

Lr. G.R.D COLLEGE OF SCIENCE (AUTONOMOUS)
BACHELOR OF BUSINESS ADMINISTRATION
(Under Choice Based Credit System)
Scheme of Examinations - BBA

EFFECTIVE FROM THE ACADEMIC YEAR 2019-2020
FOR THE STUDENTS ADMITTED DURING 2019-2020 ACADEMIC YEAR

Semester	Part	Course	Course Title	Credits	MARKS		Hrs/Week	Exam Duration
					CA	TEE TOTAL		
I	I	Language	Tamil II / Hindi I / French I / Malayalam I	3	25	75	5	3
	II	English	English I	3	25	75	5	3
	III	Core	Principles of Management	4	25	75	6	3
	III	Allied	Mathematical Techniques for Management	5	25	75	5	3
II	III	Core	Business Organisation	4	25	75	5	3
	IV	Skill Based Subject	General awareness	2	25	75	4	3
	I	Language	Tamil II / Hindi II / French II / Malayalam II	3	25	75	5	3
	II	English	English II	3	25	75	5	3
III	III	Core	Business Economics	4	25	75	5	3
	III	Allied	Applied Operations Research	5	25	75	5	3
	III	Skill Based Subject	Business Communication	2	25	75	4	3
	IV	Environmental Studies	Environmental Awareness	2	25	75	4	3
IV	IV	Basic Tamil / Advance Tamil	Basic Tamil I / Advanced Tamil I	2	100	NA	2	3
	III	Non-Major Elective	Personality Development and Soft Skills	4	40	60	6	3
	III	Core	Organisational Behaviour	4	25	75	6	3
	III	Core	Financial Accounting	4	25	75	6	3
III	III	Core	Marketing Management	4	25	75	5	3
	III	Allied	Modern Banking Practices	5	25	75	5	3
	III	Skill Based Subject	Business Environment	2	25	75	4	3
	IV	Value Education	Indian Society People and Culture	2	25	75	4	3
IV	IV	Basic Tamil / Advance Tamil	Basic Tamil II / Advanced Tamil II	2	100	NA	2	3
	III	Non-Major Elective	Basics in Business Process Outsourcing	4	40	60	6	3
	III	Core	Financial Management	4	25	75	6	3
	III	Core	Operations Management	4	25	75	6	3
III	III	Core	Human Resource Management	4	25	75	5	3
	III	Allied	Management Information System	5	25	75	5	3
	III	Core	Practical-PC Applications in Business	4	40	60	4	3
	IV	Skill Based Subject	Professional Communication	2	25	75	2	3

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FOR THE STUDENTS ADMITTED DURING 2019-2020 ACADEMIC YEAR

Part	Course	Course Title	Credits	MARKS		Hrs/ Week	Exam Duration	
				CA	TEE TOTAL			
V	Core	Cost and Management Accounting	4	25	75	6	3	
	Core	International Business	4	25	75	6	3	
	Core	Legal Aspects in Business	4	25	75	5	3	
	Elective	Elective I	5	25	75	5	3	
	Elective	Elective II	5	25	75	5	3	
	Skill Based Subject	Research Methods for Management	2	25	75	3	3	
	Extension Activities	Institutional Training	1	GRADE*				
	Core	Digital Marketing	4	25	75	5	3	
	Elective	Elective III	5	25	75	5	3	
	Elective	Elective IV	5	25	75	5	3	
VI	Core	Project and Viva Voce	11	25	75	12	3	
	Skill Based Subject	Entrepreneurship and Project Management	2	25	75	3	3	
	TOTAL		140	985	2715	3700		

NA: Not applicable, Basic Tamil/Advanced Tamil-CA only

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**EFFECTIVE FROM THE ACADEMIC YEAR 2019-2020
FOR THE STUDENTS ADMITTED DURING 2019-2020 ACADEMIC YEAR**

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2019 - 20

ELECTIVE LIST

SEMESTER V

A. MARKETING

Rural Marketing

B. FINANCE

Taxation

C. HRM

Organisational Development

SEMESTER-VI

A. MARKETING

Services Marketing

B. FINANCE

Investment Management

C. HRM

Industrial Relations



**FIRST SEMESTER
CORE: PRINCIPLES OF MANAGEMENT
(100 % Theory)**

Objective : To learn about the different concepts and principles of management.

UNIT I

(Teaching Hours: 10)

Management – Definition, Nature, scope and function of Management. Management as an art, science, and profession- Scientific Management – Administrative Management – Contribution of Henri Fayol.

UNIT II

(Teaching Hours: 10)

Planning – Meaning - Nature - Importance-limitations, steps – Kinds of planning- Decision Making-Meaning-Process-factors involved in Decision Making.

UNIT III

(Teaching Hours: 10)

Organizing - Nature-Steps-Significance, Formal & Informal organization, Organizational structure – Types - line, line & staff, functional, project, matrix organizations. Span of Management – Definition, Impact on Tall and Flat organization structures, Factors governing span of management.

UNIT IV

(Teaching Hours: 10)

Delegation – Principles - Advantages - Departmentation, Basis of departmentation, Centralisation and De-centralization - factors, advantages and disadvantages. Authority – Nature and Responsibility.

UNIT V

(Teaching Hours: 10)

Directing – Nature and purpose of Directing, Coordination-Techniques to achieve coordination, controlling – Concept-Nature- Process-Factors-Significance, Traditional & Modern techniques of controlling.

Total no. of instruction hours: 50

Text books

1. Principles of Management-Dinkar Pagare-Sultan Chand & Sons, Seventh Edition, 2008.
2. Principles & practice of Management – L.M.Prasad ,Sultan Chand & Sons , New Delhi Sixth Edition, 2007.
3. Principles of Management – T.Ramasamy, Himalaya Publishing House, Eighth Edition 2006.

Reference books

1. Principles & Practice of Management -T.N Chhabra&S.K.Grover, Dhanpat Rai & Co (p) Ltd ,8th edition 2010
2. Principles of Management-P C Tripathy& P N Reddy, Tata McGraw Hill Publishing Company Ltd, Second Edition, Eleventh Reprint 1998
3. Essentials of Management, Herald Koontz & Heinz wehrich, Tata McGraw Hill Publishing company Ltd, fifth Edition, Twentieth Reprint, 2003

FIRST SEMESTER
ALLIED: MATHEMATICAL TECHNIQUES FOR MANAGEMENT
(Theory 10% & Problems 90%)

Objective: To introduce basics of business mathematics.

UNIT-I

(Teaching Hours: 10)

Sets and Set Operation-Venn Diagrams –Elements of Co-ordinate System Matrices - Fundamental ideas about Matrices and their Operational Rules -Matrix Multiplication - Inversion of Square Matrices of not more than 3rd order.

UNIT-II

(Teaching Hours: 10)

Mathematics of Finance: Simple and Compound interest- Annuities - Sinking funds – (Discounts and Present Values. *) (*Theory)

UNIT-III

(Teaching Hours: 10)

(Meaning and definition of Statistics – Scope and Limitations. Statistical enquiries – Scope of the Problem - Methods to be employed - Types of Enquiries*) (*Theory)- Presentation of Data by Diagrammatic and Graphical Method – Formation of Frequency Distribution.

