Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)
COIMBATORE - 641014
BACHELOR OF BUSINESS ADMINISTRATION – RETAIL MANAGEMENT
(Under Choice Based Credit System)

Scheme of Examinations – BBA (RETAIL MANAGEMENT)
EFFECTIVE FROM THE ACADEMIC YEAR 2020 – 2021
FOR THE STUDENTS ADMITTED DURING 2018-2019 ACADEMIC YEAR

SCHEME OF EXAMINATIONS

Semester	Part	Course	Course Title	Credits	MARKS			Hrs/ Week	Exam Duration	Category
					CA	TEE	TOTAL			
V	III	Core	Cost and Management Accounting	4	25	75	100	6	3	THEORY
	III	Core	Supply Chain and Logistics Management	4	25	75	100	6	3	THEORY
	III	Core	Digital Marketing	4	25	75	100	5	3	THEORY
	III	Elective	Elective I	5	25	75	100	5	3	THEORY
	III	Elective	Elective II	5	25	75	100	5	3	THEORY
	III	Skill Based Subject	Research Methods for Management	2	25	75	100	3	3	THEORY
	V	Extension Activities	Institutional Training	1		GRADE*				
VI	III	Core	Store Management	4	25	75	100	5	3	THEORY
	III	Elective	Elective III	5	25	75	100	5	3	THEORY

A IV -01
2018-19

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	III	Elective	Elective IV	5	25	75	100	5	3	THEORY
	III	Core	Project and Viva Voce	11	25	75	100	12	3	PROJECT
	III	Skill Based Subject	Entrepreneurship and Project Management	2	25	75	100	3	3	THEORY
			Total	140	985	2715	3700			

Sem.	Part	Course Code	Course
ELECTIVE I & II			
V	III		ELECTIVE : MERCHANDISING MANAGEMENT
V	III		ELECTIVE : LEGAL ASPECTS IN BUSINESS
V	III		ELECTIVE : E – COMMERCE
ELECTIVE III & IV			
VI	III		ELECTIVE : MALL MANAGEMENT
VI	III		ELECTIVE : SERVICES MARKETING
VI	III		ELECTIVE : EVENT MANAGEMENT

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A IV - 03
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FIFTH SEMESTER
CORE: COST & MANAGEMENT ACCOUNTING
(Theory 40%, Problems 60 %)

Objective: To familiarize the students about cost concepts & Accounting methods and various tools to interpret Financial Statements for financial related decision-making.

UNIT–I **(Teaching Hours: 10)**

Cost and Management Accounting –Meaning – Definition – Objectives – Scope – Merits and demerits – Differences between Cost and Management Accounting – Cost classification

UNIT- II **(Teaching Hours: 10)**

Preparation of cost sheet – Inventory control – EOQ – minimum, maximum and reorder level – Material issues – FIFO –LIFO –simple average and weighted average method.

Labour cost remuneration and incentives: Systems of wage payment – Time wage system, Piece rate system – Individual Premium plan –Halsey Premium Plan, Rowan Premium Plan

UNIT- III **(Teaching Hours: 10)**

Financial Statement Analysis: Features – Techniques –Comparative, Common Size & Trend percentage analysis Ratio Analysis: Liquidity, Solvency and Profitability ratios.

UNIT-IV **(Teaching Hours: 10)**

Fund flow analysis and cash flow analysis- Analysis and Cash Flow analysis – Meaning – Importance – Merits and Demerits – Comparison.

Schedule of changes in working capital – funds from operations - Fund Flow statement – Cash flow statement – cash from operations – cash flow statement.

UNIT V **(Teaching Hours: 10)**

Budget – Budgetary control – Meaning- Types of budgeting –Preparation of production, purchases, Sales, Cash, and Flexible budgets – Advantages and disadvantages of Budgetary control

Marginal Costing- BE Analysis - Marginal cost statement, BE chart, Breakeven point.

Total no. of instruction hours: 50

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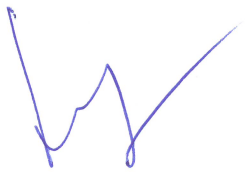
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Text books:

1. Management Accounting, R.S.N Pillai Bagavathi, S Chand & Company Limited, Edition 2.
2. Cost and Management Accounting, S.P Jain & K.L. Narang. Kalyani Publishers Edition 2010.

