – VI

CREDITS: 05

SUBJECT CODE: HPMP 369

OBJECTIVES

- To study the flow of activities and functions in today's Hotel operation.
- To familiarize with Hotel and resort management;
- To establish the importance of various departments and its role in the Hospitality Industry.

UNIT- I : Introduction to Hospitality Industry -Distinctive characteristics of Hospitality Industry - Inflexibility, Intangibility, Perishability, Fixed location, Relatively large financial investment etc.; Concepts of "Atithi Devo Bhavah"; Hotel and the other lodging facilities; Types of hotels - Classification of hotels, Chain operations, Alternative accommodation; E-Hospitality - Ethical and regulatory aspects in a hotel, International hotel regulations, Fiscal and non-fiscal incentives offered to hotel industry in India

UNIT- II: Front Office Duties and Responsibilities - Reservation & registration, Meal plans, Room assignments, Check-in, Departure, Handling guest mail, Message handling, Guest paging, Methods of payment; Guest services: Type of hotel guests, Types of Meal Plans, Wake-up call.

UNIT- III :Housekeeping - Hierarchy, Duties & Responsibilities of Housekeeping Staff; Important functions of Housekeeping Management; Types of accommodation; Activities in accommodation management: Room Service, Room supplies, Types of Room, Types of Bedding and other related types of service; Liaison with other departments.

UNIT- IV: Food & Beverage - Hierarchy, Duties & Responsibilities of Staff; Food Production Organization: Kitchen, Buffets, Beverages Operation, Functions, Outlets of F & B; Types of Restaurant Menu; Catering Services - Food Service for the Airlines, Banquette, Corporate, MICE, Retail Food Market, Business/Industrial Food Service, Healthcare Food Service, Club food services; Trends in lodging and food services.

UNIT-V: Evaluating Hotel Performance - Methods of Measuring Hotel performance; Occupancy ratio, Average Daily rate: Average Room rate per guest, Rev PAR, Market share Index; Evaluation of hotel by Guest; Yield Management: Elements of yield management, measuring yield in the Hotel industry, Benefits of yield Management, Challenges or problems in yield management.

COURSE OUTCOMES:

- By way of assimilating and enriching the concepts and practices of Hospitality Management, students can develop professional skills and calibre to be hospitality managers.
- Students will possess sound knowledge of all the functions and systems of hotels and supplementary accommodation. Exposure to the hotel management practices would instil in them the confidence to be hospitality entrepreneurs

TEXT BOOKS:

1. Jagmohan Negi (2014), Professional Hotel Management, S. Chand, New Delhi
2. G. Raghubalan & Smritee Ragubalan (2015), Hotel Housekeeping operations and Management, Oxford University Press India, New Delhi.
3. Jagmohan Negi, Hotels for Tourism Development, S. Chand, New Delhi.
4. Jatashankar R Tewari (2016), Hotel front office operations and Management, Oxford publication New Delhi.

STRATEGIC MANAGEMENT

SEMESTER – VI

CREDITS: 03

SUBJECT CODE: STGM 370

OBJECTIVES

- To make the students to understand the concepts of strategic Management – Analysis business situation identify craft and execute strategies at different levels in business

UNIT I: Strategic Management – Definition – Scope – Benefits – Risks – Approaches – Strategic Decision making process – Participants in strategic Management

UNIT II: Environmental Scanning – and Industry analysis – forecasting – Internal scanning – SWOT Analysis – vision of the company – Mission – Objectives – Stakeholder theory – Cybert and March's behaviour theory – social responsibility and business ethics

UNIT III: Strategic formulation – Business Strategy – Corporate Strategy – Generic Strategy – Portfolio Analysis – BCG Growth/share matrix

UNIT IV: Strategic Implementation – Organization for action – Staffing – Leading – Total quality management – Functional Strategies – Growth Strategies – Diversification acquisition and Joint Venture – Turn Around Strategies.

UNIT V: Strategic control and evaluation – Establishing strategic control – Implementation control – special alert control – evaluation techniques – Participant in Strategic evaluation and control – strategy for diversified company – strategy for MNC Company.

COURSE OUTCOMES:

- To understand growing importance of strategies in uncertain business environment.
- Gain an in-depth understanding of business environment.
- Appreciate the unique challenges faced by firms in competitive environment.
- Develop skills to deal with ever changing business situations

TEXT BOOKS

1. L.M Prasad, Business policy and strategic management – Sultan Chand & Sons.
2. Vipin Gupta, Kamala , Gollakota and R.Srinivasan, Business policy and Strategic Management Concepts and applications : - Revised 2nd Edition,(PHI New Delhi).
3. Subbarao, Strategic Management , Himalaya Publication

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