UNIT-IV

(Teaching Hours: 10)

Measures of Central Tendency- Arithmetic Mean, Median, Mode, Geometric and Harmonic Mean. Measures of variation: Mean and Quartile Deviations.

UNIT-V

(Teaching Hours: 10)

Simple Correlation - Scatter Diagram - Karl Pearson's Co-efficient of Correlation –Rank Correlation Index number - Unweighted Indices - Consumers' Price and Cost of Living Indices.

Total no. of instruction hours: 50

Text Books

1. Navaneethan. P

:Business Mathematics & Statistics,
Sai publishers, Trichy. (Unit I –Unit V)

2. Gupta S.P

:Statistical Methods,
S.Chand & Sons publishers Pvt.Ltd.,(Unit III-V)

Reference books

1. Sundaresan and Jayaseelan

:An introduction to Business
Mathematics and Statistical Methods,
S.Chand & Sons Publishers Pvt.Ltd.,

2. S.P.Gupta, M.P.Gupta

:Business Statistics,
S.Chand & sons Publishers.Pvt.Ltd.,

**FIRST SEMESTER
CORE: BUSINESS ORGANISATION**

Objective: To impart knowledge on various aspects of business and its organization.

UNIT I (Teaching Hours: 10)

Business essentials: Meaning and scope of business, Classification of Business Activities: Characteristics and objectives of Business Organisation, Evolution of Business Organisation - Modern Business.

UNIT II (Teaching Hours: 10)

Business Unit, Establishing a new business unit. Promotion of business- Features for business, plant location, plant layout and size of business unit.

UNIT III (Teaching Hours: 10)

Forms of Business Organisation. Sole Proprietorship, Partnership, Joint Stock Companies & Co-operatives.

UNIT IV (Teaching Hours: 10)

Business Combination: Meaning - Concepts- Causes- Objectives and Types, Forms of Mergers - Takeovers - Acquisitions and Amalgamation.

UNIT V (Teaching Hours: 10)

Business Finance: Financial need of Business methods & sources of finance. Security Market, Money Market, Stock Exchange: Meaning - History - Capital Market - Stock exchanges in India.

Total no. of instruction hours: 50

Reference books

1. Business Organisation and Management - Bhushan Y.K, Sultan Chand & Co.Ltd, 2005
2. Modern Business Organization and Management - S. A. Sherlekar and V. S. Sherlekar
3. Business organisation and management - Shukla, S chand & co.Ltd, 2003.
4. Modern business - Chatterjee
5. Business Management - Dinkar pagare, Sultan Chand & Sons, 1995
6. Business Intelligence - A Managerial Approach, Effrain Turban, Ramesh Sharder, DursunDelen, David Kind, Pearson II Edition 2012.

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AI07

2019-20

EFFECTIVE FROM THE BATCH ADMITTED DURING THE ACADEMIC YEAR 2019 - 2020
SUBJECT CODE:

SECOND SEMESTER
CORE: BUSINESS ECONOMICS
(100% THEORY)

Objective: Business decisions are taken based on certain basic principles and concepts of economics. This paper aims to equip students with the knowledge & application of those basic principles, concepts and analytical tools in business. The focus of the paper is on Micro Economics.

UNIT-I

(Teaching Hours: 10)

Nature and scope of economics – Difference between Business economics and Economics – Business Economics and other disciplines – Fundamental concepts associated with business economics – Scope of business economics.

UNIT –II

(Teaching Hours: 10)

Demand analysis: The meaning of demand, Price demand relationship, law of demand, Movement along demand curve, and Shift in demand curve, Demand classifications.

Elasticity of demand – Measurement of elasticity of demand (Percentage Method), factors affecting elasticity of demand, Importance of elasticity of demand, different concepts of elasticity of demand – Income elasticity, Cross elasticity, Advertising elasticity.
Supply –Meaning and determinants.

UNIT –III

(Teaching Hours: 10)

Production analysis – Factors of production – Production function- Law of variable proportions – Isoquant – Marginal rate of technical substitution – Law of Returns to Scale –Comparison between returns to factor and returns to scale.

UNIT-IV

(Teaching Hours: 10)

Cost analysis – Concept of cost, various types of cost – Cost function – Total cost, Average cost, and Marginal cost curves – Relationship between average cost and marginal cost, Relationship between Product and Cost – Long run cost curves.

UNIT-V

(Teaching Hours: 10)

Market structure – Perfect competition, Monopoly, Monopolistic and Oligopoly competition. Pricing policies – Steps in pricing, Pricing Decisions, Pricing Methods – Macroeconomics – Business Cycles – Stages.

Total no. of instruction hours: 50

Text books:

1. Business Economics-Text & Cases - D.D. Chaturwedi, S.L. Gupta, Sumithra Pal, Gagotia Publishing Company, Fourth Edition 2000
2. Business Economics – Dr.S.Sankaran, Margham Publications Second Edition 1998.
3. Managerial Economics & Financial Analysis – S.A.Siddiqui & A.S.Siddiqui, New Age International Publishers, Tenth Edition 2005.

References:

1. Managerial economics – R.L. Varshney, V.L.Maheswari, Sultan Chand and Sons, Third Edition 1999.
2. Business economics – V.G. Mankar, Machillen India Limited, First Edition 2001.

SECOND SEMESTER
ALLIED: APPLIED OPERATIONS RESEARCH
(Theory 20% & Problems 80%)

Objective: To enable the students to learn the techniques of Operations Research and resource management and their application in business management.

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

Introduction to Operations Research – Meaning – Scope – Models – Limitations. Linear Programming – Formulation - Graphical Solution– Dual of a Linear Programming Problem.

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

Transportation Model – Initial Basic Feasible Solutions – Optimum Solution (Only for non – degeneracy) – Simple problems – Assignment Model – Simple problems.

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

Game Theory- Games with Saddle Point – Games with Mixed Strategies – Dominance Theory – Solving games by the Graphical method - Waiting Line Models – Structure of Model – M / M / 1 for infinite population – Simple problems.

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

Network Models – PERT –Time Estimates – Critical path – Probability of completion of project – Advantages and Limitations.
CPM – Principles – Construction of Network for Projects – Critical path.

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

Deterministic Inventory Models – EOQ – EOQ with Price Breaks – Simple problems.

Total no. of instruction hours: 50

Text Book:

1. Operations Research: Kanti swarup,P.K.Gupta and Man Mohan
–Sultan Chand & Sons Publications Eighth Edition.

Reference Books

- 1.Kalavathi : 1.Operations Research.
- 2.Kanti Swarup,Gupta & Manmohan : 2.Operations Research.
3. C.R.Kothari : 3. Quantitative Techniques.
4. Gupta S.P. : 4. Statistical Methods.