Reference Books:

1. Management Accounting, Sharma & S. K Gupta, Kalyani Publishers Edition 2010.
2. Management Accounting, T.S Reddy & Y. Hari Prasad Reddy, Edition 2010 Margham Publication.
3. Management Accounting, Dr. A Murthy Dr. S. Gurusamy Tata Mc Graw Hill Publishing Company Limited Edition 2010.



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FIFTH SEMESTER
Core: Supply Chain and Logistics Management
(100 % Theory)

Objective:

1. To enable the students to understand the needs and requirements of Supply chain management and its disciplines.
2. To provide an overview of the key activities performed by the logistic function, including distribution, transportation, and warehousing paradigms.
3. To help the students to assess the Characteristics of different retail category specific supply chains.

UNIT I Introduction **(Teaching Hours : 10)**

Supply chain management-Meaning, Definition, Objectives, Importance and Scope of SCM-Types, Major drivers, Key issues in SCM-Phases of SCM- SCM Practices and Strategies .

UNIT II Operations Management in SCM **(Teaching Hours : 10)**

Demand Management in SCM- Supply chain Strategy; Type of manufacturing systems; Lean manufacturing – Concepts, Basic Elements and Benefits; Mass Customization – approaches and benefits; Outsourcing- Service operations Optimization- Strategies for managing supply and demand.

UNIT III Procurement for Supply Chain **(Teaching Hours : 10)**

Purchasing Cycle-Type of purchases; inventory models-inventory counting systems-universal bar code; materials requirement planning; Just in Time- Elements and Benefits; Vendor Managed Inventory- Model, Steps and Benefits.

UNIT IV Logistics Management **(Teaching Hours : 10)**

Introduction- Elements of Logistics Management- distribution management and strategies-transportation management-warehousing and warehouse management systems-packaging for logistics-third party logistics-GPS and GIS technologies.

UNIT V Retail Logistics **(Teaching Hours : 10)**

Retail logistics- Retail Supply chain Elements- Green Retailing- Reverse Logistics-Category and format specific Retail supply chain Characteristics- Food and Grocery-Apparel and Footwear - Consumer Electronics- Jewellery-Other retail formats.

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Total no. of instruction hours: 50

Text books:

1. Supply chain management (Concepts and cases), Rahul V.Altekar m PHI learning Private Limited, 2012

Reference Books:

1. Supply Chain Management for Retailing, Rajesh Ray, Tata McGraw Hill Education Private Limited, 2010
2. Logistics and Supply Chain Management, D.K. Agarwal, Macmillan India Ltd, 2003.

A IV -07
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FIFTH SEMESTER
Core: DIGITAL MARKETING
(100 % Theory)

OBJECTIVE: The objective of this course is to help the students to grasp the key concepts in digital marketing and to have an overall understanding of various digital marketing platforms. At the end of the course students will understand the scope of digital marketing and how it integrates with overall business and marketing strategy. Students can recognize the use of different forms of digital marketing in the development of an online presence.

UNIT I Introduction **(Teaching Hours: 10)**

Introduction to Digital Marketing, Search Engine Optimization –Search Engine Result Pages, Search Behavior, The Process – Goals, On-Page Optimization, Off-Page Optimization.

UNIT II Pay Per Click and Digital Display Ads **(Teaching Hours: 10)**

PPC Definition, Process – Goals, Setup, Manage, Digital Display Advertising Definition, Process – Define, Format, Display Advertising – Industry Overview.

UNIT III Email Marketing and Mobile Marketing **(Teaching Hours: 10)**

Email Marketing - Definition, Process – Data, Design, Delivery and Discovery, Mobile Marketing – Definition, Mobile Industry Opportunities and Challenges, SMS Marketing – Mobile Analytics.

UNIT IV Social Media Marketing **(Teaching Hours: 10)**

Definition, Process – Goals, Channels - Facebook, LinkedIn, Twitter, Google+, YouTube, Blogs, Pinterest, Instagram – Facebook Insights.

UNIT V Strategy and Planning **(Teaching Hours: 10)**

Digital Marketing Plan: Structure - Situation Analysis, Audience – Information Gathering, Google Tools, Building Customer Profile – Objectives, Budget.