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AI-09

2019-20

EFFECTIVE FROM THE BATCH ADMITTED DURING THE ACADEMIC YEAR 2019 - 2020
SUBJECT CODE:

SECOND SEMESTER
SKILL BASED SUBJECT: BUSINESS COMMUNICATION
(Unit I to Unit IV theory, Unit V Practical)

Objectives:

- To study about definition and types of communication, objectives and barriers.
- To explain organisation, structure and layout of the business letter and sales letter.
- To study about report writing, classifications of report and its characteristics.

UNIT I

(Teaching Hours: 10)

Definition-Types and patterns of communication-Spoken communication-Written communication- Non-verbal communication- Audio-visual communication and Multimedia communication.

UNIT II

(Teaching Hours: 10)

Objectives of communication- Horizontal communication-Upward communication-Barriers to communication. Business correspondence – Functions-Variou kinds of business correspondence.

UNIT III

(Teaching Hours: 10)

Business Letter – Characteristics- Organisation, Structure and Layout of a business letter.Letter of Enquiries and Replies, Offers and quotations-Credit and Status Enquiries-Complaints, Claims and adjustment.

UNIT IV

(Teaching Hours: 10)

Sales Letters – Circulars.Bank Correspondence. ConductingMeetings, Writing Minutes, Writing E-Mails – Correspondence of a Company Secretary - Report writing – Classification - Characteristics of a good report.

UNIT V

(Teaching Hours: 10)

Career strokes: Online Practical modules: Communication skills – Group Discussion – Interviews – Team work – Time management – Business Awareness.

Total no. of instruction hours: 50

BOOKS RECOMMENDED:

1. Business Communication – Dr. K.K. Ramachandran, MacmillanPublilcation, Delhi , 2008.
2. Essentials of Business Communication – RajendraPal, J.S.Korlahalli, Sultan Chand & Sons.
3. Essentials of Business Communication- Reddy Raja rao, Himalaya Publishing House ,
4. Business Communication- Vainder Bhatia, Khanna Publishing Co. P Ltd , Delhi,2000.
5. Business Communication – Dr V K Jain, Dr. O P Biyani, S.Chand Group, New Delhi,2008

**THIRD SEMESTER
CORE: ORGANISATIONAL BEHAVIOUR**

Objective: To acquaint the students with the fundamentals of OB related to individuals & groups in Organizations.

UNIT I

(Teaching Hours: 10)

OB – Meaning- Importance – Personality- Meaning-types, tests – Determinants of Personality, Hawthorne Experiments.

UNIT II

(Teaching Hours: 10)

Perception –Meaning- Process of Perception, Factors affecting perception- Motivation – Theories –Maslow, Herzberg, Vroom and McClellands theory, Financial and non financial motivation .

UNIT III

(Teaching Hours: 10)

Learning-meaning-Determinants of Learning-Theories of Learning-Learning Principles like Reinforcement and Punishment.

UNIT IV

(Teaching Hours: 10)

Group-Definition, Characteristics of Group-Reasons for joining in groups, Types of Groups, Stages in group development.Conflict-Types of conflict-Resolution of Conflict.

UNIT V

(Teaching Hours: 10)

Leadership – Types – Theories – leadership training and evaluation – Organisational Change, Organisational climate – Organisational effectivenesss .

Total no. of instruction hours: 50

Text Books:

1. S.S.Khanka, Organisational Behaviour, Sultan Chand & Company Ltd., 2009 Edition.
2. Ghosh.P.K, Industrial Psychology, Himalaya Publishing, 2009 Edition.

Reference Books:

1. Jain.N.K, Organisational Behaviour, Atlantic Publishers, Sixth Edition 2009.
2. L.M.Prasad, Organisational Behaviour, S.Chand & Company Ltd, 2008 Edition.
3. Mishra .M.N, Organisational Behaviour, Vikas-Publishing House, 2008 Edition.

THIRD SEMESTER
CORE: FINANCIAL ACCOUNTING
(Theory 40%, Problems 60 %)

Objective: The objective of this paper is to help the students to acquire conceptual knowledge of the financial accounting and import skills for recording various kinds of business transactions.

UNIT –I (Theory and Problems) (Teaching Hours: 10)

Introduction to Accounting - Book Keeping & Accounting - Accounting Concepts and Conventions - Preparation of Journal - Ledger - Trial Balance.

UNIT – II (Problems only) (Teaching Hours: 10)

Subsidiary Books for cash and credit transactions – Rectification of errors.

UNIT – III (Problems only) (Teaching Hours: 10)

Final accounts - Trading account - Profit and loss account - Balance sheet - Preparation of Final Accounts with simple adjustments.

UNIT – IV (Theory and Problems) (Teaching Hours: 10)

Bank Reconciliation Statement - Difference between cash book and pass book - preparation of bank reconciliation statement – Bills of exchange (simple problems only)

UNIT – V (Theory and Problems) (Teaching Hours: 10)

Depreciation – meaning - Definition - Reasons for providing depreciation – Causes of depreciation – Methods of Depreciation: Straight line method- Written down value method – Annuity method – Sinking fund method.

Total no. of instruction hours: 50

TEXT BOOKS

1. S.P.Jain and K.L.Narang, Advanced Accounting, Volume I, Kalyani Publishers, 2015

REFERENCE BOOKS

1. R.S.N.Pillai, S.Bhagavathy, and S.Uma, Fundamentals of Advanced Accounting, Sultan Chand Publications, Newdelhi, 2013
2. R.L.Gupta and M.Radhaswamy, Advanced Accounting, Volume I, Sultan Chand Publications, Newdelhi,2002
3. T.S.Reddy and A.Murthy, Financial Accounting, Margam Publications, 2010
4. M.C.Shukla and T.S.Grewal, Advanced Accounting, Volume I, Sultan Chand Publications, New Delhi, 2000

THIRD SEMESTER
CORE: MARKETING MANAGEMENT

Objective: To gain the knowledge of basic marketing concepts, consumer behavior and retailing techniques.

UNIT 1: Introduction

(Teaching Hours: 10)

The Nature & Scope of Marketing- Definition –Markets, Marketing; Marketing Philosophies - Concept of Customer Value- Marketing Information Systems –Consumer Markets- Business Markets.

UNIT II: Analysing Markets

(Teaching Hours: 10)

Market Segmentation – Benefits- Bases – Procedure; Market Targeting –Strategies; Dealing with Competition – Positioning – Marketing Mix.

UNIT III: Creating Value

(Teaching Hours: 10)

Product – Levels- Product Life Cycle Stages -Product Mix Decisions - New Product Development - Product Failure - Branding – Packaging and Labeling.

UNIT IV: Capturing and Communicating Value

(Teaching Hours: 10)

Pricing – Importance& Objectives -Factors Affecting Pricing Decisions, Strategies in Pricing –Promotion Planning– Advertisement, Sales Promotion, Public Relations and Personal Selling-Digital Marketing.

UNIT V: Delivering Value

(Teaching Hours: 10)

Distribution –Nature and Types, Channel Design and Management, Physical Distribution – Transportation and Warehousing. Designing Global Market Offerings- Decisions.