Total no. of instruction hours: 50

A IV -08
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FOR THE STUDENTS ADMITTED DURING 2018-2019 ACADEMIC YEAR

Text Books:

1. Dodson Ian, (2017), The Art of Digital Marketing, New Delhi: Wiley India

Reference Books:

1. Ahuja Vandana (2016), Digital marketing, New Delhi: Oxford University Press

2. Ryan Damian, (2016), Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, 4/e; New Delhi: Kogan Page Limited

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FIFTH SEMESTER
Elective: Merchandising Management
(100 % Theory)

Objective: To enable the students to learn the basics of merchandising management

UNIT-I Introduction **(Teaching hours: 10)**

Merchandising – Concept - Evolution- Factors affecting merchandising function – Merchandiser & Buyer- Role and Responsibilities- functions - merchandise mix - components of merchandise management – Principles of Merchandising

UNIT –II Planning **(Teaching hours: 10)**

Merchandise Planning -Concept- Implications; Process – Four Stages - Types & Hierarchy- Merchandise control - Assortment planning; Technology Tools. Private labels- Concept and Evolution.

UNIT – III Buying Process **(Teaching hours: 10)**

Merchandising buying process – Methods/Types; Buying Organization Formats & process; Sources of supply; Steps in Procurement– Identifying, Contracting and Evaluating – Ordering and Vender Relations; Global Sourcing; Brand strategies – Category management and Features of category management.

UNIT –IV Price & Performance **(Teaching hours: 10)**

Retail pricing –Concepts- Elements- Determining the price; Factors determining pricing strategies; Price Adjustments- Markups and Markdowns; Merchandise allocation; Merchandising Performance Evaluation – Methods- Concept of GMROI;

UNIT-V Visual Merchandising **(Teaching hours: 10)**

Retail & Visual Merchandising – types of display — display planning – The Planogram— methods of display — interior display — space management — planning lay out – Range planning –Web based marketing.

Total no. of instruction hours: 50

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2018 - 19

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Text books:

1. Retailing Management: Text and Cases, Swapna Pradhan, Tata McGraw-Hill Education, 2012, 4E

Reference Book:

1. Retailing Management: Text and Cases, Swapna Pradhan, Tata McGraw-Hill Education, 2011, 3E
2. Retail Management: A Strategic Approach, Berman and Evans, Pearson Education India, 2007, 10 E
3. Retail Management - Functional Principles and Practice, Gibson G Vedamani, Jaico Publishing House, 2004, 2E

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FIFTH SEMESTER
Elective: LEGAL ASPECTS IN BUSINESS
(100 % Theory)

Objective: To provide the student with all the legal aspects of business in day today life.

UNIT–1 **(Teaching Hours: 10)**

Law of Contract-Contract Act 1872 – Meaning – Types – Essential elements of a Contract, Performance of Contract, Discharge of Contract, Remedies to breach of Contract, Quasi Contracts.

UNIT- II **(Teaching Hours: 10)**

Indian companies Act, 1956 – Definition – Features – Types of Companies – Incorporation of company – Memorandam of Association – Articles of Association – Prospectus. Company management – membership of company.Company meetings.Winding up of Company – Types of winding up.

UNIT–III **(Teaching Hours: 10)**

The Negotiable Instrument Act, 1881 – Definition – Characteristics – Notes, Bills and Cheques – Classification of Negotiable Instruments – Parties to a Negotiable Instrument – Capacity of parties – Holder in due course – Liabilities of parties – Negotiation – Presentment, Dishonour and Discharge of a negotiable instrument.

UNIT–IV **(Teaching Hours: 10)**

Protection of intellectual Property Rights – Patent Law – Trade Mark – Copyrights – Industrial design – Geographical indications – International Conventions – Paris convention – WTO - TRIPS

UNIT–V **(Teaching Hours: 10)**

Consumer protection act – Consumer Rights – Procedure for Consumer grievance redressal – Machineries and forums, Information technology Act, 2000 – Objectives – Scope – Definitions – Digital Signature and its Provisions – Electronic Governance – Digital signature certification – Cyber Law – Definition – Categories – Components of Cybercrime – Cyber law issues and solution.