Text books

1. Marketing Management – by T.N Chhabra and S.K Grover, Dhanpat Rai &Co, Fourth Edition 2009.
2. Principles of Marketing – Philip Kotler and Armstrong, Prentice hall of India, Eleventh Edition 2009

Reference books:

1. Marketing Management – R.S.N. Pillai, Bagavathi. S.Chand& Company Ltd., First Edition 2010.
2. Marketing Management – Global Perspective Indian Context, V.S.Ramaswami, S.Namakumari, Macmillan Publication, Fourth Edition 2010
3. Modern Marketing Principles & Practice – D.Chandrabose, PHI Learning Pvt., Ltd., 2010 Edition.
4. Introduction to Marketing – Mc Daniel / Lamb / Hair, Saurabh Printers Pvt., Ltd., Eighth Edition, 2008.

THIRD SEMESTER
ALLIED: MODERN BANKING PRACTICES

Objective: To acquire the basic functions of banking. To understand the functions, procedures and policies involved in banking and to familiarize the students with the present scenario of modern banking and its applications which help to gain practical Knowledge.

UNIT – I: Introduction to Banking **(Teaching Hours: 10)**

Introduction to Banking Business - Origin of banking ; Banker and customer relationship – General relationship and special relationship – Obligation of bankers and obligation of customers.

UNIT – II: Banking Structures **(Teaching Hours: 10)**

Structure of Indian Banking system – Commercial Banks - Regional Rural Banks – Co-operative Banks – Functions; Bank account – opening of an account, Types of accounts – Fixed Account, Savings Account, Current Account, Recurring Deposit.

UNIT –III: Regulation in Bank **(Teaching Hours: 10)**

Banking Legislation – The Reserve Bank of India Act 1934, The Banking Regulation Act 1949; Priority Sector Lending – Rationale of Priority sector reforms – Different segments of priority sector.

UNIT – IV: Loans & Mortgage **(Teaching Hours: 10)**

Loans and Advances – Introduction – Principles of sound lending – Assessing the credit worthiness of the borrower – Classification of loans and advances; Secured Advances – Modes of creating charges – Lien, pledge, hypothecation, Mortgage.

UNIT – V: E- Banking **(Teaching Hours: 10)**

Recent developments in Banking sector - E-Banking Service - Importance - ATM, Credit, Smart & Debit Cards – Internet banking - Tele-banking - ECS, EFT, NEFT, RTGS, IMPS, Online bill payment – Online recharge – Mobile banking - Mobile payment gateway - Mobile Wallets & UPI Payment Apps in India and Risk in E- Banking.

Total no. of instruction hours: 50

Text books

1. Banking Theory – Law & Practice / R.Rajesh, T.Sivagnanasithi – The McGraw hill Publishers, First Edition, 1999.
2. Elements of Banking & Insurance / Jyotsna Sethi, Nishwan Bhatia – PHI Publisher Pvt Ltd., First Edition, 2000.

Reference books:

1. Banking Law & Practice – N.Kumar , K.Mittal, Anmol Publication Private Ltd., Twentieth Edition, 2002
2. Banking Theory Law & Practice – Dr.S.Gurusamy, Tata McGraw hill Publishers, First Edition, 2010.

THIRD SEMESTER
SKILL BASED SUBJECT: BUSINESS ENVIRONMENT

Objective: To gain the knowledge of basic concepts of Micro and Macro Environment of business and their importance in formulating business strategies.

UNIT – I **(Teaching Hours: 10)**

Nature and Scope of Business environment: Characteristics of today's Business – Business in the 21st century – Business Goals – Nature of Environment – Benefits and Limitations of Environment – Organization for Analysis – Sources for Scanning

UNIT –II **(Teaching Hours: 10)**

Political Environment: Political Institutions – The constitution of India – The preamble, The fundamental rights, Directive principles of state policy – Nature and extent of state regulation – Reasons for state intervention, Types of intervention, Extent of intervention – Problems of Control

UNIT – III **(Teaching Hours: 10)**

Economic environment: Nature of economic environment – Economic factors – Growth strategy – Basic Economic systems – Economic planning - New Economic policy.

UNIT – IV **(Teaching Hours: 10)**

Social and Cultural Environment: Culture and business – Social Responsibility of Business – Business and Society – Social Audit

UNIT – V **(Teaching Hours: 10)**

Technological Environment: Features of Technology, Impact of Technology – Technology and Society – Technology and Economy – Status of technology in India – Technology policy.
Natural Environment: Nature of physical environment, Impact on business.

Total no. of instruction hours: 50

Text Book

1. Essentials of Business Environment – K.Asathappa, HPH (2008 –Edition)

Reference books

1. Business Environment – Francis Cherunilam, HPH (2008 – Edition) – Unit I - V
2. Business Environment – Justin Paul, Tata Mc.Graw-Hill, (2009 – Second Edition.)
Unit II and III
3. Business Environment – Shaik Saleem, Pearson Publication, Second Edition 2010

FOURTH SEMESTER
CORE: FINANCIAL MANAGEMENT
(Theory 75% Problems 25%)

Objective: To familiarize the students with financial management concepts and its application.

UNIT-I (Theory) (Teaching Hours: 10)

Introduction to financial management: Objectives - Importance – Scope. Sources of Finance: Long term and Short-term sources, Time Value of Money.

UNIT-II (Theory and problems) (Teaching Hours: 10)

Investment Decision: Capital Budgeting- Factors - Importance- Techniques - Payback - Average Rate of Return- NPV- IRR- PI

UNIT-III (Theory and problems) (Teaching Hours: 12)

Financing Decision: Capital structure –Factors –Optimal capital structure – Theories of capital structure

Cost of Capital – Importance – Cost of Debt, Equity, Preference capital, Retained earnings – Weighted average Cost of capital- Problems.

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

Dividend Decision: Dividend – Types of dividend – Factors affecting dividend – Models of dividend.

Leverage – Types of leverage – Operating, Financial and Combined leverage –Significance of leverage – Problems.

UNIT-V (Theory) (Teaching Hours: 8)

Liquidity Decision: Working capital management – Concept– Need -Types of working capital - Factors determining working capital – Sources of working capital – Approaches for working capital – Estimating working capital requirements.

Total no. of instruction hours: 50

Text books:

1. Financial management- Principles and practice – Dr. S.N.Maheswari, Fourth edition, Sultan chand and sons publications, 2002.
2. Financial Management - I.M.Pandey, Ninth Edition, Vikas Publishing, 2009.

Reference books:

1. Financial management –MY Khan and PK Jain, Fourth edition, Tata McGraw Hill Publishing Co. 2004
2. Financial management – Sharma.R.K. Shashi.K. Gupta, Kalyani publisher, 2002

FOURTH SEMESTER
CORE: OPERATIONS MANAGEMENT
(100 % Theory)

Objective of the subject: To learn the basics of production and materials management.

UNIT-I

(Teaching Hours: 10)

Production Management - Functions – Scope; Plant Location – Factors; Site location –Urban, Rural and Suburban locations manufacturing systems-Continuous and Intermittent manufacturing systems. ; Plant layout – Principles – Process, Product and Fixed position layout - Production Planning and Control – Functions - Information flow - Routing-Scheduling – Dispatching – Control.