Total no. of instruction hours: 50

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Text books:

1. Elements of Mercantile Law - By N.D.KAPOOR, Sultan Chand & Sons Publications, Twenty Seventh Edition, 2007 (Unit I – V)

Reference books:

1. Mercantile Law – P.C.Tulsian, National Publication House, Third Edition, 2009.

2. Legal Systems in Business – P.Saravanavel, S.Sumathi, Himalaya Publishing House, Sixth Edition, 2004.

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FIFTH SEMESTER
Elective: E COMMERCE
(100 % Theory)

Objective:

1. To impart the techniques and trends of E-Commerce and E-marketing in Retailing

UNIT – I **(Teaching Hours: 10)**

Introduction to E-Commerce: Meaning and concept – E- commerce v/s Traditional Commerce- E- Commerce – History of E- Commerce – EDI – Importance , benefits of E- Commerce, Challenges & Limitations of E- Commerce.

UNIT II **(Teaching Hours: 10)**

Business models of E – Commerce: Business to Business – Business to customers – customers to customers - Business to Government – Business to employee – E – Commerce strategy – Influencing factors of successful E-Commerce.

UNIT III **(Teaching Hours: 10)**

Business strategies in an electronic age – Value chain – Porters value chain model – Advertising model - Strategic implications of IT.

UNIT IV **(Teaching Hours: 10)**

Electronic Payment system : Introduction – Online payment systems – E- cash, E- cheque, Smart Card, Credit Card , Debit Card – Security issues on electronic payment system – Biometrics – Types of biometrics.

UNIT V **(Teaching Hours: 10)**

Legal and ethical issues in E- Commerce: Security issues in E- Commerce- Cyber laws- Information Technology Act 2000 – Internet Gambling – Threats to children.

Total no. of instruction hours: 50

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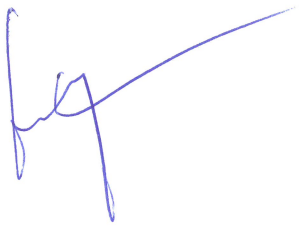
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Text books:

1. Frontiers of Electronic Commerce, Kalakota , Ravi, Addison – Wesley, 2012

Reference books:

1. Introduction to E-Commerce, Rayport, Jeffrey F and Jaworksi, Bernard J, Tata McGraw Hill Education Private Limited, 2003
2. E-Business with Net Commerce, Smantha Shurety, Addison - Wesley Ltd, 2001



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FIFTH SEMESTER
SKILL BASED SUBJECT: RESEARCH METHODS FOR MANAGEMENT
(100 % Theory)

OBJECTIVE: To gain knowledge about how to do a Research in the field.

UNIT I Introduction to Research (Teaching Hours: 10)

Introduction to Research-meaning & Objectives of Research - Types of Research - Research Process - Characteristics of good research - Identification of Research Problem – Steps - Research Design – Meaning – Definition - Need & Importance – Steps – Types.

UNIT II Sampling Design (Teaching Hours: 10)

Sampling – Meaning - Sampling Methods - Probability & Non-Probability. Steps in Sampling, Criteria for good sample design, Sample size, Population Size.

UNIT III Data Collection (Teaching Hours: 10)

Data Collection – Meaning - Types of data – Tools for data collection – Sources of secondary data. Measurement: Scaling - Meaning-types.

UNIT IV Processing of Data (Teaching Hours: 10)

Processing of data – Editing – Coding – Tabulation – Graphical representation of data. Validity, Reliability. Analysis of data – Meaning – Hypothesis: Meaning – Types – Significance - Testing of Hypothesis Errors. Interpretation of Data - Meaning & Importance.

UNIT V Report Writing (Teaching Hours: 10)

Report Writing – Meaning - Essentials of good report - Type of Reports - Content of Report - Steps in writing a report – Reference & Bibliography.

Total no. of instruction hours: 50

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Text Books:

1. Research Methodology-Methods &Techniques, C.R Kothari, Cheran Book House, 2003

Reference Books:

1. Management Research Methodology, K.N.Krishnaswamy, Appa Iyer Sivakumar, M.Mathirajan, Perason,7th Reprint, 2011.

2. Business Research Methodology, J.K. Sachdeva, Himalaya Publishing House, 1st Edition, 2010.

3. Research Methodology, R.Panneerselvam, PHI Learning Private Limited, 4th Reprint, 2007.

4. Research Methodology, Mukul Gupta, Deepa Gupta, PHI Learning Private Limited, 2011.

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FIFTH SEMESTER

EXTENSION ACTIVITIES: INSTITUTIONAL TRAINING

Department of Business Administration, Dr G R D Institute of Management has designed the Internship Training for our students as a part of the curriculum. The Internship Training requires them to spend 30 days during First week of the month May to Second week of the month June in an organisation to enrich the functional areas of management.

Objectives

i. To familiarize the students with a business organization to relate theory with practice.
ii. To familiarize the students with an organization structure and its functioning.
iii. To familiarize them with the different departments in the Organisation and their functions and activities including documentation.
iv. To enable the students to understand how the key business processes are carried out in an Organisation.
v. To conduct a SWOT analysis of the organization.

GUIDELINES FOR STUDENTS

1. Every student must do the Institutional Training for a minimum period of 21 days.
2. The Institutional Training can be on the overall functioning of the organization or particularly about the functions of any department.
3. No two students can select the same company/department for doing Institutional Training.
4. Students are required to register with the concerned tutor about the company in which they propose to do the Institutional Training.
5. The students are suggested to choose the nature of the company in which they have interest.
6. A Training Work Diary is to be maintained by the student for recording the day to day Institutional Training activities which is duly signed by the company authorities on a daily basis.
7. Every student must submit the certificate issued by the Company Authorities regarding the successful completion of the Institutional Training attended by the student after the summer vacation.
8. The students must collect all data regarding the performance of the organization/department for the purpose of drafting report after the Institutional Training.
9. The students are advised to contact the respective tutor for any clarification regarding the Institutional Training.

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SIXTH SEMESTER
Core: Store Management
(100 % Theory)

Objectives: On successful completion of store Management, students are able to know: Importance of the store management, Store functions and Responsibilities of Store Manager.

UNIT I **(Teaching Hours: 10)**

Introduction of Store Operations- Managing the Store, Responsibilities of Store Manager, Store Security, Parking Space Problem at Retail Centers, Objectives of the Store Function;

UNIT II **(Teaching Hours: 10)**

Setting up Retail organization - Size and space allocation, location strategy, factors affecting the location of Retail, Retail location Research and Techniques, Objectives of Good store Design.

UNIT III **(Teaching Hours: 10)**

Store Layout and Space planning - Types of Layouts, role of Visual Merchandiser, Visual Merchandising Techniques, Controlling Costs and Reducing Inventories Loss, Exteriors, Interiors.

UNIT IV **(Teaching Hours: 10)**

Store Record and Accounting System - Coding System, Material Handling in Stores, Mall Management, and Factor influencing Mall establishments.

UNIT V **(Teaching Hours: 10)**

Logistic and Information system - Improved product availability, improved assortments, Strategies, Quick Response System.

Total no. of instruction hours: 50

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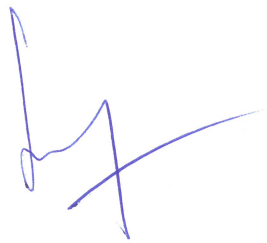
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Text Books:

1. Retailing Management, Swapana Pradhan, Tata McGraw-Hill Education, 2012

Reference Books:

1. Retail Management; A Strategic Approach, Barry Berman, Joel R Evans, Pearson Education Pvt Ltd, 2010
2. Sales and Retail Management: An Indian Perspective, S.L. Gupta, Excel Books, 2007



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SIXTH SEMESTER
Elective: MALL MANAGEMENT
(100 % Theory)

Objective: To educate the students on the techniques of mall management.

UNIT I **(Teaching Hours: 10)**

Introduction: Concept of shopping mall, Growth of malls in India, Mall positioning strategies, Strategic planning for malls.

UNIT II **(Teaching Hours: 10)**

Mall Management: Concepts in mall design, Factors influencing malls' establishment, Recovery management, Aspect in finance, Human resources, Security and accounting, Legal compliances and issues, measuring mall performance.

UNIT III **(Teaching Hours: 10)**

Mall Operations: Store allocation, Leasing negotiations, Maintenance and repairs, Security and safety procedures and regulations, Operational activities, Footfalls measurement, Common area management

UNIT IV **(Teaching Hours: 10)**

Tenant Management: Selection of anchor tenant, Tenant mix, Mall resource allocation, Owner-tenant relationship.