UNIT – II

(Teaching Hours: 10)

Material Handling – Importance – Principles - Criteria for selection of Material handling equipments. Maintenance – Types – Breakdown –Preventive – Routine - Relative advantages. Work Study - Method study – Motion study - Time study – Definitions – Principles and Procedure.

UNIT – III

(Teaching Hours: 10)

Organization of Materials Management - Fundamental Principles – Integrated Materials Management ; Purchasing – Procedure - Principles – Vendor Rating ; Purchase department – Responsibility of Buyer & Seller Relationship

UNIT – IV

(Teaching Hours: 10)

Inventory – Importance – Functions; Tools of Inventory Control – ABC, VED & FSN Analysis - EOQ – Reorder Point - Safety Stock. Store Keeping – Objectives – Functions Storekeeper – Duties & Responsibilities; Location of store – Centralized store room – Security Measures; Stores Ledger – Bin Card.

UNIT – V

(Teaching Hours: 10)

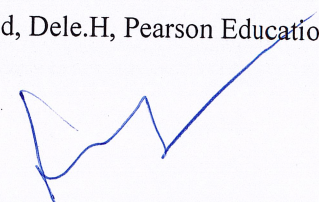
Quality Control – Types of Inspection – Centralized and Decentralized ; Benchmarking - Process – Reasons; ISO -Features – Procedure for obtaining ISO ; JIT – Bottlenecks in implementing JIT in Indian Industry ; An introduction to Quality Circles. Overview of TQM, TPM, 5S, Six Sigma, Lean Manufacturing, Kanban, Kaizen.

Total no. of instruction hours: 50

Text Books:

1. Production and Operations Management, Panneerselvam.R, PHI Learning Pvt. Ltd, 2006 Edition.
2. Production and Operations Management, Aswathappa.K, SridharaBhat.K, Himalaya Publishing House, 2000 Edition.

Reference Books:

1. Production and Operations Management, S.A.Chunawala, Patel.D.K, Himalaya Publishing, 2000 Edition.
 2. Production and Materials Management, Saravanavel.P, Sumathi.S, Margham Publication, 2008 Edition.
 3. Total Quality Management, Besterfield, Dele.H, Pearson Education, 2007 Edition.
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FOURTH SEMESTER
CORE: HUMAN RESOURCE MANAGEMENT

Objective: To enable the students with the process involved in acquiring, retaining and developing the human resources.

UNIT- I

(Teaching Hours: 10)

Human Resource Management – Need and Importance of Human Resource Policies- Objectives of HRM- Functions of HR Department – Role of HR Manager.

UNIT-II

(Teaching Hours: 10)

Concept and Importance of Job Analysis-Recruitment-Sources of Recruitment- Selection - steps in Selection Process..

UNIT – III

(Teaching Hours: 10)

Concept of Induction/Orientation – Objectives of Induction – Training –Need- Importance of Training – Types of Training – Performance Appraisal – Methods /Techniques of Performance Appraisal .

UNIT – IV

(Teaching Hours: 10)

Job Evaluation – Methods of Job Evaluation – Compensation Management - Components of Compensation - Wage Policy .

UNIT –V

(Teaching Hours: 10)

Industrial relations and Labour Welfare- Workers Discipline Administration – Grievance Handling –Redressal Procedures – Labour Welfare, Health and Safety Measures.

Total no. of instruction hours: 50

Text books:

- 1.Human Resource Management – VSP Rao, Sultan Chand & Sons, 2007 Edition
2. Personnel Management and Industrial Relations - Tripathy.P.C, Sultanchand & Sons 2008 Edition.

Reference Books:

1. Human Resource & Personnel Management- K.Aswathappa, Sultan Chand & Sons, Seventh Edition 2008.
2. Human resource management ,Fisher Schoenfelt Shaw All India Publishers, Tenth Edition, 2011.
3. IHRM – S.C.Gupta, Macmillian Publishing Company.
4. Human Resource Development – John.P.Wilson, Kogan Page Ltd., Second Edition 2005
5. Human Resource Strategies – Ashok Chanda, Shilpa Kabra, Sage Publications India Pvt., Ltd., First Edition, 2000

FOURTH SEMESTER
ALLIED: MANAGEMENT INFORMATION SYSTEM

Objectives:

- a. The course intends to provide the Information Systems knowledge, a business end user needs to know.
- b. It helps students to learn, how to use and manage a variety of information technologies to revitalize business processes, improve managerial decision-making and gain competitive advantage.
- c. To equip the students with the knowledge of emerging trends in MIS affecting business decisions and how to improve managerial decision-making and gain competitive advantage.

UNIT-I

(Teaching Hours: 10)

System concepts- Introduction- Elements of system – Characteristic of system - Types of system - Components of system – Need for Information System - Data & Information – Characteristics of Information system - Types of information system- Information system resources – System Development Life Cycle.

UNIT-II

(Teaching Hours: 10)

Management information system – Definition – Pyramid & Matrix structure of MIS - Components of MIS - Role and Importance of MIS – E-Business Enterprises – Virtual Company – Information System for competitive advantage.

UNIT-III

(Teaching Hours: 10)

Computer hardware - Input / output drive – computer software – Office Automation - Electronic communication system - Electronic publishing system – Enterprise collaboration system – Image processing system - Office management system

UNIT-IV

(Teaching Hours: 10)

Information system in business & management – Decision support system – Group Decision Support System - Executive information system – Transaction processing system – Artificial intelligence – Expert system.

UNIT-V

(Teaching Hours: 10)

DataBase Management System – Structure – Database Development Process - Functions – Benefits – E-commerce –Types of E-commerce –EDI- Threats from internet based E-commerce – Security Measures.

Total no. of instruction hours: 50

Text book:

- 1) Management Information System-Aman Jindal, Kalyani Publisher, First Edition, 2009
- 2) James A. O'Brien, Management Information Systems: Managing information technology in the internet worked enterprise, fourth edition, Tata McGraw-Hill publishing company Ltd, New Delhi, 1999

Reference books:

- 1) Management Information System, P.Mohan, Himalaya Publishing House, 2009, Eleventh Edition.
- 2) Management Information System, Gordon B Davis and Margaret H.Olson, Tata Mc Graw-Hill Publishing Company Ltd, New Delhi, 2000.

A2-19

Dr. G.R.D COLLEGE OF SCIENCE (AUTONOMOUS) 2019-20
BACHELOR OF BUSINESS ADMINISTRATION
(Under Choice Based Credit System)

EFFECTIVE FROM THE BATCH ADMITTED DURING THE ACADEMIC YEAR 2019 - 2020
SUBJECT CODE:

FOURTH SEMESTER
CORE: PRACTICAL - PC APPLICATIONS IN BUSINESS

Objectives:

- This laboratory oriented course would impart the necessary skills to the students to use the Internet for business purpose with an end-user perspective. Also the paper concentrates on the tags used in Markup language and it provides a hands-on experience on creating static web pages.
- To equip the students in information processing, interpretation and presentation skills using computer software packages and to use information to the benefit of functional and organizational advantage

UNIT I

(Teaching Hours: 10)

History and growth of Internet – getting connected to the Internet - business applications of Internet – Browsing and Searching the World Wide Web – communicating on the Internet using E-mail – Shopping on the Internet – other uses of Internet – web browser basics – starting the browser – navigating the web by following links.

Creating own E-mail account – sending an E- mail – sending copies of E-mail – Keeping Inbox under control – filtering and forwarding mail automatically – keeping track of addresses – sending files as attachments to E- mail – managing multiple E- mail account - advanced mail management – optional E-mail features – some E-mail conventions – upload photographs and share it with friends – Internet Telephone – voice chat – webcam live chat.

UNIT II

(Teaching Hours: 10)

WORD: Creating a new document with templates & Wizard – Creating own document – Opening/Modifying a saved document – Converting files to and from other document formats – Using keyboard short-cuts & Mouse – Adding symbols & pictures to documents – Headers and Footers – Finding and Replacing text – Spell check and Grammar check – Formatting text – Paragraph formats – Adjusting margins, line space – character space – Changing font type, Size – Bullets and Numbering – Tables – Adding, editing, deleting tables – Working within tables

EXCEL: Working with worksheets – cells – Entering, editing, moving, copying, cutting, pasting, transforming data – Inserting and deleting of cells, rows & columns –Using formulas for quick Calculations–Creating and editing charts – Chart elements – Editing a chart – Printing charts.

UNIT III

(Teaching Hours: 10)

POWERPOINT: Creating new presentations – Auto content wizard – Using template – Blank presentation – Opening existing presentations – Adding, Editing, Deleting, Copying, Hiding slides – Presentations – Applying new design. Using Animating text – Special effects to create transition slides.

ACCESS: Getting to know Access– opening an existing Database – Exploring Tables – Exploring Queries – Exploring Forms – Exploring Reports – Creating a New Database – Creating Creating tables.

UNIT IV

(Teaching Hours: 10)

HTML: Introduction – Markup language – Editing HTML – Common tags – Headers – Text styling. Intermediate HTML: Introduction – Unordered lists – Nested and ordered lists – Basic HTML tables.

UNIT V

(Teaching Hours: 10)

Intermediate HTML and formatting – Basic HTML forms – more complex HTML forms – Internal linking - <FRAMESET> tags.

Text Books:

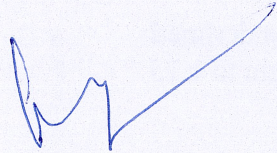
1. Windows 98.6 in 1, Jane Calabria and Dorothy Burke, Prentice Hall of India, 1998 Edition.
2. Using Microsoft Office 2000, ED and BOTT – Prentice Hall of India, 2000 Edition.

Reference Books:

1. The Internet for Busy people, Christian Crumlish, Osborne, McGraw Hill USA, Fifth Edition 2002.
2. The Complete Reference: HTML & XHTML, published by Osborne/McGraw-Hill, fourth edition.
3. Office 2000 Complete, BPB Publications, 2000 Edition.
4. Windows 98, the Complete Reference, BPB Publications, 1998 Edition.

Website Reference:

1. www.ebay.com
2. www.amazon.com
3. www.indiamart.com
4. www.w3schools.com



LIST OF PRACTICAL EXERCISES

INTERNET & E-COMMERCE

1. Create e-mail id with various service provider (gmail, AOL, etc). Sending attachments, working with various features (eg.Group mail, forwards, Creating folder, album, contact list).
2. Buy products online. (B2B, B2C, C2C)
3. Sell products online. (B2B, B2C, C2C)

WEB TECHNOLOGY USING HTML

4. Create a HTML document, with a <title> tag inside the head section.
5. Add a black background color with white text to all table rows.
6. Create a simple three-framed page.
7. Create an HTML program for Ordered & Unordered HTML lists.
8. Create a HTML program for inserting an image.
9. Create a HTML program for formatting a passage.

MS-WORD

10. Type a word document with atleast 100 words. Give a title for the passage and format the same as per the specification given below:
 - Font size, style
 - Title should be in Bold, italics, underlined
 - Set left margin to 1.5, right margin to 1.75
 - Line spacing should be doubled
 - Apply border to the passage
 - Insert date and time, page number & header & footer
11. Prepare a timetable using Table Auto format in Ms Word.
12. Create a word document and insert a picture.
13. Change the page layout to landscape Count the number of words and place it in a text box at the bottom of the page Find all instances of the word —engineerl and replace it with —designerl
14. Use **indents** to create the document as shown below.

Course E3542 Effective Training Matters

Aims	To improve the provision of training within the organisation.
Who should attend?	All those with a responsibility for training either in an organisational capacity, or as a provider.
Purpose of the Course	The course will: provide information on how to map training needs and create training plans; provide information on goal formulation and methods of gathering effective feedback and follow up by the course participants.
Course Structure	The structure of the course. A range of teaching methods will be used: formal lectures, group work/discussions, case studies and presentations.
Course Content	The course is comprehensive, but specific requests from participants can be catered for.

MS – EXCEL

15. Enter your semester's marks & calculate total, average using auto sum & save the file in "MARKS".
16. With a given data draw various graphs & diagrams

During the year	Growth of viruses			
	1960	1970	1980	1990
Place				
City A	1000	2500	2900	3700
City B	1750	2750	4500	5000
City C	2000	2500	4000	3000

17. Perform following calculation in MS-Excel.

Places	Target	Production	Achievement	Grade
Coimbatore	4800	6000	125%	??
Erode	5000	4500	??	??
Pollachi	5000	5000	??	??
Ooty	4933.33	5166.67	??	??

Tasks need to be done are a) Calculate grade. (A+ for more than 100% achievement; A for 100% achievement and B for below 100% achievement); and b) Create a bar chart to show the target and production of three places under observation.

MS – POWERPOINT

18. Prepare a PowerPoint presentation for department inaugural function.
19. Draw an organization chart.
20. Prepare a powerpoint presentation for a project proposal.

MS – ACCESS

21. With a given fields create a table (using design view, wizard view) in Ms-Access.
Register Number (Primary key), Name, Class, Mark1, Mark2, and Mark3
22. With given fields create a table in Ms Access.
Employee Number (Primary Key), Employee Name, Department, Designation.

FIFTH SEMESTER
CORE: COST AND MANAGEMENT ACCOUNTING
(Theory 40 % and 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

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 Book:

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.

FIFTH SEMESTER
CORE: INTERNATIONAL BUSINESS

Objective: To acquaint the students with the fundamentals of International Business Export Management and roles played by various institutions concern with international business.

UNIT – I (Teaching Hours: 10)
International Business: Meaning – Nature and Scope – Importance -Forms of International Business – Theories of International Business: Competitive Advantage Theory- Comparative Advantage Theory – Role of foreign trade in the economic development of India.

UNIT – II (Teaching Hours: 10)
Globalization: Meaning- Globalization of Production and Market – Obstacles to Globalization in India- Drivers of Globalization, The difference between Domestic business and international Business.