UNIT V **(Teaching Hours: 10)**

Types of retail formats - Multiplexes, Food courts, branded stores, Specialty stores, Hypermarkets, Supermarkets

Total no. of instruction hours: 50

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2018 – 19

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FOR THE STUDENTS ADMITTED DURING 2018-2019 ACADEMIC YEAR

Text Books:

1. Guide To Retail Management, Flemingo.P, Jaico Publications, 2011
2. Retail Management, Gopal, W, ICFAI. 2008

Reference Books :

1. Retail Management, Mitra, S.N., Pointer Publication, Jaipur. 2012
2. Retail Management – A Strategic approach, Berry Berman & J.R. Evans, Prentice Hall of India, New Delhi. 2014

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Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)
COIMBATORE - 641014
BACHELOR OF BUSINESS ADMINISTRATION – RETAIL MANAGEMENT
(Under Choice Based Credit System)

Scheme of Examinations – BBA (RETAIL MANAGEMENT)
EFFECTIVE FROM THE ACADEMIC YEAR 2020 – 2021
FOR THE STUDENTS ADMITTED DURING 2018-2019 ACADEMIC YEAR

SIXTH SEMESTER
Elective: SERVICES MARKETING
(100 % Theory)

Objective: To learn the service marketing concepts and their applications in present scenario.

UNIT – I: Introduction to Service marketing **(Teaching hours: 10)**

Definition – Service Economy – Evolution and Growth of Service Sector – Nature and Scope of Services – Unique Characteristics of Services - Challenges and Issues in Services Marketing- Classification of Services – 7 P's of service marketing.

UNIT – II: Service Marketing Opportunities **(Teaching hours: 10)**

Assessing Service Market Potential – Environment and Trends – Customer Expectations and Perceptions- Service Encounter –Service Market Segmentation, Targeting and Positioning.

UNIT – III: Service Design and Development **(Teaching hours: 10)**

New Service Development – Service Blue Printing – Service Scape– GAP's Model of Service Quality –Measuring Service Quality using SERVQUAL Dimensions – Quality Function Deployment

UNIT – IV: Service Delivery and Promotion **(Teaching hours: 10)**

Delivering Services- Service Recovery- Service Channel – Pricing of Services - Methods – Service Marketing Triangle - Integrated Service Marketing Communication.

UNIT – V: Service Strategies **(Teaching hours: 10)**

Service Marketing Strategies for Health – Hospitality and Tourism – Financial – Logistics - Educational – Entertainment - Public Utility- Information Technology Services.

Total no. of instruction hours: 50

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FOR THE STUDENTS ADMITTED DURING 2018-2019 ACADEMIC YEAR

Text Books :

1. Services Marketing, Rajendra Nargundkar, Tata McGraw-hill Education private Limited, 3rd Reprint, 2011.
2. Services Marketing, Zeithaml et al, Tata McGraw-hill Education private Limited, 4th Edition, 2008

Reference Books :

1. Services Marketing, Harsh V Verma, Pearson Education India, 2012.
2. Services Marketing- The Indian Perspective, Ravi Shanker, Excel Books, 1st edition, 2006.
3. Services Marketing, K Douglas Hoffman, John E.G. Bateson, Thompson, 2nd reprint, 2004.

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SIXTH SEMESTER
Elective: EVENT MANAGEMENT
(100 % Theory)

Objective:

1. To understand the complex issues related to planning, organising and conducting an event.

UNIT I Corporate Event Designing **(Teaching Hours: 10)**

Designing corporate events that meet customer's needs - the fundamentals of corporate hospitality - Managing customer expectations - Types of corporate events.

UNIT II In house Events and Team Building **(Teaching Hours: 10)**

In-house vs. event management companies - Corporate event packages - Staff events - Customer events -Team building - Nature of Teams - Types of Teams.

UNIT III Charity Events and Award Ceremony **(Teaching Hours: 10)**

Charity Events and Award Ceremonies - Setting fund raising targets and objectives - Working with volunteers and committees - Generating goodwill and media exposure - Commissioning celebrities - MCs and entertainment.

UNIT IV Outdoor Event Management **(Teaching Hours: 10)**

Outdoor Events,- Concerts – Logistics - Risk Management - Types of outdoor events - Risk management - Planning and logistics, Marketing and sponsorship.