UNIT – III (Teaching Hours: 10)
Export Procedures: Basic steps involved in Starting on export business - Offer and Receipt of Confirmed orders – Producing the Product - Shipment and Banking Procedure – Negotiation and Export incentives – Major problems of India's export sector

UNIT – IV (Teaching Hours: 12)
Export Import Financing: Procedures for granting packaging credit, Post Shipment Finance, short term, Medium term and Long term finance, Negotiation of documents under L/C, Advances against claims of Export incentives - ECGC. India's import policy- GATT- WTO- IMF - IBRD - Functions and Features - Levels of Regional Economic Integration.

UNIT – V (Teaching Hours: 8)
Balance of Payments: Nature – Components. Tariffs – Classification of Tariffs – Impact of Tariffs– Counter trade: Types.

Total no. of instruction hours: 50

Text books

1. Export Management – T.A.S Balagopal, Nobel Publishing house, Eighth Edition 2008.
2. International Business – Shyam Shukla, Excel Books, First Edition, 2004.

Reference books

1. International Business competing in the Global Marketplace – Charles W.L. Hill, Tata Mc Graw, Hill Publishing Company Ltd, New Delhi, 2005, Fifth Edition.
2. International Trade and Export Management – Francis Cherunilam, Himalaya Publication House, Seventh Edition, 2007
3. International Business – K.Aswathappa, The McGraw Hill Companies, Third Edition 2008.
4. International Business – Justin Paul, PHI Learning Pvt., Ltd., Fourth Edition, 2009.
5. The International Business Environment – Anant K.Sundharam / J.Stewart Black, PHI Learning Pvt., Ltd., First Edition
6. International Business – Mike W.Peng, Cengage Learning India Pvt., Ltd., First Edition, 2008

FIFTH SEMESTER
CORE: LEGAL ASPECTS IN BUSINESS

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 – Memorandum 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 solutions

Total no. of instruction hours: 50

Text book:

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.Saravanel, S.Sumathi, Himalaya Publishing House, Fourth Edition, 1999.
3. Commercial law – Kapoor N.D, Sultan Chand & Sons, New Delhi, 2000.
4. Mercantile Law – P.C.Tulsan, Tata MC.Graw Hill Publicating Co., 1998.

**FIFTH SEMESTER
ELECTIVE
RURAL MARKETING**

Objectives:

- To enable the students to get a comprehensive understanding of the rural market.
- To give insight into various characteristics, opportunities and problems in marketing the products or services in rural India
- To understand about the rural specific marketing mix

UNIT - I

(Teaching Hours: 10)

Introduction

Rural marketing – Definition and scope, Evolution-Opportunities and challenges– myths about rural market – Changing patterns about rural demand.

UNIT – II

(Teaching Hours: 10)

Segmentation Targeting and Positioning in Rural Markets

Segmentation – Concepts, levels – Effective segmentation in rural market, Bases for segmentation in rural markets. Targeting, Positioning in rural markets.

UNIT – III

(Teaching Hours: 10)

Rural Market Research and Buyer Behavior

Rural market research – New Research tools. Rural Consumer Behavior – Factors influencing rural consumer behavior – Rural market profile – Consumers characteristics- opinion leadership process.

UNIT – IV

(Teaching Hours: 10)

Product and Pricing Strategies

Product classification – product mix decision – Rural product category – New product development – consumer adoption process – product life cycle – pricing in rural markets – Concepts, policies and strategies.

UNIT – V

(Teaching Hours: 10)

Promotion and Distribution Strategies

Media choice – Target audience profile – Promotion strategies. Distribution in rural markets – Channels. Evolution of rural distribution system – Channel Behavior – Distribution of FMCG and durable goods companies. Role and management of rural sales force.

Total no. of instruction hours: 50

Text book:

1. Rural Marketing: Text and Practice – Pradeep Kashyap and Siddharta Raut, Biztantra Dream Tech Press, New Delhi, 2006, First Edition.

Reference books:

1. Rural Marketing: Text and Cases – C.S.G Krishnamacharyulu and Lalitha Ramakrishnan. Pearson Education Pvt Ltd.
2. New Perspectives on Rural Marketing – Ramkishen Y, Jaico Publishing House.
3. Rural Marketing – Pradeep Kashyap, Pearson, Second Edition.

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 **(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 **(Teaching Hours: 10)**

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

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

Data Collection - Meaning - Types of data - Methods of collection of data - Primary data & Secondary Data. Measurement, Scaling - Meaning-types, Validity, Reliability, Errors.

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

Processing of Data - Editing - Coding - Tabulation. Analysis of data - Meaning - Hypothesis - Meaning - Types - Significance - Testing of Hypothesis. Interpretation of Data - Meaning & Importance.

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

Report Writing - Meaning - Essentials of good report - Content of Report - Steps in writing a report - Type of Reports - Graphical representation of results.

Total no. of instruction hours: 50

Text Book:

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

Reference Books:

1. Research Methodology-Methods & Techniques, C.R Kothari, Wishwa Prakasham, 2003
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.
5. Research Methodology, Ranjit Kumar, Pearson, 11th Reprint, 2012.

FIFTH SEMESTER
ELECTIVE
TAXATION
(Theory 60 % & Problem 40%)

Objective: To gain knowledge of basic concepts of income tax, heads of income, types of direct and indirect taxes, and income tax authorities and their powers.

UNIT – I (Theory) (Teaching Hours: 10)

The Income Tax Act 1961 – Definition of Income – Assessment year – Previous Year- Assesses – Types of Assesses – Scope of income – Charge of Tax – Residential status – Exempted Income u/s 10. Tax Systems – Tax Evasion & Tax Avoidance

Direct Taxes: Basis of charge – Residential Status.

UNIT – II (Theory and Problems) (Teaching Hours:10)

Heads of Income: Income from Salary: Definition - Characteristics - Computations of income from Salary

UNIT – III (Theory and Problems) (Teaching Hours: 10)

Computation of Income from House Property: Characteristics – exempted income from house property- Deductions – Computation of income from House Property.

Income from Business and Profession: Meaning of Business and profession – Expenses expressly allowed- Expenses expressly disallowed.

UNIT – IV(Theory and Problems) (Teaching Hours: 10)

Computation of Income from Capital Gains: Capital assets – Long term capital assets- Short term capital assets.

Income from Other Sources: Various sources of Income – Computation of income from other sources.

Indirect taxes: Income tax Authorities and their power.

UNIT – V (Theory) (Teaching Hours: 10)

GST in India- An introduction- Taxable event- Charges of GST- Exemptions from GST- place of supply- time of supply- value of supply- Registration

Total no. of instruction hours: 50

Text Books:

1. Income Tax Law and Practice – VP.Gaur and DB.Narang, Kalyani Publishers, Revised Edition [Unit I-IV]
2. GST Manual with GST law guide & digest of landmark rulings, Budge 2019 edition, 11th edition 2019 – Taxmann's.

Reference Books

1. Taxman's Direct Taxes, Law and Practice – Dr.Vinod Singhania, Taxmann Publications Pvt.Ltd, Revised edition 2009-2010.
2. Respective Book Acts - Business Taxation, Taxmann Publications Pvt.Ltd, Revised edition 2009-2010.
3. The Institute of Chartered Accountants of India Manual
https://www.icai.org/post.html?post_id=15138

**FIFTH SEMESTER
ELECTIVE
ORGANISATIONAL DEVELOPMENT**

Objective: To enable the students need for organizational change & various principles of developing organizations.

UNIT-I

(Teaching Hours: 10)

Organisation Change - Need- Objective - Nature of Change – Importance – Forces of change – Models of Change.

UNIT-II

(Teaching Hours: 10)

Organisation Development – Characteristics – Foundations of Organisation development – Organisational Development Process – Action research and Organisation development.

UNIT-III

(Teaching Hours: 10)

Organisational Development Interventions – Need and Characteristics – Intergroup and Third – party peacemaking interventions – Process Consultation.

UNIT-IV

(Teaching Hours: 10)

Comprehensive Interventions – Structural Interventions – Research on Organization Development.

UNIT-V

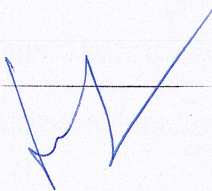
(Teaching Hours: 10)

Leadership and Organizational Transformation – Challenges and Future of OD – Role of organization development and transformation through mergers and acquisition.

Total no. of instruction hours: 50

Reference books:

1. French & Bell – Organization Development, Prentice Hall of India
2. Rosabeth Moss Kanter – The Change Masters.
3. Designing and Managing Human resource system: Udai pareek and T.V.Rao, Oxford publishers.
4. Human Resource Development – Tripathi.P.C., Sulthan Chand & son



FIFTH SEMESTER
EXTENSION ACTIVITIES: INSTITUTIONAL TRAINING

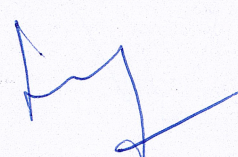
Department of Business Administration, Dr G R D Institute of Management has designed the Internship Training for our students as a part of the curriculum. The Internship Training requires them to spend 30 days during First week of the month May to Second week of the month June in an organisation to enrich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



SIXTH SEMESTER
CORE: DIGITAL MARKETING

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 **(Teaching Hours: 10)**

Introduction

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

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

Pay Per Click and Digital Display Ads

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

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

Email Marketing and Mobile Marketing

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

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

Social Media Marketing

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

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

Strategy and Planning

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

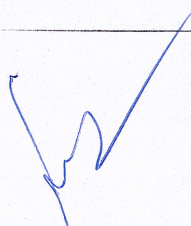
Total no. of instruction hours: 50

Text Book

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



**SIXTH SEMESTER
ELECTIVE
SERVICES MARKETING**

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

Text Book

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.
4. Services Marketing, S.M.Jha, Himalaya Publishing House, 2006.

SIXTH SEMESTER
ELECTIVE
INVESTMENT MANAGEMENT
(100% THEORY)

Objective : To learn about the investment objectives, primary and secondary market, types of analysis and optimum portfolio.

UNIT-I

(Teaching Hours: 10)

Investment – Meaning – Importance – Objectives – Investment and Gambling – Investment process – Investment alternatives.
Investment in Shares and Debentures – Types of Shares and Debentures – Merits and Demerits.

UNIT-II

(Teaching Hours: 10)

New issue market: - Parties involved in new issues – Government and Statutory agencies – Pricing of new issues
The Secondary Market: - Functions of stock exchange – Legal control of stock exchanges in India – Listing of securities – Qualification for listing – BSE, NSE, OTCEI and NSDL.

UNIT-III

(Teaching Hours: 10)

Risk – Systematic and Unsystematic risk – Minimizing risk exposure – Risk measurement.
Returns – Meaning – Measurement of Returns – Traditional method of measurement – Improved techniques.

UNIT-IV

(Teaching Hours: 10)

Fundamental Analysis: Economic Analysis - Industry Analysis - Company analysis.
Technical Analysis: Dow Theory – Types of Charts – Difference between Fundamental Analysis and Technical Analysis.

UNIT-V

(Teaching Hours: 10)

Efficient Market Theory – Basic Concepts – Random Walk Theory — Portfolio Construction – Selection of portfolio – Markowitz model – Efficient frontier.
Portfolio Evaluation – Sharpe's performance index – Treynor's performance index – Jensen's Performance index

Total no. of instruction hours: 50

Text Book:

1. Security Analysis and Portfolio Management- Punithavathy Pandian, Vikas Publishing House, Fifth Revised Edition 2008. (Unit I-V)

Reference Books:

1. Investment Management – Preethi Singh, Himalaya Publishing House. 14th Revised Edition 2008. Unit I-V
2. Security Analysis & Portfolio Management – S. Kevin, Prentice Hall of India Pvt., Ltd., 2006 Edition.
3. Security Analysis & Portfolio Management – Donald E. Fischer, Ronald J. Jordan, Pearson Education, Sixth Edition 2009.

SIXTH SEMESTER

ELECTIVE

INDUSTRIAL RELATIONS

Objective: To acquaint the students understand the important of cordial relationship in the industries and highlight the legislative measures to be followed by industries to sustain and develop relationships.

UNIT – I

(Teaching Hours: 10)

The Industrial Disputes Act,1947 – meaning-Definitions Conciliation machinery - Procedures, Powers & Duties of Authorities , Courts or Tribunals Awards , Strikes & Lock-out , Lay-off , Retrenchment , Transfer & Closing down of undertakings Unfair labour practices , Penalties , Miscellaneous provisions.

UNIT – II

(Teaching Hours: 10)

The Workmen's Compensation Act,1948 – Meaning –Definitions Administration Scheme – Officers & staff Employees state insurance fund , Contributions Benefits, Disputes & Claims , Penalties ,Miscellaneous provisions.

UNIT – III

(Teaching Hours: 10)

The Minimum Wages Act, 1948 – meaning- definitions Fixation & Revision of Wages Safegaurds in Payment of Minimum Wages Inspectors , Offences & Penalties , Power to make rules Miscellaneous provisions.

UNIT – IV

(Teaching Hours: 10)

The Trade Unions Act, 1926 – Meaning – Definition Registration of Trade Unions Cancellation of Trade unions & Appeal , Rights & Privileges Amalgamation , Dissolution, Regulations , Penalties.

UNIT – V

(Teaching Hours: 10)

The Payment of Bonus Act, 1966 – Meaning – Definitions Eligibility for Bonus , Disqualification , Determination Special provisions , Inspectors , Penalties Offences & Miscellaneous Provisions.

Total no. of instruction hours: 50

Text Book

Dynamics of Industrial Relations by C.B.Mamoria, Satish Mamoria & P. Subba Rao, 16th edition, 2016

Reference Book

1. Elements of Mercantile Law By – N.D. KAPOOR, Sultan and Chand.
2. Commercial and Industrial law By-Sen and Mitra, world press publications.

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 should 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.
8. Students are *strictly restricted* to undergo their project work in *textile related companies in Trippur*.

SIXTH SEMESTER
SKILL BASED SUBJECT: ENTREPRENEURSHIP AND PROJECT MANAGEMENT

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

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)