UNIT V Celebrity Event Management **(Teaching Hours: 10)**

Celebrity events- Concerts – Launches - Fashion shows - National festivals and high-profile charity events - Liaising with agents - Contract negotiations - Client briefings - Celebrity wish lists and expectations - Paparazzi and entourages.

Total no. of instruction hours: 50

Text Books:

1. Event Entertainment and Production, Mark Sonder, Wiley & Sons, 2010
2. Special Event Production, Doug Matthews, Routledge Publications, 2011

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FOR THE STUDENTS ADMITTED DURING 2018-2019 ACADEMIC YEAR

Reference Books:

1. Crew Resource Management, Barbara G. Kanki, Robert L. Helmreich, and Jose Anca, Academic Press, 2010
2. Professional Event Coordination, Julia Rutherford Silvers, Wiley Desktop Editions, 2012
3. Human Resource Management for Events, Lynn Van der Wagen, Routledge Publications, 2006

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SIXTH SEMESTER

CORE: PROJECT AND VIVA VOCE

Students in sixth semester are expected to carry out a project on a topic in any one of the functional areas like Marketing, HR, Finance, Systems, Production etc., for a period of 1 month between November to December of their final year.

OBJECTIVES OF DOING THE PROJECT:

The objective of the main project is to facilitate the students,

- To apply management concepts to organizational settings.
- To apply specific principles and investigations of research methodology to provide solutions to the organizational problems.
- To understand real organizational situation

INSTRUCTIONS TO THE STUDENTS

1. Students are expected to identify a company, preferably in Coimbatore or nearby areas, since they are expected to in contact with the company throughout the project. However, the students can do the project anywhere in India after getting permission from the guide

2. The company in which the student decided to do the project should be reasonably big and should have scope for doing the project

3. Students are advised to choose the topic after discussing with the guide as well as the company guide.

4. Students are asked to appear for all the reviews without fail and are advised to maintain a record of such review duly signed and approved by the guide.

5. In case of any difficulties students are advised to seek the help of their guide.

6. Students are asked to be in contact with their guide's thought out the project and are expected to approach their respective guides about the project through E-mail for the smooth completion of the project.

7. Obtain project completion / attendance certificate before leaving the organization.

Students are *strictly restricted* to undergo their project work in *textile related companies in Tirupur.*

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SIXTH SEMESTER

SKILL BASED SUBJECT: ENTREPRENEURSHIP AND PROJECT MANAGEMENT
(100 % Theory)

Objective: To acquaint the students with the concepts in entrepreneurship and project management

UNIT I (Teaching Hours: 10)

Meaning nature, traits and Types of Entrepreneurs -Distinction between Entrepreneur and Manager and Intrapreneur- Role of Entrepreneurship in economic development

UNIT II (Teaching Hours: 10)

Factors affecting entrepreneurial growth – Economic and Non-Economic factors. Growth of entrepreneurship in India -Entrepreneurship Development Programmes- Need -Objectives – Course Contents –Phases-Evaluation. Institutional Support to Entrepreneurs.

UNIT III (Teaching Hours: 10)

Project Management: Meaning of Project-Concepts-Categories-Project Life Cycle- Phases-Characteristics of a project-Project manager- Role and Responsibilities of Project Manager.

UNIT IV (Teaching Hours: 10)

Project Identification-Steps-Selection –Project Formulation-Contents of a Project Report-Planning Commission's guidelines for formulating a project –Specimen of a Project Report.

UNIT V (Teaching Hours: 10)

Project Evaluation – Objectives – methods. Business Plan – Scope and value – Process. Preparing a model Project report for starting a new venture.

Total no. of instruction hours: 50

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Text books

1. Entrepreneurial Development: Dr. S.S Khanka – S Chand & Company Ltd., Revised Edition 2012 and Reprint 2014.

2. Entrepreneurial Development: C.B.Gupta and N.P.Srinivasan, I Edition 1995, Sultan Chand &Sons

Reference books

1. Project Management: S.Choudhary – Tata McGraw Hill Publishing, 31st Reprinted 2008 (III &IV Units)

2. Project Management: Denis Lock- Gower Publishing Ltd, Eight Editions 2005 (III to V Units)